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Microsoft Azure Essentials - Fundamentals of Azure

The Bulgarian C# Book

A Hands-On Tutorial

A Practitioner's Guide to Account-Based Marketing

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Java Report

E-Business and Distributed Systems Handbook: Integration Module

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JAMAL BRADLEY

IBM Redbooks

Master Oracle SOA Suite 12c Design, implement, manage, and maintain a highly flexible service-oriented computing infrastructure across your enterprise using the detailed information in this Oracle Press guide. Written by an Oracle ACE director, Oracle SOA Suite 12c Handbook uses a start-to-finish case study to illustrate each concept and technique. Learn expert techniques for designing and implementing components, assembling composite applications, integrating Java, handling complex business logic, and maximizing code reuse. Runtime administration, governance, and security are covered in this practical resource. Get started with the Oracle SOA Suite 12c development and run time environment Deploy and manage SOA composite applications Expose SOAP/XML REST/JSON through Oracle Service Bus Establish interactions through adapters for Database, JMS, File/FTP, UMS, LDAP, and Coherence Embed custom logic using Java and the Spring component Perform fast data analysis in real time with Oracle Event Processor Implement Event

Drive Architecture based on the Event Delivery Network (EDN) Use Oracle Business Rules to encapsulate logic and automate decisions Model complex processes using BPEL, BPMN, and human task components Establish KPIs and evaluate performance using Oracle Business Activity Monitoring Control traffic, audit system activity, and encrypt sensitive data

Trends and Discoveries Packt Publishing Ltd

This book outlines the effects that technology-induced change will have on sport within the next five to ten years, and provides food for thought concerning what lies further ahead. Presented as a collection of essays, the authors are leading academics from renowned institutions such as Massachusetts Institute of Technology, Queensland University of Technology, and the University of Cambridge, and practitioners with extensive technological expertise. In their essays, the authors examine the impacts of emerging technologies like artificial intelligence, the Internet of Things, and robotics on sports and assess how they will change sport itself, consumer behavior, and existing business models. The book will help athletes, entrepreneurs, and innovators working in the sports industry to spot trendsetting technologies, gain deeper insights into how they will affect their activities, and identify the most effective responses to stay ahead of the competition both on

and off the pitch.

InfoSphere DataStage Parallel Framework Standard Practices IBM Redbooks

Every enterprise application creates data, whether it's log messages, metrics, user activity, outgoing messages, or something else. And how to move all of this data becomes nearly as important as the data itself. If you're an application architect, developer, or production engineer new to Apache Kafka, this practical guide shows you how to use this open source streaming platform to handle real-time data feeds. Engineers from Confluent and LinkedIn who are responsible for developing Kafka explain how to deploy production Kafka clusters, write reliable event-driven microservices, and build scalable stream-processing applications with this platform. Through detailed examples, you'll learn Kafka's design principles, reliability guarantees, key APIs, and architecture details, including the replication protocol, the controller, and the storage layer. Understand publish-subscribe messaging and how it fits in the big data ecosystem. Explore Kafka producers and consumers for writing and reading messages Understand Kafka patterns and use-case requirements to ensure reliable data delivery Get best practices for building data pipelines and applications with Kafka Manage Kafka in production, and learn to perform monitoring, tuning,

and maintenance tasks Learn the most critical metrics among Kafka's operational measurements Explore how Kafka's stream delivery capabilities make it a perfect source for stream processing systems

Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More Pearson Education

In this book, Steven Feuerstein, widely recognized as one of the world's experts on the Oracle PL/SQL language, distills his many years of programming, writing, and teaching about PL/SQL into a set of PL/SQL language "best practices"--rules for writing code that is readable, maintainable, and efficient. Too often, developers focus on simply writing programs that run without errors--and ignore the impact of poorly written code upon both system performance and their ability (and their colleagues' ability) to maintain that code over time. Oracle PL/SQL Best Practices is a concise, easy-to-use reference to Feuerstein's recommendations for excellent PL/SQL coding. It answers the kinds of questions PL/SQL developers most frequently ask about their code: How should I format my code? What naming conventions, if any, should I use? How can I write my packages so they can be more easily maintained? What is the most efficient way to query information from the database? How can I get all the developers on my team to handle errors the same way? The book contains 120 best practices, divided by topic area. It's full of advice on the program development process, coding style, writing SQL in PL/SQL, data structures, control structures, exception handling, program and package construction, and built-in packages. It also contains a handy, pull-out quick reference card. As a helpful supplement to the text, code examples demonstrating each of the best practices are available on the O'Reilly web site. Oracle PL/SQL Best Practices is intended as a companion to O'Reilly's larger Oracle PL/SQL books. It's a compact, readable reference that you'll turn to again and again--a book that no serious developer can afford to be without.

Models for Capitalizing on Web Engineering Advancements: Trends and Discoveries "O'Reilly Media, Inc."

The B2B Social Media Book Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More John Wiley & Sons

Getting Started with IBM WebSphere Cast Iron Cloud Integration Faber Publishing Business-to-business (B2B) integration is a buzzword which has been used a lot in recent years, with a variety of meanings. Starting with a clear technical definition of this term and its relation to topics like A2A (Application-to-Application), ASP (Application Service Provider), A2A, and B2C (Business-to-Consumer), Christoph Bussler outlines a complete and consistent B2B integration architecture based on a coherent conceptual model. He shows that B2B integration not only requires the exchange of business events between distributed trading partners across networks like the Internet, but also demands back-end application integration within business processes, and thus goes far beyond traditional approaches to enterprise application integration approaches. His detailed presentation describes how B2B integration standards like RosettaNet or SWIFT, the application integration standard J2EE Connector Architecture and basic standards like XML act together in order to enable business process integration. The book is the first of its kind that discusses B2B concepts and architectures independent of specific and short-term industrial or academic approaches and thus provides solid and long-lasting knowledge for researchers, students, and professionals interested in the field of B2B integration.

DataPower SOA Appliance Administration, Deployment, and Best Practices World Scientific As some of today's major and complex companies are worth more than the GDPs of some countries, traditional marketing approaches, such as glossy corporate campaigns, will have limited returns. Account-based marketing, also known as client-centric marketing, treats important individual accounts as markets in their own right, to help strengthen relationships, build reputation, and increase revenues in important accounts. A Practitioner's Guide to Account-Based Marketing outlines a clear, step-by-step process for readers to harness ABM tools and techniques and set up ABM programmes. Featuring insights from practising professionals and case studies from organizations including Microsoft, Accenture, O2 and Fujitsu, it also contains guidance on developing the competencies needed for account-based marketing and managing your ABM career. This updated second edition contains further discussion on how ABM initiatives can go from a pilot to being embedded in a business, new material on quantified value propositions and updated wider research. Meticulously researched and highly practical, A Practitioner's Guide to Account-Based Marketing will help all marketers to deliver successful B2B marketing.

Accelerating Growth in Strategic Accounts John Wiley & Sons

In this IBM® Redbooks® publication, we present guidelines for the development of highly efficient

and scalable information integration applications with InfoSphere™ DataStage® (DS) parallel jobs. InfoSphere DataStage is at the core of IBM Information Server, providing components that yield a high degree of freedom. For any particular problem there might be multiple solutions, which tend to be influenced by personal preferences, background, and previous experience. All too often, those solutions yield less than optimal, and non-scalable, implementations. This book includes a comprehensive detailed description of the components available, and descriptions on how to use them to obtain scalable and efficient solutions, for both batch and real-time scenarios. The advice provided in this document is the result of the combined proven experience from a number of expert practitioners in the field of high performance information integration, evolved over several years. This book is intended for IT architects, Information Management specialists, and Information Integration specialists responsible for delivering cost-effective IBM InfoSphere DataStage performance on all platforms.

Mastering Enterprise JavaBeans IBM Redbooks

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Oracle Soa Suite 11G Administrator's Handbook Microsoft Press

Advance your B2B marketing plans with proven social media strategies Learn social media's specific application to B2B companies and how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology for generating leads using social media Details how to create content offers that increase conversion rates and drive leads from social media Offers practical advice for incorporating mobile strategies into the marketing mix Provides a step-by-step process for measuring the return on investment of B2B social media strategies The B2B Social Media Book will help readers establish a strong social media marketing strategy to generate more leads, become a marketing superstar in the eye of company leaders, and most importantly, contribute to business growth.

How Technologies Will Change Sports in the Digital Age IBM Redbooks

Design RPA solutions to perform a wide range of transactional tasks with minimal cost and maximum ROI Key Features A beginner's guide to learn Robotic Process Automation and its impact on the modern world Design, test, and perform enterprise automation task with UiPath Create Automation apps and deploy them to all the computers in your department. Book Description Robotic Process Automation (RPA) enables automating business processes using software robots. Software robots interpret, trigger responses, and communicate with other systems just like humans do. Robotic processes and intelligent automation tools can help businesses improve the effectiveness of services faster and at a lower cost than current methods. This book is the perfect start to your automation journey, with a special focus on one of the most popular RPA tools: UiPath. Learning Robotic Process Automation takes you on a journey from understanding the basics of RPA to advanced implementation techniques. You will become oriented in the UiPath interface and learn about its workflow. Once you are familiar with the environment, we will get hands-on with automating different applications such as Excel, SAP, Windows and web applications, screen and web scraping, working with user events, as well as understanding exceptions and debugging. By the end of the book, you'll not only be able to build your first software bot, but also you'll wire it to perform various automation tasks with the help of best practices for bot deployment. What you will learn Understand Robotic Process Automation technology Learn UiPath programming techniques to deploy robot configurations Explore various data extraction techniques Learn about integrations with various popular applications such as SAP and MS Office Debug a programmed robot including logging and exception handling Maintain code version and source control Deploy and control Bots with UiPath Orchestrator Who this book is for If you would like to pursue a career in Robotic Process Automation or improve the efficiency of your businesses by automating common tasks, then this book is perfect for you. Prior programming

knowledge of either Visual Basic or C# will be useful.

Linked Open Data -- Creating Knowledge Out of Interlinked Data Pearson Education Cloud computing provides companies with many capabilities to meet their business needs but can also mean that a hybrid architecture is created that includes on-premise systems and the cloud. Integration is needed to bridge the gap between the on-premise existing systems and the new cloud applications, platform, and infrastructure. IBM® WebSphere® Cast Iron® meets the challenge of integrating cloud applications with on-premise systems, cloud applications-to-cloud applications, and on-premise to on-premise applications. It contains a graphical development environment that provides built-in connectivity to many cloud and on-premise applications and reusable solution templates that can be downloaded from a solution repository. The integration solutions that are created can then run on either an on-premise integration appliance or the multi-tenant WebSphere Cast Iron Live cloud service. This IBM Redbooks® publication is intended for application integrators, integration designers, and administrators evaluating or already using IBM WebSphere Cast Iron. Executives, leaders, and architects who are looking for a way to integrate cloud applications with their on-premise applications are also shown how WebSphere Cast Iron can help to resolve their integration challenges. The book helps you gain an understanding of Cast Iron and explains how to integrate cloud and on-premise applications quickly and simply. It gives a detailed introduction to the development tool and the administration interfaces and how they are used. It also discusses security, high availability, and re-usability. The book also includes three detailed scenarios covering real-world implementations of a Cast Iron Integration Solution.

Optimizing Oracle Code The B2B Social Media Book Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More

This module of the handbook concentrates on the integration and migration strategies and technologies. Topics include strategic issues in integration versus migration, Enterprise Application Integration (EAI), B2B integration, EAI/eAI platforms, data warehousing for integration, migration strategies and replacements with ERPs.

21st Century Sports Springer

Across numerous vertical industries, enterprises are challenged to improve processing efficiency as transactions flow from their business communities to their internal systems and vice versa, simplify management and expansion of the external communities, accommodate customer and supplier preferences, govern the flow of information, enforce policy and standards, and protect sensitive information. Throughout this process, external partners must be on-boarded and off-boarded, information must flow across multiple communications infrastructures, and data must be mapped and transformed for consumption across multiple applications. Some transactions require synchronous or real-time processing while others are of a more periodic nature. For some classes of customer or supplier, the enterprise might prefer a locally-managed, on-premise solution. For some types of communities (often small businesses), an as-a-Service solution might be the best option. Many large enterprises combine the on-premise and as-a-Service approach to serve different categories of business partners (customers or suppliers). This IBM® Redbooks® publication focuses on solutions for end-to-end integration in complex value chains and presents several end-to-end common integration scenarios with IBM Sterling and IBM WebSphere® portfolios. We believe that this publication will be a reference for IT Specialists and IT Architects implementing an integration solution architecture involving IBM Sterling and IBM WebSphere portfolios.

Fundamentals of Computer Programming with C# Kogan Page Publishers

CD-ROM contains: Oracle JDeveloper Release 3.1 for Microsoft Windows NT.

Concepts and Architecture Packt Publishing Ltd

The free book "Fundamentals of Computer Programming with C#" is a comprehensive computer programming tutorial that teaches programming, logical thinking, data structures and algorithms, problem solving and high quality code with lots of examples in C#. It starts with the first steps in programming and software development like variables, data types, conditional statements, loops and arrays and continues with other basic topics like methods, numeral systems, strings and string processing, exceptions, classes and objects. After the basics this fundamental programming book enters into more advanced programming topics like recursion, data structures (lists, trees, hash-tables and graphs), high-quality code, unit testing and refactoring, object-oriented principles (inheritance, abstraction, encapsulation and polymorphism) and their implementation the C# language. It also covers fundamental topics that each good developer should know like algorithm design, complexity of algorithms and problem solving. The book uses C# language and Visual

Studio to illustrate the programming concepts and explains some C# / .NET specific technologies like lambda expressions, extension methods and LINQ. The book is written by a team of developers lead by Svetlin Nakov who has 20+ years practical software development experience. It teaches the major programming concepts and way of thinking needed to become a good software engineer and the C# language in the meantime. It is a great start for anyone who wants to become a skillful software engineer. The books does not teach technologies like databases, mobile and web development, but shows the true way to master the basics of programming regardless of the languages, technologies and tools. It is good for beginners and intermediate developers who want to put a solid base for a successful career in the software engineering industry. The book is accompanied by free video lessons, presentation slides and mind maps, as well as hundreds of exercises and live examples. Download the free C# programming book, videos, presentations and other resources from <http://introprogramming.info>. Title: Fundamentals of Computer Programming with C# (The Bulgarian C# Programming Book) ISBN: 9789544007737 ISBN-13: 978-954-400-773-7 (9789544007737) ISBN-10: 954-400-773-3 (9544007733) Author: Svetlin Nakov & Co. Pages: 1132 Language: English Published: Sofia, 2013 Publisher: Faber Publishing, Bulgaria Web site: <http://www.introprogramming.info> License: CC-Attribution-Share-Alike Tags: free, programming, book, computer programming, programming fundamentals, ebook, book programming, C#, CSharp, C# book, tutorial, C# tutorial; programming concepts, programming fundamentals, compiler, Visual Studio, .NET, .NET Framework, data types, variables, expressions, statements, console, conditional statements, control-flow logic, loops, arrays, numeral systems, methods, strings, text processing, StringBuilder, exceptions, exception handling, stack trace, streams, files, text files, linear data structures, list, linked list, stack, queue, tree, balanced tree, graph, depth-first search, DFS, breadth-first search, BFS, dictionaries, hash tables, associative arrays, sets, algorithms, sorting algorithm, searching algorithms, recursion, combinatorial algorithms, algorithm complexity, OOP, object-oriented programming, classes, objects, constructors, fields, properties, static members, abstraction, interfaces, encapsulation, inheritance, virtual methods, polymorphism, cohesion, coupling, enumerations, generics, namespaces, UML,

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Learning Robotic Process Automation Packt Publishing Ltd

This book is packed with real word examples. Each major certification topic is covered in a separate chapter, which helps to make understanding of concepts easier. At the end of each chapter, you will find a variety of practice questions to strengthen and test your learning. You will get a feel for the actual SOA Foundation Practitioner exam by solving practice papers modeled on it. This book is for SOA architects, technical consultants, application developers and analysts who want to successfully clear the 1Z0-451Oracle SOA Foundation Practitioner exam to attain the Oracle SOA Infrastructure Implementation Certification.

B2B Integration Packt Publishing Ltd

"Reflecting the latest trends and issues, the new Europe, Middle East & Africa Edition of Business Marketing Management: B2B delivers comprehensive, cutting-edge coverage that equips students with a solid understanding of today's dynamic B2B market. The similarities and differences between consumer and business markets are clearly highlighted and there is an additional emphasis on automated B2B practices and the impact of the Internet."--Cengage website.

Kafka: The Definitive Guide Packt Publishing Ltd

The organization pursuing digital transformation must embrace new ways to use and deploy integration technologies, so they can move quickly in a manner appropriate to the goals of multicloud, decentralization, and microservices. The integration layer must transform to allow organizations to move boldly in building new customer experiences, rather than forcing models for architecture and development that pull away from maximizing the organization's productivity. Many organizations have started embracing agile application techniques, such as microservice architecture, and are now seeing the benefits of that shift. This approach complements and

accelerates an enterprise's API strategy. Businesses should also seek to use this approach to modernize their existing integration and messaging infrastructure to achieve more effective ways to manage and operate their integration services in their private or public cloud. This IBM® Redbooks® publication explores the merits of what we refer to as agile integration; a container-based, decentralized, and microservice-aligned approach for integration solutions that meets the demands of agility, scalability, and resilience required by digital transformation. It also discusses how the IBM Cloud Pak for Integration marks a significant leap forward in integration technology by embracing both a cloud-native approach and container technology to achieve the goals of agile integration. The target audiences for this book are cloud integration architects, IT specialists, and application developers.

SOA Governance IBM Redbooks

To make better informed business decisions, better serve clients, and increase operational efficiencies, you must be aware of changes to key data as they occur. In addition, you must enable the immediate delivery of this information to the people and processes that need to act upon it. This ability to sense and respond to data changes is fundamental to dynamic warehousing, master data management, and many other key initiatives. A major challenge in providing this type of environment is determining how to tie all the independent systems together and process the immense data flow requirements. IBM® InfoSphere® Change Data Capture (InfoSphere CDC) can respond to that challenge, providing programming-free data integration, and eliminating redundant data transfer, to minimize the impact on production systems. In this IBM Redbooks® publication, we show you examples of how InfoSphere CDC can be used to implement integrated systems, to keep those systems updated immediately as changes occur, and to use your existing infrastructure and scale up as your workload grows. InfoSphere CDC can also enhance your investment in other software, such as IBM DataStage® and IBM QualityStage®, IBM InfoSphere Warehouse, and IBM InfoSphere Master Data Management Server, enabling real-time and event-driven processes. Enable the integration of your critical data and make it immediately available as your business needs it.