



## Information Management Sessions for Midsize Businesses

The Information Management Forum at Information on Demand 2011 offers comprehensive insights into the latest innovations, strategies, tools and technologies. Learn what's coming and why you need to know. Identify ways to increase the return on your investment in information management. Find out about new software, hardware and services that can help you create competitive advantage. Get a behind-the-scenes look at how others are solving their toughest information management challenges. Check out this sample of sessions waiting for you.

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

### Data Warehousing and Analytics

<b>Session 3405A</b> Monday, Oct 24 2:15 PM - 3:15 PM	<b>A New Era of Data Warehousing and Analytics - IBM's Vision</b> How do you make business decisions today? Are you using all the information you need, and do you trust that information? Many successful analytics-driven organizations are utilizing data warehousing and business analytics to manage, integrate, analyze and govern information to anticipate, shape and optimize decisions and business outcomes. This session will cover IBM's rich portfolio of warehousing and analytics solutions that are designed to accelerate time-to-value and quickly provide the insights you need to move your business forward.
<b>Session 1701A</b> Thursday, Oct 27 10:00 AM - 11:00 AM	<b>All New Single Server Mid-Sized IBM Smart Analytics System</b> Dynamic warehousing solutions help companies generate, manage, and optimize a growing data warehousing environment. These solutions help support users who access information to support strategic decisions, financial planning and the production of reports that track performance. This session will focus on IBM's newest Smart Analytics System offering: A single server mid-sized business intelligence system powered by Linux and System X on the Intel Xeon processors.
<b>Session 3407B</b> Thursday, Oct 27 2:00 PM - 3:00 PM	<b>The Instant Data Warehouse: IBM Data Warehouse Accelerators</b> A product and strategy overview of IBM's Data Warehouse Accelerators.

### Integrating Information

<b>Session 1763</b> Monday, Oct 24 3:45 PM - 5:00 PM  Thursday, Oct 27 3:30 PM – 4:30 PM	<b>Deep Dive into IBM InfoSphere DataStage</b> InfoSphere DataStage is consistently rated as an industry-leading offering for data integration. This session discusses the latest set of product features designed to help you manage high volume, complex data sources and applications in a variety of scenarios, including data warehouse, master data integration (MDI), application consolidation and more.
<b>Session 1542</b> Wednesday, Oct 26 2:00 PM – 3:00 PM  Thursday, Oct 27 8:15 AM - 9:30 AM	<b>IBM Data Integration Roadmap with Information Server</b> IBM InfoSphere Information Server revolutionized the data integration industry with a comprehensive platform that helped clients maximize the value of information available from multiple, heterogeneous sources throughout the enterprise. It includes a suite of "best-in-class" capabilities that helps you understand, cleanse, integrate and transform your information. Get an overview of the latest data integration features delivered in the InfoSphere Information Server suite and features currently in development. Discover ways they can help you deliver trusted information throughout your org.



## DB2 for Linux, Unix, Windows and Tools

<b>Session 1124A</b> Tuesday, Oct 25 2:00 PM - 5:00 PM	<b>Safeguard Your Data and be Compliant With Tough Security Policies</b> Corporate baseline security models are increasingly requiring applications to segregate duties, audit sensitive data and use encrypted transmissions, all within the constraints of today's enterprise infrastructures. IBM DB2 has kept pace with these demands. In this lab, learn how to custom-configure DB2 auditing, segregate duties among specific users and DB2 roles, and restrict public access. This lab will use a generic database security model to guide students, taking an existing DB2 database (non-conforming to model) and make it conform to standards.
<b>Session 3562A</b> Thursday, Oct 27 8:15 AM - 9:30 AM	<b>IBM DB2 Speaks Oracle: Technology Session</b> IBM DB2 9.7 makes conversion of Oracle applications to DB2 easy. Just another emulator? Not so. In this session, the DB2 development architect responsible for this will take you on a tour not only on what features were added, but how performance and robustness requirements were achieved for a truly accurate conversion.
<b>Session 2706C</b> Thursday, Oct 27 10:00 AM - 11:00 AM	<b>2706C Take Control of Licensing Costs</b> Most organizations today are experiencing higher transaction volume with the same or reduced IT budgets. How do you maximize the money you have while supporting ongoing IT infrastructure optimization? IBM can make database server consolidation easier and more economical with the use of IBM DB2 9.7 PL or SQL compatibility features. As your organization undergoes this journey, what do you do with software licenses that you no longer use? Can you extract further cost reduction from these unused licenses and associated agreements? Take control of that discussion. Join this session to understand the alternatives available to you and the pitfalls to avoid.

## Informix and Tools

<b>Session 2374A</b> Tuesday, Oct 25 4:30 PM - 5:45 PM	<b>IBM Informix Warehouse Overview and Roadmap</b> This session provides a discussion of warehousing capabilities within the IBM Informix products, including the Informix engine and Informix Warehouse Accelerator.
<b>Session 2249A</b> Wednesday, Oct 26 11:30 AM - 12:30 PM	<b>Smarter Healthcare with IBM Informix Genero</b> See the effectiveness of the IBM Informix database server in a healthcare setting. Software developers, system architects and sales and business professionals in and outside of healthcare will benefit from a case study that identifies business and compliance problems and addresses the technological hurdles overcome by the Informix Genero platform. This session will detail the speed and simplicity with which the integration with a software as a service (SAAS) solution was accomplished.
<b>Session 2227A</b> Wednesday, Oct 26 3:15 PM - 4:15 PM	<b>Understanding Time-Series Data and Why it Matters</b> This session will focus on time series data - what it is, what it is good for, and how to store and retrieve it efficiently. The talk will refer to use cases from energy and utilities and financial markets to illustrate points. In addition, the session will review IBM solutions for handling time-series data.

**Register today!** [www.ibm.com/events/InformationOnDemand](http://www.ibm.com/events/InformationOnDemand)