

Craig Bowser

- ◆ 15 years experience in the information technology & eCommerce fields.
- ◆ Currently a Project Manager for TXU Energy in Dallas managing multiple projects with an annual budget of over \$4 million.
- ◆ In 1999 lead a team that established a \$3 billion annual revenue stream electronically between UPS and Burlington Northern Santa Fe Railway Corp.
- ◆ Lecturer and published author.
- ◆ BSB from Emporia State University in Emporia, Kansas.
- ◆ MBA from Washburn University in Topeka, Kansas.
- ◆ Currently pursuing PMP certification.

T.R. Fu

Mr. T.R. Fu is the Lead Architect and Senior Business Development Manager with IBM's Global e-business Solution Center (GeSC) team based in Dallas.

Mr. Fu has been working with eCommerce and eMarkets projects since these technologies first hit the market. He and the GeSC team have worked with many of the largest eCommerce sites, focusing on both end-to-end process integration and scalability. He is also a member of the lead architect team that developed IBM's eMarkets Reference Architecture and Reference Implementations, and has worked with many customer projects, including delivering the eMarkets Workshops in the Americas, Europe, and Asia-Pacific regions.

Mr. Fu started in the IT industry in 1987 as a software consultant, and has held positions in System Engineering, Field Sales Support, Software Consulting, Solution Integration, and Business Management. Prior to becoming an IT professional Mr. Fu worked in the high tech industry as a Research Engineer and a Manufacturing Engineer/Planner. He has taken multiple projects from concept, through development, to field implementation with end-users or customers. His current focus is Business Process Integration and the infrastructure technologies to support Business-to-Business and Business-to-Consumer solutions.

Mr. Fu holds a MS degree from Rensselaer Polytechnic Institute in Materials Engineering. He also studied Systems Sciences, Mechanical Engineering, and Business Administration.

Fu Abstract

Experience with Designing and Implementing eCommerce and eMarkets Solution Architecture

Balancing Business Value, Technology, and Skills

The eCommerce and eMarkets markets and technologies have gone through extremely dynamic transformation over the last several years. In this session we will share with you the IBM Solution Teams' experience with designing, implementing, and troubleshooting a wide range of eCommerce and eMarkets solutions.

We will discuss an eMarkets Reference Architecture and our experiences with using the Reference Implementations to refine and validate the integration approach, applying the leading ISV products to support customer projects. We will also discuss the evolution from the Public Marketplace concept to the Private Exchange concept.

This session will also cover the key standards movement (Web Services, various industry-specific XML message sets, etc.), some of the current R&D interests, and the infrastructure needed to enable the eCommerce and eMarkets solutions.

Success of any project requires a balanced view of business, technology, and skills. This session's goal is to share our experience so that the attendees can form their balanced view for project or skill development considerations in the eCommerce and eMarkets spaces.

Level of session: Intermediate - targeting at a mixed audience of technologies, business analysts, consultants, and business or technical managers. The key value is the balanced view of technology, business value and process, and the skills considerations.

Randy Goode

20 years in the Energy Utilities and Services Industry

Bachelor of Science in Mechanical Engineering from the University of Texas at Arlington

MBA from the University of Dallas

Currently Manager of eBusiness with TXU Energy

Goode Abstract

Session Guarantee: this presentation will provide insight into how a Fortune 100 company has viewed eBusiness in the last three years; from the new economy to the current economy.

Session Overview: As TXU Energy prepared, entered, and now competes in the deregulated electric marketplace, the role of eBusiness has had to evolve from business hype to business sense.

Session Information:

TXU Corporation

Electric Deregulation

TXU Energy

Original vision and mission of eBusiness for TXU Energy

Overview of eBusiness projects

Lessons learned from developing and deploying eBusiness projects

New vision and mission of eBusiness for TXU Energy

eBusiness justification in the current economy

Session Level: Introductory

Target Audience: IT Professionals, eBusiness Professionals

