



DB2 & SAP Roadmap

Session Highlights

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference [website](#) for the most current agenda.

Sunday, October 23

NA	6:00 – 8:00 PM EXPO Hall – Bayside C	EXPO Grand Opening Reception
NA	8:00 – 10:00 PM South Pacific A, B, C, E	Information Management Community Reception

Monday, October 24

CGS-3790	8:15 – 9:45 AM Mandalay Bay Events Center	Opening General Session – Turn Insight Into Action Abstract: Recent studies confirm that leaders in applying advanced analytics have 33 percent more revenue growth and 12 times more profit growth than laggards — and that gap is widening. For organizations committed to market leadership, the new imperative is to make sense of information from everywhere faster than your competition. Getting there requires a laser focus on the right investments and business outcomes, and Information On Demand 2011 is the right place to learn how you can take action now to make a difference to your organization. Start your week by hearing first-hand from business and IT leaders how their organizations are competing on speed, exceeding customer and
----------	--	--

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs



October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



		employee expectations, and realizing new possibilities from analytics. Learn about the latest innovations clients are using to exploit information from everywhere, govern their information supply chain, and improve the economics of their IT investments.
IDB-1123	10:00 AM – 1:00 PM Mandalay Bay South, Shorelines B, Lab Room 9	IBM DB2 LUW Performance Tuning for SAP
IDB-1495A	10:15 – 11:15 AM Mandalay Bay North Convention Center, South Pacific B	Successfully Migrating From a Sun, Solaris or Oracle Stack to IBM Power 770 or IBM AIX/DB2 9.7
CGS-4038A	11:30 AM– 12:30 PM Mandalay Bay South, Mandalay Bay H	Information Management Keynote –Your Blueprint for Success: Information Management, Integration and Governance Abstract: In this keynote, learn about IBM's new announcements in data management, integration and governance systems that can help you optimize your information supply chain and greatly increase the efficiency of your IT initiatives. Join Arvind Krishna and innovative clients to hear about proven blueprints for success and the innovations that will optimize your information systems in 2012. Learn what industry leaders have to say about tackling and overcoming their toughest data and integration challenges. Speaker: Arvind Krishna, IBM General Manager, Information Management Software
IDB-3561	2:15 – 3:15 PM Mandalay Bay North, South Pacific F	IBM DB2 for Linux, UNIX and Windows ... 2011 and Beyond
IDB-1315	3:45 – 5:00 PM Mandalay Bay North, South Pacific C	Best Practices for SAP on IBM DB2 pureScale
NA	5:00 – 7:00 PM	EXPO Reception

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



EXPO Hall – Bayside
C

Tuesday, October 25

CGS-3791A	8:15 – 9:30 AM Mandalay Bay Events Center	General Session - Transforming in the Era of Big Data & Analytics Abstract: Hear from IBM executives about the innovations and best practices that are fueling business transformation in the era of big data and analytics. From the visionary that brought Watson to life, understand how the groundbreaking technologies behind this Jeopardy-winning solution are now being applied to challenging business problems. Finally, hear directly from industry leaders on how they are leveraging big data and analytics in creative new ways to tackle problems that had previously been out of reach.
IDB-1405	8:15 – 9:30 AM Mandalay Bay North, South Pacific C	Take Care of Your SAP Performance
IDB-3591	10:00 – 11:00 AM Mandalay Bay North, South Pacific C	IBM DB2 and IBM InfoSphere Warehouse: Trends and Directions
IDB-1914	11:15 AM – 12:15 PM Mandalay Bay North, South Pacific C	Driving Operational Efficiency for SAP Applications with IBM DB2 on POWER/AIX- A PepsiCo Case Study
IDB-3823A	12:30 – 1:30 PM Bayside Dining Area	Birds of a Feather Session: Shared Experiences on Migrating to DB2

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



CGS-4039A	1:45 – 2:45 PM Mandalay Bay South, Mandalay Bay H	<p>Information Management Keynote - Brave New World: Appliances, Optimized Systems, Big Data and Cloud</p> <p>Abstract: Several key technologies are converging to create an exciting new era of opportunity to solve new problems with new approaches that bring far better performance, cost-effectiveness and time to market. New offerings such as Netezza data warehouse appliances, IBM Smart Analytics Systems and Informix@TimeSeries technology are providing insights faster with less complexity for data warehousing, and advanced analytics. IBM's big data offerings are enabling exciting new possibilities for analyzing huge volumes of diverse information and enabling smarter, fact-based decision making in real time. From theory to practice, this keynote will also give you a primer on the proven use cases and business value of taking the first steps to exploiting workload-optimized systems and big data in your enterprise. Furthermore, understand how organizations are latching onto to new economics and agility of appliances and cloud computing for game-changing results.</p> <p>Speaker: Arvind Krishna, IBM General Manager, Information Management Software</p>
IDB-2621	3:00 – 4:00 PM Mandalay Bay North, South Pacific C	Improving SAP TCO With IBM DB2 at Eli Lilly
IDB-2563	4:30 – 5:45 PM Mandalay Bay North, South Pacific A	The Latest From the Lab on IBM DB2 pureScale
IDB-3594	4:30 – 5:45 PM Mandalay Bay North, South Pacific C	Knorr Bremse: A Journey From SAP on HP/Oracle and MaxDB to IBM DB2 on Linux in a VMWare Environment
NA	5:00 – 7:00 PM EXPO Hall – Bayside C	EXPO Reception
NA	7:00 – 11:00 PM	Networking Event

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



Wednesday, October 26

CGS-3792A	8:15 – 9:30 AM Mandalay Bay Events Center	General Session - New Possibilities Abstract: You will leave Wednesday's general session with an understanding of how you can take advantage of the new possibilities that IBM innovations offer. We will feature technology demos that will allow you to experience first-hand the possibilities of the business analytics and optimization portfolio. We are also pleased to welcome best-selling author Michael Lewis and Oakland A's general manager Billy Beane. Lewis's book, Moneyball: The Art of Winning an Unfair Game, adapted as a major movie hitting the screens in September, is the story of how Beane developed a breakthrough method of using analytics to build his roster, putting together a winning team and revolutionizing the game of baseball along the way.
IDB-1281	10:00 – 11:00 AM Mandalay Bay North, Islander C	Customer Panel Discussion for SAP on IBM DB2 for LUW
IDB-1575	11:30 AM – 12:30 PM Mandalay Bay North, South Pacific C	Coca-Cola Bottling Ongoing IBM DB2 Journey
IDB-3760A	12:30 – 1:30 PM Bayside Dining Area	Birds of a Feather Session: IBM DB2 for Linux, UNIX and Windows Performance Management With SAP
IDB-3323	3:15 – 4:15 PM Mandalay Bay North, South Pacific C	Be Surprised by IBM DB2 Autonomic Features That Make Your Life Easier

Thursday, October 27

IDB-2094	8:15 – 9:30 AM Mandalay Bay North,	Performance Success with DB2 LUW
-----------------	--	---

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs

Information On Demand 2011

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



	South Pacific A	
IDB-1122	8:15 – 11:00 AM Mandalay Bay South, Shorelines B, Lab Room 8	Managing a High Availability SAP IBM DB2 Environment

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs

