IBM

IBM INFORMATION ON DEMAND

IBM Information
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2006

TAKE BACK **CONTROL**

WELCOME TO IBM INFORMATION ON DEMAND 2006

A message from Ambuj Goyal

On behalf of IBM, I would like to personally invite you to join us in Anaheim this October for our first IBM Information On Demand 2006 global conference.

These are exciting times for information professionals and executives alike. The conference will explain how new technologies can make a real difference to your top as well as your bottom line. I encourage you to be a part of this premier event combining many conferences into one spectacular global event — after all, a real-time comprehensive view is what we're all after. Learn how to develop comprehensive solutions for today's toughest business issues.

Ten years ago, the discussion around information management was all about repositories. Today, the discussion is about gaining competitive advantage by unlocking the great business value already held within our information assets and putting this information to work for us. It's about having trusted information available across the enterprise: To provide the right information, to the right people or process, at the right time.

Thanks to new technologies, this is the right time to find out about Information On Demand. The theme for our Information On Demand 2006 global event is Take Back Control — take back control of your information, your market, your risk, your bottom line and your future.

We look forward to welcoming you at IBM Information On Demand 2006 this fall in Anaheim, California.

Ambuj Goyal, General Manager, IBM Information Management Software

What is IBM Information On Demand 2006?

The premier information management global conference. IBM Information On Demand 2006 combines the following IBM conferences into one: DB2 Information Management Technical Conference, Content Management Technical Conference, Business Intelligence Customer Solutions Summit, IMS Technical Conference, Information Integration Live! and the Master Data Management Conference. You will receive the same education and experience you received at these past events, plus much more, including a Business Leadership program with many industry-specific sessions.

Who should attend?
Business and IT managers and executives

- Key decision makers
- Line-of-business leaders
- IT managers and directors
- CIOs and CTOs
- Vice presidents, CFOs, CEOs and presidents

IT architects, database administrators, system administrators, application developers and technologists who use the following IBM product areas:

- IBM DB2® on all platforms (Linux®, UNIX®, Microsoft® Windows®, IBM z/OS®, IBM iSeries™)
- DB2 Data Warehouse Edition
- Content management, including DB2 Document Manager, DB2 Records Manager, and search and discovery tools
- IBM Informix®
- IBM IMS™
- IBM WebSphere® Information Integrator
- IBM WebSphere DataStage®, WebSphere QualityStage and other ASCENTIAL® products
- IBM Master Data Management, including WebSphere Product Center and WebSphere Customer Center
- ALPHABLOX®
- IMS Tools
- DB2 Tools on all platforms
- DB2 Identity Resolution, DB2 Relationship Resolution and other information analytics tools
- IBM Cloudscape™
- IBM UniVerse® and IBM UniData® (U2)
- Other software, hardware and services as they relate to Information On Demand, including SOA, IBM WebSphere, IBM Tivoli®, IBM Rational®, IBM Lotus®, IBM System Storage™, IBM Business Consulting Services, IBM Business Partner offerings and more

ibm.com/events/informationondemand

CONFERENCE PROGRAMS

Choose the program that best meets your needs. IBM Information on Demand 2006 offers a wide variety — from product demonstrations to technical skill-building sessions, to programs designed for business leaders and Business Partners.

EXPO Solutions Center
Sunday, October 15 – Wednesday, October 18

The EXPO will have more than 100 booths in the Business Partner Pavilion to show you real examples of how to create business value from your information. A special VIPER section will show you new applications that are exploiting the latest in database technology. The IBM solutions center will have an additional 95 demonstrations, including an Advanced Technology Area, which gives you a preview of upcoming information management technology.

Technical Skill-Building Program
Monday, October 16 – Friday, October 20

IBM Information on Demand 2006 offers an unprecedented breadth and depth of technical sessions to help you build skills across a wide array of IBM technologies. Learn about IBM's new products and get behind-the-scenes views of how others are solving their toughest information management challenges. The 4-1/2-day technical program includes more than 650 sessions on DB2, Informix, IMS, content management and discovery, U2, information integration, master data management, business analytics, entity analytics and much more.

Technical skill sessions will fill the massive Anaheim Convention Center, beginning with optional tutorials offered on Sunday, October 14. IBM will offer optional certification preparation sessions for a nominal fee so that you can brush up on your key skills before taking advantage of our free-of-charge certification testing center throughout the week.

Specially designed educational road maps will help you pick and choose topics and skill areas that interest you or fit your job role or industry. All Information On Demand conference attendees can mix and match from sessions offered in either of the Technical Skill-Building or Business Leadership programs.

Anywhere you go at this conference, IBM's technology leaders will be there to provide best practices, tips and tricks and valuable insider news. Bring back real-world techniques, information about the latest product releases and technology, and skills and strategies to solve your information challenges so Information On Demand can become a reality for you and your company.

- Hear about IBM's future technical strategies
- Make an appointment or drop by our Meet the Experts room
- Attend an intensive ½-day to full-day lab session to get hands-on experience with products in a classroom environment
- Drop by the Developer Den

- Step into the Usability Sandbox, where you can get an inside glimpse of things to come.
- Network at a Birds of a Feather session.
- Hang out at the EXPO to learn about solutions from IBM and our Business Partners and explore our advanced technology showcase from IBM Research.
- Become certified on IBM software products.
- Visit the conference bookstore and have the opportunity to meet an author.
- See how IBM's technology can help solve your information management challenges.

Business Development Day
Sunday, October 15, 8 a.m. – 3:00 p.m.

Business Development Day 2006 is exclusively for IBM Business Partners who want fresh ideas on closing business and generating more revenue together with IBM. This one-day seminar is designed to help you maximize business results by providing you better tools for your toolbox. You will hear from industry as well as product and marketing experts who will provide critical business information to improve your sales strategy, build on your existing skills, help you close business in 2006 and define your marketing plans for 2007. You will also hear successful Business Partners talk about their winning strategies and solutions.

Business Leadership Program
Monday, October 16 – Wednesday, October 18

The Business Leadership program is an intensive, 2-1/2-day curriculum designed specifically for corporate executives, Line of Business and IT managers, and key decision makers. The nearly 180 sessions in this program feature innovative ideas and successful strategies in information management to show you how to grow your business, improve customer service, reduce costs and manage risk. Many of the sessions are industry-specific, and are illustrated by real-life stories told by the executives who made it happen — how they took back control and transformed their businesses.

Whether the customers you support are internal or external to your company, or whether you are a manager or executive responsible for your company's computing infrastructure and strategy, the Business Leadership curriculum is designed specifically for a leader like you.

Held at the Anaheim Hilton, adjacent to the Anaheim Convention Center, the Business Leadership program gives decision makers like you an opportunity to learn about real-life applications of IBM's information management and middleware products.

When you register, you will be able to choose from a variety of road maps to design your personal conference schedule. Your customized agenda can include any of the sessions offered for your specific industry or job role, the topics that interest you most and even some hands-on lab sessions from the Technical Skill-Building program. All Information On Demand conference attendees can mix and match from sessions offered in both the Business Leadership and Technical Skill-Building programs.

Tracks in the Business Leadership area include:
- Create the On Demand Enterprise
- Manage Risk and Streamline Compliance
- Gain Customer Insight
- Manage Information Complexity
- Leverage Information for Business Innovation
- Gain Control of Master Data
- Mitigate Threat, Fraud and Abuse
- Technology Futures
- Or, choose a road map that might span multiple tracks with sessions specific to your industry

During the Business Leadership program, you will also have the opportunity to schedule one-on-one meetings with key IBM executives and distinguished technical leaders to share ideas and discuss your specific needs. The conference planning committee is also arranging exclusive sneak peeks at IBM product innovations, executive networking opportunities, and the chance to hear from top business thought leaders.

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> > > On Demand
2006

TECHNICAL SKILL-BUILDING PROGRAM DETAILS

The Technical Skill-Building program offers all the real-life details you need to take back control of user demands, system performance, application solutions, IT infrastructure, business processes — and your career. This is THE training opportunity of 2006 you can't afford to miss. Check out our complete list of sessions at **ibm.com**/events/informationondemand.

Architect the On Demand Enterprise

Session topics in this area will cover multiple product and technology areas, such as information as a service, information service patterns, service oriented architecture (SOA), dynamic workload management and other topics that will drive your company to become an on demand enterprise.

Technology Futures

What makes you special? Learn about innovations and the technology trends that you need to plan for now. Hear from our Chief Technology Officer, Anant Jhingran; Nelson Mattos, Distinguished Engineer and Vice President, Information and Interaction, IBM Research; and other technical leaders from IBM Labs and Research.

Developing Applications with IBM Technology

Learn about the wide variety of development methodologies and tools that work with IBM software. Sessions will cover a wide range of topics, including XML, Java™, open-source development, stored procedures and tips and techniques to develop applications using the IBM data server of your choice.

Data Servers and General Topics

IBM has a rich family of database servers and database tools to meet your information management needs. Sessions in this track will address general topics that cross data servers, as well as DB2 Everyplace™ and the Cloudscape relational database product.

DB2 for Linux, UNIX and Microsoft Windows

Access, manage and analyze all forms of information across the enterprise, and on all major platforms. Topics include all the details you want to know about the latest release, DB2 9, securing your organization's information assets, XML, high availability, disaster recovery, managing your data, exploiting the power of SQL with DB2 and more.

DB2 for z/OS

Learn all about DB2 for IBM's mainframe operating system. Topics include business resiliency, disaster recovery, warehousing, best practices for high availability, streamlined security and compliance, change management and auditing capabilities.

Informix

IBM Informix software delivers superior application performance for transaction-intensive and embedded database environments. Learn about the latest updates, tips and tricks, including advanced features of Informix Dynamic Server v10, security and encryption, extensibility, SOA and open-source solutions.

IMS

Get the latest information about the transactional and hierarchical database management system that enables information integration, management and scalability. Topics will address trends and directions, SOA, IMS Connect, IMS Web applications, optimizing IMS workloads and IMS Tools.

U2

Leverage the power of the extended relational model supported by IBM UniData and IBM UniVerse. Sessions will address Web services and XML, SOA, UniData replication, Web development, road maps and technical deep dives.

Content Management and Discovery

IBM Content Management and Discovery software solutions support multiple information types (such as images, documents, e-mail, Web content, e-records and multimedia) and deliver the appropriate content, based on relevancy and user intent. Learn how to transform your business with improved productivity and streamlined compliance, and how to implement and customize a content management infrastructure that you can trust – that is also optimized for performance, scalability and flexibility.

Information Integration

Delivering the right information from any data source is the heart of Information On Demand. Make your application development easier by integrating information as part of your architecture using information integration solutions that incorporate WebSphere Information Server, WebSphere Information Integrator, WebSphere DataStage, WebSphere Information Analyzer, WebSphere Business Glossary and more.

Master Data Management

How do you implement one view of your customer or one view of your product information? Learn about IBM's Master Data Management solutions with WebSphere Product Center (WPC) and WebSphere Customer Center (WCC).

Information Warehousing

You have massive amounts of data – but not enough information for decision making. This track will help you make better-informed decisions by designing, generating, managing and extending your enterprise data warehouse. Choose from sessions with a focus on business intelligence and unstructured information, real-time data warehousing, reducing risk and monitoring data warehouse performance.

Information Analysis

Analyze data graphically with DB2 ALPHABLOX, trace and analyze relationships among your data with IBM Identity Resolution and IBM Relationship resolution, and mine for the information "gold" you need on demand. This track shows you the tools and techniques you can use to get the most information out of your data.

BUSINESS LEADERSHIP PROGRAM DETAILS

Sessions in the Business Leadership program will be organized into the following tracks. You can choose to attend any session in any of the tracks, or even sessions in the Technical Skill-Building program. Many of the sessions are industry-specific, and are illustrated by real-life stories told by the executives who made it happen — how they took back control and transformed their businesses. For a list of sessions, visit **ibm.com**/events/informationondemand.

Create the On Demand Enterprise

By making your organization more responsive and efficient, on demand business practices can help you to lower costs, increase efficiency and uncover hidden value in your company's operations. Remove the silos that impede the flow of information within a single process or line of business (LOB). Closely align with suppliers, distributors and strategic partners. Connect processes to seamlessly move products and information across lines of business.

Manage Risk and Streamline Compliance

Companies need to establish flexible records-management policies and integrate content involving a variety of advanced capabilities, including e-mail and records management, collaboration, process, information workflow, Web services, information life-cycle management and storage management. Hear how to comply with regulations.

Gain Customer Insight

Knowing your customers better provides you with the right information to run and grow your business. Minimize costs while enhancing the customer experience and thereby deepen customer loyalty. Uncover new revenue streams from improved knowledge about what your customers want and the ability to move more quickly to service them.

Manage Information Complexity

Your applications need to access and integrate diverse data and content as if the information were a single resource, regardless of where it resides, while retaining the autonomy and integrity of the data and content sources. This includes structured and unstructured, mainframe and distributed, and public and private information.

Leverage Information for Business Innovation

When you develop a flexible business model, you can become a resilient organization and leverage information for business innovation. Collect and integrate diverse and distributed information in real time across your enterprise through automation, eProcess innovation and workflow efficiency improvements.

Gain Control of Master Data

Master data management (MDM) is the central application-independent resource for data for LOB and back-office applications. It ensures consistent and quality information across transactional and analytical systems — proactively, rather than reactively. With an enterprise-level vision, you can enable business process effectiveness, cost and error reduction, and increased revenue opportunities.

Mitigate Threat, Fraud and Abuse

Sessions in this track will feature state-of-the-art initiatives that business and government agency leaders are undertaking to meet regulatory requirements, respond to business continuity threats and reduce exposure to fraud.

Technology Futures

Innovation is the key to creating business value and differentiation. It's what makes your company indispensable to customers, to employees and to shareholders. Learn what innovations and inventions IBM and the larger IT world have in store for you in the future so that you can be poised to embrace it and to exploit it.

SPECIAL CONFERENCE ACTIVITIES

Developer Den

Drop in and bring your portable computer to work on tutorials and install software with assistance available from experts. Each day will feature a different application development theme, with topics including XML, Java, PHP, Perl, Ruby, visual development tools, stored procedures and more. Speakers will provide short presentations in the Developer Den to complement deeper dive sessions in the new Developing Applications with IBM Technology track.

Usability Sandbox

Gain insight into the future of the industry while providing IBM with valuable feedback on product usability and the functionality most important to you. Usability experts will be on hand to lead a variety of interactive events, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on product requirements. The atmosphere is informal, and you can drop in often and participate in many different activities and topics.

Hands-on Workshops

Learn by doing and judge the performance of IBM software and technology for yourself. Experience exciting features and functions personally. Join our IBM IMS Tools developers and test-drive some of the newer IMS technology and tools. Use some of the features and functions for application modernization and tools in the areas of recovery, performance, application, utilities management and more.

TAKE BACK CONTROL **OF YOUR RISK**

Advanced Technology

We have some mind-blowing, heart-racing, leading-edge product demos in store for you at IBM Information On Demand 2006. Some are consumer products of today. Others are software solutions of the future. But each one of these demonstrations or concept products is an innovation straight from the laboratories of IBM, the innovator's innovator.

Meet the Experts

Sign up for one of our special Meet the Experts appointments, or just drop by to meet one-on-one, see a demo or discuss your favorite product with a technologist of your choice in one of our many product areas. Ask all of your questions, put a face to a name and get down to business.

Executive Meeting Center

The Executive Meeting Center at IBM Information On Demand 2006 offers 20 dedicated, private meeting rooms so that you and your team can discuss your company's specific plans or needs with an IBM executive. Meetings must be prearranged through your IBM sales representative and are scheduled on a first-come, first-served basis.

Certification Testing

Conference attendees are provided certification testing free of charge on IBM Information Management, WebSphere, Rational, Tivoli and Lotus software — up to three tests per attendee. Many new certifications are available this year, including XML certification and the latest product releases for DB2 and Informix. If you would like to take more than three tests, additional exams will be offered for a discounted price of US$75 each.

Cyber Café

In case work follows you to the conference and you need to be able to get an Internet connection and check e-mail, the Cyber Café is your destination. The Cyber Café will be open during conference hours throughout the week.

Bookstore

We're pleased to team with the publisher of the IBM Press imprint and their bookseller affiliates to be able to offer you an on-site bookstore. Offering the latest titles from both the technical and business realms of IBM Press and more, you are sure to find fascinating topics from distinguished authors.

KEYNOTE SPEAKERS

Devon Harris,
Member of the First Jamaican Bobsled Team
Opening Session Keynote Speaker, Business
Development Day, Sunday, October 15

Devon Harris' inspiring tale is one of personal triumph over adversity and the uplifting story behind Jamaica's first Winter Olympic team. Devon hosts an inspiring discussion of personal triumph as an Olympian and the captain of the Jamaican four-man bobsled team. His personal philosophy, like that of the Jamaican Bobsled Team, is that he will not permit others to define the limits of his success. Devon will also be available to sign his newly released children's book titled Yes, I Can!

Ambuj Goyal, General Manager,
Information Management Software, IBM Corporation
Grand Opening Session Keynote Speaker,
Monday, October 16

Ambuj Goyal, PhD, was named general manager, Information Management Software, IBM Software Group in August 2005. Prior to his current role, Ambuj was general manager, IBM® Workplace™, Portal and Collaboration Software, where he helped establish IBM as the industry leader in messaging, collaboration and knowledge management. Throughout his career, he has held several other executive positions within IBM Software Group, including general manager of solutions and strategy and chief technology officer of the Application & Integration Middleware division.

Michael Eisner,
Entertainment Executive
Featured Keynote Speaker, Wednesday, October 18

Michael D. Eisner has been a leader in the entertainment industry for nearly forty years. He began his career at ABC and rose to Senior Vice President of ABC prime-time production and development. In 1977, Michael became president of Paramount Pictures. He joined The Walt Disney Company as Chairman and CEO in 1984. Under his leadership, Disney began implementation of a series of creative growth strategies that resulted in annual revenues rising from $1.7 billion to more than $30 billion.

Irving Wladawsky-Berger,
IBM Vice President, Technical Strategy and
Innovation Keynote Speaker, Thursday, October 19

Irving Wladawsky-Berger is responsible for identifying emerging technologies and marketplace developments critical to the future of the IT industry, and organizing appropriate activities in and outside IBM in order to capitalize on them. In conjunction with that, he leads a number of key innovation-oriented activities and formulates technology strategy and public policy positions in support of them. As part of this effort, he is also responsible for the IBM Academy of Technology and the company's university relations office.

Mini-keynote sessions will feature the following speakers:

- *Pete Fiore, Vice President, Information Integration Solutions, IBM Corporation*
- *Arvind Krishna, Vice President, Database Servers, Information Management Software, IBM Corporation*
- *Karen Parrish, Vice President, Business Intelligence Solutions, IBM Corporation*
- *Jon Prial, Vice President, Content Management Solutions, IBM Corporation*
- *Tom Reilly, Vice President, Enterprise Master Data Solutions, IBM Corporation*

ENTERTAINMENT

Toxic Audio
EXPO Solution Center Grand Opening Entertainment,
Sunday, October 15

Toxic Audio's repertoire is an eclectic mix of almost every musical genre, ranging from pop to jazz, hip-hop to country and R&B to comedy parodies.

Hampton String Quartet
EXPO Solution Center, Monday, October 16

The Hampton String Quartet is made up of four musicians who play classically influenced arrangements of well-known rock songs.

Gladys Knight
Featured Entertainment, Monday, October 16

Gladys Knight & The Pips debuted their first album in 1960, when Gladys was just sixteen. Four decades of hits followed. Ten songs reached #1 on the R&B chart, five became Top 20 pop hits and three were awarded Grammys.

REGISTRATION INFORMATION

Conference rates
Early-bird rate (before August 15, 2006): US$1695
Regular registration rate (after August 15, 2006): US$1895

Conference payment policy
Registration fee is US$1895. The early-bird rate of US$1695 expires August 15, 2006. Your registration fee includes admittance to all general and elective sessions, EXPO Solution Center, handout materials, breakfast Monday through Friday, lunch Monday through Thursday, and refreshment breaks. Also included are receptions on Sunday, Monday and Tuesday and a special Tuesday evening event. Individual travel expenses, lodging, incidental expenses and additional meals are not included in the conference fee and will be paid by each attendee at the time the expense is incurred. The registration fee can be paid for by credit card or check. Every registration, including those paid for by check, must be guaranteed with a valid credit card. All credit card information will be validated and charges for the conference will be billed 30 days in advance of the conference start date.

Early registration will take place on Saturday, October 14, 2006 between 1:00 p.m. and 6:00 p.m. IBM Information On Demand 2006 opens on Sunday evening with a reception from 5:00 p.m. – 7:00 p.m. The conference begins on Monday with a 7:00 a.m. breakfast followed by an opening session at 8:00 a.m. The conference closes at 12:30 noon on Friday, October 20, 2006.

*If your company has a U.S. IBM Education Pack - online account, save on the cost of attending a conference by using these funds to pay your registration fee. For more information, visit **ibm.com**/training/us/savings*

Cancellation and no-show policy

You can cancel your registration online at any time by visiting the Register section of the conference Web site. After selecting the conference, choose Cancel Registration at the bottom of the screen. Be sure to reference your registration confirmation number on the form. Should you misplace your confirmation number, there is an option on the Registration site to have a reminder sent to your e-mail, or you can cancel by calling 800-IBM-TEACH (426-8322) and selecting the conference option.

Conference substitution policy
Substitutes for attendees will be accepted at any time without charge. Conference fees will be refunded, less a US$150 administrative fee, if enrollees cancel their registration 14 calendar days (October 2, 2006) prior to the conference by 5:00 p.m. EST. No refunds will be made for cancellations received after that date. No refunds will be made for no-shows, which may also result in one night's hotel room rate if you do not cancel your hotel room 72 hours in advance. U.S. IBM Education Card, IBM Education Pack Online, or IBM Education Pass holders who cancel within 14 calendar days prior to the conference or no-show will be billed the full conference fee. IBM Education Cards cannot be used to cover the US$150 administrative fee, late cancellation or no-show charges.

Exhibitor and sponsorships
As a sponsor or exhibitor, IBM Information On Demand 2006 is one event you won't want to miss. Take advantage of this unique opportunity to become one of an exclusive group of Business Partner exhibitors at IBM Information Management's first-ever global conference.

Our EXPO Solution Center will be the place to be with exciting exhibits, networking parks, Internet cafés, evening receptions and dedicated EXPO Solution Center time in the program. Becoming an exhibitor in our EXPO Solution Center is not only a great way to grow your business, but it's also a great way to differentiate yourself from your competition by bringing your own booth.

*For a complete description of exhibitor and sponsorship offerings, visit **ibm.com**/events/InformationOnDemand*

HOTEL AND TRAVEL

Hotel

A special room rate is available at the Anaheim hotels listed in this section for conference attendees. The room rates are for single or double occupancy, plus applicable state and local taxes. Your reservation will be guaranteed for late arrival with your credit card number. A limited number of rooms are available for the conference. If you enroll after all conference rooms are booked, IBM will provide you with information to make accommodations at a nearby hotel. Check-in time is 3:00 p.m. Checkout time is 11:00 a.m.

Please note these special room rates are available only through IBM at the time you enroll. A limited number of rooms are available for stays before or after the conference dates. These rooms are available on a space-available basis.

The following hotels will have rooms held for attendees of Information On Demand 2006:

- Anaheim Hilton $169.00
- Anaheim Marriott $169.00
- Doubletree Suites $159.00
- Courtyard by Marriott $139.00
- Anabella Hotel $129.00
- Clarion Hotel $125.00

Airports

- John Wayne Orange County Airport (SNA), 25 minutes from Anaheim
- Long Beach Airport (LGB), 26 minutes from Anaheim
- Ontario International Airport (ONT), 45 minutes from Anaheim
- Los Angeles International Airport (LAX), 50 minutes from Anaheim

Ground transportation

There are a variety of transportation options at the airport, including airport shuttles and commercial taxis. All can be obtained outside the ground transportation area.

Location information

Conference activities will be held at the Anaheim Convention Center, Anaheim Hilton and Anaheim Marriott. The Anaheim Convention Center is conveniently located at 800 W. Katella Avenue, Anaheim, CA 92802. It is easily accessible from the Anaheim Hilton, Anaheim Marriott and several local hotels.

Travel

Attendees are responsible for travel arrangements and expenses.

Attire

Attire is business casual.

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