



Informix and Tools – Informix Warehouse

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 business and IT leaders how their organizations are competing on speed, exceeding customer and
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■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs



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		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.
IDS-2896	10:15 – 11:15 AM Mandalay Bay North, Tradewinds C	Best Warehouse Practices by a Government Trying to Build a Smarter City Abstract: Learn how the financial department of a Government uses Informix, Informix Warehouse Accelerator and XML to improve intelligence to manage the taxes. Speakers: Miguel Carbone, MC Software / Cleartech, CTO
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
NA	5:00 – 7:00 PM EXPO Hall – Bayside C	EXPO Reception

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,
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		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-2380	8:30 – 9:30 AM Mandalay Bay North, Islander G	Informix Warehouse Accelerator Abstract: 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. Speaker: Frederick Ho, IBM, Program Director
IDS-3779	12:30 – 1:30 PM Bayside Dining Area	Birds of a Feather - Building Data Warehouses with Informix Abstract: Come share your experiences, tips and tricks for using Informix for your data warehouse. Discuss the value of a single data management platform for both OLTP and analytical workloads.
IDS-1301	1:45 – 2:45 PM Mandalay Bay North, Tradewinds C	Now Everything You Have Ever Wanted in Business Intelligence is Possible Abstract: The new Informix Warehouse Accelerator 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 Speaker: Craig Humphreys, PreferredPartner, Vice President, Technical Services
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 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

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		<p>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>
IDS-2374	<p>4:30 – 5:45 PM Mandalay Bay North, Tradewinds C</p>	<p>IBM Informix Warehouse Overview and Roadmap Abstract: Discussion of Warehousing capabilities within the Informix products, including the Informix engine and Informix Warehouse Accelerator. Speaker: Frederick Ho, IBM, Program Director</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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IDS-1744	2:00 – 3:00 PM Mandalay Bay North, Tradewinds C	Building Fast Data Warehouses with Informix Warehouse Accelerator Abstract: 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. Speaker: Lester Knutsen, Advanced DataTools Corporation, President
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Thursday, October 27

IDS-2863	8:15 – 11:15 AM Mandalay Bay South, Shorelines B, Lab Room 3	Hands-on Lab - How to Make Informix Warehouse Accelerator Speed up your OLAP Abstract: This hands-on lab gives an overview of the Informix Warehouse Accelerator (IWA), and gives a step by step introduction on how to set up and use IWA Speakers: Andreas Weininger, IBM, Consulting IT Specialist; Sandor Szabo, IBM, Manager Software Development
IDS-3785	8:15 – 9:30 AM Mandalay Bay South, Reef C	Ask The Expert - Achieving Faster Business Intelligence with Informix Warehouse and Cognos Abstract: Bring your questions and talk with the experts to hear how to dramatically increase the speed of mixed workloads and complex warehouse queries. Topics include Informix Warehouse Accelerator and the use of Cognos for Business Intelligence. Speaker: Frederick Ho, IBM, Program Director; Rajesh Nair, IBM, WW Product Manager
IDS-2220	10:00 – 11:00 Mandalay Bay North, Tradewinds C	Columnar Databases are Hot and Informix Has It! Abstract: 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. Speaker: Uday B. Kale, IBM, IDS Quality Infrastructure Architect
IDS-2864	11:30 AM – 12:30 PM Mandalay Bay North, Tradewinds C	Performance and Scalability of Informix Ultimate Warehouse Edition on Intel Xeon E7 processors Abstract: As part of the Informix Ultimate Warehouse Edition, Informix Warehouse Accelerator (IWA) transparently provides up to several orders of a magnitude speedup in query performance for Informix Dynamic Server (IDS), as well as enormous administrative cost savings. Combined with the Intel Xeon

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		<p>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.</p> <p>Speakers: Raghupathi Murthy, IBM, Senior Technical Staff Member, Informix Development</p>
IDS-3104	<p>2:00 – 3:00 PM Mandalay Bay North, Tradewinds C</p>	<p>Easy ROI and Implementation with IBM Cognos Express and IBM Data Products</p> <p>Abstract: 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.</p> <p>Speakers: Ron Flannery, One Point Solutions</p>

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