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Jesús VILLASANTÉ , European Commission member	
	<p>The middleware strategy from a European viewpoint. PDF</p> <p>Abstract The convergence between media, (mobile) telephony and internet are making the role of middleware even more strategic. Opportunities are arising for European industry to take leadership in middleware, but other parts of the world are also moving to gain leadership in the area. Mr. Villasante will introduce the programmes and instruments the European Commission is designing to support European industry facing the challenges ahead.</p> <p>Jesús Villasanté is head of the "Software Technologies" Unit of the Information Society and Media Directorate General in the European Commission. He has worked for Digital Equipment Corporation where he held positions as systems engineer, project manager for manufacturing industries and software advisor for the sales and business operations. He also worked for Telefónica and for the Computers in Medicine Section of the Air Force Hospital in Madrid in the analysis and design of medical applications and hospital information systems. Prior to his current position he was head of the "eBusiness" Unit in the Information Society Technologies Programme.</p>

Steve CRAGGS , President of Saint Consulting Limited, European Chairman of the Integration Consortium	
	<p>SOA Ecosystems - The Secret to SOA Success PDF</p> <p>Abstract As more and more companies move towards adopting service-oriented architectures (SOAs), worrying signs are emerging of major inhibitors to SOA success. War-stories from early implementors point to the need to ensure that SOA deployment is not done in an ad hoc fashion, but instead is based on the foundation of a sound SOA Ecosystem. Failure to take the need for an ecosystem into account can seriously damage your chances of SOA success. This presentation discussed the need for an SOA Ecosystem and its likely components.</p> <p>Steve has spent over 25 years in the software business since graduating from Oxford in Mathematics. For the majority of that time Steve worked for IBM where he had various programming, product management, strategy, marketing and sales roles, culminating in Steve becoming the worldwide executive in charge of IBM's MQSeries business, the market leading EAI (Enterprise Application Integration) suite of offerings. Steve then left IBM to build an application integration business for Candle Corporation before founding Saint Consulting Limited in 1999. Saint is a management consultancy specialising in all aspects of business integration software and numbers users and vendors across the world in its client base. Often referred to as 'the father of messaging', Steve is well known in the industry, appearing regularly in the press, presenting at seminars and trade shows, and advising market makers on the broader integration market. In 2002 he was appointed to the Board of the Integration Consortium, a not-for-profit global advocacy group for anyone involved in integration of any form spanning end user companies,</p>

	vendors, implementers and academic institutions.
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Paul STERNE , CEO of Sterne & Co. LLC	
	<p>The evolution of Open Source business models. PDF</p> <p>Abstract The presentation offers a unique perspective on the open source movement -- the movement as seen through the eyes of an investment banker and corporate development professional. The evolution of business models used by non-profit and for-profit entities in the open source movement is described. Seven major types of business models, i.e., donation, membership, advertising, media kit, enterprise server, software sales and software-as-a-service are described and their financial effectiveness is evaluated. The value drivers and natural limits of each business model is presented. The presentation concludes with an overview of the commercial challenges facing the new frontier of open content.</p> <p>Paul L. Sterne is currently the General Manager Americas and an angel investor in Open-Xchange Inc., a leading vendor of Open Source-based messaging and collaboration software. He writes the monthly column, The Business of Open Source, for LinuxWorld Magazine. Mr. Sterne is also the Managing Partner of Sterne & Co. LLC (S&C), a mergers and acquisitions boutique specializing in the software and IT services industry. S&C's latest transaction involved acting as exclusive financial advisor to ActivIdentity in its acquisition of Protocom Development Systems Ltd. S&C is also the sponsor of openResource, a wiki about the open source software industry, [http://sterneco.editime.com/home]. Previously, Mr. Sterne was founder and CFO of E2open Inc.; Managing Director, Corporate Development, IBM Corporation; Director, M&A Services, Deutsche Bank AG; and Director, Business Development, General Motors Corporation. Mr. Sterne has a MBA and BA from Columbia University.</p>

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