



IBM DB2 Analytics Accelerator Demonstration Systems Now Available Worldwide – Education Webcast



zIM DW/BI zChampion – Gary Crupi
Austin - Ken Taylor
Boeblingen – Khadija Souissi
Montpellier - Marie-Laure Pessoa Caucat
Poughkeepsie - Alex Louwe-Kooijmans

Agenda – DB2 Analytics Accelerator Demo Systems

Discussion

- **Using Technical Accelerators to Drive Sales**
- **Demo Systems – Austin, Boeblingen, Montpellier, Poughkeepsie**



Technical Accelerator Cadence



*Opportunity
Identification*

Customer presentation, demo, POT



Project Definition Workshop

Architecture Workshop

Workload Assessment



IBM DB2 Analytics Accelerator Demo Systems

Providing Systems that boost technical capabilities and demonstrate the technical value of System z software products, technologies and solutions

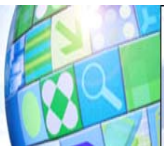
- Technology Proof Points, demonstrating IBM technology and solution values in client like integrated 'live' environments
- Software currency on complete zSW Information Management and Business Analytics Software Portfolio
- Exploitation of the latest IBM System z hardware
- Expanded Learning Environments to support DB2 Analytics Accelerator workshops
- Customer benchmark capability
- Support for proof of concept, scaling and performance
- Creation of marketing and technical sales collateral to leverage results



STG WW Client Centers
Poughkeepsie



DB2 Analytics Accelerator
Austin z/TEC



Smarter Analytics@Montpellier
customer center



IBM DB2 Analytics Accelerator Demo System Capability

	BOEBLINGEN	MONTPELLIER	POUGHKEEPSIE	AUSTIN
Guided Demonstrations	√ Onsite & Remote	√ Onsite & Remote	√ Onsite & Remote	
Self-Guided Demonstrations	√ Onsite & Remote	√ Onsite & Remote	√ Onsite & Remote	√ Remote
POT - IBM-Led / Customer Driving	√ Onsite & Remote	√ Onsite & Remote	√ Onsite & Remote	√ Remote
POC with Customer data	√		√	√
Benchmark with Customer data	√		√	
CTP Test/Experimental Environments				√
Workshop - Class	√	√	√	√
Training - Self-Learning		√	√	√
Special Request Labs for Troubleshooting	√		√	√
BP Access		√ IBM Hosted	√ IBM Hosted	√ IBM Hosted

IBM DB2 Analytics Accelerator Demo Systems

DB2 Analytics Accelerator
Austin z/TEC



Austin Smart Analytics System 9700 and DB2 Analytics Accelerator

The ultimate hybrid, workload optimized analytics server



Austin Environments

▪ IBM Network

- Internal Workshops
- Demonstrations
- Skills Development
- Smart Analytics 9700

▪ Internet Network

- External Workshops
- POT's
- IBM Conference Labs
- Business Partner's

▪ TECnet Network

- Customized POT's
- Isolated configuration
- Customer Data
- Business Partner's

Austin Scheduling

- Determine Resources and Support Requirements
- Complete Scheduler Reservation
 - <http://demoworks.democentral.ibm.com/demoworks/schedule.php>

- Demonstrations
- Workshops
- Self Learning
- POT's
- Session Preparation

Contacts:

Ken Taylor ktaylor@us.ibm.com

Peter Soper psoper@us.ibm.com

The screenshot displays the IBM Demoworks Scheduler interface. At the top, it shows the user is logged in as 'Administrator' and the date is Thursday, September 27, 2012, at 12:51:58 PM. The main heading is 'zTEC Austin Demonstration Assets - IM' for the period '09/27/2012 - 10/03/2012'. Below this, there are three calendar views for August, September, and October 2012. A 'Reservation Color Key' is provided, defining colors for various reservation types: Reservations Available (green), My Reservations (blue), My Past Reservations (purple), My Participation (pink), Other Reservations (yellow), Other Past Reservations (orange), Pending Approval (light green), and Blocked Out Time (red). At the bottom, a detailed reservation grid is shown with columns for dates and rows for different demonstration assets, including 'DB2 Pure XML', 'DB2 Temporal Data Exploration', 'DWBI - Business Analytics', and 'IM - Austin Smart Analytics 9600 Demonstration'. The local time is noted as 09/27/2012 @ 12:51:58 PM.

IBM DB2 Analytics Accelerator Demo Systems



Boeblingen

Global Client Center, IBM Germany R&D

Support at Global Client Center, Boeblingen I

Seeing is believing! Convince your customer with a live demo

Smart Analytics	Demonstration Description	Availability		
		local	remote	video
IBM DB2 Analytics Accelerator for z/OS	The demo features the IBM DB2 Analytics Accelerator, a workload optimized, appliance add-on for the IBM zEnterprise that will enable a new class of high speed business intelligence and analytic queries on System z.	✓	✓	✓
BI Day with mixed workload on IDAA	The demo highlights the benefits for BI mixed workload running on the hybrid IDAA environment combining z/OS as the best transaction system with Netezza as the best analytics system,	✓	✓	✓
Rapid SAP BW Ad hoc Reporting with IDAA	See how SAP BW Ad hoc Reporting can be accelerated with IBM DB2 Analytics Accelerator for z/OS (IDAA) and how SAP Netweaver BW operations can be integrated with IDAA.	✓	✓	✓

Link to Demonstration Portal:

<http://boedom1.boeblingen.de.ibm.com/bpl/depts/d3300/tmccweb.nsf/content/73FE885F4BBF992BC12577490037D97D?OpenDocument>

- All IBM DB2 Analytics Accelerator demos are **live** and can be used **remotely**
- Contact us for Demo training sessions (conference call + Lotus live session)
- Firewall access

Coming soon: Incremental Update 'Low latency, Near-Real time DW' Demo
Featuring V3. Incremental Update capabilities (GA October 03rd 2012)
Will be shown first time at the IOD, October 2012

Support at Global Client Center, Boeblingen II

Proof of Concepts

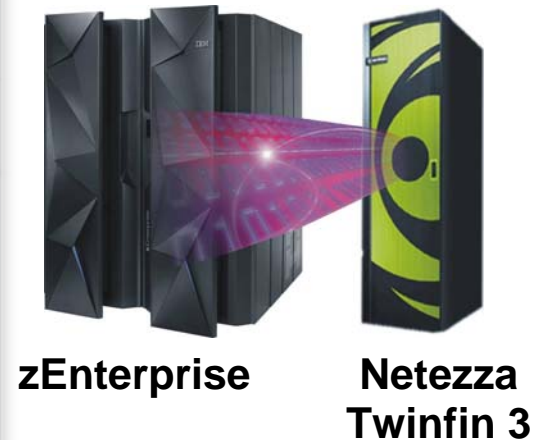
- **Current infrastructure:** zEnterprise connected to Netezza Twinfin 3.
- **Successful experience** with different customers.
- **Close collaboration** with the Data Warehouse Center of Excellence team and the IBM DB2 Analytics Accelerator Development team in Boeblingen Lab.

Link to Request Proof of Concepts

<http://boedom1.boeblingen.de.ibm.com/bpl/depts/d3300/tmccreq.nsf/websma?openform>

Before sending the request, think about

- Proof of Concept success criteria
- Customer expectations & test scenarios
- Chances to win the deal even if the Proof of Concept is successful from technical point of view



**Current PoC
infrastructure**

Support at Global Client Center, Boeblingen III

Upcoming IBM DB2 Analytics Accelerator Technical Enablement and Hands-on Workshop, November 28th and 29th, 2012 in Boeblingen

- **Target Audience:** Key Technical Sales and Services personnel for IDAA (WW Client Centers, Technical Sales, Lab Services)
- **Workshop Objectives:**
 - Get deep technical understanding of IBM DB2 Analytics Accelerator including hands-on training
 - Get enabled to teach the workshop content ("Teach-the-Teacher")
 - Get enabled to assist IBM DB2 Analytics Accelerator customer installations
 - Get updated on IBM DB2 Analytics Accelerator Version 3.1 new capabilities
- **Register now**
http://clientcenter.de.ibm.com/events/2012_IDAA_enablement_workshop_info_2
- **For more information, please contact:**
 - [Klaus Maruschka](#)
 - [Khadija Souissi](#)

Smarter Analytics @ IBM Montpellier Client Center

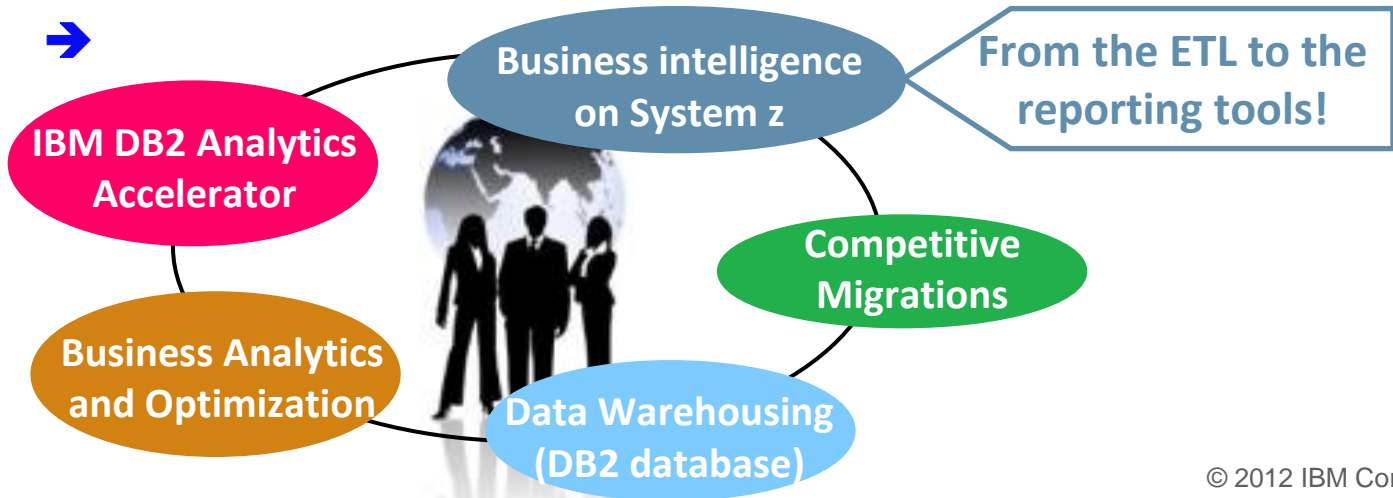


A dedicated team

- **Our Mission** → Accelerate adoption of **Information Management solution, technologies & products** on pre sale cycle
- **Our Strength** → An end to end IM approach in & out band (business & technical)
- **Our Team** → IT specialists and Information Architect



• Our Topics



IBM DB2 Analytics Accelerator Technical awareness customer offering

❖ Objectives

Understand the **positioning and value of IDAA** and the steps required to implement IDAA in a client environment

❖ Agenda & duration

From 1 hour in presentation delivery mode including demo to 1 day workshop with hands-on-lab

- IDAA Positioning and value
- IDAA Technical deep dive
- Half-day hands-on lab

❖ Target audience

Customers with at least full or part of their BI infrastructure residing on System z

- Database administrators
- BI Architects / BI Modelers
- «Métier» population with BI responsibilities



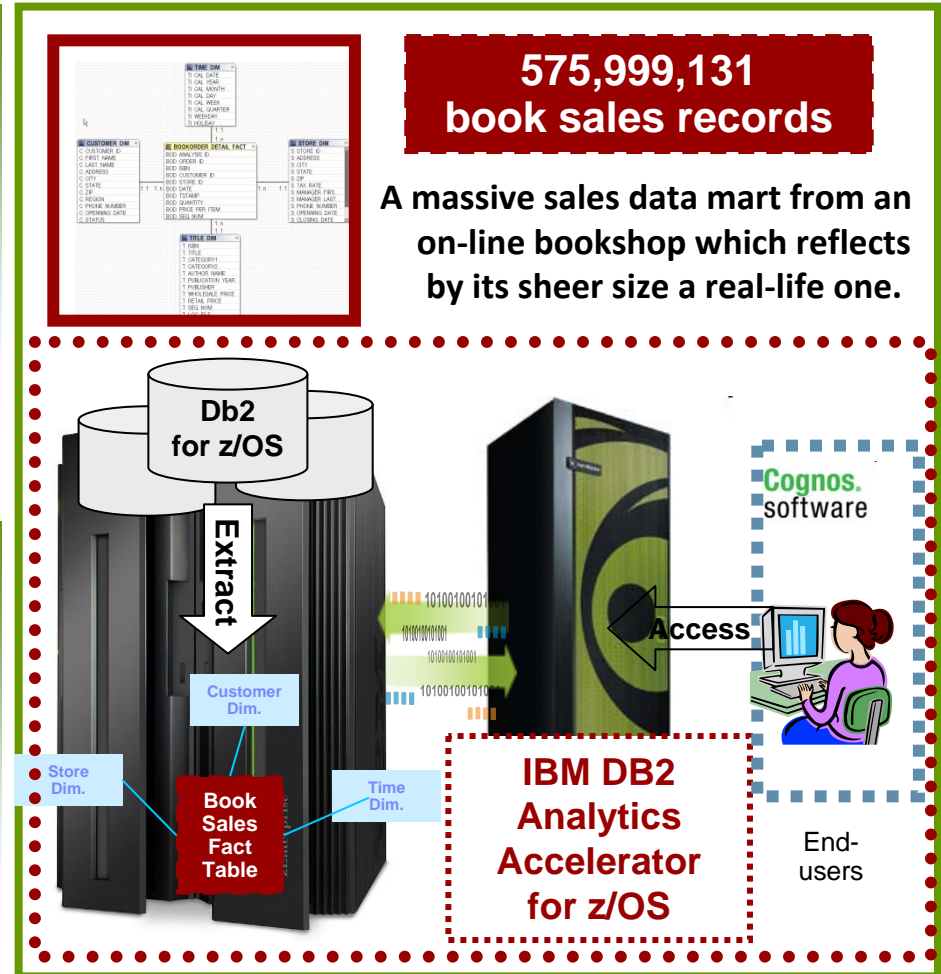
The BookStore demo: accelerate your analytics workloads!

Discover the business value of the IDAA through a real-life scenario!

- ✓ Leverage System z infrastructure for Smarter Analytics!
- ✓ Discover Smarter Analytics components available for System z!
- ✓ Sense how easily BI queries can be accelerated with IDAA!

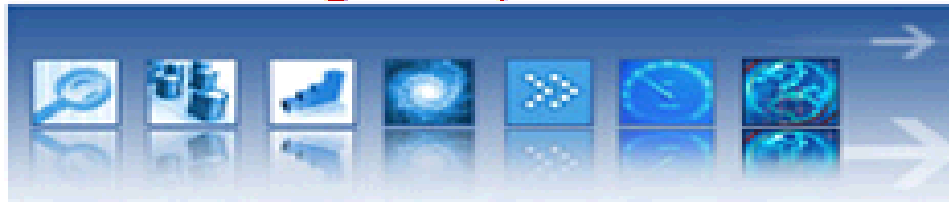
IBM end-to-end BAO Reference Architecture:

- Source data from DB2 for z/OS
- ETL with IBM Information Server DataStage
- Data mart on DB2 for z/OS and IDAA
- Cognos BI Server running on Linux on System z



IBM DB2 Analytics Accelerator Demo Systems

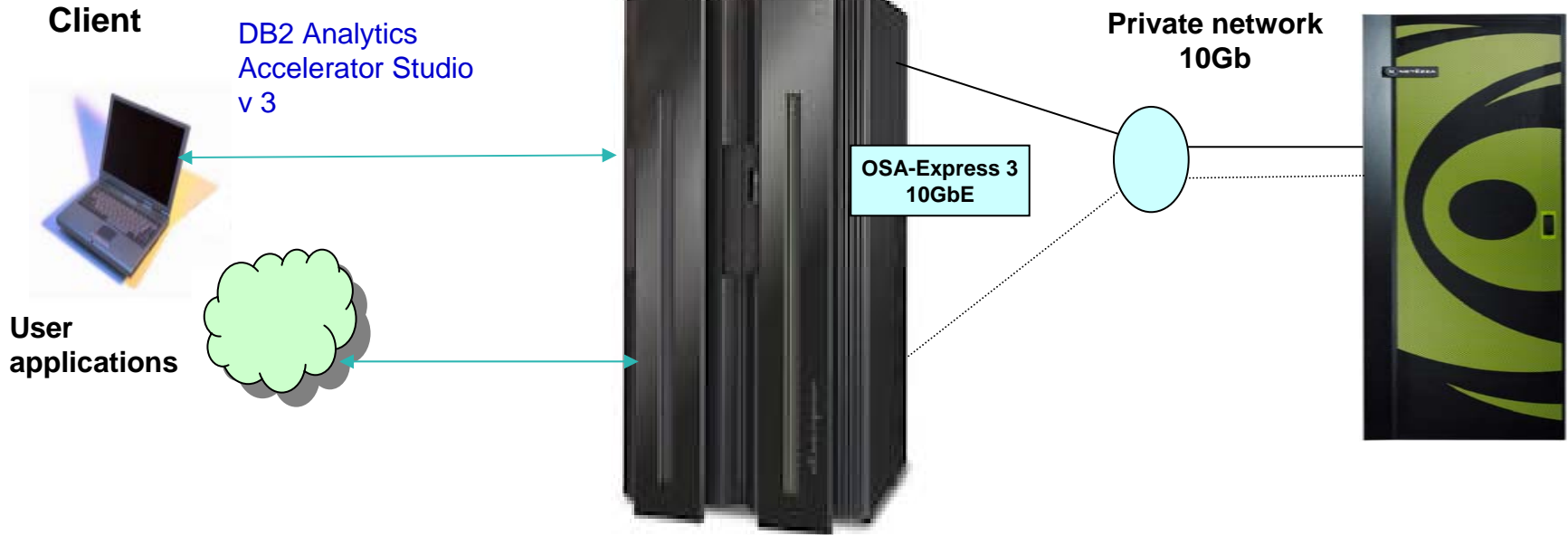
STG WW Client Centers
Poughkeepsie



Poughkeepsie Client Center Configuration

IBM System zEnterprise

IDAA (IBM® Netezza 1000-12)



1 LPAR on IBM z196

- z/OS 1.13
- Java V6
- XML Toolkit for z/OS V1.10.0
- DB2 for z/OS V10
- DB2 Analytics Accelerator 2.1.3

DB2 database

- 1TB database
- Largest table
- 6B rows
- 360GB (compress)

Accelerator

- 32 TB available**
- Effective capacity 128TB**
- 501GB used for 1TB database
- 322GB for the largest table

IDAA Technical Sales Assets – Poughkeepsie Client Center

- **Configuration available: zEC12 or z196 with IDAA 1000-12**
- **Activities supported:**
 - Benchmark and POC
 - Bring your own data
 - Proof of Technology
 - Demos
 - Workshops
 - Briefings
- **System access:**
 - IBM (“9”) network or VPN over Internet
 - Local (IBM site) or remote (anywhere in or outside IBM)
- **IDAA Version 3 upgrade available at GA time; beta upon request**
- **On-site client facilities**
- **Systems and software support available on-site**
- **Technical activities can be combined with design, strategy or business-level workshop/briefing**
- **Examples of support to-date:**
 - Japan client team
 - Demos given as part of briefings
- **Contacts: [Paola Bari](#) or [Leticia M Cruz](#)**

For More Detailed Information

- **IBM DB2 Analytics Accelerator V3 Sales Kit**
<https://www.ibm.com/partnerworld/page/SSPS201571H53244E78>
- **IBM DB2 Analytics Accelerator for z/OS**
<http://www.ibm.com/software/data/db2/zos/analytics-accelerator/>
- **Transforming your Business with Analytics video**
<http://www.youtube.com/watch?v=dUFKKqcA6kU&feature=plcp>
- **IBM DB2 Analytics Accelerator - 2.5 hours to 5 seconds! This is how we do it!!**
<https://www.ibm.com/partnerworld/page/SGDO495025O65685P60>
- **Contact: Bob Johnson**
robertj@us.ibm.com

Thank You