

5th Annual

OPEN STANDARDS

www.open-standards.com

15–16 November, 2007

Radisson Plaza Hotel
27 O'Connell Street, Sydney

Partner
OASIS

Conference Organiser
allette systems

CONFERENCE OVERVIEW

Standards developed through the formal processes of transparent and accountable standards bodies are universally regarded as positive. Even when technical differences polarise technologists, it's difficult to find any users who prefer closed, proprietary technology to open standards. However, that doesn't mean standards are without risks or inefficiencies or that experience is easy to come by.

The most effective way to learn about technology is in person! So while there are many avenues for continual skills development on a day to day basis, Open Standards is a once a year immersion in open technology and standards for eBusiness.

WHO SHOULD ATTEND?

Across the board, IT standards are creating stable, low risk environments to implement solutions. Anyone responsible for influencing policy from public, private and academic sectors should consider attending.

CONFERENCE TUTORIALS

The conference includes half a day of classroom-style tutorials aimed at providing attendees with a task-oriented, small-group educational experience of specific skills and methodologies. Please specify your tutorial choice when you register.

Thursday November 15th > Tutorials

9:30

A Guide to the Universal Business Language *Tim McGrath – UBL*

Universal Business Language (UBL) provides a robust, well-documented method of exchanging business communication such as Order, Invoice etc. Gaining substantial momentum in the global business community, UBL is the foundation standard for international electronic commerce.

Prior exposure to UBL or XML is not necessary. Managers and business analysts will be able to learn why UBL exists, what it provides and how UBL works in practice.

Open Office Documents *Rick Jelliffe – Topologi*

Although ODF and ECMA Open XML are based on XML and utilise zip container format, their design goals differ, with each holding value for specific uses.

This tutorial will outline the fundamental concepts of Open XML and Open Document Format, explain the focus areas for both and clarify their relevance for both publishing and business documents. It will also highlight commonalities and differences and explore real life examples.

Methods for XML Governance *Nick Carr – Allette Systems*

XML is ideal technology for describing arbitrary data structures and formats. Widely understood and supported, the strength of XML is its flexibility. However, this flexibility also makes it difficult to objectively assess the quality of XML designs or implementations.

This tutorial will look at how opening XML design decisions to all stakeholders can improve project governance. It will also provide techniques for non-technical people and development staff to participate in the classification, scoping and monitoring of XML-related development.

12:30

Lunch Break – 1 hour

1:30

Opening Keynote Presentations



Klaus Veil *HL7 Australia*

Klaus Veil is actively involved in the development of medical information technology standards in Australia and internationally and is chair of IT14/6/3 – the peak HL7 Standards Committee in Australia. He is founder of HL7 Australia and the only non-US member on the Board of HL7 USA.

2:15



Dr Ross Wilkinson *CSIRO ICT Centre*

Dr Ross Wilkinson currently leads the Information Engineering laboratory at the CSIRO that builds technologies that enable information services to be constructed and delivered better and cheaper by knowledge workers rather than software engineers.

2:55

Coffee Break – 20 mins

3:15

Conference Sessions

Track A

Utilising internationally developed geospatial standards in Australia *Chris Body – Geoscience Australia*

The interoperability of Geoscience Australia's (GA) spatial and geoscience data, both internally and with external agencies, plays a key role in maximising the value of the organisation's information. Open standards allow for the optimisation of business processes and reduced technical risk. The ability of standards to help with the exchange of data means stakeholders are able to gain greater value from GA's information resource.

4:00

Open Geospatial Consortium standards and business intelligence *Andy Meehan – Integeco*

The avalanche of data facing managers is leading to a growing interest in visualising data through the integration of spatial analysis capability with business reporting. This presentation will explore the use of OGC standards to provide a generic connection framework between reporting tools and geospatial systems.

4:40



6:30

Track B

Developing an XML governance framework *Liz Kolster – State Services Commission, NZ*

As often happens with technology-related implementations, standards projects can falter due to poor communications. This presentation from the New Zealand e-Government Projects is a tactical look at overcoming the reluctance of people to share knowledge. It will look at how an XML governance framework can assist in identifying and applying the strengths and interests of stakeholders.

AS8017 - ICT Operational Governance standard *Chris Jones – Standards Australia*

AS8017 is a new, speculative standard for ICT Operational Governance. Still in draft form, it looks at the governance of operations coupled with business requirements. The focus of this standard is not the elements of operations or management (such as ISO/IEC 20000), but allows these elements to be placed within a larger corporate framework. Without being tied to any methodology or tooling, this standard supports management decision making, fiscal reports, operational and capital cost recovery, auditing etc.

Cocktail Party

Please come and join us for the event cocktail party. The Open Standards 2007 cocktail party is an exclusive event for conference attendees to network or just enjoy a few drinks and canapés with industry peers and friends.

Friday November 16th > Conference Sessions

9:30

Track A

The case against similar standards

Jonathan Coombes – OpenDocument Fellowship

Currently, a topic of considerable controversy, is whether the ECMA Open XML (OXML) file formats for productivity applications (ie. word processors) should be made an ISO standard given ISO already has a similar standard, Open Document Format (ODF). While the two initiatives have different design objectives, this presentation will argue that for office document formats, available standards should be restricted to a single candidate.

10:15

DocBook vs. DITA: Will the real standard stand up?

Teresa Mulvihill – t2a Communications

Over a decade ago DocBook became the standard for those forging ahead in XML publications. However, in recent years, many in technical publications have proclaimed DITA as standard for XML documentation. Makers of XML editors advertise seamless integration with DITA. Does this leave DocBook on the shelf? Are these two seemingly rival standards really that different? This presentation answers these questions, with comparative examples, allowing the audience to decide for themselves.

10:55

11:15 An evolving perspective on standards: A New Zealand case study

Bill Young – State Services Commission, NZ

The relationship between the NZ All-of-government Authentication Programme and standards bodies has evolved continuously. Standards initially acted as a guide for developing concepts, then as the basis for making design and product decisions. Later, standards began to influence the behaviour of other government agencies, vendors and industry in general. This talk looks at the challenges and rewards for passive standards users and active participants and offers advice on finding a niche on this spectrum.

12:00

OpenID, a platform for identity management

Bahram Boutorabi – Creative Digital Technology

By removing the need for multiple user names and passwords, OpenID simplifies the user experience and lowers the cost of ID management. Based on the "3 domain" model used by the credit card industry, the OpenID framework provides access to all correctly-enabled websites. This presentation will cover the key details of OpenID.

12:40

1:45

XML specifications using industry standards

Ram Kumar – OASIS

A perennial question in XML is, "When should schemas written for one business requirement be reused for another?". How this question is answered can result in much greater, or much less, re-work and expense. This presentation will use the latest version of the OASIS Party Information Specifications schema as a case study of how schemas can be written to meet both specific needs and customisation without requiring extensive re-work.

2:30

Developing and managing standards in the Australian Government

Brian Stonebridge – Department of Finance and Administration

Achieving government policy objectives in the 21st century requires agility and increased collaboration across portfolios and jurisdictions. Complex policy objectives require participation from a wide range of agencies. Standardisation of information and processes provides significant benefits to governments, citizens and businesses through risk reduction, increased reuse and higher levels of interoperability and efficiency, within and across jurisdictions. This talk examines the "how and why" of agency collaboration and the tools, methods and processes being put in place to aid standardisation.

3:10

3:30

Tim McGrath

UBL

Tim McGrath was an active participant in the development of the ISO 15000 (ebXML) standards. In 2005 he published (with Bob Glushko) *Document Engineering: Designing Documents for Business Informatics and Web Services* from MIT Press. He is currently Vice-Chair of the OASIS Universal Business Language (UBL) Technical Committee.

4:10

Coffee Break – 20 mins

Closing Keynote

Track B

Architecture Development Methodology (ADM)

Vish Viswanathan – CCANDC Solutions

Enterprise Architecture (EA) is becoming increasingly important in bridging the gap between business and technology. A disciplined architecture methodology based on open standards allows enterprises to gain business value from IT. Effectively, EA framework, tools and resources need standards. This talk will look at how the Architecture Development Methodology (ADM), based on open architecture standards, can be tailored to realise the benefits of EA in a short timeframe.

Economic benefits of governance standards

Dr Raymond Young – Macquarie University

It has long been recognised that IT projects can fail due to organisational factors as much as project management or technical reasons. To address this, project governance standards are being developed and adopted. This presentation will focus on AS8016 as well as provide supporting evidence of the potential for dramatically increasing project ROI.

Coffee Break – 20 mins

Lessons learnt from SOA, BPM, and ESB implementations

Minas Casiou – Keystroke IT Australia

Implementing an Enterprise Service Bus (ESB) should start with a shared mindset amongst key stakeholders. Until concrete implementations become more common, gaining a single vision of using an ESB to achieve the Business Process Management (BPM) requirements will continue to pose a challenge. This presentation will discuss when and why to break the rules of using: Common Information Models, Standards and Federation.

Beyond compliance: Why should the W3C have all the fun?

Ben Buchanan – News Digital Media

Maximum benefits from web standards can be gained by going beyond simple W3C compliance and developing internal standards. The full potential of an integrated methodology can be achieved by treating valid code as the baseline for web development. In the short term, company development standards can help achieve outcomes like SEO and accessibility. Long term benefits include lower maintenance overheads; code and content re-use; easier cross-platform development and the ability to efficiently redevelop sites.

Lunch Break – 1 hour

Learning technology standards

Allyn Radford – Learn'ilities

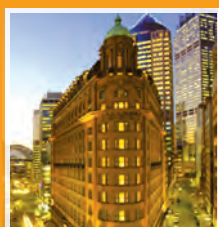
As eLearning and knowledge management continue to merge, the importance of related standards is increasing. Unfortunately, the range of organisations, specifications, application profiles and standards involved, can cause confusion. This talk will look at a range of current developments and provide guidance on best practices in learning technology standards implementation.

The Drive to Openness: Open Source, Open Standards, Open Systems

Rick Jelliffe – Topologi

Concepts such as transparency and traceability are generally accepted as fundamental contributors to high quality IT projects. However, in order to thrive, these concepts first require an environment of "openness". This presentation will look at what lessons can be learned from the "open" part of "open standards".

CONFERENCE VENUE



Radisson Plaza Hotel

27 O'Connell Street, Sydney

Conveniently located in the heart of Sydney's CBD, the Radisson Plaza Hotel is easily accessible by public transport. Accommodation is plentiful with many 3, 4 and 5-star hotels just minutes walk from the venue.

ACCOMMODATION

We have negotiated the following special accommodation rates for the conference:

Radisson Plaza Hotel Sydney - 27 O'Connell Street, Sydney

Metro Hotel Sydney - 300 Pitt Street, Sydney

Medina Classic Martin Place - 1 Hosking Place Martin Place, Sydney

The Blacket Hotel - 70 King Street, Sydney

Please make your booking(s) through Andrea Aviles to redeem these rates.

Spencer Travel

Phone: +61 2 9281 5477

Andrea Aviles

Email: andrea@spencertravel.com.au

Registration Form and Information

▶ COMPANY DETAILS

Company name: _____

Address: _____

Country: _____

Contact for billing: _____

Phone: _____

Email: _____

▶ DELEGATE 1

Name: _____

Position: _____

Phone: _____

Email: _____

Conference (inc. tut) _____ Please specify tutorial choice

Tutorial only _____ Please specify tutorial choice

▶ DELEGATE 2

Name: _____

Position: _____

Phone: _____

Email: _____

Conference (inc. tut) _____ Please specify tutorial choice

Tutorial only _____ Please specify tutorial choice

▶ DELEGATE 3

Name: _____

Position: _____

Phone: _____

Email: _____

Conference (inc. tut) _____ Please specify tutorial choice

Tutorial only _____ Please specify tutorial choice

▶ PAYMENT DETAILS

Please invoice me PO No: _____

Cheque enclosed (Australian dollars only please)

Please debit my credit card:

Bankcard Mastercard Visa Amex Diners

Card No: _____

Name on card: _____

Card expires: ____ / ____ Amount to debit: _____

Signed: _____

Please mail or fax the completed form to us – see opposite page for contact details.

CONFERENCE RATES

Standard rates

Tutorial only	AUD\$275.00
Conference	AUD\$975.00

Please note:

- Conference registration includes all catering, entry into the cocktail party and **one tutorial pass**.
- Fees quoted are inclusive of GST.

TEAM DISCOUNTS

Receive a complimentary* third pass for every two attendees registered from the same organisation at the one time. Please contact Nga Cao, Conference Manager for further discounts if registering more than three delegates.

* Offer excludes registrations for Tutorial only.

HOW TO REGISTER

There are three easy ways to register for the conference:

1. Online through the conference website:
www.open-standards.com
2. Download the form from the event website and fax the completed registration form to +61 2 9660 8869.
3. Mail the completed registration form to our office. Please refer below for mailing address.

SPONSORSHIP OPPORTUNITIES

Sponsorship of the Open Standards conference provides an excellent platform to increase your organisation's visibility and participation with the most informed and well-qualified representatives of the eBusiness community.

There is a range of sponsorship options available, designed to maximise exposure for sponsors throughout the event's extensive marketing campaign.

EXHIBITION OPPORTUNITIES

The conference is a concentrated event and an effective promotions vehicle for marketing to those who truly make decisions and understand the technology.

FURTHER INFORMATION



www.open-standards.com



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