



IBM InfoSphere Warehouse & System Z Roadmap

Session Highlights

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference [website](#) for the most current agenda.

Sunday, October 23

NA	6:00 – 8:00 PM EXPO Hall – Bayside C	EXPO Grand Opening Reception
NA	8:00 – 10:00 PM South Pacific A, B, C, E	Information Management Community Reception

Monday, October 24

CGS -3790	8:15 – 9:45 AM Mandalay Bay Events Center	Opening General Session – Turn Insight Into Action Abstract: Recent studies confirm that leaders in applying advanced analytics have 33 percent more revenue growth and 12 times more profit growth than laggards — and that gap is widening. For organizations committed to market leadership, the new imperative is to make sense of information from everywhere faster than your competition. Getting there requires a laser focus on the right investments and business outcomes, and Information On Demand 2011 is the right place to learn how you can take action now to make a difference to your organization. Start your week by hearing first-hand from
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■ Technical Elective Sessions	■ Hands-On Labs



October 23–27, 2011

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		business and IT leaders how their organizations are competing on speed, exceeding customer and employee expectations, and realizing new possibilities from analytics. Learn about the latest innovations clients are using to exploit information from everywhere, govern their information supply chain, and improve the economics of their IT investments.
CGS -4038A	11:30 AM– 12:30 PM Mandalay Bay South, Mandalay Bay H	Information Management Keynote –Your Blueprint for Success: Information Management, Integration and Governance Abstract: In this keynote, learn about IBM's new announcements in data management, integration and governance systems that can help you optimize your information supply chain and greatly increase the efficiency of your IT initiatives. Join Arvind Krishna and innovative clients to hear about proven blueprints for success and the innovations that will optimize your information systems in 2012. Learn what industry leaders have to say about tackling and overcoming their toughest data and integration challenges. Speaker: Arvind Krishna, IBM General Manager, Information Management Software
IDW-3969	2:15 – 3:15 PM Mandalay Bay South, Reef B	Data Warehousing and Business Intelligence with System z: Ask the Experts Panel Abstract: Take this opportunity to talk about data warehousing and business intelligence with System z experts, developers, and customers. Bring your stories, questions, concerns, and ideas. Speakers: Gary Crupi, IBM, Executive IT Specialist; Willie Favero, IBM, Senior Certified IT Software Specialist
IDW-2098	3:34 – 5:00 PM Mandalay Bay North, Islander F	Maximizing the Benefits of your System z Environment: A Customer Case Study Abstract: For more than twenty years, customers have achieved 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 a specific client has experienced this success firsthand in their business through the deployment of their mission critical data warehouse on a System z platform. Speakers: Jerome Gilbert, Fifth Third Bank, Vice President/Group Manager Enterprise Data Management; Elizabeth B. Hamel, IBM, Product Manager
NA	5:00 – 7:00 PM	EXPO Reception

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EXPO Hall – Bayside
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Tuesday, October 25

CGS -3791A	8:15 – 9:30 AM Mandalay Bay Events Center	General Session - Transforming in the Era of Big Data & Analytics Abstract: Hear from IBM executives about the innovations and best practices that are fueling business transformation in the era of big data and analytics. From the visionary that brought Watson to life, understand how the groundbreaking technologies behind this Jeopardy-winning solution are now being applied to challenging business problems. Finally, hear directly from industry leaders on how they are leveraging big data and analytics in creative new ways to tackle problems that had previously been out of reach.
IDW-1353	10:00 – 11:00 AM Mandalay Bay North, Islander F	A Behind the Scenes Look at the IBM Smart Analytics System 9600 Abstract: 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. Speaker: Gary Crupi, IBM, Executive IT Specialist
IDW-1351	4:30 – 5:45 PM Mandalay Bay North, Islander F	Leveraging DB2 for z/OS Data Sharing for Your Data Warehouse: A Customer's Insight Abstract: DB2 for z/OS data sharing offers a unique way to extend the value of a System z based data warehouse environment. This presentation describes how the Caterpillar environment has grown in importance and volume over the years as Caterpillar now requires higher availability and tighter integration with operational data and applications. These enhancements are creating new application opportunities that better the business. Speakers: Gary Crupi, IBM, Executive IT Specialist
CGS -4039A	1:45 – 2:45 PM Mandalay Bay South, Mandalay Bay H	Information Management Keynote - Brave New World: Appliances, Optimized Systems, Big Data and Cloud Abstract: Several key technologies are converging to create an exciting new era of opportunity to

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		<p>solve new problems with new approaches that bring far better performance, cost-effectiveness and time to market. New offerings such as Netezza data warehouse appliances, IBM Smart Analytics Systems and Informix®TimeSeries technology are providing insights faster with less complexity for data warehousing, and advanced analytics. IBM's big data offerings are enabling exciting new possibilities for analyzing huge volumes of diverse information and enabling smarter, fact-based decision making in real time. From theory to practice, this keynote will also give you a primer on the proven use cases and business value of taking the first steps to exploiting workload-optimized systems and big data in your enterprise. Furthermore, understand how organizations are latching onto to new economics and agility of appliances and cloud computing for game-changing results.</p> <p>Speaker: Arvind Krishna, IBM General Manager, Information Management Software</p>
NA	<p>5:00 – 7:00 PM EXPO Hall – Bayside C</p>	EXPO Reception
NA	<p>7:00 – 11:00 PM</p>	Networking Event

Wednesday, October 26

CGS -3792A	<p>8:15 – 9:30 AM Mandalay Bay Events Center</p>	<p>General Session - New Possibilities Abstract: You will leave Wednesday's general session with an understanding of how you can take advantage of the new possibilities that IBM innovations offer. We will feature technology demos that will allow you to experience first-hand the possibilities of the business analytics and optimization portfolio. We are also pleased to welcome best-selling author Michael Lewis and Oakland A's general manager Billy Beane. Lewis's book, Moneyball: The Art of Winning an Unfair Game, adapted as a major movie hitting the screens in September, is the story of how Beane developed a breakthrough method of using analytics to build his roster, putting together a winning team and revolutionizing the game of baseball along the way.</p>

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Thursday, October 27

IDW-1622	8:15 – 9:30 AM Mandalay Bay North, Islander F	Data Warehousing on DB2 for z/OS Outperforms Oracle Exadata: Hear How! Abstract: In this session we will share the competitive benchmark results on a complete business intelligence solution (ETL & reporting steps) between DB2 on z/OS and Exadata. Hear about best practices recommendations for implementing a data warehouse solution on system z196 by using IBM Smart Analytics Optimizer solution and how this architecture can beat an Exadata solution. Speakers: Cedrine Madera, IBM, Senior Information Architect; Alain Maneville, IBM, Consulting I/T Specialist IBM System z, zChampion
IDW-1040	11:30 AM – 12:30 PM Mandalay Bay North, Islander F	Taking Business Analytics to the Next Level: Smart Analytics Optimizer V2 Abstract: This session discusses Version 2 of the Smart Analytics Optimizer and how it can help clients unlock new insights from business information "at the speed of thought" to deliver better business decisions, faster, through the unique combination of IBM hardware, software innovations from IBM Research and the newly acquired technology from Netezza. Speakers: Alan J. Meyer, IBM, Sr Marketing Manager; Namik Hrle, IBM, IBM Distinguished Engineer

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