IBM

You are invited to the
IBM Technical Exploration Center (TEC)

Expose,
& Explore
Experience

IBM Software
for Smarter Planet.

The world is getting smaller, flatter and smarter. Today, people and systems are becoming more interconnected, instrumented and intelligent, offering businesses greater capabilities and opportunities than ever before.

You need Smarter Software to build a Smarter Planet

One trillion devices would have been connected to the Internet by 2011. Digital data is projected to grow by 10 times in that same period. Everything from cars, appliances, roadways, power grids, clothes, and even natural systems such as agriculture and waterways are increasingly instrumented, interconnected and infused with intelligence.

At the heart of this transformation is software that powers today's systems and processes. It is the key to making sense of a smarter planet and harnessing its potential. It can help make businesses, industries, governments – and the world -- work better.

Come discover Software built to help build a Smarter Planet at the IBM TEC

The IBM TEC is simply the faster and easier way to immerse in Smarter Software that will help you conceive solutions to address your unique challenges as well as build capabilities to transform your organization. Facilitated by technology and domain experts & geared with the latest IBM Software, the TEC creates a dynamic and stimulating environment to:

Expose to emerging technology trends and how recent Smarter Software innovations relate to current business and organizational challenges
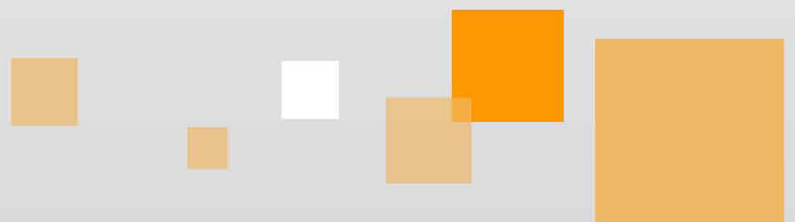
Explore Smarter Software solutions derived from real client engagements and learn how it is helping to build business and organizational capabilities

Experience through hands-on guided labs on how Smarter Software underlying technology helps build business and organizational capabilities

Start the conversation and move your organization towards being smarter

IBM Software helps clients build the capabilities to transform their industries and the world. What's your vision for your organization? Your industry? Your world?

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TEC Content

Categories of TEC events in ASEAN

Expose

E-IM03-1 Harness & Harvest Big Data for the Enterprise

E-LN01-1 Unleash Social Collaboration and Drive Business Productivity

E-ZS08-1 Manage Enterprise Systems in the Open World of Mobile & Social Business

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TEC Content

Categories of TEC events in ASEAN

Explore

E-BA03-1 Business Analytics: Learn from the Past, Understand the Present & Predict the Future

E-EM01-1 Streamline Enterprise Reporting and Reduce High Print & Storage Costs

E-EM02-1 Optimize Case Outcomes with 360-Degree View of Cases

E-EM03-1 Automate the Transformation of Paper Documents to Digital Information

E-IS01-1 Orchestrate Your City to Deliver Exceptional Service to Your Citizens

E-IS02-1 Streamline Marketing Processes & Improve Marketing Management in Banking & Finance

E-IS03-1 Bring Science to the Art of Marketing in Telecommunication

E-IS04-1 Get Smarter About Every Stage of Commerce - Buy, Market, Sell & Service

E-RA01-1 Successful IT Delivery Strategies to Stay Ahead of the Competition

E-RA02-1 Achieve Predictability & Accuracy in the Application Delivery Lifecycle

E-RA04-1 Automate & Reduce the Complexity in Software Delivery Processes

E-RA05-1 Enable Informed Decisions to Manage Business-Driven Change

E-SS01-1 Web Security for a Smarter Planet: An End-to-End Approach to Addressing One of the Biggest Threats to a Business

E-SS02-1 Managing Privileged and Shared Identities for Identity Governance

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Explore

E-TV01-1 Cloud Computing: Rethink IT, Reinvent Business

E-TV02-1 Address The Challenges of Access Management

E-TV03-1 Maximize the Availability of Data while Minimizing the Cost of Storage

E-TV06-1 Endpoint Management: Automate It Before It Automates You

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E-ZS01-1 Make the Most of CICS in Your Enterprise

E-ZS02-1 Act with Precision & Reliability: Smarter Business Decisions with zEnterprise

E-ZS03-1 Data Governance on System Z: Your Key to Business Optimization

E-ZS04-1 Upgrade to DB2 10 for z/OS: Why? When? How?

E-ZS05-1 Integrate System Z Data Seamlessly with the "Rest of the World"

E-ZS06-1 Achieve Real-Time Business Intelligence with zEnterprise

E-ZS07-1 A Day in the Life of The Smarter Developer

E-ZS09-1 Assure Database Security, Audit and Compliance with zEnterprise

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Categories of TEC events in ASEAN

Experience

E-BA01-1 Budgeting and Forecasting for Better Business Outcome

E-BA02-1 Business Intelligence: Informed Decisions at Every Level of the Enterprise

E-IM01-1 DB2 Administration for Oracle Professionals: Why Oracle DBAs Should Care About DB2?

E-IM02-1 Trust Your Organization's Data: Leverage Metadata Management

E-IM04-1 Manage the Data Explosion in the Enterprise

E-IM05-1 Serious Analytics with a Simple Appliance

E-LN02-1 Exceptional Web Experience

E-LN03-1 Unify Communication & Collaboration to Work Smarter

E-RA03-1 Build Responsive Testing: Transitioning from a Culture of "Make & Check" to "Sense & Respond"

E-TV04-1 Ensure Successful IT Service Delivery Processes

E-TV05-1 Service Assurance: Keep Your Business Thriving

E-WS01-1 Streamline Business Processes with Intelligent Decision Automation for Better Business Outcomes

E-WS02-1 The Interconnected Enterprise - SOA & Cloud Application Integration with Software & Appliance Technologies

E-XB01-1 Transforming Information Into Business Insights (A Banking Scenario)

IBM Technical Exploration Center (TEC)
Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

Expose,
Explore
& Experience

Building a Smarter Planet

Expose

E-IM03-1 Harness & Harvest Big Data for the Enterprise   4'f c{u

Target Audience : Business Analysts, Architects, Project Managers, IT Managers, Application Development Heads, Developers.

Everyday, we create 2.5 quintillion bytes of data–so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: from sensors used to gather climate information, posts to social media sites, digital pictures and videos posted online, transaction records of online purchases, and from cell phone GPS signals to name a few. This data is big data.

In your business, you may have your own big data challenges and understand the opportunity that it brings to your organization, yet turning mountains of data about your customers, products, incidents, etc., Into actionable information while the volume, variety and velocity of big data seem overwhelming. Until now there was no practical way to harvest this opportunity.

Today, IBM's platform for big data opens the door to a world of possibilities, giving organizations a solution that is designed specifically with the needs of the enterprise.

IBM is uniquely positioned to help clients navigate this transformation. IBM InfoSphere® Big Insights and IBM InfoSphere Streams are the core technologies of IBM's platform for big data.

Come and experience in this proof-of-technology session through presentation and hands-on labs. In this session, participants will learn:

• How to manage and analyze internet-scale volumes of structured and unstructured data
• How to enable continuous analysis of massive volumes of streaming data both structured and unstructured with sub-millisecond response times.

E-LN01-1 Unleash Social Collaboration and Drive Business Productivity   0.5 day

Target Audience: Business Managers

Are your users demanding to work smarter? More Web 2.0? We take a look at traditional collaboration methods along with introducing new methods of improving the way you work. You will experience new ways of interacting with not only your own team, people within your organization but with partners, customers and non-traditional customers.

Does your organization need to ....

• Identify and utilise key human resources better?
• Provide different (modern) methods of communication?
• Merge social tools into existing tools, practices?
• Look at innovative ways of reducing expenditure?
• Learn how to integrate Web 2.0 work practices into your day to day activities

This interactive session will enable you to experience everything in a safe environment.

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E-ZS08-1 Manage Enterprise Systems in the Open World of Mobile & Social Business　　　**1 day**

Target Audience : IT Operations Managers, IT Infrastructure Manager, IT Security Manager, IT Auditor, Systems Programmers, Cloud Service Administrator, Cloud Project Team

Business growth, change dynamics and new modes of doing business are increasing the size and shape of transactions, workloads and systems in the data center. Risks such as system failure, security violations, and performance degradation are also increasing. This session will cover enhancements in management systems and controls needed in this environment.

IBM Tivoli Enterprise Management solutions are designed for holistic systems management across your enterprise. You can quickly and easily get detailed analysis of every element of your enterprise systems, to help you tune, optimize and control resource usage in a timely manner.

When problems are detected, rapid policy-driven recovery is crucial. IBM Tivoli Enterprise Automation solutions also provide out-of-the-box recovery policy for CICS, IMS, z/OSTM, IBM Tivoli Workload Scheduler, and IBM DB2® and also allows creation of custom policies for your systems.

Risks to corporate and personal data are increasing by the day. IBM Tivoli Enterprise Security solutions provide a comprehensive range of controls from real time intrusion detection to audit tools that help you comply with new regulatory and other security requirements.

Cloud computing is all the rage today but there are issues around security, reliability and compliance in the context of "multi tenanted" environments. IBM Tivoli Enterprise Cloud solutions help address these problems and include functions for cloud provisioning, monitoring, accounting and security.

E-BA03-1 Business Analytics: Learn from the Past, Understand the Present & Predict the Future   0.5 day

Target Audience: IT Managers, Business Intelligence Managers, Marketing Managers, Business Analysts

This workshop is designed to give participants the opportunity to learn about how IBM SPSS Modeler can be used in real world applications. During the workshop attendees will also learn how the products can support them in their day-to-day efforts.

Workshop participants will learn how IBM can support them through the entire analytical process from beginning to end. From data collection to analysis through reporting and deployment; we help all types of organizations including commercial, higher education and government.

The goal of the workshop is to help attendees understand how to use data better to learn from the past, understand what is happening today, and anticipate the future.

You will experience Modeler first hand & learn how you can have major impact in your organization in less than 90 days! You will learn how to use your data better, to learn from the past, understand what is happening today, and anticipate the future.

E-EM01-1 Streamline Enterprise Reporting and Reduce High Print & Storage Costs   1 day

Target Audience: Development Managers, IT Managers, Business Analysts, Developers, IT Administrators

Join us to find out how IBM helps you capture computer output and archive scanned documents for enterprise report management.

It helps companies gain significant ROI by transforming costly high-volume print output to electronic information capture and presentation in support of customer service.

- Streamlines distribution of selected reports and documents, supports electronic bill solutions, and delivers self-service access to bills, invoices and statements
- Automatically groups reports and portions of related documents to distribute as needed
- Provides the capability for volumes of report-oriented data to be electronically turned into records
- Enables print streams to transform them during archiving. Read more about the AFP2WEB feature
- Automates and optimizes storage management for cost and retrieval benefits and is designed to provide immediate compression results

Building a Smarter Planet

Highlights - Explore

E-EM02-1 Optimize Case Outcomes with 360-Degree View of Cases   1 day

Target Audience: Development Managers, IT Managers, Business Analysts, Developers, IT Administrators

Organizations face case management challenges that require more insight, responsiveness and collaboration. IBM Advanced case management unifies information, processes and people to provide a 360-degree view of the case and achieve optimized outcomes. With a case management solution, knowledge workers can extract critical case information through integrated business rules, collaboration, and analytics - all of which enhance decision making ability and leads to more successful case outcomes.

E-EM03-1 Automate the Transformation of Paper Documents to Digital Information   1 day

Target Audience: Development Managers, IT Managers, Business Analysts, Developers, IT Administrators

Do you like to find out how enterprise capture can make unstructured information understandable for input to core business processes and help break down silos of information in your organization? In this session, you will discover :
- The evolution of enterprise capture and how it can be the foundation for a paperless office
- Multiple ways enterprise documents can be captured at point of entry
- Intelligent classification, interrogation and extraction of document data
- How IBM capture solution provides a flexible, scalable option for enterprise capture
- Transform from a silo, front-end process to a key component of an enterprise content management strategy that streamlines the capture of images, paper and other unstructured documents.

E-IS01-1 Orchestrate Your City to Deliver Exceptional Service to Your Citizens   1 day

Target Audience : Business & IT Managers.

The majority of us live in cities, and the percentage is growing. Municipal leaders who run the complex network of diverse people, expected services and aging infrastructure are on a constant search for more efficient ways to analyze data, anticipate problems and coordinate resources in their cities.

As centers of business, culture and life, cities are logical places to integrate many of the Smarter Planet principles and innovations in public safety, transportation, water, building, social services and agencies. A new kind of solution, the IBM Intelligent Operations Center for Smarter Cities synchronizes and analyzes efforts among sectors and agencies as they happen, giving decision makers consolidated information that helps them anticipate—rather than just react to - problems. By using these tested approaches, cities can manage growth and development in a sustainable way that minimizes disruptions and helps increase prosperity for everyone.

Come discover how to enable the real-time collaboration and deep analytics that can help city agencies prepare for problems before they arise and coordinate and manage problems as they occur.

Building a Smarter Planet

Highlights - Explore

E-IS02-1 Streamline Marketing Processes & Improve Marketing Management in Banking & Finance
0.5 day

Target Audience : Business Managers (Marketing)

In today's competitive marketplace, financial services firms are focused on delivering a superior customer experience to differentiate themselves and retain customers. Along with this focus are the realities of varied portfolios of products and services, branches that span geographic regions, millions of customers to service, as well as industry and country compliance regulations - making it harder than ever to generate loyalty and deliver an optimal customer experience. As a result, financial services firms are looking to create more effective cross-sell strategies, coordinate marketing efforts across channels, drive event-based marketing activities and increase personalization and communication precision to shape a customer's experience and boost loyalty.

Join IBM experts in an insightful and information discussion on solutions that enable marketing organizations to optimize their internal operation with robust performance analysis and planning tools, financial management, process automation, collaborative tools and production management capabilities.

E-IS03-1 Bring Science to the Art of Marketing in Telecommunication
0.5 day

Target Audience : Business Managers (Marketing)

The telecommunication industry is rapidly changing. With that, competition is constantly increasing. Companies are looking for ways to maintain and grow revenue streams while building loyal customer relationships that result in low churn rates. Leaders are using targeted, personalized marketing to achieve this. And they are reducing costs and time to market as well, giving them the edge in a fast-paced, competitive market. How are they winning? With Enterprise Marketing solutions from IBM!

The majority of the top 10 leading telecommunication companies rely on IBM Enterprise Marketing solutions to differentiate their products and services, reduce churn, and enhance customer value for higher retention.

Come explore how Enterprise Marketing Management solutions help increase average revenue per subscriber by delivering more product choices, higher levels of service, and competitive cross-sell offers. At the same time, address churn by identifying and targeting likely attriters with personalized retention offers.

E-IS04-1 Get Smarter About Every Stage of Commerce - Buy, Market, Sell & Service
1 day

Target Audience : Business & IT Managers

A new breed of customer is dictating a new set of terms in the dynamic between buyers and sellers.

Customers approach a sale empowered by technology and transparency, with more extensive information from more sources than ever before. They expect to engage with companies when and how they want, in person, online and on the go. And they want these methods to tie together seamlessly. Smarter Commerce is redefining the IBM value chain in the age of the customer. It starts with putting the customer at the center of your operations – which of itself is not a new idea – however, truly operationalizing this strategy is not easy. It requires synchronizing your entire value chain to deliver consistent and predictable outcomes and necessitates improved collaboration and visibility for your customers and partners.

Come explore how Smarter Commerce turns customer insight into action, enabling new business processes that help companies buy, market, sell and service their products and services.

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E-RA01-1 Successful IT Delivery Strategies to Stay Ahead of the Competition   **1 day**

Target Audience: 1. Business Heads, CIO, Solution Delivery Heads, Delivery Directors, Product Directors, Product Heads, Senior IT Managers, Business Solution Heads

With today's economic challenges, every organization is forced to contain cost and mange risk from the business while improving profitability and enhancing customer satisfaction. Organizations are in constant search of new ways to cut down operational IT cost and use innovative strategies to introduce products and service faster to market. The organizations wanting to stay ahead of competition are concerned with….

- How quickly they can get a quality products and Services to market?
- What is the difference between being first Vs second in market?
- Those who are first to market with quality and speed are "winners taking all".

Business operations today are highly complex and inflexible. Single Business Service is implemented through various Business and IT systems. These interconnected IT systems and applications needs to be planned, developed and delivered simultaneously. Traditional IT delivery strategies are posing challenges to cope up with increasing Business demands. Organizations are in constant search of innovative ideas to improve "Time to Market".

IBM Rational's Integrated Product Delivery Framework mitigates planning and implementation risks using Program and Release Management framework, giving flexibility to organizations to deploy multiple solutions at the pace, providing the value to business stakeholders. The framework makes implementation faster and lowers risk. It is helping many organizations innovate, by quickly delivering products and services thereby enabling business model innovation and helping them expand into new markets.

E-RA02-1 Achieve Predictability & Accuracy in the Application Delivery Lifecycle   **1 day**

Target Audience: CIO, Senior IT Managers, Development Heads, Delivery Heads, Business Analysts, Infrastructure Management Team

The software delivery tools marketplace today grew organically from point tools aimed at solving specific narrow needs in the software delivery Lifecycle. The days of 18 to 24 month software development projects are over, and the timeframe is beginning to look more like 3 months. Teams and organizations who are concerned with all aspects of software delivery had to rely on multiple point-to-point integrations between tools. This has created barriers for teams to collaborate and have made cross-lifecycle processes and cross-tool integrations expensive and complex to manage.

IBM Rational Collaborative ALM solutions coordinate development lifecycle activities such as requirements definition, development, build, testing, and project management through improved traceability, automation, and reporting. These integrations are built upon the Jazz Foundation to increase the productivity of software delivery teams.

With IBM Rational Collaborative Lifecycle Management solutions, organizations can:
- Depend on ALM solution helping an organization make connections across all the stages of the application's lifecycle
- Make use of range of management tools which all work together and can be accessed from "Single Interface".
- Leverage a common project management tool integrated with software development lifecycle tools.
- Improve project predictability by accessing unified reporting at the project and team level.

Building a Smarter Planet

Highlights - Explore

E-RA04-1 Automate & Reduce the Complexity in Software Delivery Processes　　　**1 day**

Target Audience: Project Managers, SCM Team, Build & Release Engineers. No prerequisite knowledge is required.

The challenge of managing the lifecycle of an application to get a product from initial coding all the way into production involves a complex network of people, processes, and technologies that need to be integrated. To cope with ever-increasing demands for high-quality products at more frequent intervals, development teams need a solid foundation of repeatability, reliability, and tracking. Communication and integration throughout the development lifecycle is essential, but mandating consistency across teams can create political turf wars and these initiatives often fail.

IBM Rational Deployment Planning & Automation Solution is a powerful change management & Application Provisioning solution that empowers teams the ability to Plan Automate and Govern large variety of applications in their organization. This workshop is designed to demonstrate how to automate software delivery processes through an adaptive management framework.

E-RA05-1 Enable Informed Decisions to Manage Business-Driven Change　　　**1 day**

Target Audience: IT Managers, Enterprise Architects, Business Analysts, Project Managers

Business Planning and Alignment helps in strategic planning to improve business efficiency by identifying problems and seeking opportunities for change; to maximize and improve operational efficiency savings from change initiatives while minimizing risks as well as facilitates the management of business / IT portfolio. This is accomplished by utilizing the integrated IBM® EA & PPM solutions featuring Rational® System Architect & Rational® Focal Point, which connects the business and technology needs of an organization into a cohesive and dynamic blueprint, providing key capabilities for managing business-driven change. Furthermore, organizations can gain a greater perspective on value and priority, while the integrated solution provides a predictable estimate of financial costs and benefits as well as adoption risks and marketplace forces that could delay or derail results.

IBM Business Planning & Alignment can help organizations:

• Make faster, better-informed strategic and tactical decisions
• Prioritize investment portfolio to support business goals
• Improve risk management of organizational transformation
• Turn strategy into execution and measure the results

This hands-on workshop positions and guides attendees through capabilities that model multiple domains of an enterprise and make this information available to a wide variety of stakeholders for impact analysis, portfolio prioritization to guiding informed and successful decisions. This session walks through a usage scenario to model business, information, application, services, and technology domains; outlines their relationships to each other; and shows how this information is made available to both business and technical users to understand important relationships to conduct impact analysis and make informed decisions. Then link this information to related supporting projects and walk through a prioritization scenario.

E-SS01-1 Web Security for a Smarter Planet: An End-to-End Approach to Addressing One of the Biggest Threats to a Business   1 day

Target Audience : Infrastructure Architects, Design and Operations Engineers, Professional Services Engineers, Application Developers,IT Managers, IT Executives

More and more companies are relying on Web-based applications to provide online services to their employees, to support e-commerce sales and to leverage portals, discussion boards and blogs that help staff better communicate with customers, partners and suppliers. However, as the number and complexity of Web applications have grown, so have the associated security risks. With increasing frequency, incidents of Web application breaches resulting in data theft are popping up as front-page news. And such attacks now have more serious consequences than ever before. Join us to hear from IBM expert explain the biggest Web application security and compliance challenges that organizations face today and, more importantly, discuss end to end strategies and solutions to overcome these challenges while lowering costs and reducing the risk of conducting business online.

E-SS02-1 Managing Privileged and Shared Identities for Identity Governance   1 day

Target Audience : Design and Operations Engineers, Professional Services Engineers, IT Managers, Security Compliance and Governance Professionals

Organizations do not need to leave themselves vulnerable to insider threats. IBM® Security Privileged Identity Manager delivers a single solution for securing, automating and tracking the use of privileged IDs. It is designed to help organizations mitigate the security risks associated with privileged users. Join us to hear from IBM expert on how Security Privileged Identity Manager helps you track and audit the activities of privileged users for effective governance while also reducing the overall number of privileged IDs needed, improving security and efficiency.

Building a Smarter Planet

E-TV01-1 Cloud Computing: Rethink IT, Reinvent Business   1 day

Target Audience : Enterprise Architects, IT Specialists and IT Manager

With its promise of elastic and easily accessible computing resources, cloud computing has understandably captured the attention of the information technology industry. Business executives see cloud as a way to take control of ever-escalating data center costs. Systems administrators see it as a way to automate and better manage available data center resources and requests. End users see cloud as a way to easily obtain the computing resources they need, and pay for the resources only while they're in use.

IBM's cloud reference architecture addresses the three major roles in any cloud computing environment: cloud service provider, cloud service creator and cloud service consumer. With this strict separation of concerns, IBM's proven cloud reference architecture enables specific perspectives to be assumed in order to understand the requirements, expectations and value propositions placed upon the system, and the supporting capabilities necessary to fulfill these requirements.

Come learn about how the underlying powerful automation and services management tool with rich business management functions for fully integrated, top-to-bottom management of cloud infrastructure and cloud services forms the basis of the full spectrum of cloud service models.

E-TV02-1 Address The Challenges of Access Management   1 day

Target Audience: Enterprise/Security Architects, Systems Administrators, Security Personnel

The complexity and number of logons employees must manage on a daily basis are increasing, resulting in frustration and lost productivity. In most organizations, employees must remember between 5 and 20 passwords and are required to change them every 30 days. The time wasted entering, changing, writing down, forgetting and resetting passwords represents a significant loss in productivity and a significant cost to IT help-desk operations.

• Reduce password-related helpdesk costs by lowering the number of password reset calls.
• Relieve password headaches with a proven single sign-on solution across all types of applications.
• Reduce password-related helpdesk costs by lowering the number of password reset calls.
• Strengthen security and meet regulations through stronger passwords and an open authentication device interface.
• Improve productivity and simplify the end-user experience by automating sign-on and using a single password to access all applications.

Discover the value of IBM Tivoli Access Manager Enterprise Single Sign On Solution Proof of Technology (PoT) workshop that provides a hands-on experience for those interested in examining common single sign on challenges facing organizations today. Participants will learn how IBM Tivoli's "Best of Breed" Identity and Access Management solutions are best suited to solve Access management challenges, combining single sign-on, strong authentication, session management, automated navigation to any screen in the navigation, and audit tracking with no change to the existing infrastructure.

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Highlights - Explore

E-TV03-1 Maximize the Availability of Data while Minimizing the Cost of Storage　　　**1 day**

Target Audience : IT Infrastructure Managers, Storage Administrators

In today's business world, where application servers are operational 24 hours a day, the data on these servers must be fully protected and quickly recoverable. Customers can neither afford to lose any data nor stop these critical systems for hours to run traditional file-level backups. As the amount of data that needs protecting continues to grow exponentially and the need increases to keep the downtime associated with backup to an absolute minimum, IT processes can be at their breaking point.

Tivoli Storage FlashCopy Manager can help deliver the highest levels of protection for mission-critical IBM DB2, SAP, Oracle, Microsoft Exchange, and Microsoft SQL Server applications via integrated application-aware snapshot backup and restore capabilities. This is achieved through the exploitation of advanced IBM storage hardware snapshot technology to create a high performance, low impact application data protection solution.

Join us and experience how Tivoli Storage FlashCopy Manager's comprehensive and flexible backup and restoration techniques can help improve service levels by reducing recovery time, simplify deployment and provide advanced protection and restoration to your databases.

E-TV06-1 Endpoint Management: Automate It Before It Automates You　　　**1 day**

Target Audience : Enterprise Architects, IT Specialists, IT Managers

How do you manage the thousands of multiple-platform endpoints in your environment? Do you even know how many assets you have? Can you ensure that your servers and workstations have the latest software patches and are secure? How do you distribute new software packages to your endpoints? What if you could manage all of these things from a single console?

IBM Tivoli® Endpoint Manager, built on BigFix technology, provides a single console and lightweight agent solution for managing your endpoints. It combines endpoint and security management into a single solution. Using Tivoli Endpoint Manager you can manage physical and virtual endpoints. Assets that you can manage include servers, desktops, notebooks, and specialized devices such as kiosks and Automated Teller Machines (ATMs). These assets can be located in virtually any location from a server in the data center to a notebook at a coffee shop. With this unified endpoint management solution, you have a centralized view of your environment and increased control. As threats arise, Tivoli Endpoint Manager provides quick remediation and protection. You can report the health and status of thousands of endpoints in real time. You can automate time-intensive tasks to reduce the risk and support compliance.

At the end of this session, attendees will have an overview of the Tivoli Endpoint Manager solutions, including Tivoli Endpoint Manager for Lifecycle Management, Tivoli Endpoint Manager for Security and Compliance, Tivoli Endpoint Manager for Patch Management, and Tivoli Endpoint Manager for Power Management, and the basic architecture for a deployment.

Building a Smarter Planet

E-WS03-1 Unleash Superior IT Economics: Accelerate the Development & Deployment of New Services to Enterprise & Mobile Users   **1 day**

Target Audience : Application Development Managers, Architects, Developers

On average, more than 70 percent of IT budgets are spent on operations and maintenance. Two-thirds of companies go over schedule on their project deployments. IT systems have become complex and difficult to manage. Organizations are struggling to leverage & exploit the opportunities in new growth areas such as mobile users. As a consequence, IT is increasingly finding itself in the position of being a barrier to innovation rather than an enabler of new opportunities.

Join IBM experts and discover how you can help make IT the strategic center of business through:

Extendibility: Extend existing capabilities to mobile users and transform the business to yield new opportunities. Deliver a range of application development, connectivity and management capabilities that support a wide variety of mobile devices and mobile application types.

Agility: As you seek to innovate to bring products and services to market faster, you need fast time-to-value. Expertise built into a solution can eliminate manual steps, automate delivery and support innovation.

Efficiency: To reduce costs and conserve valuable resources, you must get the most out of your systems with energy efficiency, simple management and fast, automated response to problems. With built-in expertise, you can optimize your critical business applications and get the most out of your investments.

Increased simplicity: You need a less complex environment. Patterns of expertise can help you easily consolidate diverse servers, storage and applications onto an easier-to-manage, integrated system.

Control: With optimized patterns of expertise, you can accelerate cloud implementations to lower risk by improving security and reducing human error.

E-ZS01-1 Make the Most of CICS in Your Enterprise   **1 day**

Target Audience : Architects, Systems Programmers, Developers, System Administrators.

CICS has been at the forefront of enterprise transaction processing and evolves with new technologies as appropriate when they arrive. The world's favorite transaction server continues to get better with a new balanced release offering improvement for traditional workloads as well as providing support for new strategic technologies to allow modernization in the enterprise using CICS as the foundation platform.

This event is designed for you to experience the following CICS capabilities:

• CICS connectivity options (web services, ATOM, JEE, etc.)
• CICS programming options (Java, C/C++, PHP, COBOL, etc.)
• Tools for CICS (CICS Explorer, CPSM, CTG, IA, PA, PD tools, RDz)

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E-ZS02-1 Act with Precision & Reliability: Smarter Business Decisions with zEnterprise   **1 day**

Target Audience : IT Architects, Application developers, System programmers

As business environment becomes increasingly dynamic, CEOs expect changes to be deeper and faster than ever before. Smart business outcomes requires the ability to quickly adapt to changes; and organizations need to make better and real time decisions to achieve business agility. Optimized decision-making is critical to every business success because it helps to identify opportunities to increase profitability, enforce consistency to ensure compliance and leverage information to reduce risk.

IBM has announced new versions of Business Process Manager, WebSphere Operational Decision Manager and WebSphere Application Server. Join us to hear about how our latest offering combines business events capabilities and rules engines to enable real time automated decision system. For customers who have run their businesses reliably on System z for many years these new announcements provide new opportunities to leverage your established System z environment to quickly and cost effectively implement new business applications. We will discuss the following:

• Running batch applications in WebSphere Application Server on z/OS
• The new lightweight Liberty Server, how it helps speed development and deployment
• Running decision management and rule engine on z/OS
• High speed integration of process flows with your core systems running in CICS
• Understanding the cost model for running java based workload on System z

E-ZS03-1 Data Governance on System Z: Your Key to Business Optimization   **0.5 day**

Target Audience : Application Development Managers, Architects, Developers

The damage done to organizations by data breaches goes far beyond tangible costs, often destroying consumer confidence in their brands. This risk is compounded by businesses being forced to hold more data for longer, driving up storage and management costs, impacting service levels and increasing the threat of a breach.

But if you have no visibility into who, what, when, where and how data is being accessed or used, how can you identify threats before they happen? Protecting all your data — archived and in production — offers more than business peace of mind. It's the only way to satisfy audit and regulatory compliance requirements.

Join us to learn about the comprehensive set of information protection capabilities on IBM System z® . These powerful features help organizations discover which data needs to be protected, secure access to it, provide encryption and obfuscation of the data as needed and ensure that privacy controls are in place throughout the information life cycle.

Building a Smarter Planet

E-ZS04-1 Upgrade to DB2 10 for z/OS: Why? When? How?   **0.5 day**

Target Audience : Application Developers, DBAs, DB2 System Administrators

On 19 October 2010, IBM announced DB2® 10. This latest release of DB2 delivers the most aggressive package of CPU savings and performance improvements from IBM in more than 20 years. For the first time since 2001, IBM has offered skip releases.

With the announcement of DB2 V8 end-of-service, many users are considering migration and need help in planning the right migration strategy for their business. How do you approach a migration strategy? When is the best time to start? Is skipping a release a good strategy? What are the costs versus benefits for any scenario?

Join us for this session where we will address your most critical business issues in such a migration, so you can develop the right strategy and plan for your business. We will describe the options available and some of the potential risks versus benefits.

Whether you are ready to migrate now or are years away, planning should start now so that you can use your time more effectively and minimize the ultimate cost of upgrading.

E-ZS05-1 Integrate System Z Data Seamlessly with the "Rest of the World"   **0,5 day**

Target Audience : DBAs, Application Developers, Data Warehouse Architects, System Programmers

The availability of enhanced IBM federation, replication, and data event publishing products as part of the full Information Integration Solutions portfolio, delivers information you can trust. This session walks though the emerging technologies, standards, and current trends in information integration paradigm viz FEDERATION, REPLICATION and EVENT PUBLISHING (Changed Data Capture).

• Federation provides virtualized access to enterprise information as if from a single source, while maintaining source integrity
• Replication solution distributes, consolidates, and synchronizes data for high availability, high throughput, and business continuity
• Event Publishing facilitates business integration by publishing changed-data events that can drive updated data into critical applications like master data management and data warehousing.

Anyone who is interested in gaining a greater understanding of the capabilities of the IBM Data Integration Solution should consider attending this session.

Building a Smarter Planet

E-ZS06-1 Achieve Real-Time Business Intelligence with zEnterprise   0.5 day

Target Audience : IT Managers IT managers, Architects , Application Developers.

Taking maximum advantage of business information requires a strong, flexible Data Warehouse and Business Intelligence (BI) solution built on a powerful, highly scalable platform. The expanding scope and mission of BI, along with the increased corporate emphasis on cost savings, data security and green initiatives, is driving organizations to look at IBM System z as a strategic platform for Data Warehousing and BI. This powerful, highly scalable platform is ideal for hosting the transactional systems that house the raw data as well as the Data Warehousing and BI solutions.

This session will cover industry's only end to end solution, on a single platform, that is capable of scaling to meet the breath of business users needs for complete and accurate business information faster and better with less resources and expense. This flexible solution is designed to meet the business challenges of today as well as the evolving business needs going forward to deliver actionable insight for optimized business performance.

This session features the integrated Software Stack of the new System z based Offering "IBM Smart Analytics System (ISAS)" including z/OS, DB2 for z/OS, Linux, InfoSphere Warehouse on z ,Cognos BI on z , SPSS etc.

The highlight of this session will the new DB2 Analytic accelerator (IDAA) a workload-optimized appliance add-on that enables companies to integrate business insights into operational processes to drive winning strategies. It combines the System z quality of service and IBM Netezza® hardware-accelerated analytics, enabling it to speed up complex queries and deliver unprecedented response times in a highly secure and available environment

E-ZS07-1 A Day in the Life of The Smarter Developer   0.5 day

Target Audience : Application Development Team, Architects, IT Specialists

This session covers how Rational Enterprise Modernization tools help the typical System z developer throughout the overall application life cycle from requirements to delivery, improving project management, productivity, testing and deployment.

The session will start from the requirements and analysis phase through the final deployment using a z/OS system running in on a PC laptop using Rational Developer for System z Unit Test. Rational Team Concert (RTC), built on the Jazz platform, is used to demonstrate project management, workflow, governance, source code management and collaborative development.

We will demonstrate how application understanding and impact analysis can be performed with Rational Asset Analyzer (RAA) and Rational Developer for System z (RDz) will be used for coding, application transformation, debugging and application deployment.

Building a Smarter Planet

E-ZS09-1 Assure Database Security, Audit and Compliance with zEnterprise   **1 day**

Target Audience : Security Administrators, IT managers, DBAs, System Administrators.

Database security and compliance are rapidly growing concerns for organizations with mainframes. A recent Information Governance survey highlighted the fact that audit failure was found to be the major concern of organizations when considering the security aspects of a governance program. However, data breaches continue to make headline news on a weekly basis, making data security a close second priority. With 95 percent of Fortune 1000 companies storing their most valuable data on System z, organizations are seeking an efficient means of securing this environment and reducing the cost of preparing for audits.

Join this session to discover how IBM InfoSphere® Guardium for System z can help you lower business risk by approaching audits proactively. You will learn about the unique characteristics of InfoSphere Guardium, as well as some the newest capabilities added to the solution.

Attend this session to understand more about IBM® InfoSphere Guardium for DB2 , IMS and VSAM on z/OS which captures all database activities on z/OS by privileged users, mainframe-resident applications, and network clients, including those connecting via services such as JDBC or DB2 ConnectTM. DB2 for z/OS event capture technology helps capture critical operations such as SELECTs, DML, DDL, and access grants.

To streamline compliance validation, InfoSphere Guardium complements these capabilities with powerful enterprise-wide auditing, reporting and workflow automation.

Building a Smarter Planet

E-BA01-1 Budgeting and Forecasting for Better Business Outcome   1 day

Target Audience: Finance Managers, Planning Managers, Budget Owners, Finance Professionals, Business Solution Heads, Senior IT Managers

Spreadsheets are useful tools in many aspects of business, but they cannot support today's complicated enterprise planning needs because they:

 - Are prone to data errors.

 - Cannot handle the complex processes of business modeling and aligning operational tactics and financial targets

 - Lack features such as workflow, metadata management and version control for inter-departmental collaboration

 - Often cannot provide the immediate, real-time information necessary for rapid corporate decision making

Companies spend countless hours each year developing the business plans, forecasts, reports and analyses that they depend on to drive strategic decision making and manage performance. It is critical that this information be accurate and timely, but it must also be easy to modify, given today's tumultuous economy.

IBM Cognos TM1 software provides a complete planning, budgeting and analytics environment to help you deliver timely, reliable forecasts and plans. With IBM Cognos TM1, you can rapidly analyze and model planning requirements for your entire organization and use them to anticipate the correct course of action for better business outcomes. This session would show through presentations and hands-on exercise how you can:

• Reduces planning cycles by 75% and reporting from days to minutes.
• Is owned and managed by Finance and lines of business.
• Provides exceptionally fast performance for large, sophisticated models and large data sets.
• Features personalized planning and analytics—within a managed planning process—to explore performance gaps and validate corporate drivers.

E-BA02-1 Business Intelligence: Informed Decisions at Every Level of the Enterprise   1 day

Target Audience: IT Managers, Delivery Directors, Business Intelligence Managers, Senior Members of Delivery Teams, Business Managers

Knowing your business, market, customers, and competition is critical for any organization.

Business intelligence connects people with information in an easy-to-use way so they can make better decisions. With BI software you can:

• Set targets, see results and understand what drives the numbers
• Identify trends that may be benefits or threats.
• Take action with a common context for decision-making across every department
• Identify and analyze opportunities, trends and trends.

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Highlights - Experience

Critical business decisions are made at all levels and yet very often business managers and others below the top executive ranks complain that they often lack access to all the information they need, when they need it, and how they need it. The answer lies in expanded and improved BI solutions that can deliver effective business intelligence not just to the board room, but to the front lines as well. By integrating information, technology, and people, decision-makers at all levels can become performance managers—dedicated to using the metrics, plans, and reports for their functional areas to make firm, fact-based decisions.

This session would show you with hands-on how the IBM Cognos BI solution can help you to:

- Delivers trusted information for a single version of the truth
- Lets you work with information the way you want—reports, dashboards, scorecards
- Puts tools in your hands to author and share information as you require.

E-IM01-1 DB2 Administration for Oracle Professionals: Why Oracle DBAs Should Care About DB2?   3 days

Target Audience: Oracle Developer, Oracle DBA, Data Management Architect, IT Manager

Many organizations are looking for ways to break free from high database operation and maintenance costs which can be largely categorized into 3 main areas:

- All storage savings on production databases are doubled when you consider that backups and disaster recovery mirrors can also be compressed. Many have seen compression as a way to improve I/O performance and efficient in memory utilization
- Server costs are directly linked to database performance. When database software outperform the competition, it means that you can typically enjoy performance, thus deferring or eliminating new server purchase altogether
- Database software that can help deliver significant saving on administration cost by monitoring and optimizing itself for greater performance without human intervention

If you are over paying your database vendor or are restricted by their pricing and maintenance policies, it's time to break free.

If you're an Oracle database administrator or database developer, you know that expanded skills mean expanded professional opportunities.

Come and experience in this proof-of-technology session through presentation and hands-on lab. In this session, participants will learn :

- Comparison of features and functions with Oracle will be highlighted
- How easy to manage IBM DB2
- How to easily migrate oracle database to IBM DB2
- Be certified on IBM DB2 for Linux, Unix and windows

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E-IM02-1 Trust Your Organization's Data: Leverage Metadata Management   2 days

Target Audience : IT Auditor, IT Manager, ETL Developer, Data/Business Analyst, Data Quality Analyst, Data Warehouse Architect, Enterprise Architect & Business Users responsible for managing business term and glossary

Many organizations have gone through years of under performing data warehousing (DW) and business intelligence (BI) initiatives. These projects' want of success often shares the same root cause : Lack of business user confidence in the data captured, managed and consumed by these applications. In the hope of improving user confidence, organizations have invested in technology such as data quality and data profiling however with little success. Organizations must now look at data governance practices.

Data Governance ensures that data can be trusted and people can be made accountable for any adverse event that happens due to low or poor data quality. It changes an organization's way of thinking and setting new processes to handle information and can be utilized confidently by an entire organization. To be effective, data governance supported by an appropriate metadata management technology is a critical element. Metadata Management is not just for BI or Data Warehouse. It is about a whole spectrum of managing data, information and knowledge of an organization.

Come and experience in this proof-of-technology session through presentation and hands on labs. In this session, the participants will learn the IBM InfoSphere Information Server software on how it can help organizations to support the data governance initiative. The software comes with an integrated data integration tools and a unified metadata management that supports data stewardship (allowing defining of user or group's roles and responsibilities) and data lineage.

E-IM04-1 Manage the Data Explosion in the Enterprise   2 days

Target Audience : IT Managers, Database Administrators, Developers

When it comes to data, more isn't always better. In fact, overgrown databases can impair the performance of your mission-critical ERP, CRM and custom applications – jeopardizing the superior service that you have worked so hard to provide. Not to mention high cost incurred in storage backup and server required for disaster recovery. You also may know a need for archiving, managing, retaining and disposing data according to business and compliance policies but face with great challenge.

In addition to data growth, securing application testing for quality and reliability has never been more important. Yet testing can be time consuming and expensive. How can you speed iterative testing, control costs and ensure test environments are secure?

IBM has the solutions to address the above challenges with IBM InfoSphere Optim products – Optim Data Growth and Optim Test Data Management.

Come and experience in this proof-of-technology session through presentation and hands-on labs. In this session, participants will learn

- How to discover hidden sensitive and error data
- How online data is archived across applications, databases, and platforms
- How archived data is made online and easily accessible i.e. retain historical/old data to meet business and compliance policies
- How to mask cloned production data to ensure data is protected for testing environments

E-IM05-1 Serious Analytics with a Simple Appliance   **1 day**

Target Audience: Data Analyst, Data Base Administrator, ETL Developer, Data Warehouse Specialist/Consultant, Data Warehouse Modeler, IT Architect

Your organization has spent millions of dollars implementing a data warehouse or data mart using the corporate standard database, such as Oracle or Teradata. After all, in-house expertise is available for these databases and volume purchase discounts and site license agreements with the vendors are in place. But despite the considerable expertise, service breaches are occurring frequently, users are dissatisfied with the response they are getting, a backlog of enhancements is mounting and any big ideas your organization has about extending Business Intelligence (BI) has dissipated.

Faced with these problems, you have employed large teams of database administrators to tune the database to make it respond better to complex queries and you have upgraded your system as far as your budget will allow. But all of this is in vain: every step you take just seems to bring you right back to the beginning.

With simple deployment, out-of-the-box optimization, no tuning and minimal on-going maintenance, the Netezza data warehouse appliance has the industry's fastest time-to-value and lowest total-cost-of-ownership

Come and experience with IBM Netezza Appliance. Learning exactly how Netezza does this is the purpose of this proof-of-technology session. Through practical hands on exercises participants will understand:

- How Netezza achieves performance without indexes;
- How it integrates with ETL, BI and other tools;
- How workload management is performed
- How database administration tasks are performed.

Ultimately, delegates will gauge Netezza's claimed simplicity capabilities and gain insight into how Netezza can be deployed at their organization.

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E-LN02-1 Exceptional Web Experience — 1 day

Target Audience: IT

Do you need to create and customize your portal site to offer an exceptional Web experience to your users/customers? Are you new to IBM Portal technology and would like to learn more about it and get hands-on experience from the end user and application developer or application integration perspectives? Do you have increasing requirements to dynamically tailor Portal applications and content to each end user based on either rules or specific end user behavior? Are you including collaboration capability into your portal offerings to take advantage of people working together, sharing information, and achieving business results?

This hands on lab will provide you with an in-depth understanding of the following:

- Security and single sign-on techniques
- Portlet and widget development tooling
- Web 2.0 enabling technologies
- Using WebSphere Portlet Factory to develop portlets and widgets
- Application integration techniques and best practices

E-LN03-1 Unify Communication & Collaboration to Work Smarter — 1 day

Target Audience: IT

Do you need to go beyond text based instant messaging? Is adding point-to-point live video important to your business or clients? Is the ability to integrate full Lotus Sametime capability within desktop applications of value? Do you feel like you should be able to do more with Lotus Sametime than bots, chatting and online conferencing? Now you can with Lotus Sametime 8.5, the new collaboration engine.

In this session, we will demonstrate

- The differences with prior releases
- Sametime 8.5 features and services, with a focus on server, client
- How to move your application beyond instant messaging and Web conferencing
- Installing and exploring the features of Lotus Sametime
- How to test and debug plug-ins
- Integration with desktop productivity applications

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E-RA03-1 Build Responsive Testing: Transitioning from a Culture of "Make & Check" to "Sense & Respond"   1 day

Target Audience: Development Heads. IT Managers, Business Analyst, Test Managers, Test Team, Developers, Quality Team, SEPG Team

Today organizations rely on software to build competitive advantage and grow their business. With the delivery of high quality software more critical than ever, organization's are taking a hard look at how to better ensure that the software delivery process is aligned with the strategy and goals of the organization. Software developers, quality managers, line of business managers and other stakeholders need a consistent and reliable way to connect with each other so the right information is shared among the right people at the right time. Given the dynamic rate of business change, organizations are realizing that traditional software quality management methods fall short.

Organizations understand the need to anticipate and respond more quickly to their customers' priorities and requirements. This responsiveness demands increasing levels of business agility and is predicated on effective management of the complex set of systems that support the products and services delivered to customers.

IBM Rational Requirements-driven Quality solutions helps organizations achieve predictability and responsiveness in desired business outcomes to:

- Cut risk and the cost of rework by unifying the entire project team with integrated processes
- Speed time to market by automating error-prone, repetitive tasks
- Make confident decisions by managing to business objectives - anywhere and in real-time with customized dashboards and reports

E-TV04-1 Ensure Successful IT Service Delivery Processes   2 days

Target Audience : Enterprise Architects, IT Specialists, IT Managers

This session is designed to provide a general understanding of key components of ITIL's Service Delivery processes. It will cover IBM technologies including the Service Desk, the Service Catalog, Service Requests, Incidents, and Problems in a two-day timeframe. Participants will work with the Service Desk and Service Catalog features through a combination of presentations, demonstrations, and guided hands-on practical sessions.

Come and discover the functions of the Service Desk and Service Catalog. You will be able to see how your IT personnel can create and manage tickets, incidents, and problems; and your end-users can create, manage, and request services using a Service Catalog.

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E-TV05-1 Service Assurance: Keep Your Business Thriving   **2 days**

Target Audience : Enterprise Architects, IT Specialists, IT Managers

In today's business environment, business innovation and flexibility are essential for success. IBM® Tivoli® Netcool® suite of products delivers business value, providing a comprehensive business automation solution to improve efficiency and increase return on investment (ROI).

Thought a series of hands on labs you will discover how the solution is integrated and works together to deliver increased business value.

A consolidated visualization layer is provided through IBM Tivoli Integrated Portal, with the entire solution operating through a single integrated portal.

By the end of this session, attendees should be able to:

- Understand the Tivoli Netcool suite architecture
- Identify how Tivoli Network Manager, Tivoli Business Service Manager & OMNIbus can be used in day-to-day operations.
- Discover the integration strength of the Tivoli Netcool suite of products.
- Understand Tivoli Integrated Portal capabilities to consolidate Tivoli Network Manager, Tivoli Business Service Manager and Netcool/OMNIbus.
- Understand the capability to enrich a with additional business information.
- Identify how Tivoli Network Manager can isolate and escalate events as root cause, rapidly identifying where to focus resource to resolve network outages and reduce mean time to repair (MTTR).
- Discover Tivoli Business Service Manager's ability to model a service and perform SLA monitoring.
- See Tivoli Business Service Manager, Tivoli Network Manager and Netcool OMNIbus seamlessly integrated and operating together to provide a cohesive and effective network and service management solution.

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Highlights - Experience

E-WS01-1 Streamline Business Processes with Intelligent Decision Automation for Better Business Outcomes   **2 days**

Target Audience : Business Process Designer, Business Analyst, Business Operations Team, Process Automation Team, Process Improvement / Change Management Team

Market conditions are changing rapidly and getting more unpredictable with market forces—such as mergers and acquisitions, expanding regulatory requirements, ever changing business policies and consumer's behavioral shift —can inhibit revenue growth. To survive and thrive, organization needs to improve the ability to not only meet but exceed their customers' expectations, not only react to, but able to sense and respond with right interaction at the right time, while keeping costs under control

Business Process Management with Operational Decision Management is the key to meeting these challenges. Your organization must streamline business processes to become capable of responding rapidly to changing market conditions with intelligent decision automation & process optimization involving people, applications, decision & information

The 2-day workshop will provide participant a quick solution overview of IBM Business Process Manager (BPM) and WebSphere Operational Decision Management (WODM). The participant will have the opportunity to experience the solution through the hands-on lab exploration. At the end of the workshop, the participant will gain better understanding of the BPM and WODM concepts and be able to create, modify, manage, automate, monitor and govern the processes and decisions in a highly iterative agile development approach.

E-WS02-1 The Interconnected Enterprise - SOA & Cloud Application Integration with Software & Appliance Technologies   **1-2 days**

Target Audience : Application Development Managers, Architects, Developers

Many organizations struggle with developing and realizing an enterprise strategy for their application integration architecture. In this session, IBM will present various technologies, patterns and motivators for transforming your organization into an Interconnected Enterprise. Whether you make this decision with a top down or bottoms up approach, industry analysts state the overwhelming majority of large companies will have more than one middleware and/or integration technology and will need to address the connectivity issues with a systematic approach. WebSphere Connectivity & integration is able and ready to address your integration needs today. It offers fast, flexible, and reliable access to information whether it resides across divisions, across enterprises, or in the cloud. It enables organizations to bridge people, processes, and applications to speed innovation, increase collaboration, and get clients closer to their customers.

This Technology Exploration session focuses not only on SOA ESB technology, but also the emerging trend of cloud application integration. The capabilities and rationale for both software and appliance-based solutions will also be explained and explored in the context of different integration scenarios. Through the presentations, discussions and hands-on labs, you will gain a better understanding of the latest middleware technologies to help your organization become more interconnected, agile and effective.

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E-XB01-1 Transforming Information Into Business Insights (A Banking Scenario)   **2 days**

Target Audience : LOB User, Business Analyst, Data Modeler, Solution Architect, Database Administrator, ETL developers and Report designers, IBM Business partners

In today's competitive world, making better decisions faster can make the difference between surviving and thriving. Most decisions currently are made based on information from internal systems, but are challenged with inaccurate and incomplete data, and also timeliness of data. On top of that, customers today are pressured with external factors such as new regulations, high customer expectation and risk management. Unreasonable demands from business users' for quick results force quick fixes to out-dated application adds additional pressure on IT. All these demands are driving the need for an end-to-end capability to identify and understand trends that reduce risk by accessing and analyzing enterprise data. The ability to provide out of the box industry templates that accelerate the deployment of analytical applications and increase the success of the implementation is critical.

Come and experience this Proof-Of-Technology through presentations and hands-on lab exercises. Using the Banking Industry as an example, the participants will get to learn and experience the following:

Leveraging Data As A Core Asset - An integrated data warehouse solution which covers end to end information management tasks: business requirement gathering, logical data model design, physical model deployment and ETL processes design. All activities are performed with strong governance in place using metadata to manage and track automatically.

Turning Information Into Business Insights - Explore out of box industry data model through use of business analytics (using IBM Banking Industry data model as example) to help accelerate building of business focus key performance indicators (KPI) and insightful business reports. Examples of KPIs or Business Solution Templates (BSTs) are profitability, risk management, relationship marketing, asset liability management, regulatory compliance, investment management and wealth management.

Contacts and Locations

The TEC event registration can be arranged through IBM Representative.

Please note that Country TEC event schedule published in the TEC website are subjected to changes. As seats are limited, IBM will provide confirmation if the enrollment is successful and notification will be sent 3 days prior to the event.

For Singapore, email to	**tecsg@sg.ibm.com**	**http://www.ibm.com/software/sg/tec**
For Malaysia, email to	**tecmy@my.ibm.com**	**http://www.ibm.com/software/my/tec**
For Thailand, email to	**tecth@th.ibm.com**	**http://www.ibm.com/software/th/tec**
For Philippines, email to	**tecph@ph.ibm.com**	**http://www.ibm.com/software/ph/tec**
For Indonesia, email to	**tecid@id.ibm.com**	**http://www.ibm.com/software/id/tec**
For Vietnam, email to	**tecvn@vn.ibm.com**	**http://www.ibm.com/software/vn/tec**

IBM Singapore Pte Ltd
9 Changi Business Park Central 1
The IBM Place
Singapore 486048

IBM Malaysia Head Office
IBM Malaysia Sdn Bhd
19th Floor, Plaza IBM
No. 8, First Avenue,
Persiaran Bandar Utama
47800 Petaling Jaya
Selangor Darul Ehsan

Thailand Head Office
IBM Thailand Co., Ltd.,
IBM Building,
388 Phaholyothin Road,
Bangkok 10400,
Thailand

Philippines Head Office
2nd-4th Floors IBM Plaza
8 Eastwood Avenue
Eastwood City Cyberpark
E. Rodriguez, Jr. Avenue
1110 Libis, Quezon City
Philippines

Indonesia Head Office
IBM Indonesia
The Plaza Office Tower 16th Floor
Jl. MH Thamrin Kav. 28-30,
Jakarta 10350, Indonesia

IBM Vietnam
Hanoi
IBM Vietnam Company
2nd Floor, Pacific Place
83B Ly Thuong Kiet
Hanoi, Vietnam

Ho Chi Minh
Saigon Trade Center,
3B Floor, 37 Ton Duc Thang,
District 1, Ho Chi Minh City,
7000, Vietnam