Tutorial 1: Big Data Industrialization
Tony Shan, Advisory Consultant

ABSTRACT: We have entered the era of "big data", where the volume, velocity, and variety of data are exploding at an unprecedented pace. This talk presents an overview of the big data industrialization movement, along with real-life working examples and use cases as well as best practices. The tutorial consists of 4 parts. 1. Fundamental: concept, characterization, attributes, value, history, major players, foundational building blocks; 2. Framework: big data lifecycle model, data repository classification, NoSQL, data ingestion, streaming, data augmentation, scale-out options, integration; 3. Solutioning: techniques, styles, patterns, Hadoop, schema design, parallel processing, compaction, bulk loading, optimization, real-time, synergy and interlock; 4. Case study: a real-world business scenario where the architecture of an existing product is revamped to become a scalable big-data platform for cloud-based SaaS productization.

About the Speaker: Tony Shan is a renowned thought leader and innovative visionary with decades of field experience and guru-level expertise on cutting-edge enterprise computing technologies. He has directed and advised the pragmatic lifecycle design of large-scale award-winning distributed systems on diverse platforms in Fortune 50 companies and public sector organizations. He is a regular speaker and organizer in preeminent conferences, a book author, an editor of IT research journals, and a founder of several user groups and forums.

Tutorial 2: Social Business Services
Karthik Gomadam, Kunal Verma, Peter Yeh
Accenture Technology Labs, USA

ABSTRACT: When Google launched the maps API in July 2005, numerous applications integrated the mapping data provided by Google with other third party data sources. These early applications, popularly called “mashups”, demonstrated the value created by integrating data from different sources. As mashups caught on, companies realized the value in sharing their data and created APIs to allow developers to systematically consume their data, thus creating a new breed of services called data services. While early mashups were largely confined to consumer applications, the emergence of APIs coupled with organized ways for buying and syndicating data via data marketplaces have led to the adoption of data services in the enterprise. Today, data services are beginning to play an important role within enterprises, aiding tasks such as business intelligence and content analytics. In this tutorial, we will present a detailed overview of data services, their applications, and data marketplaces.

About the Speakers: Karthik Gomadam is a researcher at Accenture Technology Labs. His research interests include data management and integration on the Web and its applications. He has published over 40 peer reviewed research papers. He has served on the pc of a number of conferences. He won the semantic Web challenge at the International Semantic Web Conference in 2009. His publications can be found at: http://bit.ly/gomadampubs. He graduated with a Ph.D in CS from the Kno.e.sis Ohio Center of Excellence, Wright State University.

Kunal Verma is a Research Manager at Accenture Technology Labs. He has published over 50 peer-reviewed research papers in the areas of Semantics Driven Data management, Semantic Web services, Business Process Management and Requirements Engineering. He has served on the PC for a number of conferences including IEEE ICWS, IEEE Cloud and ISWC. He was recently the PC vice-chair for ISWC and the chair the ICWS Work-in-Progress Track. He won the best paper award in the “Semantic Web in Use” track at ISWC 2008. He graduated with a Ph.D. in CS from the University of Georgia.

Dr. Peter Z. Yeh is a researcher at Accenture Technology Labs where he defines and leads technology projects that apply analytics and semantic technologies to address key business problems ranging from competitive intelligence to data management. Prior to joining Accenture, Dr. Yeh was involved with several high profile analytics projects funded by DARPA and Vulcan Inc. Dr. Yeh holds a Ph.D. of CS from The University of Texas at Austin.

Tutorial 3: Cloud Hands-On
Srinath Perera, WSO2 Inc., USA

ABSTRACT: Few years down the line, now we can see many ideas, architectures, and systems shaping up providing more clarity and understanding into cloud computing landscape. Among them, there are many cloud computing systems that enable users to build systems in the cloud with minimal effort. Understanding those systems could provide great insights and understanding into both “cloud promise” and “cloud reality”. This tutorial will provide a brief introduction to the cloud, and discuss how to use some of the existing cloud computing systems with hands-on. We will demonstrate how to develop and run a SOA application in an Infrastructure as a Service platform (IaaS) as well as in a Platform as a Service Platform (PaaS).

About the Speaker: Srinath Perera is a Senior Software architect at WSO2 Inc., where he overlooks the overall WSO2 platform architecture with the CTO. He also serves as a research scientist at Lanka Software Foundation and teaches as a visiting faculty at Department of Computer Science and Engineering, University of Moratuwa. He is a co-founder of Apache Axis2 open source project, and he has been involved with the Apache Web Service project since 2002 and is a member of Apache Software foundation and Apache Web Service project PMC. Srinath is also a committer of Apache opensource projects Axis, Axis2, and Geronimo. Srinath received his Ph.D. in CS from Indiana University.
Tutorial 4: The Art of Mobile War – Strategies, Trends, and Winners
Leon Bian, director, LG Electronics

ABSTRACT: In this 3-hour tutorial, we will address the following vital topics: Challenges and innovations in a 4G world and what’s next; How iOS and Android have changed the wireless industry landscape; Explosion of applications – technology, development, monetization and ecosystem; Critical role of secure elements in delivering mobile applications and services; The impact of social networking and media on cloud-based mobile platforms and e-commerce; Cloud as the foundation of ubiquitous connectivity and “Internet of Things”; Role of tablets on the future of commerce, healthcare, entertainment, advertising, and publishing; Enterprise mobility and BYOD – security, manageability, API management, and cloud integration; Mobile identity and access management; and The wireless trends in 2012 and beyond.

About the Speaker: Leon Bian is director of Global Enterprise Mobile Solutions at LG Electronics. Bian has close to 15 years of global high-tech experience in global Fortune 500 companies. Before joining LG, Bian was a senior product line manager at Motorola. Bian earned his joint Master’s Degree in Engineering and Management from MIT. He also holds a Master’s Degree in CS from the University of Massachusetts.

Tutorial 5: Internet 3.0
Liang-Jie (LJ) Zhang, Kingdee International Software Group Company Limited, China

About the Speaker: Liang-Jie (LJ) Zhang is SVP, Chief Scientist, & Director of Research at Kingdee International Software Group Company Limited, and director of The Open Group. Prior to joining Kingdee, he was a Research Staff Member at IBM T.J. Watson Research Center. Dr. Zhang has published more than 140 technical papers in journals, book chapters, and conference proceedings. He has 40 granted patents and more than 20 pending patent applications. Dr. Zhang received his Ph.D. on Pattern Recognition and Intelligent Control from Tsinghua University in 1996. He chaired the IEEE Computer Society’s Technical Committee on Services Computing since 2003. He also chaired the Services Computing Professional Interest Community at IBM Research from 2004 to 2006. He was the lead IBM researcher on SOA solutions, web services, and interactive media systems. Dr. Zhang has served as the EIC of the International Journal of Web Services Research since 2003 and is the founding EIC of IEEE TSC. He was elected as a Fellow of the IEEE in 2011, and in the same year won the IEEE Technical Achievement Award "for pioneering contributions to Application Design Techniques in Services Computing". Dr. Zhang also chaired the CLOUD 2010, SE 2012.

Steve Bobrowski, Salesforce.com

ABSTRACT: Come discover how to quickly build secure, hassle-free web apps that can scale to meet varying demands. Bring your laptop to this session and learn how create a cloud database, related user interfaces, declare standard business logic with mouse clicks, and code more complex custom business logic. Then you’ll see how to integrate your system with other systems via open standards technology, publish select data via web sites, and make your apps social.

About the Speaker: Steve Bobrowski has been a CTO and Technology Evangelist for several enterprise-focused companies, including Oracle, BEA Systems, and Computer Sciences Corp. (CSC). Currently, Steve is the Editor in Chief, Developer Relations at salesforce.com