



AutomaticTM

Let's Automate Business.

Innovate
2013



Sunday November 3rd

AUTOMIC INNOVATE 2013

4:00PM - 8:00PM

Conference Registration - *Main Lobby*

6:00PM - 8:00PM

Welcome Reception - *Harbor Lawn*

Come join Automic and fellow innovators for our opening night reception. There will be drinks and passed hors d'oeuvres, all with an amazing night view of the historic Savannah river walk. As you mix and mingle be on the lookout, some of the people you network with may be automation superheroes in disguise.



Monday November 4th

AUTOMIC INNOVATE 2013

7:00AM - 8:00AM

Breakfast - *River Lawn*

Conference Registration - *Second Floor Landing*

8:00AM - 8:15AM

CEO Keynote

Jason Liu, CEO, Automic

General Session, Grand Ballroom C

Kick off the 12th annual Innovate User Conference & Training with Chief Executive Officer, Jason Liu! Welcome in the year of innovation through automation.

8:15AM - 8:45AM

Welcome Keynote

Paul Forte, CSO, Automic

General Session, Grand Ballroom C

Introduction to Automic's new Chief Sales Officer, Paul Forte. Learn a little about Forte and his thoughts on the industry, first few months with Automic, and more.

8:45AM - 9:30AM

Introduction to the Evolution of Automic

Craig Beddis, CMO, Automic

General Session, Grand Ballroom C

Welcome to the new Automic! Craig Beddis, Chief Marketing Officer, will introduce you to Automic, the brand, the power behind the message that customers like yourselves helped us build and improved thought leadership initiatives taking place this coming year.

9:30AM - 10:00AM

Break (Coffee & Snacks) - *Grand Ballroom Foyer*

Monday November 4th

AUTOMIC INNOVATE 2013

10:00AM - 10:45AM

Road Map Presentation

Marc Carkeek, Director of Product Management, Automic

General Session, Grand Ballroom C

Walk through the Automic Product Roadmap for this coming year, and get insight into what is coming next! He will walk you through our release policies and procedures, development methodologies and exciting upcoming product releases.

10:45AM - 11:45AM

Transforming IT to Contribute to the Top Line Through Big Data, Predictive Analytics and Social Media Automation

Derrick Leggett, VP, Enterprise Information Systems, AMC Theatres

Vince Sola, Information Systems Operations Application Administrator, AMC Theatres

General Session, Grand Ballroom C

AMC is leveraging Automic as their Big Data pipeline and predictive analytics solution to capitalize on the power of social media. Through real-time tracking of ticket and concession sales, AMC is automating their social media feeds to influence millions of customers and ultimately drive sales. Through business automation, they capitalize on customer engagement and drive customer interest. Come to this talk to learn how you can transform your IT department from a cost center to a critical feed of a companies' top line.

11:45AM - 1:00PM

Lunch - *River Lawn*

Monday November 4th

AUTOMIC INNOVATE 2013

1:00PM - 2:30PM

ONE Automation 2013 Basics

James Beck, Sr. Consultant, Automic

Training Track, Grand Ballroom D

This in-depth training workshop will cover the entire ONE Automation 2013 Basics training over the course of 3 days. This training provides a basic introduction to working with the ONE Automation 2013 platform. Understand the basic functions and parameters of Jobs, File Transfers and Workflows and how to create, execute and monitor them. At the completion of this course, trainees will be able to take the Online Certification Examination for ONE Automation 2013 Basics.

ONE Automation 2013 Business Integration

Mark Miller, Consultant, Automic

Training Track, Grand Ballroom E

This in-depth training workshop will cover the entire ONE Automation 2013 Business Integration training over the course of 3 days. This training provides an in-depth structured approach to Automic's scripting language. This training will cover fundamentals of script statements and functions, then show you how to tie the power of Automic scripting to boost the BPA initiatives within your company. At the completion of this course, trainees will obtain greater insight into Automic's ONE Automation platform and will be able to take the Online Certification Examination for ONE Automation 2013 Business Integration.

Applications Manager v8 Advanced + ONE Automation 2013 Migration Workshop

Dennis Strenkowski, Migration Team Lead, Automic

Ed Bittner, Western Region Manager, Consulting, Automic

Training Track, Grand Ballroom F

This in-depth training workshop will cover the Applications Manager v8 Advanced course and proceed into the ONE Automation 2013 migration best practice workshop over the course of 3 days. In addition to the Applications Manager v8 Advanced training material, this course will cover moving Jobs and Workflows into the ONE Automation 2013 platform. Trainees will obtain the knowledge needed to plan and prepare for moving your organization to the ONE Automation 2013 platform and will be able to take the Online Certification Examination for the Applications Manager v8 Advanced coursework covered in this workshop.

Monday November 4th

AUTOMIC INNOVATE 2013

1:00PM - 2:30PM

ONE Automation 2013 Administration

Gene Krokosz, Sr. Consultant, Automic
Training Track, Riverscape

This in-depth training workshop will cover the entire ONE Automation 2013 Administration training over the course of 3 days. During this course, trainees will learn how to install and administrate ONE Automation 2013. You will obtain a sound working knowledge of installing ONE Automation 2013, performing upgrades and customizing configuration of the server, clients and database. At the completion of this course, trainees will be able to take the Online Certification Examination for ONE Automation 2013 Administration.

1:00PM - 1:45PM

Web Services: Leveraging Web Services to Integrate with Solutions like Amazon's Cloud and More

Rebecca Dias, Sr. Product Marketing Manager, Automic
Conference Transform Track, Grand Ballroom B

Web Services provide a standard way to communicate to infrastructure components, IT tools, and business applications running on different platforms, in partner environments and hosted in the cloud. Automic has made strategic new investments to enable you to use our automation platform for Web Services orchestration. This talk will provide real world scenarios and live demos showing how IT can leverage Web Services to integrate with solutions like Amazon's cloud, next generation ERP systems, and much more.

1:45PM - 2:30PM

Using Automic and the Cloud for Accurate, Real-time Business Decisions as a Competitive Advantage

Wilibaldo (Willy) Felix, IT Manager, Fender
Conference Transform Track, Grand Ballroom B

In a down economy, even the most powerful nostalgia brands can be impacted by decreasing sales. Fender's CIO has refused to sit on the sidelines and wait for the economy to improve. They have turned to technology as an advantage in what is generally considered a low tech industry. By partnering with Automic and Amazon, they are lowering their IT costs through a pay as you go model, while accelerating profitability through prescriptive analytics. This powerful combination enables Fender's field sales and customers to have critical business intelligence that ultimately results in increased sales and optimized use of their manufacturing inventory. Come to this talk to learn about Fender's use of Automic and their phased approach to leveraging critical BI systems in the cloud.

Monday November 4th

AUTOMIC INNOVATE 2013

2:30PM - 3:00PM

Break (Coffee & Snacks) - *Grand Ballroom Foyer*

3:00PM - 5:00PM

ONE Automation 2013 Basics

James Beck, Sr. Consultant, Automic
Training Track, Grand Ballroom D
(Continued)

ONE Automation 2013 Business Integration

Mark Miller, Consultant, Automic
Training Track, Grand Ballroom E
(Continued)

Applications Manager v8 Advanced + ONE Automation 2013 Migration Workshop

Dennis Strenkowski, Migration Team Lead, Automic
Ed Bittner, Western Region Manager, Consulting, Automic
Training Track, Grand Ballroom F
(Continued)

ONE Automation 2013 Administration

Gene Krokosz, Sr. Consultant, Automic
Training Track, Riverscape
(Continued)



Monday November 4th

AUTOMIC INNOVATE 2013

3:00PM - 3:45PM

Automic Application Release Automation (ARA) and Its Impact on IT

Wesley G. Pullen, Vice President – Emerging Solutions, Automic

Conference Transform Track, Grand Ballroom B

The speed and agility of application releases are growing exponentially and enterprises today are struggling to keep up with the pace of innovation. Come learn why Gartner suggests that Automic's ARA solution should be on your shortlist of solutions to help mitigate some of the challenges companies face daily with updating, deploying, and maintaining software applications.

3:45PM - 4:15PM

ONE Automation 2013 Overview

Robert Pitale, Sr. Presales Engineer, Automic

Conference Transform Track, Grand Ballroom B

The release of ONE Automation 2013 was an important step for Automic in providing a single platform for true end to end Business Automation. Come to this session to learn about all the new capabilities of the platform since the release of v9, that will empower you to expand your use cases and better utilize your existing investment in ONE Automation. This talk will provide an overview of the platform and its features. Whether you are an Automic expert or new to the platform, this talk will help refresh your understanding of the many powerful features that lie underneath the hood and introduce you to others that you may not yet have had a chance to take advantage of.

4:15PM - 5:00PM

Enterprise Control Center (ECC): Gain Better Visibility of Critical Activities within ONE Automation 2013

Rebecca Dias, Sr. Product Marketing Manager, Automic

Conference Transform Track, Grand Ballroom B

The new ECC Dashboard Framework was released with the Automic ONE Automation 2013 platform. This Framework empowers Automic Administrators to customize dashboards for different roles across lines of businesses within their company. The new dashboards provide powerful customized views for operations teams. Additionally, this release is Automic's debut into Social IT, helping to bridge the dialog across the business owners, operations and the IT infrastructure teams, by empowering stakeholders to see the value IT is providing them and to provide the right visibility into their processes without picking up the phone.

Monday November 4th

AUTOMIC INNOVATE 2013

6:00PM - 9:00PM

Evening Event: Low Country Boil - *Harbor Lawn*

On Monday night come join our seafood feast - celebrating classic southern cooking. We are talking about great down home eats like shrimp, oysters, fish and pecan-encrusted chicken, you will feel like you have lived in the south your whole life. To top off the amazing food, there will be a live band to keep this feast a rollin'.

9:00PM - 12:00AM

Free Evening to Explore Historic Savannah

The Automic Registration Desk or Hotel Concierge can assist you with evening entertainment reservations. River boat stops service at 12:00AM.



Tuesday November 5th

AUTOMIC INNOVATE 2013

7:00AM - 8:00AM

Breakfast - *River Lawn*

8:00AM - 9:30AM

ONE Automation 2013 Basics

James Beck, Sr. Consultant, Automic
Training Track, Grand Ballroom D
(Continued)

ONE Automation 2013 Business Integration

Mark Miller, Consultant, Automic
Training Track, Grand Ballroom E
(Continued)

Applications Manager v8 Advanced + ONE Automation 2013 Migration Workshop

Dennis Strenkowski, Migration Team Lead, Automic
Ed Bittner, Western Region Manager, Consulting, Automic
Training Track, Grand Ballroom F
(Continued)

ONE Automation 2013 Administration

Gene Krokosz, Sr. Consultant, Automic
Training Track, Riverscape
(Continued)

8:00AM - 8:45AM

Planning for Applications Manager v8 to Automation Engine v9

Charles Williams, Principal Engineer, EBSCO Publishing
Conference Run Track, Grand Ballroom A

The presentation focuses on a self-driven migration from Applications Manager v8 to Automation Engine v9. After establishing a knowledge foundation through the ONE Automation 2013 Basics and Admin trainings, EBSCO successfully planned and executed upgrading to Automation Engine v9 with limited assistance.

Tuesday November 5th

AUTOMIC INNOVATE 2013

8:00AM - 8:45AM

Best Practices for Upgrading to ONE Automation 2013 from Operations Manager v8

Matthew Bailey, Sr. Consultant, Automic

Conference Build Track, Grand Ballroom B

With support for Operations Manager v8 ending at the end of 2014, many companies are realizing it's time to upgrade. This session will outline some of the Do's and Don'ts for a relatively painless and successful upgrade to ONE Automation 2013. Topics include: planning, implementation and go live. It will also cover new features in ONE Automation 2013.

8:45AM - 9:30AM

Applications Manager to ONE Automation 2013 Success Story

Christine Guarderas, Senior Manager, Data Services, Cars.com/Apartments.com

Conference Run Track, Grand Ballroom A

Considering the move to ONE Automation? Cars.com did and as a result, their Data Warehouse team came to the conclusion that it was beneficial for them to move from Applications Manager v6 to Automic's ONE Automation 2013 platform. In this session, Cars.com will provide an overview of their project from start to finish. Come learn the major technical and business considerations that must be made when planning the migration, how it is planned, tested and executed. Find out more about the overall impact and benefits to the business after making the transition.

8:45AM - 9:30AM

Tales From the Field

Scott Anderson, VP GSO Americas Consulting, Automic

Conference Build Track, Grand Ballroom B

Everyone has a tendency to feel that their challenges in administration and operations are unique to their own environments. The reality of it is, that everyone experiences the same challenges across teams, departments, industries and locations. Come join Scott Anderson, VP of GSO Americas Consulting, as he walks through common challenges and the solutions that his consulting team has created to address these challenges.

9:30AM - 10:00AM

Break (Coffee & Snacks) - Grand Ballroom Foyer



Tuesday November 5th

AUTOMIC INNOVATE 2013

10:00AM - 11:45AM

ONE Automation 2013 Basics

James Beck, Sr. Consultant, Automic
Training Track, Grand Ballroom D
(Continued)

ONE Automation 2013 Business Integration

Mark Miller, Consultant, Automic
Training Track, Grand Ballroom E
(Continued)

Applications Manager v8 Advanced + ONE Automation 2013 Migration Workshop

Dennis Strenkowski, Migration Team Lead, Automic
Ed Bittner, Western Region Manager, Consulting, Automic
Training Track, Grand Ballroom F
(Continued)

ONE Automation 2013 Administration

Gene Krokosz, Sr. Consultant, Automic
Training Track, Riverscape
(Continued)

10:00AM - 10:45AM

Banner Automation Best Practices

Steven Nguyen, Sr. Consultant, Automic
Conference Run Track, Grand Ballroom A

This session will cover the Banner Best Practices with Applications Manager v8. During this session, the presenter will cover proper installation of the Agent, including Oracle RAC, LDAP and Job Capture. The course will also focus on the proper use of XML and Login attributes.

Tuesday November 5th

AUTOMIC INNOVATE 2013

10:00AM - 10:45AM

Practical Examples of Automic Application Release Automation (ARA)

Scott Willson, Team Leader – ARA Presales, Automic

Conference Build Track, Grand Ballroom B

This session is designed to help Automic customers understand several key ways release automation can assist them within their enterprise. It will showcase how to leverage ARA with real life examples and show the value it adds to customers.

10:45AM - 11:45AM

Banner Success Story

John Sundet, Sr. Systems Analyst, College of St. Benedict

Conference Run Track, Grand Ballroom A

Applications Manager has given the College of Saint Benedict and Saint John's University a common platform for integration and automation. Although small in comparison to many larger corporations, the implementation of Applications Manager and Banner Agent has delivered the ERP integration and automation platform required to make the lives of their employees more effective and efficient, while at the same time relieving the constraints for IT staff intervention. Find out how the College of St. Benedict made Applications Manager an essential companion to their ERP and auxiliary campus systems.

10:45AM - 11:45AM

Application Release Automation (ARA) Success Story

Tom Flitter, Director of Applications & Integration, TASC

Conference Build Track, Grand Ballroom B

TASC will discuss how they leverage Automic's ARA solution for releasing their main Java application in all environments (dev, test, model office and production). TASC has integrated ARA with Jenkins and F5, as well as with a dashboard showing environmental overviews. They will discuss the move toward implementation for their .NET environments and PHP applications. They will explain how they intend to integrate ARA into their move to Amazon's EC2 private cloud in the next 6 months with ties into Apache Maven.

11:45AM - 1:00PM

Lunch - *River Lawn*

Tuesday November 5th

AUTOMIC INNOVATE 2013

1:00PM - 2:30PM

ONE Automation 2013 Basics

James Beck, Sr. Consultant, Automic
Training Track, Grand Ballroom D
(Continued)

ONE Automation 2013 Business Integration

Mark Miller, Consultant, Automic
Training Track, Grand Ballroom E
(Continued)

Applications Manager v8 Advanced + ONE Automation 2013 Migration Workshop

Dennis Strenkowski, Migration Team Lead, Automic
Ed Bittner, Western Region Manager, Consulting, Automic
Training Track, Grand Ballroom F
(Continued)

ONE Automation 2013 Administration

Gene Krokosz, Sr. Consultant, Automic
Training Track, Riverscape
(Continued)

1:00PM - 1:45PM

Oracle Retail Best Practices

Steven Nguyen, Sr. Consultant, Automic
Conference Run Track, Grand Ballroom A

Oracle Retail is one of the most complex implementations a retailer can undertake. Implementation projects can take months to complete and follow with daily operational processing. This session will discuss how to shorten the implementation cycle using Automic's Oracle Retail Solution templates, best practices and common challenges. Learn about new features in the latest Automic Retail Agent. For existing customers, learn about best practices for managing daily operational processing.

Tuesday November 5th

AUTOMIC INNOVATE 2013

1:00PM - 2:30PM

Understanding Big Data and How to Leverage Automic

Rebecca Dias, Sr. Product Marketing Manager, Automic

Jennifer Jinhong, Community Manager, Automic

Conference Build Track, Grand Ballroom B

Are you getting inundated with marketing emails from every vendor you work with talking about Big Data? Are you worried you need to learn a boat load of new tools in the coming year to get your job done? What is Big Data anyhow? Come to this talk to cut through the hype. The talk begins with a Big Data primer to make you capable of any water cooler conversation and show you how to leverage Automic as a critical part of your Big Data pipeline. This session will touch on the most popular tools in the Big Data ecosystem and focus on some hands-on experience with Hadoop.

1:45PM - 2:30PM

ONE Automation and Oracle Retail Success Story

Dan Barlett, I Series System Engineer, Academy Sports

Joanna Engstrom, Customer Support Manager, Logic

Conference Run Track, Grand Ballroom A

You've implemented Oracle Retail, now what? Learn about Academy Sports and C Wonder successful implementation using Automic's rapid automation solution and templates, coupled with Logic's proven Oracle Retail implementation methodology. In this session, learn best practices and benefits in a "traditional" implementation for Academy Sports. By leveraging these proven accelerators and methodologies, Academy was able to save thousands of dollars in project expenses. C Wonder successfully implemented Logic's Prescriptive and Hosted Oracle Retail solution from design to production within 12 months, with lower costs, less risk and a 25% reduction in implementation time. Learn about important best practices to consider beyond the implementation for post-production support.

2:30PM - 3:00PM

Break (Coffee & Snacks) - *Grand Ballroom Foyer*

Tuesday November 5th

AUTOMIC INNOVATE 2013

3:00PM - 5:00PM

ONE Automation 2013 Basics

James Beck, Sr. Consultant, Automic
Training Track, Grand Ballroom D
(Continued)

ONE Automation 2013 Business Integration

Mark Miller, Consultant, Automic
Training Track, Grand Ballroom E
(Continued)

Applications Manager v8 Advanced + ONE Automation 2013 Migration Workshop

Dennis Strenkowski, Migration Team Lead, Automic
Ed Bittner, Western Region Manager, Consulting, Automic
Training Track, Grand Ballroom F
(Continued)

ONE Automation 2013 Administration

Gene Krokosz, Sr. Consultant, Automic
Training Track, Riverscape
(Continued)

3:00PM - 3:45PM

Automating SAP and OEBS Processes Success Story

Howard Blocker, Applications Architect, KBR
Conference Run Track, Grand Ballroom A

Not many automation solutions are robust enough to effectively handle workflows from both SAP and Oracle EBS from a single platform. KBR is currently utilizing Automic to handle both SAP and Oracle EBS processing. Want to discuss the issues, solutions, workarounds and lessons learned without the headaches yourself? They will be doing an in-depth overview on what it takes to successfully run end to end business processes that cross both ERP's and lifecycle requirements of handling international payroll processing across both ERP's.

Tuesday November 5th

AUTOMIC INNOVATE 2013

3:00PM - 4:00PM

Innovations in BI and the Data Warehousing: The Impact of Big Data

Craig Kirkeide, Sr. Solutions Architect, Automic

Conference Build Track, Grand Ballroom B

Big Data? Big Headaches. Big Data environments are stretching the limits of IT processing capacity. Platforms, such as Hadoop, can help your business analyze large amounts of unstructured data. The data is complex and can require time-consuming management, ultimately creating service-level agreement (SLA) performance bottlenecks. Automic's ONE Automation 2013 platform provides workload automation that orchestrates the flow of data between a wide variety of data analytics tools such as Hadoop, Data Stage and Informatica. Automic can reduce costs and allow companies to get real value from Big Data. In this session, you will learn how Automic's ONE Automation 2013 platform helps you manage your data analytics processing.

3:45PM - 4:30PM

SAP Data Slicing and Masking

Dave Kellermans, Sr. Solutions Specialist, Automic

Conference Run Track, Grand Ballroom A

Being able to successfully manage the data within your SAP systems is always a challenge. Managing Personally Identifiable Information and other confidential information can cause compliance nightmares. Yet portions of that data are absolutely necessary for operations between systems. Flexibility to extract data based on business objects, time slicing, or reduce test data in a flexible way is a challenge that many businesses struggle with. Come join us to see how Automic has created a solution to address these challenges and more.

4:00PM - 5:00PM

Business Collaboration Automation

James McCracken, Business Technology Analyst, Inmar

Conference Run Track, Grand Ballroom B

All companies have collaboration tools they use to keep everyone informed about the latest reports and information available. Ideally, users access this information through one portal, unaware of the numerous backend applications and sources of critical data. Learn how Inmar leverages Automic to automate the delivery of information to their Sharepoint Portal and how they've integrated Sharepoint as a key part of their Automic Business Process Automation.

Tuesday November 5th

AUTOMIC INNOVATE 2013

4:30PM - 5:00PM

Automic Business Process Accelerator for SAP (BPACC)

Dave Kellermans, Sr. Solutions Specialist, Automic
Conference Run Track, Grand Ballroom A

Would you like to be more agile and flexible with your SAP processes? Are your critical SAP programs preventing you from innovating? Come listen and learn how you can improve the process time of your critical SAP business processes up to 300 times with the “Business Process Accelerator for SAP” from Automic. It will empower you to run your business faster, while maintaining complete control of your processes.

6:00PM - 9:00PM

Evening Event: Pool Party - *The Westin Pool*

On Tuesday night join us for a party, pool side! There will be leis, floaties and water wings (just kidding about the water wings). While you are hanging out pool side, there will be a fajita station, empanadas and the center piece of any pool party, a margarita station. Should you decide to grace everyone with a wicked cannon ball or slaptastic belly flop, there will be a towel attendant handy to help keep you dry so you can continue to enjoy the party.

9:00PM - 12:00AM

Free Evening to Explore Historic Savannah

The Automic Registration Desk or Hotel Concierge can assist you with evening entertainment reservations. River boat stops service at 12:00AM.

Wednesday November 6th

AUTOMIC INNOVATE 2013

7:00AM - 8:00AM

Breakfast - *River Lawn*

8:00AM - 9:30AM

ONE Automation 2013 Basics

James Beck, Sr. Consultant, Automic
Training Track, Grand Ballroom D
(Continued)

ONE Automation 2013 Business Integration

Mark Miller, Consultant, Automic
Training Track, Grand Ballroom E
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Applications Manager v8 Advanced + ONE Automation 2013 Migration Workshop

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Training Track, Grand Ballroom F
(Continued)

ONE Automation 2013 Administration

Gene Krokosz, Sr. Consultant, Automic
Training Track, Riverscape
(Continued)

8:00AM - 9:30AM

Round Table Session: Open Solutions Best Practices User & Admin Perspectives

Hosted by Boeing Employee Credit Union
Conference Run Track, Grand Ballroom A
Roundtable discussion led by Boeing Employee Credit Union around the challenges facing the industry, best practices, and predictions for the future.

Wednesday November 6th

AUTOMIC INNOVATE 2013

8:00AM - 8:45AM

News and Overview of Application Manager v9

Marc Carkeek, Director of Product Management, Automic
Conference Build Track, Grand Ballroom B

Automic will be officially announcing the next version of Application Manager at Innovate. Join this session to get an overview of the release, the reasoning behind the decision, the potential new features and, most importantly, learn what this means for you. Marc Carkeek, will be on stage to walk you through the latest release plans and timelines.

8:45AM - 9:30AM

Maintaining High Availability during Maintenance Windows

Raymond Parrish, Infrastructure Analyst, John Deere
Conference Build Track, Grand Ballroom B

Due to the critical nature of John Deere's ONE Automation platform, they found the need to standardize their configuration on multiple servers in a high availability configuration. However, this presented a challenge when servers need to be rebooted for routine maintenance. By taking advantage of the ONE Automation platform to manage the process, they were able to reduce the administrative time and effort required to maintain the systems by 75% and the number of steps by 1000%. By doing so, they reduced the risk of production outages and maintained business confidence.

9:30AM - 10:00AM

Break (Coffee & Snacks) - *Grand Ballroom Foyer*

10:00AM - 11:45AM

ONE Automation 2013 Basics

James Beck, Sr. Consultant, Automic
Training Track, Grand Ballroom D
(Continued)

ONE Automation 2013 Business Integration

Mark Miller, Consultant, Automic
Training Track, Grand Ballroom E
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Wednesday November 6th

AUTOMIC INNOVATE 2013

10:00AM - 11:45AM

Applications Manager v8 Advanced + ONE Automation 2013 Migration Workshop

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Training Track, Grand Ballroom F
(Continued)

ONE Automation 2013 Administration

Gene Krokosz, Sr. Consultant, Automic
Training Track, Riverscape
(Continued)

10:00AM - 11:45AM

Automation Heroes Workshop

Christian Plaichner, Vice President of Global Accounts & Solutions, Automic
Dave Kellermans, Sr. Solutions Specialist & Solution Delivery, Automic
Conference Build Track, Grand Ballroom B

When the possibilities seem limitless, that is when it is hardest to know where to start. What other areas of your business have you identified that could find value from automating manual processes? Where do you see people struggling on a daily basis? In this session, Automic's top experts on ways to jump start new projects that are low risk and high reward, to help reduce current administrative duties and drive additional value out of your ONE Automation investment, making you an automation hero at your company and possibly a candidate for next year's awards.

10:00AM - 11:45AM

Round Table Session: Higher Education Best Practices User & Admin Perspectives

Hosted by New Mexico State University
Conference Run Track, Grand Ballroom A

Roundtable discussion led by New Mexico State University around the challenges facing the industry, best practices, and predictions for the future.

11:45AM - 1:00PM

Automation Hero Awards Luncheon & Close of Innovate 2013 - Grand Ballroom C

Innovate Lab

AUTOMIC INNOVATE 2013

Innovate Lab

We all love our presenters here at Innovate but don't just learn through the presentations. Get hands on experience with Automic's latest and greatest solutions and offerings. Come have a little fun with your new found knowledge and brainstorm with Automic experts right by your side as you take a real-world test drive of the following solutions:

ONE Automation Demo Stations

Discover how ONE Automation 2013 can help enable users and businesses to move faster with greater control and flexibility. Walk through a real-world use case utilizing end to end automation of a business process, which traditionally spans multiple platforms, various business applications and people from different departments.

Application Release Automation Demo Stations

Organizations depend heavily on IT's ability to deliver enhancements to applications to satisfy new business requirements. Learn how Automic's ARA solution can help support continuous delivery practices, ensure releases don't impact daily operations, provide rollback, and more. Learn how you can easily update your ONE Automation 2013 environment and other applications with our library of Actions.

SAP System Copy Demo Stations

Learn how the Automic SAP System Copy solution can help reduce downtime, free up vital resources and increase visibility over the entire SAP System Copy process, putting control at your fingertips.

Web Services 3.0 Demo Stations

Learn about pre-built templates for a variety of integrations which enable you to innovate, including: Amazon Web Services: EC2, S3, EMR, RedShift, Salesforce.com, ServiceNow, SharePoint, HPSM, vCenter Orchestrator, Twitter. Big Data on the brain? Check out how Automic can help automate the processing of Big Data using Amazon EMR and S3.

Integrating SAP and Non-SAP Systems Demo Stations

Coordinate SAP and non-SAP systems to eliminate all potential breakage points. See what add-ons Automic can provide to improve your SAP implementation to address challenges such as compliance with data protection issues, flexibility to extract data based on business objects, time slicing and reduce test data in a flexible way to cut costs for storage and hardware.

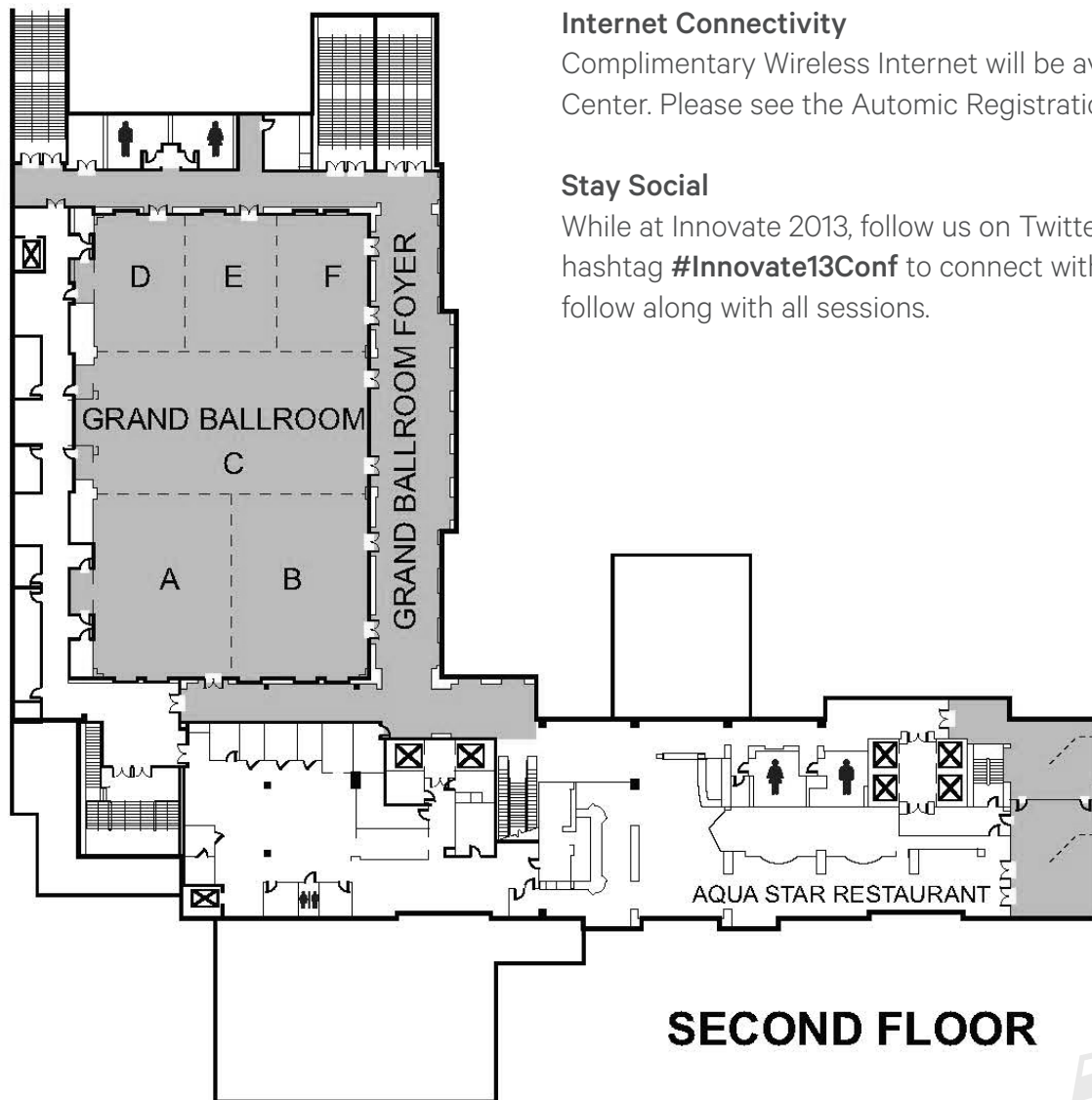
Automic Community - community.automic.com

Automic recognizes that the success of a platform can be directly influenced by the community building with that platform. To foster a deeper relationship with customers and partners, Automic is investing in a new Community where everyone can share best practices, hot topics and solution templates with users from around the world. Come learn about Automic's vision around Community, create your user profile, and make your first post.

Innovate Lab Hours: Monday 12:00PM - 5:00PM | Tuesday 8:00AM - 5:00PM | Wednesday 8:00AM - 12:00PM

Map & Miscellaneous

AUTOMIC INNOVATE 2013



Internet Connectivity

Complimentary Wireless Internet will be available on the 2nd Floor Conference Center. Please see the Automic Registration Desk for more information.

Stay Social

While at Innovate 2013, follow us on Twitter [@automicsoftware](https://twitter.com/automicsoftware) and use the hashtag [#Innovate13Conf](https://twitter.com/hashtag/Innovate13Conf) to connect with other user, discuss hot topics and follow along with all sessions.

SECOND FLOOR



automic.com