

# OMG Transportation Information Day

## Standards Enabled SOA

*Hosted by the OMG Transportation Working Group*

**September 24<sup>th</sup>**

**Jacksonville, Florida**

[ [Registration](#) ] [ [Speakers](#) ] [ [Hotel](#) ] [ [Meeting Information](#) ]

### **Agenda: Monday September 24**

- 08:30 – 09:00**      **Welcome and Introduction**  
*Andrew Watson, Vice President & Technical Director, Object Management Group*
- 09:00 – 10:00**      **Event Driven Enterprise Gains Competitive Advantages**  
*Keynote: Maja Tibbling, Lead Enterprise Architect, Con-way, Inc.*  
Learn how Con-way, Inc., a \$ 4.2 billion freight transportation and logistics company, established a strong architectural foundation that is enabling each evolutionary step of SOA, EDA and BPM, to help the business to remain competitive in a changing and consolidating market, address new business opportunities and meet customer demands. Con-way, an early adopter of SOA, navigated technical and organizational challenges to establish a systematic approach to create and identify business services. In this session, find out why continuous attention to the “A” in SOA implementation is critical if it is to serve as a basis for event-driven processing, automated business processes, real-time business intelligence and other future IT opportunities. Learn how the business has already benefited, what steps were taken to ensure success and what lessons were learned along the way.
- 10:00 – 10:15**      **Break**
- 10:15 – 11:15**      **Transportation Overview: Transforming to Open Services**  
*Barbara Errickson, EDS Transportation Leader, Consulting Services*  
This session will highlight some of the reasons why Service-Oriented Architecture (SOA) is so popular along with some implementation critical success factors, including the need for a broad set of standards.
- 11:15 – 12:00**      **Panel**  
- Defining the right services
- 12:30 – 13:30**      **Lunch**
- 13:30 – 14:30**      **Open Reservations Services**  
*Mike Hiatt, SOA Project Manager, Sabre Holdings*  
- More than what you see on Travelocity
- 14:30 – 15:30**      **Multi-Branded Car Rentals**  
*Ashok Kumar, AVIS/Budget Enterprise Architect*  
- Use of industry standards and Service Oriented Architecture

<b>15:30 – 15:45</b>	<b>Break</b>
<b>15:45 – 16:45</b>	<b>Panel</b> SOA SWOT / lessons learned
<b>16:45 – 17:00</b>	<b>Adjourn</b>