PROGRESS E✕CHANGE 2014

Progress Software's annual customer and partner conference
Orlando, Florida · October 6 - 8, 2014

At Progress Exchange 2014, you'll experience it all: Next-generation application development.
Ground-breaking data connectivity. Tools and solutions that drive your business.
And an integrated platform with the power to exceed your expectations.

Register by July 15 and save $500

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Whether you want to transition to the cloud. Or make your applications mobile. Or drive better decisions through data. Or prepare your business to better engage with your customers.

▶ **Progress Exchange 2014 is where the next generation of application development comes to life.**

You'll be ready for anywhere.

Progress Exchange is where it all STARTS.

LEARN
Hands-on labs and interactive demos on the latest Progress technologies and partner solutions.

INSPIRE
Get a first look at Progress' vision for the future. What's new, what's next, and how this impacts you today.

INTERACT
Technical experts and developers answer your questions and offer ideas to help you enable your business and drive your future growth.

MEET
Network with the entire Progress community. Discover how they're indentifying the opportunities and tackling the same challenges that you face in your business.

EXPERIENCE
Take a step back to learn, build new business, forge technical relationships across industries, reconnect with peers, and plan for the future.

Register today at www.progress.com/exchange

PROGRESS EXCHANGE 2014

The registration fee depends on when you register for Progress Exchange 2014. The earlier, the better!

Early Bird
$995
Register by July 15 and save $500

Standard
$1,295
July 16-Sept. 30, 2014

On-Site
$1,495
After September 30, 2014

CORPORATE DISCOUNT

Pay $5,000 to register an unlimited number of people from your company.

Register at www.progress.com/exchange

Hilton Orlando Hotel

6001 Destination Parkway
Orlando, Florida, USA

The Hilton Orlando is where it all happens. A modern luxury hotel with VIP amenities. Nine-hole executive golf course. Spa, fitness center, jogging track, two resort pools. Even a lazy river!

Visit the Venue page on **www.progress.com/exchange** to reserve your room at the **discounted conference rate of $185 plus tax per night.**

AGENDA-AT-A-GLANCE

	October 5 Sunday	October 6 Monday		October 7 Tuesday	October 8 Wednesday
☀ Morning		TECHNICAL WORK-SHOPS	PARTNER+ BUSINESS FORUM GENERAL SESSION	EXCHANGE GENERAL SESSION	EXCHANGE GENERAL SESSION
☀ Afternoon		TECHNICAL WORK-SHOPS	PARTNER+ BUSINESS FORUM BREAKOUT SESSIONS	EXCHANGE BREAKOUTS	EXCHANGE BREAKOUTS
☾ Evening	PARTNER AWARDS	MIX@EXCHANGE WELCOME RECEPTION		PARTY@ EXCHANGE	

KEYNOTES

Hear Progress executives and thought leaders share their vision for tomorrow, as they provide insight into technologies that are shaping the connected and mobile world today.

PHIL PEAD
PRESIDENT AND
CHIEF EXECUTIVE OFFICER, PROGRESS

KAREN TEGAN PADIR
CHIEF TECHNOLOGY OFFICER, PROGRESS

JOHN GOODSON
CHIEF PRODUCT OFFICER, PROGRESS

SPECIAL EVENTS

MIX@Exchange Reception: Welcome to Orlando and Welcome to Progress Exchange 2014. This MIXer in the Solutions Showcase on Monday evening will be your first chance to mingle with other Exchange attendees and the Progress team in a relaxing resort setting.

PARTY@Exchange: Our signature PARTY will be another showstopper! Join us poolside on Tuesday evening for an energetic and unforgettable evening.

WORKSHOPS

Progress Exchange 2014 workshops are instructor-led, hands-on, BYOD sessions designed to introduce you to the latest Progress technologies and lead you through real-world exercises. Hands-on technical workshops will be offered on Monday, October 6, in the morning from 8:45 AM–12:00 PM ET and repeated in the afternoon at 12:45 PM–4:00 PM ET. **Admission to one workshop is included when you register for Progress Exchange 2014.**

Advanced Business Applications for the Cloud
Rollbase Advanced, Progress Pacific

Agility through Business Rules Management
Corticon BRMS

Boost Application Developer Productivity
OpenEdge Progress Developer Studio

Business Applications for a Mobile World
Rollbase Mobile

Connect Data Anywhere and Everywhere
DataDirect Cloud

Data Integration Made Easy
Easyl

Enhance Database Performance and Scalability
OpenEdge Database Table Partitioning

Extend and Optimize Data Connectivity
DataDirect Connect & OpenAccess

Next Generation of On-Premise Business Applications
OpenEdge Advanced Development

Rapid Application Development for the Cloud
Rollbase Fundamentals

For a complete, updated overview of workshops, visit the Workshops page at www.progress.com/exchange

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BREAKOUT SESSIONS

Looking for innovative new ways to enable your organization? We've gathered the best tools, expert tips, and visionary ideas, and brought them all to Progress Exchange 2014. You'll explore every stage of the application lifecycle — from building to managing, from integrating data to defining rules, to using it to drive business. And you'll discover exciting new places to take your applications: Cloud, mobile, even tomorrow's Internet-connected devices that will inspire the next generation of IT.

TRACK 1 — The Empowered Business

Want to make your business more productive? Discover how IT can drive productivity in ways never before possible by boosting the power of your applications and the speed at your organization builds them. Imagine the problems you could solve or the opportunities you could pursue that you don't today? Find your answer here. Presentations focus on solutions that help you build and manage modern applications, leverage the data they depend on, and ultimately empower people across your company.

Topics:

- Enhancing business productivity with Progress solutions
- Using technology to drive the business
- How rising consumer expectations can sink IT
- Using a citizen approach to expand your technology workforce

Sessions:

- Corticon Integration with OpenEdge and BPM (OpenEdge-Corticon-BPM)
- Developing REST Support for B2B Access to Your OpenEdge AppServer Application
- Using OpenEdge, Corticon, Rollbase and Node.js to Create a Dynamic, Rule- and Model-Driven Web UI
- Modern Business Application Development
- Introduction to the Pacific Application Server for OpenEdge
- What's New in OpenEdge BPM 11.4
- What's New in OpenEdge Management/Explorer
- The ABL Keeps Getting Better (What's New in the ABL in 11.4)
- And more...

TRACK 2 — People and Process Optimization

Pick up the pace of moving from prototype to productivity by learning from the best practices of others who precede you on the path.

We're assembling our best tips and tricks, while members of the Progress community share their insights and experience on how to get the most from your technology. Presentations focus on managing applications and data throughout the lifecycle from development to user experience.

Topics:

- Optimizing application lifecycle management
- Improving your application development approach
- Monetizing your data by managing it effectively
- Knowing when to call in the experts—for support, consulting and other challenges
- Going beyond business and IT alignment

Sessions:

- When Disaster Recovery is Not Enough—Maintaining High Availability
- Unlocking the Secrets of Progress Developer Studio for OpenEdge
- Table Partitioning—Application and Design
- Monetize Data to Propel Your Business Forward
- Test Challenges and Approaches with SaaS and PaaS
- Performance Tuning the OpenEdge Database in the Modern World
- Getting Even More Out of OpenEdge in a Virtualized Environment
- Scaling OpenEdge AppServers
- And more...

For a complete, updated overview of breakout sessions, visit the Sessions page at www.progress.com/exchange

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BREAKOUT SESSIONS

continued...

IT Forces Meet Internet

While forces driving IT are intersecting—cloud, mobile, web, social, big data—Internet-connected devices are creating revolutionary new business opportunities.

Watches, thermostats, glasses. Customers who rely on these devices in their personal lives are increasingly wanting to use them in business. Learn how forward-thinking organizations are taking full advantage of new technologies, and how you create innovative solutions for them in the future.

Topics:
- Foreseeing the future: Progress strategy and roadmap
- Using the cloud and PaaS to make quantum leap forward
- Harnessing big data
- Mobilizing your workforce
- Expanding your reach by going where your customers are

Sessions:
- Engine for Growth: Agile SaaS Case Studies
- What's Next for OpenEdge: A Glimpse Into the Future [OpenEdge Roadmap]
- Monetize Data to Propel Your Business Forward
- UX Trends and Considerations: A Peek Into the Future
- What is Node.js and Why it Matters
- Integrating OpenEdge, Twitter, Node, HTTP, .Net and JMS... Oh, My!
- Building a Successful Business with Progress Pacific
- Bridging the Gap Between Business and IT
- And more...

Rapid Application Development and Data

Application development and data that reveal insights: They go hand-in-hand, yet often they're approached as separate IT initiatives. Imagine the business opportunities if we could only take a more holistic view.

We'll show you how. Presentations explore the power of combining Progress solutions and products that drive value for the technology you already have.

Topics:
- Rapid application development
- Enabling applications for Web and mobile
- Modernizing your approach
- Optimizing your data management strategy
- Using business rules process management to your advantage
- Designing award-winning user experiences

Sessions:
- Advanced Mobile App Capabilities Made Simple
- ABL Data Integration, Today and Tomorrow
- Enabling ODBC and JDBC Drivers for OpenEdge Business Logic
- Top 7 Data API Headaches (and How to Handle Them)
- Mastering Progress Rollbase, Inside and Out
- Mobilizing SaaS Applications with Progress Rollbase Mobile
- Hands-On Workshop: How to Build a Mobile App in One Hour or Less
- Unleashing the Power of Progress Rollbase
- And more...

For a complete, updated overview of breakout sessions, visit the Sessions page at www.progress.com/exchange

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PARTNER+ BUSINESS FORUM

October 5-6, 2014

The **Partner+ Business Forum** is a one-day event that precedes Progress Exchange 2014. Both are conveniently held at the Hilton Orlando.

This special Forum, intended for Progress business partners executives, will provide insights, strategies and program initiatives to help you drive your business to the next level. Kick off the **Partner+ Business Forum** and **Progress Exchange 2014** on **Sunday night, October 5**, as we honor the top partners from last year with a fun evening of cheer.

Your registration fee for Progress Exchange 2014 includes your admission to the Partner+ Business Forum, but space is limited, so register today!

PROGRESS PARTNER+ | BUSINESS FORUM

BREAKOUT SESSIONS

- Connecting the Dots
- Progress Innovation and Your Business
- Navigate from B2B to B4B
- What Is Your Cloud Investment Strategy?
- Pacific: Why Should You Care?
- Marketing Programs & Investments
- Pricing and Packaging
- Best Practices in Partnering
- Partnering with HP
- Partnering with Amazon Web Services
- Partnering with Rollbase Philippines

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