

Take Back Control of Your Mainframe Information Assets

Attend one of our free technical seminars to learn how to leverage information on your mainframe for critical business initiatives.

Implementing a Service Oriented Architecture requires reliable and scalable information integration so that data can be easily accessed no matter where it resides – and most data resides on the mainframe. But without deep skills across your enterprise, accessing that data for your SOA may seem like an overwhelming challenge. This is compounded by data centers that are increasingly complex and therefore more difficult to back-up and prepare for recovery.

Join us in this half-day seminar to learn how you can continue growing your environment through IBM System z™ information integration technology. It gives businesses the ability to access mainframe data, replicate at very high speeds, perform event publishing and transform data for various applications. With these tools in your portfolio, you can overcome information integration challenges and build an SOA – even if you have little expertise in legacy systems.

You'll also have the unique opportunity to interact with technical professionals who have extensive experience in information integration, so that you can make better-informed decisions.

In this half-day technology update, **Take Back Control of Your Mainframe Information Assets**, Ernie Ostic, IBM Worldwide Technical Advisor, Information Integration, and Karen Durward, IBM Product Manager, will help answer these information integration questions facing your organization.

- How will an SOA strategy help you achieve greater value from your System z information assets?
- What is the value of a data quality initiative?
- How does applying data governance to your mainframe platform result in a better understanding of business and technical concepts?
- How and why should you use data as an integration driver?
- Which integration models address your information demands while saving you time and money?

Register online today!

This technical seminar will help you better understand IBM's newest information integration offerings, and leverage your mainframe investments to support an On Demand operating environment.

Visit <u>ibm.com/software/zseries/iiseminars</u> right now to locate the seminar nearest you and register online today.



Agenda

8:30 A.M.	Registration and coffee/breakfast
9:15 а.м.	Welcome and introductions
9:30 а.м.	Leverage your mainframe to help address the
	new data integration challenges facing your
	organization - Ernie Ostic, IBM Worldwide
	Technical Advisor, Information Integration
10:45 а.м.	Break
11:00 а.м.	Key considerations for mainframe data integration
	 Karen Durward, IBM Product Manager
12:30 р.м.	Q&A
12:45 р.м.	Close

Locations and dates

New York IBM 590 Madison Ave. New York, NY Room 1218	May 22, 2007
Chicago IBM 71 South Wacker Drive Chicago, IL 6th Floor, Room 6611	May 23, 2007
Dallas IBM 1503 LBJ Freeway Dallas, TX Room 4015	May 24, 2007
Washington D.C. IBM 1301 K Street NW Washington, D.C. Room 12C202	May 30, 2007
Toronto IBM Toronto Software Lab 8200 Warden Avenue Markham, ON Auditorium	May 31, 2007



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