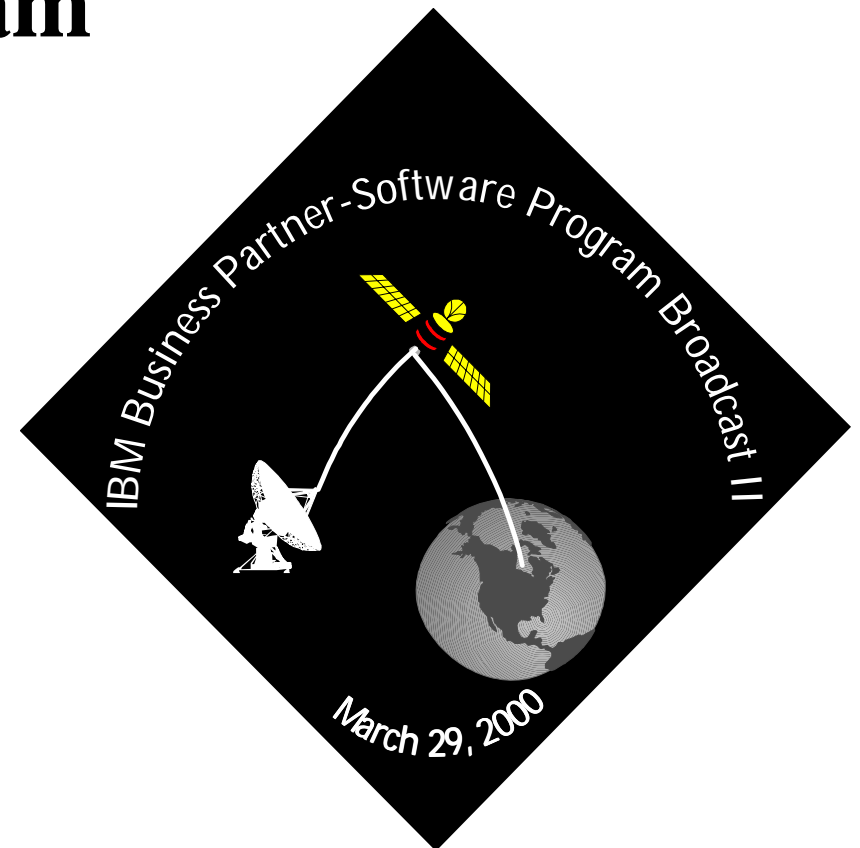


**IBM Business  
Partner-Software Program  
Broadcast II  
2000 Series**

**DB2 V7 is Coming!**

**March 29, 2000**



# *Remote TV Participants Only*

## *Broadcast II - DB2 V7 is Coming!*

---

Name: \_\_\_\_\_

Location: \_\_\_\_\_

Phone: \_\_\_\_\_

*We value your input!*

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

**FAX**

Ann Barnhart, IBM Business Partner Software Program at 972-280-6394

**MAIL**

IBM Corporation  
Attention: Ann Barnhart  
5th Floor  
1507 LBJ Freeway  
Dallas, TX 75234

*Thanks for your cooperation.*

Question 1	A	B	C	D	E	Evaluation Question 1	A	B	C	D	E
Question 2	A	B	C	D	E	Evaluation Question 2	A	B	C	D	E
Question 3	A	B	C	D	E	Evaluation Question 3	A	B	C	D	E
Question 4	A	B	C	D	E	Evaluation Question 4	A	B	C	D	E
Question 5	A	B	C	D	E	Evaluation Question 5	A	B	C	D	E
Question 6	A	B	C	D	E						
Question 7	A	B	C	D	E						
Question 8	A	B	C	D	E						
Question 9	A	B	C	D	E						
Question 10	A	B	C	D	E						

# *Broadcast II - DB2 V7 is Coming!*

---

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Program #: \_\_\_\_\_

Voice #: (Must be included) \_\_\_\_\_

FAX # (Must be included) \_\_\_\_\_

E-mail: \_\_\_\_\_

Please limit your questions to DB2 V7 in today's broadcast.

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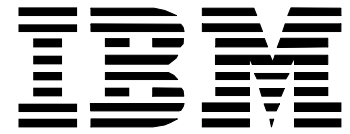
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# Agenda

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- 2:00**
- **Welcome**
    - **Sheryl Ball, Manager IBM Business Partner Software Program NA**
  - **Executive Perspective - V7 Broadcast Kick-Off**
    - **Janet Perna, General Manager, Data Management Solutions**
  - **What's New in DB2 V7?**
    - **George Baklarz, Senior Program Manager, Database Technical Marketing**
  - **What's New in OLAP Server?**
    - **Gil Lee, DB2 OLAP Server Brand Manager**
  - **DB2 V7 and EIP**
    - **George Baklarz, Senior Program Manager, Database Technical Marketing**
  - **Partner Testimonials**
  - **DB2 V7 "Air Cover" (Demand Generation Activities)**
    - **Nicholette Ross, Worldwide Data Management Marketing**
  - **What's New for Business Intelligence?**
    - **Rick Michaels, Software Worldwide Channel Marketing, Data Management**
  - **NA Plans: Your Next Steps**
    - **Glenn Rogers, NA Channel Marketing Manager, BI/Data Management**
  - **Q&A**
- 4:00**
- **Close**



# What's New in DB2 V7?

**George Baklarz**  
**Senior Program Manager, Database Technical Marketing**

## *Disclaimers and Trademarks*

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- **The information in this presentation concerns new products that IBM may or may not announce. Any discussion of OEM products is based upon information which has been publicly available and is subject to change. The specification of some of the features described in this presentation may change before the General Availability date of these products.**
- **Reference in this publication to IBM Products, Programs, or Services DO NOT IMPLY that IBM intends to make these available in all countries in which IBM operates.**
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# *Agenda*

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- **Marketing messages of the next release of DB2**
- **Introduce DB2 UDB V7.1**
  - **Packaging Changes**
  - **Technology Changes**
- **Compare the newest release to our major competitors**

## *Release and Marketing Messages*

---

- **DB2 for e-business**
  - **Powering the world's e-business solutions**
- **Business Intelligence Support**
- **Competitive Migration Support**
- **Mobile User Enhancements**

***DB2 - Powering the world's e-business solutions***

---



# *Technology Overview*

---

## **Packaging Changes**

- **Business Intelligence Support**
- **Data Warehousing Integration**

## **New Features**

- **e-business Support**
- **Competitive Migration Features**
- **Mobile User Enhancements**
- **Object-Relational**
- **Administration and Management**
- **DB2 Development**

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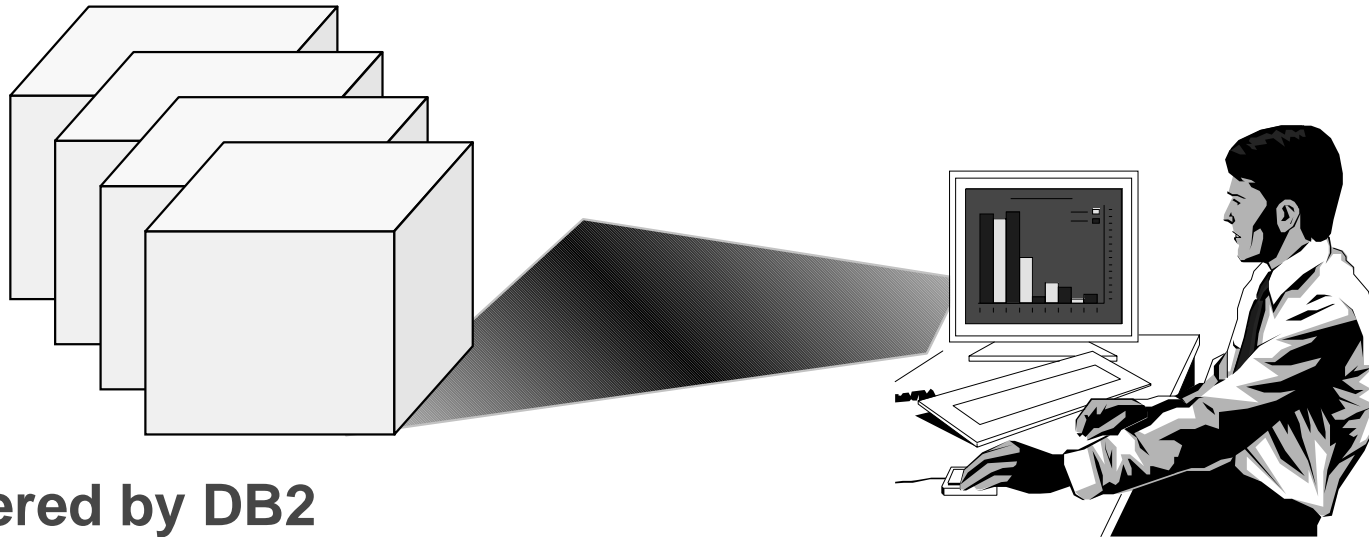
# **Technical Features Packaging Enhancements**

# *DB2 OLAP Server Starter Kit*

---

- Integrated OLAP capability
- Components

## On-line Analytical Processing



Powered by DB2

# *DB2 UDB Relational (SQL) OLAP*

---

## ■ New OLAP functionality

## ■ Aggregate functions implemented as reporting and moving f'ns

## ■ Example:

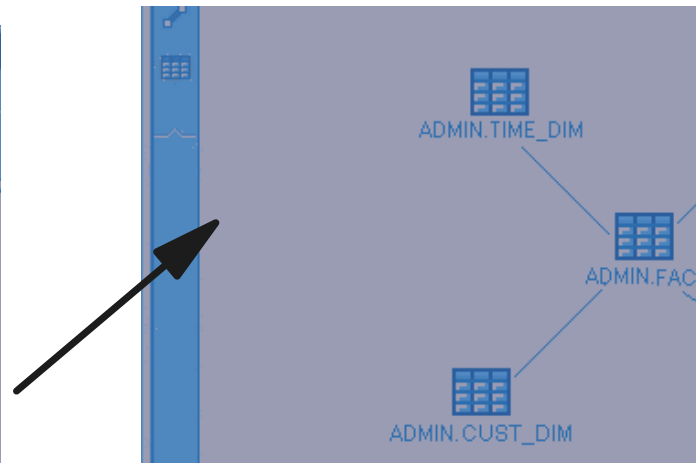
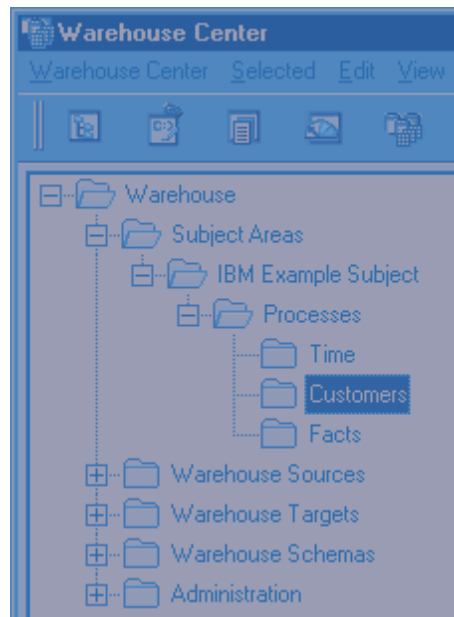
- Obtain, for each territory and month, the sales in the territory averaged over the current month and the preceding two months

Territory	Month	Sales	Moving_average
East	199811	4	7
East	199812	10	8
East	199901	7	7
East	199902	10	9
West	199811	12	10
West	199812	7	9
West	199901	11	10
West	199902	6	8

# *Warehouse Creation and Management*

---

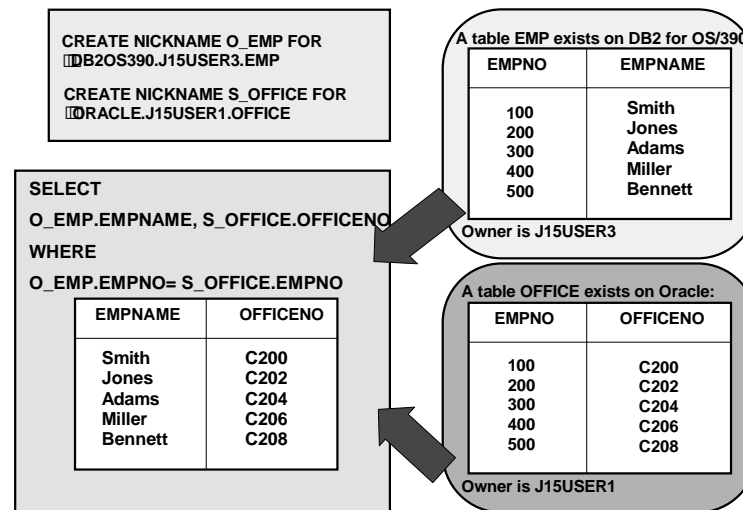
- **Integrated data movement process management into DB2**
- **Data Warehouse Center**
  - Define data sources
  - Manage data movement
  - Populate metadata repository
  - Create generic schema models



# Federated Database Support

---

- "Live", high-performance retrieval of data from multiple DBs
  - Application sees a single database
  - R/O support for DB2 and oracle databases
- Other data sources can be accessed using Table Functions
  - Broad source selection (e.g. OLE DB Table Functions)
- Static access to data using built-in warehousing capability



## *DB2 Satellite Edition Enhancements*

---

- **Central management of workgroup and enterprise servers**
  - **Satellite functionality of DB2 UDB WE and EE (on Windows)**
- **Satellite Control Server support extended to more platforms:**
  - **Solaris, AIX and Windows NT/2000**
- **Centralized management of diagnostics/notifications**
  - **Centralized setting of notification level**
  - **Uploading notifications to Control Server**
  - **Centralized viewing of diagnostics/notifications**
- **Automation of log pruning**
  - **Administrators no longer have to worry about growth of log files**
- **Extending batch steps to include binary executables**
  - **Improved ease of application distribution**

## *Packaging Changes Highlights*

---

### **■ New platform support**

- **Sequent**
- **Enterprise Extended Edition for Sequent and HP**
- **Workgroup Education for Unix Platforms**

### **■ Starter Warehousing and OLAP functionality**

- **Shipped with DB2 UDB PE, WE, EE, and EEE as well as development products (DB2 UDB PDE and UDE)**
- **Warehousing capability:**
  - ▲ **Data Warehouse Control Center**
  - ▲ **Windows NT/2000**
- **OLAP capability:**
  - ▲ **DB2 OLAP Starter Kit Server functionality (includes Essbase OLAP engine)**
  - ▲ **Windows NT/2000, Solaris, AIX**

### **■ New optional products for DB2 UDB EE and EEE that provide advanced warehousing capabilities**



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# **Technical Features Feature Enhancements**

# Running e-business Applications

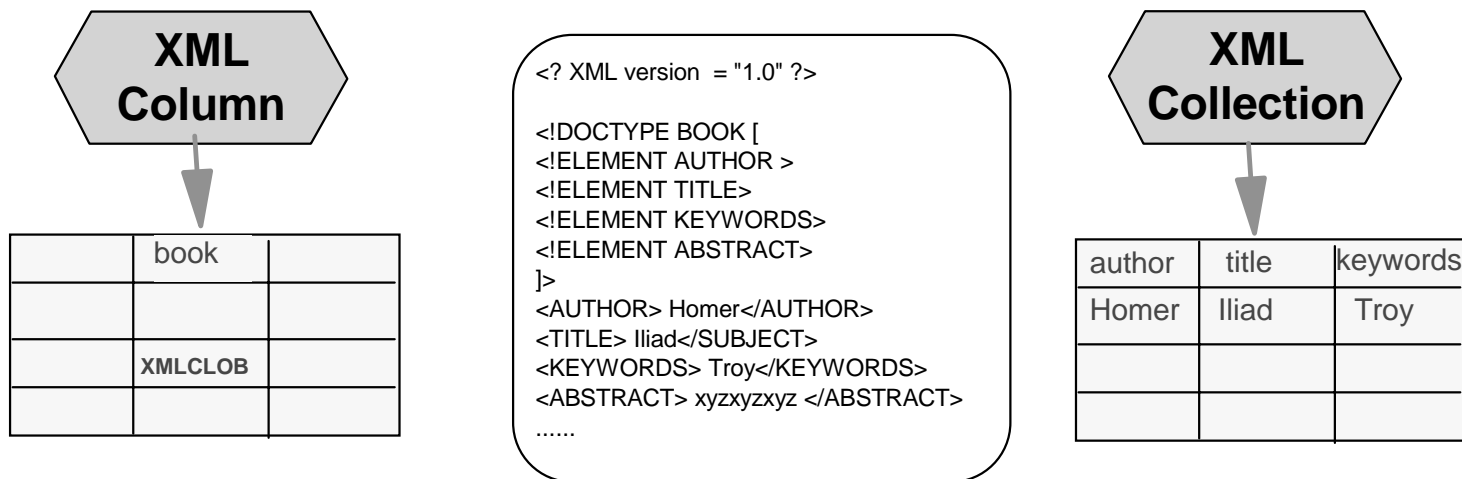
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## ■ New XML Extender

- Storage and management of XML Documents
- SQL-based "smart search" and indexing of XML documents

## ■ Net.Data enhancements

- Support for new DB2 XML datatypes provided by XML Extender
- Macro switch to XML or XHTML output for built-in functions, default formatting of tables, and query results
- Attaching files to e-mail message and uploading browser files



## *Competitive Migration Features*

---

### **■ Declared temporary tables**

- Application can create and use temporary table for the duration of database connection

### **■ Application savepoints (a.k.a. Compound SQL Savepoints)**

- Ability to group several SQL statements into executable block
- If any statement in block fails, only that statement is rolled back
- At the end of the block, execution can continue or be rolled back to the savepoint (i.e. roll back the executable block)

### **■ Identity column**

- Assignment of sequential numbers to rows in a table
- DBMS-generated with guaranteed uniqueness

### **■ Nested stored procedures**

- Ability to invoke SP from within an SP

## *SQL in Stored Procedures and UDFs*

---

### ■ Use SQL99 Standard language in stored procedures

- SQL3 defines control statements for use in SQL functions

**BEGIN . . . END**

**Local variable declarations**

**Assignments**

**CASE statements**

**IF statements**

**Loops: WHILE, REPEAT, FOR, LEAVE**

**RETURN statements**

### ■ Ability to write UDF containing a single SQL statement

- Scalar function
- Row function
- Table function

## *O-R Language Extensions to DB2 UDB*

---

### ■ Enhancements to Structured Data Types (a.k.a. ADTs)

- Ability to create tables with structured type columns
- Structured types may have nested structured type attributes
- Example of a structured type Address

```
CREATE TYPE Address(  
    street    VARCHAR(30),  
    city      VARCHAR(20),  
    state     VARCHAR(20)) MODE DB2SQL
```

- Use of the new structured type

```
CREATE TABLE Employee(  
    lastname  VARCHAR(30),  
    addr      address,...)
```

## *Materialized Generated Columns*

---

- Ability to define a column in a table where column values are precomputed automatically using an expression
- Ability to create an index on a generated column
- Example of usage:
  - Q: How to perform fast case-insensitive search?
  - A: Define a generated column with an index  

```
CREATE TABLE t1 (name VARCHAR(20),  
                uname GENERATED ALWAYS AS (UCASE(name)));  
CREATE INDEX i1 ON t1(uname);  
SELECT name FROM t1 WHERE UCASE(name) = 'SMITH';
```

## *Spatially Enabled SQL Queries*

---

■ **Geographical DBMS which is tightly integrated with DB2 UDB v7.1 to provide the following spatial functionality:**

- **Modeling spatial data**
- **Storing, indexing, and querying spatial data**
- **Manipulating spatial data**
- **Managing spatial resources**
- **Data exchange utilities**
- **Analyzing and browsing spatial data**



# *Enterprise Integration*

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## ■ Light Directory Access Protocol (LDAP)

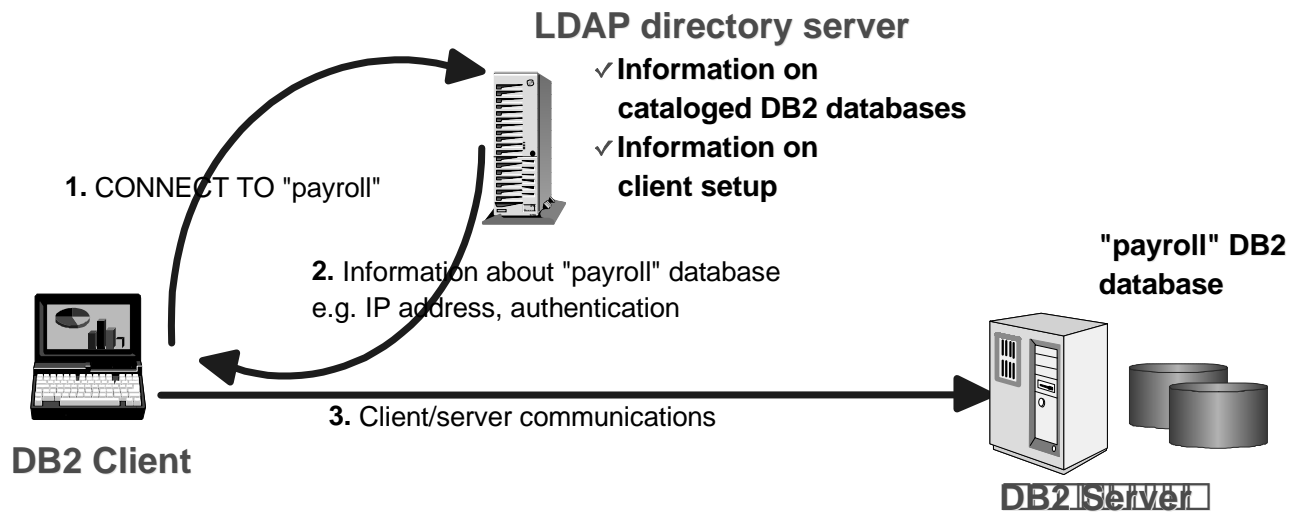
- Support for LDAP client on AIX and Solaris
- Support for Windows 2000 Active Directory as LDAP Server

## ■ Single sign-on capability using Kerberos security

- Support for distributed security model on Windows 2000

## ■ Support for longer user names

- Up to 30 byte DB2 userids, authids, and schema names





# *OLE-DB Applications under Windows*

---

## ■ DB2 client support for OLE DB 2.0

- Native, high-performance implementation
- Supports applications using ADO API:
  - ▲ Visual C++, Visual Basic, and C/C++ apps that use ADO APIs

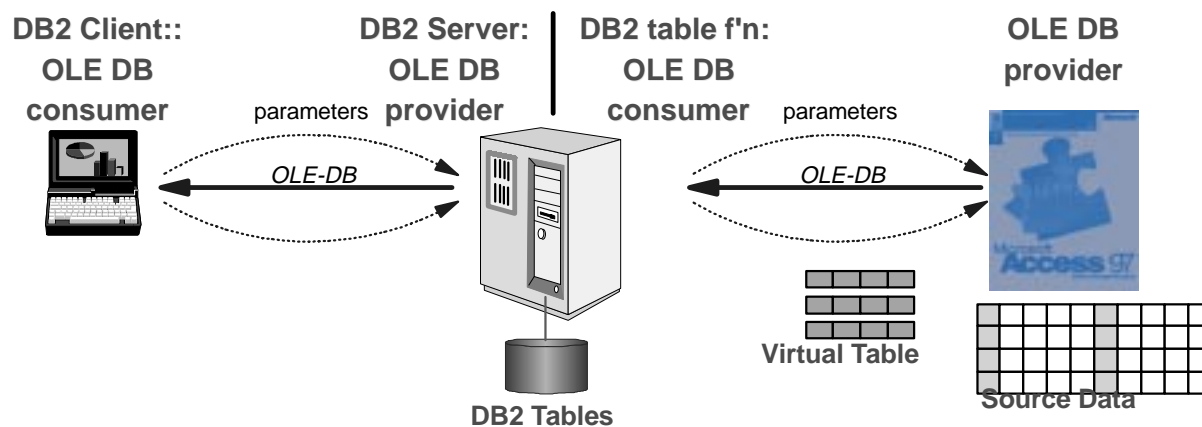
## ■ Integrated support for OLE stored procedures

- Makes it easy to deploy stored procedures that use OLE automation (e.g. Visual Basic stored procedures)

**CREATE PROCEDURE median (inout sal Double)**

**EXTERNAL NAME 'db2smp1.salary!median'**

**LANGUAGE OLE FENCED PARAMETER STYLE DB2SQL**



## *Additional Enhancements*

---

- **Enhanced LOAD Utility (Load authority, user-defined date/time)**
- **Datalinks Propagation**
- **64-bit engine**
- **Ability to execute ODBC/CLI (dynamic) applications as static applications**
- **Active log size limit raised to 32 GB**
- **Support for multiple TCP/IP listeners**
- **Filtered log recovery (through service)**
- **Flushing logs during online backup**
- **Enhancements to Automated Summary Tables (ASTs)**
- **Ability to rename a tablespace**
- **Optimizer and runtime code improvements**
- **Query Patroller Enhancements (CLI/ODBC Trap)**
- **Incremental Backup (Post-GA)**

---

# Competition

# *Competition*

---

## ■ Who are the competition?

- Oracle - Oracle 8i v2
- Microsoft - SQLServer 7.0/2000

## ■ How does the release compare to these vendors

## ■ More information

- <http://www.ibm.com/software/data/inmind/one.html>
- <http://www.ibm.com/software/data/busn-intel/road2bi/>

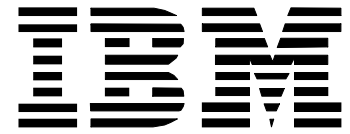
## *Summary*

---

- **DB2 Version 7 is an exciting release for customers**
- **Many new opportunities for sales**
- **We are strongly positioned against the competition**
- **DB2 - the database for e-business**

***DB2 - Powering the world's e-business solutions***

---



# What's New in OLAP Server?

**Gil Lee**  
DB2 OLAP Server Brand manager

# *Agenda*

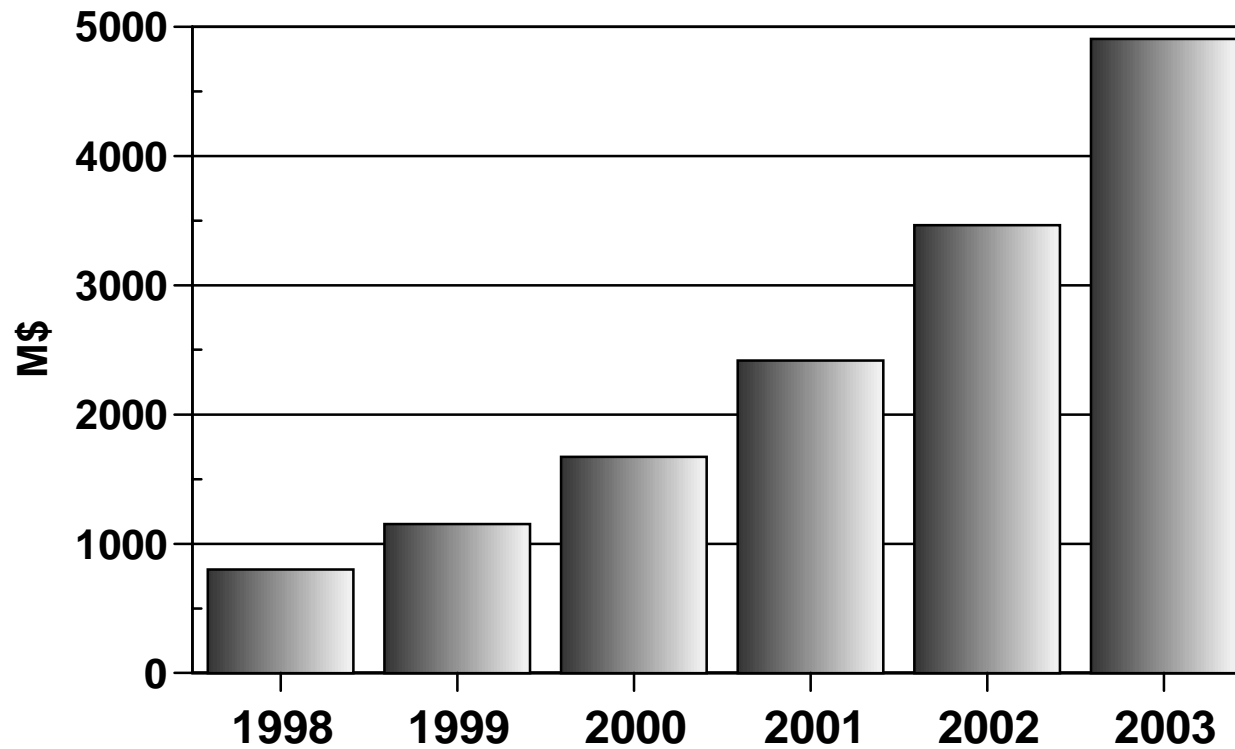
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- **Marketplace**
- **Start with the OLAP Starter Kit in DB2**
- **Grow with DB2 OLAP Server**

# *OLAP Outlook*

---

- **OLAP quickly becoming the most popular analytical tool growing at 43.7% CAGR (1998-2003)**



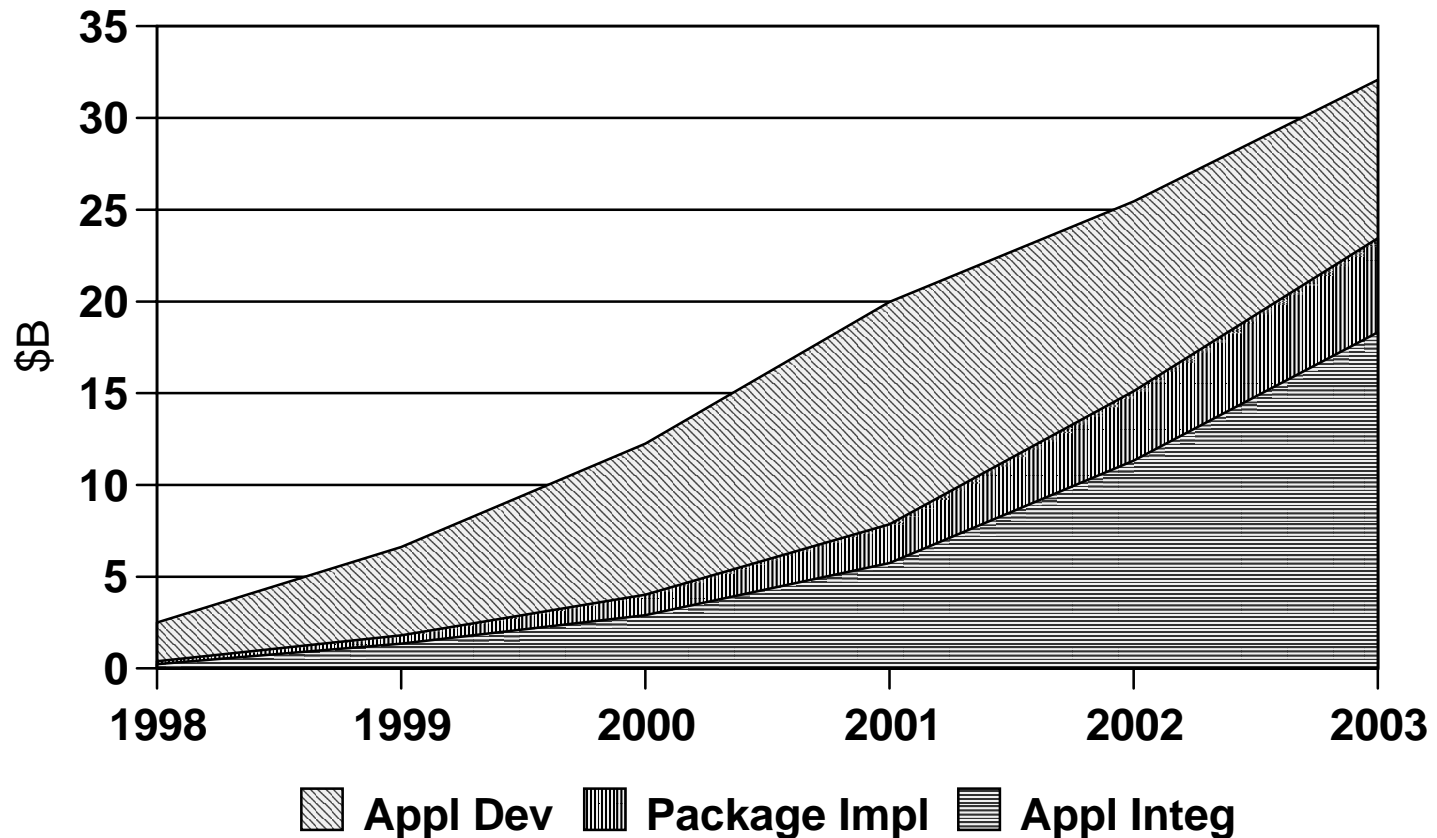
Worldwide Software License Revenue  
Source: IDC, June 1999



# *Huge Opportunity for Technical Services*

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■ **Technical services for eCommerce growing at 67% CAGR**



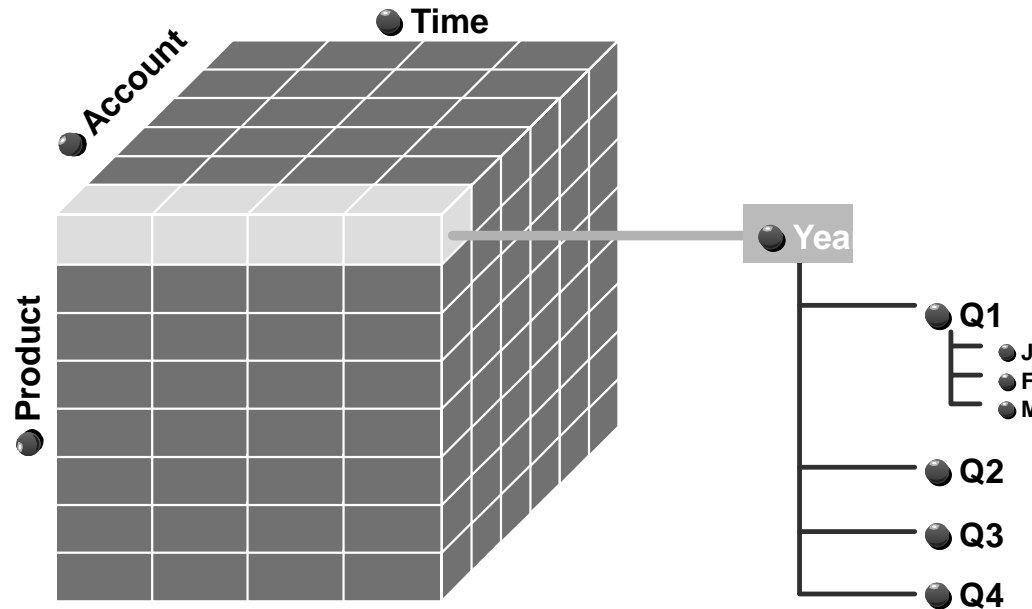
Worldwide Services Revenue  
Source: Forrester, Oct 1999

# *Intuitive Analysis with OLAP*

---

## ■ View data by business dimensions

- Focus in on a specific dimension
- Drill up and down for different levels of detail
- Slice and dice to view different business perspectives



- For a specific product, specific account view results by time

## *Start with the OLAP Server Kit in DB2*

---

- **Powerful multidimensional calculation engine included in DB2 at no extra charge**
  - Based on industry-leading Hyperion Essbase
  - Rich set of built-in calculations
  - Fast queries
  - Wide client support - spreadsheet, Web browser, popular tools
- **Simplified administration for OLAP applications**
- **Easy, out-of-the-box setup and verification**
  - Installation guide with sample data and copy of Lotus 1-2-3
- **Integrated with DB2**
  - Ready to pull DB2 data into cube
  - Warehouse Center to schedule data loads
- **Limited concurrent user access**
- **Free Wired for OLAP for exclusive use with OLAP Starter Kit, available as Web download**

## *Grow with DB2 OLAP Starter*

---

- **Everything in OLAP Starter Kit, plus:**
- **More robust calculation functions**
- **Performance tuning**
- **Cell-level data security**
- **Growth for additional OLAP users**
- **Information catalog for publication of cube, relational and business metadata to business end users**
- **Additional features**
  - **Tools Bundle - currency conversion, API support for building customized applications, spreadsheet toolkit, SQL drill through for detailed relational reports**
  - **Web Gateway to provide HTML web front ends for OLAP applications**
  - **Partitioning Option to split OLAP applications across processors or servers**
  - **Allocations Manager for easy generation of allocation scripts**
  - **Integration Server with access to relational sources for cube data loads and drill-back reporting**
- **Wired for OLAP and Integration Server in OLAP Starter Kit must be re-licensed for use with DB2 OLAP Server**
- **Available on all the key OS platforms:**
  - **Win NT, 2000, AIX, Sun, HP, OS/390, AS/400**

## *Summary*

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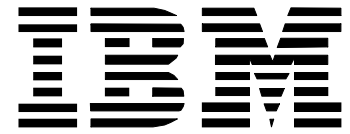
### ■ **Comprehensive range of OLAP offerings**

- **OLAP Starter Kit to get started**
- **DB2 OLAP Server for additional users and richer functions**
- **Based on Hyperion Essbase, industry leader in analytical applications**

### ■ **Web-ready**

- **Wide choice of Essbase-ready tools to build Web front ends**
- **Server-based architecture for shared analysis, support for large number of users**

### ■ **Outstanding market opportunity for VARs, VADs, ISVs, SIs, solution providers**



# DB2 V7 and EIP

**George Baklarz**  
**Senior Program Manager, Database Technical Marketing**

# *Agenda*

---

## ■ Portal introduction

- Definition
- Marketplace
- Classification

## ■ Product capabilities

## ■ Future Development Focus

## *Portals*

---

**Meta Group defines a portal as "... a framework that enables differing levels of functionality (e.g. content, applications) and interactivity (e.g. community) to members based on preferences and business rules. Portals provide better "context" around work activities and add value to existing sites through customized connections."**

META Group, Matt Cain, Vice President-Workgroup  
Computing Strategies, April'99



## *Portals circa 1990*

---

### My "Portal"

(1) 1-2-3 for DOS

(2) WordPerfect

(3) Harvard Graphics

(4) DaVinci eMail

(5) Exit

Enter Option:

A Portal is subset of  
a complete  
Knowledge  
Management  
solution

# Portals circa 2000

---

- Employee to Employees (E2E)
- Business to Employees (B2E)
- Business to Business (B2B)
- Business to Consumers (B2C)

e-business requires  
a variety of Portal  
solutions



# More than a launch pad...

---

## Access / search

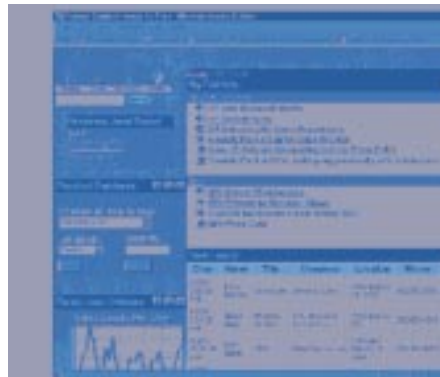
delivering information in context regardless of type, location, platform

## Expertise / profiling

driving the user's experience based on a set of organizational priorities and personal behavior

## Categorization

cataloging information assets and understanding relationships via metadata



## Application integration

integrating information with process

## Security / management

protecting assets and simplifying the user's experience with all the underlying technology

## Collaboration

the ability to connect users of a similar interest and work together

## Personalization

customizing the user's experience based on their preferences

## Development

providing tools, interfaces and components for rapid development

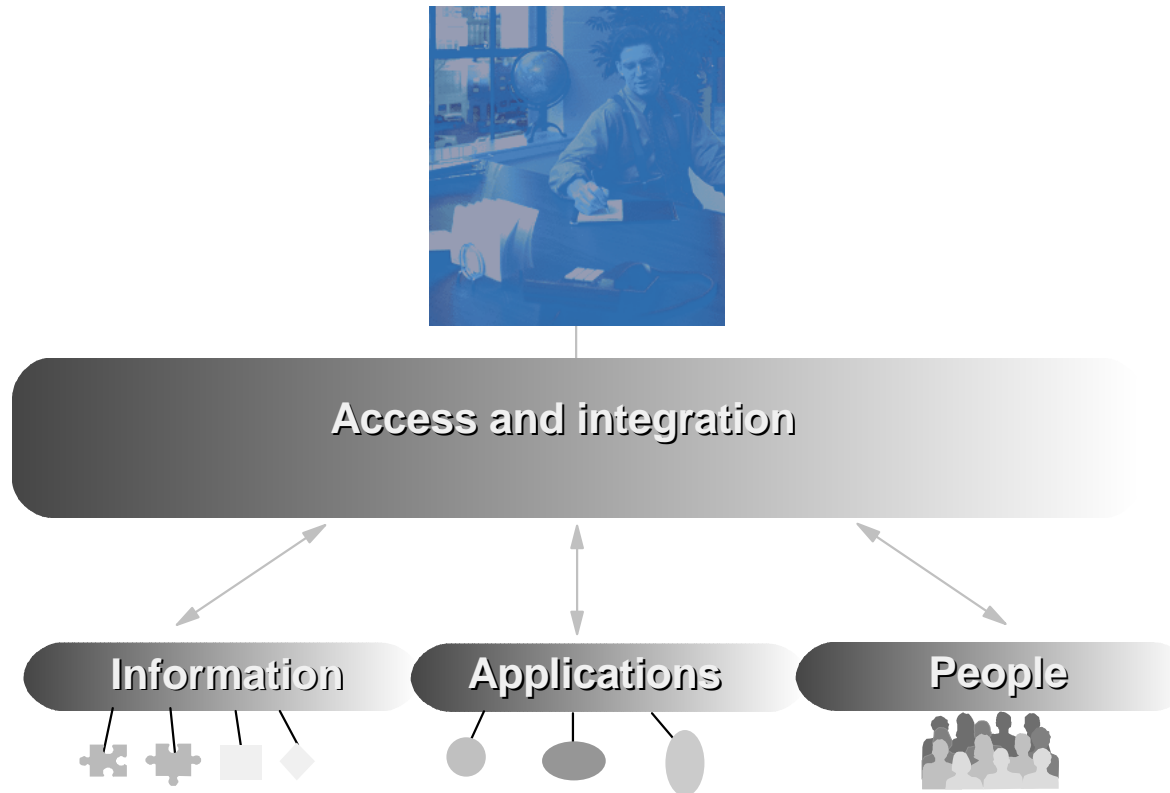
## *Market Opportunity*

---

- **Global 2000 Companies**
- **Multiple footprints in the same company**
- **NT and AIX**
- **60% of Fortune 500 companies will manage their own enterprise portals by 2003**
  - **Source: Gartner Group March 1999**
- **61% of Fortune 1000 will have extranets to link with customers, suppliers, and shareholders by 2001**
  - **Source: Booz, Allen, Hamilton May 1999**
- **Gartner Group predicts software revenues of US\$14 billion over the next three years**

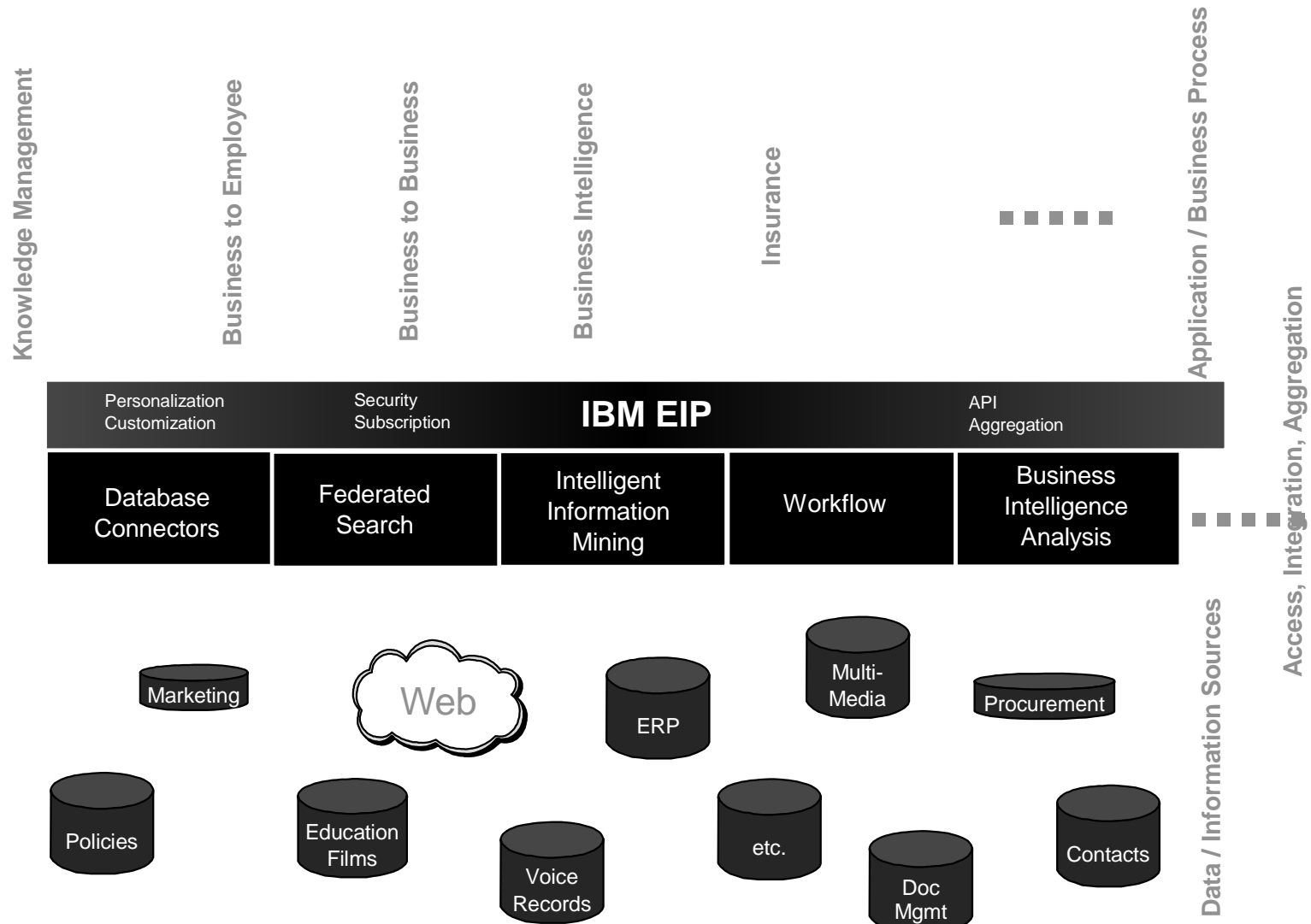
# *IBM e-business portal strategy*

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- ▶ Provide a secure foundation for a single point of access to diverse information, business processes, and expertise regardless of location or structure...in context to a user's needs and responsibilities - leveraging all forms of information, applications and people.

# IBM EIP: Enabling Many Portals from One Platform



# *IBM Enterprise Information Portal*

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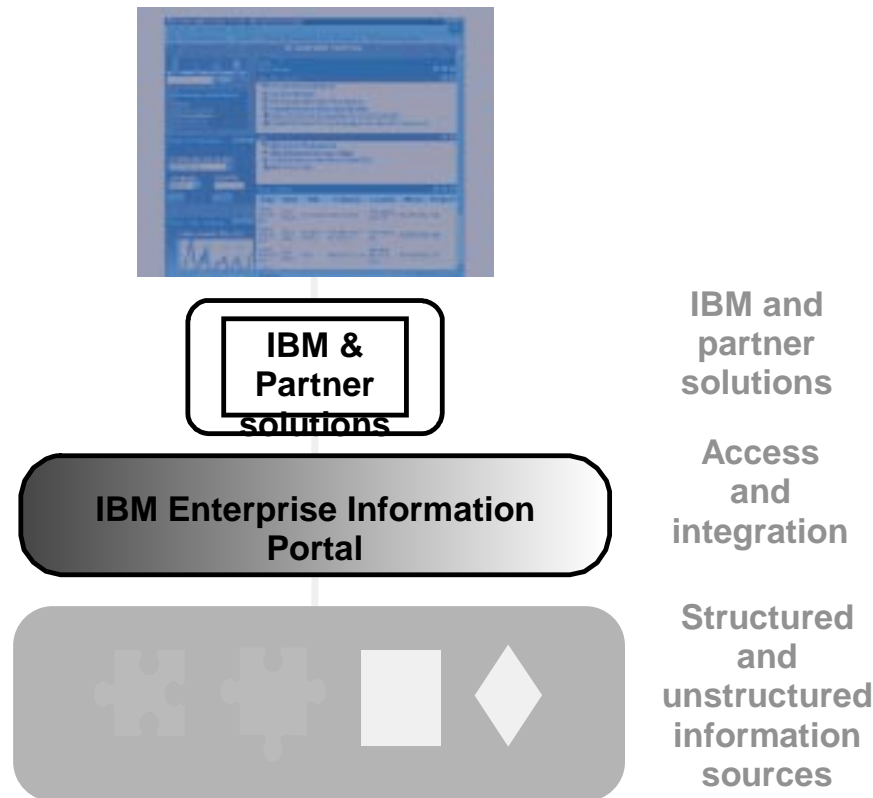
- **Federated access to wide ranging information sources**
  - single point of access and integrated results
  - content repositories
    - ▲ EDMSuite and DB2 Digital Library sources across multiple platforms
    - ▲ Notes/Domino and Notes/Domino sources\*
- **Fast, easy development via comprehensive API set**
  - comprehensive set of objects and services
  - multiple languages/programming models
- **Generally available November 30, 1999, worldwide**
  - Windows NT

\*Domino Extended Search license required

# *IBM EIP partner support*

---

- Provides customers with end-to-end solutions and choice of industry-leading products from application providers and systems integrators
- Supports partners with education, technical support and marketing programs
- Including, today:
  - AdWare
  - Ancept
  - Adplex
  - BPS/Savoir
  - Brio
  - Citrix
  - Data Channel
  - Epicentric
  - Hyperion
  - ICO
  - IKON
  - Intel
  - Plumtree
  - Provider Solutions
  - Syscom
  - Viador
  - VIP





# *Product Plan Summary*

---

## ■ **Four Functional Areas**

- **Enhanced Data Access**
- **Enhanced Search**
- **Workflow**
- **Knowledge Mining**

## ■ **Development Environments**

- **Java first, followed by C++, ActiveX, LSX**
- **Beta new APIs**

## ■ **Platforms**

- **NT followed by AIX**

## *For Further Information*

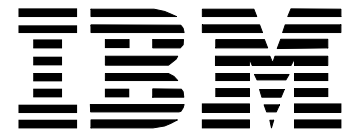
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### <http://www.ibm.com/knowledge>

- KM White papers
- KM Product Road Map
- Additional Raven information

### <http://www.ibm.com/software/data/eip/>

- Portal White papers
- EIP Product Roadmap
- Additional EIP information
- Links to other partner portal offerings



# DB2 V7 "Air Cover"

**Nicholette Ross**  
**Worldwide Data Management Marketing**

# *"Influencing the Influencers"*

---

## ■ Press-Media Targets

### ● Major Media

- ▲ As appropriate

### ● IT pubs (top-tier publications reflected)

- ▲ CNet
- ▲ Computerworld
- ▲ Computer Reseller News
- ▲ Inter@ctiveWeek
- ▲ InternetWeek
- ▲ InformationWeek
- ▲ InfoWorld
- ▲ PC Week
- ▲ Smart Reseller
- ▲ VARBusiness

- ▲ additional online and trade media targets

## ■ Analysts

### ● Conference Calls

### ● One-on-one briefings

# Advertising

---

## ■ PRINT

- Including Channel Ads

## ■ BANNER

- Including Channel Sites

## ■ E-MAIL SPONSORSHIPS

COMPUTERWORLD



DB2 Everywhere  
Technical Innovation Award, Best  
Productivity Tool Runner-up



Computer  
ResellerNews

IBM Business

# *Electronic Marketing*

---

## **Pull tactics:**

- **Web Banners**
- **Web Sponsorships**
- **e-mail Sponsorships**
- **URL Matrix**

[www.ibm.com/](http://www.ibm.com/)  
[www.ibm.com/e-business](http://www.ibm.com/e-business)  
[www.ibm.com/software](http://www.ibm.com/software)  
.....

## **Push tactics:**

- **DB2 Today**
- **DB2 Fix Pack**

**DB2 Today - Launched May 1999**

Customized e newsletter: "My DB2 Today"

**DB2 FixPak - Launched fall 1999**

DB2 Universal Database service news

## **Webinars**

# Webinar Schedule

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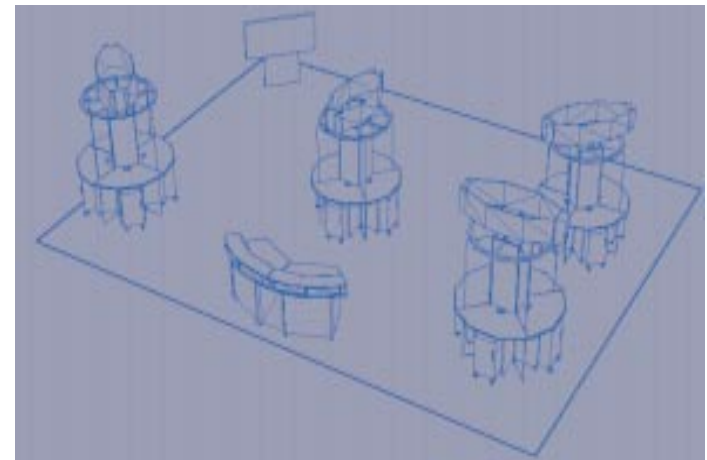


<b>April 11</b>	<b>What's new in DB2 UDB V7</b>
<b>April 19</b>	<b>Migrating from Oracle to DB2</b>
	<b>Migrating from SQL Server to DB2</b>
	<b>Migrating from Informix to DB2</b>
	<b>Migrating from Sybase to DB2</b>
<b>April 26</b>	<b>Business Intelligence in Action</b>
<b>May 10</b>	<b>Why DB2 Certification?</b>
<b>May 24</b>	<b>DB2 XML, Java and other cool stuff</b>
<b>May 31</b>	<b>Becoming dot com with DB2 and Sun</b>
<b>June 7</b>	<b>DB2 OLAP Server V7</b>
<b>June 14</b>	<b>DB2 for Windows 2000</b>
<b>July 17</b>	<b>SAP and DB2</b>
<b>July 12</b>	<b>DB2 and e-retailers</b>
<b>August 2</b>	<b>DB2 Warehouse Manager</b>
<b>August 30</b>	<b>DB2 for NUMA-Q</b>
<b>September 20</b>	<b>Enhancements to DB2 VM/VSE V7</b>
<b>September 27</b>	<b>DB2 Intelligent Miner</b>

## ***Key events - USA***

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<b>April 05</b>	<b>Internet World</b>	<b>Los Angeles</b>
<b>May 07</b>	<b>The Data Warehouse Institute</b>	<b>Dallas</b>
<b>May 14</b>	<b>International DB2 Users Group</b>	<b>Dallas</b>
<b>Aug 20</b>	<b>The Data Warehouse Institute</b>	<b>Boston</b>
<b>June 13</b>	<b>Sapphire</b>	<b>Las Vegas</b>
<b>Sept 11</b>	<b>XML World</b>	<b>Boston</b>
<b>Sept 13</b>	<b>Gartner CRM Summit</b>	<b>Chicago</b>
<b>Oct 16</b>	<b>DB2 Technical Conference</b>	<b>Las Vegas</b>
<b>Nov 06</b>	<b>The Data Warehouse Institute</b>	<b>San Diego</b>





## ***Key Events - Europe***

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<b>April 9-11</b>	<b>The e-business event 2000</b>	<b>Vienna</b>
<b>May 4-5</b>	<b>Business Intelligence e:Technologies</b>	<b>Frankfurt</b>
<b>May 15-19</b>	<b>Regional Summits</b>	<b>London</b>
		<b>Frankfurt</b>
		<b>Paris</b>
		<b>Milano</b>
<b>May 24 - 26</b>	<b>Sapphire</b>	
<b>June 5-8</b>	<b>Planet Tivoli</b>	<b>Madrid</b>
<b>Sep 25-29</b>	<b>Lotusphere</b>	<b>Berlin</b>
<b>Oct 23-26</b>	<b>International DB2 Users Group</b>	<b>Geneva</b>



# *DB2 Magazine & Success Stories*

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**DB2 Magazine - Launched December 1999**

June issue focus on Version 7



**References and Success Stories**

600 + stories online currently

# *Sales Support*

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**Energizing Collateral [www.ibm.com/software/data/pubs](http://www.ibm.com/software/data/pubs)**

**Collateral refresh in 2000**

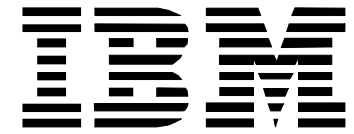
***New and updated CDs, Demo's***

***New and updated white papers***

***Consultant Reports***

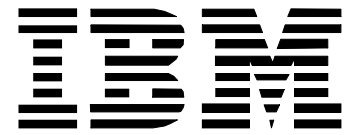
**Building Skills in 2000**

**Update DB2 classes, Certification Guide,  
& Certification Exams**



# What's New for Business Intelligence?

**Rick Michaels**  
**Worldwide Channel Marketing, Data Management**



# NA Plans: Your Next Steps

**Glenn Rogers**  
**NA Channel Marketing Manager, BI/Data Management**

# *Agenda*

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- **Why get Certified?**
- **Education and Certification updates**
- **Education Roadmaps**
- **Marketing programs to help you**
- **What to do next?**

## *Why get Certified?*

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- Recognition by customers and peers
- Participate in IBM marketing programs
- Qualify to receive leads from IBM
- Receive communications from IBM

# *Education and Certification Update*

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## **■ Business Intelligence Certification**

- No change
- DW030 Fundamental of Data Warehousing and Business Intelligence
- DW110 Building the Data Warehousing
- Test 515 Business Intelligence Certification



# *Education and Certification Update*

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## **■ DataWarehouse Specialty**

- **NEW \*\***
- **DW450 Intro of the Data Warehouse Centre**
- **DW460 Advanced Concepts**
- **Replace DW302 and DW312**
- **No certification test**

# *Education and Certification Update*

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## **■ DB2 UDB V7 Administration Certification**

- **Fundamentals of DB2**
- **DB2 Administration for NT**
- **Certification Test**
- **Course codes and test info TBA**

## **■ DB2 UDB V7 Application Development**

- **Fundamentals of DB2**
- **Programming Fundamentals of DB2**
- **Certification test**
- **Course codes and test info TBA**

# *Education and Certification Update*

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## **■ DB2 Transition Courses**

- **DB2 Version 5 Certification?**
- **Complete V6 and V7 transition course**
- **Pass certification test**
- **Version DB2 6 Certification?**
- **Complete V7 transition course**
- **Pass certification test**
- **Courses and tests to be available in June**

## *JumpStart Classes*

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**Learn how to install, configure and administer DB2 for just \$99 USD / \$140 CDN in one day !!**

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> April 10 | <input type="checkbox"/> Chicago    |
| <input type="checkbox"/> April 11 | <input type="checkbox"/> St. Louis  |
| <input type="checkbox"/> April 18 | <input type="checkbox"/> Dallas     |
| <input type="checkbox"/> April 19 | <input type="checkbox"/> Costa Mesa |
| <input type="checkbox"/> May 24   | <input type="checkbox"/> New York   |
| <input type="checkbox"/> May 25   | <input type="checkbox"/> Toronto    |

**Details and registration info available at:  
[www.ryci.com/ryc/JumpStartDB2.htm](http://www.ryci.com/ryc/JumpStartDB2.htm)**

## *Education Roadmaps*

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■ [www.ibm.com/services/learning/roadmaps](http://www.ibm.com/services/learning/roadmaps)

■ Select "Business Intelligence and Data Warehousing"

or

■ Select "DB2 Universal DataBase"  
● Select "Family" or the Operating System

## *Programs to help you!*

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### **■ Not For Resale (NFR) code**

- Available via BPOPS

### **■ Beta program**

- Available via DB2 sitelet

### **■ Electronic launch kit**

- Available via DB2 sitelet

### **■ Seminar in a Box (SIBs)**

- <http://partnerinfo.software.ibm.com/sibcentral>

## *New Programs !*

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### ■ TestDrives

- <http://www.ibm.com/software/partnerweb/na>

### ■ FastStart . . . evolving into StartNow

### ■ Business Partner conference calls

### ■ Watch the DB2 sitelet for details !!

## *What do I do next?*

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- **Plan education and certification**
- **Get enabled with electronic launch kit !!**
- **Leverage the marketing programs !!**



# *Web Sites Referenced*

## ■ IBM Business Partner Software Program Information

- <http://www.ibm.com/software/partnerweb/na>
  - ▲ Select Program Information

## ■ DB2 Information

- <http://www.ibm.com/software/data/db2>

## ■ Competitive Information

- <http://www.ibm.com/software/data/inmind/one.html>
- <http://www.ibm.com/software/data/busn-intel/road2bi/>

## ■ Additional Information i.e. KM White Papers, KM Road Map

- <http://www.ibm.com/knowledge>

## ■ EIP Information

- <http://www.ibm.com/software/data/eip/>

## ■ Data Channel Site/Electronic Launch Kit

- [www.ibm.com/software/data/channels](http://www.ibm.com/software/data/channels)

## ■ JumpStart Classes

- [www.ryci.com/ryc/JumpStartDB2.htm](http://www.ryci.com/ryc/JumpStartDB2.htm)

## ■ Education Roadmaps

- [www.ibm.com/services/learning/roadmaps](http://www.ibm.com/services/learning/roadmaps)

## ■ Seminar in a Box (SIBs)

- <http://partnerinfo.software.ibm.com/sibcentral>

## ■ TestDrives

- <http://www.ibm.com/software/partnerweb/na>

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# Remote TV Sites (IBMTV, TEN-TV, PartnerWorld I)

- Input from remote TV sites
  - Fax answer sheets to 972-280-6394

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## Thank You

- **Thank you for your attendance and support of IBM Business Partner Software Program**
- **We appreciated your input today**
  - **Additional input**
    - ▲ **Partner Services at 1-800-IBM-1822**
    - ▲ **FAX 1-972-280-6394**
    - ▲ **E-mail**  
**IBMSWNA@US.IBM.COM**