

Information Management **Forum** @ **Information** On Demand **2011**

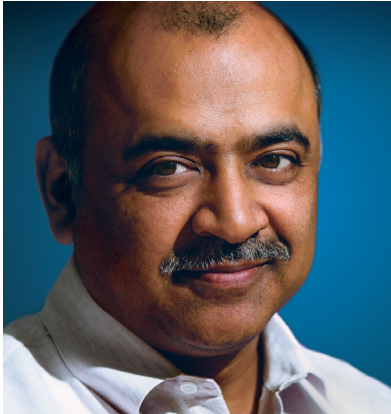
Turn Insight Into Action

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada

ibm.com/events/informationondemand

SAVE \$300!
Register before August 31



Arvind Krishna

Dear Clients,

The information landscape has changed dramatically over the last couple of years—and the pace of change will only continue to accelerate. This transformation is creating extraordinary opportunities in every industry, across so many disciplines. Organizations of all shapes and sizes are working smarter. Intelligence is being applied in new ways to create competitive advantage, fuel innovation, optimize business processes and, quite simply, to anticipate and manage change that is unfolding at breathtaking speed.

Information has never been so widely available, so specialized or complex. The challenge today lies in managing data so that it can be transformed into identifiable patterns and, ultimately, distilled into intelligence and actionable insights. Our mission over the four days of the Information Management Forum is to help you understand and embrace the opportunity before you as you seek to manage, synthesize, govern and deliver trusted information when and where it is needed.

The forum offers unprecedented access to expertise across every facet of information management. We'll explore the following:

- Innovations throughout our information management portfolio—tools, technologies and services that can help you optimize your business and use information as a meaningful differentiator that can drive new levels of productivity and growth
- New capabilities to help you manage data and transform it into the information underpinning strategic decision making
- Best practices geared to a wide range of professionals across your organization—technical, finance, legal and much more
- A broad array of industry-specific solutions that get to the heart of the challenges your organization is facing today—and tomorrow
- A product and services EXPO, where you can interact with the latest advances in information management and get answers from experts addressing your most pressing challenges

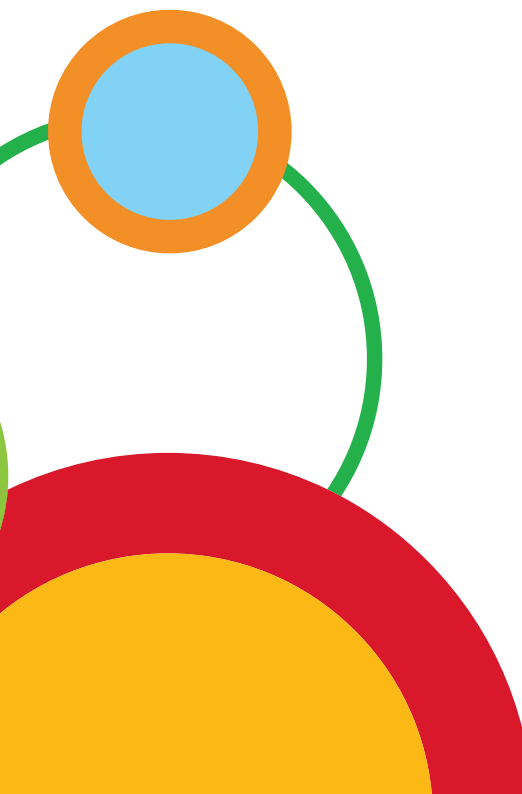
You'll have a chance to hear from IBM clients who are maximizing the value of their information management investments and discover exciting new avenues they're pursuing to drive continued growth. You'll meet with thought leaders and subject matter experts who will share the benefit of their experience with you.

This forum is designed can help you succeed. So be sure to join us in October in Las Vegas. I hope to see you there.

Sincerely,

A handwritten signature in black ink that reads "Arvind".

Arvind Krishna, General Manager,
Information Management Software, IBM Corporation



Use Information and Analytics to Outperform your Competition

Information Management Forum gives you many ways to drive more value from your IBM solutions.

Improve your Skills

Get deep technical education and the best strategic insight and analysis

Learn What's New

Explore the latest advances in IBM Information Management, Business Analytics and Enterprise Content Management software and solutions—including technical sessions, usability sandboxes and hands-on labs

Get Best Practices

Hear from industry leaders who are leveraging information and applying analytics to realize and build competitive advantage in today's economic environment

Experience Unrivalled Networking

Interact with your peers, industry experts, IBM Business Partners and IBM executives who share your interests and challenges

Take Action

Make an immediate impact on your organization with actionable next steps to improve business performance through business analytics and optimization

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Information Management Forum Overview

The Information Management Forum offers comprehensive insights into the latest innovations, strategies, tools and technologies. Learn what's coming and why you need to know. Identify ways to increase the return on your investment in information management. Build your technical skills. Find out about new software, hardware and services that can help you create competitive advantage. Get a behind-the-scenes look at how others are solving their toughest information management challenges.

No other conference offers more robust content covering information management and none provides greater access to thought leaders and experts who can help you get more value from your investment.

We're hosting technical and business sessions covering a wide range of topics, including:

- Data warehousing and analytics
- Data lifecycle, security and privacy
- DB2® for Linux software, UNIX, Windows and tools
- DB2 for z/OS® software and tools
- Information governance
- Innovations in information management
- Information management software (IMS) and tools
- Information solutions architecture
- Informix® software and tools
- Integrating information
- Master data management

In addition to technical deep-dives, you'll have access to hands-on labs, small groups led by IBM usability engineers to capture feedback on proposed product features and other informative, interactive opportunities to explore all that the information management technology has to offer.

Education

Through nearly 700 breakout sessions, you'll have easy access to insight, information and expertise. You'll learn deployment best practices, technical tips and techniques, and you'll acquire expert guidance and success strategies that can help take your business to the next level.

Networking

Share tips, tricks and insights with experts from other organizations. Learn from informal meetings with product experts. Meet leaders who can introduce you to emerging trends, technologies and strategies—all in one place.

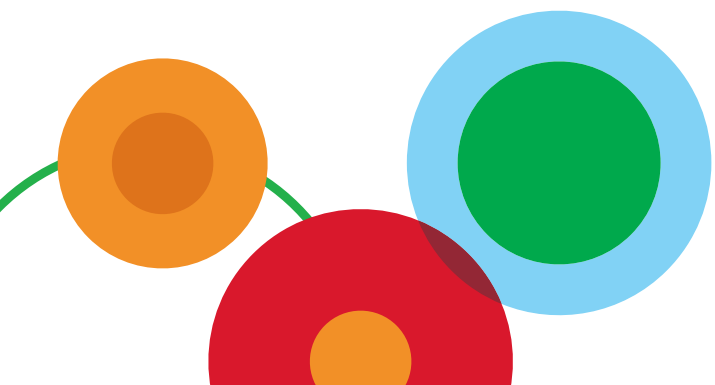
The EXPO

Interact with solutions and meet experts in the most robust product and solutions expo hosted at an IBM conference. Check out the wealth of onsite technology focused on information management—demo stations, demo theater presentations, hands-on education labs. Get expert answers to your specific challenges. Preview our latest innovations. Provide feedback on product direction—and so much more.

Designed for the Entire Information Management Community

The Information Management Forum has something for everyone—it's geared to the entire community of Information Management professionals. Whether your interest is in technical insights or in leading innovations around managing information, there's something for you at this forum.

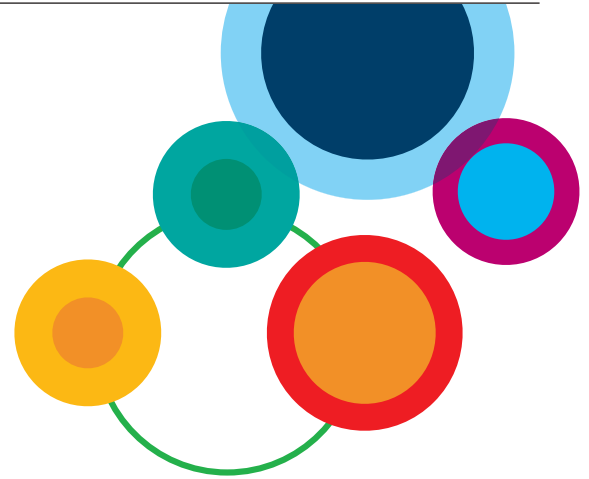
- Finance and line-of-business professionals seeking to drive operational performance and improve decision making
- Large companies with enterprise deployments
- Small and midsize businesses across a broad range of industries
- IBM Business Partners and industry analysts
- Information Management experts



Everything you Want to Know About Managing Information

The Information Management Forum will connect you to hot topics and experts who can help you understand what's happening and what the future is likely to bring.

- Get the latest information about IBM's data warehousing portfolio.
- Learn how information management offerings can help organizations drive lower costs and risks while increasing ability to comply with regulations across the information lifecycle.
- Understand how DB2 tools optimize your database and application performance, accelerate development time, and manage your data throughout its lifecycle.
- Add new rigor and discipline to the process of managing, using, improving and protecting organizational information.
- Learn the value of integrating your existing IMS applications and data into your company's service-oriented architecture (SOA) strategy, respond to rapid changes in the market, quickly adapt to new regulatory issues, and continue to deliver value on your IMS investment.
- Explore best practices on reference architectures, real time data flow and stream architectures, low latency analytic architectures, client and industry technical case studies for information management and trusted information for optimization of your business.
- Delve deeply into the Informix capabilities that deliver advanced performance for online transaction processing (OLTP) and mixed workloads, continuous availability, efficiency, minimal complexity and lower computing costs for businesses of all sizes.
- Learn about key solution areas within the IBM InfoSphere® portfolio.



Stay in touch with Twitter! Follow @IBMCognos or @IBMSPPSS and use the hashtag #IOD11 for real-time updates from our team and to add your voice to the conversation!

Come One, Come All—Share the Wealth

- Get everyone in your organization up to speed on how to more effectively use information management
- Drive greater adoption by helping your colleagues realize the value of your company's investment in information management
- Divide and conquer—share insights across hundreds of breakout sessions
- Maximize networking opportunities to gain insight from product experts and other users
- Experience the most robust product EXPO—hundreds of exhibits, demo theaters and hands-on labs



Week at a Glance

Saturday, October 22

8:30 a.m.–4:30 p.m. Optional preconference training*

Sunday, October 23

8:30 a.m.–4:30 p.m. Optional preconference training*

6:00 p.m.–8:00 p.m. Grand opening reception in the EXPO

8:00 p.m.–10:00 p.m. Community receptions

*Available for an additional fee.

Monday, October 24

6:30 a.m.–8:00 p.m. Registration

6:45 a.m.–7:45 a.m. Breakfast

8:00 a.m.–7:00 p.m. EXPO

8:15 a.m.–9:45 a.m. General session

10:15 a.m.–12:30 p.m. Breakout sessions

11:30 a.m.–12:30 p.m. Keynote—Information Management

12:30 p.m.–2:00 p.m. Lunch (including birds-of-a-feather lunch)

2:15 p.m.–3:15 p.m. Keynote—Enterprise Content Management

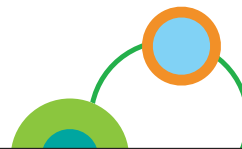
2:15 p.m.–5:00 p.m. Breakout sessions

3:45 p.m.–5:00 p.m. Keynote—Business Analytics

5:00 p.m.–7:00 p.m. EXPO reception

“It is a great event. It is action packed. There are breakout sessions. There’s networking. You learn a lot about what’s happening in information management and bring that perspective back to the office with you.”

Denis Smalley, Consolidated Edison
Information On Demand 2010 attendee



EXPO Hours

Sunday: 6:00 p.m.–8:00 p.m.

Monday: 8:00 a.m.–7:00 p.m.

Tuesday: 8:00 a.m.–7:00 p.m.

Wednesday: 8:00 a.m.–3:30 p.m.

The EXPO will be fully staffed during these hours:

Sunday: 6:00 p.m.–8:00 p.m.

Monday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.

Tuesday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.

Wednesday: 12:30 p.m.–3:30 p.m.



Tuesday, October 25

6:30 a.m.–7:00 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:00 a.m.–7:00 p.m.	EXPO
8:15 a.m.–9:30 a.m.	General session
10:00 a.m.–12:15 p.m.	Breakout sessions
11:15 a.m.–12:15 p.m.	Keynote—Business Analytics
12:30 p.m.–2:00 p.m.	Lunch (including birds-of-a-feather and industry lunches)
1:45 p.m.–2:45 p.m.	Keynote— Information Management (InfoSphere)
1:45 p.m.–5:45 p.m.	Breakout sessions
5:00 p.m.–7:00 p.m.	EXPO reception
7:00 p.m.–11:00 p.m.	Evening networking event

Wednesday, October 26

6:30 a.m.–7:00 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:00 a.m.–3:30 p.m.	EXPO
8:15 a.m.–9:30 a.m.	General session
10:00 a.m.–12:30 p.m.	Breakout sessions
12:30 p.m.–2:00 p.m.	Lunch (including birds-of-a-feather and industry lunches)
Business Leadership Forum ends	
2:00 p.m.–5:45 p.m.	Breakout sessions

Thursday, October 27

6:30 a.m.–4:30 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:15 a.m.–12:30 p.m.	Breakout sessions
12:30 p.m.–2:00 p.m.	Lunch (including birds-of-a-feather lunch)
2:00 p.m.–4:30 p.m.	Breakout Sessions



General Sessions

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, customers, and industry experts. The tone for each day is set with compelling content on turning insight into action, diving into new technologies, and leading change. You won't want to miss these sessions.

Turn Insight Into Action

Monday, October 24
8:15 a.m.–9:45 a.m.

Industry leaders are turning insight into action through new kinds of information and new approaches to business analytics and optimization. Find out how these leaders are outperforming their competition, tapping into insights revealed through a flexible information management foundation and business analytics. Get an early look at innovations coming from IBM to help you capture today's new opportunities and tomorrow's vast potential.

Dive Into New Technologies, New Possibilities

Tuesday, October 25
8:15 a.m.–9:30 a.m.

Explore exciting new possibilities created from new technologies. We'll examine the shift toward smarter computing and the role technology and capabilities such as big data, optimized systems, content and predictive analytics play in this transformation. Hear from IBM Research on how Watson, the only computer on the planet that can answer a Jeopardy! question in less than three seconds and compete with the world's best human players, is now solving real-world problems. Get a glimpse into what's possible when capabilities and innovations across information management and business analytics are brought together.

Leading Change

Wednesday, October 26
8:15 a.m.–9:30 a.m.

Understand how you can apply insight you've acquired across the conference to lead change in your organization. We'll walk through specific actions you can take to turn that insight into action. You'll also hear from acclaimed author Michael Lewis, whose best-selling book, *Moneyball*, will hit movie screens in September. This award-winning journalist will share the story of the Oakland Athletics manager, Billy Beane. This sports legend developed a breakthrough method of using analytics and statistics to build his roster, assembling a winning team and revolutionizing the game of baseball along the way.

Special Guest Speakers

Wednesday, October 26
8:15 a.m.–9:30 a.m.

Michael Lewis,
Author of *Moneyball: The Art of Winning an Unfair Game*
with
Billy Beane,
Vice President and General Manager, Oakland Athletics



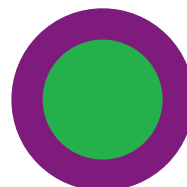
Michael Lewis

Michael Lewis—A shrewd observer of politics, finance and the American scene, Michael is one of today's leading social commentators. A renowned best-selling author, Lewis is also a regular contributor to *The New York Times Magazine*, *Vanity Fair*, *Slate* and *Bloomberg*. His 2003 release, "Moneyball: The Art of Winning an Unfair Game," offers an unprecedented look behind the scenes of a Major League Baseball franchise, detailing how an innovative personnel approach allows the Oakland Athletics, with the lowest budget in baseball, to rank among baseball's best and consistently compete for a playoff spot. Lewis also explores the nature of talent, as well as ways to identify it and maintain an edge in a competitive field.



Billy Beane

Billy Beane is the mind behind "Moneyball." This sports visionary convinced his bosses to give him the freedom to apply his statistically-driven approach to run the Oakland A's and make them one of the most successful teams in Major League Baseball. Beane's story resonates not only with the sports-minded, but among audiences from financial services, insurance, or any other numbers-driven industry or profession. He has figured out how to succeed with a limited payroll, employing computers and statistics wielded by people who never played baseball. In a down-to-earth, humorous style, Beane offers concrete lessons for business success and the power behind numbers.



Keynote Sessions

Every day, across your organization, thousands of decisions are made that impact performance in subtle and obvious ways. These presentations set the stage for your Information Management Forum experience by giving you an understanding of what happens when every one of those decisions is driven by real insight and can easily be turned into actions that drive improved performance.



Arvind Krishna—General Manager, Information Management Software, IBM Corporation

Manage your Data and Control Business Risk

Monday, October 24
11:30 p.m.—12:30 p.m.

In today's interconnected global economy, information drives virtually every organization. For a true competitive advantage, it's not enough just to store important data within your systems. You need insight into what that data

means for your business while addressing on-going concerns of reducing overall cost. In order to gain that insight, you need to trust that your information is accurate, timely, secure and complete. To effectively use the data that your business collects and creates, you need to manage, integrate, analyze and govern it. In this keynote, you will hear how Data Management solutions enable you to create a single, unified view of every part of your business supply chain and make use of that holistic insight for better decision making, as well as manage risks more efficiently by implementing an effective information governance strategy. You will learn how the latest innovations such as Big Data, Optimized Systems and Cloud help organizations of all sizes address their pressing information challenges to get to smarter business outcomes at lower costs.

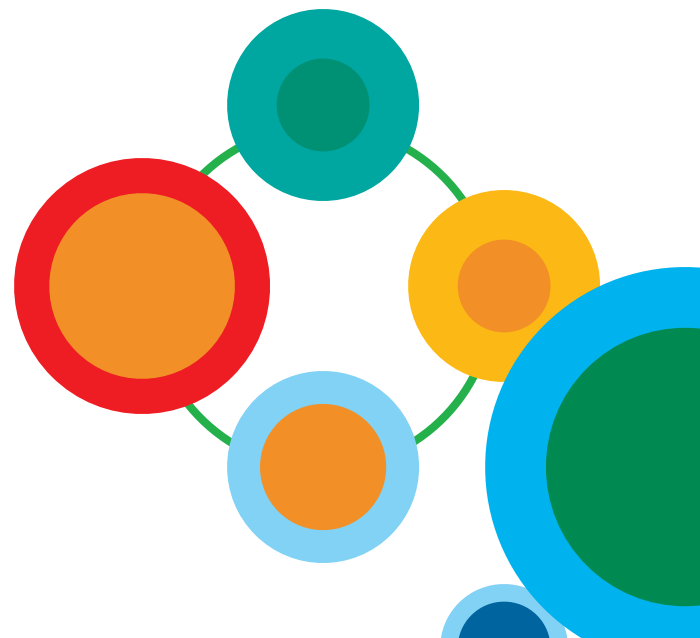


Martin Wildberger, Vice President, World Wide Information Management Development, IBM Corporation

The Key to Successful Integration and Governance: Integrating your Integration Technology—InfoSphere Platform

Tuesday, October 25
1:45 p.m.—2:45 p.m.

Is your approach to integrating information helping you or hurting you? Do all of your previous integration efforts slow your time to build each new project, and add to your already growing maintenance demands and costs? Are you able to leverage your tactical projects for enterprise needs? Ironically, many organizations now have silos of integration technology—and it hinders them from building and expanding data warehouses, consolidating and migrating enterprise applications, establishing a single view of master data, and managing information governance. Attend this informative session on Information Integration and Governance and learn how others are taking a different approach to information-intensive projects and IBM's approach to "integrating integration" to break through those barriers.



Networking

Ask the Experts

Focused on specific topics, ask the experts sessions provide the setting for an interactive hour of attendee-driven discussion with experts from IBM and beyond. Browse SmartSite to ask the experts about topics that you've been meaning to address. Now is the time to find the answers in a dynamic, small-classroom environment driven by your questions and comments.

Birds of a Feather

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (also known as BOFs) are networking opportunities for attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics will be assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among your like-minded peers. Browse SmartSite to find the BOFs that interest you and sign up for a lunch that offers more than just great food.

Community Receptions

Community Receptions provide you the opportunity to meet and chat with like-minded conference attendees. Nibble on delicious desserts and sip coffee and beverages, while you visit the receptions of your choice. You'll hear about suggested special interest areas for that community and these discussions will help you choose topics and skill areas that interest you or that fit your job role or industry.

Receptions are planned for the following communities:

- Business analytics
- Enterprise content management
- Government
- Industries
- Information management

Grand Opening Welcome Reception

Information On Demand 2011 kicks off with a welcome reception that you won't want to miss on Sunday, October 23, from 6:00 p.m. to 8:00 p.m. in the EXPO located in Bayside C, Mandalay Bay Convention Center—South, Level 1. Raise a glass and enjoy hors d'oeuvres with fellow attendees, Business Partners, developers, and technology enthusiasts from around the globe. The grand opening reception is your chance to meet Business Partners and customers and explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome at this event.

EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday to experience the entire EXPO while networking with your peers, IBM Business Partners, and solution experts!

Sunday, October 23, 6:00–8:00 p.m.

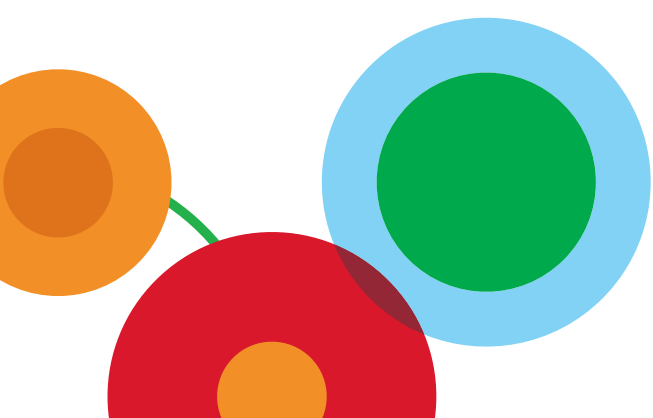
Monday, October 24, 5:00–7:00 p.m.

Tuesday, October 25, 5:00–7:00 p.m.



Evening Networking Event

Plan to join the fun at the evening networking event located in the Mandalay Bay Events Center on Tuesday, October 25, from 7:00 p.m. to 11:00 p.m. In addition to the hands-on entertainment and activities, your palate will be pleased by the array of sumptuous treats and beverages. This event will bring all attendees together for fun and relaxation! Some of the event highlights will include: A walk-thru of IBM's Centennial and visual celebration of IBM's 100 years of progress, complete with Interactive games and artifacts. The arena will be come to life with today's most "hip" DJ, and a live band!



EXPO

With more than 300 IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action, as well as live stream video and interviews, from the EXPO floor.

Visit the Smarter Computing exhibit in the center of the EXPO, along with IBM Watson!

Join us for our grand opening of Information On Demand 2011 at the Welcome Reception on Sunday evening, October 23 in the EXPO. Talk with representatives from Information Management, Business Analytics, Enterprise Content Management and a host of other experts in the Cross Brand area (Cloud, Systems Technology including Services, System z Software, Service Management and Smarter Systems!) Also visit the Client Reference Lounge and The InfoSphere Demo Room.

Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2011 at the Welcome Reception on Sunday evening, October 23, in the EXPO. Take this opportunity to network and preview the wide-ranging technology and exhibits on hand in this premier exposition. Kick-off the conference with us. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

Demo Theaters

The theaters will showcase IBM and IBM Business Partner solutions that optimize your performance and address your business issues. Presentations will be held during the open EXPO hours. Be sure to stop by the theaters—it will be time well spent!

Information Management Services, Education and Support Hub

Stop by the Hub and discover how to speed up your implementation, keep your software solution productive, and build your skills and expertise. Services, Education, and Support experts will answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

EXPO Hours

Sunday: 6:00–8:00 p.m.

Monday: 8:00 a.m.–7:00 p.m.

Tuesday: 8:00 a.m.–7:00 p.m.

Wednesday: 8:00 a.m.–3:30 p.m.

The EXPO will be fully staffed during these hours:

Sunday: 6:00–8:00 p.m.

Monday: 12:30–2:00 p.m. and 5:00–7:00 p.m.

Tuesday: 12:30–2:00 p.m. and 5:00–7:00 p.m.

Wednesday: 12:30–3:30 p.m.

IBM Community Room

Be sure to visit the IBM Community Room where you will find The Den, User Groups, Information Champions and much more. We've pulled all of the areas you want to visit into one Community Room. You will have the opportunity to chat with other attendees from the technical community while playing video games in The Den or relax in comfortable seating. Charge your notebooks, smart phones, and iPods at the charging stations. Visit with IBM's User Groups and take advantage of the networking opportunities they offer.

IBM Client Reference Lounge

Plan to visit the IBM Client Reference Lounge to relax in a comfortable area, enjoy some light refreshments and take advantage of casual networking opportunities with peers, colleagues and IBM executives. IBM is committed to helping companies thrive in an era of intense competitive pressure from around the globe. So when we see our clients changing the playing field and driving real business success, we want to give them a chance to tell their story. That's where the IBM Client Reference Program comes in.

Demo Rooms and Lounges

You will find a variety of demo rooms in the EXPO. These demo rooms will offer you deep-dive opportunities for the products that you are most interested in. Be sure to make the time to visit these demo rooms while you are in the EXPO, or set up an appointment to take a one-on-one deep-dive demo. You will also see various lounges, such as the Accelerated Value Program (AVP) Red Carpet Lounge, this year.



Data Management

031 032
029 030

131 132

Food & Beverage

031 032

AVP Red Carpet Lounge

Community Room

Food & Beverage

Food & Beverage

1031 1032

Food & Beverage

Business Partner Theatre

Infosphere Demo Room

027 028
025 226
023 024
021 022

128
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123 124
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Information Management

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Information Management Services Education & Support

Food & Beverage

Food & Beverage

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Enterprise Content Management

1027 1028
1025 1026
1023 1024
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1121 1122

ECM Community Room

Visit Netezza

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Food & Beverage

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IBM Smarter Computing

Visit the IBM Central Exhibit Play against IBM Watson!

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Food & Beverage

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Meet Business Analytics Support

Business Partner Café Exclusively for IBM Business Partners

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G705

VISIT OUR PROUD DIAMOND & PLATINUM SPONSORS!

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Business Analytics

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1005 1006

1109 1110
1107 1108
1105 1106

Business Analytics Hands-on Products Lab
Business Analytics Navigating IBM

Client Reference Lounge Share your success story

IBM Theatre

Food & Beverage

Food & Beverage

G401

Food & Beverage

Information Desk



Food & Beverage

Food & Beverage

1039 1001

1103 1101 1102

Business Analytics Services & Education Lab
Business Analytics Theatre

Executive Meeting Center Talk to your IBM Rep about an executive meeting

ENTRANCE

Take Advantage of Much More— at Information On Demand 2011

Business Analytics topics are featured prominently across the Information On Demand 2011 conference:

Hands-On Labs Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from 30 unique three-hour sessions that cover a wide range of products. Full details begin on page 63.

Usability Sandbox Sessions

Use your experience with specific IBM Cognos and SPSS products to help shape product direction. Usability experts will lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements. Full details begin on page 67.

Business Analytics Forum

Gain the practical know-how you need to maximize the value of your business analytics deployments -- from business intelligence, financial analytics, reporting and governance to risk management, predictive analytics and analytic applications.

Enterprise Content Management Forum

We'll explore several key areas including: advanced case management; content analytics; document capture and imaging; information lifecycle governance; and social content management. In these sessions, attendees can learn new technical and business skills that they can take back to their organizations and immediately improve efficiency and apply innovation.

Business Leadership Forum

The Business Leadership Forum is a curriculum for executives, managers and key decision makers. This comprehensive program offers you customer case studies, panel discussions and solution overviews focused on business issues facing organizations today. Full details begin on page 54.

See the IBM Smart Analytics System

IBM has the most comprehensive portfolio of data management, hardware, software, and services capabilities on the market today. The IBM Smart Analytics System provides the ideal delivery vehicle for rapid deployment of these capabilities, and accelerates delivery of new analytic innovations including those from IBM Research. The IBM Smart Analytics System is an integrated platform that provides broad analytics capabilities on a powerful warehouse foundation with IBM server, storage, and software. Deeply integrated and optimized, the IBM Smart Analytics System provides a single point of support for end-to-end analytics solutions. The IBM Smart Analytics System family offerings span multiple hardware platforms and architectures providing maximum flexibility for deployment. They are preintegrated and optimized to ensure quick implementation with rapid delivery of value. Whether your requirements are for solutions on an System x[®], Power Systems[™] or System z[®], the IBM Smart Analytics System has an offering matched to your need. Look for sessions featuring the IBM Smart Analytics System at Information On Demand 2011.

Create a customized agenda with the Sample Agenda Builder

This simple tool helps you get a complete look at all the conference sessions and activities available to you. Search sessions by date, track or industry, view the details and build a personal agenda that meets your interests and goals. Save your sample agenda and share it directly with colleagues for review. Visit sampleagendasite.com



Preconference Training

Get an early start on building your skills and preparing for certification at Information On Demand 2011 by attending one of our full-day courses. These courses will be offered on Sunday only, October 23, 2011 from 8:30 a.m. to 4:30 p.m. at the Mandalay Bay Convention Center. Take advantage of preferred attendee pricing of US \$499.00 and learn from professional IBM instructors and Information Champions.

Training Courses

(9Q072) Deep-Dive Into DB2 LUW Problem Determination and Troubleshooting

Instructor: Aman Lalla—This class will help you learn how to identify and resolve problems such as database hangs, locking problems, crashes and optimizer/performance problems. It will provide information on tools and techniques that can be used to identify performance problems caused by resource bottlenecks, locking and poor query access plans. You will be able to characterize a problem in order to expedite resolution, learn how and what data to collect during intermittent hangs, slow-downs and other problems in order to decrease problem resolution time, and understand DB2 Support's methodology in troubleshooting DB2 problems.

Certification Crammer Courses

(9Q001) DB2 10 for z/OS Database Administration Certification Crammer for Exam 730 and 6120

Instructor: Information Champion Susan Lawson—This is a high-level certification preparation course intended to help you take DB2 9 Family Fundamentals exam (730) and DB2 10 for z/OS Database Administration exam (612). Passing of these exams will result in certification as an IBM Certified Solutions Expert—DB2 10 z/OS Database Administration.

(9Q002) DB2 10 for z/OS System Administrator Certification Crammer for Exam 617

Instructor: Information Champion Judy Nall—This one-day crammer course guides students through the six testing sections that comprise the #617 Exam. Students attending this course will review tasks, methods and responsibilities of a DB2 10 for z/OS System Administrator as they relate to the #617 testing areas.

(9Q020) DB2 9.7 for Linux, UNIX and Windows DBA Certification Crammer for Exam 541

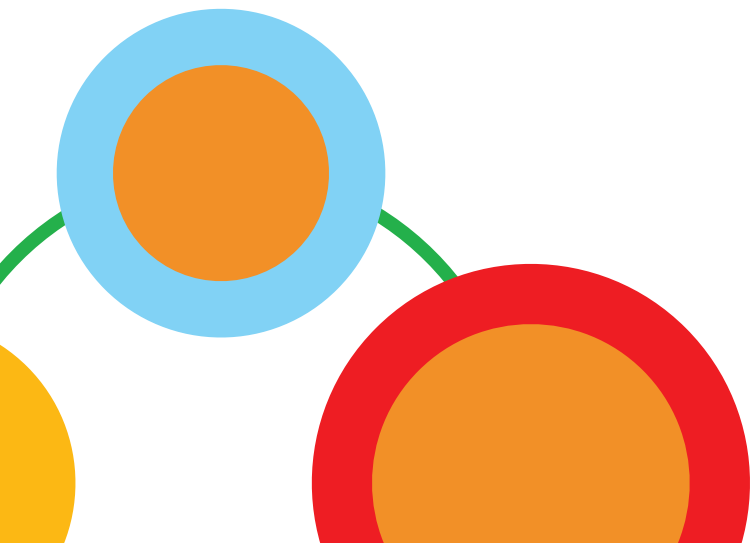
Instructor: Information Champion Roger Sanders—This one-day course is designed to introduce you to the concepts a test candidate must know in order to take and pass the DB2 9.7 DBA for Linux, UNIX and Windows certification exam (Exam 541). The material for this course is aligned with the 541 exam objectives.

(9Q060) InfoSphere DataStage 8.5 Certification Crammer for Exam 421

Instructor: Pavan Marpaka—In this one-day course, students will review the 11 sections of knowledge candidates are expected to know for the InfoSphere DataStage V8.5 exam. The approach of this course is to review the "core" knowledge for each section and the associated sub-topics for these sections.

(9Q061) InfoSphere QualityStage 8.5 Certification Crammer for Exam 422

Instructor: Dale Buckingham—This one-day crammer course is designed to introduce you to the concepts a test candidate must know in order to take and pass the InfoSphere QualityStage 8.5 Certification exam 422. The material for this course is aligned with the 422 exam objectives.



Elective Sessions

This is a preliminary list of sessions—as of July 10, 2011.

Session details are subject to change, and a number of new sessions will be added. For up-to-date session information, including Hands On Labs and Usability Sand Boxes, visit: ibm.com/events/informationondemand

DB2 for Linux, UNIX, Windows and Tools

IDB-1060

DB2 Compression—More Than Saving Disk Space on My Warehouse Database System

We have a warehouse database application system supporting dynamic data population, reporting, and pruning processes. The system experienced severe memory shortage, heavy I/O wait. We hoped that DB2 V9 compression feature might help to reduce the data foot print, and thus alleviate the memory contention bottleneck. After 80+ large tables were compressed, table spaces were reduced by 66.5 percent. A composite workload, primarily selects and select-inserts, ran about 38.7 percent faster on average. Database backup time changed from 8h 6m to 2h 41m (67 percent). Table reorganization time changed from 13h 58m to 8h 58m (35 percent). 18 percent memory is saved by compression. Memory shortage bottleneck is eliminated, a good trade off. Index compression saved additional 30 percent space.

Subtrack: Administration

IDB-1071

Data Governance for DBAs: Privacy for Test Data Assets

How many times during your work week are you asked for some sample data for developers or testers to use? They want real data so they can test the accuracy of the application or do real performance testing. But that conflicts with your need to protect the privacy of sensitive information. Regulations and compliance requirements mandate that you protect sensitive data no matter where it resides in your enterprise. We will walk you through issues and solutions for quickly building test databases with data that is accurate but masked to protect privacy.

Subtrack: Administration

IDB-1467

IBM DB2 pureScale Acceleration Kit for System x

The IBM DB2 pureScale Acceleration Kit for Workgroup and Development provides automated installation and configuration of DB2 pureScale for the midmarket space. The acceleration kit automates the deployment of DB2 pureScale by integrating the installation and configuration tools on IBM System x configuration. This presentation overviews the hardware and software architecture of the Acceleration Kit, as well as the steps involved for successful deployment. The session will also include a sample deployment and administration demonstration, along with a sample pureScale feature walkthrough.

Subtrack: Administration

IDB-1523

WLM Best Practices Using Optim Performance Manager

This session provides a step-by-step approach to creating a complete workload management solution for your enterprise. Learn how you can employ best practices on your Version 9.5 or 9.7 DB2 data server in order to meet business objectives according to their importance and priority. The best practices presented here use new features in Optim™ Performance Manager to guide you in configuring workload management. We will show a general methodology that you can use to achieve real time resource management, work prioritization, system overload protection and enhanced real time monitoring of work running on your data server.

Subtrack: Administration



IDB-1573**DBA Guide to Sleeping Better at Night Thanks to DB2 High Availability and Disaster Recovery**

An in-depth and real world examination of DB2 High Availability and Disaster Recovery (HADR) led by two experienced DBA and an IBM Technical Specialist. Topics covered include how to set HADR up and how to administrate it. Session will explore our real world scenarios of disaster recovery and discuss scripting options for monitoring the status of the HADR environment. It will also show how to leverage a 9.7 HADR Standby database for Read Only access including how to get it up and running, and how to support it during normal and fail over situations.

Subtrack: Administration

IDB-1956**DB2 HADR 2011 Update**

This session will review the functionality of DB2's HADR feature as well as describe in detail all of the recent enhancements that have been made. Examples of customer usage and how to best administer an HADR environment will be discussed.

Subtrack: Administration

IDB-2210**Configuration Management—Hey, What Changed?**

Imagine having an up-to-date, comprehensive, consolidated view of what's going on in the data landscape. What levels and configurations of data clients and servers are deployed where; what applications are hitting (too heavily, too lightly) which databases; which data resources are being (over-, under-) utilized; what's changing with data clients and servers? With all this knowledge, comes considerable power to control the data environment, molding it to better support application performance and availability, all from a centralized point of control. Come meet the new kid on the Optim block: InfoSphere Optim Configuration Manager.

Subtrack: Administration

IDB-2228**Automatic Storage—Making the Task of DB2 Storage Management Easier with Each New Release**

With all of the demands on your time, the last thing you want to worry about is managing storage within your database. With DB2's Automatic Storage (AS) you don't have to! Even though it is established and valued technology there are still many DBAs who haven't taken advantage of its time-saving qualities yet. And for those of you who are familiar with the technology, you might not be aware of all of the new enhancements and features that have been made to it with each new version of DB2. This presentation provides an overview of the value and technology behind AS, migration to AS, best practices for use, and a detailed evolution of AS and the capabilities that have been added over the years (including what's coming in V10!)

Subtrack: Administration

IDB-2230**Demystifying Logging and Recovery in DB2 LUW**

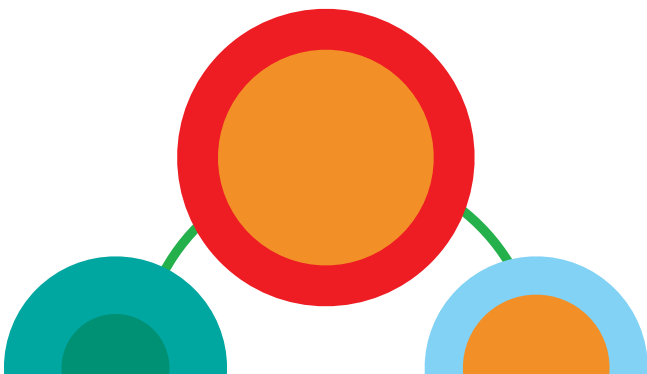
For many DBAs, how DB2 captures the changes to a database and can use that to recover from failures is a mystery. But with over 20 percent of the 100+ configurable database configuration parameters being related to logging and recovery, it's important to understand how it all works and how you can be sure that you're logging in an efficient manner and that you're protected from various types of failures. Learn about logging strategies, how to properly configure the most important parameters, and how to monitor the logging that is happening in your environment. Topics also include mirrored logging, infinite logging, parallel recovery, log archiving, types of recovery, and methods for limiting what gets logged.

Subtrack: Administration

IDB-2259**Advanced Recovery Solution for DB2 LUW**

This session will explore in detail the new Advanced Recovery Solution for DB2 LUW. The solution is comprised of the Recovery Expert, Merge Backup and High Performance Unload tools. Minimizing recovery time and maintaining the integrity of your data is critical to the success of your business. The Advanced Recovery Solution for DB2 LUW provides unique capabilities for data analysis, elimination of data errors and maximizing data availability. We will examine in detail the features this solution presents and demonstrate, through realistic user scenarios, the business value that can be gained with this technology.

Subtrack: Administration



IDB-2630

Achieve Table Maintenance Within DB2 In A Completely Online and Efficient Manner

In this session, we first review pros/cons of available reorganization options and then discuss the game-changer in DB2 9.7—“Online Table Move.” We will discuss the best practices to follow for achieving reorganization using this utility, including strategies of when/how to take backups in order to maintain recoverability. Based on experiences in Norfolk Southern, we will then discuss an optimal way in which all the reorganization options can be combined—when to use offline/online reorganization, online table move and DB2’s automatic reorganization facility. We will also discuss the various options available with RUNSTATS that minimize its effect on user workload. This will include strategies to use sampling, throttling, statistics profiles and DB2’s automatic RUNSTATS facility.

Subtrack: Administration

IDB-2738

Migration from DB2 Control Center

With IBM’s announcement of Control Center deprecation, customers are wanting to fill in the hole that Control Center is leaving. This presentation is an introduction to the next generation of Data Studio and our response to Control Center replacement. The presentation will cover—1. object management tasks including complex change management; 2. administrative tasks like RUNSTATS; 3. job management including scheduling; 4. health monitoring; 5. query development and refinement; 6. query tuning; 7. creating SQL and command scripts; and 8. routine development and debugging. Also see how to integrate Data Studio with Optim Performance Manager and Optim Query Tuner.

Subtrack: Administration

IDB-2878

DB2 9.7 How to Create, Maintain and Monitor Huge Tables

IBM customers collect more and more data each year. DB2 for Linux/UNIX/Windows has many options to deal with large amounts of data. In this session Klaas Brant, Gold Consultant from Holland, will compare several options. He will review in detail the DBA and performance aspects of large tables.

Subtrack: Administration

IDB-2087

Get Connected: Publishing Relational Data as XML Messages

Many enterprises manage large amounts of relational data. New applications and integration efforts often require this data to be communicated in XML messages, e.g. in service-oriented architectures (SOA), web services, application integration (A2A), or data exchange with other parties (B2B). The SQL language contains a set of functions to convert relational data into XML, right in your SQL queries. This is easier and more efficient than writing application code for the same purpose. These SQL functions are available in both DB2 for z/OS and DB2 for Linux, UNIX, and Windows. This session explains XML construction in SQL through a series of examples, provides tips and tricks for common use cases, and concludes with a short DB2 live demo.

Subtrack: Application Development

IDB-2668

Application Development with Data Studio

Data Studio facilitates best practices and provides access to information that is commonly not available in an IDE. It can provide insights into how SQL performs through internal analysis and its integration with Optim Performance Manager. Developers can quickly identify expensive SQLs and access analysis/tuning capabilities in Data Studio and Optim Query Tuner. With built-in pureQuery support, Data Studio can trace back SQL to the originating source code module, simplifying maintenance tasks. Built-in impact analysis capability makes analyzing changes to the database schema a breeze.

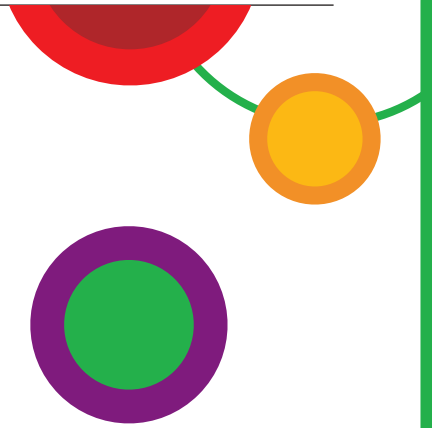
Subtrack: Application Development

IDB-1048

Why DB2 pureScale Outranks Oracle RAC

An introduction to the key technical features that make DB2 pureScale a more elegant solution with a faster time to value than Oracle RAC.

Subtrack: General



IDB-1215

Long Distance Call Using pureScale—Early Experiences

This presentation covers DB2 pureScale geographically dispersed clusters. pureScale is DB2 LUW's answer to DataSharing in DB2 z/OS to provide unlimited scalability and high availability. Today, pureScale is only supporting setups with physical boxes placed within a very limited distance. By exploiting advanced network technology, pureScale clusters can now be "stretched" enabling clusters to be placed kilometers apart. In this way pureScale can take part in an "active/active" disaster recovery setup, where one site can take over should the other site fail. In 2011 Bankdata/JN Data and IBM started a Proof of Concept on this feature. We will cover the hardware setup, the software setup and all the tests done to verify the solution.

Subtrack: General

IDB-1349

How DB2 LUW Technologies Empower the Core Banking System for Customers in China

IBM DB2 for LUW, integrated with other IBM technologies, provides solid support for OLTP business with high stability, high performance and low TCO. This session shows a success story of an Oracle win-back customer. This customer runs DB2 LUW and Federation Server (on System p® and AIX® platform) to support their 24*7 core banking OLTP system. They have more than 1 billion accounts in their OLTP system, the data volume is more than 3 TB, and the concurrent connection number can reach to 3000. These huge numbers make them an outstanding DB2 LUW user in core banking system in GCG. It has been very successful since they have built up their core banking system with various DB2 technologies.

Subtrack: General

IDB-2088

DB2 pureXML for Beginners

XML is the standard data format for web applications, data exchange, and service-oriented architectures. This increases the need to store and manage XML messages, construct XML from relational data, or shred XML to relational tables. Still, many database professionals are new to XML. This session—starting with "What is XML?"—provides an easy-to-understand introduction to XML and to the pureXML features in DB2 for Linux, UNIX, Windows and DB2 for z/OS. This presentation explains the pros and cons of XML vs. relational data, and describes how to store, index, query, and update XML in DB2. You will also learn how to convert data between XML and relational format, and how to use XML schemas in DB2 to ensure XML data quality.

Subtrack: General

IDB-2099

Under the Covers of DB2 pureScale with Intel Xeon Processors on System x Servers

In this talk, leading technologists from Intel, System x and DB2 will take you under the covers of the technology of DB2 pureScale solutions using System x Servers using the latest Intel processor technology.

Subtrack: General

IDB-2563

The Latest from the Lab on DB2 pureScale

DB2 pureScale is IBM's latest advancement in the area of continuously available and highly scalable databases. It was made available a little more than a year ago and has been enhanced in several interim releases since then. This presentation will recap the key pureScale value propositions. It will then describe the key pureScale enhancements that have been delivered recently, the business value they bring, and deployment hints and tips that help DBAs get the most out of these features. Finally, the presentation will cover some recent customer experiences in improving availability and scalability with DB2 pureScale.

Subtrack: General

IDB-3093

Put your DB2 on the Cloud ... Any Cloud

Cloud computing is the hottest IT topic today. DB2 has evolved to deliver significant capabilities for cloud deployments for private, public and hybrid clouds. There are also options for deploying complete DB2 servers as well as provisioning DB2 capacity as a service. Cloud Computing opens up interesting opportunities for new workloads and new use cases for both transactional as well as data analytic workloads.

Subtrack: General

IDB-3170

A DB2 LUW Security Primer

Many organizations are still struggling to protect their most critical data assets—their databases. This is evident by yearly reports from prestigious analyst firms warning us that databases are at a great risk. For example, the Verizon data breach report shows that in 2010 alone, 92 percent of all data records breached were records from databases. This presentation will teach you best practices and show you tips you can use immediately to protect your DB2 databases and help your organization meet their compliance requirements.

Subtrack: General

IDB-3225**DB2 Up and Running on the Private Cloud in Minutes**

Learn how to create, deploy and manage DB2 databases and applications easily on-premise private cloud, using the cutting-edge IBM Workload Deployer PaaS technology. Deploy web applications and databases for development, test and departmental uses in minutes! Accelerate time-to-value for projects across the company, while freeing up valuable IT resources to focus on business critical tasks.

Subtrack: General

IDB-3297**InfoSphere Optim Tools for Performance, Administration and Availability**

This presentation will provide an overview of the InfoSphere Optim family of products, along with customer success stories. The presentation will cover all aspects of data and application life cycle management that are addressed by the InfoSphere Optim family of products.

Subtrack: General

IDB-3495**Best Practices for DB2 HADR Deployment in the Amazon Cloud**

We'll discuss DB2 HADR automation and failure recovery in the Amazon cloud. We'll focus on best practices around deploying highly available database systems resistant to single points of failure, with particular emphasis on the following areas:

- Elastic IP usage, is an elastic IP required?
- Pros and cons of Elastic IPs
- ACR (client re-route) considerations
- Use of multiple availability zones and considerations for improved availability
- Ephemeral storage vs. EBS storage
- Failover monitoring and notification
- Automatic recovery/provisioning and re-provisioning.

Subtrack: General

IDB-3561**DB2 LUW ... 2011 and Beyond**

DB2 LUW delivers proven capabilities for reducing the cost and complexity of managing your data, improving business agility, and leveraging your company's core asset—your data. Hear directly from the Development Lab about how we have again improved our capabilities and how we will continue to bring you business value through our robust product set, our flexible offerings and our integrated solutions.

Subtrack: General

IDB-3591**DB2 and InfoSphere Warehouse: Trends and Directions**

Tim Vincent, IBM Fellow and Chief Architect for DB2 LUW, will give an update on what's coming out of our development labs in the near future and where we are positioning ourselves long term.

Subtrack: General

IDB-3598**Why BNSF Selected IBM DB2 pureScale?**

BNSF Railway selected pureScale to run their business critical applications. In 2008, BNSF purchased xkoto/Gridscale as a Continuous Operation solution for key mission critical applications. Unfortunately, with xkoto being acquired by Teradata, and Gridscale being discontinued, BNSF and other Gridscale customers have been forced to look for alternatives for their mission critical applications. Aamer Sachedina, IBM and Kent Collins, BNSF will describe key architectural features of pureScale which led BNSF to select pureScale as a replacement for Gridscale. Kent will present BNSF's decision process and implementation plans for pureScale as well as impressions based on deployment of the product on site for recovery and other test scenarios.

Subtrack: General



IDB-1371**Migrating the Canadian Blood Services Data Warehouse from Oracle to DB2**

Canadian Blood Services (CBS) is a not-for-profit, charitable organization whose mission is to manage the blood and blood products supply for Canadians. To best meet its IT needs, CBS made a strategic commitment to IBM DB2 in 2010. IBM DB2 will be a strategic database platform for key applications at CBS. Over a three-month period, CBS migrated its corporate data warehouse to DB2 9.7 from Oracle. This presentation highlights the effort involved in executing this migration, the best practices that emerged from it, and the significant benefits that CBS achieved as a result, in terms of improved system performance, reduced storage costs, streamlined application code, and reduced database administration cost.

Subtrack: Migration

IDB-1495**Successfully Migrating from a Sun/Solaris/Oracle Stack to IBM p770/AIX/DB2 9.7**

In the last half of 2010 an IBM customer began a project to replace their existing infrastructure of over 250 Sun servers running Solaris with 11 IBM p770 servers running AIX. This server consolidation effort can also be viewed as a migration effort for approximately 40 servers moving directly from Sun, Solaris and Oracle to p770, AIX and DB2 9.7. This session discusses the architectural decisions and operational considerations the customer faced when moving to an entirely new set of hardware and software on an accelerated time-line.

Subtrack: Migration

IDB-1566**Save Money! New Tools and Their Usage to Get Off Oracle Quicker—Part 2**

Migrating small amounts of data is quick using bulk unload and load functionality, however as soon as we find very large data amounts, this concept no longer works because of the time the database would not be functional. CDC helps in those cases by migrating large data amounts over a longer period of time without the need to stop the application and take the database offline. We'll discuss what is needed from the planing perspective and how to implement migration.

Subtrack: Migration

IDB-1692**Save Money! New Tools and Their Usage to Get Off Oracle quicker—Part 1**

IBM has developed a tool workbench to make conversions from Oracle to DB2 much easier. During this session we will introduce the workbench and how it can help you during the conversion process. This workbench consists of several tools for automatically fixing syntax differences, evaluating database source code and analyzing your execution environment as well as moving your data from Oracle to DB2. During the corresponding HOL sessions we will guide you through a conversion step by step.

Subtrack: Migration

IDB-2250**Reality Check: Converting Oracle Applications to DB2**

Get a “reality check” on how the mission to convert customers with Oracle applications to DB2 is going. What has been done and what's left to do. The good, the bad and the ugly.

Subtrack: Migration

IDB-2706**Take Control of Licensing Costs**

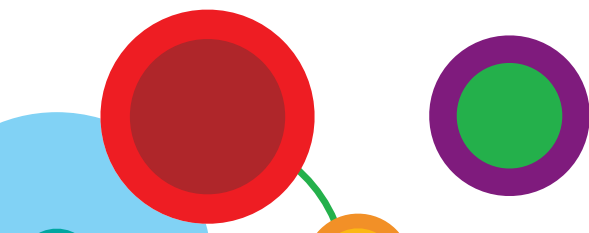
Doing more with less is the norm today. Most organizations are supporting higher transaction volume with the same or reduced IT budgets. How do you maximize the dollars you have while supporting on-going IT infrastructure optimization? IBM can make database server consolidation easier and more economical with the use of DB2 9.7 PL/SQL compatibility features. As your organization undergoes this journey, what do you do with software licenses that you no longer use? Can you extract further cost reduction from these unused licenses and associated agreements? Take control of that discussion. Join this session to understand the alternatives available to you and the pitfalls you ought to avoid.

Subtrack: Migration

IDB-3562**DB2 Speaks Oracle: Technology Deep-Dive**

DB2 9.7 makes conversion of Oracle applications to DB2 easy. Just another emulator? Not so! In this talk the DB2 development architect will take you on a tour not only on what features were added, but also on how performance and robustness requirements were achieved to meet true bilingualism.

Subtrack: Migration



IDB-3566

FusionPaaS: Automated Migration of Oracle Fusion Forms Apps to Open Cloud Platform on DB2

FusionPaaS provides a low cost, low risk solution that dramatically lowers barriers to adoption of cloud computing for legacy Oracle applications. FusionPaaS on WebSphere® and DB2 offer an outcome for customers that significantly lowers their annual IT spend on Oracle Forms maintenance, modernizes their platform to JEE and SOA architecture, and explores new business innovations made available through next-generation, enterprise consumer interfaces in Google, Adobe, Facebook etc. We examine a typical enterprise-grade Oracle Forms app, and demonstrate a live migration to illustrate compatibility, extensibility, and corporate social networks, deployed on Google Chrome and Apple Safari, and run on mobile devices such as Apple iPhone and iPad.

Subtrack: Migration

IDB-3583

Migration Made Easy—iHealth's Migration Experience from Oracle to DB2

iHealth Technologies (iHT) is one of the leaders in Payment Policy Management services in the healthcare industry. They partner with health plans to select, customize, and administer the correct coding of professional, outpatient and DME claims. To support their business, iHealth internally developed dozens of applications on the Oracle/Sun platform. In this session, iHealth will share their considerations and motivations in migrating from the Oracle/Sun platform to DB2/IBM. iHealth is migrating these applications to DB2 on IBM hardware easily using DB2 9.7's Oracle Database compatibility feature, and IBM's enthusiastic attitude to help clients save money.

Subtrack: Migration

IDB-3597

Powering Subex's "Revenue Operations Centre" with IBM DB2

Subex Limited is a leading global provider of Operations and Business Support Systems, and is a pioneer of the concept of a Revenue Operations Center, ROC. Subex has put this critical system on DB2/IBM Power after thorough comparisons of benchmarks of their application against Oracle/Sun and DB2/IBM Power. Nitin D of Subex will share their experiences of how easy the migration and enablement of their systems on IBM DB2 with the help of IBM and the immediate benefits that were realized by their customers.

Subtrack: Migration

IDB-1556

How your Database Can Benefit from the Design of the IBM System x Portfolio

Regardless of the criticality of your DB2 implementation, whether you are doing simple queries from a Web page, or running a mission critical persistent customer account application, IBM System x is robust enough to meet your requirements while providing a flexible and cost-efficient hardware infrastructure. In this session, you will be taken through some IM application benchmarks that demonstrate how System x workload optimization features provide performance advantages for your database implementation.

Subtrack: Performance

IDB-1611

DB2 pureScale Performance—the Significant Bits About Configuration, Monitoring and Tuning

In this session, bringing years of experience straight from the pureScale performance team, we'll cover core performance areas from the perspective of users already familiar with DB2 ESE, and look at how pureScale differs. We'll look at the fundamentals of system configuration, including valuable rules-of-thumb on storage setup and memory allocation. In the area of monitoring, we'll explore how pureScale activity is reflected in the existing monitoring interfaces, and where to find the new key performance indicators that really tell you how your pureScale system is running. Last but not least, we'll then look at how to exploit those new pureScale KPIs in tuning the system for maximum performance.

Subtrack: Performance

IDB-1637

OPM and Extended Insight Today and Tomorrow: a Deep-Dive

Get a deep-dive into IBM's No. 1 database performance monitor for DB2 on LUW—IBM Optim Performance Manager (OPM). We will take a close look into the traditional database monitoring and tuning with OPM, as well as into OPM's Extended Insight function, which lets you look at the performance of your database applications from end-to-end, such as SAP, Cognos, InfoSphere Warehouse, DataStage, WebSphere and others.

Subtrack: Performance



IDB-1974

Analyzing Access Plans to Diagnose Performance Problems

This presentation is targeted towards advanced DB2 users. It would be most beneficial for Advanced DBAs who are interested in DB2's cost-based optimizer and learn how to analyze access plans, to diagnose query performance issues, directly from DB2 development and support. We'll go into details of 5 different examples from actual customer scenarios and show how we further debugged the situation and what are the things to look for when debugging an optimizer issue. It is mainly focused on cardinality estimates. We'll show how one can improve the cardinality estimates via different mechanisms available in DB2, e.g. RUNSTATS, CGS, reoptimization, statistical views and optimizer guidelines.

Subtrack: Performance

IDB-2094

Performance Success with DB2 LUW

This session will illustrate how the latest hardware (servers and storage) can be easily and effectively leveraged for the best possible DB2 performance. The focus will be on new IBM Servers (power, system x, system z), Storage (DS8K, XIV, Storwise) using DB2 9.7 and DB2 pureScale. Recommendations, best practices and tips will be provided throughout.

Subtrack: Performance

IDB-2184

IBM and Intel Collaborate to Improve In-Memory Performance

For over 10 years, IBM and Intel have been working together to optimize enterprise solutions that can benefit from the scalability inherent in IBM Information Management software deployed on Intel Xeon processors. Now, with the rise of more complex multi-core, multi-threaded infrastructure, IBM and Intel have introduced new processing, memory, and database innovations that can be combined to significantly accelerate the transformation of volumes of data into useful business insights. Solutions that combine the most recent release of IBM solidDB® with the newest versions of the Intel Compiler and Intel Xeon platform can attain double the performance of previous generation installations.

Subtrack: Performance

IDB-2357

Managing the Performance of your DB2 Applications with Optim

Managing the performance of your DB2 applications is critical to business success. Unfortunately performance is often a secondary focus for new application delivery. When problems arise in production, the DBA team must respond quickly to emergent issues before they can disrupt business. This session will look into how Optim solutions can help you identify, diagnose, resolve and prevent performance problems so the business operates smoothly. Using realistic scenarios, see how Optim products provide synergistic value. Products discussed include Optim Performance Manager with Extended Insight, Optim pureQuery Runtime, Optim Query Tuner, and Data Studio.

Subtrack: Performance

IDB-2558

DB2 pureScale : Internals and Best Practices for DBAs

This presentation gives DBAs the key nuggets of information they need to get the most out of their pureScale deployments. It details the critical internal algorithms and design techniques pureScale uses for scalability and availability. It describes the important tuning and other configuration controls that influence these algorithms. And, finally, it provides the best practices and other hints and tips DBAs need to know, to optimize the best performance and availability of their pureScale installation.

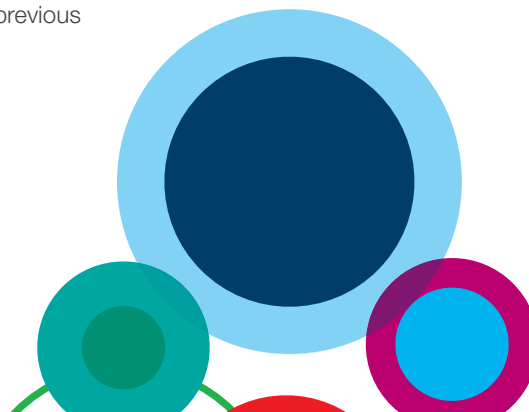
Subtrack: Performance

IDB-2775

How to Handle Data Explosion

In today's world, the data explosion and transaction overloads are creating challenges for customers like slowing response time to customers, unaccepted downtime, increase in cost and complexity etc. This session will highlight some of the key features in DB2 like deep compression, partitioning techniques and STMM to handle this huge amount of data.

Subtrack: Performance



IDB-3162

Anixter Uses DB2 pureScale and Optim for Its Mission Critical Application

Bernie O'Connor will talk about why Anixter selected DB2 pureScale and Optim for their mission critical application. Anixter is a global distributor of communication and security products with over 425,000 products in inventory. They needed a fast and highly reliable solution to access product information, inventory and ordering systems seamlessly. Using DB2 pureScale to reduce the risk and cost of business growth, Anixter was able to achieve breakthrough levels of availability. Optim Tools deliver the performance to manage increasing volumes of data to improve efficiency and lower costs. Hear about Anixter's experiences and lessons learned during Proof of Concept, pilot, through to adoption of DB2 pureScale and Optim Performance Manager.

Subtrack: Performance

IDB-3292

A Deep-Dive Into Performance Tuning for DB2 LUW

Optim Query Workload Tuner (OQWT) now supports DB2 for LUW. Learn how this exciting new tool can help you solve critical performance problems as well as make your life easier. This session will include an OQWT overview and detailed information on all major features. Each participant will have a chance to learn how to use OQWT to solve everyday access path related problems and how to prevent potential problems in the future. Hints and tips on positioning, installation and common usage as well as an opportunity for questions and answers will be provided so that each participant can quickly apply this tool in their day to day query and workload tuning tasks.

Subtrack: Performance

IDB-3295

Success Stories of Tuning Queries and Query Workloads with Query Workload Tuner

Optim Query Workload Tuner for DB2 is an SQL tuning tool with tightly integrated tuning advisors and advanced tuning tools to address both individual query and SQL workloads. Tuning advisors provide statistics, indexing and query-rewrite recommendations. Advanced tuning tools including query annotation, access plan graph, query report, and visual plan hint offer deep SQL performance analysis. Join the session to hear some of the success stories.

Subtrack: Performance

IDB-3315

Help Me, Help you: DB2 LUW Tips & Tricks you Must Know

Do you want to better understand and tune your DB2 LUW database? Are you looking for tips to make your life easier? Melanie will present analogies and insider advice to help DBAs improve performance, availability, reliability, and usability. The goal is to provide you with tips you can use in various database administration situations. Learn new DB2 LUW ideas, tips and tricks that you need to know.

Subtrack: Performance

IDB-3494

solidDB Universal Cache V7.0—Introducing a Smarter In-Memory Cache Database

In this session, learn about the exciting new features in solidDB Universal Cache. The focus of this major release is on usability, transparency and performance, ensuring that our customers can quickly install and receive value from a cache database layer.

Subtrack: Performance

IDB-1281

Customer Panel Discussion for SAP on DB2 for LUW

SAP on DB2 for LUW technical experts will be available to discuss open questions and new requirements of the SAP on DB2 for LUW solutions. In addition, the experts will give an update on demanding SAP on DB2 for LUW topics, e.g. integrated high availability solution, performance, advanced database administration and monitoring, minimized database maintenance, new challenges for DB2 within SAP environment and TCO reduction.

Subtrack: SAP

IDB-1315

Best Practices for SAP on IBM DB2 pureScale

The DB2 pureScale technology satisfies customers' business needs for continuous availability and combines high system availability with transparent application scaling. Learn how DB2 pureScale is integrated into SAP's OLTP applications, e.g. DB2 pureScale optimizations in the SAP database layer, integration into SAP's installation and database administration and monitoring tools. Based on a challenging proof of concept and first customer experiences, this session provides best practices how to run SAP OLTP workload on DB2 pureScale more efficiently.

Subtrack: SAP

**IDB-1405****Take Care of your SAP Performance**

SAP is a database intensive application framework. To ensure good performance with your SAP on DB2 you need sound database performance management. You will probably agree that database monitoring will be of even higher value when it comes with special functions for SAP on DB2 LUW. This session is about exactly this. You will see how to detect and analyze database performance problems end-to-end in the for specific SAP transactions, end users or applications. You will be able to see whether a problem is caused inside the database, the SAP application or maybe the network in between. The session shows the OPTIM Performance Manager with its special capabilities for SAP monitoring, which is a result of collaboration between IBM and SAP.

Subtrack: SAP

IDB-1914**Driving Operational Efficiency for SAP Applications with DB2 on POWER/AIX—A PepsiCo Case Study**

Join us for a discussion of PepsiCo's journey from HP/Oracle to Power AIX/DB2 environment. We will discuss the motivation for the switch including: large ROI, benefits of using DB2 with SAP, ease of use, high availability and a wealth of tools. PepsiCo will discuss initial challenges and provide hints and tips for clients looking to migrate from Oracle database to DB2 to ensure a seamless migration. Finally, we will look back on the first year successes and areas to work on in the coming months.

Subtrack: SAP

IDB-2621**Improving SAP TCO with DB2 at Eli Lilly**

Eli Lilly details their transition from Oracle to DB2 to support SAP applications, and associated savings, positive impacts, business value.

Subtrack: SAP

IDB-3323**Be Surprised by DB2 Autonomic Features—They Make your Life Easy!**

DB2 autonomic features help to make database administration as easy and low-cost as possible. They leverage the flexibility and performance of the database. This presentation provides a closer look into the DB2 Autonomics topics, for example, some theoretical background information as well as best practices for the usage and monitoring of the most important features. The session will use experiences from large SAP installations as examples, showing that the autonomic features are running smoothly in high demand environments.

Subtrack: SAP

DB2 for z/OS and Tools**IDZ-1012****Practical Recipes for Daily DBA Activities Using DB2 9 and 10 for z/OS**

This presentation will give practical recipes for DB2 for z/OS DBA's daily activities about Database Administration, Application Performance Monitoring, Diagnosing, Tuning, DB2 Utility Management and Implementing New DB2 9, 10 features that effects DBA's daily life. Practical daily examples, best practices and procedures will be shared for DB2 9 and 10 for z/OS.

Subtrack: Administration

IDZ-1014**To Log or to Lose**

For DB2 the log is crucial, but how much do you really know about it? You might know about undo and redo statements, but did you know DB2 can startup without its directory but not without its log? How does DB2 use its log during startup and shutdown? When are records forced to the log? For which objects will the log contain all recovery information? If you want to know the answer to these and many other log-related topics, come to this session where we will demystify the log. We will show the importance and the power within the log. This session will make you appreciate the DB2 log more and make you understand why it is so critical. Either you log or you lose.

Subtrack: Administration

IDZ-1056**Reduce your TCO Using DB2 Administration and Log Analysis**

This session shows how DB2 Administration and DB2 Log Analysis tool contribute to reducing TCO at the US Senate. The US Senate will also demonstrate how they are benefiting from the use of these tools in their day-to-day operations, how easy it is to use the Administration tool when navigating the DB2 catalog and in changing and migrating DB2 objects, and executing DB2 commands and utilities. This session will demonstrate some of the scenarios where the DB2 Log Analysis tool is used in generating audit reports and SQL and the ease of use in generating UNDO SQL and to avoid conventional DB2 recoveries.

Subtrack: Administration

IDZ-1260**What's New in DB2 10 for z/OS for DBA**

In this session, you'll learn about DB2 10 for z/OS Database Administration functions. We will cover enhancements in areas such as online schema changes, index enhancements, new table space types, locking, logging, and utility enhancements.

Subtrack: Administration

IDZ-1512**IBM DB2 for z/OS and Workload Manager Intersection: Understanding the Basics**

Confused about what exactly the IBM z/OS Workload Manager (WLM) is, how it manages work on your system, and how it relates to IBM DB2? In this session, we review the WLM features, including the types of goals you can set for each service class, importance levels and work classification. This information is the foundation for understanding how IBM DB2 for z/OS uses WLM, including advanced WLM functions such as enclaves and application environments. We also explain the relationship between the different types of DB2 work and WLM.

Subtrack: Administration

IDZ-1696**Achieving Query Access Path Stability: Best Practices for DB2 9 and Beyond**

An important determinant of database performance is the quality of access paths. Over time, as applications and databases evolve, existing access paths become sub-optimal, and a need arises to re-optimize queries. For static SQL applications, this is done via a BIND/REBIND. While these commands often result in improved access paths, they can also cause performance regressions in a small percentage of queries. Such degradations are a leading cause of instability in mission critical applications. This presentation examines the best practices available today to safeguard against access path regressions. It also covers new technology in DB2 9 and 10 aimed at providing an unprecedented level of stability of query access paths and performance.

Subtrack: Administration

IDZ-1702**How to Set Up Application Server to Access DB2 z/OS with High Availability**

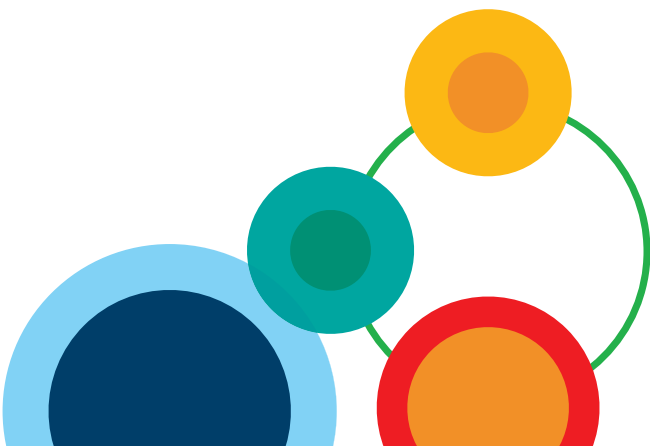
DB2 z/OS Data Sharing is well acknowledged for providing highest availability, addressing planned and unplanned outages. Nevertheless, an end user only cares that the task is executed, which is not the case if the application server can not reach out to the database server even when the database server is up and running. The presentation walks through the step-by-step process to setup a distributed application environment accessing a DB2 Data Sharing group for high availability. It discusses frequently asked questions around sysplex workload balancing and connection concentration.

Subtrack: Administration

IDZ-1794**Totally Automated Reorgs, Leveraging z Can Set you Free**

Reorganizing database tables and indexes is necessary to attain optimal DB2 performance. In the past, this process has been disruptive and labor-intensive. With modern tools and techniques, this process can be completely automated by exploiting the power of System z. Learn how a large hospital has automated its production reorganization processes by using 21st Century principles (non-disruptive, real time statistics, workload awareness, selective exclusions, lock awareness, consolidated reorganization scoring, dynamic allocations, automated cleanup, intelligent reruns). See how to utilize these technologies so you can remove reorgs from your To Do List forever.

Subtrack: Administration



IDZ-1843**The Importance of Being Consistent—DB2 for z/OS and Copy Services for IBM System z**

Is your Disaster Recovery solution based on DASD replication functions? In most cases, all you will need to do is a normal restart of DB2 for z/OS. But this assumes the DASD copy is consistent. Otherwise, it is guaranteed data corruption which will have to be fixed up, possibly several weeks or months after the event. In this session, you'll learn everything you need to know about the Copy Services for IBM System z and what is required to ensure data consistency. We will address the most common misconceptions about these DASD replication solutions, provide hints and tips on how to tune for fast DB2 restart and how to optimize GRECP/LPL recovery. We will also discuss all the gotchas of combining FlashCopy and Remote Copy Services.

Subtrack: Administration

IDZ-1896**Auditing for DB2 on z/OS**

This session will describe the regulatory compliance climate and the need for organizations to audit the DB2 for z/OS environment. We will discuss the unique aspects of auditing for the DB2 for z/OS, and will review the native DB2 for z/OS audit capability. Included in this will be a discussion of the latest audit capabilities delivered with DB2 10 on z/OS. We will also discuss the inherent limitations in the native DBMS audit mechanisms, and the need for additional audit capabilities. We will then review the capabilities and use of the IBM InfoSphere Guardium for z/OS database activity monitoring solution to provide granular audit information surrounding DB2 for z/OS.

Subtrack: Administration

IDZ-2211**Client Configuration Management—Dynamic Control over Workload Routing, Balancing and Isolation**

Do you feel like applications are controlling you? Do you feel powerless over how application workloads are executing against your data servers? Would you like to have more options available to you for managing application workload issues? If you've answered YES to any (or all!) of these questions, then this session is for you. Meet what will surely become your new best friend, the new InfoSphere Optim Configuration Manager product. See how it will help you regain control over how apps run their transactional workloads against your data servers and provide you with the tools to deal with performance or availability issues: penalty box misbehaving app transactions, throttle connections, optimize connection pooling, and so much more.

Subtrack: Administration

IDZ-2538**DB2 10 for SAP**

DB2 10 for z/OS introduces exciting new features that are particularly beneficial for SAP customers. Among the highlights are tenfold better scaling of the number of DB2 threads for SAP workloads, tremendous performance enhancements for several key SAP applications and the comprehensive exploitation of FlashCopy and SSD storage technologies. The session elaborates on the DB2 10 features that are most relevant for SAP and discusses their business value. Also, it highlights enhanced monitoring and automation capabilities and the integration with the SAP DBA Cockpit.

Subtrack: Administration

IDZ-3088**Protect Data Privacy—A Deep-Dive Into DB2 10 for z/OS Security**

Protecting the data in our enterprise databases is extremely important. DB2 10 introduced new security features which allow you to meet emerging regulatory requirements and satisfy auditors with minimum impact to applications. The new system authorities provide the capability to reduce the dependency on SYSADM authority and to control the implicit privileges needed by DBA. Audit policies allow you to dynamically audit any table and also generate an audit trail of users using one of the administrative authorities. New data privacy mechanism, called "row and column access control," allows you to define privacy and security policies on a table level. This session will cover these new DB2 10 security features.

Subtrack: Administration

IDZ-1179**DB2 10 Application Topics—A Customer Experience**

Get an early look at some DB2 10 features which will be important to you as the Application Developer or DBA. We will start with the basics and demonstrate how they can be an integral part of a good design strategy. This will allow you to start the planning process early and see if/how they fit in your organization. With the roll out of DB2 10, there is a need for a session with application focus. We were a QPP customer and will share some early customer experiences which will add value.

Subtrack: Application Development



IDZ-1305**DB2 for z/OS Stored Procedures—Trends and Technology**

Stored procedures have been widely used for years in DB2 for Linux, UNIX, and Windows application environments. On the mainframe side, adoption of the technology was initially more limited. That situation is changing, thanks in part to the advent of native SQL procedures, delivered with DB2 9 for z/OS. This session will lay out a vision of a modern DB2 data-serving system in which stored procedures play a very important role. It will also provide a review of DB2 for z/OS stored procedure enhancements through DB2 10, with a particular emphasis on the advantages of native SQL procedures. We will conclude with some hints, tips, and go-forward recommendations.

Subtrack: Application Development

IDZ-1407**Adding Time as a New Dimension for Data**

For a long time, many applications have had requirements to manage data over time. And they did—mainly by coding. DB2 for z/OS has been taught to understand the time dimension of data and hence there is less need for application coding. But can the support for temporal data be used in real life applications? What challenges arise when DB2 takes another move into the application space? We will share our early experiences with temporal data and present our suggestions for improvement of the DB2 implementation.

Subtrack: Application Development

IDZ-1533**Location-Based Search Project Experience at American Express—How to Tune your Spatial Queries**

American Express worked very closely with the IBM SVL lab from Fall 2010 through 2011, to successfully develop their first DB2 for z/OS Spatial technology project delivering smart-phone and web applications. Performance was achieved by an iterative tuning process, analyzing SQL, optimal Spatial functions, Index Grid size, Index compression, clustering decisions, and understanding how functionality decisions, such as sizing the proximity search range, could dramatically influence overall performance. This session covers an overview of Spatial Support under DB2 9, enhancements under DB2 10, the process Amex and SVL used to achieve efficient spatial proximity searching, and a look at SVL's future directions for Spatial for DB2 for z/OS.

Subtrack: Application Development

IDZ-1610**Overview of SQL Enhancements in DB2 9 and 10**

DB2 9 has been in the market for some time. However, many customers have not yet migrated to DB2 9, and some may go directly to DB2 10. This session will provide information on the SQL enhancements contained in these two DB2 releases and how to take the advantage of these enhancements.

Subtrack: Application Development

IDZ-1706**Java and DB2 for z/OS—Update**

Java became a widely adopted programming language for enterprise applications accessing data in DB2 for z/OS. Learn how you can better manage and control Java applications so they run as predictably as enterprise applications in COBOL. We will share tips on how the options provided by WebSphere and DB2 help you optimize and operate those environments so you can count on running Java applications with good performance, availability and scalability. We will review best practices and discuss WebSphere data source options and enhancements coming with WAS V7 and DB2 10 for z/OS and new functions in DB2 9 and DB2 10 for z/OS, including extended null indicator, extended explain support and time stamp enhancements.

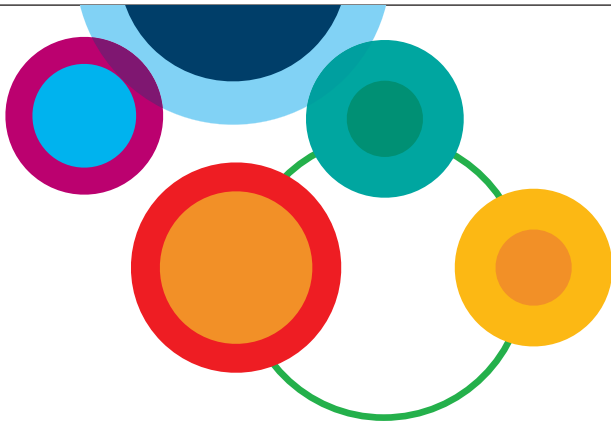
Subtrack: Application Development

IDZ-1708**DB2 Developers' Guide to Optimal SQL Performance**

The performance of business-critical applications often depends on SQL queries in the workload. Given the declarative nature of SQL, there is usually more than one way to obtain the same information from DB2. Some of these query variants can be dramatically more (or less) efficient than others. As you develop new applications, it is important to be aware of efficient SQL programming techniques to ensure optimum performance. This session outlines some of these techniques and also lists potential pitfalls to avoid.

Subtrack: Application Development



**IDZ-1731****DB2 Temporal Database Performance Designs**

This session discusses the major DB2 10 temporal data enhancements that automatically archive and version data into your history tables as the new business time and system time columns change. These capabilities along with the no overlapping of timestamps and the new handling of nulls provide great opportunities to streamline your designs for overall performance. In this session you will learn how these enhancements can improve performance and change your operational database and data warehousing designs. Temporal data is going to be integrated into all future system designs. This session shows you the design considerations and how are the best ways to implement it for achieving overall performance.

Subtrack: Application Development

IDZ-1929**Getting the Most Out of Native SQL Procedures (SQL PL) on DB2 9 and DB2 10**

Customers have bought into the significant benefits native SQL procedures (SQL PL) offer—superior performance, reduced cost and simpler development and deployment. Proliferation of SQL PL has resulted in many customer engagements. In this session, we will cover a wealth of topics drawn from customers on different levels of the SQL PL maturity curve. These topics include best practices, customer experiences, DB2 10 enhancements (such as CPU reduction, XML support and SQL PL in scalar functions) and typical considerations in migration, performance, storage and application development. This session underscores DB2's commitment to a long term SQL PL road map wherein we continue to deliver improvements for maximizing customer business value.

Subtrack: Application Development

IDZ-1930**DB2 for z/OS SOA Solutions Powered by PureXML and DataPower**

DB2 for z/OS (DB2z) is ready for SOA owing to features such as pureXML and SOAP UDFs. High-performance DataPower appliance complements pureXML by performing CPU intensive XML transformations at wire speed. It also provides essential Enterprise Service Bus functions. These capabilities render DataPower an ideal SOA gateway to DB2z. In this session, we will focus on key technologies that enable DB2 in SOA—seamless integration between pureXML and DataPower; DB2z as a producer of web services using DataStudio artifacts; and DB2z as a consumer of web services using SOAP UDFs. We will cover common usage scenarios that can apply to your business. We will also share success story of a major customer who recently adopted a DB2z–DataPower solution.

Subtrack: Application Development

IDZ-2070**Optimizing DB2 Connect Deployments**

DB2 Connect is ever changing and evolving. Recent enhancements include .NET 4.0, Visual Studio 2010, and even exploitation of new data types in DB2 for z/OS V10. Are you positioned to take advantage of these? How would you roll out new DB2 Connect drivers to thousands of workstations in your enterprise? There has been a lot of buzz recently about using DB2 Connect without DB2 Connect Servers—what is the buzz about? Why would one want to connect directly to DB2 for z/OS, what is involved, are there licensing implications, what are the pros and cons? Can one still exploit Sysplex without a DB2 Connect Server?

Subtrack: Application Development

IDZ-2691**Architecting with pureXML and Temporal in DB2 10 for z/OS**

This session gives a brief overview of the pureXML features in DB2 10, including post-GA items, and then uses an imaginary system based on bank payments to illustrate the use of XML features for processing. Combining temporal with XML, it shows how XML features can support processing from receiving payment XML data, validating against schema, to constructing responses, querying, auditing and reporting, and connecting to back-end systems for further processing. It illustrates the use of schema validation, the most versatile function XMLTABLE, and the new XQuery support in DB2 10 for z/OS. We also discuss the use of XML indexes and performance in the process.

Subtrack: Application Development

IDZ-2800

Date Driven (Bitemporal) Development V10 Versus V9

A side by side comparison of DB2 versions 9 and 10 from a developers perspective with hints and tips along the way. After a quick overview of temporal and bitemporal data, we will go through working use cases showing possible SQL development solutions.

Subtrack: Application Development

IDZ-3091

Health and Life Insurance Management with IBM DB2 10 for z/OS Bitemporal Tables

Using an example from the Insurance industry, the ease-of-use of DB2 10 for z/OS Bitemporal Tables will be demonstrated.

This example can be applied to different industries as well. The latest DB2 10 for z/OS enhancements to Bitemporal Tables will also be highlighted.

Subtrack: Application Development

IDZ-1036

Understanding the Power DB2's Time Machine—Concepts to Reality

DB2 10 for z/OS includes powerful temporal features. This session will explain six foundation concepts every DBA, designer and developer needs to understand to exploit temporal data. Then we will explore and demonstrate the mechanics of DB2 10's temporal implementation. Finally, we will review some innovative ways to exploit temporal design in operational and warehouse systems. Learn how to unleash the power of DB2's time machine in your shop. Database as we know it will never be the same.

Subtrack: General

IDZ-1044

Cool Features for Enterprise Applications in DB2 10 for z/OS

DB2 10 for z/OS introduces numerous features that are particularly relevant to the enterprise applications. The enhancements in DBA operations, application programming efficiency, as well as various performance improvements make DB2 10 very attractive for the demanding workloads and applications. In this presentation the new DB2 10 features are presented in action on some of the common database administration and programming tasks. It shows how the tasks were typically performed in DB2 9 and earlier versions and how the same tasks can be performed with DB2 10. The attendees will not only learn what they can expect from migrating to DB2 10, but also hear useful hints and tips about earlier DB2 versions.

Subtrack: General

IDZ-1045

The Technical Reasons Why Oracle RAC Cannot Outperform DB2 Data Sharing

In recent years DB2 for z/OS has been under considerable pressure from its competitors, most notably Oracle RAC which specifically claims to provide the same scalability and availability characteristics as DB2 Data Sharing. Many in the IT community accept these claims very easily. However, there are hard, technical arguments that reveal the facts about why Oracle RAC is no match for DB2 Data Sharing in terms of performance, scalability and continuous availability. This session compares typical database operations driven by SQL workloads, performed by Oracle RAC and DB2, side by side. Come and learn about real technical reasons for DB2 superiority.

Subtrack: General

IDZ-1108

ATS (Advanced Technical Skills) DB2 Health Check—What Will the Specialist Prescribe for you?

Maybe you are concerned about your DB2 environment or maybe just want to validate your environment, so you are thinking about an IBM ATS (Advanced Technical Skills) DB2 Health Check. You are thinking, what really happens in a DB2 Health Check? What will I walk away with? Will my management approve of the final analysis? How will my company and I benefit from the analysis? If you've seen the required documentation list, after reviving yourself you ask "is this all really necessary?" Why does ATS really need this detailed information and what will they do with it? Find out the answers to these questions and more by attending this session. You will leave understanding why the ATS DB2 Health Check is truly one of the best in the industry.

Subtrack: General

IDZ-1110

DB2 10 for z/OS and Beyond

This session will explore some of the highlights of the most recent release of DB2 for z/OS, DB2 10. We will also discuss some of the technology trends that are driving DB2 development into the future and some early thoughts about what might appear in the next release of DB2.

Subtrack: General



IDZ-1178**Cost Control Methods for DB2 for z/OS Workloads**

Cost has increasingly become an issue for applications on any platform, especially System z® servers. This session will cover ways to control the costs of both distributed and traditional workloads using DB2 for z/OS as the database server, such as software pricing options, LPAR configuration, zIIP/zAAP, zNALC, performance and tuning methods and tools, and more that enable DB2 for z/OS to compete with LUW (Linux, UNIX, Windows) as a database server for distributed workloads.

Subtrack: General

IDZ-1247**DB2 10 Migration Planning and Early Experiences—Part 2**

This session will provide additional planning information about migrating to DB2 10 for z/OS from either DB2 9 or DB2 V8; share surprises, pitfalls and lessons learned; provide hints and tips; enable fast start; introduce and discuss some further enhancements; latest news.

Subtrack: General

IDZ-1248**Recommended Best Practices from Customer DB2 for z/OS Health Check Studies**

This session will introduce and discuss the major lessons to be learned from recent customer Health Check Studies carried out by DB2 for z/OS Development. The objectives are to: introduce and discuss the most common issues, share the experience gained from customer health check studies, share the experience from live customer production incidents, provide proven recommended best practice, and to encourage proactive behavior. The following topics will be covered: WLM Policy Setup, Balanced Design across CICS and DB2, Disaster Recovery, Continuous Availability vs. Fast Failover, Preventative Software Maintenance, Multiple Data Sharing Groups, Running Multiple Subsystems on same LPAR, Normal DB2 Warm Restart vs. Restart Light, Storage Tuning.

Subtrack: General

IDZ-1506**Using DB2's Time Machine to Convert to Temporal Data Can Be Easy, Really!**

DB2 10's time machine provides a comprehensive set of powerful tools to create and manage temporal data. But how can you convert operational systems into temporal without making sweeping changes? This session will show you one technique to convert operational data into temporal data without the need for the overhaul of production data structures, programs and processes. Learn how to get the benefits of temporal data with minimal effort by morphing processes already found in most data warehouses. Come and learn how you can unleash the power of DB2's time machine and bring your warehouse to a whole new level.

Subtrack: General

IDZ-1752**DB2 for z/OS Universal Table Spaces: the Whole Story**

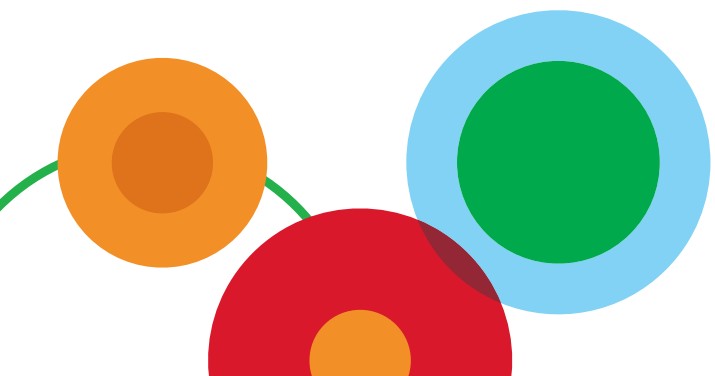
DB2 for z/OS delivers a feature that has generated considerable discussion. First made available in DB2 9, the structure type is called universal table space. This feature will significantly improve your DB2 experience by making DB2 easier to manage. This session will give you the details behind how this feature is implemented, how to use it, and a look at a few things that have been enhanced with the availability of DB2 10.

Subtrack: General

IDZ-2411**Client Success! Tuning Queries for Effective Performance at RIOCARD**

Please join us as we introduce and discuss how RIOCARD (the Public Transportation Federation of Rio de Janeiro) successfully implemented IBM Optim Query Workload Tuner to lower total cost of ownership, its business value and why using Optim Query Workload Tuner with DB2 9 makes good business sense today. Hear Unicredit share its experiences about when the company started using Query Workload Tuner as well as implemented recommendations to allow DBAs more time to focus on strategic projects and less time engaged in tedious manual processes.

Subtrack: General



IDZ-3109

What's New in DB2 10 for z/OS for Large Objects

Increasingly, applications require non-traditional types of data, such as images, to be stored as part of relational information. DB2 for z/OS allows you to store this non-traditional data as large objects in your DB2 tables, thus greatly expanding the limits of what you can store in a single table. This session will illuminate the details of this capability, both from the application programmer's point of view and from the administrator's point of view. We will discuss how the LOB support in DB2 for z/OS has evolved through the releases, with particular attention to the new capabilities in V10, and some possibilities for the future.

Subtrack: General

IDZ-3509

Customer Panel: Cost-Saving Strategies with the Mainframe

Please join us to hear about real-life success stories of cross-industry clients sharing their use cases with the mainframe in their organization. They will discuss their technical approach to meeting the business objective in their organization across various projects and plans. Dan Wardman, Vice President of Information Management Mainframe Software will moderate this session with clients discussing DB2 for z/OS, IMS, Tools, Data Warehousing, Business Analytics, Application Development and more. This session promises to be informative, enlightening and interactive so be sure to bring your questions for the panelists.

Subtrack: General

IDZ-3593

Breathe New Life Into your Mainframe Data Assets

Are you struggling with making your legacy databases available in a world where customers using the Internet and mobile devices expect 24x7 availability? See what steps we have taken with DB2 V9 to improve availability as well as a look into what DB2 V10 features we are planning to exploit to help even more.

Subtrack: General

IDZ-3733

Modernizing Existing Legacy DB2 Mainframe Application to Be More Agile and Efficient Using DB2 V9 NFM functionalities and specialty engines, existing DB2 mainframe applications can be transformed to execute more efficiently while adopting new functionalities such as Native SQL Stored Procedures. For each topic area: John Campbell, IBM Distinguished Engineer, will introduce and discuss the various DB2 and associated product solution capabilities of each technology; Anthony Ciabattini, DB2 Engineering Architect at Fiserv, will present the customer perspective. Anthony will also present the business reasons Fiserv has defined for the application transformation, process, challenges, successes and current-day status of this transformation.

Subtrack: General

IDZ-1246

DB2 10 Migration Planning and Very Early Experiences—Part 1

This session will provide additional planning information about migrating to DB2 10 for z/OS from either DB2 9 or DB2 V8; share surprises, pitfalls and lessons learned; provide hints and tips; enable fast start; introduce and discuss some further enhancements; latest news.

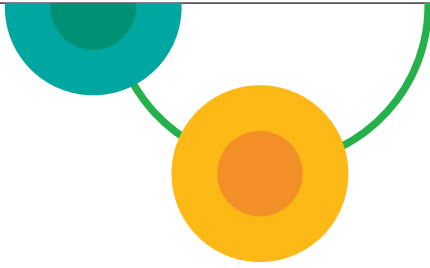
Subtrack: Migration/Upgrade

IDZ-1409

DB2 10 Experiences

In this session we will go through the experiences from Bankdata/JN data concerning going to DB2 10. Bankdata took part in the beta program for DB2 10 and there will be some brief information about this process. In the spring of 2011 the Bankdata systems are planned to go through a 6 month process to be upgraded to DB2 10. We will share our process experiences from a performance perspective and talk about the problems we encountered along the way. We will try to make the presentation as up to date as possible as the process is continuing right up to the conference.

Subtrack: Migration/Upgrade

**IDZ-1423**

Top DB2 for z/OS e-Communities, Blogs and Networking Tools That Will Enhance your DB2 Skills

With the growth of the Internet, mobile devices and particularly social business, there are multiple tools and communities which enable DB2 for z/OS users to share information, experiences, grow and develop skills. e-Communities, blogs, etc., are rapidly growing and evolving, and it can seem overwhelming figuring out where to start and which you should join so that you have access to the latest DB2 for z/OS information, education and networking contacts. This session will cover the top DB2 for z/OS e-Communities, collaboration groups and blogs that are available for DB2 for z/OS users and will tell you how to get started.

Subtrack: Migration/Upgrade

IDZ-1425

The Business Value of DB2 10 Top Features—Real Customer Experiences

DB2 10 for z/OS is the latest release of IBM's flagship database, and seeks to reduce operational costs, improve scalability and enhance productivity. A wealth of material exists on the technical changes within DB2 10, but finding descriptions of how those new features will improve your business results can be a challenge. This session will provide a high-level overview of the major new features from an IT Executive perspective, with the emphasis on the underlying business value that DB2 10 can deliver using actual customer experiences during the beta program and beyond.

Subtrack: Migration/Upgrade

IDZ-2231

Early Experiences with New DB2 10 Metrics/Metadata

DST Systems leverage the information that DB2 externalizes as a key tactic to improve database performance, reliability and security. Our early trials of various such opportunities new in DB2 10—IFI metrics, real-time statistics, catalog columns, explain info—produced several success stories, along with a few provisos. This (selective) survey shows how the support of long-standing DB2 functionality is enhanced with this new information.

Subtrack: Migration/Upgrade

IDZ-3059

Migrating to DB2 V10 from V9 or V8

This session will discuss migrating to V10 of DB2 for z/OS from both V8 and V9 of DB2. We will discuss the migration process and what happens when, along with a discussion of why some of these changes were necessary. We'll also talk about how to prepare for V10 including prerequisites and deprecated functions. Finally, we'll talk about what you can expect from the various modes of operation during migration. This session is primarily for the person who plans, installs, and executes the migration process. Systems programmers and database administrators generally perform this task.

Subtrack: Migration/Upgrade

IDZ-3138

DB2 10 for z/OS—John Deere's Beta Experience

John Deere participated in the IBM beta program for DB2 10 for z/OS. We will introduce you to some of the new features available in DB2 10 that we have tested. You will gain a general understanding of these features along with some items of interest we found while testing.

Subtrack: Migration/Upgrade

IDZ-1004

Looking Behind the Curtain of DB2 for z/OS 10 Performance and Scalability Metrics and Storage Analysis

Two primary focuses for DB2 for z/OS 10 are scalability and performance. In order to maximize the potential of DB2 for z/OS 10, an understanding of storage scalability metrics and DB2 statistics and transaction accounting is a must. Part 1 of a 2 part series will cover the critical metrics for maximizing scale and system stability as well as storage instrumentation. In addition, DB2 statistics and transaction accounting basics will be covered such that more detailed performance analysis can be done in Part 2.

Subtrack: Performance & Scalability

IDZ-1031

Tuning the Performance of Dynamic SQL on DB2 z/OS: Using IBM Utilities

With the introduction of application-packaged solutions using Java and dynamic SQL, there have been many challenges for performance on DB2 z/OS. With the use of standard IBM Utilities and Data Studio, it is possible to get the most out of your applications that use DB2 V9 z/OS, and greatly enhance the performance of dynamic SQL.

Subtrack: Performance & Scalability

IDZ-1100**DB2 (z/OS) Member Cluster Deep-Dive**

We shall learn how Member Cluster really works and what happens inside it in a Data-Sharing environment. There will be real-life examples and numbers straight from the field. We shall delve into best and worst practices (and learn a lot from both). By the end we shall have much better knowledge about Member Cluster and its usage.

Subtrack: Performance & Scalability

IDZ-1296**Lessons Learned from DB2 Data Sharing Health Checks**

This health check focuses on improving the robustness of the DB2 for z/OS data sharing infrastructure of your company. Due to the division of responsibilities between DB2 and z/OS staff, it is often neglected and can become the weakest link in your parallel sysplex. The speaker, from IBM's Advanced Technical Skills, has performed many of these in the last eight years for large parallel sysplex users in the Americas. She describes the obstacles she observed and provides recommendations for achieving high availability targets in this experience-based session. Specific focus is on structure sizing, autonomic tuning of GBPs, ICF configuration, Reorganization Part, and asynchronous global locks.

Subtrack: Performance & Scalability

IDZ-1306**DB2 for z/OS Data Sharing—Then and Now**

I worked with mainframe DB2 data sharing technology while it was still in beta release in the mid-1990s (DB2 for z/OS V4), and I work with data sharing users to this day. A lot has changed over the past fifteen years, in terms of both the technology itself (e.g., the global locking protocol, internal coupling facilities, structure duplexing) and the ways in which organizations are using it (e.g., configuration preferences, client-server computing). In this session, I'll look at a number of aspects of data sharing technology and utilization in a "then" and "now" fashion, contrasting old and new and providing my perspective on why things have changed and where they're going.

Subtrack: Performance & Scalability

IDZ-1380**DB2 for z/OS Performance Tuning Road map**

This presentation will discuss DB2 for z/OS performance management and tuning issues. It offers multiple guidelines and tips for achieving optimal performance broken down into specific categories. The session will touch on many aspects of DB2 performance that span the application, the databases, and the overall system. Refresh your knowledge of DB2 performance with these handy DB2 tuning opportunities.

Subtrack: Performance & Scalability

IDZ-1561**Explaining the DB2 for z/OS Dynamic Statement Cache**

DB2 for z/OS does a good job of caching dynamic SQL statements to avoid recompiling (aka binding) the statements on the fly. This can save significant system resources. However, we still have the problem of figuring out just what dynamic statements are coming in to DB2 and how they're performing. DB2 for z/OS has the ability to capture and report on the statements in the dynamic statement cache. Here, we will focus on use and management of this facility, and how to report, understand, and act on the available performance information.

Subtrack: Performance & Scalability

IDZ-1590**High Availability in DB2 10 for z/OS**

DB2 10 for z/OS delivers many improvements that will significantly improve application and data availability. We will explain these enhancements and include a number that have been delivered in the maintenance stream.

Subtrack: Performance & Scalability

IDZ-1623**Buffer Pool Management Using DB2 10 for z/OS**

DB2 buffer pools are a key resource for ensuring good performance. A System z processor can be configured with large amounts of storage which, if used wisely, can help compensate by using storage to avoid synchronous I/O. This session describes: The functions of the DB2 buffer pools: How to manage/optimize write I/O and sequential I/O: Considerations when choosing the page size for your DB2 data sets: How to divide your processor memory into different buffer pools and assign DB2 data sets to different pools: Data sharing considerations: How to manage your buffer pools to minimize CPU consumption—Introduce some of the new buffer pool management features in DB2 10 for z/OS.

Subtrack: Performance & Scalability



IDZ-1626**Realizing the Full Performance Potential of High-Performance FICON with DB2 for z/OS**

zHPF is a critical element of System z I/O strategy, and now IBM is further extending the capabilities of zHPF to enable much more dramatic performance improvements to I/Os such as DB2 list prefetch, preformatting and format writes that are used by DB2 utilities, while reducing hardware costs and improving workload management. All aspects of DB2 will run much faster, including data base restores and log apply which will minimize outages. Furthermore, this presentation will show how DB2 10 is better positioned to take advantage of these zHPF enhancements when an index is disorganized or when data is not highly clustered.

Subtrack: Performance & Scalability

IDZ-1844**DB2 9 for z/OS Query Optimization Update**

Are you sure you're taking advantage of the important query optimization enhancements delivered in DB2 9 for z/OS? And have you been keeping up with enhancements delivered post-GA? If not, then this session is a must to ensure you understand the benefits of each, including the importance of the RUNSTATS enhancements to the optimizer, how to provide a backup of your static packages, subquery optimization, and enhancements to indexing, parallelism and star schema processing. And its not only a re-cap these items, but also an update of recent enhancements to improve query performance and stability.

Subtrack: Performance & Scalability

IDZ-1845**What's New from the Optimizer in DB2 10 for z/OS?**

DB2 10 for z/OS is no exception to the goal of delivering incremental query optimization enhancements to the world's most respected cost-based optimizer. And as delivery of DB2 10 draws closer, the plan solidifies, and beta customer and internal measurement feedback is more readily available. This session will share the insight uncovered in the early usage, provide the motivation for each enhancement, and highlight actual enhancements including: enhanced plan management, safe query optimization, improvements to complex OR and IN list processing, RUNSTATS management and performance improvements, and more!

Subtrack: Performance & Scalability

IDZ-2710**DRDA and DB2 for z/OS: Best Practices**

With today's complex n-tier architectures and heterogeneous applications and platforms, optimization and availability can be a challenge, in addition, the ways on which DB2 communicates with its distributed clients is evolving and presents new challenges for monitoring and troubleshooting. This session will explore and provide hints and tips on how to monitor and troubleshoot distributed access to DB2 for z/OS.

Subtrack: Performance & Scalability

IDZ-2763**DB2 10 Performance Topics from the Redbook Authors**

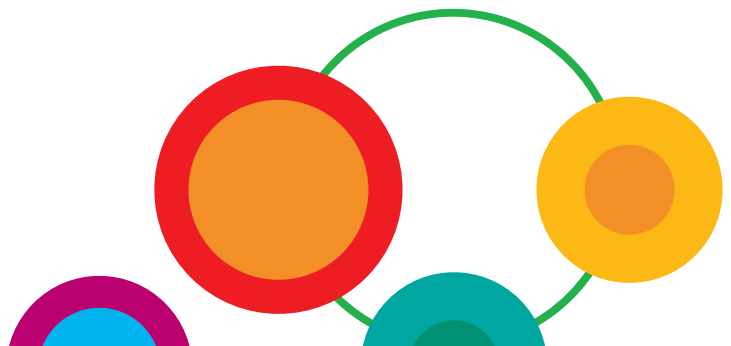
This session exposes selected DB2 10 Performance Topics as a result of coauthoring the Redbook® titled DB2 10. This is a selection of these topics that are most probably going to be of direct benefit for users. We will discuss system connectivity and application development features of DB2 10 that could be of pragmatic value for you, the user. Performance and cost savings are certainly main concerns today; we will see how DB2 10 can be of help.

Subtrack: Performance & Scalability

IDZ-2886**DB2 10 for z/OS Performance**

DB2 10 for z/OS is performance release. It provides performance improvement in wider areas than any other past DB2 releases. This session provides a better understanding what type of workloads that you can expect improvement, why and what actions are required to see the improvement. Performance expectation will be provided step by step in the migration phases. It also discusses the considerations that you should be aware of when you use the new performance features provided in DB2 10 for z/OS. The session will be based on various measurements conducted in Silicon Valley Lab and feedback from early customer experience and describe new best practices in key application monitoring and tuning.

Subtrack: Performance & Scalability



IDZ-2907**How to Serve 1.3 Billion?**

With large population and account base in China, banks in China are facing unique challenges. This session describes the operational and scalability performance challenges that Chinese banks are facing with DB2 for z/OS and how they work around them. The topics include the following: 1. environment and business requirements; 2. technical and performance/scalability challenges—200+ DDL schema changes in 1 hour—7000+ packages BIND/REBIND in 1 hour—ensure exact same access path in test/production system—journal table online switch—insert performance

Subtrack: Performance & Scalability

IDZ-3504**More Lessons Learned from SQL Performance Review**

This session shares discoveries and recommendations from various SQL performance review assignments. Come see if you have similar SQL performance issues and get the instructions on how to fix them. Issues discussed include non-optimal index design, access paths gone wild, Stage 2 predicates, misuse of SQL, excessive sorting, delayed filtering, lack of implementation of powerful old and new SQL features.

Subtrack: Performance & Scalability

IDZ-3510**DB2 Doctor Symptoms, Diagnoses and Cures for Poor Performance**

Subtrack: Performance & Scalability

IDZ-1018**QMF 10—the Business Analytics Version**

QMF 10 brings an entirely new look and feel to its workstation and WebSphere features as well as new features and functions for its core components. QMF also announced QMF VUE as an option to acquire the new, powerful analytics version.

Subtrack: Tools & Utilities

IDZ-1298**Solid State Drives—Changing the Way DBAs Do Business**

Solid state drives are fairly new to the Enterprise storage arena. So new in fact, that most DBAs are yet to think about what the implications are of deploying a DB2 for z/OS system on SSD. Since the notions of seek time, rotational delay, data proximity, do not apply what are the things that can change when using this technology?

Subtrack: Tools & Utilities

IDZ-1426**Customer Experiences with DB2 10 for z/OS and Tools**

DB2 10 is a game-changer. In this session, you will learn about the latest technologies available that work with DB2 10 to help you ensure that your business succeeds. By using DB2 10 for z/OS and its many new high-value functions with tooling solutions, you can ensure that your data remains highly available and is highly tuned for optimum performance, helping you control your IT costs. Come listen to best practices and experiences from real customers.

Subtrack: Tools & Utilities

IDZ-1428**Improve the Lives of your DBAs—with DB2 and IMS Tools**

The amount of data and applications to manage them is exploding. New requirements like government standards for risk and compliance are adding to your staff's workload. How can your business be resilient and ensure the highest availability? Start with your database tooling: DB2 Tools for z/OS can ensure that your data remains highly available and is highly tuned for optimum performance, helping you control your IT costs today. Come learn how your business can save money on Day-1 by using a complete set of software tools to deliver the performance and high availability that your business depends on. See how you can gain a real competitive advantage with database tools.

Subtrack: Tools & Utilities

IDZ-1588**DB2 for z/OS: Utilities Update**

Major enhancements have been delivered in DB2 Utilities recently, both in DB2 10 and the maintenance stream. This session will cover these enhancements and explain their value to you in terms of performance, availability and capability.

Subtrack: Tools & Utilities

IDZ-1597**SQL Tuning in Agricultural Bank of China—
Implementation of the Best Practice with
Optim Query Tuner**

Agricultural Bank of China (ABC) is one of the top four banks in China with a large number of accounts, high volume transactions, and comprehensive set of banking services. Rapid business expansion in the past few years has caused the IT team to seek ways to reduce MIPS per transaction to accommodate the growth of transaction volume. Optim Query Tuner (OQT) was deployed in ABC in 2010 to implement the best practice for SQL performance tuning. This session describes the usage of OQT in ABC and the performance benefit obtained from the tuning solution provided by OQT.

Subtrack: Tools & Utilities

IDZ-2034**Technology Preview: Using Capture/Replay to
Improve Testing and Performance Assessment**

Testing for large/complex enterprise systems has become very difficult and error prone. This session will describe new technology that IBM is developing which will help automate much of the work associated with validating system changes, database changes, and application changes. This will include both the functional behavior as well as validating that performance has not been impacted.

Subtrack: Tools & Utilities

IDZ-2217**Using IBM Recovery Expert to Enhance
Disaster Recovery of DB2 on z/OS**

SBPASC is a large healthcare insurance provider. This session will describe how they have migrated their backup/recovery strategy from weekly Image Copies and daily DB2 log dumps to using Recovery Expert and Automation Tool to streamline the process. The outcome—reduced RTO and RPO along with simplified procedures. Hear how this migration was accomplished and the benefits.

Subtrack: Tools & Utilities

IDZ-2610**Customer Experience with the New
OMEGAMON XE for DB2 PE on z/OS V510**

Kela is a large insurance company. With their large DB2 for z/OS application workload they ordered OMEGAMON® XE for DB2 PE last year and have now upgraded to V510 with its Extended Insight feature (end-to-end SQL monitoring) as more and more applications are accessing DB2 for z/OS from distributed platforms. They will share their experience with the introduction and deployment of the OMEGAMON product and the value in using the various product functions.

Subtrack: Tools & Utilities

IDZ-3312**OMEGAMON Performance Database
(z/OS)—Exploit the Power of the PDB to Solve
Performance Issues**

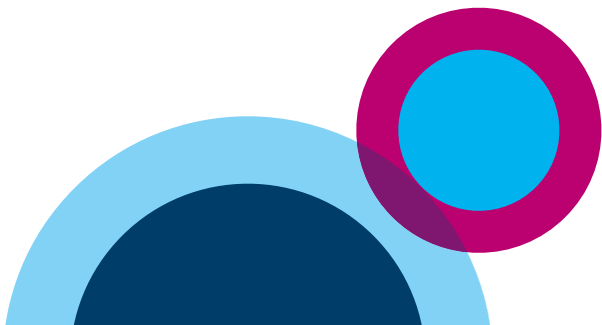
OMEGAMON provides a performance database (PDB), which can be used to store historical information about DB2 performance (accounting, locking, statistics) etc. This presentation will provide information on how to extract SMF data and load it to the OMEGAMON Performance database. In addition, this session will provide information on how to use the summary and detail tables to track down DB2 performance issues. We will discuss OMEGAMON Performance warehouse (PWH), and PWH can be used to address application performance issues.

Subtrack: Tools & Utilities

Data Warehousing and Analytics**IDW-1252****Leveraging Tiered Storage in the ISAS Design
to Reduce Storage Costs and Control Data
Storage Effectively**

Every month your ISAS platform adds more and more data. How much of this data is used and at what point does it change in temperature? Through this session you will see a real world application of tiered storage and applied data temperature philosophies to manage your data efficiently and cost-effectively. By leveraging a tiered storage design (fast and slow disk), you can successfully reduce costs and still drive results and database performance. This session will further touch on implementation strategies, backup considerations, data movement between tiers, impacts on data queries and the workload manager.

Subtrack: None



IDW-1253

Managing Extreme Warehouse Performance Through Automation with Limited Staffing

It's month end. You have both user and batch workloads working to process 30-40 million transactions daily within your InfoSphere warehouse. How do you keep the transactions functioning at peak performance to meet the SLA requirements of the business while maintaining and delivering the high degree of query performance and parallelism your platform customarily delivers? At this session I will walk through techniques used to manage the workload within WLM and outside of WLM, adjust for system performance on the fly through active automated monitoring techniques and available DB2 utilities, and assist with problem determination, resolution and adjusting workloads to maintain those expected levels of performance and parallelism.

Subtrack: None

IDW-1314

SAP BW on IBM Smart Analytics System 7700 Strikes Teradata

The SAP NetWeaver BW (SAP BW) support on IBM Smart Analytics System 7700 is quite new. In this session, we will explain what are the SAP BW specific characteristics, which are atypical compared to standard data warehouse solutions. Furthermore, we will describe the SAP BW specific extensions integrated into IBM Smart Analytics System 7700. We will provide guidelines and best practices how to install and run a SAP BW system on IBM Smart Analytics System 7700. We will also compare the SAP BW on IBM Smart Analytics System 7700 solution with the SAP BW on Teradata solution. The participants will learn how to successfully position the IBM solution for SAP BW versus Teradata.

Subtrack: None

IDW-1353

A Behind-the-Scenes Look at the IBM Smart Analytics System 9600

The IBM Smart Analytics System 9600 offers an integrated hardware, software and services solution that enables customers to quickly and cost-effectively capitalize on game changing analytics across the enterprise. This session will offer a unique view into how the solution was built, the processes that were used, and the proof points that were created.

Subtrack: None

IDW-1469

Numius Platform Services: Bringing Secure Business Intelligence Services to the Cloud

Lately, cloud technologies have been the hottest topic with respect to where the tech industry is going. However, delivering software solutions on the cloud requires careful planning and decision making in areas ISVs may be unfamiliar with. Gain insight into a cloud deployment by learning about one of IBM's most successful Business Partners, Numius, and their journey to bring secure business intelligence services to the cloud. This session will dive into the business and technology collaboration between Numius and IBM by discussing topics such as: The business drivers to secure business analytics as a service; Design, development, and deployment; The technology: Cognos, InfoSphere Warehouse; Challenges; Numius and IBM Success.

Subtrack: None

IDW-1481

BCBS Palmetto GBA: Protect your Investment with pureScale Analytics Multigenerational Interoperability

pureScale Analytics is the only workload optimized solution that allows you to protect your investment and continue to grow out your system across multiple generations of the solution. The modular architecture is designed to integrate user or data processing nodes from different generations of the solution intact preserving your current investment while maintaining the same level of validated reliability of each generation and providing linear performance as well as data capacity upgrades to meet your growing business. Learn how Blue Cross Blue Shield—Palmetto GBA protected their investment and grew their warehouse by adding a Smart Analytics 7700 data module into their current existing 7600 cluster.

Subtrack: None

IDW-1622

Data Warehousing on DB2 for z/OS Outperforms Oracle Exadata: Hear How!

In this session, I will share the competitive benchmark results on a complete business intelligence solution (ETL and reporting steps) between DB2 on z/OS and Exadata. You will have best practices recommendations for implementing a data warehouse solution on IBM zEnterprise™ 196 (z196) by using IBM Smart Analytics Optimizer solution and how this architecture can beat an Exadata solution.

Subtrack: None

IDW-1701**All New Single Server Midsize IBM Smart Analytics System**

Dynamic warehousing solutions help companies generate, manage, and optimize a growing data warehousing environment. This helps support users who access info to support strategic decisions, financial planning and the production of reports that track performance. It is important to know how to use such sophisticated technologies in the business environment to create significant business value. Business intelligence is becoming increasingly embedded in key business processes, and a dynamic warehousing infrastructure is critical to achieve optimal results. This session will focus in on IBM's newest Smart Analytics System offering—A single server mid-sized business intelligence system powered by Linux and System x on the Intel Xeon processors.

Subtrack: None

IDW-1820**Best Practices for Partitioning Data in InfoSphere Warehouse Environments**

The Database Partitioning Feature (DPF) extends the capability of DB2 into the parallel, multi-partition environment, improving the performance and the scalability of very large databases. This allows complex warehouse queries to execute significantly faster. InfoSphere Warehouse with DPF is an ideal solution for managing data warehousing and data mining environments.

Subtrack: None

IDW-1961**Best Practices for ORACLE DW Migration to DPF**

Some best practices in ORACLE DW application migration to DPF environment. Table design, best hash columns and others.

Subtrack: None

IDW-2080**Change the Game with In-Database Analytics: How to Run SAS Scoring Models Inside DB2**

The amount of business data that enterprises generate and collect continues to increase rapidly. Analyzing this data becomes ever more challenging. Many companies run BI products on top of their DB2 data warehouse, but advanced scoring and mining models traditionally require that large data volumes are extracted from DB2 tables and duplicated in the file system. This increases storage costs and incurs serious challenges in performance and data governance. This session describes how to run SAS scoring models in a DB2 database directly on DB2 tables and quantifies the associated benefits. Moving the function to the data is cheaper than moving the data, and allows you to exploit DB2's scalability for massively parallel analytical processing.

Subtrack: None

IDW-2096**Build a Cloud-Ready Business Intelligence Solution—A Reference Architecture**

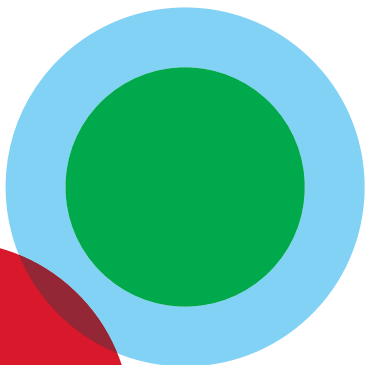
Enterprises of all sizes are looking for agile solution deployments that meet their growing business intelligence needs. The challenge is how best to integrate these services rapidly, deploy them consistently and efficiently, manage them flexibly, and introduce new versions of the services dynamically. In this session we describe a reference architecture based on IBM eX5, powered by the latest Intel Xeon processor, in which we bring together the ETL, data warehousing, and business intelligence services as preoptimized and cloud-ready virtual server images.

Subtrack: None

IDW-2098**Maximizing the Benefits of your System z Environment: a Customer Case Study**

For over twenty years customers have been achieving scalability, high performance and security in their reporting systems and data warehouses by creating them on the highly cost-effective System z platform. Customers also find that the more that you deploy on System z, the better this platform becomes! This session will examine how customers have experienced this success firsthand in their business through the deployment of their mission critical data warehouse on their System z platform.

Subtrack: None



IDW-2207**Powering SuperMedia: Information Server/
Netezza Connectors and Balanced
Optimization**

SuperMedia brings buyers and sellers together through advanced Web applications, including SuperPages.com. In this high volume and complex business model, SuperMedia recognized the value that Netezza and InfoSphere would provide together for a highly parallel data integration and data warehousing infrastructure. As they have aligned closely with IBM to adopt new product features, SuperMedia is now realizing additional value through the most recent integrations between TwinFin and Information Server. David Egan, Sr. Group Manager, will review their solution and share benefits of the new native connectivity and combined ETL/ELT capabilities.

Subtrack: None

IDW-2380**Informix Warehouse Accelerator**

As part of the Informix Ultimate Warehouse Edition of 11.7, the Informix Warehouse Accelerator offers game-changing performance for data warehouse workload without the usual query tuning required. It uses in-memory, columnar, deep compression technology to achieve orders of magnitude performance gain, yet costing significantly less than the competition.

Subtrack: None

IDW-2381**Managing the Data Lifecycle with Optim
Solutions for InfoSphere Warehouse**

Come see the latest in added value for InfoSphere Warehouse from Optim. Optim solutions success across the data lifecycle: accelerate and optimize design, manage databases changes, improve queries, monitor performance, and maximize availability. Join us to discuss how to maximize the value of Optim solutions included in your existing purchases. And hear about new portfolio additions and how they can save time, reduce costs, and improve results.

Subtrack: None

IDW-2475**Real-Time Data Flow Between Multiple Real-
Time Data Warehouse**

There are usually multiple data warehouses in a large company and much of the data must be shared between the data warehouses in real time. Time-sensitive data must be transferred when it is generated, then loaded into a central data warehouse. This session introduces method and practice to resolve this requirement. Through integration of data capture, message transit, real-time data ingest, the solution can help customers successfully share their important data in time among the different warehouses without any file exchange or storage.

Subtrack: None

IDW-2541**Building a Road Map to Business Success
Through Innovation with the IBM Smart
Analytics System**

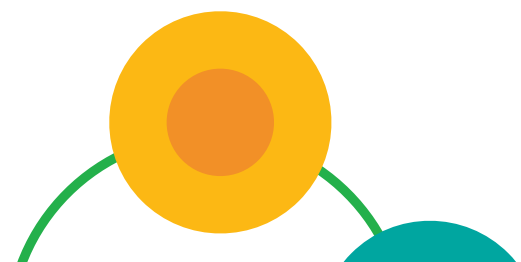
The session will provide attendees insight into how businesses can use data warehousing to innovate and solve business problems through data warehousing outside the standard world of reporting and analysis. It will take attendees through how to think outside the box and look at innovative ways of solving real business problems. It will address the issue of how to scope the warehouse deployment leverage key capabilities from the IBM Smart Analytics System, BIG Data and InfoSphere integration products Integration, while quantifying the business benefit and building the business case for the required investment.

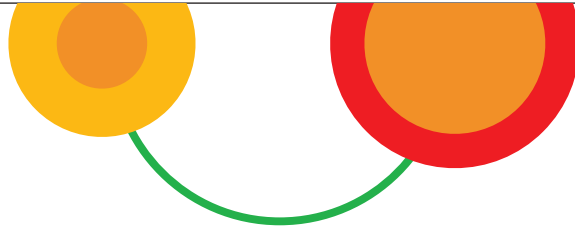
Subtrack: None

IDW-2544**Which IBM Smart Analytics System or
InfoSphere Warehouse solution Is Right for your
Business?**

This session will take attendees through a deep-dive into the 2011 InfoSphere Warehouse and IBM Smart Analytics System Portfolio and provide attendees a road map into selecting which solutions in the portfolio is right for them. This session will also cover key changes and additions to the portfolio in 2011.

Subtrack: None



**IDW-2546****Real-Time Analytics: Taking Analytics to the Next Level**

This session will demonstrate to customers how with InfoSphere Streams, IBM Smart Analytics System, Netezza and the IBM Big Data portfolio you can drive the next level of analytical optimization into your business by leveraging the power of real-time analytics.

Subtrack: None

IDW-2660**Choosing the Right Analytical Environment for your Needs**

This is your opportunity! Bring your questions and favorite topics to ask the Warehousing leaders from IBM Netezza, Information Management and Systems and Technology Group divisions. They will be here with the latest and greatest updates on the strategy and positioning of IBM data warehouse technologies! Don't miss this opportunity to hear from the team.

Subtrack: None

IDW-2685**Cracking the Active/Active Data Warehouse Dilemma**

With the increase in dynamic warehousing and real-time decision making, availability of the data warehouse is more important. As customers look to implement disaster recovery (DR) they consider "right-sizing" the DR system. Interest in leveraging the investment associated with implementing High Availability and/or DR systems is growing. This has been referred to as Active/Active or Dual-Active warehouse, in which applications can access two warehouses (primary and/or DR) that are being maintained as one. This session describes the IBM reference architecture for implementing a dual-active warehousing environment and right-sizing the DR site. The concepts presented also apply to IBM data warehouses, including the IBM Smart Analytics System.

Subtrack: None

IDW-2755**Unleashing Netezza—Netezza Solution Best Practices**

When the Netezza technology is introduced into a new environment, it can elicit as much mystery as it does excitement. This session will demystify and simplify many of the high-performance, sometimes counter-intuitive concepts used in the Netezza architecture, such as how to re-think a solution that is no longer enslaved to under-powered technology, how to best approach a migration from existing technology into a TwinFin, and discussion on using the platform for a data processing machine. Many new users have the same questions, such as where do we start, how do we get the most from the machine, and what do our people need to know?

Subtrack: None

IDW-2837**Capturing Outlaw Queries in DB2 Workload Manager**

Runaway queries are disruptive, harmful to performance and waste resources. They originate from many sources and can be difficult to identify and deal with. Workload management features, new in IBM DB2 V9.5, allow you to detect and isolate undesirable activities in the database. This session will cover a variety of common scenarios and show how best to address each one using workload management. Particular emphasis will be given to how to determine which recommended technique is applicable for each case.

Subtrack: None

IDW-3028**The Evolving IBM Netezza Product Family**

The challenges with data warehousing and analytics continue to grow at a tremendous pace. Whether you are dealing with exploding data volumes, the need to respond faster to business events or scale to serve the needs of a fast-growing user base, the innovations at Netezza will help you meet these challenges head on. Learn all about growing IBM Netezza product family and the developments underway that are enabling smarter analytics across the enterprise..

Subtrack: None

IDW-3067**IBM Netezza User Perspectives**

Hear from IBM Netezza users as they discuss their deployments, results and analytics initiatives.

Subtrack: None

IDW-3072**IBM Netezza Product Roadmap and Smart Consolidation Strategy**

During this session members of the IBM Netezza team will discuss key features and functionality of the appliance family and offer perspectives on innovations looking forward.

Subtrack: None

IDW-3073**Competitive Benchmarking at Netezza—an Introduction, Overview and Resources**

Performance, specifically processing speed as experienced by the end-user, is a core value proposition of the Netezza appliance family. The Netezza Competitive Benchmarking Group is responsible for measuring and communicating performance of Netezza products, as well as comparative performance measurement (where possible) of competitor products. This session will describe the current state of competitive benchmarking, including philosophy, methodology, achievements, plans and resources.

Subtrack: None

IDW-3100**Enabling the Smarter Planet with IBM Netezza Analytics**

During this session, Bill Zanine, Analytics Solution Executive for IBM Netezza, will showcase how IBM Netezza Analytics is used as the technology enablement of Big Data Analytics on TwinFin. Bill will speak about how i-Class can be leveraged for deeper and more complex pervasive analytics that drive quicker time to value and insights throughout enterprises.

Subtrack: None

IDW-3131**Rethinking Analytics: How In-Database Analytics Change the Game**

Expanding capabilities for in-database analytics, coupled with growing penetration of analytic appliances into the enterprise data warehousing landscape, pose new opportunities and challenges for practitioners, as well as implications for synergies between analytics and IT. As business enterprises accelerate their move toward advanced analytics for competitive advantage, the analytic environment is evolving to become more responsive to the growing needs for business information and solution implementation. In this session, we review recent developments in analytic technology, commonly used analytic methodologies, and limitations of those methodologies for in-database analytics.

Subtrack: None

IDW-3149**IBM Netezza Appliances 101
Wondering about IBM Netezza appliances?**

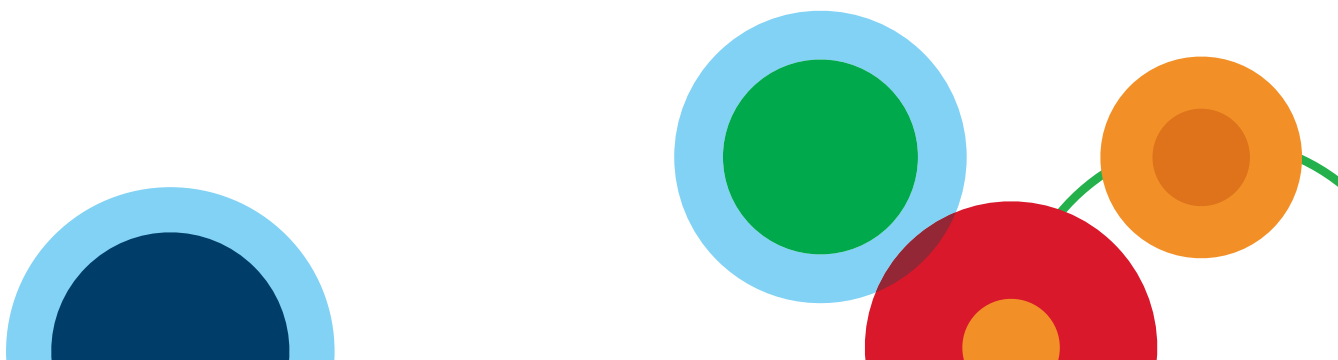
Join this session and learn about the role of appliances in the enterprise and hear how organizations are leveraging these appliances to take their business intelligence and advanced analytics to the next level.

Subtrack: None

IDW-3693**Insurance Business Transformation: iCAST a Partner Product on IBM Platform Solutions and IFW Framework**

iCAST from Telesis, an IBM partner organization, is a complete suite for Insurance Business Transformation and it is fully based on IBM Software. It offers a next-generation BI solution with actionable feedbacks to operational modules covering the operations like underwriting, actuarial risk and profitability, claims, compliance, and relationship marketing. This presentation will cover the product and the help that IBM products and teams have provided to Telesis.

Subtrack: None



IMS and Tools

IMS-1243

IMS Database Update

Join Greg Vance as he shares the latest enhancements for IMS Database availability and resiliency, including new support for IMS replication. In this session, you will learn how IMS Database function delivered in IMS 11 and IMS 12 can help you to build an IMS system, whose availability is measured in 5 9s, that is highly available and resilient. Enhanced resiliency of your IMS system through real-time data replication will also be discussed, including the role of IBM InfoSphere IMS Replication for z/OS. Hear the pros, cons, best practices, and recommendations from Greg!

Subtrack: None

IMS-1244

z/OS Product Maintenance Recommendations

This session provides a set of guidelines intended to produce a more stable environment. We'll discuss steps for major maintenance upgrades that can be used when doing a maintenance upgrade and/or to resolve issues when discrepancies arise between distribution and target environments. We'll cover common problems customers encounter, how to avoid them and how to resolve them when they occur. While the primary focus of this session is IMS, much of the information is applicable maintaining other products on the z/OS platform.

Subtrack: None

IMS-1245

IMS IVP—Way More Than Meets the Eye

Discuss many of the treasures that can be found in the IMS IVP. The IMS IVP does much more than just ensure the basic product function works. Discussion will focus on additional usages of the IMS IVP for both the experienced and novice IMS user. Come see what's already there for you and you may not even know it.

Subtrack: None

IMS-1330

IMS Tools Autonomics and Modernization—Trends and Directions

Imagine a world where you receive an alert on your phone or tablet computer, the alert informs you that one of your critical IMS databases will run out of space in a week given its current growth rate, so you schedule a reorganization at your next available maintenance window. Now, imagine that alert simply informed you that the reorganization had already been run, RC=0 and all is well. In IBM IMS Tools, we're working hard to make this scenario a reality, and soon. We want to take the day-to-day burden of IMS maintenance off of you and put it on to expert tooling that you can trust and access from anywhere! Come see what we have planned and learn how you can be a part of designing the next generation of intelligent IMS Tools from IBM.

Subtrack: None

IMS-1368

Advancements in IMS Application Development

The simplification of IMS Application Development is achieved through functional enhancements for IMS and its architected integration with several other IMS program products, including Rational Developer for System z and PDTools. Come learn about how you can simplify your IMS application development; this session will include live demos.

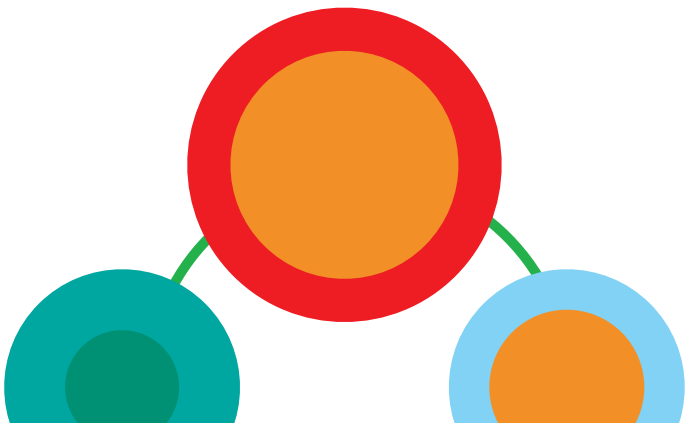
Subtrack: None

IMS-1372

New Backup and Recovery Strategies to Save Money and Reduce Recovery Time

Creating backups to protect from business data loss is expensive in terms of host CPU and I/O resource usage and they can reduce application availability. Recovering business and application data to common consistency points is complex and time consuming. This session describes how Recovery Expert tools can leverage your storage systems to backup data fast and efficiently and how application recovery time is reduced. You will learn how Recovery Expert tools reduce backup processing costs, simplify and automate data recovery procedures, reduce recovery time, and simplify disaster recovery operations

Subtrack: None



IMS-1378**Coordinated Disaster Recovery for IMS and DB2**

Are you concerned about being able to recover your business data successfully and in an acceptable amount of time for both your IMS and DB2 databases? This presentation describes storage-aware data management tools for IMS and DB2 that integrate storage-based fast-replication facilities with IMS and DB2 systems to provide fast and non-disruptive IMS and DB2 disaster recovery solutions. We will talk about how IMS Recovery Expert can provide a coordinated fast-replication solution to reduce costs, complexity, and time in backing up the IMS and DB2 production environment and recovering this environment at a remote site.

Subtrack: None

IMS-1383**IMS 10/11 Small Programming Enhancements—What you Need to Know for IMS 12**

IMS delivers customer solutions packages as new release versions. IMS 12 is the next announced version that provides new capabilities that can be used to meet the business needs of our customers. During the development process, customer solutions may be needed before the availability of a new IMS version. These small programming enhancements provide a delivery mechanism for solutions that customers can use with their existing IMS systems. In this session we will describe the solutions integrated in IMS 12 that will be available as small programming enhancements

Subtrack: None

IMS-1431**IMS Batch Terminal Simulator Version 4—What's New**

This session discusses the new features and functions provided by IMS Batch Terminal Simulator for z/OS Version 4. Distributed application development support helps you with its ability to accept and process the IMS Connect input extending the capabilities of IMS Batch Terminal Simulator and providing a truly comprehensive way to test and debug IMS applications. Eclipse based graphical interface improves usability of IMS Batch Terminal Simulator under the integration with Rational® Developer for z (RDz) and IBM Debug Tool for simplified and seamless development, test and debugging of applications. This drastically reduces the amount of z/OS specific knowledge an IMS application developer needs in order to develop and test IMS applications.

Subtrack: None

IMS-1432**It's Now Easier to Pinpoint the Source of Transaction Problems**

It should be easier to pinpoint the source of transaction problems. But even with all the performance technology that runs in most enterprises, identifying transactions and related data needed for analysis has been hampered by the scarcity of resources and the scope of the issue. Not only is there the inherent difficulty in analyzing transactions running across multiple environments, but a reliable framework for consolidating data and details is not available. The Transaction Analysis Workbench, working with other IBM tools, allows you to analyze transaction performance and behavioral problems by providing a platform for investigating logs and other historical data collected during transaction processing and system operations.

Subtrack: None

IMS-1433**Migration—Tips for Completing on Time and Successfully**

This session will discuss migration from BMC to IMS Tools.

Subtrack: None

IMS-1434**Fast Path Secondary Index Support**

IMS V12 introduced Fast Path Secondary Indexes. At long last, the ability to provide alternative indexes in the Fast Path world. These new indexes have need of analysis, build/rebuild, reorganization, backup and recovery utility support. Come and get the details on the supporting functions and utilities available in the IBM IMS Tools portfolio.

Subtrack: None

IMS-1482**WSDL-First: Web Service Trends on the Mainframe**

State-of-the-art SOA approaches are based on business semantics unrelated to existing implementations or database schemas. This leads to a WSDL-First approach to isolate changes and prevent ripple effects. This session overviews IBM WSDL-First solutions, and discusses Credit Suisse's experience in using WSDL-First approach. This session also looks at the future directions to extend the current support to a variety of runtime environments.

Subtrack: None

IMS-1647**Open Database Fast Start—the Whole Solution Up and Running in a Few Hours!**

Open Database has revolutionized the IMS application development scenario as a new solution offering scalable, distributed and high-speed local access to the IMS database resources. But, with it comes the task of setting up a number of new address spaces like OM, SCI, ODBM, etc. This session will show how to easily and quickly setup the Open Database solution using the IMS Initial Verification Program (IVP) application provided task.

Subtrack: None

IMS-1681**IMS 12 System Enhancements with Installation and Migration Considerations**

This session will cover the System Enhancements in IMS 12 such as improved logging capabilities, an enhancement for dynamic resource definition (DRD), syntax checker enhancements, and improved diagnostic capabilities. Installation and migration considerations for IMS 12 will also be discussed.

Subtrack: None

IMS-1682**Exploiting the Power of the Mainframe: the Latest News from System z**

Building on more than 45 years of innovation and value, mainframe computing remains a significant part of IBM strategy. This session discusses the latest enhancements in System z hardware (zEnterprise) and System z software (z/OS). Also reviewed are how the mainframe fits into IBM's latest strategies such as Smarter Planet, Smarter Computing, Business Analytics, Cloud Computing, Security and Resiliency, and Energy Management and Sustainability.

Subtrack: None

IMS-1683**IMS Performance Update**

Performance is one of the key hallmarks of IMS. This session will bring you up-to-speed on everything you need to know about keeping your IMS performance finely tuned. IMS 12 performance enhancements will be covered, but the discussion will also highlight performance topics from previous IMS releases as well.

Subtrack: None

IMS-1747**Position for IMS 12 Repository Usage with DRD Migration**

IMS 12 introduces a centralized method for storing and retrieving resource definitions in an IMSplex. Dynamic Resource Definition (DRD) is the first exploiter of the new repository, which enables one or more IMS systems in an IMSplex to manage, store, share, and retrieve resource definitions. Position your shop to take advantage of the improved IMS systems and resource definition management the repository offers by implementing DRD today. This session will discuss best practices for DRD migration that will simplify and facilitate the transition to this high availability method of managing IMS resources, thereby positioning your shop to take full advantage of the IMS 12 repository.

Subtrack: None

IMS-1748**IMS 12 Repository**

A new function aligned with IMS's strategic architectural direction, the IMS repository is shared between multiple IMS systems to manage, store and retrieve resource definitions from a single location. Dynamic Resource Definition (DRD) leverages the repository in IMS 12, eliminating the need to manually coordinate multiple sets of resource definition data sets (RDDSs), thereby simplifying resource manageability and improving availability and flexibility across an IMSplex. Attend this session to learn about the new repository functions components, setup requirements, implementation and usage with DRD, including new IMS commands.

Subtrack: None

IMS-1883**IMS Version 12 TM and Connectivity Enhancements**

IMS Version 12 adds many new capabilities to IMS in the transaction management and connectivity areas. This session will discuss the enhancements that affect OTMA, APPC, IMS Connect and MSC. Topics include OTMA security and performance, the new command interface for IMS Connect, how to leverage the new IMS Connect trace records for problem determination, and even discuss how transaction expiration enhancements affect your IMS MQ Bridge interface. It will also explain how you can more easily send messages from one IMS to another using TCP/IP connections.

Subtrack: None

IMS-1886**High Availability and Workload Balancing: IMS and SOA**

With the ever-increasing options to integrate IMS into an SOA world, care must be taken to ensure that the proper decisions are made for scalability, backup, and failure scenarios. This session explains and compares different options including DVIPA, Sysplex Distributor, IMS Connect Datastore routing, and the use of aliases with ODBM to manage workload requests for IMS resources.

Subtrack: None

IMS-1900**IMS Simplification: Shrinking the Generation Gap for IMS Application Development**

Imagine being brand new to the mainframe and sitting down to write and test your first IMS application. ISPF, TSO, COBOL, ASCII/EBCDIC, dependent regions, deployment, message queues, etc. And somewhere in there you need to actually write a program. Learn how IBM's newest suite of Eclipse-based tools eliminate these environment barriers and give you the tools you need to be comfortable and productive on Day 1. We will present an integrated set of tools, with a common look and feel, that simplify the development life cycle of your IMS Application Program. We will demonstrate how the IMS Enterprise Suite Explorer, Rational Developer for z, IBM Debug Tool and the IMS Batch Terminal Simulator (BTS) are modernizing application development.

Subtrack: None

IMS-1964**IMS V12 DB and DBRC**

IMS V12 was announced in October, 2010. This session will cover the new features in the Database and DBRC areas in IMS V12.

Subtrack: None

IMS-2384**IMS: Strategic SOA Integration Options and OnDemand Solutions**

Come to listen and learn how IMS has been revitalized with SOA solutions in multicomponent enterprise environments that span both host and distributed platforms. This session showcases successful enterprise integration stories, and also covers practical examples to help you learn how to effectively leverage SOA solutions and put them to work immediately!

Subtrack: None

IMS-2743**Introducing the IMS Catalog—Open Access to IMS DB Metadata**

Join us in this session to learn about the exciting IMS catalog. The catalog will store trusted IMS database metadata that is accessible across the enterprise and is a very important component of IMS database modernization. Attendees will see first-hand how the catalog can enable things like impact analysis and help put their arms around the IMS DB enterprise. Come see how the catalog will enable an improved application development experience using Java and IMS Open Database.

Subtrack: None

IMS-2806**Ford Builds Better Cars with IMS**

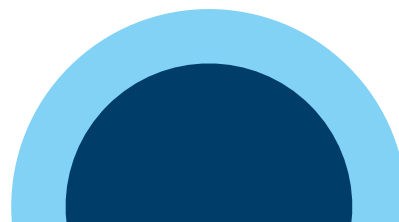
Ford employees need handheld access to IMS transactions to procure parts and supplies from vendors. Ford employees want web browsers with GUIs to access manufacturing IMS Transactions. Automobile manufacturing process analysts want to automate conversational IMS Transaction process flows. Come and see how Ford uses Blackberry phones to connect through IMS SOAP Gateway and IMS Connect to execute IMS procurement transactions. Ford easily web-enabled IMS Conversational Transactions using IMS MFS Web Enablement, and is choreographing existing IMS Conversational Transactions into composite process flows using BPM, WID, BPEL, WebSphere Process Server, IMS TM RA and IMS Connect. Discover how these innovations are helping Ford build better cars!

Subtrack: None

IMS-2821**IMS Application Modernization: Picking the Right Time to Introduce Web Services**

The State of Illinois is looking to modernize their solution offerings using web services and IMS SOAP Gateway. They are exploring some fundamental challenges with regard to application modernization: When is the "right" time to introduce web services? How do we help our customers take advantage of them after they are deployed? Join the State of Illinois to learn how they approached this challenge!

Subtrack: None



IMS-2843**IMS Update—Trends and Directions**

Join Beverly Tyrrell, Director of IMS, to hear the latest news about IBM's premier transaction and hierarchical database management system! Bev will share information about IMS strategy, enhancements, key announcements, our very active worldwide community activities, and more!

Subtrack: None

IMS-2912**IMS V11 Open Database for Java Applications**

IMS V11 introduced the capability to execute SQL via JDBC for distributed applications. This session will examine the new capabilities and the tremendous advantage this provides to organizations who routinely rely upon IMS-based data within J2EE/JEE Mission Critical Applications. The JDBC capability allows developers to utilize the same data access paradigm routinely used to access Relational Database Management Systems (RDBMS). Learn how this capability can change the way we look at IMS and how it fits into new solutions. Also, see how it can simplify your resource requirements as well as reduce costs and time-to-market.

Subtrack: None

IMS-3064**What's Next for IMS: The IMS 12 Era Arrives!**

IMS 12- you have heard about it, but what can it do for you? This session takes a look at how IMS 12 can help you improve system and application availability, and grow your IMS system as your business grows. Discussion will include enhancements to the IMS Transaction Manager and the IMS Database Manager as well as improved connectivity options with IMS Connect.

Subtrack: None

IMS-3601**IMS "Extreme Makeover" at Westpac**

Westpac is Australia's first bank, established in 1817 as the bank of New South Wales, and in 1982 becoming Westpac Banking Corporation. In this session, you will hear from Westpac about their successful migration from XRF to an IMSPLEX environment, including their rationale for migrating, how they staged their implementation, and the benefits they have gained.

Subtrack: None

IMS-3602**IMS and Cognos**

Cognos support for IMS enables you to monitor business events and integrate those events with contextual data from operational data stores in real-time, including IMS! Come to this session to learn how your business analytics can be supported with near real-time data from IMS.

Subtrack: None

Information Governance**IIG-1033****Centralized vs. Siloed Information Governance: Case Review of a Successful Centralized Implementation**

This session discusses centralized vs. siloed approaches to information governance implementation and the advantages and disadvantages of each approach. We'll also discuss a case study of a successful implementation of a centralized information governance program at Discover Financial Services.

Subtrack: None

IIG-1229**QBE: Reshaping Its Insurance Strategy with Innovations in Information Governance**

As one of the top 25 insurers and reinsurers worldwide across key global markets, QBE Insurance Group Limited is driving their business through innovation. In this session, QBE Management will describe how they have revolutionized their business by deploying an Information Governance strategy to drive alignment between the business and IT while driving integration across their systems. Because acquisitions play a key part of QBE's growth strategy, the creation of a Information Governance board has ensured they have a consolidated view of their business. QBE will discuss their organizational challenges, goals and strategy implemented to achieve their business objectives using the IBM Industry Models and Information Server.

Subtrack: None



IIG-1359**The Role of the Governance Czar at Northern Trust Bank of Chicago**

Northern Trust Bank of Chicago manages the financial portfolios for the world's wealthiest 200 families. High customer satisfaction is imperative to their model, and it requires their associates to have complete insight and understanding of their customers, their assets and their relationships to provide this superior service. Learn how Northern Trust is changing the way they do business in 2011 by implementing a single-view of their customer using InfoSphere MDM solutions with oversight and guidance from their Governance Czar.

Subtrack: None

IIG-2603**Demand Management Within BI**

This session will show how Commerzbank coped with the increasing demands of their Line of Business and got clear on how this demand management within BI should be covered. The session will be held in a discussion style together with IBM and the BICC Manager of Commerzbank.

Subtrack: None

IIG-2744**Utilizing the Industry Models for Data Governance: the Danske Bank Story**

In today's fast paced, globalized and information rich world, data governance is becoming a high priority for organizations. Large organizations are coming under an increasingly complex array of internal and external Information Governance obligations from multiple regulators, often across multiple jurisdictions. Danske will outline their approach to data governance, outlining the processes, roles and responsibilities needed. They will describe how they are using the Industry Models to help deliver their data governance program.

Subtrack: None

IIG-3135**Utilizing IBM Information Server for Enterprise Compliance**

SJM is using Information Server to address HIPAA and Sunshine Act regulatory compliance across the enterprise. They utilize IBM's Foundation Tools to create enterprise standards for business and medical term definitions. This project was implemented in less than two months and serves not only as the enterprise glossary of all terms but Information Server as the central point for all Information Governance at Saint Jude Medical.

Subtrack: None

IIG-3400**Data Governance at SunTrust**

Learn about the Data Governance journey at SunTrust bank. SunTrust's Data Governance program included a focus on credit risk, finance, and operations. Understand how SunTrust brought various participants together to align diverse parts of the organization behind a Data Governance program.

Subtrack: None

IIG-3401**Selling Information Governance to the Business: Best Practices by Industry and Job Function**

This session will discuss the best practices to generate sponsorship for an Information Governance program. It will discuss best practices by job function such as marketing, supply chain, risk management, finance, and legal. It will also discuss industry-specific aspects of Information Governance.

Subtrack: None

IIG-3500**Case Study: Implementing Metrics-Driven Data Governance**

In 2011, MDM and Data Governance are more about understanding how to engage your business processes successfully and who within your business is responsible. The specific focus on streamlining data can put pressure on your company to compete in today's marketplace unless you have a detailed data plan in mind. At Platts, McGraw-Hills' energy information division, the implementation for Data Governance was a necessary one. This session will share how Platts crafted a Data Governance program focused on customer data.

Subtrack: None

IIG-3501**Making an Information Governance Assessment Actionable with BCBS of Tennessee**

In 2010, IBM performed an information governance assessment for Blue Cross Blue Shield of Tennessee (BCBST). The scoring of that assessment was presented to our Data Governance Committee, and progress has been made in several key areas such as: 1. Data Stewardship; 2. Metadata Management; and 3. Data Quality Scorecard. This presentation will highlight the data governance organization structure employed at BCBST and will also include specific examples of improvements in key information governance domains.

Subtrack: None

**IIG-3569****The Global View of Information Governance**

Around the world, organizations are building Information Governance programs. In this presentation, we'll explore five use case scenarios from Singapore, Australia, North America, Latin America, South Africa, and Europe. Each scenario presents both technical and business challenges and you the audience will be asked to help solve the problems your worldly peers struggle with. This is an interactive workshop with many complex challenges from real life organizations and some surprising answers.

Subtrack: None

Information Lifecycle, Security and Privacy**IIS-1283****Kohl's eCommerce Improves QA, Time to Value and TCO with Optim and Discovery**

Learn how the Kohl's eCommerce team brought in Optim Test Data Management, Data Privacy and Discovery to improve QA, time to value of their testing processes and decrease the costs of their developer environment.

Subtrack: None

IIS-1356**Deep-Dive on InfoSphere Guardium Auditing and Security Policies**

InfoSphere Guardium is widely used to secure and audit large heterogeneous environments that include DB2, Informix, Netezza, Oracle, SQL Server, and more. Deployments usually start out by forming a set of policies that are derived from external regulations/compliance requirements or from internal policies. These policies become the heart of every deployment and are by far the most important element in an implementation. The InfoSphere Guardium policy engine is very sophisticated and functional—it can support a wide range of requirements. This session will review the capabilities of the policy engine, using some real-world examples to explore advanced capabilities. Basic prior knowledge of the InfoSphere Guardium solution is assumed.

Subtrack: None

IIS-1361**Capture/Replay with InfoSphere Optim Capture Replay and InfoSphere Guardium**

InfoSphere Optim Capture Replay is a new and innovative product that allows users to capture workloads and replay them to another database. The solution is based on InfoSphere Guardium database activity monitoring allowing non-intrusive capture of any workload on any production server. This data can then be replayed on the same or another database server—even to the point of being able to capture a workload on one database (e.g. Oracle or Sybase) and replay it into DB2/LUW. This session will review the main use cases for capture/replay, the functionality provided in the 2011 release and how to use the tool. The focus will be on capture/replay for distributed environments.

Subtrack: None

IIS-1373**Saving Petabytes with a Data Management Factory at T-Mobile**

T-Mobile has long been an innovation leader in the wireless communications industry. It is a huge creator of data and a consumer of massive amounts of data storage—literally petabytes of storage. As part of a major IT cost reduction initiative, T-Mobile made a strategic investment in IBM Optim in 2010, and set about creating a Data Management Factory for archiving and retiring high-volume applications, with a goal of reclaiming multiple petabytes of storage. Over the past year, we have developed and implemented the detailed processes and infrastructure to achieve this ambitious goal. This presentation highlights the best practices implemented to achieve repeatable Optim Solutions, and the significant benefits that have accrued to date.

Subtrack: None

IIS-1489**Databases Under Attack!—Securing Heterogeneous Database Infrastructures with InfoSphere Guardium**

This session will describe various methods of how attackers will attempt to gain access to your database infrastructure. It will show practical ways to identify these attacks and setup a proactive policy to block and prevent these activities. SQL injection attacks, hackers and insiders with malicious intentions are continuing to target databases containing organizations' most valuable data, such as customer records, financial information, employee PII and credit card data. According to Verizon's 2010 Data Breach Investigations Report, 92 percent of breached records originated in database servers requiring a greater effort to monitor and protect.

Subtrack: None

ILS-1642**InfoSphere Guardium Application User Identification**

Application Servers often use a pool of connections and a single database account to log into the database, but applications can contain hundreds of users. Since one database account is used, auditing technologies often find it difficult to track which person is behind a specific transaction. Knowing which application users performed which transactions is often a compliance requirement for legislation such as HIPAA and SOX. To solve this problem, InfoSphere Guardium supports five different methods for extracting application users from database transactions. Attend this session to understand which methods are appropriate for which situations and how this information can be used to help improve your audit reports.

Subtrack: None

ILS-1915**Successfully Retiring AS/400 and Custom Legacy Applications**

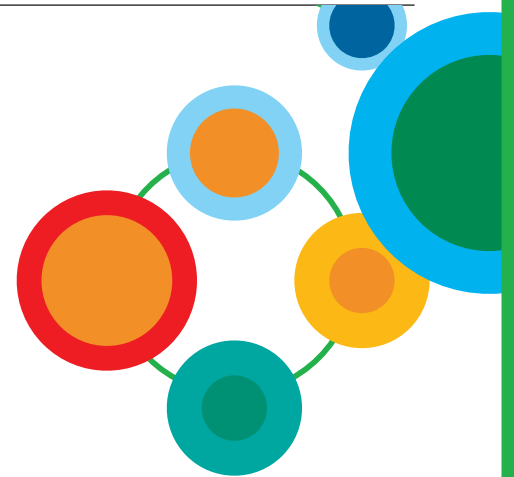
EMD Chemicals successfully divested two legacy applications by using the Optim Archival platform. The applications included an AS/400 based legacy as well as a custom Oracle-based application. Along with Advent Global, EMD will share how it was able to successfully divest these applications in three months, create a reporting platform that ensured access to the archived data and ensure no disruption to the user community.

Subtrack: None

ILS-2093**Case Study: How Baylor Hospital Improved ROI with InfoSphere Optim Solutions**

In this session, you will learn how Baylor Hospital implemented InfoSphere Optim Solutions for application retirement, managing data growth for electronic medical records, and masking patient health information while discovering data from custom and legacy applications. The session will provide best practices and lessons learned at Baylor Hospital.

Subtrack: None

**ILS-2154****Securing your Most Sensitive Enterprise Data (While Lowering Compliance Costs and Passing the Audit)**

According to Gartner, most enterprises are paying too little attention to the very real security risks associated with their databases. (Ten Database Activities Enterprise Need to Monitor, by Jeffrey Wheatman, April 2010). We take a look at how two industry-leading clients have effectively deployed IBM InfoSphere Guardium to protect their critical database environments and meet the needs of their auditors to address regulatory compliance requirements. This session will provide an overview of the InfoSphere Guardium solution and how it has effectively helped two leading customers lower their overall cost of compliance while providing them additional security controls to safeguard their sensitive data.

Subtrack: None

ILS-2186**Help Me Find My Test Data! A Case Study**

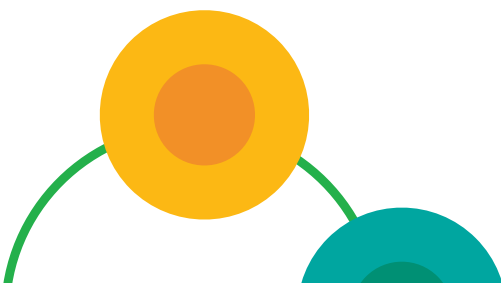
This presentation takes a customer perspective in using information management principles to find and consume relevant test data. This session will cover the approaches, technologies, and lessons learned in the continual quest to streamline test data consumption. Find out more about how this solution has been applied to both automated and manual Quality Assurance processes.

Subtrack: None

ILS-2187**Test Data Privacy—A Case Study**

Data privacy and identity theft prevention continue to be hot topics for IT professionals. Learn about a customer experience in securing sensitive test data in a major insurance company. This session will cover the ongoing lessons learned, technology choices and organizational challenges in a successful test data privacy program.

Subtrack: None



ILS-2252**Database Vulnerability Assessment: Preparing your Organization to Withstand Attack with InfoSphere Guardium**

One of the best ways to secure database infrastructures plus comply with regulations and pass your audits is to regularly perform security assessments of your database environment. Security assessments evaluate the security strength of your database environment and compare it with industry best practices. These in-depth evaluations examine patch levels and database configurations to highlight vulnerabilities in your environment so you can quickly remediate problems and safeguard your critical enterprise data from both internal and external threats.

Subtrack: None

ILS-2342**Best Practices in Data Archiving Using IBM Optim Data Growth**

This session will cover experience gained in the course of implementing data archiving projects at CenturyLink. Topics include: Industry Overview, Optim Data Growth Functions, Requirements Gathering Application and End User Impact, Working with Optim Data Growth components, Production Implementation Considerations.

Subtrack: None

ILS-2810**Building and Implementing the Archive Factory Using Optim Data Growth Solution**

Building and implementing the Archive Factory for structured databases is not just a matter of implementing a technology. There are dependencies on many other aspects; records management policies, retention and deletion schedules, analytic data environments, multiple content types (structured databases, unstructured and semistructured content) and disparate platforms. This presentation addresses how to build and implement a database archive factory that is a part of the overall records management, reduces storage cost, and improves database performance.

Subtrack: None

ILS-2892**IBM InfoSphere Optim and IBM InfoSphere Guardium Strategy and Road map**

As many people within organizations that are implementing an information governance program can tell you, it isn't a simple task. The same can be said for building out the capabilities required to support such programs. In this session you will hear directly from the leaders responsible for building the IBM InfoSphere Optim and IBM InfoSphere Guardium portfolios to support the life cycle and security and privacy aspects of information governance. Come to this session to hear about where the portfolio resides today and where it is going in the future to better support you and your organization's requirements for better governance.

Subtrack: None

ILS-3047**Maximizing your SAP Investment: How Bolton Reduced Costs and Sped SAP Projects**

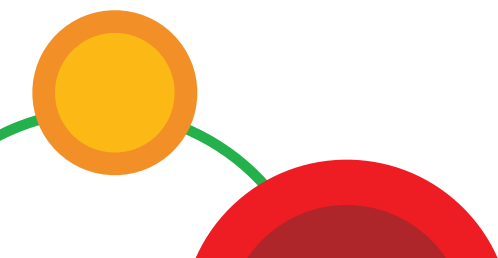
Today's organizations depend on the accuracy, quality and reliability of SAP applications to support critical business operations. To that end, SAP teams are striving to speed the deployment of application upgrades, support packs and new functionality, all while staying within tight budgets. In this session, learn how the Bolton Group reduced the time, cost and complexity associated with SAP test and development projects, improving SAP performance and reducing storage needs by almost 50 percent. Gain insight on how their SAP project teams can anticipate the impact of SAP system changes to ensure a smooth application delivery, and how they streamline test and development cycles through effective test data management.

Subtrack: None

ILS-3301**Cloud and Database Security, Compliance and Information Governance: What the Experts Are Saying**

Data leaks, cyber attacks, rogue insiders and compliance are compelling organizations to deploy new technologies for continuous database monitoring and auditing. Plus, cloud computing can add risk by exposing sensitive data to cloud administrators and new types of VM vulnerabilities. In this session, you'll hear how to tackle data security in both traditional data center and cloud environments from our expert panel: Rich Mogull, Securosis CEO and member of the Cloud Security Alliance Certification Board; Scott Crawford, Managing Research Director, Security and Risk Management, EMA; Kris Lovejoy, VP of IT Risk, IBM; Ivan Millman, Security/Governance Architect, IBM. Moderator: Phil Neray, VP of Data Security Strategy, InfoSphere Guardium and Optim.

Subtrack: None



ILS-3499

Delivering Data Encryption Within International Rectifier's SAP Environment

International Rectifier needed a solution to encrypt their SAP environment. The solution needed to be delivered within an aggressive timeline, not interfere with SAP delivery schedule and meet the regulatory compliance driving encryption adoption. International Rectifier choose IBM Encryption Expert to provide the encryption and data protection solution. This session will cover the basic architecture of the solution, how it was delivered, and the value it provides to International Rectifier's business.

Subtrack: None

ILS-3511

Managing Data Growth to Improve Application Performance

Scholastic is the world's largest publisher and distributor of children's books. They are using JD Edwards and were encountering poor performance issues as well as the inability to run certain integrity reports due to the large amount of historical data. GCS proposed InfoSphere Optim Data Growth Solution to Scholastic and they are in the implementation process. They have already experienced measurable benefits and reports that had not run in 7 years are now executed in under a minute.

Subtrack: None

Information Solutions Architecture

ISA-1360

Three Keys to Building a Successful Solution Information Architecture

Most of us understand the importance of a solution information architecture, but many are struggling with how to build one. This session will touch on three keys to building a successful solution information architecture: First, transform IT to align with your business initiatives. Second, leverage Reference Architectures (RA), such as the IBM Information On Demand and SOA RA, to create a solid foundation for solution information architecture. Third, bring technologies to life through proven methodologies. We will walk through the end-to-end process of building an information architecture using a real customer case studies. You will come away with a bag of tools and enthusiasm to build your own solution information architecture.

Subtrack: None

ISA-1406

Raymond James Customer Use Case: Using the Financial Markets Data Warehouse for a Real-Time Data Capture

Raymond James Customer Use Case: This will be an overview of how the Financial Markets Data Warehouse Industry Model is being used to design/model/create a data store for real time data. By using a bottom up approach, detailed element requirements are being used to identify entity and attribute scope items to include in the data store. Analysis is then done to determine logical to physical transformations and to provide coverage. How the use of extend and harvest within the tool is being used to manage incremental changes to support Agile SCRUM development.

Subtrack: None

ISA-1532

Derive Business Value Leveraging DataStage to Mine Voluminous Call Data Records—Telecom Industry Solution

End to end CDR to DWH solution for Telco domain. Leverage the large volume analytics capabilities of DataStage for Telco CDR processing to enhance revenue assurance and realize additional marketing opportunities. The proposed single point cohesive solution has expandable support for multiple data sources— various switches and other sources. Input records are first validated and formatted for normalizing the record structure and subject to consolidation. The solution uses Bloom Filter for deduplication of records. It includes capabilities like stitching partial records and custom record validation rules. The architecture allows easy changes to the jobs such as adding a new analytic angle or looking at the trends of a new metric, etc

Subtrack: None

ISA-2031

Metadata Enables Data Quality for Telco Churn Analytics in a DB2 Warehouse

Metadata and metadata management are becoming increasingly important for business optimization and for multiple aspects of deploying and operating smarter information infrastructure components. For example, churn analytics in an InfoSphere Dynamic Warehouse on DB2 requires high data quality. If the BI reports for churn analytics don't show proper results, data lineage exploiting end-to-end metadata capabilities help to determine the root cause of the data quality issues caused by wrong ETL transformations. We show with a live demonstration how this is done with a solution scenario based on DB2 database, the InfoSphere Dynamic Warehouse on the InfoSphere Information Server platform for ETL and metadata infrastructure.

Subtrack: None

ISA-2324**Improving Enterprise Data Quality Using a Disciplined Community-Driven Solution Pattern**

Enterprise data quality is business critical but often challenging to maintain when various stakeholders, processes, and data owners contribute. Besides identifying data quality issues for correction, effective communication and disciplined collaboration within the user community are equally as important. In this session, we will present a solution pattern that enables a disciplined community-driven data quality improvement process through the integration of: InfoSphere DataStage/QualityStage to identify and fix quality issues—Cognos Business Intelligence to communicate unresolved issues with role-based reports, Rational Team Concert to track and resolve issues, Rational Asset Manager to manage and collaborate on issues reports.

Subtrack: None

ISA-2398**A Six-Step Process to Create Data Governance and Manage your Viral Data**

This session will provide business leaders and managers with a six-step process for establishing and using a data governance program. The process covers elements for governing all aspects of the software development lifecycle. Session will also include a discussion on Data Forensics and Viral Data by leading industry author, Neal Fishman.

Subtrack: None

ISA-2593**IM Reference Architectures and Stone Soup IMF Accelerators**

Information Management Foundation (IMF) architectures for driving Business Optimization and Analytics (BAO). Focus is on Data Governance, Data Models, and accelerating Data Integration deployments. Presents the best thinking and experience of IBM in the field leveraging IBM Stone Soup assets. Also discusses the state-of-the-art in Enterprise Architecture for Distributed Data Integration, Data Quality, MDM, and Stream Analytics. How to manage massive data volumes, real time, low latency, transactional, and large scale batch processing within an integrated “mixed workload” architecture. Standard Chartered Bank will also discuss their views.

Subtrack: None

ISA-2848**Accelerating the Information Management Lifecycle Through Integrations with InfoSphere Data Architect**

Whether a project is focused on Master Data Management, Business Intelligence Reporting, Data Governance, or Data-Driven Software Development, data modeling is a core activity in successfully developing and deploying solutions. IBM has focused on integrating many software offerings in order to enable enterprise users in various roles to communicate effectively and to be more efficient in Information Lifecycle Management initiatives. This presentation will focus on leveraging InfoSphere Data Architect and its integrations across the IBM software portfolio to accelerate data integration and business intelligence solutions, data privacy initiatives, and the development and deployment of data-driven applications.

Subtrack: None

ISA-3127**Leveraging in Mission Critical Environments with DB2 and Optim—a Superior Court Case**

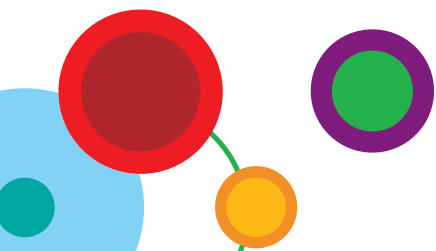
Showcase a real data governance opportunity in the Brazilian superior court of justice. How a solution comprised of IBM products, such as DB2, Optim and Guardium could help them lower their operational costs, improve productivity and ensure highly-available and secure environments, thereby providing access to vital information and safekeeping private data.

Subtrack: None

ISA-3355**Smart Solutions Leverage Enterprise Architecture Patterns and Usage Scenarios**

Learn to create a smarter Enterprise Architecture resulting in robust enterprise solutions. External demands like global customers, compliance, and sustaining competitive advantage require businesses to be flexible. Enterprise Architecture assists in achieving agility, allowing businesses to quickly adapt to change. The primary benefit of creating an Enterprise Architecture is to ensure that business initiatives drive IT investments. In addition, Enterprise Architecture allows traceability from the business strategy down to the underlying technology, resulting in delivering comprehensive and robust solutions while reducing risks at the same time. We will review patterns and usage scenarios that influence smarter architectures.

Subtrack: None



**ISA-3366**

Cost Reduction Using Data Archiving and Test Data Management in Advanced Telco Environments

Telecom organizations worldwide are experiencing explosive data growth and associated costs. The presentation will use case studies in data archiving and test data management to show how cost reduction programs can be successfully implemented.

Subtrack: None

ISA-3368

Advanced Reference Data and Hierarchy Management for Banking and Financial Services

In this session, we will show how to use some of the products in the IBM Software Group IM portfolio to manage enterprise reference data including hierarchical data such as financial, product and geographic hierarchies which are used as Data Warehouse dimensions. The session will be educational and will use some customer use cases in the Banking and Financial Services industry to illustrate the analysis, rationale and decision points to recommend a specific solution.

Subtrack: None

ISA-3373

Fraud Detection and Management for Government Agencies and Public Sector

Attendees will learn how Information Server, MDM Server, Identity Insight, ISAS, Optim, and Guardium can be integrated together to provide a comprehensive solution to detect and manage crime in a complex business scenario. Additional considerations will be discussed for adding Advanced Case Management to provide a complete operational and analytic environment.

Subtrack: None

ISA-3381

Advanced Architecture for Real-Time Data Integration and Straight-Through Processing With Unlimited Scaleup and HA

Advanced Architectures for Banking and Telco require processing large volumes complex data. But, when the data must also be controlled via transaction-oriented concepts, this makes parallel processing a real challenge. To meet the demands of scalable, high volume, transaction processing InfoSphere now has the Distributed Transaction Stage (DTS). The DTS allows for complete transaction control within the XA standards, along with maintaining the capability of parallel processing. This session will explore the technical inner workings of the DTS as well as the additional tools/concepts needed to support this transactional approach.

Subtrack: None

ISA-3410

Accelerating your Enterprise with Advanced Data Flow and Low-Latency Architectures

This session discusses advanced data flow and stream architectures for accelerating Enterprise Information Processing and Achieving Information on Demand. We'll present state-of-the-art in Enterprise Technical Architecture for Distributed Transaction Processing, Data Integration, and Stream Analytics. How to manage massive data volumes, real time, low latency, transactional, and large scale batch processing within an integrated architecture. This session presents the best thinking and experience of IBM in the field. Steve Rubinow, Global CIO of the New York Stock Exchange, will also discuss his views and their use of Netezza.

Subtrack: None

ISA-3411

DTCC Case Study: Master Data Redesign; Impact to Business Transformation in Financial Markets

This session will show advanced capabilities for enterprise synchronization of Master Data within an enterprise. Including the ability to do massive scaleup to achieve fundamental new capability as a stepping stone to the Information Agenda. John Yelle Director of Architecture DTCC and Ron Jordan, Chief Data Officer of DTCC will give his views

Subtrack: None

ISA-3412**Morgan Stanley Case Study: Risk Management Perspective**

The ability to integrate Structured and Unstructured data and establish a data governance framework for your Risk and Compliance initiatives is presented. A strategy and road map for moving forward is presented. This session presents best practices and techniques for Data Governance, Data Architecture, and establishing your strategic Data Infrastructure.

Subtrack: None

ISA-3414**Bank of America and IBM discuss Shared Service Grid Computing to Optimize your Enterprise**

Bank of America and IBM discuss how to setup and deploy a multi-node shared services Data Integration environment. Demonstration of dynamic allocation of processing across nodes for massive parallel scale up with the IM suite of products. How to combine processing centers and consolidate SMP proliferation into a more robust common processing environment. Failure recovery restart, HA/DR, and dynamic reconfiguration on the fly will be shown.

Subtrack: None

ISA-3449**SAP Case Studies: Successful Experiences and Best Practices of Successful Application Consolidation Projects**

SAP ERP Deployment and Consolidation Case Studies: Experiences and lessons learned from application consolidation projects using the InfoSphere Information Server suite of tools. Ready to Launch methodology combined with Conversion Workbench for SAP Applications Accelerator help reduce the risks of such projects and take the data off the critical path. We will discuss how these tools help you deploy high quality-cleansed data in a repeatable and reusable fashion, how the accelerator did reduce the overall project effort and risk, and how the methodology ensures a successful deployment by bringing together the functional and technical teams. We'll demonstrate some of the critical accelerators such as the gap reports and the transcoding framework.

Subtrack: None

ISA-3730**Case Study: Creating a Single view of Well, Reservoir, and Fields and Measuring Data Quality with Chevron**

How Master Data Management in the Oil and Gas industry helps create a single view of Well, Reservoir and Fields for better business insight and operations management. Measuring Data Quality and tying this to business benefits from creating a single view of assets.

Subtrack: None

ISA-3734**McCain Foods Case Study: Avoiding "Load And Explode" for SAP Data Migrations**

McCain Foods leveraged IBM's InfoSphere Ready to Launch (RTL) for SAP Applications solution to reduce risk and cost during the data preparation/migration phase of their One McCain SAP implementation. Integrating the data and process team, McCain was able to understand the relationships between SAP processes and data and subsequently improve the quality of their information-driven processes. Ready to Launch methodology not only enabled McCain to mirror their data preparation process to the SAP implementation template, but also provided the opportunity to exploit IBM's market-leading technology and accelerators for SAP. The benefits of leveraging IBM's experience (SAP implementation partner) and lessons learned through phase 1 will be shared.

Subtrack: None

Informix and Tools**IDS-1301****Now Everything you Have Ever Wanted in Business Intelligence Is Possible**

The new Informix Warehouse Accelerator (IWA) from IBM has completely transformed business intelligence. Now, incredible solutions are not only possible, they are affordable and easily achieved. We will present examples of real world solutions that could not exist without IWA. We will cover how the nightly update capabilities permit regional police departments to obtain "link analysis" information in real-time, during a traffic stop. We will show how IWA, properly configured, allows health care cost containment initiatives to execute thousands of queries per day. The design and deployment details are also discussed, demonstrating just how simple it is to create these solutions for your customers.

Subtrack: None

**IDS-1744**

Building Fast Data Warehouses with Informix Warehouse Accelerator

Informix is a great data warehouse server and is used by many customers as a warehouse database. With the new Informix Warehouse Accelerator from IBM, you can make business decisions faster than ever! This session will focus on our experience with building warehouses, best practices for warehouse development and the exciting new capabilities of Informix Warehouse Accelerator.

Subtrack: None

IDS-1904

Informix Flexible Grid

The Informix Flexible Grid takes high availability and clustering to a new level. At the same time, it also provides a foundation for the implementation of a private cloud. This session will describe Informix Flexible Grid and how it can be used to address many common business challenges.

Subtrack: None

IDS-1906

Informix in the Cloud

The cloud is currently a hot topic. This session will discuss how the Informix Database can be deployed in common cloud offerings and also how to create a private cloud using the existing Informix server.

Subtrack: None

IDS-1995

Managing Resources in a Resource-Restrictive Environment

In the application embed space, resources are scarce. Informix provides an array of features that make it ideal as a solution for embedded data management where DBA and other resources are not available. This session will cover some of those features including the introduction of the Low Memory Manager and Set Session Limits features.

Subtrack: None

IDS-2020

Technologies You Must Know for Web Application

This presentation provides an overview of the major technologies involved in web application development from the browser to the database server. This will give you a set of technologies to pick from for your web projects.

Subtrack: None

IDS-2180

Successful Implementation of Informix-Based Billing System for a Large Energy Client in Poland

Implementation and centralization of the billing systems based on Informix.

Subtrack: None

IDS-2220

Columnar Databases Are Hot and Informix Has It!

This session highlights the Informix Warehouse Accelerator that adds support for columnar database in Informix warehouse environments. See how you can achieve orders of magnitude of performance benefits with the in-memory data storage provided by Informix.

Subtrack: None

IDS-2227

Understanding Time-Series Data and Why It Matters

This session will focus on time series data—what it is, what it is good for, and how to store and retrieve it efficiently. The talk will refer to use cases from energy and utilities and financial market to illustrate points. In addition, IBM solutions for handling time series data will be reviewed.

Subtrack: None

IDS-2249

Smarter Healthcare with Informix Genero

This presentation will demonstrate the effectiveness of the Informix database server in a health care setting and the power of Informix Genero in health care and its ability to extend the 4GL technology into modern settings. Software developers, system architects and sales and business professionals in and outside of health care will benefit from a case study that identifies the business and compliance problems presented by e-prescribing as well as the technological hurdles overcome by the Informix Genero platform. Using Genero and its web services capability, we will detail the speed and simplicity with which the integration with a SaaS solution was accomplished.

Subtrack: None

IDS-2374

IBM Informix Warehouse Overview and Road map

Discussion of Warehousing capabilities within the Informix products, including the Informix engine and Informix Warehouse Accelerator.

Subtrack: None

IDS-2464

Improving ROI by Leveraging the New Storage Features of Informix

A comprehensive look at the new Informix storage features which have been released over the last year and how to utilize them to improve ROI. These include compression, compaction, and establishing effective provision policies.

Subtrack: None

IDS-2469

How to Make an Enterprises-Class Database Invisible Inside your Application

Find out how to embed a hands-off database into your application in record time while leveraging enterprise-class features such as: database scheduler, heterogeneous “update anywhere” replication, and automatic storage provisioning.

Subtrack: None

IDS-2515

Efficient Vehicle Tracking System and Other Uses of Informix TimeSeries and Spatial Capabilities

This presentation will review use cases from the transportation industry and how Informix TimeSeries and Spatial capabilities enable powerful and efficient solutions. It will provide an overview of these capabilities, including business benefits. It also includes the positioning of these features in solutions such as a Vehicle Tracking System and considerations for making the most efficient solution from development, storage and performance perspectives. At the end of presentation, a demo will be shown to illustrate an actual working solution that could be applicable across multiple industries.

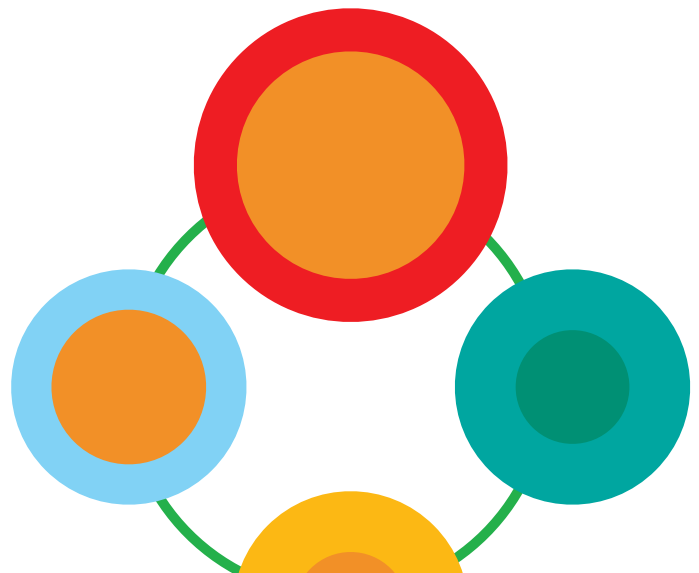
Subtrack: None

IDS-2811

Add a GUI or Web Front End to your 4GL with Informix Genero

Determining the best path for modernization of your 4GL programs has been a tough decision, yet you want to leverage your existing investments! You like the ease of development, performance, and footprint of your current 4GL, but want to run the app on the web, Windows, or mobile devices. Informix Genero lets you have the best of both worlds! Genero is an industry tested logical superset of 4GL that mixes everything that is good about 4GL with well designed updates to support creation of modern GUI applications to any of these environments. We'll discuss some real 4GL scenarios and discuss some options for modernization and deployment in these new environments.

Subtrack: None



IDS-2824

The World's Largest Supplier of Beef to McDonald's Leverages Informix Flexible Grid

This session will explain why Marfrig, the world's largest supplier of beef to McDonald's, chose Informix instead Oracle. It will tell us about the implementation process and architecture, as well as some numbers and results for their business.

Subtrack: None

IDS-2864

Performance and Scalability of Informix Ultimate Warehouse Edition on Intel Xeon E7 Processors

As part of the Informix Ultimate Warehouse Edition, Informix Warehouse Accelerator (IWA) transparently provides up to several orders of a magnitude speed up in query performance for Informix Dynamic Server (IDS), as well as enormous administrative cost savings. Combined with the Intel Xeon E7 processor series, Informix and the Accelerator brings the performance and scalability of IDS solutions to new levels. This presentation will give best practices and benefits of IWA and the Intel Xeon E7 processors, and highlight the implications and performance benefits of running IDS and IWA on these processors, compared to previous releases of IDS and prior Intel server platforms.

Subtrack: None

IDS-2875

Deep Compression in a Real World—Saving Time and Money

This session explores how compression can help save time and money, including how to implement in the real world of really huge tables to save space, energy, etc.

Subtrack: None

IDS-2885

How Health Insurance Solutions Can Be Smarter with Informix

This session will look at how Orizon develops solutions to increase the quality of their customer relationships with a paperless environment, improved governance and control, and Business Intelligence.

Subtrack: None

IDS-2896

Best Warehouse Practices by a Government Trying to Build a Smarter City

Learn how the financial department of a government uses Informix, Informix Warehouse Accelerator and XML to improve intelligence to manage taxes.

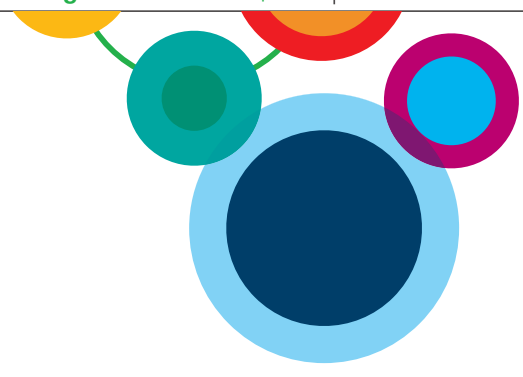
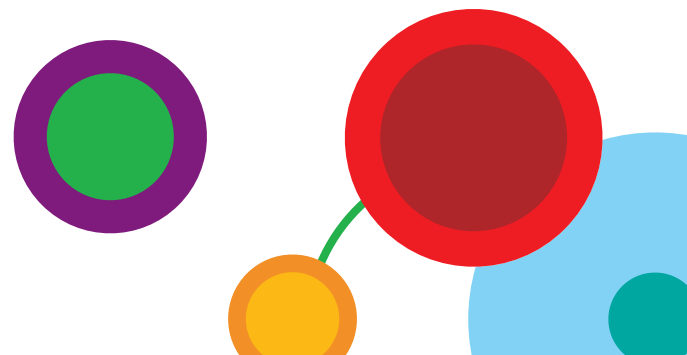
Subtrack: None

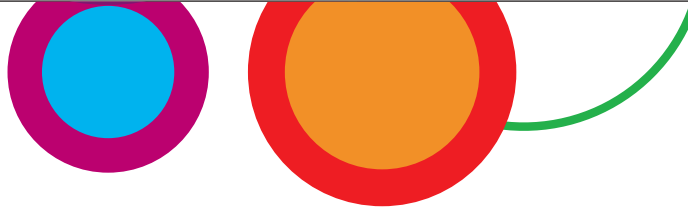
IDS-3054

Implementing Data Encryption in a Retail and HIPAA Environment

Learn how to use IBM Data Encryption Expert to encrypt your Informix data. Learn about setting up policies for that data, and configuring the DEE agent to process those policies against Informix.

Subtrack: None



**IDS-3104****Easy ROI and Implementation with IBM Cognos Express and IBM Data Products**

This is a customer success story for Superior Manufacturing's implementation of Cognos Express, Informix Warehouse, Informix 11.7, and Four J's Genero (now sold by IBM). Because of its long-term commitment to Informix and One Point Solutions, Superior purchased CX via One Point, who helped them implement it in an all-IBM environment including the above products and server, showing a very quick ROI and ability to provide turnkey reporting to its execs and users. This will include best practices and a demo.

Subtrack: None

IDS-3137**Leverage the Best from the Latest Informix Performance Features**

Discover the latest ways to improve performance with Informix. Forest of Trees Index reduces root node contention while allowing higher scalability. CUDR Preload Feature allows Informix threads to perform with less overhead when you preload your CUDR shared libraries. Disable Foreign Key Indexes will reduce index maintenance and free up disk space for foreign key indexes that are not used for your SQL. Network Name Service Caching will cache host, user, service, and group lookups to reduce the cost of looking these up for each connection. Multiple Listener Threads can spread the listening responsibilities across processes for parallel throughput.

Subtrack: None

IDS-3191**Rolling Upgrade of Informix Server**

Informix 11.7 supports "rolling upgrade," a method of upgrading a running instance in a cluster with practically no downtime. This presentation will discuss our experience upgrading the 50 GB "ATM" database used by Informix Development and QA to store the test data for Informix Server going back almost a decade. A rolling upgrade uses several features of Informix Flexible Grid.

Subtrack: None

IDS-3285**Eat OATs? Keeping Healthy with the Graphical OpenAdmin Tool for Informix**

Understand the capabilities and architecture of OAT, OpenAdmin Tool. This will be an overview of the capabilities of OAT, highlighting such things as, Replication, Query Tracing, Database Compression, Performance History Graphs, Auto Update Statistics, Space Management, along with the many other capabilities. An overview of the architecture and what open source components are utilized within OAT conclude this talk.

Subtrack: None

IDS-3595**How Deister's ERP Solution Runs Spain's Leading Pharmaceutical Company's Business on Informix**

This session will discuss Deister's ERP solution's capabilities and one of their implementations on their Pharmaceutical customer, Fed Frama. Fed Frama also uses Informix's replication technology extensively. The customer has the ability to remotely run and track the business through mobile devices. This solution also provides PoS ability.

Subtrack: None

Innovations in Information Management**IIM-1457****Gaining Supply Chain Visibility: InfoSphere Traceability Server Deep-Dive**

Do you know where your car parts are from? Do you know where the food on your table was produced? Are you confident that your medications are not counterfeit? These questions stem from a lack of visibility across supply chains. Corporate initiatives and government regulations are spurring companies to establish better visibility across their supply chains. IBM's InfoSphere Traceability Server offering provides companies with the ability to track and trace ingredients, components and products through the supply chain. This session is a deep-dive into how this is put to work in solving traceability use cases across many industries.

Subtrack: None

IIM-2423**InfoSphere Streams Product Deep-Dive**

Organizations around the world use InfoSphere Streams to enable continuous and high-speed analysis of massive volumes of data-in-motion. This session provides a technical discussion of this offering including recent product enhancements and product road map. See the product in action as we cover best practices on deployment and lessons learned from our extensive client work.

Subtrack: None

IIM-2432**Reeling in Big Data for Smarter Business Outcomes**

One of the unique benefits of IBM's platform for Big Data is that its two core technologies, InfoSphere BigInsights and InfoSphere Streams, are built to work together. This integration not only enables data flow between the two products, but also controls flows to enable models to adapt to represent the real-world accurately, as it changes. We call this unique capability, Adaptive Real-Time Analytics. Become smarter and more agile by using these techniques to extract insight from relational data as well as non-relational data types such as audio, video and images.

Subtrack: None

IIM-2608**Ready, Set, Go! IBM Workload Deployer**

Take the tedium out of everyday tasks and join the agile world of cloud computing with the IBM Workload Deployer. Lower costs through consolidation, standardization and automation using your existing hardware all from IBM's cutting-edge Platform as a Service. Deploy analytics, web applications or other common business solutions (including your own) at the click of a button. The IBM Workload Deployer can transform your IT shop into a easy to use cloud!

Subtrack: None

IIM-3605**Smart Grid Case Study: Pacific Northwest Smart Grid Demonstration**

The energy production and delivery industry is rapidly moving towards placing smart sensors and meters along the production, transmission and distribution systems to get granular real-time data about the current state of faults and load. These investments also can help empower consumers by providing them with near real-time information about their energy usage patterns and by allowing them to engage in demand-response and other conservation measures, as well as time-of-use and real-time pricing. Learn how Batelle Memorial Institute is using InfoSphere Streams and Netezza to help Pacific Northwest National Labs demonstrate the value of the Smart Grid.

Subtrack: None

IIM-3606**360-Degree Customer Understanding with Hadoop-Based InfoSphere BigInsights**

How well do you know your customers and can you direct all your interactions with them in real-time? Do you understand their purchase history across all channels? What does their click-stream history tell you about their preferences? Can you combine this information with their history of customer service interactions? Do you know what they are saying about you across various social media outlets? How do they influence other existing or potential customers? Unless you can make sense of all this data in a holistic fashion, your understanding of your customer is incomplete at best. Learn how InfoSphere BigInsights can help you take your customer relationship to the next level.

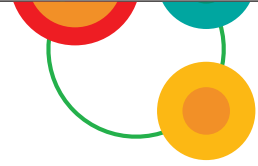
Subtrack: None

IIM-3607**Big Data Strategy and Business Innovation for the Enterprise**

How can you use the ever increasing volumes of information generated and collected by your organization to become more innovative and beat the competition? InfoSphere BigInsights, IBM's Hadoop-based offering, allows you to explore your data for patterns, and test new hypotheses without having to invest in up-front data preparation. Its ability to handle massive volumes of data means that you can make use of ALL your data rather than subsets of it. This session will cover several mini-case studies where IBM has helped customers implement first of a kind Big Data solutions that fundamentally changed the art of the possible. We will cover lessons learned and how to select the right projects to get started with.

Subtrack: None



**IIM-3608****Bringing Big Data to the Enterprise: Extending the Value of your Existing IT Infrastructure**

IBM simplifies and accelerates the introduction of Big Data technologies to your enterprise by enabling integration with your information supply chain including the data warehouse, database, business process management solutions, and information integration solutions. Learn why it is important to develop an enterprise architecture that considers both Big Data and traditional technologies, how IBM enables integration between the two, and tips for using Big Data to enhance and extend the value of your existing enterprise infrastructure.

Subtrack: None

IIM-3609**Save Money and Work Smarter—Bring the Benefits of Cloud Computing In House**

Cloud computing centers leverage time-tested best practices to reduce costs and improve operational efficiency. Why shouldn't you be able to recognize these benefits in your own data centers? Whether cramming your workloads onto the least amount of hardware, reducing energy costs or enabling your organization to focus less on technology and more on business goals, learn the secrets of cloud economics.

Subtrack: None

IIM-3612**Demystifying Deployment of InfoSphere Streams**

You've heard about InfoSphere Streams - capable of massive data ingest, able to handle a variety of data types, and built to perform sophisticated data analytics with micro-second latencies. Now learn what it takes to deploy this big data technology in your enterprise. In this session, Dr. Alex Philp, CEO of TerraEchos, Inc. will discuss best practices and tips for maximizing project ROI, garnered from his experience deploying InfoSphere Streams at multiple customer sites and mission critical applications. Also, hear from one of IBM's own product experts to learn about Streams features designed to speed deployment of simple and complex solutions, and make the technology accessible to your own enterprise development team.

Subtrack: None

IIM-3614**BigInsights Product Deep-Dive: Hadoop and a Whole Lot More**

This session will walk you through the architecture and capabilities of the IBM InfoSphere BigInsights product showcasing the enterprise-ready capabilities that we have built to augment and leverage the Map Reduce paradigm. You will learn how you can achieve both storage and compute scale out across a set of new class of applications targeted for handling large volumes, variety, and velocity of data while enabling seamless integration with the assets in your enterprise infrastructure. We will cover best practices on getting started and smart use case/problem selection for Hadoop-inspired solutions.

Subtrack: None

IIM-3622**Big Data Case Study—How IBM Revolutionized Capital Equipment Planning**

From manufacturing equipment to energy generation assets to data center hardware, enterprises invest millions of dollars in capital assets with few tools for making sure they are getting the most for their money. Learn how InfoSphere BigInsights can be used to help you better understand how your business uses these assets, and what you can do to increase their service life and operational efficiency. Hear how we are helping one green energy customer maximize output of their power generation assets, predict and detect outages, and even plan ideal asset location based on geography, meteorology, supply chain, and customer demand factors.

Subtrack: None

IIM-3627**The Mashup "War Room"**

A "war room" is a room at a military headquarters where at any time, the current state of wartime affairs is analyzed and strategic decisions are made. The business world has adopted this concept through real-time dynamic dashboards used within command centers to achieve a current and comprehensive business view. This requires dynamically commingling and integrating data from traditional market intelligence resources as well as nontraditional resources such as blogs, Twitter and other emerging new media sources. This session will present a "Social Media War Room," created with IBM Mashup Center, which can monitor the brand in real-time, gaining consumer insight across various types of social media using IBM's enterprise mashup technology.

Subtrack: None

Integrating Information

INT-1230

QBE Case Study: Information Server Enables Innovations in Information Delivery for a Global Insurance Leader

In this session, learn how QBE has implemented an information delivery architecture with governance and strategic oversight to drive innovations in business growth. Because QBE recognized the strategic importance of information to their success, they have revolutionized the way they provide information to their constituents. Leveraging an information catalog as the foundation for aligning business and IT, they have lowered costs, improved collaboration across geographically dispersed teams and ensured compliance with insurance regulations. QBE will discuss their business drivers, challenges, architecture deployed including the IBM Industry Models, Information Server, the Foundation Tools and the impact these have had on their organization.

Subtrack: None

INT-1323

"Push the Button" Using Information Server: DnB NOR, Norway B2

DnB NOR, the largest bank in Norway, is implementing a new data integration architecture based on InfoSphere Information Server, Master Information Hub and the iKnow Process Management platform. The solution address business challenges like: Improving Banking Customer Analytics, Accelerating Time-to-Market for new products and services, Regulatory Compliance The Data Integration Hub is based on an Enterprise Information Model supported by a common business glossary, shared metadata repository and enterprise reference data services. Metadata from DataStage, FastTrack, Business Glossary, Data Rules and iKnow is driving an automated process of generating DataStage jobs that implements the business logic.

Subtrack: None

INT-1503

Information Server Concierge Program: Upgrading ETL Jobs at University of Arizona

Learn more about the very unique Information Server upgrade concierge program established to help Information Server customer upgrade to the latest versions. Also, ETL Team lead at the University of Arizona will talk about their successful installation/configuration of DataStage 8.5 that involved migration of 22K ETL jobs. Specific focus will be around time frame, steps involved and their Information Server architecture that helps run all these jobs within a 1.5–2 hour nightly window.

Subtrack: None

INT-1518

z/OS Data Replication for Business Continuity

Today's "always on" information technology systems and the ever present threat of regional disasters are driving a new generation of high availability solutions. Time-to-recovery for critical business systems is measured in seconds. How much data can an organization afford to lose when a failure occurs? How far apart do your data centers need to be to ensure continuous operations when floods, earthquakes and other natural disasters hit? How do you ensure that you get value from all of your hardware and software assets? This session will introduce the concept of an Active-Active Continuous Availability environment and the steps that IBM and its System z customers are taking right now to get there.

Subtrack: None

INT-1540

Information Server and the Cloud

Cloud computing is on the minds of all IT departments. Hear about the various cloud deployment options with Information Server. These include a private cloud, integration of Information Server with IBM Cast Iron, a public cloud deployment and SaaS offerings by our services team and partners. This session will discuss choosing the right cloud deployment of Information Server for different data integration scenarios.

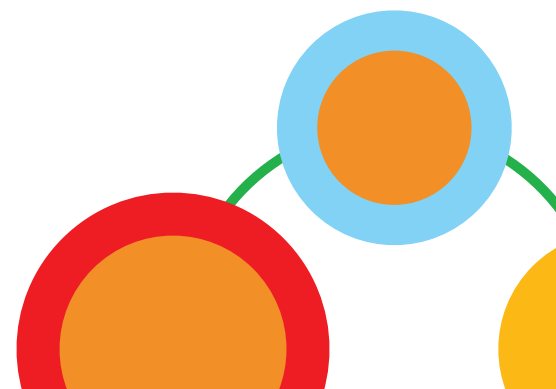
Subtrack: None

INT-1542

IBM's Data Integration Road map with Information Server

IBM InfoSphere Information Server revolutionized the data integration industry with its comprehensive platform by helping clients maximize the value of information available from the complex, heterogeneous information spread across the enterprise. It includes a suite of best-in-class capabilities that helps you understand, cleanse, integrate and transform your information. This session provides an overview of the latest data integration features delivered in the suite and the features currently being worked on in the labs including our mainframe offerings, and how they will help you deliver trusted information throughout your organization.

Subtrack: None



INT-1581

Overview and Road Map of the Data Quality and Metadata Portfolio in Information Server

This session gives you an overview of the portfolio in InfoSphere Information Server that addresses your data quality, metadata and governance use case scenarios. We will present key capabilities, their value, and how customers apply them in their projects. We will also provide a road map of the data quality and metadata products in Information Server (Discovery, Information Analyzer, QualityStage, Business Glossary, Metadata Workbench).

Subtrack: None

INT-1615

Creating a Managed, Compliant and Governed Metadata Environment with InfoSphere Information Server

Learn about best practices for effective Metadata Management in Information Server to support Data Integration, Data Quality, Data Governance and Compliance initiatives in your organization. Understand the value of shared Metadata across the Information Server Suite.

Subtrack: None

INT-1763

Deep-Dive Into IBM InfoSphere DataStage

InfoSphere DataStage is consistently rated as an industry-leading offering for data integration. Join this session to learn more about the latest set of product features that will help you manage high volume and complex data sources and target applications in a multitude of scenarios, including data warehouse, master data integration (MDI), application consolidation and more. Topics covered will include a detailed look at product functionality as well as the direction the product is considering for the future.

Subtrack: None

INT-1765

Real-Time Massive-Scale Information Integration at JP Morgan Chase

JP Morgan Chase (JPMC) is a true leader in real-time data integration. The organization was faced with a set of challenges related to processing information. The data needed to be analyzed against a heterogeneous set of systems, and it was pertinent that the data delivery could be guaranteed. JPMC adopted InfoSphere DataStage as the application infrastructure component to provide this real-time integration capability. Patrick Glennon, Vice President and Technology Director at JPMC, will review the solution and discuss how DataStage has enabled them to scale to meet increasing data volumes. Also IBM experts will discuss best practices associated with real-time, massive scale data integration.

Subtrack: None

INT-1878

Past, Present and Future: IBM's Perspective on Information Integration with Blue Cross Blue Shield of Tennessee

The Information Integration market has seen rapid evolution over the past decade. We will discuss this very interesting evolution pattern from an IBM perspective in alignment with various key themes such as productivity, security, governance, performance etc. We will also discuss our view of the future. A very interesting and thought-provoking session! One of our flagship customers Blue Cross Blue Shield of Tennessee will talk about the evolution of Information Integration discipline in their organization and their ongoing journey with IBM as a trusted business and technology partner.

Subtrack: None

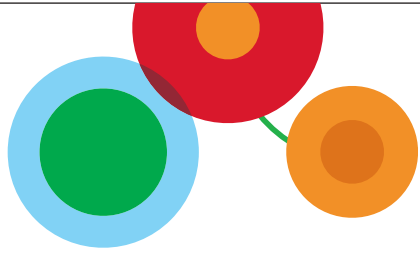
INT-1884

Information Server: A Key Orchestrator for All your Information-Centric Strategic Initiatives

IBM InfoSphere Information Server is the market-leading information integration platform. Learn how it helps delivers significant value to information-centric strategic initiatives such as Data Warehousing, Business Intelligence, Application Consolidation and migrations, Data Archiving, Master Data Management, etc., resulting in accelerated time to value.

Subtrack: None



**INT-2054**

Swedish Armed Forces and Cardinal Health Successfully Leverage IBM Ready to Launch for SAP Applications

Swedish Armed Forces, facing the transformation of their logistics area, came to the conclusion that the volume and complex structure of their legacy system data required a new migration approach based on IBM InfoSphere products and the Ready To Launch (RTL) methods and accelerators for SAP. Learn about their successes and lessons learned. Cardinal Health launched their multi-year Medical Business Transformation program and teamed with IBM in using the RTL solution combining people, process, and technology to provide a comprehensive data management solution for their SAP implementation. This session will focus on how RTL's intelligent and predictive data quality analysis and reports improves Cardinal's SAP business process execution.

Subtrack: None

INT-2196

Effective Data Governance at Chartis Insurance with IBM InfoSphere Information Server

European insurers have an obligation to demonstrate effective data governance under the Solvency-II regime by providing appropriate, accurate and complete data for their risk management processes. Chartis selected the IBM InfoSphere Information Server to accelerate this delivery with trusted Information. This session will discuss some of the challenges facing Insurance companies like Chartis and how Chartis leveraged the IBM capability to deliver against these requirements. The InfoSphere tools that Chartis use include Data Architect, Information Analyzer, Business Glossary, FastTrack, QualityStage, DataStage and Metadata Workbench to provide end-to-end data definition, quality and lineage across multiple geographies and lines of business.

Subtrack: None

INT-2234

Why Data Quality Matters: Deep-Dive Into Data Quality Products in Information Server

This session is a technical level presentation into new and current data cleansing and validation functionality. As industry-leading enterprise Data Quality solutions for ensuring the delivery of trusted information, InfoSphere QualityStage and InfoSphere Information Analyzer address the critical need for data quality whenever and wherever needed, enabling organizations to ensure the quality of data that drives critical business insight. Learn about the latest enhancements in these offerings and gain insight into their development road maps.

Subtrack: None

INT-2292

Maximizing Performance for Data Warehouse and BI with Netezza TwinFin-12, Information Server and Xeon Servers

We will share our experiences using Information Server (running on an Intel 80 thread system using Xeon E7 Processors) to do data integration to a large data warehouse on a Netezza TwinFin-12 Appliance. We will showcase the outstanding data load rate performance (in TBytes/hour) possible with this powerful combination of hardware and software. We will demonstrate the advantages of the Netezza data warehouse solution that requires NO tuning to attain excellent performance. Hardware requirements to attain this performance level are shared, including server configuration and 10 GbE network connectivity. We will explain the cost-saving benefits of this solution vs. traditional solutions.

Subtrack: None

INT-2295

Integration Information for a Regional Business Intelligence Project at DirecTV LA

DirecTV will present the use of Information Server in a challenging regional project that covers several countries including Puerto Rico, Venezuela, Trinidad and Tobago, Ecuador, Colombia, Peru, Chile, Argentina, etc. They needed to analyze the Company Group performance in a unified way so that they started a Regional BI project and implemented data-marts for several countries. They continue adding more data-marts and countries. The results until now: standardization of analytical information from the different countries, analytical information to countries that didn't have a BI solution, ability to analyze regional information and first stage of Data governance with Information Server.

Subtrack: None

INT-3343**Enabling the Enterprise by Integrating Big Data Using Information Server**

Customers and enterprises are excited about the possibility of analyzing and leveraging various forms of information to gain additional business insights. This requires data to be fed from enterprise sources and results to be fed back to enterprise targets. This session will describe how best to integrate the big data and Hadoop platforms with the enterprise to provide scalable information integration and understanding of the information processes.

Subtrack: None

INT-3502**Travelport: Leveraging MDM Server, Information Server and SOA to Enable Successful Enterprise Data Management**

Many organizations view reference data in application silos and do not leverage it as an enterprise resource. Coordination across the enterprise can have substantial ROI, saves labor costs and resolves inconsistencies. However, the infrastructure required to acquire, govern, manage, and efficiently distribute reference data is key. This session will discuss how Travelport defined the Enterprise Information Management reference data program, as well as how we have integrated technologies from IBM to achieve our objectives. Additionally, IBM experts will talk about how Information Server helps add a very unique value across various dimensions to MDM implementations.

Subtrack: None

INT-3521**IBM's Data Federation Technology Helps Cisco and Fidelity Maximize Business Outcomes**

Cisco's acquisition strategy is recognized as best-in-world. Each acquisition has the potential for tremendous cost savings through increased economies of scale—A particularly important opportunity for Cisco's supply chain. In this presentation, learn how Cisco leveraged the power of data federation to recognize huge savings in component spend across newly acquired companies. At Fidelity, critical business data is captured at various points during a typical business process, however it is not always stored in an ODS. Learn how Fidelity tackled the challenge associated with exposing not only relational but also non-relational raw data to business applications, and to turn it into meaningful information.

Subtrack: None

INT-3596**Leveraging InfoSphere Portfolio for Faster Time to Value on Application Migrations and Consolidations**

This session is designed to help you learn how various components within the InfoSphere portfolio can be leveraged to derive accelerated time to value and lower costs on all application consolidations and migration initiatives.

Subtrack: None

Master Data Management**IMD-1221****MDM-Powered Solutions**

Discuss IBM's approach to powering both new and existing business processes with the use of Master Data Management (MDM). MDM-Powered Solutions are solutions that use MDM to provide better business outcomes for both industry-specific business processes and horizontally-applicable business processes. We will discuss examples of and view demonstrations of some MDM-Powered Solutions, as well as discuss how IBM's MDM technology easily supports the creation of new MDM-Powered Solutions.

Subtrack: None



IMD-1224**MDM's Role in Enterprise Architecture**

What role should Master Data Management(MDM) play in an enterprise architecture that includes both structured and unstructured data across operations and analytic systems? How does MDM fit with technologies like a data warehouses, Hadoop, content management systems, business process orchestration, in-house and cloud based operational systems? The primary objective of this presentation is to answer these questions by first defining MDM's role in providing business value and then defining and demonstrating common design patterns. The participants will also receive an evaluation decision tree that can be used to evaluate their own situation.

Subtrack: None

IMD-1344**Master Data Governance: Organization, Policy Hub and Dashboard**

This presentation discusses challenges of building an enterprise Master Data Governance (MDG) organization and defines key concepts and components enabling Data Governance in the context of MDM. Master Data Policy Hub is an innovative solution that allows MDG organizations to define their key master data policies in terms of quantitative measures. MDG Dashboard enables monitoring of MDG policy compliance against the measures defined in the Master Policy Hub and reports on the health of master data and its changes over time. This presentation discusses the choice of metrics that can be used to define and monitor the health of master data. High-level solution architecture and critical design options are also discussed.

Subtrack: None

IMD-1450**IBM InfoSphere Identity Insight Deep-Dive**

Organizations around the world use IBM InfoSphere Identity Insight for threat and fraud analytics establishing a unique identity, discovering obvious and obscured relationships, and monitoring and correlating individual actions. Join this session for a deep-dive into what InfoSphere Identity Insight does and how it works.

Subtrack: None

IMD-1536**The Architectural Evolution of MDM**

MDM is a journey. It is developed in increments, delivering business value at each stage. How is this achieved? By focus on where the business most needs trusted data. What is required? A set of flexible and open master data management capabilities that can grow and evolve with the expanding role of the MDM mission. This session uses architectural patterns to explain how master data management capability is used and combined in different stages of the MDM journey to continuously broaden the business value it offers.

Subtrack: None

IMD-1598**Securely Publish Customer Master Data to Software-as-a-Service Application Providers**

As more applications move to cloud hosted systems for sales force automation, customer service and other critical business functions, IT organizations are challenged to securely provide valuable Customer Master Data into the cloud. Hear how Nationwide Insurance is changing the game with independent insurance agents by carefully publishing previously "internal only" data to the third-party cloud-hosted agency management systems. This session will explore the business drivers for this bold move, how increasingly strict customer privacy related information can be securely shared, and how Nationwide's MDM architecture was extended. Insights will be provided into the business processes and tools used to address this unique opportunity.

Subtrack: None

IMD-1693**Intercontinental Hotel Group—Increasing Profitability with MDM and Data Governance**

Intercontinental Hotel Group is the world's largest international hotel company with seven hotel brands and 146 million room nights per annum. Jack Miller will describe how IHG leveraged IBM InfoSphere MDM with Unica to streamline the marketing delivery process and increase profitability through improved data quality and data governance.

Subtrack: None



IMD-1792**IBM InfoSphere MDM Helps BCBSNC Get Control of Reference Data**

Reference codes (such as ICD codes use in Healthcare) are stored, managed, and used extensively throughout applications within many organizations by both technical and business users. Generally this approach leads to significant redundancy, accuracy, and usability issues related to consistently managing these codes. BCBSNC has begun an initiative using InfoSphere's MDM Server to physically store and manage this critical data in a central location. Reference Data Management established the capability to manage reference codes that can be accessed and integrated using proven methods thereby ensuring ease of use and high integrity.

Subtrack: None

IMD-1856**Know your Customer, Understand your Business**

Capgemini have delivered a large number of customer centric MDM solutions with both IBM Initiate and IBM MDM Server. This presentation showcases several of those solutions and explains the critical success factors across multiple projects and what the key learnings were in ensuring the final business success of customer centric MDM with IBM technologies.

Subtrack: None

IMD-1881**Implementing InfoSphere MDM for High Performance**

InfoSphere MDM is often implemented as a mission critical system where its services are integrated and leveraged by front-end channel systems, back-end account systems and as steps in key business processes within a business process management (BPM) environment. As such, there are usually high demands on performance, scalability and high availability. This session presents best practices that every MDM implementation should apply in the following areas: 1. the master data model; 2. inquiry of master data; 3. maintenance of master data; 4. cleansing of master data; 5. audit of transactions and changes to master data; and 6. initial load and high volume loads of master data.

Subtrack: None

IMD-1885**Using Probabilistic Matching in InfoSphere MDM**

The IBM Initiate Master Data Service has been widely recognized for its industry-leading probabilistic matching capabilities. The MDS matching technology can be applied to MDM Server implementations to provide fast, effective matching of records for Suspect Duplicate Processing. This session will include an architectural overview as well as detailed discussion of implementation steps.

Subtrack: None

IMD-1968**Master Data Management at Bank of America**

In this session, Bank of America will discuss the value of IBM's MDM business services, and specifically how those prebuilt business services helped reduce the project cost, time, and risk with Bank of America's single view of a customer project. Lead architect Sushil Golani and IBM STSM David Borean will discuss the definition of an MDM business service, the architecture of a SOA-based MDM system, and how SOA is integrated with BPM for cross-application processes and individual applications.

Subtrack: None

IMD-1982**Unleash the Power of Cognos 10 BI with the IBM InfoSphere Identity Insight Active UI**

The exciting latest release of IBM InfoSphere Identity Insight includes a new user experience called Active UI. Active UI is a Cognos and ILOG-based user interface that drives Identity Insight deeper into enterprise business intelligence applications. These systems can discover and leverage the insights from Identity Insight but this only scratches the surface on what you can do. Hear from the InfoSphere Identity Insight product management team about this new capability and hear from Cognos experts about the power of Cognos BI 10 that can be unleashed on the enterprise.

Subtrack: None



IMD-2008**Establishing a Single View with MDM**

Identity Lineage of Subjects is a key requirement for Risk and Intelligence programmes. This is a capability where Subject sources are matched and linked to first perform Identity resolution with matching algorithms and then specialized algorithms for known and suspected fraud. Further, the Risk and Intelligence Solutions look at non obvious relationship discovery and event correlation of Subjects. IBM's Initiate Master Data Service and InfoSphere Identity Insight provide these combined capabilities to establish the pedigree of a Subject with accurate attribution and sequence neutral evaluations of the Subject records. Safety and Security Agencies can leverage these capabilities as a part of Risk and Intelligence Solution programs.

Subtrack: None

IMD-2157**IBM InfoSphere Global Name Recognition Deep-Dive and Product Road map**

With the global nature of business today, correctly understanding an individual's name is at the root of improving customer insight, identifying fraud and abuse, and preventing criminal activity. IBM InfoSphere Global Name Recognition (GNR) helps manage, search, analyze, and compare multicultural name data sets by leveraging culture-specific name data and linguistic rules. Join this session for a deep-dive into what InfoSphere GNR does, how it works and its future road map.

Subtrack: None

IMD-2189**IBM InfoSphere MDM Portfolio—Product Strategy and Road map**

The session will share the future direction of InfoSphere MDM product strategy and road map. This session requires a general understanding of Master Data Management and attendees will leave with an understanding of future trends, current product portfolio capabilities as well as product evolution to meet the needs of tomorrow.

Subtrack: None

IMD-2237**IBM InfoSphere MDM Server for PIM Deep-Dive**

InfoSphere MDM Server for PIM manages master data to maintain a single view of multi-domain information for use throughout an organization, and as part of a comprehensive master data management strategy. This session will dive into the technical features and architectures of the solution including intuitive out-of-the-box user interfaces (UIs), business process collaboration tools, data aggregation and syndication capabilities, granular access privileges, flexible data model and hierarchy management, and Service Oriented Architecture (SOA) capabilities.

Subtrack: None

IMD-2270**IBM InfoSphere MDM Server Technical Deep-Dive**

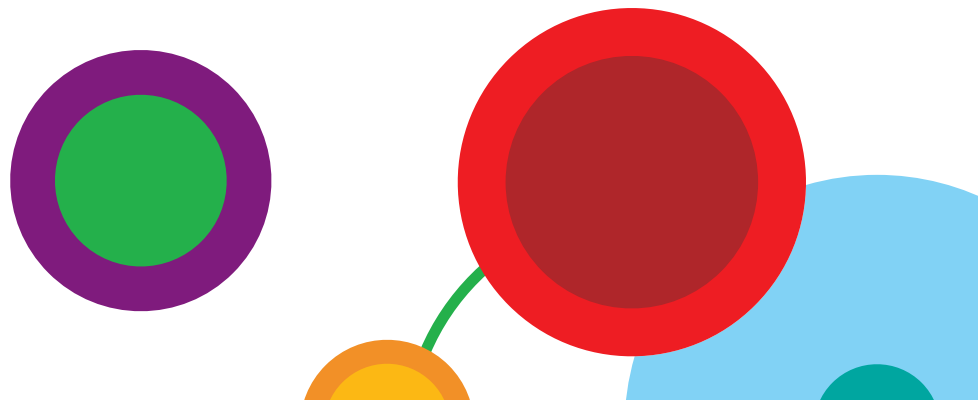
This session will provide a high-level overview of the capabilities and architecture of the MDM Server product. It then highlights major new features of the MDM Server 9.5 release for the three major components of the product: Server, Workbench and Data Stewardship UI.

Subtrack: None

IMD-2474**IBM Initiate Master Data Service Deep-Dive**

Hear in depth about new product capabilities of the IBM Initiate Master Data Service. This session will include updates on new user interface components, core engine enhancements and tools to lower the total cost of implementing and managing the solution.

Subtrack: None



IMD-2494

**Reference Data Management:
Customer Examples**

Hear about the challenges that enterprises face today to manage reference data and how they are embracing a master data management approach to achieve centralized governance, stewardship and control. Customer speakers include DnB NOR (Norway's largest Bank and Financial Institution) and IBM Office of CIO.

Subtrack: None

IMD-2820

**PIM Stories in the Parts and Manufacturing
industries**

In this session we will present key business challenges faced by two very interesting industries: Parts and Electronics Manufacturing. Join us to see how InfoSphere MDM Server for PIM helped spin deficient information management processes into first of class revenue generating business processes. We will cover pain points, business drivers, ROI justification, architecture changes as well as Implementation Lessons Learned from both a Business and a Technical perspective.

Subtrack: None

IMD-2891

**Improving Analytics and Client-Centricity
with Master Data Management at RBC
Insurance**

Discover the business drivers, deployment experiences, and business benefits achieved with the deployment of MDM at RBC Insurance. This session will cover: 1. the business case for master data management; 2. readiness planning activities involving technology, people and process.; and 3. lessons learned in deploying and operating MDM.

Subtrack: None

IMD-3748

**Product Information Management and
eCommerce**

This session examines the benefits of using a Product Information Management (PIM) system along with an eCommerce platform. We will introduce the new integration accelerator between InfoSphere MDM Server for PIM and WebSphere Commerce Server.

Subtrack: None

IMD-3749

Emerging Technologies and Trends in MDM

The world is changing! Find out about key industry trends and how InfoSphere Development and IBM Research are harnessing new technology to improve data quality and governance with business process management, integrate with social media, use analytics to gain new insight and offer more flexible deployment models to accommodate our increasingly complex world.

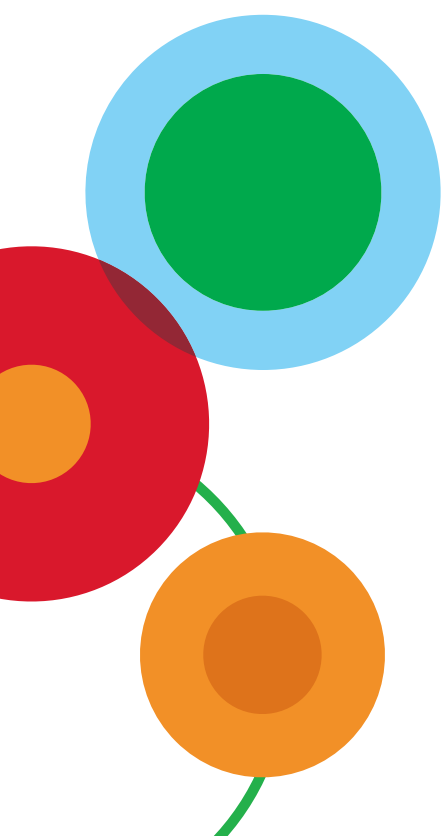
Subtrack: None

IMD-3750

**Best Buy Manages Product Information with
IBM InfoSphere MDM**

Best Buy Co., Inc., will cover their Master Data Management journey and strategy. The presentation will include how Best Buy uses MDM Server for PIM to induct new items, the major 2011 project in flight that will start marrying physical product, services and digital, and presenting one version of item information to all channels including stores, online and mobile. The session will include how they are using MDM server, party and product domains, and ultimately creating a single source of truth for item data. They will cover these aspects from both a business and technical perspective.

Subtrack: None



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\$59 Sunday, October 23–Thursday, October 27
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- Access to the EXPO
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Up to 7 attendees	\$13,160	\$1,880	14 percent
Up to 14 attendees	\$24,500	\$1,750	20 percent
Up to 20 attendees	\$32,000	\$1,600	27 percent
Up to 30 attendees	\$42,000	\$1,400	36 percent
Up to 40 attendees	\$52,000	\$1,300	41 percent

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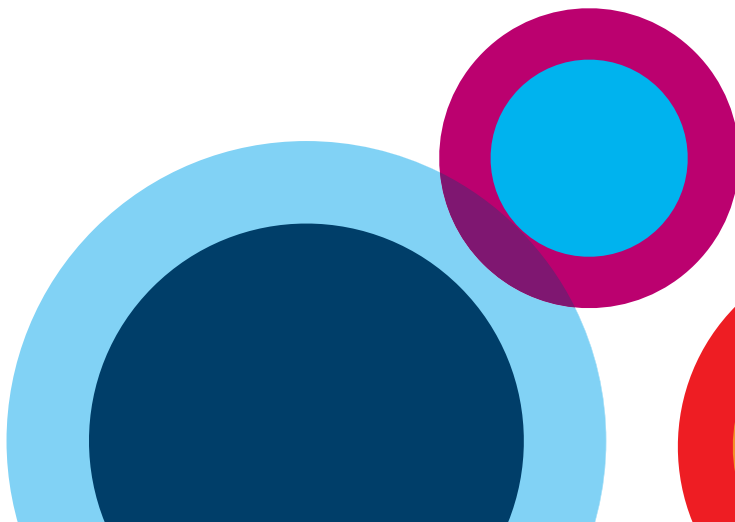
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“This conference is very powerful. We spend time interacting with customers and IBM experts. We can ask questions and really drill down to better understand a product set. That’s very valuable and it’s not something you’d get from a webinar or presentation material. I would recommend the conference to anyone because of the richness.”

Darren Silvester, 3UK, Information Management Architect,
(3UK is a mobile telecom provider)





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