

# XML 2002 WORLD

The Fusion Between Business & Technology

Attend the Industry's  
Leading Business XML  
CONFERENCE & EXPOSITION

WEB SERVICES

CONTENT MANAGEMENT & XML

PORTALS & XML

WIRELESS & XML

New Orleans  
September 23-25, 2002

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# EXPOSITION

Cocktail Reception  
5:00 p.m. - 7:00 p.m.

Sponsored by:

COREL

Tuesday, September 24

10:00 a.m. - 5:00 p.m.

Wednesday, September 25



The XML World exposition is the place to find real answers to your XML product questions!



## New Orleans



### New Orleans Marriott

555 Canal Street New Orleans, LA 70130

Room availability is limited. A special conference rate was negotiated for you at **\$199** / single. Simply identify yourself as a **XML World attendee**. Reservations: 1-888-364-1200.



### Bourbon Street

Be charmed by New Orleans' night life and the welcoming ambiance of the unforgettable Bourbon Street. Enjoy jazz music and great Cajun food!



### Aquarium & Zoo Cruise

This riverboat cruise package down the Mississippi is a great way to see the Aquarium of the Americas and the Audubon Zoo. A great way to enjoy 3 attractions in one.



### Lots of Entertainment

You can also try the Swamp Tour / Airboat Ride; the Garden District Tour; the D-day Museum / Contemporary Arts Center... right next to each other in the Warehouse District. Or the Voodoo / Haunted Tour, besides many others. Find out more at [www.neworleanscvb.com](http://www.neworleanscvb.com)

Interested in exhibiting?

Contact: Rainer Wellige

[rwellige@xmlworld.org](mailto:rwellige@xmlworld.org)

Tel. (514) 871-3421



## Conference Chair

### Joe Gollner



XML World  
Conference Chair

## Welcome

XML World 2002 is about fusion, the bringing together of different threads in the story of modern business applications - personalized content, wireless mobility, enterprise portals and instantaneous business transactions - for the benefit of all involved. Come to think of it, the same can be said about the role of XML in the advancement of the Web itself. In fact, the same can also be said of this year's venue, New Orleans, although in a slightly different light. So please, come and join the mix.

## Conference Co-Chairs

**JP Morgenthal**  
Portal Track  
Co-Chair



**Sandeep Singhal**  
Wireless & X-Track  
Co-Chair



**Danny Boulanger**  
Content Track  
Co-Chair



## Keynote Speaker

### Patrick Gannon

President and CEO of OASIS, Patrick was also recently appointed to the United Nations Economic Commission for Europe, where he chairs a team that advises governments in transitional economies on best practices for electronic business. He has worked for BEA Systems, where he served as Senior Vice-President in the E-Commerce Integration Division.



President  
and CEO,  
OASIS

## Keynote Speaker

### Bruce Sharpe

Dr. Bruce Sharpe has more than six years experience with XML and related technologies. Bruce has been instrumental in the creation of solutions based on XML since its inception, and has worked closely with the W3C during the creation of XML and related standards.



Executive  
Vice-President,  
Corel Corporation

## Keynote Speaker

### Ray Seddigh

Ray Seddigh leads the XML Centre of Excellence, XML Publications, and XML Lab initiatives of the Technology Centre. He is a Contributing Editor of the PricewaterhouseCoopers Technology Forecast, the Centre's key technology Thought Leadership publication for global clients of PwC



Director,  
Pricewaterhouse  
Coopers Global  
Technology Centre

## Who Should Be There ?

- < Project Managers >
- < CTOs, CKOs, CIOs >
- < Information Architects >
- < Technology Managers >
- < Business Strategists >
- < Integrators >
- < Developers >

## Why You Should Be There !

XML World 2002 is a conference and exposition that, over the past five years, has brought together developers, implementers, customers and vendors from across the globe to explore the XML phenomenon.

*This event has consistently sought a balance between business and technology, development and implementation, hype and reality.*

## Monday, September 23 - Conference Day 1 & Tutorials

**8:30 a.m. - 10:15 a.m. Opening Session -**  
XML World 2002 will open with a series of presentations by the conference chairs - each focusing on the most important advances in their respective domains and on the emerging trends that will warrant attention over the next year. The conference chairs will work together to demonstrate how the different topics being showcased in their tracks all point toward the pervasive impact of XML across the technology and business markets.

	Business Track	Content Track	Portal Track	Wireless & X-Track
<b>10:30 a.m.</b>	<b>Introduction to Business in XML</b> Joe Gollner Conference Chair	<b>Introduction to Content Management</b> Danny Boulanger Co-Chair	<b>Introduction to Portals</b> JP Morgenthal Co-Chair	<b>Introduction to Wireless in XML</b> Sandeep Singhal Co-Chair
<b>12:00 p.m.</b>	<b>Lunch for Conference Attendees</b>			
<b>1:30 p.m.</b>	<b>WebServices Part 1</b> Beverly DeWitt IBM Lotus Software	<b>Turning Legacy into Real Time Part 1</b> Geoff Leigh Answerthink	<b>Saving Money Using XML Portal-based Integration Part 1</b> Peter Aiken Institute for Data Research	<b>Path to Wireless Web Part 1</b> Bill Rumold WiredPocket
<b>3:00 p.m.</b>	<b>Conference Break</b>			
<b>3:30 p.m. - 5:00 p.m.</b>	<b>WebServices Part 2</b> Beverly DeWitt IBM Lotus Software	<b>Turning Legacy into Real Time Part 2</b> Geoff Leigh Answerthink	<b>Saving Money Using XML Portal-based Integration Part 2</b> Peter Aiken Institute for Data Research	<b>Path to Wireless Web Part 2</b> Bill Rumold WiredPocket

## Tuesday, September 24 - Conference Day 2 & General Session

<b>8:30 a.m.</b>	<b>The Global Interoperable Internet and E-Business Web Services</b> - Patrick Gannon, OASIS			
<b>9:15 a.m.</b>	<b>Building XML-based Smart Content Solutions</b> - Bruce Sharpe, Corel Corporation			
<b>10:00 a.m.</b>	<b>Coffee Break</b>			
<b>10:30 a.m.</b>	<b>General Session</b> - for updates please visit <a href="http://www.xmlworld.org">www.xmlworld.org</a>			
<b>11:15 a.m.</b>	<b>The Universal Business Language</b> - Ray Seddigh, Pricewaterhouse Coopers			
<b>12:00 p.m.</b>	<b>Lunch for Conference Attendees</b>			
	Business Track	Content Track	Portal Track	Wireless & X-Track
<b>1:30 p.m. - 2:15 p.m.</b>	<b>Web-Services Overview</b> Murali Janakiraman Rogue Wave Software	<b>CM, XML and Web Services</b> Una Kearns Documentum	<b>Enterprise Portal Application</b> 3-Speaker Panel Siebel, SAP and JD Edwards	<b>Wireless CRM</b> Richard Brock Firstwave Technologies, Inc.
<b>2:15 p.m. - 3:00 p.m.</b>	<b>After Web Services Standards --Then What?</b> Dave Hollander Contivo	<b>Tapping unstructured Data with XML</b> Ramana Rao Inxight Software, Inc.	<b>Enterprise Portal Framework</b> 3-Speaker Panel Gauss, Corechange and Xy Enterprise	<b>Voice XML</b> Brand Niemann U.S. Environmental Protection Agency
<b>3:00 p.m.</b>	<b>Conference Break</b>			
<b>3:30 p.m. - 4:15 p.m.</b>	<b>XML Schema and Web Services</b> Jim Bole Infravio	<b>Intelligent CM</b> Sunil Gaitonde Sauvega, Inc.	<b>Understanding Portals</b> David Homan Doculabs	<b>Web Services and Mobile Computing</b> Martyn Mallick iAnywhere Solutions
<b>4:15 p.m. - 5:00 p.m.</b>	<b>Web Services and XML Metadata</b> Chris Dix Navtrak, Inc.	<b>Case Study : Content Management</b> Chip Gettinger Lightspeed Interactive	<b>4-Tier Data Management</b> Larry Alston eXcelon	<b>Business Document Management to Enable Web Services</b> Coco Jaenicke eXcelon Corporation
<b>5:00 p.m. - 7:00 p.m.</b>	<b>COCKTAIL &amp; OPENING OF EXPOSITION</b>			

## Wednesday, September 25 - Conference Day 3 & Exposition

	Business Track	Content Track	Portal Track	Wireless & X-Track
8:30 a.m. - 9:15 a.m.	<b>Web Services Information Architecture</b> Frank Ryan SilverStream Software	<b>XML Search</b> David Gourley Endeca	<b>Portal Web Services</b> Timothy Chien Oracle Corp.	<b>Mobilizing the Enterprise Portal</b> Nancy Mancini Hummingbird Ltd
9:15 a.m. - 10:00 a.m.	<b>A More useful Internet</b> Adam Blum Talaris Corporation	<b>Unfolding Topic Maps</b> Mike Cvetan Progressive Information Technologies	<b>Enterprise Web Services</b> Ed Anuff Epicentric, Inc.	<b>Content Infrastructure Key to Expanded Wireless Functions</b> TBA
10:00 a.m.	<b>EXPOSITION (from 10:00 a.m. until 5:00 p.m.)</b>			
10:30 a.m. - 11:15 a.m.	<b>XML and Financial Services</b> John Johnson FNC, Inc.	<b>Geography Mark-up Language</b> Ron Lake Galdos Systems Inc.	<b>Distributed Information Management with XML &amp; Java</b> Michael Abbott code.METAmorphosis	<b>Simplify Mobile Complexity</b> Subramanian Peruvemba Oracle Corp.
11:15 a.m. - 12:00 p.m.	<b>XML and Collaborative Engineering</b> David Povilus IONA Technologies	<b>Enterprise CM</b> Ulrich Leuthner FileNET Corp.	<b>Reuse Revisited: Software with XML</b> TBA	<b>XQuery to Capture and Exchange Data</b> Jonathan Robie DataDirect Technologies
12:00 p.m.	<b>LUNCH &amp; EXPOSITION</b>			
2:00 p.m. - 2:45 p.m.	<b>XML Dialects</b> Brian Phelps Vested Development, Inc.	<b>SMIL and DAM</b> Sebastian Holst Artesia Technologies	<b>Enterprise Partnership: Source Code Escrow</b> Bea Wray Deposix	<b>XML's Role in Business Content Management</b> Brian Dirking Stellent, Inc.
2:45 p.m.	<b>CONFERENCE BREAK &amp; EXPOSITION</b>			
3:15 p.m. - 4:00 p.m.	<b>Web Reporting Systems</b> Pete Cittadini Actuate	<b>Making XML Effective: XML and the RDBMS.</b> Anupam Singh Sybase	<b>Using XML and Multichannel Publishing</b> PG Bartlett Arbortext	<b>XML Standards for eBusiness</b> Mark Hale Interwoven
4:00 p.m. - 4:45 p.m.	<b>XML and PDF</b> Ali Hanyaloglu Adobe Systems, Inc.	<b>Delivering XML Content to Clients</b> Larry Klein Advent 3B2 Incorporated	<b>Content Engineering</b> Martin Pike Stilo Technology	<b>XML for Scientific Databases</b> Joan Lu University of Huddersfield
5:00 p.m.	<b>END OF CONFERENCE &amp; EXPOSITION</b>			

For additional information please visit: [www.XMLWORLD.org](http://www.XMLWORLD.org)



## CONFERENCE & EXPOSITION September 23-25, 2002

at the New Orleans Marriott on 555 Canal Street, New Orleans, LA



Learn from the Experts



Hear from Visionaries





# Registration XMLWorld2002

Register online: [www.xmlworld.org](http://www.xmlworld.org)

or Fax: (514) 871-3415

**Platinum Package \$ 1,395 US**

**Save \$ 200 US before September 6, 2002 Early Bird \$ 1,195 US**

**Tutorials, Conference and Exposition - September 23-25**

This package includes: Full access to all tutorials and conference sessions and the exposition as well as conference proceedings, lunches, cocktail reception and seminars.

**Gold Package \$ 995 US**

**Save \$ 100 US before September 6, 2002 Early Bird \$ 895 US**

**Conference and Exposition - September 24 and 25**

This package includes: Access to all conference sessions on September 24 and 25 as well as conference proceedings, lunches, cocktail reception and seminars.

**One Day Package \$ 595 US**

**Save \$ 50 US before September 6, 2002 Early Bird \$ 545 US**

**Day 1: Tutorials - September 23 / Day 2: Sessions - September 24 / Day 3: Sessions - September 25**

This package includes: Access to one day of tutorials or one of the conference days. Included are the conference proceedings, lunches and activities for that day.

**Exposition \$ 25 US**

**Save \$ 25 US before September 6, 2002 Early Bird \$ 0 US**

**September 25**

Includes: Access to the exposition hall only on September 25.

**Group Discounts**

**3 - 5 people: Save 10% / 6 - 10 people: Save 15% / 11+ people: Save 20%**

For more information concerning group discounts, please contact us at [info@xmlworld.org](mailto:info@xmlworld.org)

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## Section 1 - General Information

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## Section 2 - Payment Method

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All checks must be made payable to InterDoc Corporation.

### Cancellation Policy

Please note that due to limited seating no refunds can be given after August 23, 2002. Prior to that date, all refunds will be subject to a \$150 US administration fee. Finding a replacement is strongly recommended if you cannot attend. Non-attendance at the conference does not exempt you from full registration fee payment.

Please note that attendance is limited. The conference organizers reserve the right to change or cancel any portion of the program without prior notice.

*If you have any physical disability and you require assistance, please call 1-800-260-7501.*

