BMC Exchange
Strategies and Innovations for Digital Transformation
Oct 20-22, 2020 | Online | Customized | Free

## Agenda

### Day 1  October 20, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 8:30 am CDT</td>
<td>Morning Yoga Sponsored by Vipcon/Fusion</td>
<td></td>
</tr>
<tr>
<td>8:30 am - 9:30 am CDT</td>
<td><strong>Keynote</strong>&lt;br&gt;Capitalize on the Unexpected: A Winning Path to an Autonomous Digital Enterprise&lt;br&gt;Ayman Sayed + Customers: Chris Adams, Park Place; Christine Schöneweis, SAP</td>
<td>Ayman Sayed, President and CEO, BMC shares how today’s tumultuous global markets and rapid technology advances can shift potential disruption to a major competitive advantage for Autonomous Digital Enterprises across all industries. He’ll talk about how your IT investments today are the foundation for the innovative intelligence-driven solutions to help every organization become an Autonomous Digital Enterprise.</td>
</tr>
<tr>
<td>9:30 am - 10:00 am CDT</td>
<td>Networking &amp; Exhibit Hall/Sponsor Sessions</td>
<td></td>
</tr>
<tr>
<td>10:00 am - 10:40 am CDT</td>
<td>Is Your Organization Ready: ADE Competitive Index&lt;br&gt;Carl Lehmann, 451 Research; Herb Van Hook</td>
<td>Staying ahead of the competition requires using every advantage available as you continue your digital transformation journey. Becoming an Autonomous Digital Enterprise (ADE) brings the advantages of being agile, customer centric, and making the right bets based on actionable insights. Carl Lehmann, principal analyst at 451 Research/S&amp;P Markets, explains how the ADE Index can help you measure up to the competition and chart a path to win.</td>
</tr>
<tr>
<td>10:00 am - 10:40 am CDT</td>
<td>Enterprise DevOps Transformation Case Study: Lloyds Banking Group&lt;br&gt;Jon Richards, Reg Wilkinson, Lloyds Banking Group</td>
<td>Hear how Lloyds Banking Group has invested heavily in driving the adoption of Agile Development and DevOps practices across its business. These efforts have been central to achieving the objectives of a strategy through which it aims to modernize its digital service capabilities and tightly align with the expectations of its customers.</td>
</tr>
<tr>
<td>10:00 am - 10:40 am CDT</td>
<td>Data/Analytics Orchestration with Control-M for COVID-19 Tracking and Recovery&lt;br&gt;Mike Badal, Fausto Gonzalez, Tampa General Hospital</td>
<td>See the key role analytics played during the COVID-19 pandemic for tracking and recovery efforts at Tampa General Hospital and how data was orchestrated using Control-M from BMC.</td>
</tr>
</tbody>
</table>
## Day 1  October 20, 2020

**10:00 am - 10:40 am CDT**  
**IT and Business Leaders**  
**Innovation Through Automation: The Game Changers**  
David Schmidt, Trung Quach, Videotron

Innovation means you must constantly look for new ways of doing things. The more you can quickly and flawlessly execute, the better the ROI you’ll earn, which leads to more investment that turns into more innovations. Automation is an essential component to driving all of this. In this session, you will learn how automation-driven actionability is a true game changer for service and operations management.

**10:40 am - 11:20 am CDT**  
**Executive (Invite Only)**  
**The "Next and New" for Every Autonomous Digital Enterprise**  
Ram Chakravarti, Ali Siddiqui

Innovation remains the lifeblood of BMC as we continue to create and incubate new technologies and solutions that help every organization evolve and adjust to fast-changing dynamics. Ali Siddiqui, Chief Product Officer, and Ram Chakravarti, Chief Technology Officer, spill BMC’s top-secret innovations that are sprouting from our BMC Innovation Labs and deep within the product organization. Learn about the “next and new” technologies that will be coming to market and sign on to be the first to try them out!

**10:40 am - 11:20 am CDT**  
**DevOps Leaders**  
**Integrating Dev and Ops with Control-M**  
Joe Goldberg, Basil Faruqui

To really be effective at DevOps, you need to remove the bottlenecks between developing code / business logic and deploying to production. If the code isn’t in production, it’s not making money. In this session you’ll see how a Jobs-as-Code approach to making workflows versionable, testable, and maintainable will help your developers, engineers, and SREs collaboratively define, schedule, manage, and monitor application workflows in production.

**10:40 am - 11:20 am CDT**  
**Technologists**  
**How to Build Your Own Chatbot**  
Amit Maity

If you’re looking to build an AI-powered chatbot, this session is for you. You’ll get an overview of BMC Helix Chatbot, learn how to setup your own, how to configure live chat, and how the chatbot can integrate with BMC and third-party solutions.

**10:40 am - 11:20 am CDT**  
**IT and Business Leaders**  
**Barriers to Becoming an Autonomous Digital Enterprise**  
Mitzi Hunter; Kathie Lyons, Park Place

Every company is now a tech-driven company, embracing an IT transformation that will enable them to deliver digital experiences that engage and retain customers. Any worthwhile transformation should be looked at as a journey, but it can seem onerous at times. In this session, you'll hear from Park Place as they discuss the barriers along the way and share insights that can help enterprises embrace the journey, rather than fear it. The end goal? An Autonomous Digital Enterprise that thrives with agility, customer-centricity, and actionable insights.
Day 1  October 20, 2020

11:20 am - 12:00 pm CDT  How Predictive IT and AI Ops help improve experience
Ron Coleman, Featured Customer

Managing complex environments is very challenging and having a clear understanding of what is happening in these environments is almost impossible through all the noise. Manual processes, poor alerting, and overwhelming volume of data generated even on an hourly basis means decisions are being made without having the full picture available. Learn how predictive IT and AIOps enable not only better comprehension of what's going on, but also are imperative to making sure the services being delivered are compelling and reliable. Join the discussion on how these technologies will evolve to help organizations reach their Autonomous Digital Enterprise goals.

11:20 am - 12:00 pm CDT  Control-M Updates and Roadmap
Guy Eden

Learn what's new and coming down the road for Control-M, directly from the product leaders.

11:20 am - 12:00 pm CDT  BMC Helix: Predictive IT and AI Ops
Jon Thomas

Learn what's new and coming down the road for BMC Helix, directly from the product leaders.

11:20 am - 12:00 pm CDT  The Good, Bad, and Complacent: Mainframe Security Practices from the Real World
Grant McDonald

Despite confidence in the tools that they own, only 41 percent of Enterprises are actively securing their mainframe, and the average mainframe contains over 100 vulnerabilities. In this session, we will look at findings from real-world mainframe organizations to uncover: the security events reported by enterprises and what they are (or aren't) doing about them; best practices of enterprises who take an active approach to their security; and, how BMC Mainframe Security solutions and services can help you close gaps in your defenses.

12:00 pm - 12:30 pm CDT  Networking & Exhibit Hall / Sponsor Sessions
Day 2  October 21, 2020

8:00 am - 8:30 am CDT  SMASHING: Stress Relief Activity
Sponsored by CFI or Morning Yoga
Sponsored by Vipcon/Fusion

8:30 am - 9:00 am CDT  “Courtside” Chat with Steve Kerr
Keynote
Steve Kerr, Jason Andrew
Steve Kerr, Golden State Warriors coach and eight-time NBA champion, sits down with BMC Chief Revenue Officer Jason Andrew to get Steve’s unique perspective on a variety of topics including:
- Data and actionable insights
- Actionability and agility
- Competitive landscape
- Setting goals and the future
Mark your calendars. This is one session you don’t want to miss.

9:00 am - 9:10 am CDT  Customer Innovation Awards
Hear about this year’s Customer Innovation Award Winners
Jason Andrew

9:10 am - 9:30 am CDT  Networking & Exhibit Hall/Sponsor Sessions

9:30 am - 10:10 am CDT  Winners and Losers of the 2020 Race to Digital Transformation
Executive (Invite Only)
Ram Chakravarti; David Kirkpatrick, Drew Ianni, Techonomy
What happens when three industry experts get together to talk about digital transformation in 2020? Come find out! Techonomy’s David Kirkpatrick is joined by CDX Editor Drew Ianni and BMC CTO Ram Chakravarti to talk about what’s going right now in 2020 – and what is not. Join the conversation and ask your questions of this expert panel on the near-term trends that are forcing every business to make fast adjustments and opening up the opportunities to capitalize on those trends.

9:30 am - 10:10 am CDT  Building a Better Software Delivery Platform
DevOps Leaders
Rick Slade
If you’re looking for expert advice on establishing a world-class software delivery system, you have come to the right place. Based on our exclusive education series, led by esteemed DevOps architect Rick Slade, this presentation is designed to help enterprises modernize their delivery platforms leveraging Agile and DevOps methodologies. Rick will define a modern platform versus what organizations may have had in the past or what they have in place now, and the use of techniques such as automation, integration, and measurement.
## Agenda

### Day 2  
**October 21, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 am - 10:10 am CDT</td>
<td><strong>Think Your Mainframe Can’t be Hacked? It can. See it Live.</strong></td>
<td>Christopher Perry, Chad Rikansrud</td>
</tr>
<tr>
<td></td>
<td><strong>Deliver Rapid Innovation and Compelling Services</strong></td>
<td>Paul Joseph, Ebay</td>
</tr>
<tr>
<td>10:10 am - 10:50 am CDT</td>
<td><strong>CEO Corner</strong></td>
<td>Ayman Sayed; Jesper Andersen, Infoblox</td>
</tr>
<tr>
<td>10:10 am - 10:50 am CDT</td>
<td><strong>DevOps Transformation: Metrics That Show Business Value</strong></td>
<td>David Kennedy, David Rizzo</td>
</tr>
<tr>
<td>10:10 am - 10:50 am CDT</td>
<td><strong>Moving from On-Premises to SaaS: Insights from Experience</strong></td>
<td>Joe Heyer; Mildo Stolk, Huisman; Russell Thurgood, University of Kansas Health Authority; Thomas Fischer, Nordea</td>
</tr>
</tbody>
</table>

**Think Your Mainframe Can’t be Hacked? It can. See it Live.**  
Think your mainframe is an impenetrable fortress? Think again. While inherently secure, it does have weaknesses that could be exploited by attackers to gain access to your critical data and transaction processing. In this session, you’ll get a live demo of how a mainframe can be hacked and learn what steps you can take to mitigate the threat.

**Deliver Rapid Innovation and Compelling Services**  
Innovation has never been more critical and delivering innovative services at the speed of business is essential for success. In this session, you’ll learn how you can increase organizational efficiency by modernizing service delivery using ITSM technologies, automating business processes and RPA, and reconciling systems through discovery and CMDB. All of these changes come together to enable faster, compelling services in the most efficient manner possible.

**CEO Corner**  
BMC CEO Ayman Sayed shares his thoughts and chats with Jesper Andersen, president and CEO of Infoblox, on the future of business, technology, and what it takes to become an Autonomous Digital Enterprise. Join in on this interactive conversation that sure to be lively and informative.

**DevOps Transformation: Metrics That Show Business Value**  
Transforming a 40-year old company from Waterfall to Agile, implementing DevOps, and committing to CI/CD is, to say the least, a journey. Along that journey, baselining, collecting, and analyzing valid metrics are key to identifying bottlenecks in the value stream so adjustments can be made quickly and continuously. In this session, you’ll learn how a company increased time spent on innovation, reduced escaped defects, and improved MTTR, and importantly, how measuring KPIs proved that Agile and DevOps really do provide a business advantage.

**Moving from On-Premises to SaaS: Insights from Experience**  
You know the Opex vs Capex benefits of moving to SaaS, but the thought of moving to a new way of operating can be bit daunting. Not only is it important to understand what you have, but even more important is understanding the desired future state to plan the move to SaaS effectively. As this happens, questions arise around ensuring success both during and after the move. Additionally, it’s important to have clarity around your data strategy bridging old to new. Lastly, there are new ways of operating that need to be introduced in order to achieve new goals set by your organization. In this session, you’ll listen to and learn from those who have transformed successfully to help you go from daunting to done.
## Day 2  October 21, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
</table>
| 10:10 am - 10:50 am CDT | **IT and Business Leaders**  
How AI Can Elevate Your Service and Operations Management  
*Simon King; Martin Johansson, Ericsson* | Bringing your IT operations and service management systems together makes a lot of sense from a customer / employee experience. But with all the data generated – alerts, tickets, requests, etc. - how do you manage it all? In this session, you’ll learn how AI and machine learning can help you cut through the noise and focus on the serious problems to deliver a better customer experience. |
| 10:50 am - 11:30 am CDT | **All**  
Control-M: New Release Overview  
*Ram Chakravarti, Gur Steif, Guy Eden, Karol Smeczewiecki* | Learn about Control-M’s latest offering in this exciting panel discussion.                                                                                                                                       |
| 10:50 am - 11:30 am CDT | **All**  
BMC Helix: AI ITSM  
*Peter Adams* | Learn what’s new and coming down the road for BMC Helix ITSM, directly from the product leaders.                                                                                                                |
| 10:50 am - 11:30 am CDT | **All**  
Why Counting on Audits Could be Putting Your Mainframe at Risk  
*Mark Wilson* | Remote work is increasing for business and IT professionals alike with challenges for many tasks increasing. Securing the mainframe is as essential as ever, but only 41 percent of enterprises are actively doing so. This is especially concerning as 52 percent uncover issues through audits and 39 percent experience incidents of credentials being elevated without their knowledge. Join this session to learn about the security risks an audit alone won’t uncover; the best practices of mature mainframe security organizations; and, how to bridge gaps in staff or skills with managed and professional services. |
| 10:50 am - 11:30 am CDT | **All**  
Compuware Updates and Roadmap  
*Sam Knutson* | Learn about Compuware’s latest product updates and what’s coming next.                                                                                                                                         |
| 11:30 am - 12:15 pm CDT | **DJ Sponsored by Sentry Software**  
Networking & Exhibit Hall/Sponsor Sessions |                                                                                                                                                    |