



**IBM Information**  
>>> On Demand **2007**



**OCTOBER 14 - 19, 2007**  
**IBM INFORMATION ON DEMAND 2007**  
**MANDALAY BAY RESORT**  
**LAS VEGAS, NEVADA**

***Act.Right.Now.***

[IBM.COM/EVENTS/INFORMATIONONDEMAND](http://IBM.COM/EVENTS/INFORMATIONONDEMAND)

## WELCOME TO IBM INFORMATION ON DEMAND 2007

### Conference highlights:

- 2½-day Business Leadership Program with 120 sessions
- 4½-day Technical Skill Building Program with 600 sessions
- Over 200 customer speakers
- Complimentary certification testing
- Huge EXPO: 200 IBM Business Partners and 130 IBM demos
- Motivational speakers and many networking opportunities
- Information Management Awards for Business Partners

### New for 2007:

- Addition of IBM Enterprise Content Management (ECM) UserNet Conference (formerly FileNet UserNet)
- Networking Beach Party Dinner with the Flying ELVI, the Boogie Knights and the Spazmatics
- Twice the hands-on labs
- IBM Information On Demand Innovation Customer Awards
- Mock trial highlighting compliance challenges
- More free on-site certifications
- Bigger EXPO
- More opportunities to Meet the Experts
- Community receptions where you will learn suggested roadmaps on how to spend your week
- More repeat sessions
- More tutorials for developers in the Developer Den

Join us October 14–19, 2007, at Mandalay Bay Resort in Las Vegas, Nevada for IBM Information On Demand 2007, the premier information management event for business and IT executives, managers, professionals, database administrators (DBAs), developers and IBM Business Partners.

IBM Information On Demand 2007 incorporates seven previous information management conferences, including IBM DB2® Technical Conference, IMS™ Technical Conference, Content Management Technical Conference, Business Intelligence Customer Solution Summit, Master Data Management Conference, Information Integration Live and Americas UserNet Conference. This year, to ensure that each community can easily navigate the conference, we will provide suggested roadmaps, Birds of a Feather tables at lunches, community pins and community receptions—all to help you maintain the feeling of a smaller community while realizing the benefits of a total information management strategy: Information On Demand.

Information On Demand is about getting the right information to the right people and processes at the right time to act on emerging opportunities and competitive threats. It is about creating business value and reducing risk by integrating, analyzing and optimizing all types and sources of information throughout its lifecycle. Unlock the power of your information and Act. Right. Now.

The Information On Demand 2007 global conference will offer the most comprehensive educational program to help you take control of your enterprise information and infrastructure. Participants will be treated to seminars, hands-on labs and panel discussions from IBM's foremost thinkers and technologists from all across IBM software, hardware and services. The conference will also provide one-on-one meeting opportunities with key IBM executives and distinguished technical leaders. The theme for our Information On Demand 2007 global event is **Act. Right. Now.**

**Act.** On emerging business opportunities. Competitive threats.  
Changing market conditions.

**Right.** By having the right information.  
Right context. Right process. Right controls.

**Now.** Make the right business decisions. Right now.

## WHO SHOULD ATTEND?

### **Business Leadership program:**

CEOs, presidents, CIOs, CTOs, IT executives, line-of-business (LOB) executives, IT managers and LOB managers

### **Technical Skill Building program:**

IT architects, consultants, database administrators, developers, system administrators and system programmers

### **Why should you attend?**

- Access more technical and business leadership sessions on IBM information management than at any other conference
- Experience all the IBM information management technologies
- Discover how to unlock business value and drive competitive advantage
- Hear how your peers are realizing return on investment (ROI)
- Identify with real-life accounts of more than 200 customer speakers who have implemented and benefited from an IBM Information On Demand solution
- Understand the roadmap to long-term strategic advantage
- Learn best practices in your industry
- Receive the best in technical education and free certification testing
- Take the opportunity to network extensively with both your peers and industry experts
- Visit our huge EXPO Solution Center with over 200 Business Partner solutions and over 130 IBM solutions

## CONFERENCE PROGRAMS

Choose the program that best meets your needs. IBM Information On Demand 2007 offers a wide variety—from product demonstrations to technical skill-building sessions, to programs designed for business leaders and Business Partners.

### **EXPO Solution Center**

Sunday, October 14—Wednesday, October 17

The EXPO will have more than 200 booths in the Business Partner Pavilion to show you real examples of how to create business value from your information. The IBM solution center will have an additional 130 demonstrations, including an Advanced Technology Area, which gives you a preview of upcoming information management technology.

## INNOVATIVE

### **Records Management Mock Trial**

Sunday, October 14, 1:30 p.m.—4:30 p.m.

*Incriminating e-mails. Real evidence. Real lawyers. You are the jury.*

*Before the EXPO Solution Center's Grand Opening Reception on Sunday, October 14, at Information On Demand 2007, conference attendees can attend a mock legal proceeding to hear evidence and render their verdict to a company whose records and e-mail management are under scrutiny.*

*The ballroom will be transformed into a courtroom in which practicing attorneys will conduct the mock trial in real time with no scripts. Based on a line of actual case law and a set of statutes and regulations, witnesses will take the stand and answer the tough questions. Innocent or guilty? The audience decides.*

*Take away real lessons learned for assessing your company's true information management liability with respect to records retention and disposition policies.*

*Seating will be limited. Reserve your seat on the jury when session enrollment begins for all conference attendees on August 15, 2007.*

## **Business Partner Business Development Day**

Sunday, October 14, 8:00 a.m.–3:00 p.m.

Business Development Day is exclusively for IBM Business Partners who want to leverage their partnership with IBM. There are 19-plus sessions designed to provide you with “better tools” for your “toolbox” to help you maximize business results and solidify how you and IBM go to market together. You’ll hear from industry as well as product and marketing experts who will provide critical business information to improve your sales strategy, build on your existing skills and help you define your marketing plans for 2008. Hear successful Business Partners talk about their winning strategies and solutions.

## **GET THE MOST OUT OF IOD 2007**

Are you having trouble choosing from hundreds of sessions? We have two events to help you navigate IBM Information On Demand (IOD) 2007:

- *How to Navigate the Conference, 1:00 p.m.–4:30 p.m., Sunday, October 14.* Drop in anytime for a short overview of the conference agenda, and get assistance to help you with your own agenda.
- *Community receptions, 7:00 p.m.–9:00 p.m., Sunday, October 14.* There will be receptions for the following communities: DB2 and Tools for Linux/UNIX/Windows, Dynamic Warehousing, System z, Enterprise Content Management, Financial Services, Government, Healthcare and Life Sciences, Informix, Information Platform and Solutions, Insurance, Retail, and Communications. At each reception, you will receive suggested roadmaps on how to spend your week, as well as a list of suggested booths to visit in the EXPO center. The content planners will be available for questions. Spend the whole time at one reception, or attend the top two or three that interest you most.

## **BUSINESS LEADERSHIP PROGRAM**

2½ days, Monday, October 15–Wednesday, October 17, 1:00 p.m.

The Business Leadership program is an intensive, 2½-day curriculum designed specifically for corporate executives, IT managers and key decision makers in the world’s top industries.

The 120 sessions in this program feature innovative ideas and successful strategies to show you how to grow your business, improve customer service, reduce costs, manage risk and tackle leadership challenges you face in your managerial role. Many of the concepts are illustrated by real-life stories told by the executives who made it happen. They got IT right and transformed their businesses.

When you register, you will be able to choose among various roadmaps to design your personal conference schedule. They will include any of the sessions offered for your specific industry, job role or mix-and-match sessions from the Technical Skill Building program.

During the Business Leadership program, you will also have the opportunity to schedule one-on-one meetings with key IBM executives, industry experts and distinguished technical leaders to share ideas and discuss your specific needs.

## **TECHNICAL SKILL BUILDING PROGRAM**

4½ days, Monday, October 15–Friday, October 19, 11:30 a.m.

IBM Information On Demand 2007 offers the breadth and depth of technical sessions to help you build skills across a wide array of IBM technologies, learn about all of IBM’s new software products and releases and get behind-the-scene views of how others are solving their toughest information management challenges with IBM technology.

The 4½-day technical program includes over 600 sessions—plenty of opportunities to learn about new topics, dive more deeply into products and technology, provide input to IBM’s development community, get hands on with IBM products and solutions, and see and hear about the latest announcements.

Our specially-designed roadmaps will help you choose topics and skill areas that interest you or that fit your job role or industry. Anywhere you go at this conference, IBM’s technology leaders will be there to provide best practices, tips and tricks and valuable insider news. Their presentations will be illustrated through discussions by IBM customers on how they met real-world challenges with the use of IBM technology. The Technical Skill Building program offers all the real-life details you need to get IT right when it affects users, system performance, application solutions, IT infrastructure and business processes. Be sure to check out the Meet the Experts area—where, from the conference enrollment tool, you can schedule one-on-one appointments with top technical experts. If you’re a developer, be sure to see the schedule of events and tutorials in the Developer Den.

## **BUSINESS LEADERSHIP PROGRAM TRACK DETAILS**

Tracks in the Business Leadership Program will include:

- *Leveraging Information On Demand—* with sessions that apply cross-industry or hot topics for people in all industries
- *Banking and Financial Markets*
- *Government*
- *Healthcare and Life Sciences*
- *Insurance*
- *Retail*
- *Communications*

Sessions will be classified into one of the following types:

- Business seminar
- Technical seminar
- Best practices
- Panel discussion
- Birds of a feather
- Roadmaps by industry segment

Sessions will also be targeted to one or more of the following audiences:

- CEOs and presidents
- Line-of-business executives (VPs of Human Resources and VPs of Finance, for example)
- Information technology executives (CTOs and CIOs, for example)
- Senior IT managers
- IBM Business Partners

### **Leveraging Information On Demand**

IBM's Information On Demand (IOD) portfolio enables clients across industries to leverage enterprise information in real time or near real time. IOD solutions can help create business value by unlocking information from repository, process and application silos and by delivering trusted information — in context — to improve revenue, reduce risk and improve operational efficiencies.

The IBM Information On Demand 2007 cross-industry Business Leadership sessions provide opportunities to learn about the Information On Demand market, benefit from key client experiences and lessons learned, find out more about current thought leadership and areas to explore for business value, and gain deeper insight into how you can put IBM's Information On Demand portfolio to work for you.

### **Banking and Financial Markets**

Beyond its employees, a financial services organization's most valuable asset is information. In reality, however, few companies today fully leverage its value. Managed correctly, it's a competitive differentiator — fostering innovation and enabling you to better meet customer expectations and drive business value.

But with critical information spread across a variety of systems, business units and channels and in various formats, it's easy to understand why decision makers have difficulty turning all of this disconnected information into true business insight. What is needed is a way to unlock information in all its forms from their repository, process and application silos, and deliver trusted information in context to reduce risk, and improve business operations and client care. That's where IBM comes in.

At Information On Demand 2007, the Banking and Financial Markets industry track will address the most pressing issues and challenges organizations face today, present real-life case studies from your peers and share the latest practical ideas from information management experts.

### **Government**

IBM's Information On Demand portfolio for government enables clients to address people, process and data information needs in real time or near real time. Information On Demand solutions can help government agencies create business value by unlocking information from repository, process and application silos. By delivering trusted information in context to reduce risk and improve operational efficiencies, Information On Demand can improve worker productivity and change the face of government interactions with challenges in domains such as social services, public safety and security, immigration, customs, border management and defense.

Government-focused sessions in the IBM Information On Demand 2007 Business Leadership program deliver education to help you become more responsive to government challenges — from services-improvement opportunities to security threats — while leveraging existing investments. These sessions will help you discover how to transform your information, allow you to interact with IBM's government community and provide a larger network to address your questions and needs.

### **Healthcare and Life Sciences**

IBM Information On Demand solutions help healthcare organizations address difficult challenges in today's environment of rapid continuous change. Discover solutions to improve quality patient care, regulatory compliance and operational efficiency with actionable, integrated healthcare information. Learn how healthcare organizations are solving key business issues and using information for a clearer view of the business as a competitive differentiator.

Successful healthcare systems and organizations are turning to innovation and collaboration. Create business value by unlocking information from clinical, financial and claims data silos. Deliver trusted information in context to cost-effectively grow new business and to improve healthcare delivery, metrics and clinical outcomes by leveraging the exponentially growing volumes of data. IBM Information On Demand 2007 Healthcare Business Leadership sessions provide opportunities to learn techniques for innovation as a strategic imperative, network with your peers for internal and external collaboration and hear from healthcare industry visionaries about the future of healthcare.

### **Insurance**

While the insurance industry as a whole had a great 2006, market dynamics, an empowered consumer and business complexity will challenge carriers to innovate for continued success. Innovation in insurance products, services and distribution systems necessitates innovating with information — finding new and better ways to leverage enterprise information to drive real business value. To achieve competitive differentiation, enterprise information must be liberated from silos, shared across lines of business and unlocked from applications to deliver actionable business insight.

At IBM Information On Demand 2007, the Insurance industry track will present sessions led by insurance industry experts, industry views by prominent insurance analysts and case studies from your peers that are relevant to today's insurance challenges, business drivers and key initiatives.

### **Retail**

This Business Leadership program track is designed for retail IT executives who are engaged in or expect to be engaged in a major innovation project for a core retail business area such as merchandising and supply chain, store innovation or multichannel retailing. These sessions will show how IBM's Information on Demand portfolio enables the vast store of retail information to become strategic assets essential to business innovation initiatives.

### **Communications**

Never before has there been a greater demand for communications companies to expand revenue opportunities, while reducing costs and managing risks. The key is to have trusted and reliable information that is available to the right people or process whenever and wherever it's needed. The IBM Information On Demand 2007 Business Leadership program will provide the roadmap required to help leverage your enterprise information to become more responsive to the opportunities and unique challenges communications service providers are facing in this new competitive landscape.

## **TECHNICAL SKILL BUILDING PROGRAM TRACK DETAILS**

Technical Skill Building Program tracks:

- Data Servers - DB2 and Tools for Linux, UNIX, Windows
- Data Servers - IDS
- Data Servers - System z - DB2 and Tools
- Data Servers - System z - IMS and Tools
- Dynamic Warehousing
- Enterprise Content Management
- Information On Demand Infrastructure
- Information Platform and Solutions - Information Server
- Information Platform and Solutions - Master Data Management Solutions
- Technology Futures

Sessions will be classified into one of the following types:

- Best practices
- Birds of a feather
- Business seminar
- General session
- Hands-on labs
- Panel discussion
- Technical seminar

Sessions will also be targeted to one or more of the following audiences so you can find the session to fit your needs:

- Architects
- Database administrators
- Developers
- IBM Business Partners
- IT executives
- IT managers
- System administrators and system programmers

### **Data Servers - DB2 and Tools for Linux, UNIX, Windows**

This track focuses on what you need to know to be successful with DB2 for Linux®, UNIX® and Microsoft® Windows® operating systems. Developers, DBAs and architects will learn the latest about DB2 9 and the impact that industry-leading innovations such as IBM pureXML™ and Deep Compression can have on your architecture and technology strategy. These conference sessions include tips and tricks to get even more out of your data and systems, best practices to help you save time and effort and the latest technology information you can incorporate into your enterprise architecture. Get the latest information about DB2 Viper 2 and the tools that support your infrastructure. Then grow your skill at our in-depth hands-on labs.

### **Data Servers - IDS**

Don't miss this opportunity to attend sessions covering the latest release of IBM Informix® Dynamic Server (IDS), code-named Cheetah. Learn about the concepts, and then get hands on to speed your implementation. Get a deep dive on all of the details that make customers passionate about IDS for OLTP and integrated solutions. Enter the "Admin Free Zone" with IDS Cheetah.

**Act.Right.Now.**



Develop applications using the latest open source platforms. Hear the latest about the next generation of business continuity solutions. Learn more about the security and regulatory compliance features that will allow you to sleep better at night. Get creative with location-based services to take your solutions to the next dimension. Most importantly, talk to the IDS experts and get the behind-the-scenes scoop on internals, best practices, future plans and more.

### **Data Servers - System z - DB2 and Tools**

This track focuses on what you need to know to be successful with DB2 on the IBM z/OS® operating system running on an IBM System z™ server. These conference sessions include tips and tricks to get even more out of your data and systems, best practices to help you save time and effort, and information on the latest technology you can incorporate into your enterprise architecture. Hear the news about the exciting features in DB2 9 just released this year, Version 8 capabilities that can help your business to grow, and what's coming beyond DB2 9 to improve your TCO. Find out all about DB2 Tools for z/OS that support your infrastructure with best-of-breed functionality in performance, recovery, auditing and utilities. Also take a test drive and get first-hand experience with tools at our hands-on labs.

### **Data Servers - System z - IMS and Tools**

This track focuses on what you need to know to be successful with Information Management System (IMS) transaction and database systems. Your IMS systems are the workhorse of your organization. These sessions include tips and tricks to get even more out of your data and systems, best practices to save you time and effort, and the latest technology information you can incorporate into your enterprise architecture. Learn how to integrate existing IMS applications and data into your service oriented architecture (SOA) strategy and see how IMS can help your organization to respond to rapid changes in market, capture new markets, improve products, better address regulatory issues, strengthen business partnerships, lower IT overhead, increase profits and better align IT with long-term business goals. Get the latest information about IMS and tools, including best practices for upgrading to IMS 10 and the newest IMS tools that have been added to the IMS Tools portfolio. In addition, you can take advantage of hands-on-labs for in-depth training.

### **Dynamic Warehousing**

Learn how you can transform your business by achieving dynamic warehousing and building business insight into your real-time business processes, integrating all relevant information and empowering all of your employees with timely, correct and up-to-date information when needed. In this track you will learn how to apply dynamic warehousing concepts to new projects and how to evolve your current systems to meet new challenges. Get the latest information about DB2 Warehouse 9 and how you can extend your warehouse with IBM

Information Server, IBM Master Data Management, Unstructured Information Management Architecture (UIMA), IBM Rational® Data Architect technology and more. Learn first-hand from warehouse architects at leading companies about their experiences with dynamic warehousing.

### **Enterprise Content Management**

ECM is not just a vision of the future. It's here now. Learn how to integrate and deliver critical business information in today's on demand environment with IBM Enterprise Content Management software, now including the FileNet® product portfolio. Regardless of the content type—images, documents, e-mail, Web content or e-records multimedia—ECM enables you to deliver the right content, to the right person, at the right time.

With our open standards commitment, IBM creates ECM solutions that work for your environment. Combining the power of IBM and FileNet enables you to leverage your current investments as you build and invest in your ECM vision for your organization's future. To learn more about managing content and business processes to transform your business with improved productivity and streamlined compliance, join us for the more than 150 ECM technical and business breakout sessions developed for IT managers and executives, architects, systems administrators and LOB managers.

### **Information On Demand Infrastructure**

Information On Demand provides a framework for understanding and measuring information management maturity, and provides insight into the associated risks, costs, and benefits of each maturity level. IBM Information On Demand provides a set of solution portfolios to assist companies in addressing their most critical information-intensive business initiatives. This technical track focuses on architecture design (with emphasis on SOA) and best practices of implementing a state-of-the-art Information On Demand infrastructure.

### **Information Platform and Solutions - Information Server**

This track is focused on topics related to IBM Information Server and its support of high-value infrastructure solutions, such as SAP Infrastructure Rationalization, IBM DB2 Business Intelligence, Master Data Integration, and SOA technology. This track is intended for organizations who own or are interested in IBM Information Server, IBM WebSphere® DataStage, WebSphere QualityStage and WebSphere Federation Server software, the IBM industry models and related products. The sessions in this track focus on product functionality, product usage, product futures, methodology and best practices. In addition, they look at the technology in action, focusing on implementations of data warehousing, master data integration, SAP implementations and migrations, and information as a service.

## **Information Platform and Solutions - Master Data Management Solutions**

IBM Master Data Management solutions provide the industry's most complete and robust set of capabilities for defining and synchronizing critical master information — whether product, partner, customer or location — and for providing this information as a service to drive business operations and insight. This track will provide insight into the benefits of the revolutionary WebSphere Customer Center, WebSphere Product Center, Entity Analytic Solutions, Global Name Recognition, and IBM industry model technologies. Learn how these technologies are helping our customers derive dramatic value from their initiatives in customer care, risk and compliance, threat and fraud detection, and product and service optimization.

## **Technology Futures**

IBM Research has set the pace in the industry for database innovation since it invented relational databases. Today is no exception. Come see how IBM Research is continuing to bring fresh ideas to information management across data servers, information integration, business intelligence, Web 2.0 and more. And don't miss the Advanced Technology Showcase area of the EXPO Solution Center featuring hot new demos that will whet your appetite for innovations to come.

Program details are subject to change.

## **SPECIAL CONFERENCE ACTIVITIES**

### **Developer Den**

Here you will find scheduled, informal presentations as well as walk-in, hands-on lessons about application-development topics. Drop in to work on preconfigured tutorials or bring your own laptop to install software with assistance available from application development experts.

Pick up trial software and try out the tutorials all week using a broad variety of application development tools and software, such as Java™, PHP, Ruby on Rails and XML.

### **Meet the Experts**

Information On Demand 2007 offers a unique opportunity to all attendees to make a personal appointment to meet a technical expert . . . or two, or three. We will help to match you up with the experts you request so that you can get your individual questions answered.

### **Complimentary professional certification**

Once again, IBM's professional certification exams will be available to registered attendees throughout the event. Up to three exams can be taken at no charge. A fee of US\$75 for each subsequent exam will apply.

We will also be hosting the popular Certification Members' Lounge. This members-only café-style lounge is designed for relaxation with comfortable seating and quiet study areas.

### **Usability Sandbox**

Gain insight into the future of the industry while providing IBM with valuable feedback on product usability and the functionality most important to you. Usability experts will lead a variety of interactive events, including test-driving prototypes, small-group design reviews and feedback sessions, and opportunities to vote on user requirements and prioritize them.

### **Hands-On Labs**

Take your technical expertise to new levels of proficiency by working alongside the experts in the Information On Demand 2007 Hands-On Labs. These instructor-led mini-courses are designed to get you up to speed quickly with hands-on interaction directly with Information Management products.

Work through your questions with experts and learn tips, tricks, and strategies to make your job easier and faster. Labs are typically three hours long, and take place at the same time as other electives during the week. By popular demand, many of the lab topics this year will be repeated so that you have more than one opportunity to enroll in the labs that interest you the most.

### **Advanced Technology Showcase**

You won't want to miss the mind-blowing, heart-racing, leading-edge product demos in store for you at the new Advanced Technology Showcase. Some demos are consumer products of today. Others are software solutions of the future. But each one of these demonstrations or concept products is an innovation straight from the laboratories of IBM — the innovator's innovator.

The Advanced Technology Showcase will be complemented by the corresponding Technology Futures track in the Technical Skill Building program. Learn about the innovations that make IBM special and the technology trends you need to plan for now. Hear from our chief technology officer Anant Jhingran and other technical leaders from the IBM Labs and Research. Get a deeper dive on the cool new technology you'll see in the Advanced Technology Showcase in the EXPO Solution Center and learn how you can apply it to solve your challenges.

### **Birds of a Feather**

One of the best ways to meet up with other IT professionals who share your interests is to attend Birds of a Feather (BoF) sessions. In a BoF session, you'll join your peers for an informal discussion based on your particular topic of interest. Led by a moderator, BoFs are a great way to wind down after a full day to discuss technology topics, share information and ideas, and get answers to specific questions in a relaxed setting. There will be additional opportunities to network with communities of interest at meals, receptions and additional Birds of a Feather sessions.



## **Preconference education classes**

Get an early start to building your skills at the Information On Demand Global Conference by attending one of our full-day education classes. These classes will be offered on Sunday only, October 14, 2007, from 8:30 a.m. to 4:30 p.m. at the Mandalay Bay Convention Center, South, Level 2.

Take advantage of preferred attendee pricing of US\$399 and get a full day of education, delivered by professional IBM instructors. Education will be offered in a number of technology areas spanning the Information Management portfolio, including product deep dives. The certification-preparation workshops can help you prepare for the certification exams offered throughout the week.

## **KEYNOTE SPEAKERS**



### **Steve Mills**

Senior vice president, IBM Software Group  
Monday, October 15

Steve Mills is a senior vice president and group executive, IBM Software Group. In this capacity, he is responsible for directing the development, marketing, sales and support of IBM's software portfolio.

Mr. Mills joined IBM in 1973. He has held executive leadership positions in IBM's software business since 1989. In 2000, he assumed his current role as group executive. During his tenure, the software business has grown to more than 45,000 employees, including 25,000 software developers and 15,000 sales and technical support personnel in over 150 countries. IBM has added 44 acquired companies to its software business since the year 2000, creating the industry's largest business software portfolio.



### **Dr. Ambuj Goyal**

General manager, IBM Information Management  
IBM Software Group  
Monday, October 15

Ambuj Goyal was named general manager, Information Management Software, IBM Software Group in August 2005. IBM's information management solutions offer the industry's most comprehensive portfolio for helping companies integrate, manage and gain value from their business information.

Dr. Goyal joined IBM in 1982 as a research staff member at the T.J. Watson Research Center. In 1996, he was named vice president, Services and Software, and director, Computer Sciences. In this dual role, he was responsible for setting IBM's long-term research direction in computer sciences, as well as ensuring that the best emerging technologies contribute to IBM's services offerings and software products. Approximately 1,500 researchers in seven labs worldwide reported to him.



### **Mike Borman**

Vice president, worldwide sales, IBM Software Group  
Monday, October 15

Michael J. Borman is vice president, worldwide sales, IBM Software Group. In this capacity, he is responsible for overall sales strategy and management of a global business. Mr. Borman leads a worldwide software sales team of approximately 15,000 employees in 60 countries around the globe.

Mr. Borman's career at IBM extends over two continents and spans 29 years. Since joining IBM in 1977, he has held a broad range of positions in systems engineering, sales, marketing and general management, both in the U.S. and in Asia Pacific. While located in Tokyo, he led a team that launched IBM's channel and distribution business in India and China.



### **Emilie McCabe**

General manager, IBM Global Public Sector  
Tuesday, October 16

Emilie McCabe is the general manager of IBM's Global Public Sector. Previous to this position, Ms. McCabe held a number of leadership positions across IBM business units, including Systems and Technology Group, Software Group, and IBM's Telecommunications and Media Industry Solutions Unit.

**Stephen Covey**

Author, *The 7 Habits of Highly Effective People*  
Wednesday, October 17

*Stephen Covey is the author of the single most influential guide for personal and professional success in publishing history: The 7 Habits of Highly Effective People. The 7 Habits of Highly Effective People was named one of the two most influential books of the twentieth century. The book has sold 15 million copies in 38 languages and remains on business bestseller lists more than a decade after its release. His latest book, The 8th Habit: From Effectiveness to Greatness, takes his organizational prescription for success to the next level. His other books include Principle-Centered Leadership, The Nature of Leadership, 7 Habits of Highly Effective Families, Living the 7 Habits: Stories of Courage and Inspiration and First Things First.*

*As vice-chairman of FranklinCovey, he guides the largest management and leadership development organization in the world. FranklinCovey offers learning and performance solutions to help professionals and organizations significantly increase their effectiveness in productivity, leadership, communication and sales. Dr. Covey has been honored with numerous awards, including the National Entrepreneur of the Year Lifetime Achievement Award for Entrepreneurial Leadership. He was also recently recognized as one of TIME magazine's "25 Most Influential Americans."*

**Chris Anderson**

Celebrity panel moderator  
Editor-in-chief, *Wired*  
Thursday, October 18

*As editor-in-chief of *Wired* magazine, Chris Anderson is one of the most knowledgeable and articulate voices at the center of the new economy. He has written an important and exciting new book that defines an entirely new economic model for business, one that is built on an economics of abundance rather than scarcity.*

*The Long Tail: Why the Future of Business is Selling Less of More explores the tremendous business potential of the long tail — the rise of the niche as a powerful new force in our economy.*

*Before taking the helm at *Wired*, Chris worked at *The Economist* for seven years in various positions in London, Hong Kong and New York, ranging from Technology Editor to US Business Editor. He also served as an editor at the two premier science journals, *Science* and *Nature*. His education background is in physics, including research at Los Alamos.*

**ADDITIONAL SPEAKERS**

*During Monday and Tuesday keynotes, top executive customers will speak about their Information On Demand solutions — giving you real-life examples of benefits realized. In addition, over the course of the week, 200 customers and Business Partners will speak in breakout sessions. Check the conference Web site for these speakers, bios and session topics.*

**ENTERTAINMENT****Dana Carvey**

Master of ceremonies  
Opening general session  
Monday, October 15

*Emmy-award winning comedian Dana Carvey has maintained a tremendous career. A repertory member of Saturday Night Live since the 1986–87 season, Carvey left in 1992 after seven seasons. Carvey is best known for his characters the Church Lady; Hans, of the Hans and Franz bodybuilding duo; Garth, Wayne Campbell's (Mike Myers) "Excellent Co-host" on the immensely popular sketch "Wayne's World," and Weekend Update's Grumpy Old Man.*

*In addition to these characters, Dana has received widespread praise for his uncanny and exaggerated comedic impersonations of such political figures as ex-president George Bush, H. Ross Perot, Jerry Brown, David Duke and Bob Dole. He also does impersonations of George Burns, Johnny Carson, Jimmy Stewart, John McLaughlin, Mickey Rooney, Casey Casem and Regis Philbin.*

*In 1992, Carvey appeared in the blockbuster film *Wayne's World*, based on the hit Saturday Night Live sketch. Carvey won an Emmy Award in 1993 for Outstanding Individual Performance in a Variety or Music Program. Also, he was honored with the American Comedy Award as Television's Funniest Supporting Male in 1990 and 1991.*



## **Networking Beach Party Dinner**

Monday, October 15

Put on your Hawaiian shirt, shorts and flip-flops and join us on the beach for our rockin' party at Mandalay Bay's 11-acre tropical sandy beach. A great evening with entertainment by the Boogie Knights, the Spazmatics and the Flying ELVI. Watch for Elvis to drop by. You won't want to miss it.

### **Highlights**

- Kick off your week at the Mandalay Bay Beach, which was voted the Best Pool in the U.S. 2006.
- Dance the night away in the main pool area with the Boogie Knights.
- Enjoy a thrilling show when the Flying ELVI drop in.
- Stroll over to the South Lagoon pool area to experience the high-energy dance band, the Spazmatics.
- Play pool, pinball, football, darts, air hockey and trivia games.
- Visit the Boardwalk area to enjoy interactive Daytona video racing games, Super Shot basketball, carnival games and Dance Heads Video Karaoke.
- Walk over to the Caribbean Cool pool and enjoy chair massages and airbrush tattoo artists in a tropical luau-like atmosphere.
- Learn the salsa, mambo and more from professional dance instructors at the Moorea Beach Club.
- See an exciting dance production show with creatures crawling out of the lagoon (wave pool).
- Make your own burger with gourmet toppings, courtesy of the Burger Bar.
- Close out your evening with the fireworks show, featuring a dramatic combination of music and ground effects.

### **The Boogie Knights**

The Boogie Knights were originally formed in October of 1992 as a Halloween gag. Now, 8000 shows later, the Boogie Knights have earned a worldwide reputation, performing on various MTV programs and at major sporting events, in live shows across the nation and overseas, as well as in appearances on network television shows and films.

### **The Spazmatics**

Seeing the Spazmatics brings you back to the days of roller-skating and lip-synching using your brush as the microphone. Seeing the Spazmatics play live guarantees you will have the best time of your life and you will dance all night. If you are a fan of 1980s music, then pull out those old parachute pants, grab your pocket protector and get ready for the nerdiest band in the world, the Spazmatics!

### **The Flying ELVI**

The Flying ELVI is a ten-member skydiving team first featured in the fun-filled hit movie Honeymoon in Vegas. They combine a spine-tingling aerial skydiving performance of smoke trails, pyrotechnic fireworks and precision maneuvers with an over-the-top entertaining stage show.

Jumping from altitudes of 5,000 to 12,500 feet above the earth, they free-fall for up to 9,500 feet at speeds ranging from 120 to 160 miles per hour. Team members are all United States Parachute Association Pro rated skydivers with an average of over 2,000 jumps each. Having thrilled audiences at events across the country for the past nine years, these daredevils of the sky are more popular than ever and bring a bit of nostalgia to every event as they inspire fond memories of the King himself, Elvis Presley.



### **Donna Summer**

Featured entertainer

Tuesday, October 16

An electrifying performer, Donna Summer, began her illustrious career with the Number One, certified gold album and single, "Love to Love You Baby." Her international success continued with seven gold albums; nine gold singles, all reaching platinum, double platinum or even triple platinum status; three platinum singles, a Grammy and an Oscar for her single "Last Dance," and another Grammy for "Forgive Me." Some of her other mega hits include "Bad Girls," "On the Radio," "Dim All the Lights," "McArthur Park," "She Works Hard for the Money," "Hot Stuff" and "Enough Is Enough," to name a few. Her electric live show is high energy, and every single song is a greatest hit.

Through the years, Donna has been and remains among music's most consistently and versatile popular artists. Her VH1 Live Concert Special with simultaneously-released live greatest hits CD were both released to critical as well as commercial raves. There is only one divine diva in pop music and that's Donna Summer.

**Act.Right.Now.**

## REGISTRATION INFORMATION

### Conference rates

Early-bird rate (through August 15, 2007) US\$1795 (\$200 savings)

Regular registration rate (after August 15, 2007) US\$1995

THEhotel and Mandalay Bay

### Conference payment policy

Your registration fee includes admittance to all general and elective sessions, EXPO Solution Center, presentation materials, breakfast Monday through Friday, lunch Monday through Thursday and refreshment breaks. Also included is access to the Sunday EXPO Grand Opening Reception and Dinner, Monday EXPO reception, Monday night conference theme party and dinner, Tuesday night EXPO reception and dinner, and Thursday night pizza dinner.

Individual travel expenses, lodging, incidental expenses and additional meals are not included in the conference fee and will be paid by each attendee at the time the expense is incurred. The registration fee can be paid for by credit card, check or IBM Education Pack (U.S. only). Every hotel reservation, including those paid for by check or Education Pack, must still be guaranteed with a valid credit card.

### Conference payment process

Credit cards will be charged the appropriate registration fee 45 days prior to the conference. In the meantime, your credit card number will be used to guarantee your hotel reservation.

### Cancellation policy

There will be no refunds for cancellations received after September 28, 2007. All cancellations must be received in writing. To cancel, please send an e-mail to [IOD2007@MeetingConsultants.com](mailto:IOD2007@MeetingConsultants.com). Cancellations received after August 31, 2007, will be subject to a US\$125 processing fee.

### Registration substitution

A substitution can be requested at any time. The substitute must register and must pay the applicable conference fee for the original enrollee. The original enrollee will be refunded the conference fee if it has already been charged. The Enrollment Center cannot guarantee that the substitute will receive the original enrollee's hotel reservation. All substitution requests must be received in writing. To make a substitution, please send an e-mail to [IOD2007@MeetingConsultants.com](mailto:IOD2007@MeetingConsultants.com). Substitutions received after August 31, 2007, will be subject to a US\$125 processing fee.

## HOTELS AND TRAVEL

### Hotels

Clustered at the south end of the Las Vegas strip, hotels for Information On Demand 2007 have been selected specifically for their convenient location and world-class amenities. Together, the conference hotels offer a complete Las Vegas experience, including extensive convention and meeting facilities, acclaimed dining, boutique shopping, relaxing spa environments, fitness centers and pools, and entertaining nightlife.

For IBM Information On Demand 2007 attendees, IBM has negotiated deeply discounted hotel room rates that are available only at the time you register. Book your hotel accommodations when you register online or contact the Information On Demand 2007 Enrollment Center at 1 800 227-4374 (direct +001 770 399 3173), Monday through Friday, 9:00 a.m. to 6:00 p.m. U.S. Eastern Time.



THEhotel and Mandalay Bay

### Hotel rates

THEhotel at Mandalay Bay (suites only, single or double) US\$239

Mandalay Bay Hotel and Casino (single or double) US\$209

Luxor Hotel and Casino (single or double) US\$179

Excalibur Hotel and Casino (single or double) US\$139

The Mandalay Bay hotel is directly adjacent to THEhotel, all through indoor corridors. Traveling between the Mandalay Bay, Luxor and Excalibur hotels is as easy as catching the free monorail that loops between them. The monorail is in operation 24 hours a day, and trains leave every three to seven minutes. Trains loop from the Mandalay Bay to the Luxor to the Excalibur, and then back to the Mandalay Bay. Allow about three minutes travel time on the monorail between each hotel and 15 to 20 minutes of extra time for walking from the Mandalay Bay monorail station to the conference events. Stairs and elevators are available for access to the train platforms.

Please note: There is no smoking anywhere in the Mandalay Bay Convention Center.

**Act.Right.Now.**

## **Hotel policy**

Check-in time is 3:00 p.m. U.S. Pacific Time. Check-out time is 11:00 a.m. U.S. Pacific Time. The credit card number provided for your registration payment will be used to reserve your room reservation for late arrival.

Any changes concerning your hotel reservations, including changes to check-in or check-out dates, should be directed to the Information On Demand 2007 Enrollment Center by calling 800 227-4374 (direct +001 770 399 3173), Monday through Friday, 9:00 a.m. to 6:00 p.m. U.S. Eastern Time, or by sending e-mail to [IOD2007@MeetingConsultants.com](mailto:IOD2007@MeetingConsultants.com). Please do not contact the hotel directly.

*Important: If you need to cancel your room reservation, make the cancellation 72 hours prior to scheduled arrival in order to avoid personal financial liability for the entire stay. If applicable, the hotel will charge an early departure penalty of one night's room plus tax if you check out earlier than the scheduled departure date.*

## **IBM cancellation policy**

IBM conference registrants must cancel their registration no later than September 28, 2007. Cancellations received after September 28, 2007, will be billed at the full conference rate. All cancellations must be received in writing by e-mail to [IOD2007@MeetingConsultants.com](mailto:IOD2007@MeetingConsultants.com). Please also note that the hotel can charge an early departure penalty of one night's room plus tax for any hotel reservations cancelled less than 72 hours prior to scheduled arrival.

## **Airport**

McCarran International Airport (LAS)  
Las Vegas, Nevada

## **Ground transportation**

There are a variety of transportation options at the airport, including airport shuttles and commercial taxis.

Taxicabs are available outside on the east side of baggage claim, outside door exits 1–5. Airport personnel are available on the taxi curb to assist passengers. All taxi fares originating from the airport carry a US\$1.20 surcharge. Taxis do not accept credit cards.

Shuttle and limousine services are located on the north and west sides of baggage claim, outside door exits 8–14. Both group shuttles and walk-up stretch limousines are available.

## **Time zone**

Las Vegas is located in the United States Pacific Time Zone (GMT - 08:00).

## **Conference attire**

Business casual; no suits or ties are necessary. You should dress so you are comfortable sitting in classes, and mingling with peers, industry leaders and other software professionals. Because hotel meeting room temperatures can vary, we suggest that you wear layered clothing so that you are comfortable.



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