



## ENTERPRISE INFORMATION INTEGRATION STRATEGIES

### RECEPTIONS & SOCIAL EVENTS

- InfoSphere Community Reception (Sunday, 8:00pm - 10:00pm)
- Expo Reception (Sunday, Monday, & Tuesday evenings)
- IOD Networking Party (Tuesday, 7:00pm - 11:00pm)
- And more to be announced!

### ACTIVITIES FEATURING INFOSPHERE ENTERPRISE INFORMATION INTEGRATION STRATEGIES

InfoSphere Demo Room - InfoSphere Enterprise Information Integration Strategies (Monday - Wednesday)

InfoSphere Expo Center Enterprise Information Integration Strategies pedestal (Monday - Wednesday)

### INFOSPHERE ENTERPRISE INFORMATION INTEGRATION STRATEGIES SESSIONS

- Hands on Lab: Gain Insight into Your Data with IBM InfoSphere Information Analyzer HOL-1121 Mon, 26/Oct 10:15 AM - 01:15 PM
- IBM InfoSphere DataStage 101 TRC-1929 Mon, 26/Oct 11:30 AM - 12:30 PM
- Smart Small and Medium Business: Huge Time and Cost Savings with Mashups BVI-2408 Mon, 26/Oct 11:30 AM - 12:30 PM
- Hands on Lab: IBM InfoSphere Enterprise Information Integration Strategies HOL-1297 Mon, 26/Oct 02:15 PM - 05:15 PM
- Case Study: Scalability and Performance of IBM InfoSphere DataStage TRC-1202 Mon, 26/Oct 02:45 PM - 03:45 PM
- Maximize ROI on Trusted Information with Mashups: A Telco Case TRC-2104 Mon, 26/Oct 04:00 PM - 05:00 PM
- Optimize Costs and Increase ROI with Change Data Capture and Replication TRC-1937 Mon, 26/Oct 04:00 PM - 05:00 PM
- Shared Service Grid Computing to Optimize Information Server & Enterprise TOD-2337A Mon, 26/Oct, 04:00 PM - 05:00 PM
- IBM InfoSphere QualityStage 101 TRC-1932 Tue, 27/Oct 01:45 PM - 02:45 PM

#### GUIDE

- Social Event for all Audiences
- Designed for Both Business & Technical Audiences
- Designed for a Business Audience
- Designed for a Technical Audience

#### ANNOUNCING

### InfoSphere Community link is [www.ibm.com/community/InfoSphere](http://www.ibm.com/community/InfoSphere)

InfoSphere Keynote Session by Arvind Krishna, General manager, Information Management – “Enterprise Information Management; The Foundation for Information Led Transformation.”

When: Monday, October 26 from 2:45 pm - 3:45 pm

### FOCUS ON ENTERPRISE APPLICATIONS

- IBM InfoSphere for an SAP Enterprise: Technical Overview TRC-1521 Mon, 26/Oct 10:15 AM - 11:15 AM
- Hands on Lab: Application Consolidation: Integrate Enterprise Apps More Effectively HOL-1177 Mon, 26/Oct 10:15 AM - 01:15 PM
- Ready-To-Launch SAP Deployment Based on IBM InfoSphere Information Server TRC-2674 Tue, 27/Oct 09:45 AM - 10:45 AM
- Ensuring Trusted Information is Part of ERP/SAP Implementation Strategies TRC-2534 Wed, 28/Oct 03:30 PM - 04:30 PM
- Hands on Lab: Accelerating SAS with IBM Information Server and IBM DB2 Lab HOL-1301 Thu, 29/Oct 01:00 PM - 04:00 PM
- Integrating IBM Master Data Management Solutions with ERP & SAP Systems TRC-2532 Thu, 29/Oct 01:30 PM - 02:30 PM



October 25-29, 2009

Mandalay Bay • Las Vegas, NV

[ibm.com/software/data/conf](http://ibm.com/software/data/conf)



## ENTERPRISE INFORMATION INTEGRATION STRATEGIES

### INFOSPHERE ENTERPRISE INFORMATION INTEGRATION STRATEGIES SESSIONS (continued)

- Unicredit Uses IBM InfoSphere Information Server for an Enterprise DW TRC-2913 Tue, 27/Oct 03:00 PM - 04:00 PM
- Integrating the Cloud with the Enterprise using InfoSphere products TRC-2766 Tue, 27/Oct 04:15 PM - 05:15 PM
- Hands on Lab: An End-to-End Overview of IBM InfoSphere Information Server HOL-1120 Wed, 28/Oct 09:45 AM - 12:45 PM
- IBM InfoSphere DataStage Balanced Optimization 101 TRC-2018 Wed, 28/Oct 11:00 AM - 12:00 PM
- Hands on Lab: Enterprise Mashups: Revolutionizing Development of Quick Apps HOL-1049 Wed, 28/Oct 02:00 PM - 05:00 PM
- IBM InfoSphere Information Server Synergies & Capabilities: An Introduction TRC-1930 Wed, 28/Oct 02:15 PM - 03:15 PM
- What's New in IBM InfoSphere Information Server V8.5 TRC-1934 Wed, 28/Oct 04:45 PM - 05:45 PM
- IBM InfoSphere DataStage Deep Dive and Roadmap TRC-1931 Thu, 29/Oct 08:15 AM - 09:15 AM
- IBM InfoSphere QualityStage Deep Dive and Roadmap TRC-1933 Thu, 29/Oct 09:45 AM - 10:45 AM
- Technical Best Practices: Priming DataStage for Information Agenda Roll-out TOD-1974A Thurs, 29/Oct, 09:45 AM - 10:45 AM
- Tips and Tricks: Upgrading to IBM InfoSphere Information Server V8.X TRC-1935 Thu, 29/Oct 11:00 AM - 12:00 PM
- What's in a Name? A Cross-industry Look at the Importance of Name Data TRC-1939 Thu, 29/Oct 01:30 PM - 02:30 PM

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