

You're invited to the MSIM Executive Lecture Series

The department of information systems is pleased to announce that it will host four seminars during the 2005-2006 academic year as part of their new master of science in information management (MSIM) program. These sessions will be held on Saturday mornings, and will

incorporate presentations from industry leaders to explore issues critical to today's IT managers. Students, alumni, industry leaders and faculty are invited to attend these sessions to explore the topics and learn together how we can better compete in today's environment.

“SOFTWARE AS A SERVICE”

This session of the MSIM Executive Lecture Series will focus on the changing software paradigms and the impact they will have on the market. With the introduction of web services, firms have more flexibility on how they source their applications, and the vision of integrated, component-based solutions may be on the horizon. David S. Linthicum, world-renowned author of several books on systems integration and web services, will provide an industry-wide view of web services from their concept through the way they may change IT. He will also illustrate the concepts with experiences his company has had when implementing service-oriented solutions.



February 11, 2006

9 a.m. – 12:30 p.m. | BAC Building, Room 116

R.S.V.P. to Angie Walline at angela.walline@asu.edu or 480.965.2483

Dress is business casual

DAVID S. LINTHICUM

David S. Linthicum is an internationally known application integration and service-oriented architecture expert. In his career, David has formed many of the ideas for modern distributed computing including EAI (Enterprise Application Integration) and B2B application integration, and Service Oriented Architecture (SOA) approaches and technology widely used today.

David is currently CTO of BRIDGEWERX, the only company to offer integration on a SaaS (software as a service) platform. He was formerly the CTO of Mercator and has held key technology management roles with a number of organizations including SAGA Software, Mobil Oil, EDS, AT&T and Ernst & Young. In addition, David was an associate professor of computer science for eight years, and continues to lecture at major technical colleges and universities. He delivers keynote addresses at many leading technology conferences.

David has authored more than 500 articles for major computing publications, and has monthly columns in several popular industry magazines. He has authored or co-authored six books including *David Linthicum's Guide to Client/Server and Intranet Development*, and the groundbreaking and best-selling *Enterprise Application Integration* released in 1999. His latest book, *Next Generation Application Integration*, was just released and is already a best seller.

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