

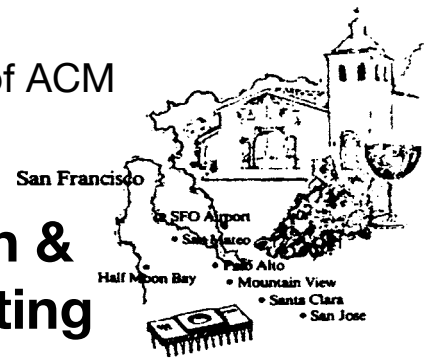


The San Francisco Bay Area Chapter of ACM
The First Society in Computing

Presents

SOA, Service-Orientation & Service-Oriented Computing

A Professional Development Seminar



at **SAP Labs U.S.**

**3410 Hillview Ave., Building D
Palo Alto, California**

Saturday, Oct. 20, 2007

8:30 a.m. to 4:30 p.m.

OVERVIEW

Service-Oriented Architecture (SOA) is at the center of a new generation computing platform positioned to revolutionize the way we build, govern and evolve automation solutions. SOA introduces new concepts, technology, and a new approach to building solution logic as highly composable and reusable IT assets in the form of services. The benefit potential of SOA is deemed so high that its successful adoption is expected to create a new breed of “agile organization.”

The Seminar will begin with an explanation of the benefits and challenges of adopting SOA and sharing insights, recommendations and best practices for planning and carrying out SOA projects. Key aspects of SOA, including distinguishing characteristics of the service-oriented architectural model, service-oriented design and analysis approaches, the service modeling process, and the application of service-orientation design principles will be covered.

Key service considerations and common challenges will also be discussed in relation to custom-developed services and services that need to encapsulate legacy systems. Further explanation follows on

how service-orientation compares to object-oriented design and other established distributed computing design approaches. A primary goal of this session to help attendees learn what constitutes a truly “service-oriented” solution. This will shed light on a marketplace where many products and services are being freely branded “SOA”.

All attendees will receive a copy the recently published *SOA: Principles of Service Design*, a full-color book written by SOA Systems founder Thomas Erl that has been endorsed by members of IBM, Microsoft, Oracle, BEA, Sun, Intel, SAP and HP. There will also be a drawing for a limited quantity of color SOA Principles posters.

SPEAKER

Robert D. Schneider is a senior consultant, instructor, and published IT author with more than 15 years of experience leading successful client services organizations and providing technical expertise on complex IT applications.

Robert was the Director of Client Services at Above All and also the co-founder and Vice President of Professional Services for Optimize Solutions, Inc. Prior to Optimize, Robert led the Client Services organization as Director of Sales Engineering at Visigenic Software, as well as serving as a senior consultant at Informix Software. As principal of Spectrum Associates, Robert created and directed a successful banking software consulting firm in New York.

He has written four books and numerous articles on Service Oriented Architecture, high-performance database applications, as well as technical sales and implementations.

Register early! Capacity limited to 200

**Registration for ACM Professional Development Seminar
Saturday, October 20, 2007**

Tuition includes book, notes, lunch, and refreshments.
Refunds - Full refunds can be given if cancellation is received by 10/10/07. Sorry, no refunds after 10/10/07.

PLEASE PRINT

Name: _____ Title: _____
Mailing Address: _____ Company: _____
City: _____ Zip: _____
Telephone: Office: _____ Home: _____ email: _____

**You will be notified
if and only if the seminar
is full; you will be notified
by phone or email.
No confirmation
will be sent!.**

Registration: By mail or PayPal (see www.sfbayacm.org for PayPal information) ACM Membership No _____
• Member: National or Local ACM \$140 _____
• Non- Member • \$150 _____
• Students - Full time \$110 _____ **Add \$5 if postmarked after October 10, 2007**

Note: * Includes a one year Local Chapter Membership starting at the time of registration. This includes a one year subscription to the Bit Dropper, discounts on future PDS Seminars, and discounts at participating local stores.

Corporate Group Discounts Available

Please make your checks (credit card payment is not available for mail-in registration)
payable to ACM and mail to: **ACM PDS 1007 P.O. Box 60355 Sunnyvale, CA 94088**

Luncheon selection (check one):
Regular Vegetarian

Schedule:

8:00 - 8:30 AM Registration
8:30 - 8:45 Introduction
8:45 - 10:15 Session 1
10:15 - 10:30 Break
10:30 - noon Session 2
noon - 1:00 PM Lunch
1:00 - 2:30 Session 3
2:30 - 2:45 Break
2:45 - 4:15 Session 4
4:15 - 4:30 Questions, Summary

All attendees will receive a copy the recently published *SOA: Principles of Service Design* as part of your registration fee for the seminar.

This book retails for \$49.95 on Amazon. For a look at the book go to <http://www.soabooks.com/chapters3.asp>

DIRECTIONS

From 280

Take Page Mill Road Exit towards the bay. Turn right onto Deer Creek Road. Turn left at stop sign onto Arasrdero Road. Turn left onto Hillview Avenue. 3410 Hillview is located on the left hand side of the road.

From 101

Take San Antonio Road exit towards the hills. Turn right at the first light onto E. Charleston Road. Continue past El Camino Real where Charleston becomes Arastradero. Continue past Foothill Expressway and turn right at the stop sign onto Hillview Avenue. 3410 Hillview is located on the left hand side of the road.

