

# Information Management **Forum** @**Information** On Demand **2012**

**October 21–25, 2012**

Mandalay Bay | Las Vegas, Nevada

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Register before August 31



*Arvind Krishna*

## Dear clients,

Information technology, once the sole domain of the CIO and IT professionals, now features prominently on the agenda of virtually everyone in the C-suite, including the CEO. In fact, IBM recently learned through conversations with more than 1,700 CEOs that technology is viewed as the most important force affecting their business. At the core of their technology-driven agenda is information.

From my time spent with business and IT leaders, I've discovered that companies are focused on building an agile information management foundation that supports the needs of their business. They are focused on reducing the cost of their mission-critical applications; ensuring confidence in the information the organization uses every day; and harnessing the explosion in big data's volume, velocity and variety of information to create new opportunities to optimize their business outcomes.

In the Information Management Forum at Information On Demand 2012, we will explore ways we can help you succeed in this mission. We will connect you to topics and experts who can help you understand the environment and the platforms and solutions that are available to you—and the outcomes they deliver, including:

- IBM's data warehousing strategy and portfolio of optimized systems and appliances tuned for operational and deep analytics
- Use cases, client experiences and best practices for big data analytics using the IBM big data platform and how to get started quickly with new projects by extending your existing IT investments
- The IBM InfoSphere® portfolio to help you drive lower costs and risks while integrating, governing and protecting your information, including creating a single view, which transforms processes and applications
- IBM DB2® tools that can optimize your database and application performance and scalability, reduce development time, and improve the economics of your investment
- Innovative ways to leverage your core DB2 for IBM z/OS® and IBM Information Management System (IMS™) information to lower the cost of managing data while delivering new insights and analytics that are driving a fundamental change in the marketplace
- The IBM Informix® capabilities that deliver advanced performance for online transaction processing (OLTP) and mixed workloads, continuous availability, efficiency, minimal complexity and lower computing costs for businesses of practically all sizes

In addition to joining us for sessions in the Information Management Forum, you will have the opportunity to meet and network with thought leaders and subject matter experts and participate in hands-on labs. In doing so, you'll have an exceptional opportunity to hear from peers who are solving the same challenges you face. The EXPO at Information On Demand 2012 offers the opportunity to interact with our technology and the incredible range of solutions delivered by our IBM Business Partners.

Join me for our two information management keynotes, where you will learn about our latest game-changing innovations and watch demonstrations of new capabilities that can help you increase the effectiveness of your IT initiatives. Also, you will get a sneak peek at the technical advances currently in the IBM labs that will help you optimize your future information management strategies.

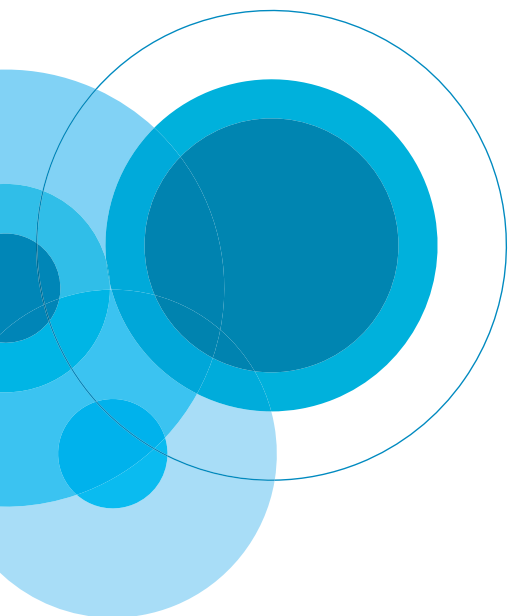
Our goal is to ensure that you get the answers you need to advance your organization's information management strategy and your career as a valued information management professional.

I hope you'll join us.

Sincerely,

*Arvind*

Arvind Krishna, General Manager,  
Information Management Software, IBM Corporation



# Outsmart. Outperform.

The Information Management Forum gives you many ways to drive more value from your IBM solutions.

## Improve Your Skills

Get deep technical education and exceptional strategic insight and analysis.

## Learn What's New

Explore the latest advances in software and solutions from IBM Information Management, IBM Business Analytics and IBM Enterprise Content Management — including technical sessions, usability sandboxes and hands-on labs.

## Dive Deeply

Choose from 700 technical education sessions, 110 hands-on labs and 300 client speakers, and gain access to usability sandboxes and so much more.

## Explore Innovation

Find out what's possible in your industry. IBM's largest EXPO invites you to experience products, services and solutions in action.

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## Learn Best Practices

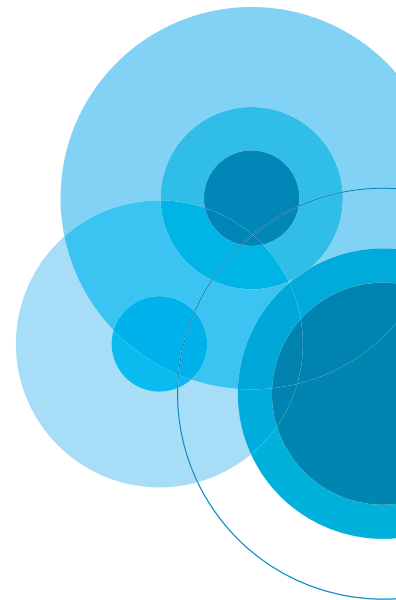
Hear from industry leaders who are leveraging information and applying analytics to realize and build competitive advantage in today's economic environment.

## Experience Superior Networking

Meet one-on-one with industry experts, IBM executives and innovative IBM Business Partners. Network in a variety of interactive sessions and activities. Interact with peers, industry experts, IBM Business Partners and IBM executives who share your interests and challenges.

## Take Action

Make an immediate impact on your organization with actionable next steps to improve business performance through business analytics and optimization.



# Information Management Forum

The Information Management Forum offers comprehensive insights into some of 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. Build your technical skills. 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.

Virtually no other conference offers more robust content covering information management, and none provides greater access to thought leaders and experts who can help you get more value from your information management investment.

We're hosting technical and business sessions covering a wide range of topics, including:

- Data warehousing and analytics
- Data lifecycle, security and privacy
- DB2 for Linux, UNIX and Microsoft Windows software and tools
- DB2 for z/OS software and tools
- Information governance
- Big data for the enterprise
- Information management software and tools
- Information solutions architecture
- Informix software and tools
- Information integration and quality
- Master data management

In addition to technical deep dives, you'll have access to hands-on labs; small groups led by IBM usability engineers to capture feedback on proposed product features; and other informative, interactive opportunities to explore all that information management technology has to offer.

## Education

Through nearly 700 breakout sessions, you'll have easy access to insight, information and expertise. You'll learn deployment best practices and technical tips and techniques, and you'll acquire expert guidance and success strategies that can help take your business to the next level.

## Networking

Share tips, tricks and insights with experts from other organizations. Learn from informal meetings with product experts. Meet leaders who can introduce you to emerging trends, technologies and strategies—all in one place.

## The EXPO

Interact with solutions and meet experts in the most robust product and solutions EXPO hosted at an IBM conference. Check out the wealth of on-site technology focused on information management—demo stations, demo theater presentations, hands-on education labs. Get expert answers to your specific challenges. Preview our latest innovations. Provide feedback on product direction—and so much more.

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*“This conference is very powerful. We can actually spend time interacting with other customers and with IBM experts. We can ask questions and really drill down to better understand a product set. That's very valuable, and it's not something you'd get from a webinar or presentation material.”*

—Darren Silvester, information management architect, Three UK

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## Designed for the Entire Information Management Community

The Information Management Forum is designed to have something for everyone—it's geared to the entire community of information management professionals. Whether your interest is in technical insights or in leading innovations around managing information, there's something for you at this forum.

- Finance and line-of-business professionals seeking to drive operational performance and improve decision making
- Large companies with enterprise deployments
- Small and midsize businesses across a broad range of industries
- IBM Business Partners and industry analysts
- Information management experts

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**Stay in touch with Twitter. Follow [@IBM\\_IOD](#) and use the hashtag [#ibmioid](#) for real-time updates from our team and to add your voice to the conversation.**

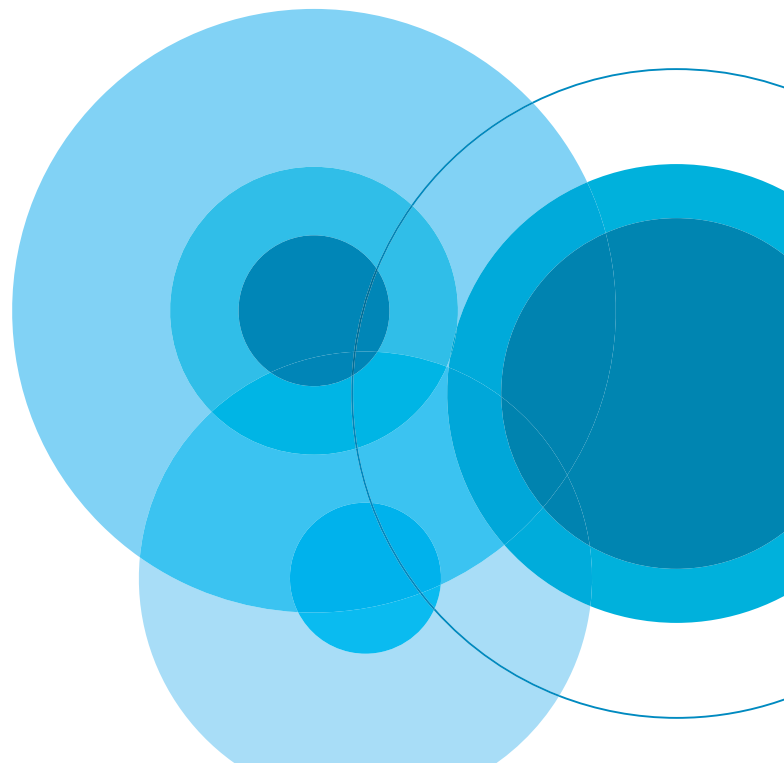
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*“Information On Demand is a premier conference in the DB2 world. So not only do we get the chance to get current on technologies, but we get future technologies and the ability to be able to talk with developers and lab directors. The access is tremendous and it is a tremendous opportunity to get training.”*

—Anthony Ciabattoni, Fiserv

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# Week at a Glance

## Sunday, October 21

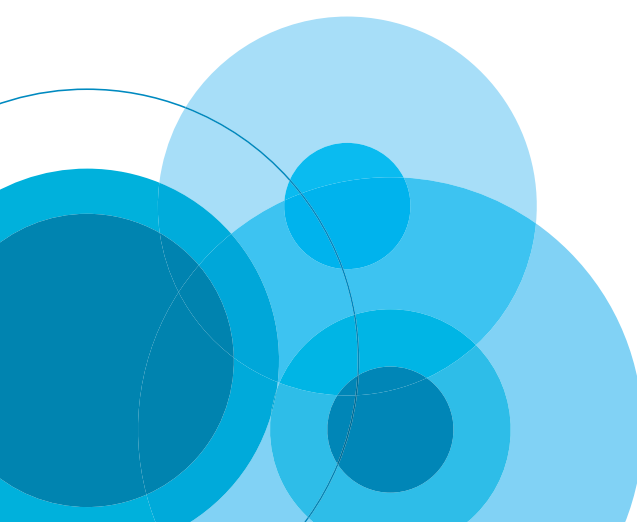
6:30 a.m.–10:00 p.m.	Registration
6:00 p.m.–8:00 p.m.	Grand opening reception in the EXPO
8:00 p.m.–10:00 p.m.	Community receptions

*“What’s valuable is the contact with the IBM team and the breadth of client base that’s attracted to the event. Also, you can go to training courses and also meet with programmers, talk to the people who developed the products and find out where they see the offering going. That is really powerful, and you can’t get that anywhere else—nowhere.”*

—Ced Bufton, founder and managing director, Bidetime Limited

## Monday, October 22

6:30 a.m.–8:00 p.m.	Registration
6:45 a.m.–7:45 a.m.	Breakfast
8:15 a.m.–9:45 a.m.	General session
10:15 a.m.–11:15 a.m.	Elective sessions
10:15 a.m.–11:15 a.m.	Keynote—Business Leadership
11:30 a.m.–12:30 a.m.	Elective sessions
11:30 a.m.–12:30 p.m.	Keynote—Information Management
12:30 p.m.–2:00 p.m.	Lunch
12:45 p.m.–1:45 p.m.	Birds-of-a-feather lunch
12:30 p.m.–2:30 p.m.	EXPO
2:15 p.m.–3:15 p.m.	Elective sessions
2:15 p.m.–3:15 p.m.	Keynote—Enterprise Content Management
3:45 p.m.–4:45 p.m.	Elective sessions
3:45 p.m.–4:45 p.m.	Keynote—Business Analytics
5:00 p.m.–7:00 p.m.	EXPO reception



**Tuesday, October 23**

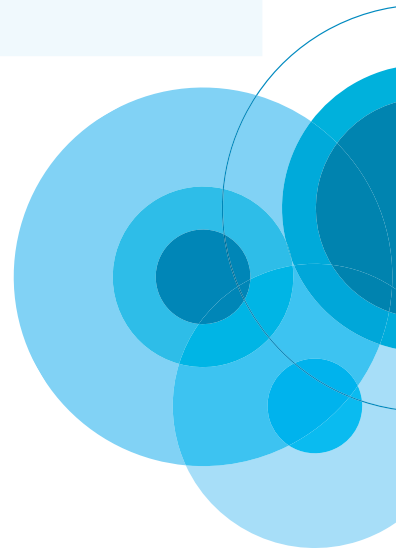
6:30 a.m.–7:00 p.m.	Registration
6:45 a.m.–7:45 a.m.	Breakfast
8:15 a.m.–9:30 a.m.	General session
10:00 a.m.–11:00 a.m. 11:15 a.m.–12:15 p.m.	Elective sessions
11:15 a.m.–12:15 p.m.	Keynote—Business Analytics
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Birds-of-a-feather lunch
12:30 p.m.–2:30 p.m.	EXPO
1:45 p.m.–2:45 p.m.	Elective sessions
1:45 p.m.–2:45 p.m.	Keynote—Information Management
3:00 p.m.–4:00 p.m. 4:30 p.m.–5:45 p.m.	Elective sessions
5:00 p.m.–7:00 p.m.	EXPO reception
7:30 p.m.–10:30 p.m.	Evening networking event

**Wednesday, October 24**

6:30 a.m.–7:00 p.m.	Registration
7:45 a.m.–8:45 a.m.	Breakfast
9:00 a.m.–10:15 a.m.	General session
10:45 a.m.–11:45 a.m. Noon–1:00 p.m.	Elective sessions
<b>Business Leadership Forum ends</b>	
12:30 p.m.–3:30 p.m.	EXPO
1:00 p.m.–2:30 p.m. 1:15 p.m.–2:15 p.m.	Lunch Birds-of-a-feather lunch
2:30 p.m.–3:30 p.m. 3:45 p.m.–4:45 p.m. 5:00 p.m.–6:00 p.m.	Elective sessions

**Thursday, October 25**

6:30 a.m.–4:30 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:15 a.m.–9:30 a.m. 10:00 a.m.–11:00 a.m. 11:30 a.m.–12:30 p.m.	Elective sessions
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Lunch-and-learn event
2:00 p.m.–3:00 p.m. 3:30 p.m.–4:30 p.m.	Elective sessions



# General Sessions

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, clients and industry experts. The tone for each day is set with compelling content on turning insight into action, diving into new technologies and leading change. You won't want to miss these sessions.

## Think Big

**Monday, October 22**

**8:15 a.m.–9:45 a.m.**

In the new era of computing, the use of analytics has evolved from an initiative to an imperative and from changing an organization to transforming entire industries. Getting there, however, requires focusing on the right strategies, investments and business outcomes, and Information On Demand 2012 is the right place to learn how you can “think big” to make a difference in your organization.

Start your week by hearing first-hand from business and IT leaders who are harnessing IBM Smarter Analytics for better insight and business outcomes. Learn how the latest innovations—such as big data, analytics, decision management and expert integrated systems—can help you align your organization around information, anticipate and shape business outcomes, act with confidence at the point of impact, and improve the economics of your IT investments.

## Big Opportunities

**Tuesday, October 23**

**8:15 a.m.–9:30 a.m.**

Through thousands of engagements with clients across industries, it is clear that each industry has a distinct set of challenges and unique opportunities. In this session, you will hear how leading organizations are optimizing their business and IT investments using IBM Smarter Analytics solutions designed to address their unique industry imperatives in critical business processes across the C-suite.

Learn from IBM executives about the imperatives, solutions and capabilities that deliver game-changing results for a single department, an entire organization and those helping transform whole industries. Attend this session to understand the latest industry and C-suite studies that will help you discover your next big opportunity.

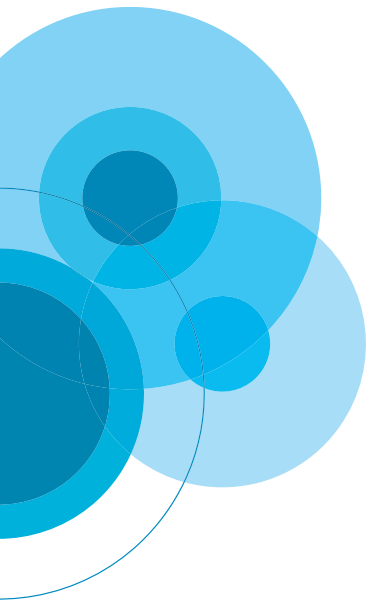
## Big Future

**Wednesday, October 24**

**9:00 a.m.–10:15 a.m.**

Technology is rapidly changing the world and affecting the way we live and conduct business. Think of some of the daily things you do that just five years ago were not imaginable. In this new era of computing, the possibilities that lie ahead are endless, but succeeding in the future requires that you think differently today.

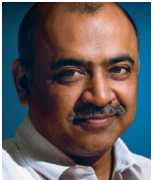
In Wednesday's session, top technology thought leaders will discuss the exciting possibilities that lie ahead and how you can stay ahead of your competition by positioning yourself for success. With their insight, you'll begin to see opportunities instead of challenges and view the possibilities in a different way. You'll leave the session ready to return to your organization with a new vision for the future.





# Keynote Sessions

Every day, across your organization, thousands of decisions are made that affect performance in subtle and obvious ways. These presentations set the stage for your Information Management Forum experience by giving you an understanding of what happens when every one of those decisions is driven by real insight and can easily be turned into actions that drive improved performance.



*Arvind Krishna  
General Manager,  
Information  
Management  
Software  
IBM Corporation*

## Information Management in the New Era of Computing

**Monday, October 22**  
**11:30 a.m.–12:30 p.m.**

In the new era of computing, companies are heightening their focus on building an agile information management foundation that can address the needs for mission-critical applications and advanced analytics.

Join Arvind Krishna, General Manager, IBM Information Management, and innovative clients in this technical session that will describe IBM Information Management software's strategy and game-changing innovations that can help you reduce data management costs, increase trust in your data and accelerate analytics to exploit big data. In this keynote, learn and watch demonstrations of new capabilities that can help you optimize your information supply chain and greatly increase the effectiveness of your business and IT initiatives.

## The Future of Information Management

**Tuesday, October 23**  
**1:45 p.m.–2:45 p.m.**

From the present to the future. This session is designed for professionals looking to understand and see the information management innovations that will be important to their IT investments over the next three to five years.

Join Arvind Krishna, General Manager, IBM Information Management, and other key industry thought leaders to hear about and get an early look at the technical advances in the IBM labs that will help you optimize your future information management strategies and the new skills you will need to meet the challenge of the new era of computing.



# Elective Sessions

The Information Management Forum offers deep technical sessions for IBM Information Management products, including database, database tools, data warehousing, information governance, master data management, information integration tools and big data.

Information Management Forum sessions can help you build technical skills across a wide array of IBM technologies, learn about new software products and releases, and get behind-the-scenes views of how others are solving their toughest information management and big data challenges.

These sessions include hour-long technical deep dives; scheduled and open hands-on labs; small groups with IBM usability engineers to capture feedback on proposed product features; and other informative, interactive sessions to help you explore what our technology has to offer.

**This is a preliminary list of sessions—as of July 10, 2012.**

**Session details are subject to change, and a number of new sessions will be added.**

## Big Data for the Enterprise

### IBD-1997

#### IBM's Big Data Platform: Turning Promise to Reality

Today's winners are those who can use every bit of their data to make smarter business decisions. IBM has developed an industrial-strength big data platform to address the full spectrum of big data business opportunities. Join this session to learn about IBM's big data strategy, what solutions IBM offers and the innovative ways IBM is helping clients capture the value in their big data.

### IBD-2007

#### IBM InfoSphere Streams: The Power of Big Data in Real Time

IBM InfoSphere Streams software is designed for the ongoing and just-in-time analysis of your data. There's no need to store the massive volumes of data that are flowing into your organization when you can analyze it as you receive it, take immediate action on critical insights and keep only the data you need. This session provides a technical discussion of this big data offering, including recent product enhancements, product direction and how clients are using it to solve real-world big data problems.

### IBD-2017

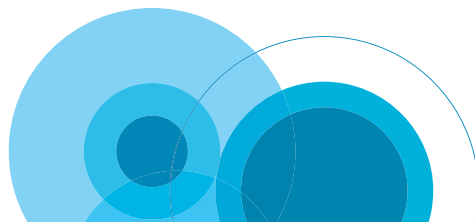
#### How to Get Started with Your First Big Data Project

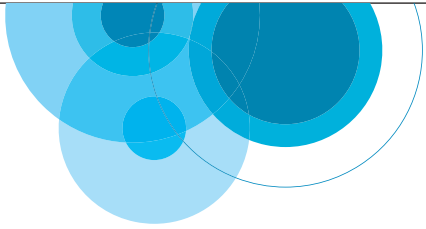
This session will cover a pragmatic approach to selecting, staffing and considering technology for your first big data project based on IBM's experience with hundreds of client engagements and lessons learned.

### IBD-2047

#### Accelerating Big Data Deployments with Application Accelerators

A big data platform can enable an organization to exploit the volume and variety of its data to gain deeper insights. Applying a big data platform to address specific use cases requires the development of application or solution-specific extensions. IBM application accelerators can help jump-start big data use cases with prebuilt, application-specific extensions. Join this session to learn how IBM accelerators for machine data, social media and telecommunications can help speed up and simplify your project deployment.



**IBD-2074****Know Your Customer with Social Media Analysis**

Businesses can derive significant benefits from listening to what users are publicly saying on social media by transforming the massive amounts of textual content into insights specific to enterprise applications. Defining, extracting and representing entities such as people, organizations and products, along with their relationships, can help you build comprehensive consumer profiles that you can use in enterprise applications such as customer retention and acquisition, campaign management and lead generation. Join this session to learn how social media analytics can help you know your customers so you can give them what they want and keep them coming back.

**IBD-2084****How Analytics Helps Telecommunications Companies Regain Control**

Social media has empowered individuals and customers to exert control over governments and companies. Early adopters in telecommunications companies have used big data analytics to anticipate what their customers want and improve operations throughout their organizations, from network operations to marketing. Smarter operations enable business and service excellence. Smarter networks increase operational efficiencies. Smarter services generate new sources of revenue. Join this session to learn how all this is possible.

**IBD-2092****Using Big Data Technology to Revolutionize Cyber Threat Detection**

For the U.S. government, cybersecurity is mission critical. With dozens of deployments in the U.S. Department of Defense (DOD), IBM InfoSphere Streams software has revolutionized how these agencies do business. In this session, learn how, as attacks on networks increase in volume and sophistication, the big data analytics capabilities of InfoSphere Streams software are helping the DOD safeguard cyberspace and the critical infrastructure on which we all depend.

**IBD-2096****IBM InfoSphere BigInsights: Bringing Hadoop to the Enterprise**

In many circles, Apache Hadoop software has become synonymous with big data, and it has opened the door to a new generation of analytics solutions and capabilities. IBM InfoSphere BigInsights™ software brings this groundbreaking technology to the enterprise. This session will walk you through the architecture and capabilities of the IBM InfoSphere BigInsights product, including integrated analytic accelerators, BigSheets for data discovery, an extensive portfolio of development tools, and enhancements that improve overall system reliability and performance.

**IBD-2164****IBM InfoSphere BigInsights Programming Overview**

Get the most from your big data by developing new applications. This session covers the popular programming styles for big data, including Apache Hadoop MapReduce, Apache HBase, SQL and Apache Hive, Jaql, Apache Pig, and text analytics, and how you can create new applications from spreadsheets and visualize the results graphically.

**IBD-2517****Real-Time Predictive Mining in Microseconds**

What if you could predict outcomes of events in process in time to take corrective action? The powerful combination of IBM InfoSphere Streams software, IBM Netezza® appliances and IBM SPSS® software can enable you to do just that. Real-time predictive scoring of high volumes of incoming data and events is possible with IBM InfoSphere Streams and IBM SPSS Modeler software. Event data is stored and modeled in a Netezza appliance. Because of the integration of these products, models can be updated (without any downtime) for real-time scoring as new data is pulled into the warehouse. In this session, learn how “mining in microseconds” can help you improve your outcomes.

**IBD-2779****IBM InfoSphere Streams Programming Overview**

IBM InfoSphere Streams software provides a high-performance computing system that enables ongoing and extremely fast in-memory analysis of information in motion to help improve business insights and decision making. This session will provide an overview of the latest innovations and features that are improving InfoSphere Streams programming by making it faster and easier to develop InfoSphere Streams applications.

**IBD-3117****Big Data Features IBM InfoSphere Streams for Tracking Ice Threats**

Exploration of the Arctic region is a key initiative for today's energy industry. Predicting where and when ice presents a threat is a main requirement for this exploration to be feasible. A leader in the field, ConocoPhillips, recognized that such predictions depended on technology that could provide that information in time for it to take appropriate action. IBM InfoSphere Streams software, a key component of the IBM big data platform, stood out as that technology. In this session, you will hear how the company developed an application that collects and correlates satellite images, environmental data, and other media and sources to identify, track and predict the path of the ice.

**IBD-3813****SQL Versus NoSQL: Getting the Best of Both Worlds**

Whether you're a cynic or a believer, you've undoubtedly heard the buzz about NoSQL. It's time to set the record straight. Join this session to learn about NoSQL technologies, IBM's point of view on the role of NoSQL and SQL in the enterprise, and the investments IBM is making so these capabilities can be available in IBM products.

**IBD-3814****IBM Vivisimo for Federated Discovery and Navigation of Enterprise Big Data**

Hadoop technology provides a sandbox for data discovery. With it you can pull in data from a variety of internal and external sources to explore and experiment with the data. But what if you could evaluate the usefulness of the data before moving it into a Hadoop system? What if you could use all your internal data sources for big data analytics? IBM Vivisimo helps you do just that while also delivering more-accurate search results faster. Come to this session to learn how Vivisimo can enable a unified and high-performance big data infrastructure.

**IBD-3815****Analytic Accelerators for Breakthrough Big Data Analytics**

Bringing the analytics closer to the data is a key component of IBM's big data strategy. Offering analytic capabilities that are integrated into IBM big data solutions means that you can implement your solution more quickly and get down to the business of extracting insight from your data faster. Come to this session to learn about analytics, including statistics, text, geospatial, video, audio and predictive modeling, and how they can be used to gain new and transformative insights from your big data.

**IBD-3816****Big Data Visualization**

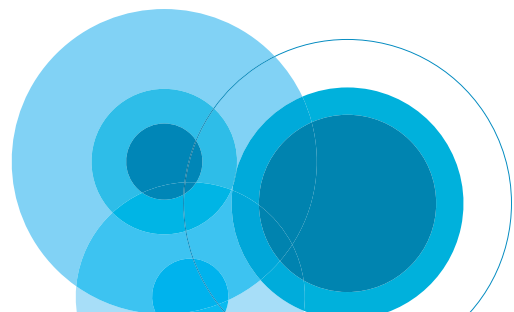
Not much is more powerful than putting data in the hands of subject matter experts and decision makers. BigSheets is a pioneering visualization tool with a spreadsheet-like interface that enables business users to access and analyze big data. IBM Vivisimo helps expand the scope of big data visualization by federating data from multiple systems. In this session, see product demonstrations and learn how you can discover relationships, extract structured information from text and social media, and visualize your results with these technologies.

**IBD-3817****Super Scaling Your Big Data Applications with High-Performance Computing Capabilities**

Low-latency workload support is emerging as a high priority for organizations that need to analyze big data for mission-critical applications. Financial services (risk mitigation, fraud detection), life sciences (bioinformatics) and government (intelligence) require a heterogeneous high-performance computing framework that can distribute and schedule workloads with numerous, simultaneous short-running jobs in a grid of computing resources. In this session, you will learn how IBM InfoSphere BigInsights and InfoSphere Streams technologies work with IBM Platform Symphony software to run low-latency big data applications for increased resource utilization, higher availability, improved job execution predictability and better manageability.

**IBD-3818****Top 10 Enterprise Big Data Use Cases**

Big data is about a lot more than social media. After working with countless clients to help them define their big data strategies, IBM has identified some of the top big data use cases that are emerging in the rapidly evolving landscape. Learn about the different kinds of big data business problems that enterprises are focusing on solving to achieve quick and meaningful return on investment (ROI). And don't worry; the session will cover social media as well.



**IBD-3819****Extending the Value of Your Warehouse with Hadoop-based IBM InfoSphere BigInsights**

Organizations invest in the IBM big data platform to support a wide range of analytics applications. Although a lot of popular attention has been on Hadoop technology for the most sophisticated new analytic applications, you can also use it to supplement or extend your massively parallel processing (MPP) enterprise data warehouse, data marts and other business intelligence infrastructure components. In this session, learn how Hadoop technology and other big data investments can power your predictive analytics and data mining programs while also supporting high-volume, low-latency extract, transform and load (ETL); data cleansing; and other mission-critical data management functions.

**IBD-3820****Log Analysis with Hadoop-based IBM InfoSphere BigInsights**

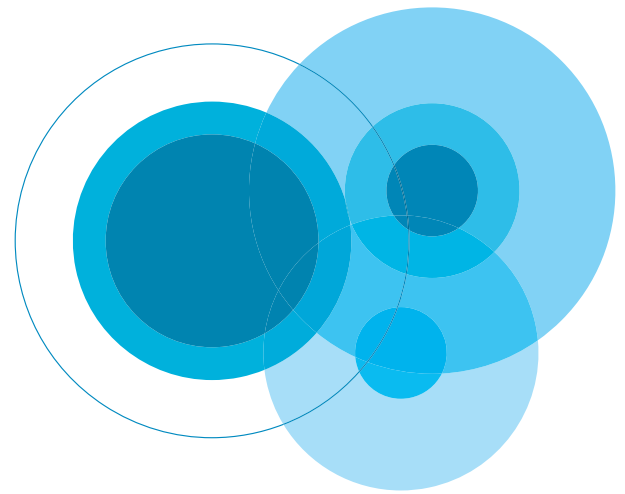
Every day, IT systems generate petabytes of system logs. The majority of log data is treated as the disposable by-product of IT operations. IBM InfoSphere BigInsights software, with its newly announced application accelerator for machine data, changes all that. In this session, learn how you can use these logs to better understand your business and IT operations, including customer behavior, network bottlenecks and system security.

**IBD-3821****Five New Skills Needed in a Big Data World**

Big data has arrived, and it is revolutionizing business in virtually all industries. But how do you adapt? What new skills and expertise do you need in the big data world? In this session, learn about five skills that can help you take advantage of big data.

**IBD-3822****How to Build an Exploratory Big Data Analytics Capability for the Enterprise**

How can you mine your data for insights when you don't know what you don't know? The IBM big data platform has the answer. This session will cover experimentation as a corporate discipline, the dos and don'ts of centers of excellence, and why experimentation is critical to competitive advantage. Learn about the powerful set of capabilities IBM offers for building exploratory big data analytics, including Vivisimo for federated data discovery and navigation and BigSheets for Hadoop technology-based ad hoc analytics.

**IBD-3823****Big Data Search Made Simple with IBM Vivisimo**

Learn how clients are using IBM Vivisimo to transform their data access and analytic capabilities. This session will include client case studies and a live product demonstration.

**DB2 for Linux, UNIX, Windows and Tools****IDB-1109****DB2 10 Multitemperature Storage: It Has Oracle Running a Fever**

IBM DB2 10 software's multitemperature storage has many benefits over what's offered by the Oracle Database system in the area of storage management to take advantage of today's multiple storage types (solid-state drives [SSDs], serial-attached SCSI [SAS] and others). Combining multitemperature storage with data tags provides workload priority that is virtually unmatched by Oracle Database technology. This session will highlight DB2 multitemperature storage in a comparison with Oracle Database capabilities to provide a better understanding of the IBM technology and its benefits for production environments.

**IDB-1826****DB2 HADR 2012 Update**

This presentation will describe the new features of IBM DB2 high-availability disaster recovery (HADR) that were released with DB2 10.1 software.

**IDB-1839****DB2 Logger—What Does It Really Do?**

This presentation will examine how DB2 software logs as well as what is in the log records. We will go into detail as to what the purpose of the logger is and what it is used for.

**IDB-2129****Best Practices to Compare, Track and Clone Configurations**

Applications often perform optimally in one environment (test) but not in another (production). One of the primary reasons is configuration differences in the two environments caused by changes. The problem is further complicated by the number of configurations involved: database objects, database configuration parameters, driver properties, data source properties and application configuration fields. In this session, learn how IBM InfoSphere Optim™ Configuration Manager software provides a central way to monitor configuration differences across the application and database stack, allowing faster problem diagnosis and prevention with alerts. It also enables the user to clone a best practices configuration from one environment to another.

**IDB-2249****I Don't Have an IBM DB2 Control Center. How Do I Use IBM Data Studio?**

This session will present several use cases that were commonly performed using the IBM DB2 Control Center feature and show how to perform them using IBM Data Studio.

**IDB-2453****Winn-Dixie Uses IBM DB2 Advanced Recovery Solutions to Help Reduce Downtime Costs**

In this session, we will look at IBM DB2 Advanced Enterprise Server Edition and IBM DB2 Advanced Recovery Solutions for Linux, UNIX and Windows software, which include high availability; disaster recovery; data compression; IBM DB2 Recovery Expert; IBM DB2 Merge Backup; and IBM InfoSphere Optim High Performance Unload for DB2 for Linux, UNIX and Windows capabilities. This set of backup and recovery tooling is meant to help facilitate smarter, simpler and faster database recovery. We will take a real-life use case from Winn-Dixie to see how it uses this set of tooling to ensure that it meets its service level agreements (SLAs) and ensure that its data is available and ready for its business.

**IDB-3351****Database Storage and Performance Management Using IBM InfoSphere Optim Tools**

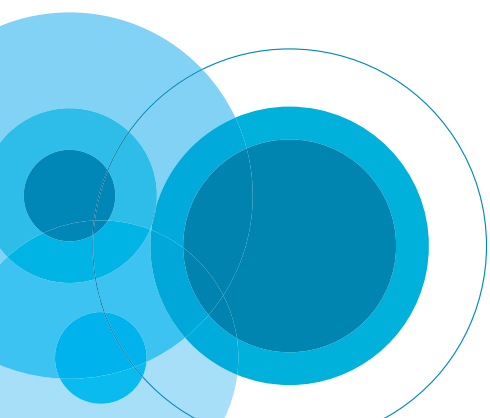
IBM InfoSphere Optim database tools are simplifying and unveiling new technology aimed at the database administrator. Learn how the latest IBM technology can help you manage complex database environments within your organization. InfoSphere Optim database tools can help you quickly diagnose poorly performing queries and applications, using an intuitive, drill-down approach for immediate root cause analysis; provide recommendations and advisement to address performance issues; and manage storage utilization effectively. Best of all, using InfoSphere Optim tools allows you to work more closely with your data architects and developers. Come to this session, and learn how you can use the latest technology from InfoSphere Optim database tools.

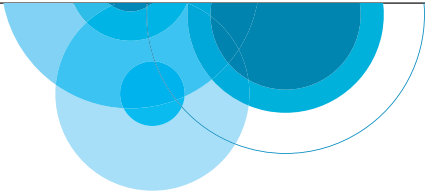
**IDB-3625****Field Notes on Configuring, Testing and Monitoring Your IBM DB2 pureScale Cluster**

IBM DB2 pureScale® software offers superior scalability and availability for DB2 for Linux, UNIX and Windows systems, but it comes with a menagerie of hardware, storage and software components, most of which are foreign to even the most experienced DB2 administrators. This session builds on Linux and IBM AIX® concepts that are familiar to most database administrators (DBAs) and prepares them for the tasks of configuring and validating the remote direct memory access (RDMA) interconnect and IBM General Parallel File System (GPFS™) storage required for a smooth deployment of DB2 pureScale software. After the cluster is running, new commands are required to monitor, troubleshoot and control these components. Understanding how to work with cluster-management utilities based on IBM Tivoli® software, rather than circumventing them, will help reduce the risk of an unintended outage.

**IDB-3643****A Thorough Exploration of Database as a Service Using IBM Workload Deployer**

Organizations need to respond rapidly to ever-changing marketplace demands with new value; therefore, it becomes imperative to have the ability to bring offerings to the marketplace faster without compromising quality. This session focuses on how to rapidly deploy transactional databases and data marts in your existing infrastructure using IBM Workload Deployer.



**IDB-3726****IBM DB2 pureScale: High-Availability Internals and Experiences**

IBM DB2 pureScale software provides active/active high availability (HA) on the Linux, UNIX and Microsoft Windows platforms. This presentation describes internal details applicable to users of the HA features and user experiences from client systems. Concepts such as the role of the CF and duplexing, GPFS technology, IBM Reliable Scalable Cluster Technology and IBM Tivoli System Automation software will be explained in detail along with problem determination hints and tips that are most useful when you are down to the wire and need an in-depth understanding of system behavior.

**IDB-1801****Developing High-Performance Database Applications with IBM InfoSphere Optim pureQuery Runtime and IBM Data Studio**

The IBM InfoSphere Optim pureQuery™ Runtime data access platform is now included in IBM DB2 Advanced Enterprise Server Edition software. Its benefits include execution speed, control over the database, static SQL from Java technology and productive development. In this session you will learn how to use InfoSphere Optim pureQuery Runtime technology to develop efficient database applications and how to make developing the data access layer faster and easier using the IBM Data Studio. In addition, you will learn how to optimize Hibernate or Java Persistence API (JPA) applications without modifying the source code with the goals of using Data Studio to implement efficient database access from Java applications; using the InfoSphere Optim pureQuery Runtime platform natively; analyzing data access performance of Java applications; enabling static SQL execution; and optimizing Hibernate or JPA applications.

**IDB-1904****PL/SQL Development for IBM DB2**

IBM Data Studio provides database developers an environment for developing applications on IBM DB2 for Linux, UNIX and Windows systems. With PL/SQL compatibility in IBM DB2 9.7 software, developers can use Data Studio to develop, maintain and tune their PL/SQL applications. We will demonstrate how to create and debug PL/SQL routines and packages in Data Studio. We will show how to use the Data Studio profiler to find hot spots in PL/SQL routines and invoke the IBM InfoSphere Optim Query Workload Tuner application to tune SQL routines. We will also discuss best practices in using the Data Studio debugger to debug PL/SQL routines.

**IDB-1939****Migrating Existing Temporal Applications to IBM DB2 Time Travel Query Feature**

IBM DB2 10 for Linux, UNIX and Windows software introduces sophisticated capabilities for temporal and bitemporal data management. These features significantly reduce the cost and complexity of developing and maintaining temporal applications. In the past, many organizations have implemented temporal applications through triggers, stored procedures and custom application code. This session describes how to migrate such existing temporal solutions to the DB2 Time Travel Query feature. We'll discuss several common migration scenarios and explain step-by-step how to exploit DB2 temporal tables and the new temporal constructs of the SQL standard.

**IDB-2902****Deep Compression Best Practices: Saving Storage Costs with IBM DB2 10 and IBM InfoSphere Warehouse 10**

IBM DB2 10 and IBM InfoSphere Warehouse 10 software come with world-class compression technology. This session gives in-depth explanations for the compression mechanisms that are available to compress table data, indexes, backups and log archives, and will explain best practices to implement compression on your existing databases.

**IDB-3350****Reality Check: Converting Oracle Applications to IBM DB2**

In this presentation, we will discuss the state of compatibility of IBM DB2 software with Oracle applications. Business drivers, technical aspects, process and traction with clients and IBM Business Partners will be covered.

**IDB-3433****The Very Best of the SQL Tips for DB2 Weblog**

In this presentation, you will learn some of the best SQL tips and tricks provided over the years by way of the presenter's weblog *SQL Tips for DB2*, including SQL PL profiling and tracing, translating locks into rows, and mapping time zones.

**IDB-1006****Top IT Analysts Discuss the Future of the Database**

With more than 130 years of combined IT experience, veteran IT analysts from Gartner, Forrester, IDC and Bloor Research come together to discuss the future of data management in this moderated panel discussion.

**IDB-1028****How to Use IBM DB2 10 as a Time Machine**

Time is a critical dimension in data management. Many enterprises must be able to go back in time and look at past states of their data. Companies also need to manage time as it relates to business records, such as “effective dates” to indicate that information is valid for certain periods in the past, present or future. This session describes the new temporal data management capabilities in IBM DB2 for Linux, UNIX and Windows software and explains new temporal SQL operations through a series of examples. This session also explains the differences between system time, business time and bitemporal data management and when to use each. You’ll also learn how applications can easily detect different points in time through the use of DB2 special registers.

**IDB-1072****IBM DB2 pureScale and Oracle RAC: The Truth Behold**

In this session, you’ll get the details on how IBM DB2 pureScale software works in contrast to Oracle Real Application Clusters (RAC) technology. You’ll receive first-hand knowledge on the key capabilities of what makes DB2 pureScale software so special and why it’s a strong and sounder technical solution than Oracle RAC software. Availability and performance and application development will all be covered.

**IDB-1097****Which IBM DB2 High-Availability Technology Is Right for You?**

High availability is not a single feature in IBM DB2 for Linux, UNIX and Windows software. There are a number of features that can be implemented based on your needs and your budget. You facilitator will walk you through the various high-availability solutions provided by DB2 software, such as simple backup and recovery and log management, HADR, replication, and DB2 pureScale technology. Each technical solution will be discussed, including its architectural benefits and what’s new in DB2 10 software, so that you can decide which solution or combination of solutions is right for a given set of application requirements.

**IDB-1141****IBM DB2 10: The Latest and Greatest in Database Security**

Databases are more at risk than ever before. In 2011 alone, the Verizon *2012 Data Breach Investigations Report* showed that more than 90 percent of breached records resulted from compromised database servers exploited using SQL injection attacks, stolen credentials or lack of adequate controls.<sup>1</sup> This presentation will update you on the latest security features in IBM DB2 10 software and teach you proven methods you can use immediately to protect your DB2 databases and help your organization address its compliance requirements and stay out of the data-breach news.

**IDB-1142****IBM DB2 10: A Thorough Exploration of the New Row-Permission and Column-Mask Features**

Many organizations are struggling to comply with regulations and industry standards affecting their businesses, such as the Health Insurance Portability and Accountability Act (HIPAA) and the Payment Card Industry Data Security Standard (PCI DSS). They are also struggling to reduce costs and be able to do more with less. With the new row-permission and column-mask features, IBM DB2 10 software takes security and ease of use to the next level. This presentation will teach how you can use row permissions and column masks to support your compliance needs and will show you tips and proven methods to cost-effectively implement data security.

**IDB-1641****Performance Management with IBM DB2 Advanced Enterprise Server Edition**

IBM DB2 Advanced Enterprise Server Edition software is a powerhouse offering for customer OLTP workloads. International Technology Group (ITG) claims significant license, infrastructure and personnel cost advantages for DB2 Advanced Enterprise Server Edition software when compared with Oracle technology, and IBM InfoSphere Optim software contributes to this cost advantage. This session will explore the InfoSphere Optim performance management offerings included with DB2 Advanced Enterprise Server Edition software and why we think you’ll agree with ITG that IBM has some distinct advantages that make DB2 software even more compelling.

1 Verizon, *2012 Data Breach Investigations Report*, 2012, [http://www.verizonbusiness.com/resources/reports\\_rp\\_data-breach-investigations-report-2012\\_en\\_xg.pdf](http://www.verizonbusiness.com/resources/reports_rp_data-breach-investigations-report-2012_en_xg.pdf)





**IDB-1696****IBM DB2 for Linux, UNIX and Windows Case Study: Mission-Critical Operational Support at Raiffeisen Bank**

This session is presented by Raiffeisen Bank and the IBM Software Accelerated Value Program. It's tailored for people involved in operational support. The session will cover proven methods for migration and implementation of HADR in a mission-critical banking environment. The presenters will also cover ROI for Raiffeisen Bank, and you will hear directly from Raiffeisen Bank the benefits it gains from HADR and by teaming with the IBM Software Accelerated Value Program during migration and implementation.

**IDB-1822****IBM DB2 and IBM InfoSphere Warehouse for Linux, UNIX and Windows in 2012 and Beyond**

IBM DB2 and IBM InfoSphere Warehouse for Linux, UNIX and Windows software is optimized to deliver world-class performance across multiple workloads while reducing administration, storage, development and server costs. Hear directly from the IBM Software Development Lab how the capabilities of DB2 and InfoSphere Warehouse software continue to improve with version 10, delivered earlier this year. Judy Huber will introduce the new features that will help organizations make faster, better decisions that optimize their business outcomes and show how IBM intends to continue to deliver business value through our robust product set, flexible offerings and integrated solutions.

**IDB-2247****An Insider's Technical Exploration of IBM DB2 10**

This presentation provides an insider's view of the next release of IBM DB2 for Linux, UNIX and Windows software. It provides a detailed technical view of the new features, the value they bring to database users, how they can be best used to solve problems and, most important, the key internal design points used in their implementations. This information will give DBAs the key nuggets of information they need to understand the essence of the features and how to use them optimally in their installations. Topics covered will include new availability features, new ways to improve the performance of your database, new ways to exploit multicore machines, new SQL features, new security capabilities and new storage management features.

**IDB-2670****The First Mission-Critical Open Database Deployed at Nissay by IBM DB2 pureScale**

Nissay successfully completed a new integrated system, which was operational on March 26, 2012. The core of the system uses IBM DB2 pureScale software at the critical open database, the proposal subsystem for the salesforce.

**IDB-3047****Big Data for IBM DB2 Professionals**

If you are a relational database professional and looking to get skilled on big data, this is the session to attend. You will learn about various features within IBM DB2 10 software that help you work with big data, including the Resource Description Framework (RDF) triple store capability. You will also learn about how to interface with big data residing outside the database, like in a Hadoop cluster.

**IDB-3129****IBM InfoSphere Optim Database Tools for Performance, Administration and Availability**

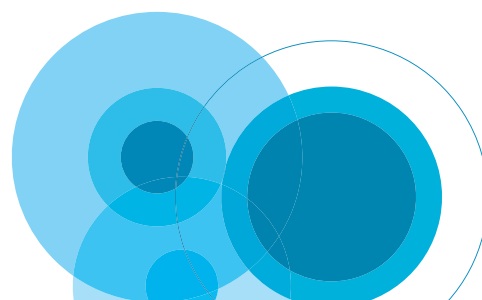
This presentation will provide an overview of the IBM InfoSphere Optim family of products, along with customer success stories. The presentation will cover the aspects of data and application life-cycle management that are addressed by the InfoSphere Optim family of products.

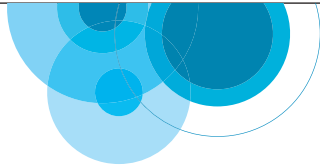
**IDB-3359****IBM DB2 10 User Experience: UnitedHealth Group**

UnitedHealth Group has a great experience with IBM DB2 10 software and its new features.

**IDB-3496****Put IBM DB2 on the Cloud—Any Cloud**

Cloud computing is a popular topic, and more and more organizations are looking to deploy their databases on the cloud. However, the choice of technologies and deployment methods can be bewildering. Success is by no means guaranteed and is very much dependent on the selection of workloads to be managed on the cloud. Issues such as data security and privacy must be addressed, and final costs can vary widely. This session will address these issues and will present an approach to arrive at the right strategy for deploying IBM DB2 software to the cloud as well as if and when it makes sense to do so.



**IDB-3724****CRM System Implementation on IBM DB2 pureScale at the Bank of Tokyo-Mitsubishi**

Bank of Tokyo-Mitsubishi UFJ, Ltd. (BTMU), has implemented a highly available production customer relationship management (CRM) system on IBM DB2 pureScale software using IBM POWER7® servers. This presentation introduces the business problem, choice of DB2 pureScale software as a platform, and technical details and challenges encountered and solved. Attendees will benefit by hearing about a high-end DB2 pureScale deployment in a production environment and how they should prepare for their own implementations. This is a joint presentation by Senior Deputy Director Junichi Izawa, BTMU Group III Base Unit System, and DB2 pureScale Architect Amer Sachedina, senior technical staff member (STSM), IBM.

**IDB-1013****Upgrade Best Practices to IBM DB2 10 for Linux, UNIX and Windows**

Are you responsible for upgrading your database to IBM DB2 10 software, the newest version for Linux, UNIX and Windows technology? Attend this presentation to learn about often overlooked but important tips and tricks to understand before upgrading. Are you looking for details about what will change when you upgrade? Do you know what will not change? What new features will be implemented when you create a new database as opposed to upgrading your existing database? Planning your upgrade is much easier if you know these best practices.

**IDB-1248****Three Years of Oracle to IBM DB2 Conversions: Experiences Shared**

Boris Bialek, director of Information Management Technology Ecosystems, IBM, will discuss and visit three years' worth of Oracle conversions to IBM DB2 technology. In this session, experiences and lessons learned will be explored and analyzed with actual results.

**IDB-1494****Beyond Application Migration: Designing and Integrating IBM DB2 Solutions into the Enterprise**

One of the first questions asked when migrating from Oracle to IBM DB2 technology is whether the applications are compatible. Although it's critical, application migration is only one step in the process of migrating an enterprise database. For enterprise architects and DBAs, migration presents a unique set of challenges. How is a DB2 system best designed and deployed? How will DB2 software fit into a client's enterprise infrastructure? What can stay the same, and what needs to change? Using IBM best practices, this session will explore migrating the database solution design from Oracle to DB2 technology, including storage management, log archiving, backup and high-availability design choices critical to the success of the migration effort.

**IDB-1500****Save Money—Use the New IBM InfoSphere Conversion Workbench to Get off of Oracle Faster**

IBM has released new versions of the IBM InfoSphere Conversion Workbench offering to make conversions from Oracle to IBM DB2 technology much easier. During this session, we'll introduce the workbench and how it can help you during the conversion process. This workbench consists of several tools for automatically fixing syntax differences, evaluating database source code and analyzing your execution environment as well as moving your data from Oracle to DB2 systems. During the corresponding hands-on learning sessions, we'll guide you through a conversion step-by-step.

**IDB-1559****Acao, WonderWorks and IBM Eliminate Oracle Forms from HR Application**

During this class, Acao Sistemas, WonderWorks Group and IBM will demonstrate how an Oracle Forms application using Oracle Pro\*C code was migrated successfully to IBM DB2 and Java software. UniversalRH, the human resources application from Acao Sistemas, uses several challenging Oracle features, including the conversion of the Oracle Forms application part into Java code, while keeping the functionality intact. The FusionPaaS application from WonderWorks is key to solving this issue. The second major challenge was the Oracle Pro\*C code used for the performance-intensive core engine of UniversalRH. With Fix Pack (FP) 5 of IBM DB2 9.7 software, Pro\*C support was introduced, so that this part of the application could be migrated successfully with minimal changes.

**IDB-2994****An Exploration into IBM DB2 10 Adaptive Compression Technology**

This session gives a detailed introduction into the world-class adaptive compression technology of IBM DB2 10 and IBM InfoSphere Warehouse 10 software. We'll show a few examples of how this technology helps optimize total cost of ownership by reducing storage and maintenance costs and improving query performance—and does so better than earlier versions of DB2 software and competitive offerings in the marketplace. Finally, we give a few tips and tricks to help you upgrade to DB2 10 or InfoSphere Warehouse 10 software.

**IDB-3796****Sybase-to-IBM DB2 Database Migration with SQLWays 6.0**

SQLWays converts stored procedures, functions, triggers, database schema (DDL), data and views. The tool is especially useful when you need to transfer large data volumes over a short or limited period of time. This session covers the technical aspects of the SQLWays 6.0 conversion tool by referencing case studies of completed client projects.

**IDB-3797****ISV Migrating to IBM PureSystems: Learn about the Successful Migration of Billing for Telecommunications and Fraud Detection**

This session covers the successful migration of two applications to IBM DB2 software by CPqD. CPqD telecommunications billing services considered the support to DB2 software as an option to offer the solution at lower cost and enhanced performance in the marketplace. The aim of this migration was to build an offer with IBM Systems and Technology Group by adopting IBM DB2 for Linux, UNIX and Windows software running the Linux on System z operating system to compete with Oracle running in the IBM AIX environment. The billing application is developed in Java language, with up to 33 TB of data, 445 PL/SQL objects and 6,763 database objects. CPqD elected to run its fraud detection application on IBM PureSystems™ technology. Developed in Java language, it runs with 1.4 TB of data, 22 PL/SQL objects and 1,314 database objects.

**IDB-3799****SAT Increases Agility Processing of XML Data with IBM DB2 pureXML**

In this session, you'll examine the reasons that SAT decided to move from an Oracle XML data management approach to IBM pureXML® technology.

**IDB-1026****Highlight Zone: MetLife IBM DB2 for Linux, UNIX and Windows Tooling Time**

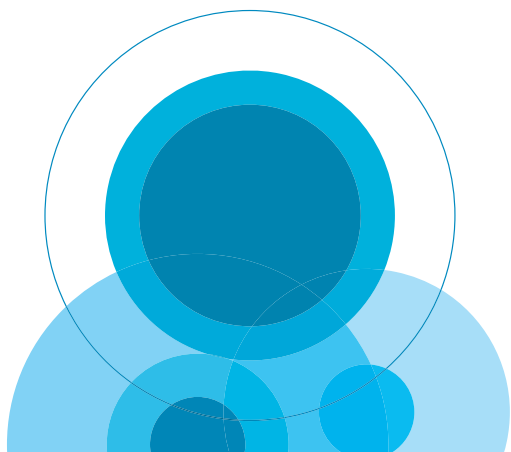
To handle global expansion and hone our competitive edge, we create time for DBAs with performance, availability, cost reduction and expense-avoidance tools. This presentation shares the IBM DB2 for Linux, UNIX and Windows footprint. Easy-to-follow examples illustrate how IBM InfoSphere Optim Performance Manager software has replaced homegrown performance data collection script and analysis techniques. The taming of Self-Tuning Memory Management (STMM) is drawn, showing STMM to be a trustworthy facility with specific advantages. We'll share use cases for IBM Workload Manager with business rule definition and reads on standby, with strengths and restrictions, and a walk-through case study of DB2 10 software's Oracle-compatible mode with its greater transparency.

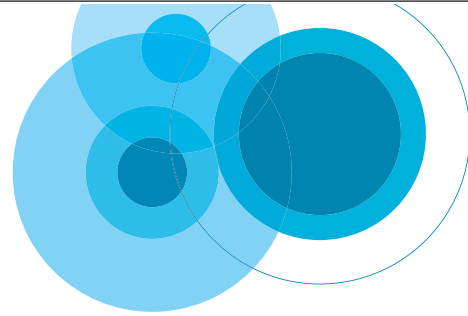
**IDB-1187****A Deep Dive into Exploring the Functionality of InfoSphere Optim Performance Manager Tool**

Explore the features and functionality of IBM InfoSphere Optim Performance Manager Extended Edition for DB2 for Linux, UNIX and Windows technology. The presentation will cover slides of different screen captures covering performance monitoring aspects in a DB2 Database Partitioning Feature (DPF) environment.

**IDB-1316****IBM DB2 10 Performance**

IBM DB2 10 software is here. This presentation will cover the main new capabilities that are in DB2 10 for Linux, UNIX and Windows software. We'll cover the spectrum from optimizer to runtime and from complex query to SPARQL. We'll also cover migration from IBM DB2 9.x software and how to prepare for a smooth transition to DB2 10 software.



**IDB-2151****IBM DB2 10: Leveraging Its New Capabilities within Workload Management Best Practices**

A new and comprehensively revised set of workload management best practices for IBM DB2 for Linux, UNIX and Windows software was released in November 2011. In 2012, the latest release, DB2 10 for Linux, UNIX and Windows software, was announced to contain a number of new workload management capabilities. This presentation will help you understand what these new capabilities are, what aspects of the best practices they affect and how they can be best integrated with the contents of the new best practices.

**IDB-2378****Using Capture and Replay to Improve Your IBM DB2 System**

This session will describe how the new IBM InfoSphere Optim Query Capture and Replay product allows you to capture production workloads and replay these workloads in your test environment. The solution includes extensive reporting and analysis tools that help you find which statements in your workload are causing performance improvements or degradations.

**IDB-2566****IBM InfoSphere Optim Performance Manager: An In-Depth Look**

Wanting to get the most value from your IBM InfoSphere Optim purchase? This in-depth exploration with the product architects will help you understand how to use InfoSphere Optim Performance Manager and InfoSphere Optim Query Workload Tuner software to your best advantage. See what's new this last year, how we exploit IBM DB2 10 software and what clients are telling us they want.

**IDB-2576****Query Performance: The Zigzag Star Join and Jump Scan**

IBM DB2 10 software has a number of features that significantly enhance data warehouse query performance. This presentation takes a look at a powerful star join technique called the zigzag join that was first used in the IBM Red Brick® Warehouse database. Indexes are core performance objects in database systems. Attend this presentation to learn about this technique and what you need to do to exploit this technology. Do you have too many indexes on a table? With a new jump-scan technique in IBM DB2 10.1 software, you may be able to reduce the number of indexes you define on the table.

**IDB-2580****Achieve Huge Improvement in Query Performance in Your Data Warehouse with IBM DB2 10**

This presentation talks about IBM DB2 10 features that provide readily available, significant data warehouse performance benefits without modification compared to previous versions of DB2 software. Common operations such as hash join and aggregation are significantly enhanced. Some specific, common patterns of queries are also internally rewritten to help boost performance, in some cases improved by orders of magnitude. Many other changes previously available only by setting some registry variable are now enhanced and opened up.

**IDB-2711****Taking IBM solidDB Performance to New Heights with the Intel Xeon Product Family**

IBM and Intel have been working together for more than a decade to optimize enterprise solutions that can benefit from the scalability inherent in IBM Information Management software deployed on Intel Xeon processors. With new multicore, multithreaded infrastructure and tools, IBM and Intel have introduced new processing, memory and database innovations that can be combined to significantly accelerate the transformation of volumes of data into useful business insights. This talk presents a solution that combines the most recent release of IBM solidDB® software with the newest versions of the Intel Xeon platform and tools to attain significant performance gains over previous generations. Discover how database performance gains can boost your business.

**IDB-1443****Online Table Move: The Swiss Knife for Database Administrators**

ADMIN\_MOVE\_TABLE is used by many SAP customers to activate for different purposes such as table reorganization in HADR or IBM DB2 pureScale environments. In addition, ADMIN\_MOVE\_TABLE is used for exploiting new database features such as reclaimable table space and inserting time clustered tables.

**IDB-1498****IBM DB2 10 for Linux, UNIX and Windows for SAP**

IBM DB2 10 software introduced many advanced database features that enable our clients to run DB2 systems faster, with greater savings. From advanced storage to IBM DB2 pureScale technology, SAP is tightly integrated with DB2 10 software. Attendees will not only learn how these features are seamlessly integrated into the applications of SAP but also have a chance to hear about firsthand experience, lessons learned and best practices developed during integration testing. This session is strongly recommended for DBAs who are responsible for DB2 databases running SAP. It is also beneficial to SAP Basis administrators who want to know a little more about the underlying database engine.

**IDB-1603****Techniques for Ensuring the Health of Your SAP Applications on IBM DB2: A PepsiCo Case Study**

Are your SAP applications on IBM DB2 software critical to your business? Of course they are. Do you need to monitor performance, space and security? If so, you're not alone. Come hear how PepsiCo has met these challenges using practical techniques to ensure that SAP applications on DB2 databases are healthy and performing optimally. We'll discuss proactive monitoring strategies for key indicators and criteria that affect performance and help avoid potential outages. We'll describe a creative application of the Online Table Move utility to address free-space challenges in an operating production SAP database to optimize space savings. Finally, we'll outline current strategies and focus areas to help ensure that DB2 software is running smoothly now and in the future.

**IDB-1764****Experiences in Deploying a Large-Scale Virtualized IBM DB2 for SAP Landscape**

IBM and SAP teamed to provide a bank with the infrastructure, services and support to deploy a large SAP implementation to meet the bank's current and future needs. The system is deployed on virtualized IBM POWER7 servers. In this session, we'll review the approach, experiences and best practices gleaned from building, testing and deploying this system.

**IDB-1988****You Care about Your SAP System Performance**

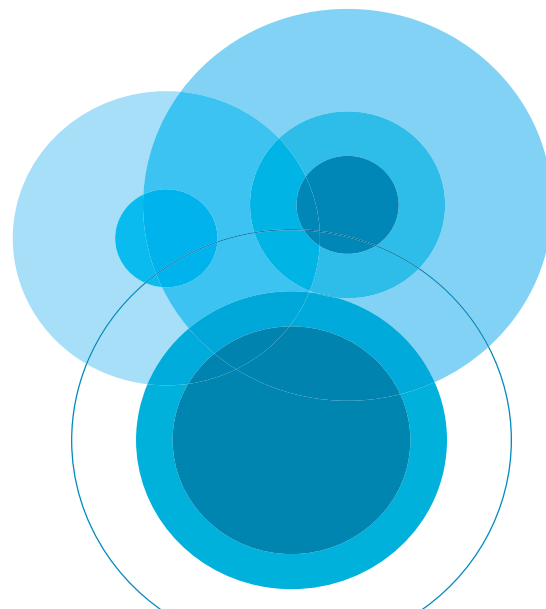
An SAP system's vitality is determined to a large extent by the performance of the database system that runs behind the scenes. However, it is often not straightforward to link the performance problems perceived by SAP system users with the actual performance root causes in the database system. Learn how IBM software helps you identify performance problems in IBM DB2 for Linux, UNIX and Windows systems and which business transactions or users are affected by them. IBM InfoSphere Optim Performance Manager software monitors an SAP system on DB2 for Linux, UNIX and Windows systems. It enables real-time monitoring but also enables you to analyze historical performance information in various aspects, including long-term trending and capacity planning.

**IDB-2027****IBM DB2 for SAP: Coca-Cola Bottling Co. Consolidated's Journey Keeps Getting Better**

Coca-Cola Bottling Co. Consolidated (CCBCC) adopted IBM DB2 for SAP software a few years ago to replace the Oracle database system. This session will cover how this decision has brought benefits to CCBCC and the latest updates of this journey, including DB2 10 software.

**IDB-2473****Migrating to IBM DB2 for SAP at Colgate-Palmolive**

In this session, we'll describe the landscapes of SAP at Colgate-Palmolive and the plans to migrate them to IBM DB2 for SAP software. We'll also cover the experience, results and lessons learned of this project.



## DB2 for z/OS and Tools

### IDZ-1284

#### IBM DB2 and XML: Excellent Opportunity or Extra Problems? Are You Ready?

Since the release IBM DB2 9 software, we have had the ability to store XML natively in DB2 tables. It's really cool; it's really powerful. But how do you start? What are your options? Do your developers know how to deal with this? Does my DBA speak XPath or XQuery, or am I looking at extra problems? This presentation will start with the basics and will explain both to developers as DBAs examine the possibilities and functionalities filled with working examples that you can take home and start playing around with. When you're a DBA, you need to understand XPath, XQuery and more. This presentation can set you on your way to XML excellence.

### IDZ-1290

#### Tips to Get Your IBM DB2 Storage Management Right

IBM DB2 storage management on IBM z/OS technology is done using IBM Data Facility Storage Management Subsystem technology. With each release of DB2 software, Data Facility Storage Management Subsystem, and new disk and tape architectures available in the marketplace, new possibilities arise that can help you make your DB2 storage management easier and more reliable. In this presentation, we'll look at some of the new features of DB2 and Data Facility Storage Management Subsystem technology to manage your DB2 virtual storage access method (VSAM) datasets, catalogs, online and archive log data, image copies, and so on. We'll also share some experiences and choices made in our real client environments. Find out how Data Facility Storage Management Subsystem can be used to automate your DB2 storage management operations as much as possible.

### IDZ-1545

#### IBM DB2 10: The Details on Temporal Tables and Time Travel Queries

Temporal tables and time travel queries are a popular feature of DB2 10, z/OS and DB2 10 for Linux, UNIX and Windows offerings. They are some of the most powerful automated database features to come out in some time. This session will go into depth about the things you need to understand and prepare for before using temporal tables. This will include proper table, index and table-space design and configuration as well as the ongoing management of these objects. In addition, we'll be going into depth about exactly how time-travel queries work, the complexity with period specifications and the performance implications. This is a must-see session if you want your time-travel queries to perform.

### IDZ-1620

#### A Day in the Life of an Automatic Data Processing DBA: How to Keep Your Sanity

Come learn how Automatic Data Processing (ADP) arms its DBAs with a toolkit to help them automate tedious, repeatable tasks; implement best practices; pinpoint performance issues; and meet SLAs for availability, performance and responsiveness. Using the expert advice provided by IBM InfoSphere Optim Query Workload Tuner software, the DBAs were able to drive business results and foster teamwork across the data environment. ADP will discuss how InfoSphere Optim Query Workload Tuner software eliminated time-consuming manual processes to afford DBAs more time to focus on strategic, high-value projects.

### IDZ-1738

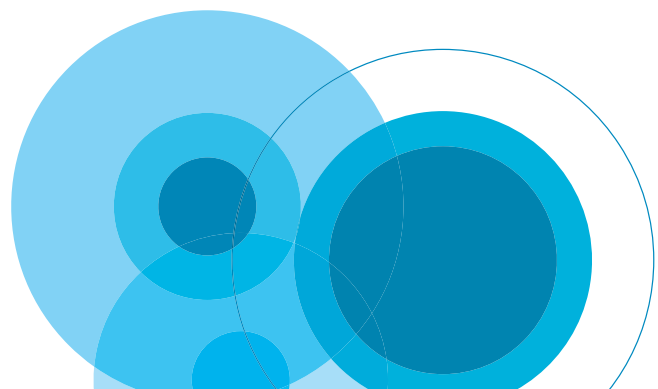
#### IBM DB2 10 for z/OS Security Features: Early Client Experiences

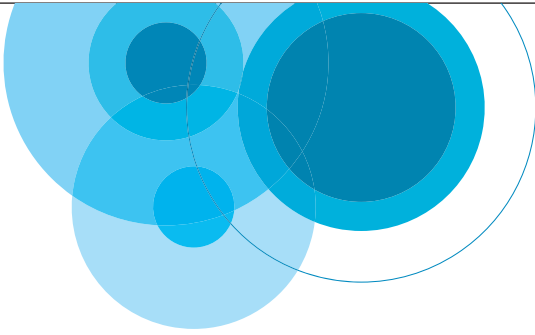
IBM DB2 10 for z/OS technology introduced new security features to reduce the dependency on system administration (SYSADM) authority, define privacy and security policies on a table level using row and column access controls, and enhance auditing capabilities using audit policies. This presentation will focus on client experiences of using these functions and best practices to protect your data, support emerging regulatory compliance requirements and satisfy your auditor with minimum impact to applications.

### IDZ-2418

#### Nationwide Experiences Deploying Trusted Contexts and Roles

At Nationwide, IBM DB2 trusted contexts and roles are used in several ways to solve a wide range of DB2 security challenges. This session give a high-level view of how Nationwide uses DB2 trusted contexts and roles within its enterprise, including examples. Trusted contexts are created using an external security DSNR class in IBM Resource Access Control Facility (RACF®) software to allow DB2 software to control ownership of DB2 objects. This enables a DBA to temporarily issue the ALTER VIEW statement to regenerate a view, even if the view is not owned by the DBA. Trusted contexts are also incorporated into the batch scheduling process to give temporary SYSADM access while the DB2 system maintenance jobs are running against the DB2 catalog and directory.



**IDZ-3298****Cramming for IBM DB2 10 for z/OS DBA Certification**

This presentation is a certification preparation course intended to help you take the IBM DB2 10 for z/OS Database Administration exam (612).

**IDZ-1157****IBM DB2 Accounting 101: Performance Details for the Application Developer**

It's important that application developers know the basics of IBM DB2 performance. This review will provide various examples of common DB2 performance scenarios and how performance statistics are presented by way of DB2 accounting reports. Additional tuning details and suggestions will be provided on common DB2 performance scenarios. The goal of this presentation is to help application developers better understand DB2 performance issues and communicate more effectively on this important topic.

**IDZ-1195****Smarter IBM DB2 Application Development Using the IBM Family of Tools**

Smarter development tools can dramatically improve development and modernization processes for your critical IBM z/OS applications. This session demonstrates IBM tools used together in a real-world scenario where a quick change is needed to an IBM DB2 database and an application dependent on it. Staff team up to rapidly make the change, assessing and modifying the database structure; generating test data; and then altering, building and testing the application. The end-to-end demo shows integrated IBM products being used to seamlessly accomplish the tasks, including IBM Data Studio, IBM InfoSphere Data Architect, IBM InfoSphere Optim Test Data Management, IBM Rational® Team Concert™, IBM Debug Tool for z/OS and IBM Rational Developer for System z technologies.

**IDZ-1231****Temporal Data in IBM DB2 for z/OS: An Insurance Policy's Life**

There are many ways of looking at the temporal data support in IBM DB2 for z/OS technology. Most of them spend time looking at the syntax of the new data definition language (DDL) required to create temporal-managed objects. This session is different. We'll look at the life of a generic insurance policy as an example of how temporal data support can simplify application development and provide simple access to historical data purely by coding relevant data manipulation language (DML) clauses.

**IDZ-1329****Agile Big Data Analytics: Implementing a 22-Billion-Row Data Warehouse**

This presentation discusses the design, architecture, metadata, performance and other experiences of building a big data and analytics data warehouse system. You'll learn about the real-life issues, agile development considerations and solutions that building a data warehouse of more than 22 billion rows in six months entailed. This presentation will help you understand techniques to manage, design and leverage big data issues for a more in-depth understanding of your business. This presentation will help you understand all these experiences that took processes from 37 hours to seconds so you can create a successful big data design and scalable data warehouse analytic architecture.

**IDZ-1665****Improve Analysis with the IBM DB2 Analytics Accelerator at Banco do Brasil**

This session will demonstrate how IBM DB2 Analytics Accelerator software can improve business intelligence and analytics and consolidate the data warehousing environment with IBM DB2 for z/OS technology.

**IDZ-1723****Application Best Practices and Recommendations Specific to IBM DB2 for z/OS Data Sharing**

This session will introduce and discuss application and database best practices and recommendations specific to IBM DB2 for z/OS data sharing. The topics covered include application perspective and enablement in the IBM z/OS Parallel Sysplex® environment, online migration of applications to a new level or version, rethinking existing application design choices, and new application and database design choices. Special topics include high-performance insert, lock avoidance and sequentially assigned dumb key generation.

**IDZ-1837****Big Data on Big Iron: How We Migrated Our Oracle Warehouse to IBM DB2 10 for z/OS**

This session will follow the journey of a faltering Oracle warehouse that was migrated to IBM DB2 for z/OS technology. It will explore the many reasons that DB2 for z/OS technology not only is capable of performing but actually excels at the big complex queries that today's warehouses demand. We'll examine the many technical differences between Oracle and DB2 10 for z/OS technology that make the warehouse on Big Iron shine. You'll look at the IBM System z super server in a new light after seeing the power and versatility of this database and hardware combination.

**IDZ-1972****IBM DB2 Analytics Accelerator in Production at Nova Ljubljanska banka: Firsthand Experience**

Nova Ljubljanska banka (NLB) is the largest bank in Slovenia. As a leader in innovative product and services offerings, NLB requires a reliable, versatile and well-performing infrastructure for building business analytics solutions. NLB decided to extend its existing database platform, based on IBM DB2 for z/OS software, with DB2 Analytics Accelerator technology, taking advantage of its world-class query performance and preserving the IBM System z quality of service and nondisruptive nature of the solution. In this presentation we share our experiences starting as early adopters of the predecessor to the IBM DB2 Analytics Accelerator product, IBM Smart Analytics Optimizer, and continuing as the first implementation worldwide of IBM DB2 Analytics Accelerator technology in production.

**IDZ-2081****Making the Most out of Native SQL Procedures**

Native SQL procedures were introduced in IBM DB2 9 for z/OS software and have become popular with many DB2 users. The speakers will share considerations about migrating from external SQL procedures to native SQL procedures and will address performance and storage usage. They'll also provide answers to frequently asked questions and present enhancements introduced in DB2 10 software.

**IDZ-2097****Discover IBM Spatial Support for DB2 for z/OS**

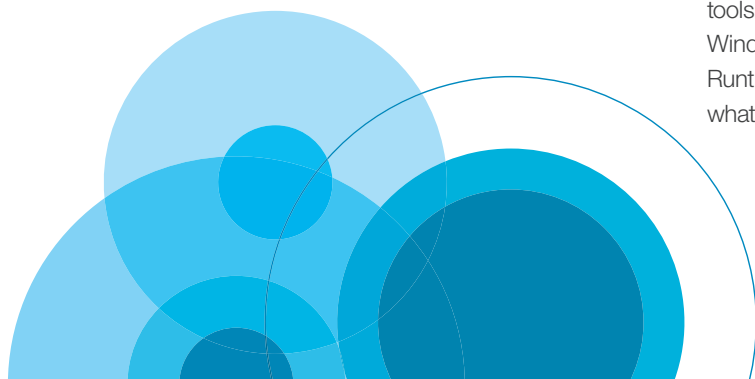
Traditionally, applications have established counties and other geographic information by having users select values from drop-down menus. In this session Auto-Owners Insurance will share its experience developing spatial solutions with the features available in IBM Spatial Support for DB2 for z/OS software. We'll share how we got started using Spatial Support for DB2 for z/OS software, the concepts behind spatial support and information on how to create interfaces to use spatial functions and options that spatial support provides. We'll also demonstrate sample code that can be adapted to create, populate and query from a basic spatial table.

**IDZ-2137****Wells Fargo's Experience Using a JDBC Driver in a Parallel Sysplex with an Update from IBM**

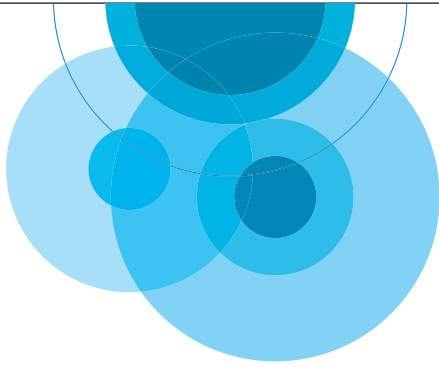
Wells Fargo's distributed, high-availability environment includes large application server farms connecting to multiple IBM DB2 for z/OS data-sharing groups. The Wells Fargo IBM DB2 Connect™ and Parallel Sysplex configuration is reviewed, including DB2 sysplex workload balancing. This environment requires that client Parallel Sysplex properties and disk data format (DDF) system parameters be reviewed and set appropriately to ensure that applications meet their response goals. Sysplex recommendations provided were developed in conjunction with IBM and include Java Database Connectivity (JDBC) properties and DB2 zPARM settings. In addition, IBM provides some recent changes in this configuration, including new driver property defaults and additional DB2 parameters to protect your systems.

**IDZ-2514****Application Development Best Practices for IBM DB2 and DB2 Connect**

JDBC and Open Database Connectivity (ODBC) and .NET applications are the mainstay for IBM DB2 servers and for DB2 Connect software. Typical applications and usage scenarios are discussed, with examples. These environments—JDBC 4.0 and 4.1, .NET 4.0 and 4.5, and ODBC 3.8—are constantly evolving, and you need to know the latest specifications and what driver levels are supported. The drivers of these application programming interfaces (APIs) are evolving to take advantage of the latest server features for high availability, new data types, performance, monitoring and configuration tools. We'll delve into DB2 10 for z/OS; DB2 10.1 for Linux, UNIX and Windows; OPM EI; OCM; and IBM InfoSphere Optim pureQuery Runtime technology, and we'll discuss current best practices and what's new in each.





**IDZ-3257****New SQL Function for DB2 10**

IBM DB2 9 software has been in the marketplace for some time. However, many clients have not yet migrated to DB2 9 software, and some may go directly to DB2 10 software. This session will provide information on the SQL enhancements contained in these two DB2 releases and how to take advantage of these enhancements.

**IDZ-3602****Write Time-Zone-Aware Applications on IBM DB2 10 for z/OS**

This presentation provides an overview of IBM DB2 10 time-zone support. We'll give tips on how to use the time-zone support to avoid the problems caused by daylight saving time changes in the past and how to write applications deployed to clients across multiple time zones. We'll also compare the performance of this new data type with that of the existing time stamp data type.

**IDZ-3674****IBM pureXML in Financial Applications: Experiences from Vanguard**

This presentation shares the firsthand experiences in design and implementation of using IBM pureXML technology in IBM DB2 for z/OS software for financial applications in Vanguard. We'll cover why we use XML and how we use it at the architecture level as well as implementation details. We'll also share the benefits and lessons learned so far and future plans.

**IDZ-1005****IBM DB2 QMF 10: The Business Analytics Version**

IBM DB2 Query Management Facility™ (QMF™) 10 software has added a multitude of new features and functions, including enhanced database support, online analytical processing (OLAP) support, graphical query and analysis, dashboards, mobile device support and more. DB2 QMF software supports a broad set of platforms and may be deployed as a rich client or as a web client. This presentation will cover the newest features and functions in DB2 QMF software by way of live demonstration. Trial copies of the new DB2 QMF software will be made available to all attendees.

**IDZ-1057****IBM DB2 10 for z/OS and Beyond**

This session will explore some of the highlights of IBM DB2 10 for z/OS software, the most recent release of DB2 for z/OS software. We'll present an overview of some of the technical features that are of most interest and review client experiences. We'll also discuss some of the technology trends that are driving future development of DB2 software and share some thoughts about what might appear in IBM DB2 Sequoia software, the next release of DB2 software.

**IDZ-1066****Ten Breakthroughs That Changed IBM DB2 Forever**

Introduced in 1983 when relational database systems were not the norm, IBM DB2 software has grown by leaps and bounds since then. In the early 1980s, when DB2 software was in its infancy, the general impression among clients was that DB2 software was fine for information center applications but that they should stick with information management software for the OLTP work that actually ran the business. My, how things have changed. What breakthroughs were made with DB2 software over these three decades that have caused DB2 software to be the high-speed, enterprise database management system (DBMS) with significant transaction processing capabilities that it is today? Attend this presentation to find out.

**IDZ-1118****Why Every IBM DB2 for z/OS Professional Needs to Understand IBM Disk and Tape Virtualization**

Modern disk and tape does not resemble older technology. What is the real picture regarding modern disk and tape? How does the newer technology change the management of your IBM DB2 environment? How does performance change? The real question is, Why do I care about this new technology? Come find the answers regarding the new technology and how to best leverage it for your DB2 environment.

**IDZ-1138****IBM DB2 Design for High Availability and Scalability**

IBM DB2 for z/OS software is adept at handling large amounts of data and optimizing application availability. Tables containing many billions of rows are no longer uncommon. This session will discuss the challenges and solutions for optimum availability and the effective and efficient management of large amounts of data.

**IDZ-1414****Large Objects in IBM DB2 for z/OS: Past, Present and Future**

Increasingly, applications require nontraditional types of data, such as images, to be stored as part of relational information. IBM DB2 for z/OS software allows you to store this nontraditional data as large objects in your DB2 tables, thus greatly expanding the limits of what you can store in a single table. This session will illuminate the details of this capability, both from the application programmer's point of view and from the database administrator's point of view. We'll discuss how line-of-business (LOB) support of DB2 for z/OS software has evolved through the releases as well as some possibilities for the future.

**IDZ-1436****International DB2 Users Group Shares IBM DB2 10 Upgrade Experiences from Community Members**

This session will be presented by the International DB2 Users Group (IDUG). IDUG will highlight and share IBM DB2 10 client experiences, best practices and lessons learned by early adopters of DB2 10 software within the IDUG community. IDUG is an independent user group for the IBM DB2 family of products and supports the DB2 community. It is perceived as a thought leader in the data management marketplace.

**IDZ-1680****Ten Rules of Thumb**

Over the years, rules of thumb have been called for; therefore, we made a catalog of these for IBM's developers and DBAs to adhere to. It started with 10 rules for DML, but soon it evolved to cover DDL, design and application development. This session will show you the outline of these common rules and might inspire you to make up your own or to use the ones supplied in the session.

**IDZ-2035****Dynamic Statements Cache: Everything You Need to Know**

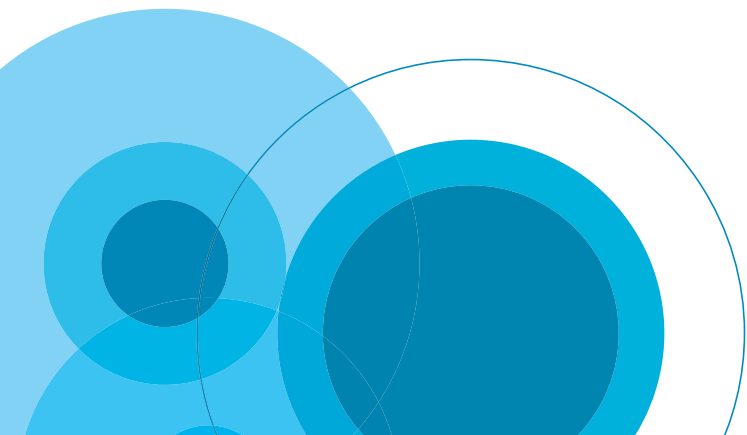
Dynamic SQL dominates modern applications, and ensuring its optimal execution is high on the list of application developers' and database administrators' tasks. This presentation provides deep insight into the inner workings of dynamic statements cache as well as the system and application aspects of using it. Available monitoring techniques across IBM DB2 8, 9 and 10 software are covered in great detail, with a special focus on using the enhanced EXPLAIN functionality. Attendees will learn numerous hints and tips about how to monitor dynamic SQL, what the most relevant performance indicators are and how to collect them in the most efficient way.

**IDZ-2498****Master Data Management with IBM DB2 for z/OS: Hints and Tips to Run an IBM WebSphere Application Successfully**

The master data management (MDM) and IBM DB2 for z/OS performance team joined efforts to tune MDM to run efficiently and scale well with DB2 for z/OS technology as the database server. Working with many companies worldwide, the lessons learned could be applied to successfully run an IBM WebSphere® application with DB2 for z/OS technology as the enterprise database server. The presentation shares a checklist for installing a WebSphere application like MDM with DB2 for z/OS software successfully as well as lessons learned to achieve high performance, availability and scalability.

**IDZ-2816****IBM DB2 for z/OS Data Sharing: In-Depth Technical Exploration**

This presentation explores how IBM DB2 software uses transaction locks (L-locks) and physical locks (P-locks), the lock structure and group buffer pools; how your infrastructure changes as your workload grows; and what options are available to facilitate these changes.



**IDZ-2822****IBM DB2 for z/OS and IBM Workload Manager for DB2 for z/OS Intersection: Understanding the Basics**

Confused about what exactly the IBM Workload Manager for DB2 for z/OS software is, how it manages work on your system and how it relates to IBM DB2 for z/OS software? In this session, we review Workload Manager features, including the types of goals you can set for each service class, importance levels and work classification. This information is the foundation for understanding how IBM DB2 for z/OS software uses Workload Manager features, including advanced Workload Manager functions such as enclaves and application environments. We also explain the relationship between the different types of DB2 work and Workload Manager.

**IDZ-2991****Social Business for IT Professionals: Career Enhancements**

Social networks such as LinkedIn, Twitter and Facebook are changing the way we do business and enhancing career opportunities. People are being exposed to a host of social networks daily. Are they worth your time? Absolutely, if you know how to determine which ones are of value and can convince management to allow access. These sites provide a wealth of technical information and an opportunity to enhance your social footprint and develop career prospects. This presentation will take a look at what's available out there today to help build your skills and serve as your personal information resource. We'll discuss how you can contribute to what's out there and how to correctly establish your own social presence on the Internet.

**IDZ-3154****Data Warehousing on IBM System z Best Practices**

Data warehousing on IBM System z technology is getting a lot of interest today. However, that interest is also generating a lot of questions. If you want to put your warehouse in a System z environment using IBM DB2 software or if you already have a warehouse in a System z environment, you may want to know some of the best practices that have been learned over the years. This presentation will help answer your questions about doing warehousing on System z successfully. Some examples of what we'll be discussing are DB2 DSNZPARMs, buffer pools, table space choices, caching structures, sorting and utility processing. We'll also examine query performance, SQL structure choices and SQL analysis along with looking at some of the tools available.

**IDZ-3435****Ask the Technical System z Experts**

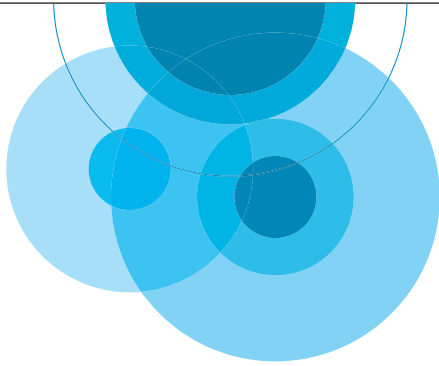
This session will discuss any aspect regarding System z mainframes. You will have access to some of the most technical experts at IBM from the IBM WebSphere, Rational, Information Management, and Tivoli teams.

**IDZ-3721****Client Panel: Cost-Saving Strategies for the Mainframe**

Join us to hear real-life success stories, as cross-industry clients share their use cases with the mainframe in their organization. They'll discuss their technical approach to meeting the business objectives in their organization, among various projects and plans. Dan Wardman, vice president of information management mainframe software for IBM, will moderate this session with clients discussing IBM DB2 for z/OS software, IBM IMS database technology, tools, data warehousing, business analytics, application development and more. This session promises to be informative, enlightening and interactive, so be sure to bring your questions for the panelists.

**IDZ-3837****Get Ready for Big Data with IBM System z**

With volumes of data growing exponentially, big data has risen to the top of the CIO's agenda and heading your way soon. But where and how do you start? While up to 80 percent of data might be unstructured, most enterprises' core business data resides in multi-terabyte databases, hence the IBM System z mainframe's becoming pivotal to the success of big data initiatives. Attend this session and learn where big data is heading for the enterprise, discover entry points for where to begin, and hear real-life examples of organizations using System z mainframes and the information management portfolio for big data benefits.

**IDZ-3840****IBM DB2 for z/OS and IBM System z: Integrated Computing Platform**

IBM DB2 for z/OS software has a long history of exploiting IBM z/OS and IBM System z enhancements. Examples of this include enterprise systems architecture (ESA), 64-bit architecture and Parallel Sysplex (IBM DB2 data sharing) technology. That's the past. This session focuses on the present and the future. In this session, we will discuss how DB2 is taking advantage of the latest changes in System z hardware and software to bring you a more robust, scalable and affordable computing platform today and in the future.

**IDZ-1717****IBM DB2 10 for z/OS Migration Planning and Experiences**

This two-part presentation will provide additional planning information; share surprises, pitfalls and lessons learned; provide hints and tips; enable fast start; introduce and discuss some further enhancements; and share the latest news on IBM's popular database technology update.

**IDZ-2032****IBM DB2 for z/OS Migration: Query Performance Considerations**

The IBM DB2 for z/OS optimizer is continually evolving with each release, and for static SQL, the REBIND command is recommended to take advantage of new optimizations. But how do clients minimize their exposure to access path regression for static SQL? What about dynamic SQL? And there are the RUNSTATS enhancements that came in DB2 9 and DB2 10 software. Can I model the potential impact before I get to production? What about data sharing coexistence? The questions are endless, and this presentation will attempt to outline how best to navigate how to exploit the RUNSTATS enhancements to make the most of plan management and proactive access path analysis whether you're migrating from version 8 to 9, version 8 to 10 or version 9 to 10.

**IDZ-2356****What Is New, What Is Nice in IBM DB2 10 for Distributed Access?**

Updates on the new features and new performance opportunities available in IBM DB2 10 for z/OS software for distributed access to DB2 systems.

**IDZ-2838****Setting Yourself up for Success with IBM DB2 10 for z/OS Statistics**

This presentation reviews the changes and improvements that are introduced with IBM DB2 10 for z/OS software. That includes DB2 access path and space statistics: why you need to collect them and how DB2 technology uses the information. The real-time statistics are also reviewed, and examples are given how you can use them to run utilities on an exception basis. A special focus is on tasks to perform before and during the migration to DB2 10 for z/OS software.

**IDZ-3640****The Nuts and Bolts of Secure Sockets Layer and IBM DB2 10 for z/OS**

Come learn about Secure Sockets Layer (SSL) and how FedEx implemented it to protect user ID and password management from the application server to the IBM DB2 10 for z/OS data server. Roles and architectural overviews are covered, including digital certificate, CSR, CA, Application Transparent Transport Layer Security (AT-TLS) policy, RACF software's role, DB2 systems program role and DDF setup, communications database (CDB)/DDF setup of the security-rich port, and bootstrap data sets (BSDS) alias dynamic virtual IP address (DVIPA). Learn how to manage these components in a continuous-availability environment. What does Internet connection firewall (ICF) provide? Who is VeriSign, and why should a DB2 systems programmer care?

**IDZ-3838****IBM DB2 10 Client Experiences, Part 1**

This first of a two-part session will detail the process of upgrading to IBM DB2 10 software and discuss client experiences of using DB2 10 software in a production environment.

**IDZ-3839****IBM DB2 10 Client Experiences, Part 2**

This second of a two-part session will continue detailing the process of upgrading to IBM DB2 10 software and the discussion of client experiences with using DB2 10 software in a production environment.

**IDZ-1079****What Can I Do to Protect IBM DB2 Against Warehousing, IBM WebSphere and Itself?**

DBAs and system programmers must be aware of the threats and ways to protect the availability of IBM DB2 software. This presentation will walk through three distinct tuning opportunities, based on previous customer experiences. In the first scenario, a client's DB2 warehouse environment is being negatively affected by system parameters. In the second, a client wonders how to protect the availability of DB2 software at the application server, wherever it resides. In the third, a client investigates the virtual storage capability of DB2 software, including the tools, typical trends and what can be done to optimize its utilization safely.

**IDZ-1090****Using the HINT Options in IBM DB2 10**

With IBM DB2 10 software, we get a new and better way to handle HINTS to the optimizer. We'll go through the whole process of defining HINTS and using them.

**IDZ-1134****IBM Distributed Relational Database Architecture Traffic? IBM OMEGAMON XE Extended Insight Helps Make It Easy**

This session looks at how Charles Schwab, one of the world's largest financial services leaders, deals with ever-growing activity of distributed clients accessing IBM DB2 for z/OS software by way of IBM Distributed Relational Database Architecture™ (DRDA®) technology. Because its business is continually growing, Charles Schwab saw growing numbers of remote clients using stored procedure or dynamic SQL accessing DB2 for z/OS software by way of DRDA technology. Using the IBM Tivoli OMEGAMON® XE for DB2 Performance Expert on z/OS Extended Insight feature, the company is able to see all the layers in its network to identify, isolate and resolve issues before they turn into performance issues. This detailed session shows how Charles Schwab solves remote client network issues to maintain a high level of customer satisfaction.

**IDZ-1140****Looking Behind the Curtain of IBM DB2 10 for z/OS Performance and Scalability: Stored Procedure Analysis**

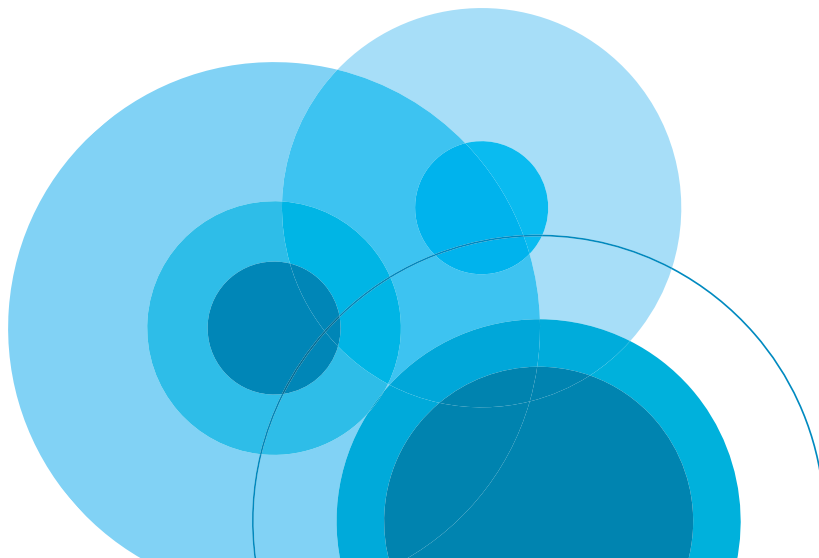
Two primary focuses for IBM DB2 10 for z/OS software are scalability and performance. Monitoring and tuning stored procedure workloads has become more robust with new DB2 engine enhancements and IBM Tivoli OMEGAMON XE for DB2 Performance Expert for z/OS Extended Insight functionality. This session will cover comprehensive stored procedure analysis and demonstrate new Tivoli OMEGAMON XE for DB2 Performance Expert for z/OS Extended Insight functionality for stored procedures. Statement-level performance analysis will be covered for both stored procedure and non-nested applications. A core understanding of DB2 engine-generated metrics and Tivoli OMEGAMON XE for DB2 Performance Expert exploitation can enable optimal system tuning.

**IDZ-1179****Something for (Almost) Nothing: Squeezing the Job Logs**

Capture and extract the wealth of "free" information sitting around unnoticed in IBM DB2 job logs, including abending jobs, escalations, timeouts, deadlocks, overall logging activity and noncommitting threads.

**IDZ-1311****An Overview of Buffer-Pool Management in IBM DB2**

In this presentation, you'll learn the design considerations and the trade-offs involved in managing buffer pools to maximize IBM DB2 performance. DB2 software is designed to support large databases with applications that might require a large number of disk I/O operations. Buffer pools are used by DB2 software to reduce both read and write I/O operations. This presentation will also cover buffer-pool enhancements in DB2 9 and DB2 10 software.



**IDZ-1687****IBM DB2 10 for z/OS: Performance Best Practices**

IBM DB2 10 for z/OS software has numerous new functions and performance features to exploit. This session focuses on the new function that requires user actions to implement when you're in either DB2 10 conversion mode or new-function mode: INCLUDE index, in-line large objects, HASH access to the data, dynamic statement caching, universal table space (UTS) enhancements and many more. The session describes the expected benefit from new features as well as considerations so you can be ready to take on DB2 10 software and get the most out of DB2 10 new functions. The majority of the session will be based on various measurements conducted in Scientific Vector Language (SVL), some feedback from early client experiences and descriptions of new best practices in key performance features.

**IDZ-1845****RUNSTATS Challenges for Optimal Query Performance**

Accurate and relevant statistics are the basis of reliable and good query performance. How do I identify the important statistics? How do I manage the collection of statistics? How do I handle statistics on tables that fluctuate dramatically in data volume? What features does IBM DB2 10 for z/OS software provide to help with RUNSTATS challenges? In this session, we'll answer these questions and more as we discuss various RUNSTATS challenges and misconceptions.

**IDZ-1912****Slow Response: Is IBM DB2 the Culprit or the Victim?**

When there is a systemwide slowdown, IBM DB2 software is invariably blamed. How can you determine whether DB2 software is the culprit or the victim? What can you measure? What can you tune? Based on real-life experience in supporting various critical systems at DST Systems, Inc., we will discuss the symptoms, steps to identify the real problem and ways to resolve it. This presentation will cover system tuning, database tuning and application tuning.

**IDZ-1925****Exciting Query Performance Enhancements in IBM DB2 10 for z/OS**

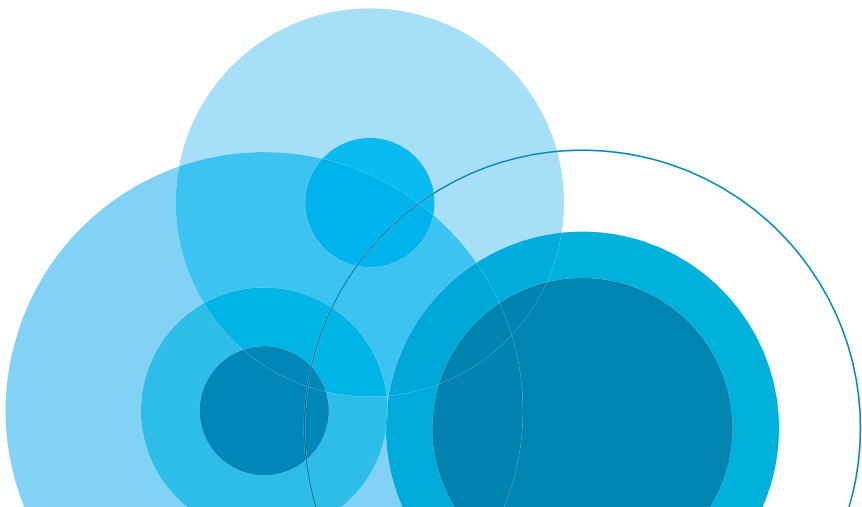
Come learn the leading-edge query parallelism enhancements that reduce complex query elapsed time up to 10 times. Learn more query parallelism and more query IBM System z Integrated Information Processor (zIIP) exploitation that can reduce the total cost of ownership. Exciting new query access path and query optimization enhancements will be discussed as will more-efficient predicate evaluation that reduces CPU usage. Hints and tips to boost query performance will be covered.

**IDZ-2030****IBM DB2 Analytics Accelerator: Trends and Directions**

IBM DB2 Analytics Accelerator technology has drawn lots of attention from IBM DB2 for z/OS users. In many respects it presents itself as just another DB2 access path (but a powerful one), and its deep integration into DB2 software and its application transparency makes it one of the most exciting DB2 enhancements in years. The DB2 Analytics Accelerator capability complements DB2 software by adding world-class, data-intensive complex query performance thanks to being powered by the IBM Netezza engine and turns DB2 software into an essential database management system that delivers the best of both worlds: transactional and analytical workloads. Hear the latest news from DB2 Analytics Accelerator development, and learn about the trends and directions of this developing technology.

**IDZ-2049****Do These IBM DB2 10 Optimizer Enhancements Apply to Me?**

Client feedback from our IBM DB2 10 for z/OS optimizer overview revealed that people would like to see more examples. This presentation takes the query optimization enhancements, such as in-list enhancements, predicate optimizations, safe optimization and SQL pagination, and provides more examples, detail and limitations about their usage. This enables clients to understand the benefit and applicability of the enhancements to their applications.



**IDZ-2178****A Beginner's Guide to Stabilizing Access Paths**

Query performance degradation caused by access path change is a top challenge for the DBA. IBM DB2 software offers some useful features to help stabilize access paths. This presentation is a guide for DBAs to use access path stability features in the following common usage scenarios: (1) Use plan management to regenerate access paths while preserving the fallback ability. (2) Use APREUSE to regenerate runtime structure without access path change. (3) Use APCOMPARE to make risk assessment before actual REBIND. (4) Use EXPLAIN PACKAGE and EXPLAIN(ONLY) to generate comparison report. (5) Use statement-level hint and reoptimization. We'll show the process of exploiting these features step-by-step and share best practices for typical problem diagnoses.

**IDZ-2358****zIIPs and zAAPs: Performance or Cost-Saving Opportunities?**

In this session, specialty engines are demystified: what are zIIP and IBM System z Application Assist Processor (zAAP) engines, and how can they help your IBM DB2 database and its applications?

**IDZ-2639****Understanding Real Storage and the Ability to Ride through Storms**

IBM DB2 10 users have much less concern about virtual-storage constraints but need to pay more attention to their real-storage usage, especially when running multiple DB2 instances on one logical partition (LPAR). This presentation will explain how to assess real-storage usage and help you better understand the new algorithms for real-storage allocations in DB2 10 software. Learn how to safely run multiple DB2 instances on the same LPAR. Avoid system paging, and be able to gather diagnostics. We'll also show some examples of how to diagnose real-life problems.

**IDZ-2819****Key Metrics for IBM DB2 for z/OS Subsystem and Application Performance Monitoring**

Monitoring tools and various IBM DB2 DISPLAY commands make available to you a dizzying array of informational items pertaining to the performance of an IBM DB2 for z/OS subsystem and of applications that access DB2 systems. You can wade through all that information or focus on the handful of metrics that will enable you to efficiently and effectively assess the DB2 performance in your particular environment. Drawing on more than 20 years of experience in analyzing and using the information in monitor reports and displays and DB2 command output, we'll describe in this session the fields that contain the highest-value information and how to use it.

**IDZ-3285****CGE Group and Binaria Experience Implementing IBM DB2 for SAP**

How does a company resolve core business problems with both the business and IT perspective at the forefront? Learn about CGE Group's and Binaria's experience implementing IBM DB2 for SAP software; it can be seen as a value proposition.

**IDZ-3841****Improving Performance and Concurrency with Optimistic Locking**

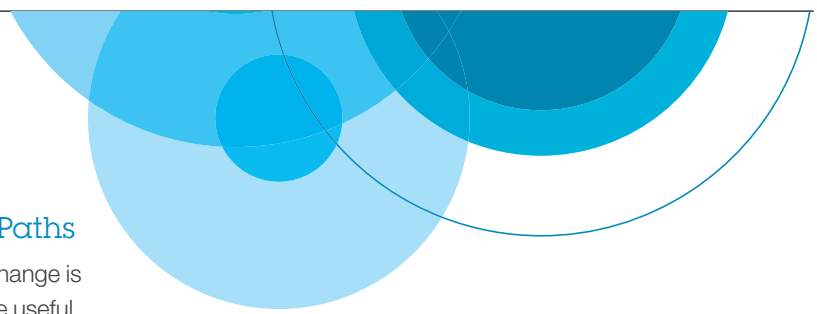
Data integrity is always a concern, and IBM DB2 locking, by itself, does not promise integrity. This session focuses on low-CPU-usage techniques for maintaining the integrity of your data while at the same time reducing locking overhead to a minimum. Topics covered in this seminar include BIND parameters, such as CURRENTDATA; new data types, such as ROW UPDATE TIMESTAMPS; and new SQL, such as static scroll cursors with BUILT-IN OPTIMISTIC LOCKING. A key benefit of this session is gaining the knowledge of new program-coding techniques to enable optimistic locking.

**IDZ-1095****Automated, Comprehensive Database Maintenance Using IBM DB2 Automation Tool for z/OS**

IBM DB2 Automation Tool for z/OS software enables DBAs to automate utility maintenance jobs for conditional and routine tasks, provides statistical history reports for trend analysis and capacity planning, schedules batch builds and utility jobs in the DB2 administrative task scheduler, and provides support for DB2 data page browsing and editing.

**IDZ-1135****IBM DB2 for z/OS Utilities Update**

IBM DB2 Utilities Suite for z/OS capabilities are dynamic and critical areas where enhancements continue to be delivered that significantly improve performance, availability and functional capability. This presentation will cover what has been delivered recently and why these enhancements matter to you.



**IDZ-1155****Understanding IBM Tivoli OMEGAMON for DB2 Batch Reporting, Customization and Tuning Practices**

This session will present IBM Tivoli OMEGAMON for DB2 batch reporting capabilities, customization and tuning practices in a step-by-step manner, supported with screen captures. We'll cover basic service management facility (SMF) customization to DB2 zPARMs. Which IBM DB2 trace classes are necessary for which reports? We'll show you simple to intermediate real-world examples as well as many types of batch report samples with different usage requirements with real-world figures. Daily reports, such as statistics and accounting, and on demand reports, such as audit, will be covered. We'll also share real-world DB2 performance use cases and issues solved with different reports.

**IDZ-1199****Replaying Production Workloads in a Test Environment? Do It with IBM InfoSphere Optim Query Capture and Replay**

Database environments constantly change. Database servers are periodically upgraded, configurations are changed and databases tuned. In this session, we'll explore how you can use IBM InfoSphere Optim Query Capture and Replay software to capture production workloads that are of interest to you and replay them in a dedicated environment to assess the impact of database-side changes. Did the workload execute as expected? Was there any difference in performance? Interested to hear more? Join us.

**IDZ-1246****Improving IBM DB2 for z/OS Utility Performance While Reducing Costs**

Nationwide Mutual Insurance Company, a large IBM DB2 for z/OS client, realized that the IBM DB2 Utilities Suite offering made many performance improvements, especially in DB2 9 and DB2 10 software. The company was easily able to leverage enhancements to the DB2 Utilities Suite technology to improve performance. As an added benefit, Nationwide reduced operating and maintenance costs. Learn how Nationwide improved LOAD performance and even avoided REORGs altogether. This session will cover best practices that IBM DB2 Utilities Suite clients will find useful.

**IDZ-1312****IBM DB2 for z/OS Backup and Recovery Update: Versions 9 and 10**

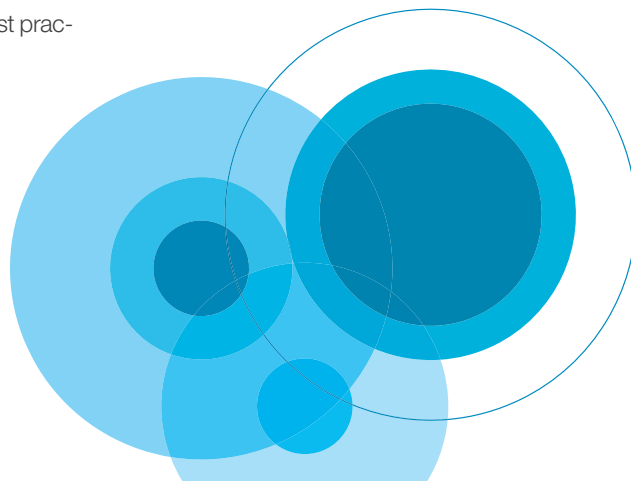
Come to this session to learn how IBM DB2 for z/OS clients can benefit by using IBM FlashCopy® capabilities to support database backup and recovery. This session will cover backup and recovery enhancements in DB2 9 and DB2 10 software. In addition, this session will cover how DB2 clients can benefit from using the IBM System Storage® DS8000® space-efficient FlashCopy and fast reverse restore functions supported by hierarchical storage management (HSM) in IBM z/OS 1.12 technology.

**IDZ-1829****On the Road with the IBM DB2 Administration Tool for z/OS: Cool and Getting Cooler**

Learn how one of the largest U.S. banks, Fifth Third Bank, uses the IBM DB2 Administration Tool for z/OS application. We'll cover some of the basics for catalog navigation and object management and then move into high gear with more complex change management topics, such as dropping and creating a primary key and its index, running the compare process, and generating worklists. We'll also cover some of the new features, such as change management batch. Take a spin down Route 53, and learn how you can improve your day-to-day DB2 for z/OS administrative tasks to make the DBA ride easy and fun.

**IDZ-1840****Protecting Your IBM DB2 for z/OS Assets with Effective Backup and Recovery Strategies**

This session covers some of the procedures that are often overlooked because they are not part of your day-to-day DBA operations. But these are the pertinent and strategic items that, if implemented, can save you time and money and, more important, protect your company's critical IBM DB2 for z/OS assets. We'll look at some client scenarios in which you'll be able to take the techniques and examples provided and apply them to your environment. The session will also share examples for implementing better recovery processes to meet your recovery time objectives.





**IDZ-2068****Monitoring and Problem Detection of Stored Procedures, SQL and More, Solved**

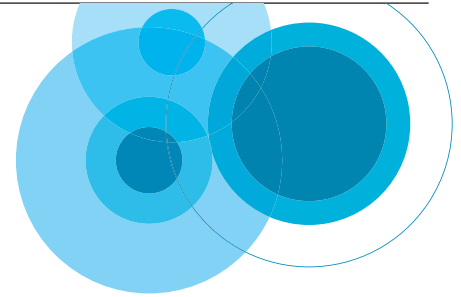
To monitor an IBM DB2 stored procedures invocation is one thing, but to monitor what happens inside of a stored procedure and what is causing the slowdown of a stored procedure or even of nested stored procedures is somehow complex and not well supported, if at all, by monitoring software. IBM Tivoli OMEGAMON XE for DB2 Performance Expert for z/OS V5.1.1 software was enhanced to provide you with an easy-to-use interface and deep insights into the SQL activities of stored procedure executions from various perspectives. Together with the stored procedures accounting report, other improvements and integration with other tools, V5.1.1 provides you with new monitoring solutions virtually unparalleled in the marketplace.

**IDZ-2343****System-Level Backup: Disaster Recovery for the Rest of Us**

This presentation covers improvements to the “traditional” or non-mirroring disaster scenario. Enhancements to the systems-level backup utilities in IBM DB2 and IBM z/OS versions make this one-step backup and one-step restoration useful for the majority of us who have not implemented hardware-mirroring scenarios. Keeping the same recovery point objective (RPO), you can reduce your recovery time objective (RTO) from one (or more) days to a few hours.

**IDZ-2510****IBM InfoSphere Optim Configuration Manager Makes It Easy to Manage and Control Your Distributed Environment**

IBM InfoSphere Optim Configuration Manager software provides IBM DB2 for z/OS DBAs with deep insights into their distributed environment, answering questions such as, Which clients connect to which data servers? What level of drivers is being used? What configuration changes were made recently on the data server side and on the client side? It provides knobs to penalty-box-specific application transactions that misbehave, continually maps workloads to desired IBM Workload Manager service classes, throttles application connections at the data source or driver, and redirects specific client connections for load balancing, high availability or both. This session shows you how InfoSphere Optim Configuration Manager software addresses these pain points.

**IDZ-2644****Nonstandard Data Recovery Techniques Using Standard Utilities**

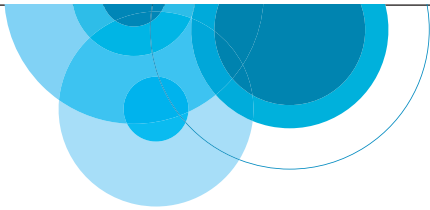
Everyone can get caught in the middle of the night because of dropping the wrong object or making changes that don't quite work out and break the data. This presentation will allow you to take a different view of recovery and perhaps give you some insight into alternative approaches to resolving some difficult recovery issues. The session includes real-life examples of people preserving their careers by recovering unrecoverable data using off-label techniques of standard supplied tools.

**IDZ-3738****Getting the Most Value from Your IBM DB2 for z/OS Tools Investment**

This session looks at IBM DB2 Tools for z/OS capabilities with examples of how clients have used the products together to derive the most value in their environment. We'll cover specific integration points using client scenarios in the areas of utility management, performance management and database administration. For the utilities area, we'll focus on ways to significantly reduce CPU usage and elapsed time and increase zIIP offload. For performance management, you'll learn how key integration across multiple tools will enable you to proactively monitor and tune DB2 software for optimum performance. And finally, for database administration, we'll show you some new integration points designed to make your DBA workload easier and more effective.

**Data Lifecycle Governance****ILG-1182****IBM InfoSphere Optim Query Capture and Replay**

Even with large amounts of testing, where everything looks great in development environments, once put into production, the system becomes sluggish or fails. There are a number of reasons for this, including the ability to replicate the production system and user load patterns. IBM InfoSphere Optim Query Capture and Replay software is a new product that provides a way to capture production workloads and replay them in a test environment, addressing the need to replicate the production system and user load patterns. This session reviews the main use cases and capabilities for capture and replay. The focus is on capture and replay for heterogeneous distributed environments.

**ILG-1215****Application Retirement in Healthcare: A Success Story**

Eighteen months into an application retirement project has yielded significant savings and successes for a healthcare client using the IBM InfoSphere Optim Data Growth Solution for Application Retirement software.

**ILG-1669****On the Road to Information Management Maturity: The Whys and Hows of Centers of Excellence**

Gaining competitive advantage through analytics, compliance and operating efficiency requires a mature, robust information management ecosystem, and the road to maturity includes a cogent information management strategy and information and technical architecture. Two great enterprise data management (EDM) and data governance (DG) platforms that support these strategies are IBM InfoSphere Information Server and IBM InfoSphere Optim software. Leveraged properly, these suites provide a highly effective home for the EDM and DG ecosystem. The Center of Excellence, an IT and business capability that establishes and promotes best practices and design, deployment, usage and workflow patterns, is the secret sauce of a successful implementation and a realized ROI.

**ILG-1711****A Business View of the Costs of Managing Test Data**

Navigating backend systems for data, aligning records across source systems, aging data and masking confidential information: test-data management is a major component of software development. Complex and integrated systems have complex and integrated data. Have you captured the cost of test-data management? Can you spot your exposure and opportunity for efficiency? In this session, Anne will share her team's journey to understanding the real effort and risk associated with managing test data. She'll present a framework for measuring the cost and exposure of test data and demonstrate how this measurement helped the organization make the decision to pilot a test-data service and a method for evaluating the benefit of the test-data service.

**ILG-2133****Your Production Database Environment Changes over Time; Use InfoSphere Optim Query Capture and Replay to Know the Impact on Critical Applications**

Determining the effect of database environment changes (software upgrades or maintenance, hardware upgrades, configuration changes, or tuning efforts) on production applications can be a challenge if complex application environments need to be replicated. IBM InfoSphere Optim Query Capture and Replay software enables the recording and replay of local and remote database traffic against different database environments. In this session, we'll discuss common use cases and early experiences. If you're planning to migrate from Oracle to IBM DB2 software, are upgrading to the latest version of DB2 software or are concerned about the effect of changes in your database environment, this session is for you.

**ILG-2218****An In-Depth Exploration into the Architecture and Deployment of IBM InfoSphere Optim Software**

An in-depth exploration into the architecture and deployment of IBM InfoSphere Optim software is a detailed walk-through of the overall direction of the latest InfoSphere Optim product line and how it should be deployed in the enterprise across multiple, disparate platforms for maximum efficiency, performance and flexibility.

**ILG-2461****IBM InfoSphere Optim Pitfalls and Pratfalls: Learning from the Implementation Blunders of Others**

Many clients seem to get into trouble by choosing the right tool but then using it in the wrong way or for the wrong job. This session will examine real-life attempts at implementations of IBM InfoSphere Optim solutions for test-data management, data privacy and archiving in ways that were fraught with disaster. What could be wrong with an archive job that never ends? Do all the names need to be privatized? Why shouldn't we compare all the columns of all rows? We will examine how course corrections were made and clients were able to meet their requirements by using InfoSphere Optim software in more-efficient ways.

**ILG-2481****IBM InfoSphere Optim: An In-Depth Exploration and Road Map**

IBM InfoSphere Optim software is the leader in the information governance market and, with its comprehensive suite of solutions, it helps clients manage and govern the complex, heterogeneous information spread across their enterprise. It includes a suite of best-in-class capabilities that helps archive data, retire applications, create and manage test data and privatize data. This session provides an overview of the latest features delivered in the suite and the features currently being worked on in the labs, including IBM mainframe offerings, and how they provide cutting-edge technology to govern organizations.

**ILG-2869****Business Archive Value to Abbott Laboratories: Marketing Resource Management, Customer Relationship Management**

This session is a walk-through of the proof of concept completed at Abbott Laboratories using IBM Global Services for the Aprimo marketing resource management (MRM) software. Proof of concept success criteria was met, which led to a proposal to purchase IBM InfoSphere Optim software. Quantify and measure business value. Exact ROI. Use CRM and its ongoing archiving with no overhead or support needed.

**ILG-2964****Implementing a Centralized IBM InfoSphere Optim Strategy for a Diversified Application Environment**

A major finance and banking company determined a need to implement a centralized data growth, application retirement and test-data management strategy in its diversified application environment. With this in mind, we built an IBM InfoSphere Optim shared infrastructure intended to serve the needs of our application teams. This enterprise-wide architecture includes infrastructure for both data growth and test-data management models. This strategy was designed to leverage the wide range of potential benefits InfoSphere Optim software offers, including ensuring long-term data retention, reducing database storage costs, improving database performance, retiring database applications and building right-sized test environments.

**ILG-3175****Managing the Lifecycle of Data for IBM Netezza Data Warehouses Leveraging IBM InfoSphere Optim Software**

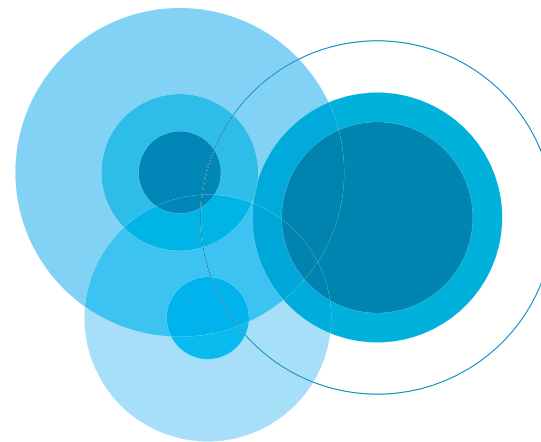
In recent years, data warehouse implementations have increased in size, ranging into the terabytes of data, and we'll continue to see rapid data growth in the future. As a result, IT organizations need a cost-effective, long-term solution and best practices to address the increasing complexity of data lifecycle management. In this session, you'll learn more about the benefits of data archiving in IBM Netezza data warehouses for data retention, regulatory compliance, application performance and cost-effective data warehousing.

**ILG-3234****Five Steps to Successful Application Decommissioning**

Shawn D. Langrick, lead systems analyst for BASF, and Ankur Saxena, director of information management for Advent Global Solutions, will present an in-depth technology review of BASF's decommissioning project, which used IBM InfoSphere Optim software and Advent Global Solutions InfoSeek, a web-based solution designed to provide easy, efficient, user-friendly and secure access to archived files generated by IBM InfoSphere Optim software.

**ILG-3254****Leveraging Cloud for Internal Application Development and Testing Environments**

UnitedHealth Group is leveraging cloud capabilities to address the persistent challenge in the provisioning of application instances for development and testing, both internally and externally. Currently, provisioning a physical environment for an application is expensive and time-consuming. Even when built, significant ongoing effort is required for test-data provisioning and environment management. The opportunity is to leverage virtualization to provide applications, databases and services so the core application can be quickly, easily and relatively inexpensively created. The key is to add virtualized services and data provisioning to address the challenge.



**ILG-3308****Lowering Costs and Risks in a World with Rapidly Increasing Volumes of Data**

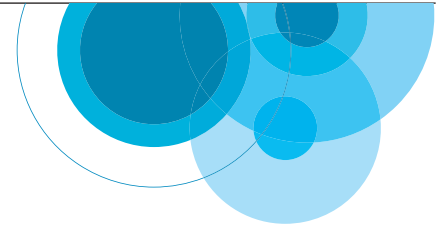
The world's data is set to increase 44 times by 2020. At the same time, organizations are battling increasing business risk, operational costs and more-demanding service level agreements. More information can help improve the decision-making process, provide deeper insights and present a more complete picture, but organizations are being required to retain it longer for compliance and legal reasons. Learn how IBM InfoSphere Optim software and the IBM System z platform is helping organizations lower risks and costs while improving system and application performance, at department and enterprise levels, by identifying the existing data and its lineage, automating and intelligently archiving data, and leveraging predefined or custom policies.

**ILG-3498****Information Governance Factory for Test-Data Management and Data Privacy**

This session provides a practical approach to implementing large-scale test-data management and data privacy solutions to accelerate provisioning of data for development and quality assurance in an information governance initiative.

**ILG-3515****Information Governance with IBM InfoSphere Optim Software: A Case Study**

In this session, you'll be provided an analysis of an information governance case study in which IBM InfoSphere Optim software was used. Among the topics covered will be the project approach, plan adjustments and lessons learned.

**Data Security and Privacy****ILS-1083****Using IBM InfoSphere Guardium for Protecting Big Data**

Big data has emerged as an inflection point in the way we manage data. But "data that drives business" is usually synonymous with "sensitive data" or with "data that, if lost, will cause heads to roll." From a security and compliance perspective, it is a disaster waiting to happen. To avert disaster, the same guiding principles from the relational world can now be leveraged on big data platforms. Using IBM InfoSphere Guardium® software, monitoring and auditing for MapReduce, Apache Hadoop Distributed File System (HDFS), HBSAE, Hive and other capabilities, protecting your big data is now possible. Find out how this can be accomplished while providing built-in separation of duties, causing no performance impact and supporting the use of the same methods you already have in place for your existing database environments.

**ILS-2583****IBM Security: Intelligence. Integration. Expertise.**

We are seeing important marketplace changes in security, most notably in the exploding volume of data, the consumerization of IT and the increasing sophistication of attackers. Organizations are looking to break down traditional IT security silos and take a better approach to security. Learn how IBM security intelligence solutions can address key security and compliance challenges and enable highly secure business amid the emergence of cloud, mobility, social business and big data.

**ILS-2740****Test-Data Privacy: Successes and Lessons Learned While Implementing a Test-Data Privacy Initiative**

Many IT shops rely on copies of production data for testing. While this can be a cost-effective way of obtaining accurate test data, the presence of sensitive client information can pose a real risk to your company. One way of mitigating this risk is to alter the sensitive information so that it is no longer real but still serves the testing purpose. This session describes the successes and lessons learned of implementing a test-data privacy initiative at a major insurance company. The presentation will cover the critical points necessary to implement a successful test-data privatization effort and includes building support, planning and scoping the effort, making the technology choices, selecting the testing approach, and implementation challenges.

**ILS-2852****Getting Started with InfoSphere Guardium: Steps to a Successful Implementation**

This presentation will provide attendees with insight into the steps to a successful implementation, product scalability and support for the various architecture options in support of different client environments. The session will allow participants to gain insight into the versatility of IBM InfoSphere Guardium software from a deployment perspective. We hope to achieve a high level of understanding of the steps to get started with an InfoSphere Guardium product, the versatility of the product and ease of deployment in various client environments, and the need for implementation assistance and guidance to be successful.

**ILS-2974****Take Control of Your IBM InfoSphere Guardium Appliance: Effective Self-Monitoring and System Tuning**

Better-manage multiple IBM InfoSphere Guardium appliances in heterogeneous environments, and understand the recent additions of tools available for system self-monitoring and system tuning. This session will cover best practices in maintaining, upgrading and expanding your InfoSphere Guardium environment. Attendees will learn about new command-line interface (CLI) commands for password handling, data cleanup, automated gathering of diagnostic information and more. Through this session, you'll become more self-sufficient in maintaining your InfoSphere Guardium appliance and be able to effectively collect diagnostic information about your system.

**ILS-3106****Exploring Client Experiences with IBM InfoSphere Guardium Data Encryption**

Encryption is required by numerous regulatory mandates, for example, the PCI DSS, yet organizations struggle to establish a centralized approach to data encryption. During this session, we'll explore a few different approaches and highlight best practices that are delivered through IBM InfoSphere Guardium Data Encryption software. We'll then share real-world experiences in implementing InfoSphere Guardium Data Encryption software at various client sites across different industries.

**ILS-3115****One Step Closer to Making Data Breaches a Thing of the Past**

Databases contain some of an organization's most valuable assets: customer data, financial records and other sensitive information. Thus they have become a primary target of attacks by hackers and insiders with malicious intent. Investigations over the past several years show that 75–92 percent of compromised records originated in database servers. While IBM DB2 for z/OS software may hold the vast majority of your data, there may also be data held in other vendors' databases—even proprietary data stores across multiple platforms. Learn how clients have used IBM InfoSphere Guardium software to help reduce threats, prevent breaches from occurring in the first place and streamline compliance activities to reduce operational costs.

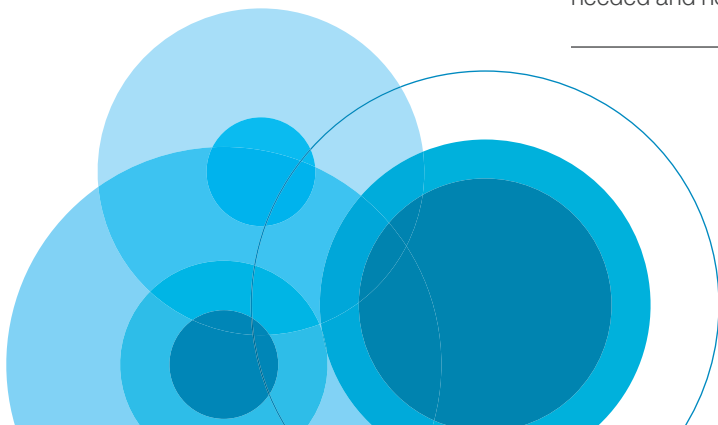
**ILS-3440****Support Payment Card Industry Data Security Standard Compliance with Real-Time Database Security and Monitoring**

Most clients struggle with identifying the best solutions to fend off auditors. Some of the most difficult PCI DSS requirements categories in which to achieve compliance are Requirement 10 (Track and Monitor) and Requirement 3 (Protect Cardholder Data). Organizations often attempt custom solutions only to ultimately require the assistance of automated tools to reduce their overall burden. Many financial industry leaders have adopted the IBM InfoSphere Guardium solution because it excels in those areas that most challenge organizations in achieving PCI DSS compliance.

**ILS-3829****IBM InfoSphere Guardium: An In-Depth Exploration and Road Map**

Join this session to hear IBM Distinguished Engineer and VP of Development Ron Ben-Natan discuss IBM InfoSphere Guardium Database Activity Monitor and IBM InfoSphere Guardium Vulnerability Assessment solutions. Ron will delve deeply into the technology and talk about how clients are using the products today, how they have evolved and where the product line is heading. As part of the session, Ron will cover what types of security are needed and how to mitigate risks.

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## Data Warehousing and Analytics

### IDW-1286

#### Implementing IBM InfoSphere Warehouse Cubing Services for Next-Generation OLAP at Bombay Stock Exchange

The Bombay Stock Exchange (BSE), Asia's oldest and one of the world's leading stock exchange in terms of the number of listed companies, needed to fuel its growth. BSE implemented IBM InfoSphere Warehouse Cubing Services technology for high-performance OLAP and in-memory relational online analytical processing (ROLAP). InfoSphere Warehouse Cubing Services technology integrates closely with IBM Cognos® software, offering highly scalable business intelligence (BI) for large data volumes and high numbers of users. Learn about this innovative and powerful architecture as well as best practices for successfully implementing InfoSphere Warehouse Cubing Services technology as part of your business analytics and data warehousing strategy.

### IDW-1420

#### Managing Extreme Data Warehouse Performance through Automation with Limited Staffing

It's the end of the month. You have both user and batch workloads attempting to process hundreds of millions of rows on your 300-plus terabyte, 11-node IBM InfoSphere Warehouse software. How do you keep the monthly batch processing running to meet SLAs and service your user community while maintaining a high degree of query performance and parallelism? In this session, I will walk through techniques used at Bank of America to manage the workload within IBM DB2 Workload Manager software and adjust for system performance in real time through active monitoring techniques and available IBM DB2 and InfoSphere Warehouse utilities that assist with problem determination, problem resolution and adjusting workloads.

### IDW-1508

#### Best Practices Query Optimization in IBM InfoSphere Warehouse

In large data warehouse systems, it is critical to optimize query workloads to maximize system utilization and minimize processing times. During this presentation, you'll learn best practice techniques and optimization methods to improve the performance of your IBM InfoSphere Warehouse system.

### IDW-1510

#### Business Intelligence in a Box: The IBM Smart Analytics System 5710

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 and the production of reports that track performance. It is important to know how to use such sophisticated technologies in the business environment to create significant business value. BI is becoming increasingly embedded in key business processes, and a dynamic warehousing infrastructure is critical to achieve optimal results. This session will focus on IBM Smart Analytics System 5710: a single server, midsize data warehousing and BI system powered by Linux and IBM System x® technology on Intel Xeon processors.

### IDW-1511

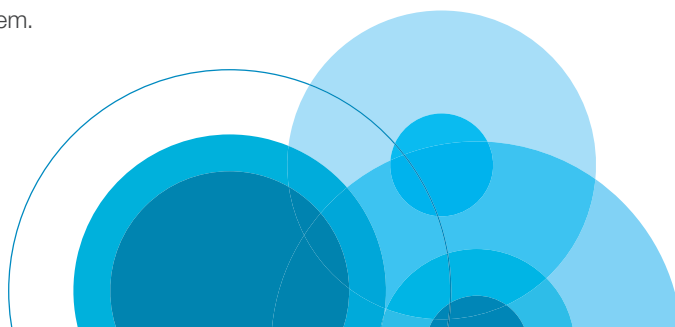
#### Case Study: Migration from Teradata to IBM InfoSphere Warehouse Solution: Methodology and Technology

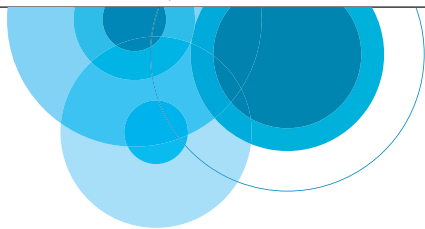
This session describes the migration from Teradata to IBM InfoSphere Warehouse software at Zhejiang Telecom in China. We'll review Zhejiang's incentive to move off Teradata and why the company chose IBM. During the session, we will cover infrastructure migration and the use of the IBM DB2 Database Partitioning feature, database migration methodology and automated tool and the steps and methods used to migrate the database, ETL scripts, and ETL tools. We'll also discuss the positive feedback from Zhejiang and what made this a successful migration.

### IDW-1512

#### The Retail Analytic Appliance from Datamatics Global Services Limited

This session will cover the retail analytics appliance from Datamatics Global Services Limited, powered by the IBM Smart Analytics System 5710. This solution brings advanced IBM analytic capabilities in a preconfigured package to retail clients. Learn how many retailers, especially small and midsize retailers, are using the Datamatics retail analytics appliance, IBM Smart Analytics System (IBM InfoSphere Warehouse software) for data mining and text analytics, and IBM Cognos Consumer Insight software to solve business challenges such as loss of clients because of out-of-stock products or negative customer sentiment in social media.



**IDW-1613****How to Get Warehouse-Type Performance with XML Tables**

In this session, you'll learn how BJC HealthCare was able to improve the performance of its research queries of a large XML database using the IBM InfoSphere Warehouse solution. The solution helps eliminate table scans and memory issues related to querying large XML tables.

**IDW-1622****IBM PureSystems Technical Update and Road Map**

IBM PureSystems technology is a new line of expert integrated systems. This session will provide a technical overview of the technology and describe how it can help you in implementing your data warehouse project. This session will discuss the advantages of using data warehouse systems and appliances over build-your-own implementations and how IBM PureSystems technology provides companies with an ideal choice. Best practices and client experiences with the solutions will be shared. We'll also talk about the new features for performance, maintenance, management and monitoring.

**IDW-1802****Embedding Applications Inside the IBM Netezza Data Warehouse Appliance**

The IBM Netezza appliance is a high-performance data warehouse that consistently demonstrates exceptional speed at SQL workloads while still maintaining a low cost of ownership. This session will discuss the various APIs for extending Netezza technology with in-database functionality (Universal Disk Formats [UDFs], Ultimate Deployment Appliances [UDAs] and so on) to enable functions such as data transformations, in-database scoring and scientific computing and to exploit the parallel backend of the Netezza appliance. In addition, we'll discuss various design patterns for embedding functionality in Netezza systems.

**IDW-1891****Aetna's User Experience with IBM DB2 Analytics Accelerator and IBM Netezza**

Review the recent proof of concept experience that Aetna obtained using IBM DB2 Analytics Accelerator and IBM Netezza technology.

**IDW-1968****Real-Time Data Ingest and Active Data Warehouse with IBM InfoSphere Warehouse and IBM InfoSphere Streams**

Real-time data warehousing has been identified as one of the key technical trends in future warehousing development. New technologies for real-time data feed are needed that go beyond traditional batch processing-based ETL. Continuous ingest of data speeds up time to value for enterprise data analysis. This session will present a case study based on China Mobile Communications Corporation (CMCC), a large telecommunications operator in China, where IBM InfoSphere Warehouse technologies are used for continuous ingest and real-time analytics, for example, handling of streaming data input from IBM InfoSphere Streams software, real-time data ingest by IBM InfoSphere Warehouse software, and best practices workload management to control concurrent data load and queries to meet performance SLAs.

**IDW-2536****An In-Depth Technical Exploration of Multitemperature Data Management in the IBM InfoSphere Warehouse System**

This session will provide an overview and an in-depth technical exploration of multitemperature data management in InfoSphere Warehouse 10 software. You'll learn how to configure multiple storage groups, migrate an existing database into a multitemperature storage database and control the data movement of table partitions based on age and backup and recovery considerations. In addition, you'll learn how to leverage the multitemperature functionality of IBM DB2 software and integrate policies using IBM DB2 Workload Manager software to build a high-performing warehouse in which important queries touching hot data get the greatest resources and complete faster, thereby assisting the business with timely decision making.

**IDW-2554****Message Processing Platform and Columnar and NoSQL, My! Different Data Warehouse Architectures and Approaches**

So you've found IBM Netezza technology and it looks like it might be a great solution for you, but you've also seen other MPP and pseudo-MPP solutions, and you've been hearing rumblings about columnar, in-memory, and even MapReduce, Hadoop and other NoSQL solutions. What are all of those things? How do they all compare? Join us for an exploration of different data warehouse architectures and technologies to see their advantages and disadvantages and see how IBM Netezza technology compares to solutions from other vendors.

**IDW-2559****IBM Netezza 101: An Introduction and Overview of Netezza Appliances**

This session will cover the innovative technology behind the ability of IBM Netezza technology to deliver fast performance with ultimate simplicity. IBM Netezza technology is a powerful and highly parallelized data warehousing system that is simple to administrate and maintain. Attendees of this session will receive a brief overview of the system architecture and a brief introduction explaining how to use the Netezza data warehouse appliance.

**IDW-2561****IBM Netezza Data Warehousing and Appliances: The Generation of Power and Simplicity**

IBM Netezza technology has delivered on increased performance for eight consecutive years. This session will focus on how the latest release increases concurrency and performance and offers new analytics functionality.

**IDW-2562****Accelerating and Simplifying Big Data**

Over the years, IBM Netezza technology has delivered performance and simplicity in data warehousing. With the introduction of big data into enterprise architectures, simplicity is increasingly important. This session will cover how IBM can help accelerate your big data potential.

**IDW-2667****In-Depth Technical Exploration of the IBM Smart Analytics System at Tata Teleservices Limited**

Tata Teleservices Limited is gaining real business value through its implementation of the IBM Smart Analytics System. Learn how Tata Teleservices uses iterative, methodical exploration and statistical analysis of its data to drive better and faster decision making. Find out how the C-level leadership in Tata depends on the insights provided by the solution, and learn best practices regarding implementation and analysis of big data.

**IDW-2674****Using IBM InfoSphere Warehouse Packs to Accelerate Your Data Warehouse Deployment**

IBM InfoSphere Warehouse Packs add-ons enable clients to rapidly deploy focused data warehousing solutions related to specific cross-industry business issues. InfoSphere Warehouse Packs offerings have been specifically designed to deliver the traditional benefits of full-scale enterprise data warehouse solutions but in a format that greatly simplifies design, deployment and population activities. The packs contain predefined integration with IBM technology such as IBM Cognos, IBM InfoSphere Information Server, IBM DB2, IBM Netezza, IBM InfoSphere Warehouse and IBM Smart Analytics System offerings. The packs are designed to exploit the Kimball approach for dimensional data warehouse deployment.

**IDW-2729****Realizing IBM Netezza: A Leading Bank in China Chooses a Unified Enterprise Data Warehouse Powered by IBM**

Bank of Beijing became China's first bank to implement IBM Netezza technology. In this session, Mr. Lu Bib, business analytics director at Bank of Beijing, will share insights into the unified enterprise data warehouse the bank has built, powered with an IBM Netezza data warehouse appliance.

**IDW-2738****IBM Netezza Data Warehouse Appliance Family Road Map**

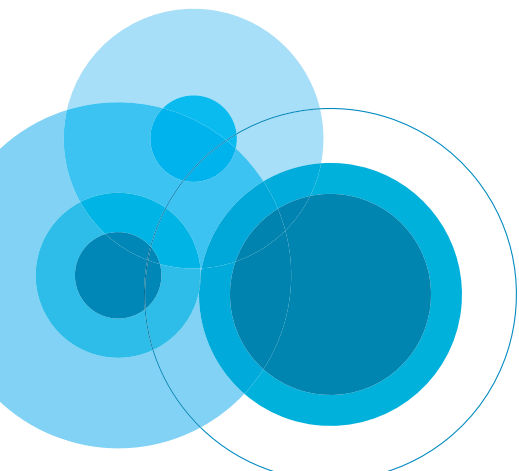
Since IBM Netezza technology made its debut in the marketplace, it has continued to deliver twice the performance for eight consecutive years. This session will cover the recent improvements in software and appliances. Learn how the Netezza family is evolving and the benefits of performance and simplicity.

**IDW-2741****IBM Netezza Client Panel**

Attend this session to hear valuable in-the-field information from IBM Netezza users as they discuss their deployments, results and analytics initiatives.

**IDW-2757****IBM Netezza Analytics Overview**

Come to this session to learn about the advanced analytics platform offered by IBM Netezza Analytics technology that is part of every Netezza appliance. Netezza Analytics technology provides a broad set of sophisticated in-database analytics, empowering clients to use all their data to create more accurate analytic models, accelerate their analytic insights, and rapidly remodel as their business and data changes. In-database analytics helps IBM clients drive significant business value for their enterprises.





**IDW-2787****The IBM Big Data Platform for Analytics**

You've heard of big data, but what is IBM's big data platform and in what ways is it changing how we look at our analytical architectures? This session will briefly cover how big data is changing our world and causing us to think differently. We'll cover IBM's view of the core components you need to leverage all the data available for deeper insight.

**IDW-2793****Smart Consolidation and Big Data: The IBM Redbooks Overview**

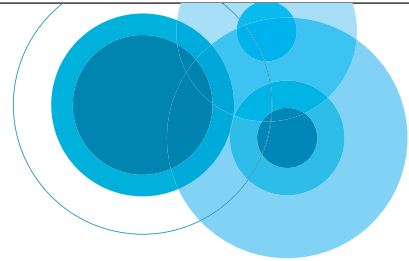
This session will introduce you to the newly released IBM Redbooks® publication on smart consolidation and big data. In this session, you'll learn how big data changed the way we look at architecture, how to better optimize workloads in your analytical ecosystem, and how IBM's smart consolidation solutions can help you make sense of and simplify your advanced analytics architecture.

**IDW-2834****Simple, Affordable and Readily Available Business Analytics with the IBM Smart Analytics System**

This session will address how companies in virtually every industry can leverage the IBM Smart Analytics System 5710 business intelligence solution, without modification, to drive better business outcomes such as increased revenue, significant cost takeout and mitigated business risk. This data warehousing and business analytics solution has a distinctive value proposition in the marketplace: it is highly cost competitive, can be deployed rapidly and is designed to deliver fast time to value to business users.

**IDW-2873****Pervasive Business Analytics: Enabling Faster, More-Accurate Business Decisions**

With the ebb and flow of today's fickle economy, the demand for faster and better-informed decisions is essential. Usage of business analytics and the underlying data warehousing foundation is growing at an astounding rate. In response, revolutionary technologies are emerging that make advanced analytics easy and affordable for organizations of practically any size. With continuous data ingest and temporal analytics, users can leverage these advanced analytics capabilities to deliver real-time operational warehousing at a lower cost and with higher performance. In addition, the pervasiveness of mobile devices has put new demands on warehousing solutions to provide timely information to users just about anywhere, at any time.

**IDW-2931****Prescriptive Guidelines to Sizing and Designing the IBM Smart Analytics System**

Initial sizing with unknown and unexpected growth of data poses challenges to building an enterprise data warehouse architecture. Join the chief architects from Visa and IBM as they walk through capacity planning of the IBM Smart Analytics System for future scalability, data layout, multitemperature data management and consolidation strategies.

**IDW-3033****End-to-End Data Warehouse Modeling for Performance and Data Governance**

End-to-end data governance in enterprise data warehousing and business analytics solutions has become mandatory for most organizations. This session will take a scenario-driven look at the business value and capabilities of IBM's information integration solutions, including data modeling, warehouse implementation, in-database analytics optimization, and business analytics development and deployment. This session will also describe the major features and integration of modeling tools, warehouse appliances and platforms, and information integration to show how data governance can be achieved through comprehensive metadata and business glossary sharing.

**IDW-3250****Big Data: The Next Frontier in Data Warehousing and Analytics**

Big data is an evolution, not a revolution, in analytics. Clients should apply the lessons learned over decades of managing large analytical data sets in the data warehouse space to conquer the big data space. This session will discuss the IBM data warehouse solution strategy and will cover industry-specific use cases, the overall IBM business analytics infrastructure and ways to help clients achieve success in the new order.

**IDW-3396****Align Resources and Priorities with IBM InfoSphere Warehouse Advanced Enterprise Edition**

IBM InfoSphere Warehouse Advanced Enterprise Edition software is packed with features that help organizations align resources with business priorities. This session examines how clients are using advanced features, such as IBM InfoSphere Optim tools, to monitor service-level objectives and allocate resources accordingly.

**IDW-3484****Managing Data Growth in IBM InfoSphere Warehouse and IBM PureSystems**

This session presents the best practices based on new enhancements in IBM InfoSphere Warehouse 10 software that are related to table partitioning and multitemperature data management. We'll also review recommendations that help you achieve a high-performance data warehouse. We'll conclude with a proven design in which different partitioning strategies are combined to complement each other to offer a distinctive solution for data warehouse scalability and performance.

**IDW-3639****Expert Integrated Systems: Changing the Economics and Experience of IT**

The buzz continues around expert integrated systems recently announced by IBM. You may have heard what a profound effect these systems can have on the cost savings, agility and efficiency of your business. Come to this session to learn more about IBM PureSystems technology and the newest members of the IBM PureSystems family of expert integrated systems, which are designed specifically to meet your mission-critical database, data warehousing and big data needs. You will learn how little time, effort and skill is required to get these systems up and running and be introduced to the host of various capabilities built into these intelligent systems.

**IDW-3648****Expert Integrated Systems: A Competitive Look**

The IBM PureApplication™ System for transactional database processing is designed to help you deploy and run mission-critical, highly available transaction processing databases. It provides enterprises with the benefits of years of hardware, software and data management expertise to help speed deployment and management of many clustered databases on a single system. Learn how the new IBM PureApplication System is different from other solutions that promise similar benefits. We will examine the innovative capabilities of the IBM PureApplication System, describe its value to your business and explore why it is better than the competition.

**IDW-3783****Groundbreaking Improvements for Databases, Data Warehouses and Data Marts**

We introduce a new, columnar-encoded data engine designed to provide industry-leading technology for databases, data warehouses and data marts. This technology can offer your enterprise dramatic improvements to ease of use, performance and storage consumption. We will take a preliminary look at its underlying technology concepts and recent results with internal tests and customer trials. We will also discuss new features and capabilities, examples of DB2 syntax, experimental results, and best practices.

**IDW-3786****Accelerating BI Queries with IBM InfoSphere Warehouse and IBM Cognos Dynamic Cubes**

This session will cover how you can more easily and affordably deliver speed-of-thought analytics for terabytes of data. We will review the new Cognos dynamic cube ROLAP capabilities and how they integrate with InfoSphere Warehouse software. We will also examine how new DB2 technology can deliver the next level of speed improvements for operational BI queries. This session will include a live demonstration of InfoSphere Warehouse software and Cognos dynamic cubes.

**IDW-3787****Big Data and Operational Data Warehousing: Taking Analytics to the Next Level**

This session covers the business case and architectures for delivering operational data warehousing and analytics on the IBM big data platform. It will explain how small and large clients can integrate big data technologies into their existing data ecosystem in an incremental manner that aligns with their business benefits and requirements.

**IDW-3788****Do More with Less: More Analytics for Less Cost With IBM InfoSphere Warehouse 10**

Businesses today demand more bang for the buck. Business sense and technology meet when you can do more analytics while also lowering the cost of implementing and growing your data warehouse. In this session, we will demonstrate how to use IBM InfoSphere Warehouse terabyte pricing, capacity on demand and virtualization technologies to deliver more analytics faster and for less cost.

**IDW-3789****Operational Analytics in Motion at Hutchison 3G Telecommunications**

This session takes you through a journey, beginning with a simple vision of real-time operational analysis aligning to your business strategy. It will explore how Hutchison 3G has implemented its vision using IBM Smart Analytics System, information integration and IBM Unica® technologies to deliver a game-changing data warehousing environment. This environment has helped Hutchison 3G become one of the fastest-growing telecommunications providers in the United Kingdom today.

**IMS and Tools****IMS-1415****Time to Migrate to IMS 12? Check under Your Hood for Maintenance, Installation and Migration Readiness**

Are you in a position to accommodate change to your IMS environment? Has your enterprise architect recently come to you and asked whether the IMS catalog was implemented? If you are an IMS system programmer, John Butterweck's important session will help you proactively avoid known problems, quickly resolve problems you might encounter and get you prepared for a smooth migration to IBM IMS 12 technology. John will also highlight installation and packaging changes for IMS 11 and IMS 12 software, new considerations for IBM IMS Database Recovery and Control (DBRC) users, and lots of tips and hints to make your migration as seamless and worry-free as possible.

**IMS-1442****Time Is Money. How IMS Can Streamline Business Tasks to Save You Money**

Operating and managing an IT environment in any enterprise involves myriad tasks and activities. How can you help your company streamline these activities, continue to meet or exceed business objectives, and save money in the process? The parallel RECON access (PRA) capability of IMS technology can help you find the answers. Using PRA, you can increase logging speed, reduce database preopen times, run faster image copies and offline database reorganizations, and much more. Together with the rest of the IMS 12 enhancements, PRA can help you save time and money. To find out more, come hear Jack Pinto from the IMS Performance Team at IBM Silicon Valley Lab.

**IMS-1497****Coordinated IMS and DB2 Recovery**

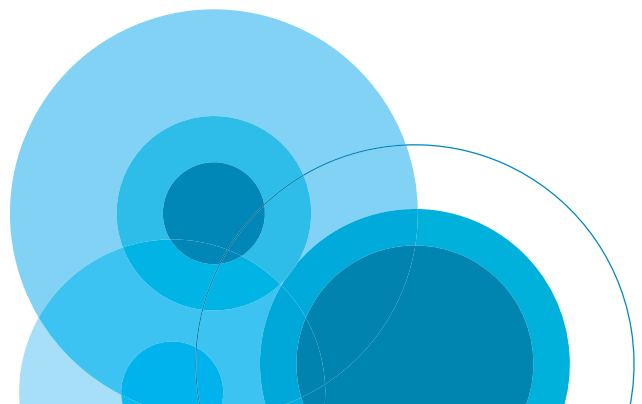
Are you concerned about your ability to recover your IMS and DB2 databases in an acceptable amount of time? This presentation describes how you can use storage-aware data management tools for local and disaster recovery to find quiet times consistent for IMS and DB2 technology. Storage-based fast replication facilities allow backups to be created with little disruption to the IMS and DB2 workloads. The ability to use the same backup resources for local and disaster recovery can help you reduce costs and complexity in the production environment.

**IMS-1503****IMS Disaster Recovery Overview**

This presentation will provide an overview of the disaster recovery solutions that are available for IMS technology. The solutions are divided into four categories: restart, recovery, restart and recovery, and coordinated restart and recovery. There will be discussions of storage mirroring solutions as well as of solutions that involve specific IMS recovery resources.

**IMS-1528****IMS SOA: The Key to Enterprise Integration**

Your IT enterprise is an evolving work of art. There are many choices to make as you shape that evolution. At the center of your IT is IMS technology, which consistently delivers new capabilities to retain leading elements of speed, stability and security. This session shows how IMS can be the key to your enterprise integration. You will learn about the WebSphere product portfolio as well as enhanced IMS offerings such as resource adapters and IBM IMS SOAP Gateway, IMS callout and IBM IMS Explorer technology. The session will also cover the strategic direction of cross-brand initiatives, including Data Studio, Web Services Description Language (WSDL)—first development and IBM WebSphere DataPower® offerings. The relationship with WebSphere DataPower technology can dramatically change the way enterprise environments interact with IMS technology.



**IMS-1830****Finding Problems in a Mixed Environment: Transaction Analysis Workbench**

Imagine that your users report slow response time from your IBM IMS technology, but you suspect that other systems are responsible. For example, what appears to be an IMS performance problem could be an IBM Customer Information Control System (CICS®), IBM DB2, IBM WebSphere or IBM z/OS performance problem. Your challenge is to correlate performance data in IMS databases with activity in these other systems to discover the cause of the slow response time. IBM Transaction Analysis Workbench is a new IMS tool that can help you meet this challenge. In this session, we discuss how to approach this type of situation; how to gather the necessary information from multiple subsystems; and how to then analyze, diagnose and resolve the problem.

**IMS-1833****IMS Version-to-Version Migration with IMS Cloning Tool**

Attend this session to learn how IBM IMS Cloning Tool functionality can help you migrate to IMS 12 software. You can use this tool to make an exact clone of your production environment without having to copy all the data that is in your production databases. There is no system generation required. As a result, you can apply IMS 12 software and evaluate the initial impact to your system. You can then use the IMS Cloning Tool function to bring over the data from databases as needed to test database-specific features, critical application processes, performance and packaged software.

**IMS-1838****Continued Modernization of IMS Administration**

IMS technology is sometimes viewed as a legacy product where nothing changes. At IBM, we do not agree. IBM has moved decisively toward autonomies and modernization of the tooling that surrounds IMS offerings. The IMS database and transaction manager is designed to be extensively optimized and calibrated to achieve the best possible performance. However, IMS administrators are often now the graduates of schools that may not teach them to understand the mainframe. IBM IMS Tools offerings provide an easy way to optimize performance from the databases that house your most critical business data and processes. Come and hear the latest news about our efforts to facilitate your IMS administration.

**IMS-1843****IMS Tools Autonomics and Administration Console: Simplified IMS Administration and Increased ROI**

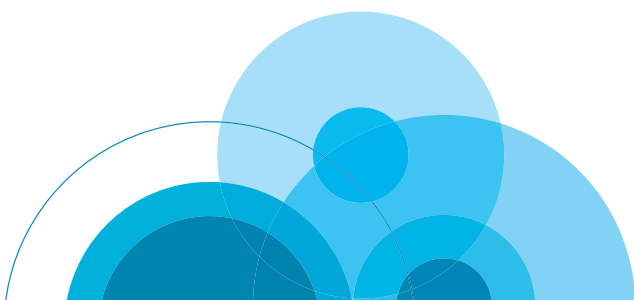
Imagine that all the information you needed to manage your critical IMS databases were available in one place, were accessible from a standard web browser, and could notify you via email or text before a critical situation occurred. Imagine no more; an autonomies solution and an administration console for IMS technology are here. Come and hear about the capabilities that are available, and learn what the future will hold for fully autonomic solutions. We will show you what the administration console for IMS databases has to offer and how, when coupled with the autonomies solution, it can help ease the burden of IMS database maintenance for experienced and novice users alike. If you are not already using the administration console, you may want to after this session.

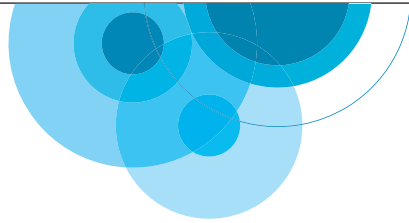
**IMS-1882****IMS Applications Anywhere: Integrating IMS Applications Using WebSphere DataPower and WebSphere Transformation Extender Design Studio Tooling**

Svenska Handelsbanken is a leading bank in the Nordic region with branches in 22 countries. For many years, Handelsbanken has been one of the most cost-efficient universal banks in Europe and has had among the most satisfied customers. For almost 30 years, Handelsbanken has trusted IBM IMS Transaction Manager software to run its core business applications. Handelsbanken clearly understands the value of extending its IMS applications to more platforms. In this session, Handelsbanken will share its experiences of a proof of concept to extend IMS applications to a distributed platform using IBM WebSphere DataPower and IBM WebSphere Transformation Extender software. You will also hear how ICAL replaced a connection to a distributed server and achieved higher availability for the IMS application.

**IMS-2116****IMS Modernization: The Advantages of Keeping Current with IMS Versions**

Using IMS versions to keep current helps you maintain IMS software support and take advantage of many new functions that have minimal or no cost impact. These new functions can enrich the functional, operational and availability characteristics of your IMS environments and are designed to provide better overall efficiency and flexibility. Many of these new functions are based on the Common Service Layer (CSL) architecture. This session will focus on the new functions that can be easily implemented to modernize your IMS systems with minimal effort and expenditure so that your IMS systems will be better prepared to support the expanding and continuous needs of the global economy.



**IMS-2153****Jump on the Bandwagon with IMS Enterprise Suite SOAP Gateway**

Several key enterprise IMS clients have established successful production-level solutions based on IBM IMS Enterprise Suite SOAP Gateway technology. Jenny Hung from IBM Silicon Valley Lab will share success stories about these clients, who are using IMS Enterprise Suite SOAP Gateway software to help reduce costs and derive more value from their mission-critical IMS applications. She will also share important, new enhancements to features such as comprehensive tracking and monitoring, which can help you perform postevent analysis and reporting. Finally, she will discuss new security options that are designed to help protect your critical business data. Join this session to gain new insights about IBM Enterprise Suite SOAP Gateway technology.

**IMS-2273****Using IMS to Build a Smarter Cloud**

With the advent and ever-increasing popularity of cloud computing, enterprise clients often want to understand the value their systems bring to the cloud. The flexibility and openness of IMS interfaces help ensure that even in this latest technological evolution, your IMS resources can be easily integrated into a cloud strategy. Suzie Wendler and Ken Blackman will introduce cloud terminology and concepts and discuss how IMS software fits into this popular infrastructure. They will also explore how the goals and facilities of cloud computing are inherent in the IMS architecture. As the cloud expands to include System z technology, IMS technology is a natural fit for the requirements for scalability, accessibility and flexibility. Don't miss this session.

**IMS-2274****IMS Connectivity, High Availability and Workload Balancing**

As more and more integration options are able to access IMS resources, it is important to ensure that the proper decisions are made for scalability, backup and failure scenarios. This session introduces and compares different options, including Sysplex Distributor, IMS Connect datastore routing, the use of aliases with Open Database Manager (ODBM) to manage workload requests and IMS callout capabilities.

**IMS-2278****Succeeding at Enterprise Mobility with IMS Transactions**

By 2013, 80 percent of businesses will use tablets to support their workforce. A key tenet of enterprise mobility is that you can connect seamlessly with your corporate applications, including your trusted IMS applications. IMS technology continues to evolve and provide integration capabilities that are designed to support your enterprise mobility strategies. In this session, Ken Blackman will share best practices for integrating IMS transactions. He will highlight enhancements to the IBM IMS SOA Integration Suite and IBM IMS Enterprise Suite offerings that support enterprise mobility and demonstrate how best to design access to these resources to increase efficiency, maximize performance and minimize errors.

**IMS-2315****IMS Futures Road Map**

In 2012, IMS 12 software continues to gain momentum in enterprises worldwide. Join new IMS Director Dinesh Nirmal to get an exciting perspective on the importance of IMS technology in your daily operations and to learn what is being planned for the next generations of IMS software. Integrating IMS capabilities across your enterprise now may be smarter than ever. Dinesh will share how IMS technology fits into cloud computing, big data, analytics and more. This is an exciting time for IMS software, and we want to share our goals and strategies with you, the worldwide IMS family.

**IMS-2426****IMS and InfoSphere Guardium Protection**

InfoSphere Guardium tools for IMS technology are designed to protect sensitive data while helping you monitor access and address regulatory requirements, objectives and standards. Attend this session to learn about IMS data encryption and why it is critical for protection against security breaches. You will also learn how access to this data is monitored via a standardized audit process for the entire enterprise. This session will also discuss different encryption methods and how to implement them in an IMS environment. You will gain an understanding of how to use InfoSphere Guardium tools for IMS environments to help you meet auditing requirements and also how to manage separation of duties for regulatory compliance.

**IMS-2454****Taking IMS to New Heights: What the Future Holds for IMS**

Just what does the future hold for IMS technology? You have grown to depend on IMS technology as a high-performance transaction and database manager. You have modernized your enterprise, developed cross-platform solutions, and integrated and accessed your mission-critical IMS data from just about every corner of your enterprise. So what comes next? Areas for ongoing focus include further reducing your total cost of ownership (TCO), building new openness with new types of applications, reducing planned outages and improving connectivity. Join Chief IMS Architect Betty Patterson as she builds on Dinesh Nirmal's *IMS Futures Road Map* session to give you specific insights into what you can expect for the future of IMS environments. IMS technology has the future of IT squarely in its sights.

**IMS-2557****Up and Running on IMS in Record Time**

When you think about setting up and running on IMS technology, do you first think of the IMS installation verification program (IVP)? Do you know that there is a whole set of applications that can speed the process of getting your IMS system up and running, and that over the last few releases of IMS software, these applications have been significantly simplified? Join IMS IVP expert John Butterweck as he uses the IVP framework to educate you on the additional Time Sharing Option (TSO) applications of IMS Syntax Checker, single point of control (SPOC) and dynamic resource definition (DRD) user interface (UI). John will highlight each of these applications and take questions to help you plan for your migration to IMS 12 software.

**IMS-2587****Simplifying Dynamic Resource Definition: A Basic Approach with Best Practices**

The IMS dynamic resource definition environment has many possible configurations as well as required procedure library (PROCLIB) members, address spaces and data sets. This session will illustrate a simple environment containing just the basic DRD components to show you how straightforward implementation can be. This basic environment uses the new IMS 12 repository and can provide a test system for experimentation that can later be built on and expanded to include other IMS systems. This session will also discuss best practices that can help you achieve a solid implementation of DRD.

**IMS-2832****Using Replication to Take IMS Availability to the Next Level**

This session will discuss the use of asynchronous software replication to improve your IMS system resiliency and availability. The discussion will cover various availability solutions for IMS technology, but will focus on the benefits of IBM InfoSphere IMS Replication for z/OS software and how it can be used to help provide improved workload management and isolation. The session will also address some of the implementation details of the product and their implications for your IMS production system.

**IMS-2854****How IMS Synchronous Callout Helped Caterpillar Streamline Its Business Rules Processing**

Caterpillar has a historic role as a cofounder of IMS technology. Steve Clanton likes to say that some of the Caterpillar application programs are older than the programmers working on them. Steve, along with Joshua Newell from the IBM Silicon Valley Lab, will talk about how Caterpillar needed to simplify the way its warranty claims process worked. By implementing a solution using IMS synchronous callout and IBM ILOG® technology, Caterpillar is eliminating the need to replicate IMS data to distributed systems, thus saving time and money and increasing the capabilities of its business rules management system (BRMS). Be sure to attend this session and see in detail how multigenerational technology improvements combine to create success for Caterpillar.

**IMS-3215****IMS and Rational: A Relationship That Pays You Dividends**

In this session, developers from IMS and Rational Developer for System z software will team up to show how these two products can combine to help IMS clients continue to derive value from their existing IMS investments while also creating new value with new solutions.

**IMS-3262****Making It Hard for Those IMS Problems to Hide**

Attend this session, and learn about the latest best practices that can help you achieve first-failure data capture for IMS problems. Jeff Maddix from IBM Silicon Valley Lab will lead a discussion that includes tips and techniques for traces, dumps, serviceability level indication processing (SLIP) traps, commands and other operator actions. The discussion will also cover general z/OS and IMS setup as well as special actions for IMS technology-specific functions.



**IMS-3278****Next-Level Solutions with IMS and Java on System z**

Support for Java technology has grown significantly over several releases of IMS software: to such an extent that several key enterprise clients worldwide have implemented successful solutions using Java software on the System z platform with IMS technology. When used together, IMS, Java and System z capabilities can make it easier for you to efficiently design and construct traditional mainframe applications, web applications and integrated service-oriented architecture (SOA)-based composites. You can enhance existing applications and create new ones in a more productive manner, not only with Java technology but also with COBOL, PL/I, C, C++, High Level Assembly and more. Join us in this session to hear about the latest capabilities in this space, plus some specific IMS client implementations that will inspire you to plan your own.

**IMS-3291****Accelerate IMS Application Modernization with New Integration Capabilities**

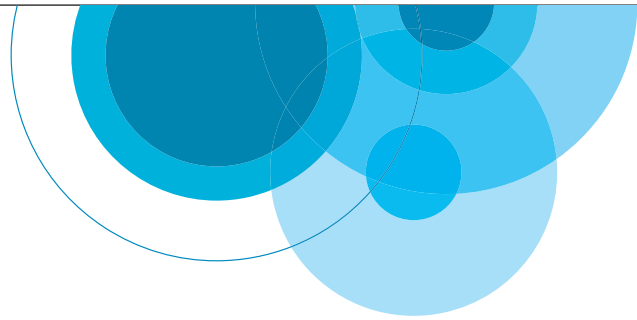
Have you started your IMS application modernization, and are you ready to identify next steps and longer-term strategies? If so, attend this session delivered by Kyle Charlet of IMS STSM and IMS Connectivity Architect Haley Fung, who will present the latest enhancements that are designed to make IMS 12 software and the IMS Enterprise Suite offering your keys to successful application modernization. Kyle and Haley will address IMS Open Database software and the IMS catalog, the IMS Enterprise Suite components of IMS TM resource adapter, SOAP Gateway, and more. These points of IMS integration across your enterprise can offer you capabilities such as database visualization, query tooling, data insight and analytics; they can be keys to your application modernization success.

**IMS-3299****Fiducia and IMS: Real-World Success Stories**

In this session, representatives from Fiducia will discuss their experience with modernizing their core banking processes. This effort entails Java and COBOL language interoperability hosted by IMS technology.

**IMS-3411****Thinking of Moving to IMSplex? Westpac Has Been There and Done That**

Westpac implemented a plan to migrate its IMS environment from an extended recovery facility (XRF) to an IMSplex system. Westpac knew that mainframes stayed out of the headlines—and for good reason. Therefore, it designed a plan that was thoughtful, detailed and endorsed by its general manager. Mary Innes from Westpac Group will share its strategy, stages of implementation and ultimate success.

**IMS-3413****Exploring the IMS Catalog: It's All about the Metadata**

IMS 12 software introduces the IMS catalog, which is designed to offer a trusted and comprehensive view of IMS database metadata managed by IMS technology using standard interfaces such as JDBC, SQL and DLI. In this session, Nancy Stein and Ken Blackman will guide your exploration of the IMS catalog, with particular focus on the metadata. In part 1, Nancy will give a detailed view of the catalog database itself and cover virtually everything you need to understand from a technical implementation perspective. In part 2, Ken will go into even greater detail about the metadata. He will describe how you can use the IMS Enterprise Suite Explorer for Development tool to build metadata, which is the foundation for leveraging IMS database assets.

**IMS-3431****At Your Service with IMS**

This session will highlight IMS services, including examples of clients that have taken advantage of IMS service offerings to solve business problems successfully and get more value from their IMS investment.

**IMS-3448****How American Express Added Value to Its IMS Enterprise**

In 2011, American Express requested that the IMS team provide an IMS Business Value Assessment. They met with key IMS experts to take a detailed and thorough look at how they use IMS technology and how they could get more value from IMS systems. Join representatives of American Express as they share their experiences, talk about the technical recommendations they have implemented and review the business value they were able to gain.

**IMS-3477****IMS 12: Small Shop, Early Adopter Experiences**

Aegon, a small insurance company in Iowa, was an early adopter of IMS 12 software. In this session, representatives from Aegon will share the story of their migration, explain the features of IMS 12 software that they were able to exploit and review the business value they have derived from migrating.

**IMS-3596****IMS Data Access with InfoSphere Optim pure-Query Runtime**

Java data access to IMS data stores is often a major challenge and includes multiple components and levels of complexity and abstraction. With the addition of JDBC support and SQL capabilities, new doors have been opened for Java technology in IMS environments. This session will describe how Data Studio and InfoSphere Optim pureQuery Runtime software can provide a means by which your IT professionals can use their existing skills to more quickly and cost-effectively resolve requirements on your company IMS data.

**Information Governance****IIG-1293****Building a Business Case for Information Governance**

This session will discuss the best practices and approach to creating a business case for information governance. Key aspects include data quality, information lifecycle management, data security and master data governance.

**IIG-1344****Business Information Exchange: A Detailed Look at Information Governance**

Roger Hecker and Guenter Sauter from IBM will present the components, use cases and best practices for using IBM InfoSphere Business Information Exchange software to help achieve visible, business-changing information governance. They will draw on successful IBM InfoSphere Business Glossary and IBM InfoSphere Metadata Workbench implementations at clients such as Cigna, Boeing, the U.S. Department of Defense, Cardinal Health, Chartis and others. This session will address the best ways to get started with an information governance program, and will focus on the new governance features of IBM InfoSphere Business Information Exchange 1.1 software, which is based on IBM InfoSphere Information Server 8.9 software.

**IIG-1660****Big Data Governance: An Emerging Imperative**

This session will discuss how organizations need to govern big data just as they would other types of information such as master data and reference data. This means that when organizations handle big data, they need to apply the traditional principles of information governance: metadata, data quality, security and privacy, information lifecycle governance, stewardship, and organization.

**IIG-1775****A Best Practice Solution for Automated Data Quality Scorecards**

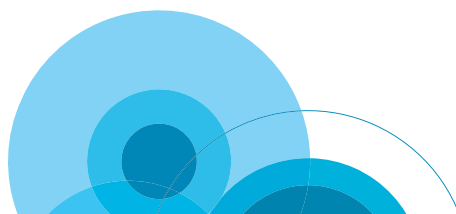
How long before your latest data quality (DQ) initiative loses steam? How long can your data stewards remain vigilant? This session will discuss how data quality scorecards automated by IBM software can monitor a DQ framework to help achieve continuous DQ improvement. Scorecards employ DQ rules, key performance indicators (KPIs) and thresholds to trigger actions by stewards and data owners. IBM InfoSphere Information Analyzer software can help you manage DQ rules, stewards and owners. IBM InfoSphere DataStage® software populates a DQ data mart with the organization hierarchy, DQ rules and MIKE 2.0 DQ reporting dimensions. Cognos software provides rich DQ scorecards and IBM Cognos Active Reports functionality for the browser or mobile device. A DQ rule can be entered once and shared across monitoring, ETL and BI tools.

**IIG-1929****Addressing Acquisition Information Challenges by Retiring Redundant Applications at Merck**

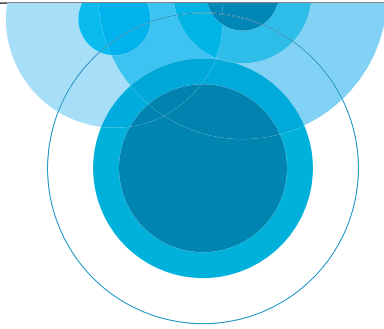
Merck & Co., Inc., one of the world's largest pharmaceutical companies, acquired Schering-Plough and decided to optimize its IT infrastructure by retiring or consolidating redundant applications. Archiving data was identified as a key process to help achieve business compliance, mitigate legal risk and control cost. IBM Lab Services and IBM Business Partner Estuate were chosen to assist Merck with archiving initiatives using IBM InfoSphere Optim solutions. Over the past 18 months, the team has set up processes to archive and retire more than 60 applications. The initiative has reduced IT workload and costs associated with application, server and database maintenance. It has also reduced operational costs, including internal cost, external vendor support and license costs.

**IIG-2309****InfoSphere Information Integration and Governance Track Keynote: Future Directions for InfoSphere**

InfoSphere software is designed to include the broadest collection of integration and governance capabilities in the marketplace. IBM is pursuing integration among those components to help organizations deliver key project goals such as providing trusted information to data warehouses and big data, consolidating and retiring applications, making enterprise applications more efficient, and building the single view. In this session, you will learn about the strategic direction of the InfoSphere portfolio in the years ahead.





**IIG-2329**

### Optimizing the Value of Your Data Warehouse with InfoSphere Information Server

To get the most value from your data warehouse and business analytics applications, you must have a robust and scalable infrastructure in place for data integration and data quality. IBM InfoSphere Information Server software provides the wide range of capabilities that are necessary for successful data warehouse and business analytics application deployments. In this session, we will discuss the capabilities that are required and how InfoSphere Information Server software is designed to deliver those capabilities in a seamless, powerful and highly scalable manner.

**IIG-2853**

### Helping Enable Information Governance within the Australian Defence Materiel Organisation

The value of reports and analytics is constrained by the quality of the source data. Through the use of data quality scorecards, the Australian Defence Materiel Organisation (DMO) quantified the issue by measuring and monitoring data compliance against established business policies. This prompted data remediation initiatives within the source system, which significantly increased data accuracy and user confidence. The solution leverages the existing data warehouse architecture and integrates into the organization's BI workspace. The modular design and metadata-driven framework helps enable the rapid addition of new metrics as the organization matures. This session will cover the business and technical aspects of this implementation and outline the DMO road map for information governance.

**IIG-3145**

### QBE Case Study: The Journey to Improving Your Data Governance Organization

In this session, attendees will learn how QBE North America (QBENA) created an enterprise data dictionary. People, processes and technology helped enable "one company, one language" across QBENA. The session will discuss how a multibillion dollar, acquisition-driven, property and casualty (P&C) insurance carrier has grown within the organization and matured as a functioning unit that helps solve practical business issues. QBENA data governance is roughly at a Capability Maturity Model level 3 (Defined) but is improving toward level 4 (Managed). This session will explain how QBENA is working toward the next levels of maturity. The session will also discuss practical steps QBENA has taken to move beyond being an organization that only manages corporate definitions.

**IIG-3233**

### Who Has the Monkey? Keeping Track of Data Responsibilities

In almost any organization, it can be a major problem to keep track of who is responsible for what data. InfoSphere Information Server tools, including InfoSphere Information Analyzer, InfoSphere Business Glossary, InfoSphere Metadata Workbench and IBM InfoSphere Metadata Asset Manager capabilities, can help a business manager use the concept of stewards and contacts to more easily keep track of who is responsible for what data. This session will give examples of assigning data to stewards and retrieving the data based on stewards.

**IIG-3669**

### Client Case Study: MLC Selling Information Governance to Business

The session will include a client case study presented by the client and the implementation specialist and will focus on the architecture, design and delivery of a major information initiative that uses InfoSphere Information Server software and the IBM Banking Data Warehouse model. The session will share the experience of customizing the industry model for the Australian wealth management market segment and explain how information governance was sold to senior executives. This case study shows how a major enterprise-wide information strategy can be successfully delivered within a limited budget. The session will also address how IBM technology is helping with data governance processes.

**IIG-3750**

### TIAA-CREF: An InfoSphere MDM Case Study

TIAA-CREF: An InfoSphere MDM Case Study

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## Information Integration and Quality

**INT-1105**

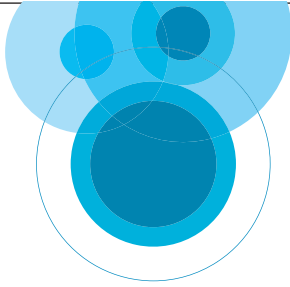
### Data Federation Best Practices: How to Make Virtualizing Your Data Less Painful

Virtualizing data is a complex undertaking with ramifications far beyond the initial plans of most architects. This session will discuss some simple steps that you can take to help minimize the effect of virtualization implementation in your enterprise.

**INT-1121**

### What Is New in InfoSphere Information Server

This session will highlight the new functionality of the latest version of IBM InfoSphere Information Server software.

**INT-1124****A Detailed Look at IBM InfoSphere DataStage**

InfoSphere DataStage software is consistently rated as an industry-leading offering for data integration. Join this session to learn more about the latest set of product features that can help you manage high-volume and complex data sources. You will also learn about features that can help you target applications in a multitude of scenarios including data warehouse, Hadoop, master data integration (MDI), application consolidation and more. We will include a detailed look at product functionality as well as an overview of the possible future directions for the product.

**INT-1177****What Is New and Coming in IBM InfoSphere Data Replication Solutions**

IBM InfoSphere Data Replication solutions are designed to offer the widest breadth of capabilities in the data integration industry and are optimized for hosted and distributed environments with homogeneous and heterogeneous requirements. Learn how these solutions are used to enable high availability and business continuity, active data warehousing, operational reporting, data sync, ETL, MDM, and migrations of databases and applications. Find out what has been recently released as well as what is planned in the road map.

**INT-1341****777s, F-15s and Information Governance: InfoSphere Business Information Exchange at Boeing**

Kris Chung from Boeing and Roger Hecker from IBM will talk about how the world-leading aerospace manufacturer implemented a comprehensive information governance program using IBM InfoSphere Information Server components. They will discuss the people and activities involved in setting up an information governance program; how to get business-level buy-in; and how a successful program drives real business benefits in data quality, BI reporting, data modeling and ETL development.

**INT-1585****How to Turn Your Coupons into True Value**

Coupons.com Incorporated is a leader in digital coupons, including online printable, social, mobile and loyalty card promotions. In the coupon field, it is critical to accurately predict consumer behavior and match it with retailers in a timely fashion. By strategically positioning and implementing IBM Netezza appliances with InfoSphere Information Server software in its IT environment, Coupons.com is now able to provide its business customers with real-time data that has been filtered from this heterogeneous environment based on the customer's rules. This capability can help customers make decisions and better meet the needs of marketing. In this session, Coupons.com and IBM will share their experiences from this integration.

**INT-1593****Smart ETL: Applying Business Rules to Make Complex Data Processing More Agile**

Traditionally, business requirements must be translated from their original expressions into technical designs and code. This approach creates risk, increases the opportunity for errors resulting from incorrect interpretations, adds complexity, increases rigidity and increases the cost of changes. However, if you implement a system in which business users can use IBM WebSphere Operational Decision Management and ILOG technology to drive and create business rules directly in InfoSphere DataStage and IBM InfoSphere QualityStage® jobs, you can help reduce risks, avoid errors and increase agility. The end result is that integration should be more easily aligned to your ever-changing business and IT landscape. This session will introduce users to the relevant use cases, integration methods and topologies.

**INT-1661****Reduce Cost and Improve Efficiency with InfoSphere QualityStage Address Verification and Geocoding**

The IBM InfoSphere QualityStage Address Verification Interface add-on module is designed to enable standardization, verification, suggestions, transliteration and geocoding of worldwide address information. In this session, you will learn how address verification and geocoding can help you reduce your operational costs and improve your operational efficiency.

**INT-1663****Data Quality Best Practices with IBM InfoSphere Information Server**

This session will introduce best practices that can help you make effective use of the different data quality tools within IBM InfoSphere Information Server software. The tools discussed will include InfoSphere Information Analyzer software, InfoSphere QualityStage software and the Data Quality Console.

**INT-1945****IBM InfoSphere Information Server Virtualization on VMware and Intel Xeon**

Many enterprises are pursuing virtualization as a way to control the cost of their IT hardware, support high-availability failover protection, and provide cloud services to their users and customers. To inspire our clients, IBM, VMware and Intel teamed up to complete the first comprehensive industry study on executing data integration workloads in a virtualized environment. This session will present best practices as well as a more detailed look at the findings of this study. Enterprise clients who are eager to take advantage of InfoSphere Information Server software in a VMware environment should attend this session to learn how to accelerate their software and hardware consolidation agenda.

**INT-2202****Swedish Armed Forces Strike Back with IBM: Ready to Launch for Data Migration**

The Swedish Armed Forces (SwAF) is in the middle of its seven-year SAP transformation program, called PRIO. SwAF has contracted IBM to help them implement and deliver this program. SwAF decided that they needed new tools and a new methodology to successfully deliver the data migration and respond to transformations in the logistics field. In this project, InfoSphere products and the IBM InfoSphere Information Server Ready to Launch for SAP Applications methodology were employed to migrate massive amounts of data from a complex structure of earlier systems. The migration was extremely successful, with 37 migration objects being loaded into SAP systems with no errors.

**INT-2389****Integrating an Industry Models Workflow with the Information Integration and Quality Landscape**

This session will describe the overall workflow of using the models and how that workflow uses the main parts of the IBM information integration landscape. The discussion will focus particularly on how the landscape is integrated with tools such as InfoSphere Data Architect, InfoSphere Business Glossary, InfoSphere Business Glossary for Eclipse plug-in and InfoSphere Metadata Server features. This presentation will draw from a models-specific story and example.

**INT-2401****Leveraging IBM Industry Models and InfoSphere Business Glossary to Define a Structured Cross-LOB Glossary**

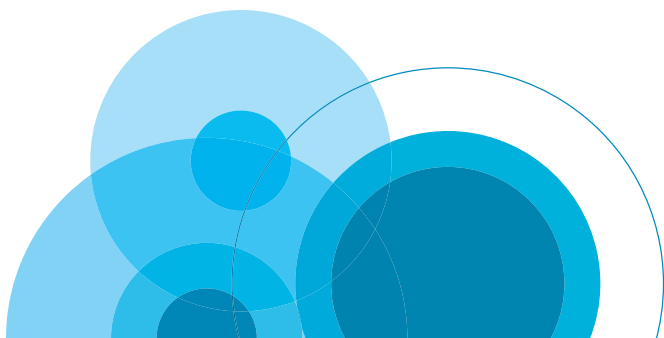
This session will describe how the latest metadata capabilities in InfoSphere Information Server and InfoSphere Business Glossary technology can be used to create a structured semantic reference point that governs the creation of various data assets, including DB2 and Netezza data warehouses. This session will focus on how the industry models can be used in conjunction with the new extended capabilities in InfoSphere Business Glossary and InfoSphere Data Architect technology in addition to Netezza and DB2 data warehouse deployment capabilities.

**INT-2402****Using Information Server to Unlock, Integrate and Deliver the Value of Big Data to Your Enterprise**

As businesses begin to implement big data systems, they must tap into a diverse set of information that is scattered within and beyond the enterprise. This leads to questions. How to access enterprise and external sources and targets? How to prepare the data for analytics? How to make productive use of big data analytics in downstream systems? This session will describe how InfoSphere Information Server software is designed to be a key enabling tool that provides big data platforms with connectivity to and from a complex, heterogeneous set of other sources and targets. It will also describe techniques to push processing into a Hadoop or InfoSphere BigInsights platform and optimize data integration processing based on the locality of the data.

**INT-2435****InfoSphere Information Server and InfoSphere MDM: A Detailed Look at Two Related Tools**

InfoSphere Information Server and IBM InfoSphere Master Data Management products are intertwined in many ways to support an MDM implementation. This session will share architectures and best practices for using the validation, parsing and standardization capabilities in the InfoSphere software for data quality suite before and after an MDM implementation goes live. We will also discuss how these tools support broader data governance initiatives. In addition, the session will cover how InfoSphere DataStage and IBM InfoSphere Change Data Capture technologies are designed to provide near-real-time data to an MDM hub by detecting changes within contributing systems and converting those changes into service-oriented MDM requests.



**INT-2640****Metadata-Driven MDM Governance at Cardinal Health Delivering Technical and Business Benefits**

Cardinal Health uses IBM InfoSphere Foundation Tools capabilities as a holistic metadata fabric for information-centric projects throughout the project lifecycle, for example, in MDM projects. The session will present best practices for IBM InfoSphere Blueprint Director software to use the MDM solution blueprint during solution design. Communication between project team members can be made easier by linking relevant business terms stored in InfoSphere Business Glossary software to solution artifacts in InfoSphere Blueprint Director systems. Advanced InfoSphere Blueprint Director features and the ability to link many types of metadata artifacts during the implementation phase can help make project progress visible. We will also discuss the benefits of governing information projects using comprehensive metadata capabilities.

**INT-2646****Direct SQL Access of Your VSAM, IMS, Sequential and Other System z Data Using Classic Federation**

Do you want to understand, govern, integrate, analyze or distribute your DB2 for z/OS data? Your tools and applications integrate with DB2 for z/OS technology using built in SQL capabilities. However, what about the rest of your mission-critical z/OS data, which may be stored in VSAM and sequential files or databases such as IMS, CA IDMS, CA Datacom or Software AG Adabas systems? Hundreds of System z users have integrated their nonrelational z/OS data with WebSphere applications; with InfoSphere solutions such as InfoSphere DataStage, IBM InfoSphere Discovery and InfoSphere Information Analyzer; and with many third-party tools and applications. This session will discuss these solutions.

**INT-3135****Taking the Enterprise to Continuous Availability with GDPS Active/Active Sites**

IBM and z/OS sysplex clients have been working together for several years to redefine disaster recovery and high-availability computing environments. This work group recognized that solutions that are based purely on hardware have significant geographic and time-to-recovery limitations. Therefore, they defined a new solution that combines data replication, monitoring and metrics tools, and workload management. The result is an automated continuous availability environment that is designed to optimize the use of hardware resources from multiple sites. This session will introduce the IBM Geographically Dispersed Parallel Sysplex™ (GDPS®) Active/Active Sites capability and present its components, deployment models and operational profile.

**INT-3208****System z as the Foundation for Your InfoSphere Information Server Deployment**

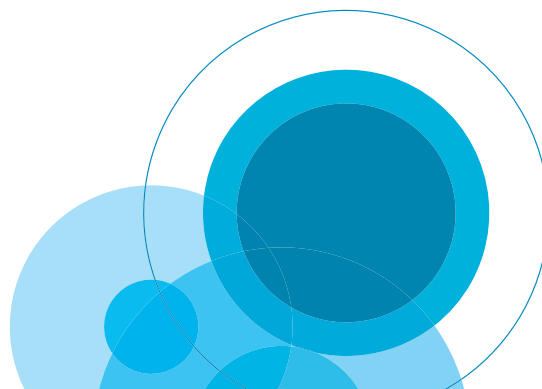
System z and DB2 for z/OS solutions are well known for their scalability, reliability and security. The result is that more and more System z users are deploying IBM InfoSphere Information Server solutions such as InfoSphere DataStage, InfoSphere QualityStage, InfoSphere Business Glossary and InfoSphere Information Analyzer on Linux for System z environments. This session will describe the good, the bad and the best of these deployments. When is the System z platform the right choice? What are the deployment best practices and why? What should you never do when deploying InfoSphere Information Server solutions such as InfoSphere DataStage and InfoSphere QualityStage on the System z platform? Why is IBM z/VM® technology so important for these deployments? What is new for the System z user? Attend this session to get answers to these crucial questions and more.

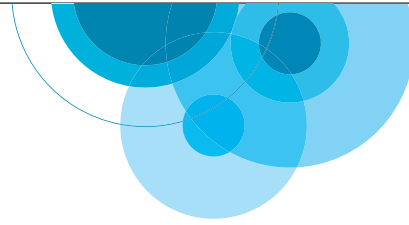
**INT-3252****Information Server Hypervisor Edition: Using Expert Integrated Systems and Cloud for Manageability**

This session will present the IBM InfoSphere Information Server Hypervisor Edition, which is designed to facilitate the deployment of complete InfoSphere Information Server topologies on a private cloud or on IBM PureSystems expert integrated systems. The discussion will cover the various supported topologies, how they can quickly be deployed, and how they can help provide a ready-to-use development or production information server system that can scale to address the needs of nearly any workload.

**INT-3469****How Mayo Dealt with Big, Unstructured Data**

How do you make sense of millions of patient records so that your health providers have instant access to relevant documents? Attend this session, and learn how the Mayo Clinic has leveraged InfoSphere Information Server software and natural language processing (NLP) in the Apache UIMA framework. This is the same technology that is in the IBM Watson™ framework; it has helped Mayo build structure where there was none before and maximize the information supply for a critical business application.



**INT-3502****SAP Retail Manufacturer Case Study: Data Quality Monitoring Supports Data Governance and Business Performance**

Many businesses today rely on application suites for enterprise resource planning (ERP), sales and other important business demands. These applications also interface with external data sources, existing systems and internal applications. Monitoring the data quality of these interfaces can be crucial to business success. However, when the correlation between data quality and its effect on business performance is not measured or delivered in a tangible way, organizations may not get the benefits they seek. This session will examine how a leading clothing manufacturer uses SAP ERP and data quality monitoring to support the application of data governance policies that provide business context and a proactive approach to maintaining business performance.

**Information Solutions Architecture****ISA-1126****Using the Banking and Financial Markets Data Warehouse Industry Models for a Real-Time Data Capture: One Year Later**

The initial deployment of an operational data store (ODS) using the IBM Banking and Financial Markets Data Warehouse Industry Model is now one year old. This session will review what worked and what didn't during the first year of deployment, a year that included two additional phases and work on release 2. Participants will learn whether agile is still in place.

**ISA-1204****Patterns for Information Management and Analytics: Driving the Information Supply Chain**

The patterns for information management are a collection of related design patterns that cover the broad spectrum of information management capabilities that are needed to actively manage your organization's information. These patterns are designed to improve time to value for information solutions by guiding architects through the choices and options that are available to them and helping them understand, integrate, manage and enhance information in an enterprise setting. This session will use project examples to introduce you to these patterns and the architectural patterns that can embed analytics into strategic places in your IT system landscape.

**ISA-1326****Learn How to Use Patterns of Trusted Information to Enhance Enterprise Marketing Management**

Enterprise marketing management (IBM Unica® software) engages buyers in highly relevant, interactive dialogues across digital, social and traditional marketing channels. For IBM Unica Campaign and IBM Unica Interact software to efficiently target the relevant market segment and send marketing messages to the right person at the right time, the data related to buyers must be trustworthy. A single view of the client is needed at the heart of these solutions. This session will cover the different approaches that can be used to integrate master data with Unica technology.

**ISA-1706****How to Enhance Data Warehouse Architectures to Enable Advanced Analytics: Examples and Industry Trends from Insurance**

This presentation will show how to enhance data warehouse architectures with modern concepts and technologies such as data warehouse appliances, data marts, comprehensive metadata integration and streams. The entire information management space, including the data warehouse, needs improvement to respond to current and future requirements by data warehouse users who are doing advanced analytics. This can be achieved by establishing a single target architecture that combines several user roles that need specific concepts. This session will discuss architecture decisions and rationales by referencing how business strategies and current requirements are mapped into solution patterns. All examples are based on three real-world client projects from the insurance industry.

**ISA-1768****Fraud Reference Architectures Driving Real-Time Cross-Industry Analytics**

This session will introduce you to a cross-industry fraud reference architecture that is designed to address an organization's real-time operational needs as well as its deep analytical and reporting needs. This open architecture can help you accommodate current and evolving data sources and supports predictive analytics and the investigation needs of the organization. This architecture is drawn from current industry experience.

**ISA-1813****Extreme Targeted Marketing: Microsegmentation for Utilities and Cross-Industry Applications**

This session will describe how customers can be profiled at the premise level using newly available data sources, technologies and techniques. These new capabilities mean that ideal customers can be identified for conservation programs, time-of-use meters, fuel switching programs, level pay plans, and other mandated regulatory or marketing programs. Targeting customers precisely and in near-real time can help reduce wasteful mass marketing, increase customer satisfaction with utility providers and increase subscriptions to the programs.

**ISA-2149****IBM Big Data Showcase for Banking and Financial Markets**

This detailed session will focus on banking and financial industry use cases for unstructured data and its integration with IBM InfoSphere Warehouse Pack for Customer Insight enterprise data warehouse software. This case study applies to any banking or financial institution that has multiple channels of interaction or multiple product lines. The enterprise data warehouse solution is intended to help organizations get a rapid start on defining extensible, flexible analytics solutions for areas of customer profitability and customer profiling. The session will focus on how the IBM big data solution adds value with additional analytic tools that can simplify analytics of semistructured data using a Hadoop MapReduce framework. It will also address integration with an existing IBM data warehouse infrastructure.

**ISA-2405****Mastering Reference Data: How Reference Data Management Fits into Your Architectural Landscape**

IBM InfoSphere Master Data Management Reference Data Management Hub software has just been released. It is based on the same technical platform as IBM InfoSphere Master Data Management Advanced Edition software. InfoSphere Master Data Management Reference Data Management Hub software is not simply focused on code types but rather on managing fundamental, non-operational information in a centralized and organized way. Although the software is designed to be simple to use, the definition of the process and the integration of source and target systems is nonetheless a demanding and complex task. This session will discuss how InfoSphere Master Data Management Reference Data Management Hub software can be embedded into the overall architectural landscape, including technical and functional integrations with data warehouses, master data management, asset management and ETL. The scenarios are based on recent experience from reference data management projects in Europe.

**ISA-2798****Threats and Fraud: Information Helps You Combat External and Internal Threats**

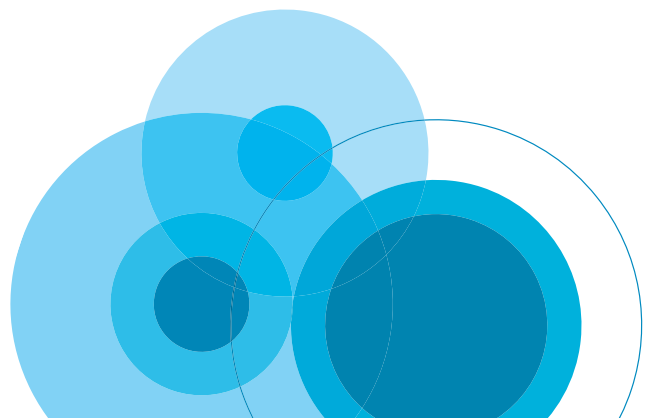
Advanced architectures can help predict and prevent threat and fraud. Information and identity can often be hidden in the massive amounts of data that have been stockpiled or fragmented across various information silos and systems. The challenge lies in implementing advanced analytics to connect these sources to the furthest extent possible and then extract the insights required to find hidden relationships and patterns. This session will tell you how to do so.

**ISA-2928****Solving Business Intelligence Challenges in SAP and HANA with Netezza**

This session will discuss some of the typical business intelligence challenges that SAP Business Warehouse customers are facing today, and how Netezza technology can help to address these challenges. The discussion will compare Netezza system-based approaches with SAP HANA platform-based approaches and explain best practices to get SAP data into Netezza systems in the shortest possible time. Furthermore, it will cover warehouse model alternatives for such a scenario and review the value that Netezza technology has delivered in major SAP application-related BI projects.

**ISA-3170****Mobility for Enterprise Clients: How Do I Get There, and What's Involved?**

Engage with IBM's technical leaders in an interactive panel format on the broad topic of how IBM is enabling and extending your data to mobile endpoints and safeguarding your mobile apps and data. Topics will include comprehensive security of a mobile application, data separation and supporting a bring-your-own-device policy, IBM's acquisition of Worklight and the IBM mobile enterprise platform, data and analytics in a mobile context, and storage client side versus server side.



**ISA-3524****Real-Time Analytics on Extreme Data: Optimization of a Bayesian Algorithm within InfoSphere Streams**

Optimization of a Bayesian data reduction algorithm within the InfoSphere Streams processing environment resulted in massive improvement in real-time classification of digital acoustic signals. In this presentation, participants will learn how the author parallelized the algorithm in InfoSphere Streams software, used hardware optimization and achieved world-record results for real-time analytics against extreme data in motion.

**ISA-3548****The Ultimate Business Intelligence Solution**

Through an initiative called “The Mosaic Project”, the University of Arizona has launched their UAccess Analytics platform, which is designed to provide access to critical data of paramount importance to the decision makers in their organization. Mosaic is a campus-wide endeavor that involves nearly every administrative system on the campus, including student administration, financials, human resources, payroll and research administration. This session will discuss how one of the key benefits of Mosaic has been to provide the “ultimate business intelligence solution” which adapts to changing administrative systems and makes business information more available to managers and executives.

**ISA-3618****Big Data Reference Architectures**

This session will cover big data reference architectures that deal with customer and risk-management domains. Big data expert Tom Deutsch and IBM Information Agenda® Executive Architect Barry Rosen will present clear and prescriptive guidance on how big data technologies should be approached in existing complex enterprise architectures.

**ISA-3706****How IT Risk Infrastructure Is Helping Nordea Bank Increase ROI from 11 to 15 percent**

The Nordea Bank IT risk infrastructure and architecture will be transformed in the coming years. The mandatory level for IT is to support implementation of new regulations. However, if the IT landscape is simplified and new technology is applied, IT can also support more-efficient usage of capital and thereby improve the ROI for the bank. In this session, Nordea Bank will outline its IT plans and the architecture that supports this transformation. Nordea is a Northern European bank with a legacy of many local banks. During the recent financial turmoil, the bank has achieved strong financial results. Managing the risk level has been an important factor in achieving these results.

**ISA-3744****Big Data Integration at Bank of America: Grid Computing with IBM InfoSphere Information Server**

In this session, Bank of America will discuss its successful IBM InfoSphere Information Server grid computing MPP environment. This enterprise-class big data integration environment uses the IBM InfoSphere Information Server parallel framework to drive massively parallel multiprocess execution dynamically over a multinode distributed processor grid. Join this session to hear directly from Bank of America about its experiences and lessons learned.

**ISA-3803****Big Data and Financial Risk Analytics**

This session will discuss several approaches to improving financial risk analytics, such as taking advantage of big data for better, faster and more-effective financial risk analysis and the use of analytic appliances to enhance analytics and facilitate the reporting side of the business. The discussion will cover the types of financial risk, the scale of the analytical problem, the drawbacks of existing solutions and the challenges of integration.

**ISA-3804****Real-Time Information Supply Chains: Aligning Your Data to the Speed of Your Business**

This session will discuss advances in architecture and technology that now give you the opportunity to align your data and information supply chain to the speed of your business. The discussion will include big data, parallel frameworks, streaming and advanced reference architectures. The session will also present real-world examples in banking risk management, customer insight and other areas. Attend this session and learn how information management and business analytics can help your organization become more responsive, adaptable and nimble in a rapidly changing world.

**ISA-3805****Smarter Analytics and Big Data for Greater Customer Insight**

New technologies mean that companies can now transform the way they manage the vast amounts of data available to them for enterprise marketing management. They can achieve higher levels of customer satisfaction while implementing new services and creative business models. Attend this session to learn about lowering total cost of ownership by using an extensible information foundation and a new approach for accelerating advanced analytic solution deployment. The major tenets of the advanced analytic platform are massive ingestion of varying types of data (structured, unstructured, network, video, social, web), real-time analytic capabilities performed on the data before it “lands,” and predictive and adaptive learning capabilities.

**ISA-3865****The Future of Advanced Data Warehousing: Workload-Optimized Systems**

Centralized, monolithic data warehousing is becoming less and less effective at addressing current and future data demands. This session discusses the future of data warehousing: scaling to meet growing business demands and gaining actionable insights from an ever-increasing volume and variety of information. Advanced architectures and live production systems from the field will also be presented.

**ISA-3871****Comprehensive Enterprise Mobility Strategy: Extending Your Data Centers With Mobile Devices**

Attend this session, and learn how to implement an enterprise mobility strategy. Leading experts will discuss their experiences of how to achieve the greatest delivery of applications across a multiplicity of mobile platforms while maintaining specific platform user experiences and controlling total cost of ownership. This session will provide a comprehensive discussion of how to build mobile applications, connect to backend data and manage the results. It will answer relevant questions such as when to use web technology, hybrid or native UI technologies; when client-side storage can provide greater performance and offline capabilities; and how the Worklight environment integrates to help build and manage those applications.

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**Informix and Tools****IDS-1052****Informix Warehouse Accelerator: Billion Rows Benchmark Demo**

After one year of using the IBM Informix Warehouse Accelerator product, there is considerable evidence of its amazingly fast performance. In one set of benchmarks, it took 14 minutes to run queries that used to take 9 hours. This session will demonstrate current benchmarks with this exciting, new database technology. It will include a demonstration of ad hoc queries on a bookstore database with 250 million customer records and more than a billion sales transaction records in the fact table. Attend this session, and learn how to achieve fast performance with your data warehouse.

**IDS-1504****Accelerating Business Process Management with Informix 11.7**

IBM Business Process Manager 7.5 has a process instance repository, but sometimes it is necessary to interact with an external database. The Maricopa County Attorney's Office has integrated Business Process Manager 7.5 with Informix 11.7 software and found the performance to be substantially faster than what its prior system achieved. This session will explore why.

**IDS-1581****Improving Performance with Query Rewrite and External Tables**

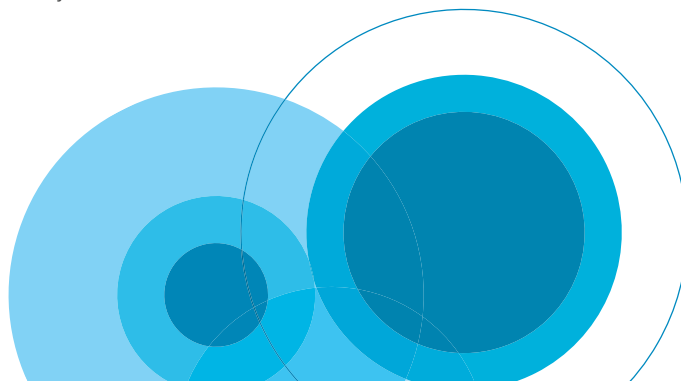
This session will explore two areas of Informix technology that are important for achieving maximum performance: query rewrite and external tables. Attendees will learn various techniques for doing query rewrite and hear about its use in different client environments. The session will also cover internals of external tables and why it is important to replace many existing tools. Attend this session to learn about the most important factors to consider when using external tables to make your environment better, faster and more efficient.

**IDS-1765****Informix Warehouse Accelerator: A Year in Perspective**

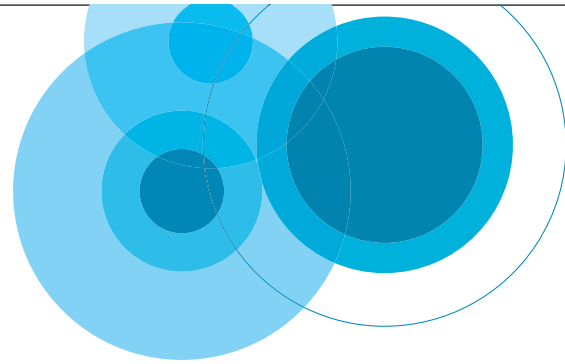
Clients have many technology choices that can accelerate their data warehouses. This session will examine technology trends, discuss why clients choose Informix Warehouse Accelerator functionality, present client use cases, review applications and summarize lessons learned across a diverse set of client adoptions.

**IDS-1871****IBM Informix Innovations: Where We Are and Where We Are Going**

Come to this session to hear the director of Informix development talk about how the latest Informix innovations are helping Informix solutions win new clients and Business Partners across industries. You will also hear how Informix technology is ideally positioned with a critical role among the IBM solutions for big data. The discussion will include a glimpse of the Informix road map and strategy that will continue to enable smarter solutions.





**IDS-1932****The Informix Graphical OpenAdmin Tool (OAT)**

This session will help participants understand the capabilities and architecture of the OpenAdmin Tool (OAT) for Informix technology. The discussion will include an overview of the capabilities of OAT, highlighting such features as replication, query tracing, storage optimization, performance history graphs, auto-update statistics and space management along with many other capabilities.

**IDS-1935****Getting the Most from Informix Compression and Other Storage Optimization Features**

To get the most out of Informix storage, you should use exciting new features such as data compression and index compaction. If you understand how to optimize data and index storage, your disk drives essentially work for you. Attend this session to learn how these new features can help you reduce backup times, improve query performance and lower administration costs.

**IDS-2154****How the Malaysian Inland Revenue Board Improved Refund Performance with an IBM Informix Genero Technology–Based Framework**

The Inland Revenue Board (IRB) Malaysia is one of the largest revenue-collecting agencies of the Malaysian government. It is responsible for tax administration for the nation's taxpayers. In 2006, Century Software Holding Berhad (Censof) implemented the Standard Accounting System for Government Agencies (SAGA)–compliant Century Financials (Government) at the IRB Malaysia. This solution was built on IBM Informix Genero and IBM Informix technologies. The functionality and performance of this solution helped Censof win the subsequent electronic revenue accounting system (eRAS) project. The eRAS project was implemented to provide greater efficiency in dealing with the public sector, as outlined in the IRB Malaysia client charter.

**IDS-2397****Best Practices for Embedding Informix in a Constrained Environment**

One of the primary strengths of Informix technology is its hands-free administration. This means Informix technology is often the best choice for an embedded application. In this session, participants can learn about the best practices for embedding Informix technology in a constrained environment where resources are limited. Informix customers could also reduce their overall administration cost by taking advantage of features that make Informix technology embeddable.

**IDS-2612****How Informix TimeSeries Differentiates the Distribution Grid Monitoring System**

The Distribution Grid Monitoring (DGM) System is a medium- and low-voltage grid monitoring and device management system. It offers a visualization interface that can help socialize smart grid data with the rest of the enterprise. The extensible data warehouse has powerful analytics that can aid in grid operation and planning. This session will give an overview of DGM and how Informix technology provides a single platform solution designed to meet complex requirements. Informix software with the IBM Informix TimeSeries feature strengthens the historian module by managing operational data efficiently and establishing its referential integrity with context such as network models. The Informix Warehouse Accelerator capability adds analytical strengths that complement these features.

**IDS-2717****Delivering True Offline Capabilities to Mobile Devices with IBM solidDB and Worklight**

The prevalence of mobile devices presents a unique challenge for businesses to deliver their capabilities by fully engaging their users. The fidelity of application interaction on these devices becomes extremely important. This presentation will cover how you can achieve this fidelity for virtually any mobile app developed by using IBM solidDB technology and the first-class mobile enterprise application platform (MEAP) IBM Worklight. This session will also explore how you can maintain interaction fidelity for mobile apps while achieving true offline capabilities such as security, maximum storage, a familiar programming model and sync when connectivity is available. You will witness a real-world scenario of a mobile app built using Worklight and using solidDB technology.

**IDS-2762****Retail Management System with Embedded Informix Database**

This session will discuss how the Avanti Retail Management System (RMS), with Informix technology as its underlying database, has helped many retail clients implement a faster solution, save record maintenance costs and offer an easy-to-operate system.

**IDS-2866**

### How Informix Clustering Technology Helps European Retailer NKD Improve Operations and Reduce Costs

NKD is a rapidly-growing fashion retailer with roughly 1,700 stores in central Europe. This presentation will show how NKD is able to use Informix technology to fulfill its growing availability and scalability demands. The session will explain how NKD, a cost-conscious retailer, was able to move to a new Informix version on Linux technology, thereby improving its IT operation while reducing costs. The NKD solution combines state-of-the-art hardware technology such as SSDs with new Informix features. For instance, NKD has implemented high availability with a shared disk cluster that allowed the retailer to reduce failover time to just a few seconds.

**IDS-2890**

### Informix and Cognos: Designing BI in ERP Environments

Pronto Software has an intuitive ERP application that is designed to be easy to set up and use. It currently has about 1,500 customers. Over the last few years, the reporting structure has changed from using predefined reports to custom BI reports, dashboards and widgets using IBM Cognos Business Intelligence software. This session will discuss how Informix technology can be used to help design Cognos Business Intelligence functionality.

**IDS-3055**

### Using Informix Warehouse Accelerator to Accelerate Data Warehousing at Westfleisch

Data warehouses must simultaneously provide fast answers to user queries while maintaining a low total cost of ownership. This presentation shows how one of the top five meat marketers in Europe, Westfleisch, employed the Informix Warehouse Accelerator product to achieve these two goals. The project followed a 2011 proof of concept and decision by Westfleisch to move its data warehouse to an Informix Warehouse Accelerator environment. This session will describe how this task was performed and what lessons were learned.

**IDS-3428**

### Accelerating Data Lifecycle Management with Informix Warehouse Accelerator and Intel Xeon

The Informix Warehouse Accelerator capability works with a snapshot of the data in the Informix data mart. After you have defined the data mart on the Informix Warehouse Accelerator system and loaded the data, you need to periodically refresh the data. You can choose to refresh all of the data or just the partitions that were added, dropped or modified. Whether you have hundreds of gigabytes or many terabytes, faster refresh will help you analyze recent data more rapidly and get closer to real-time business. This session will explain the options for data refresh, review performance and explain how to correctly implement a refresh plan. IBM and Intel will demonstrate live data refresh on the Intel Xeon platform and examine the effect on performance.

**IDS-3459**

### Rapid Application Development with Informix Genero: Additional Benefits for New Applications

You have heard about the benefits of Informix Genero technology for modernizing fourth-generation language (4GL), but what about using Informix Genero capabilities for new application development? Informix Genero technology is designed to provide all of the expected benefits of developing in 4GL, including simple constructs for working with your Informix database. This session will explore the capabilities of the IBM Informix Genero Studio graphical development environment and illustrate how it can streamline your development process. If you are developing new apps for mobile, web or the desktop, Informix Genero technology should be on your short list of development environments.

**IDS-3560**

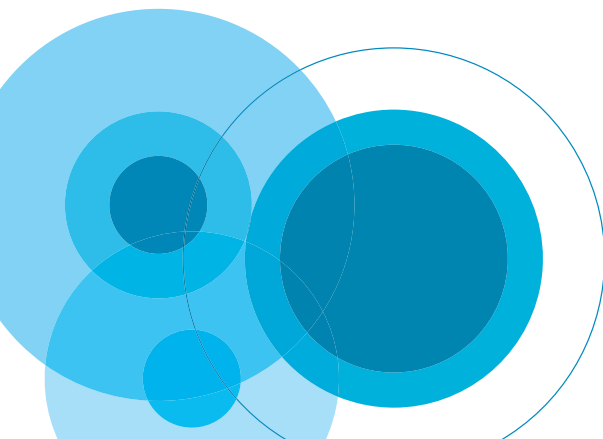
### Informix TimeSeries and Informix Spatial: What Are Database Extensions, and How Can I Use Them?

The Informix enincludes support for special data types such as interval (time series) data and spatial data. Applications utilizing these data types are becoming increasingly popular across industries. This session will discuss several use scenarios and answer the kinds of questions that arise when considering special data types. How can existing applications be enhanced to use location data or interval data? How much work is involved? What will it cost? What should we think about when designing a new spatial or time series application? Finally, the discussion will address the extensibility of the Informix database.

**IIDS-3647**

### Informix 11.7 Performance Landscape

This session will present a detailed overview of Informix 11.7 performance, including new features, tuning and monitoring options, and best practices.



**IDS-3659****Informix in the Cloud**

Businesses are embracing the virtualization and automation of cloud computing to help decrease costs and increase the efficiency of their IT departments. Informix technology offers time-tested characteristics such as stability, low cost of administration and performance, in addition to recent new features. This combination makes Informix an excellent choice for cloud computing applications. Attend this session to explore how a business implementing a private cloud could benefit from an IBM Informix Flexible Grid solution. Attendees will also hear about the new IBM Informix Hypervisor Edition product and what it can mean for cloud computing.

**Master Data Management****IMD-1088****The Economics of Master Data Management: Key Financial Drivers, Decisions and Frameworks**

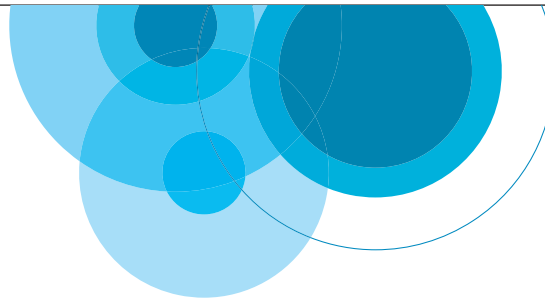
Most agree that master data is a core corporate asset, but many struggle to monetize the benefits and understand the economic impact of implementation decisions in the context of their financial model. This session draws on industry benchmarks to provide a financial framework that can be used to make key implementation and investment decisions with an understanding of the economic trade-offs. The model and framework presented will link MDM to traditional financial concepts such as ROI, internal rate of return (IRR) and sensitivity analysis along with popular process control and quality disciplines.

**IMD-1363****InfoSphere MDM Strategy and Product Road Map**

The marketplace for MDM solutions is approaching US\$2 billion, and growth rates are nearing 20 percent a year. In this session, you will gain an understanding of the InfoSphere Master Data Management portfolio, emerging trends, and the future strategy and road map. This session will be of great interest to business and IT professionals working in master data management.

**IMD-1364****Continuing the MDM Journey**

After more than 700 successful client implementations, IBM has learned that organizations implement master data management in many ways, often starting with one style or domain. However, most successful implementations share a strategic vision of growing the MDM solution to address new domains, styles and business use cases. This session will focus on best practices, tools and experience that can help you during your MDM journey.

**IMD-1441****Improving Business Processes by Aligning MDM and BPM**

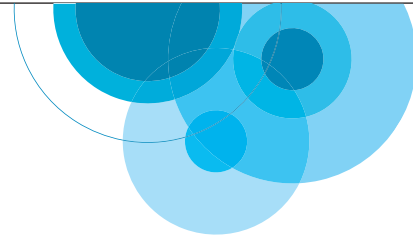
Enterprise processes need to be efficient, reliable, perform well and easy to monitor and change when required. Business process management (BPM) is designed to provide all these qualities. However, processes also require accurate and timely information about your customers, partners, employees and products to inform the best decisions. Within the process, further information is needed to guide management. This is where master data management can be combined with processes running on a BPM platform to offer a combined solution for optimizing your business processes. This model can apply to order management, customer integration or customer service. Attend this session to learn how existing BPM solutions can use MDM and vice versa.

**IMD-1576****A Detailed Technical Presentation of IBM InfoSphere Master Data Management**

IBM InfoSphere Master Data Management software is designed to create trusted views of master data customers, citizens, suppliers, locations, products, accounts and more. This functionality can help you improve your applications and business processes. Join this session for a technical overview of how this technology provides the strategic architecture that companies need to solve critical enterprise MDM issues, improve business results, lower costs, reduce risk and enable strategic agility.

**IMD-1776****The Top 10 MDM Best Practices for High Performance in Production**

This presentation will discuss the best practices for achieving high performance with master data management solutions. The discussion will also focus on the best practices for the performance engineering aspect of the MDM implementation. These guidelines indicate that sufficient and appropriate performance tests should be included early in the implementation process to address performance issues immediately instead of as an afterthought. The speakers will also give recommendations for effective performance data collection in an MDM server environment and give some details about what key metrics should be analyzed to help you ensure a successful deployment of a high-performance MDM solution into production.

**IMD-1781****Stryker and IBM InfoSphere Master Data Management: A Foundation Data Management in the Healthcare Industry**

New federal legislation (Physician Payments Sunshine Act) led Stryker down a path to mastering healthcare professional and healthcare organization data. Stryker soon realized that mastering customer and supplier data as part of a greater organizational strategy would benefit the corporation. This session will cover the lessons learned from the original project along with how the experience has led to more enterprise master data management initiatives.

**IMD-1809****IBM Entity Analytics: A Detailed Look**

IBM is constantly improving IBM Entity Analytics products, such as IBM InfoSphere Identity Insight and IBM InfoSphere Global Name Management software, to address changing marketplace needs for solutions that reveal covert identities, relationships and activities. Take an in-depth tour of these products, and learn from the experts how these products are improving in the near future. In addition, find out how the next generation of Entity Analytics technology will relate to immediate sense-and-respond sensemaking systems, which work with a collection of information to create a deeper understanding of it.

**IMD-1851****Emerging Trends in Master Data Management**

Learn new and innovative ways for using IBM InfoSphere Master Data Management software to solve challenging business and technical problems. Drawing on insights from clients that have invested in InfoSphere Master Data Management software and from IBM's own research projects, IBM specialists will discuss emerging trends in MDM, including the capabilities expected of an MDM solution and how you can combine MDM with other technology to address your challenges. The session will include topics such as how MDM intersects with social media, MDM and cloud, MDM and appliances, and MDM inside business applications.

**IMD-2043****Saint-Gobain Case Study: Using InfoSphere Master Data Management Collaborative Edition**

Learn why Saint-Gobain chose IBM InfoSphere Master Data Management Collaborative Edition software to support multicountry strategies for electronic commerce, ERP consolidation and supply chain optimization. This session will also review the multidomain capabilities of IBM InfoSphere Master Data Management Collaborative Server software that were used to manage the company's bills of materials.

**IMD-2102****Advances in Master Data Governance and Stewardship**

This session focuses on IBM InfoSphere Master Data Management methods for data governance, stewardship and policy management. The key architectural patterns requiring a data governance control in modern MDM implementations are discussed. Master data governance is defined in terms of a set of components and capabilities critical for successful MDM implementations. A number of recently developed software components, products and critical software integration areas are covered. This includes IBM innovations in policy administration, execution, monitoring, data validation and stewardship along with new security components for MDM.

**IMD-2172****Build a Strong Collaborative and Accuracy MDM Platform in Mengniu Dairy Company using an MDM Solution from IBM**

Mengniu is one of the largest dairy manufacturers in China; its products are sold around the world. Because of inconsistent item codes and names and the need to manually deal with new product introduction (NPI), businesspeople have to spend a lot of effort on data exchanging, and NPI to the marketplace was slower than competitors. Establishing an MDM platform helped Mengniu improve the data quality and reduce the NPI duration from two weeks to three days. The go-live of the MDM system benefited all departments and relative operational systems. This is the first InfoSphere Master Data Management Collaborative Server reference case in China. This successful deployment in Mengniu can be replicated to other growth market unit enterprises in retail, manufacturing and other industries.

**IMD-2276****Transforming Your Business to Promote Better Health: Lessons from HealthNow New York**

In preparation for new healthcare reforms while facing an aging, declining population, HealthNow New York embarked on a plan to transform business and improve member health. A health plan that serves approximately 700,000 members, HealthNow knew it was vital that its information become a strategic asset. In this session, discover how HealthNow uses its information in initiatives that promote better health and enhance well-being while creating competitive advantages in a quickly changing marketplace. Topics include lessons learned, business benefits and future plans to support business strategy.

**IMD-2324****IBM InfoSphere Master Data Management Collaborative Edition: In-Depth Technical Session**

IBM InfoSphere Master Data Management Collaborative Edition software helps you manage master data to maintain a single view of product and other information that your organization can use as part of a comprehensive master data management strategy. This in-depth session covers the technical features and architecture of the solution, including intuitive user interfaces, business process collaboration tools, data aggregation and syndication capabilities, granular access privileges, flexible data model, and hierarchy management and SOA capabilities.

**IMD-2826****MoneyGram Fights against Consumer Fraud: Extending Capabilities with Next-Generation Tools and Technologies**

In 2010, MoneyGram integrated IBM InfoSphere Identity Insight technology into its global compliance and fraud prevention framework. Join this session to discuss new insights and key lessons in fraud prevention, and find out how InfoSphere Identity Insight software provides the company with continual savings. Explore business drivers and solutions for expanding InfoSphere Identity Insight solutions to address critical initiatives with next-generation tools and technologies and how MoneyGram used integrated components to create a one-of-a-kind solution for fraud, compliance, regulatory, case management and marketing. In addition, explore creating a center of excellence for InfoSphere Identity Insight software to achieve optimal name resolution, data quality management and rules, and much more.

**IMD-3015****Dell: A Customer Master Data Management Journey**

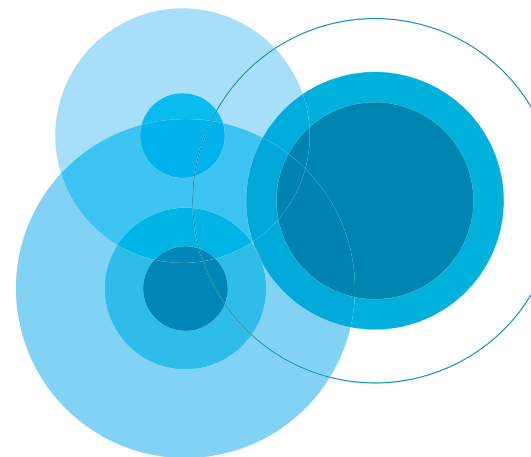
Dell has had a long journey over the last 10 years with customer MDM, starting with its first foray into a custom customer platform and moving to a global rollout of IBM InfoSphere Master Data Management Standard Edition software. This session will cover business problems, successes and lessons learned during the program and how the program is being revitalized with the capabilities of IBM InfoSphere Master Data Management Advanced Edition software. Alex Bentley, the product manager for the InfoSphere Master Data Management line, will explain these capabilities in greater detail to show the applicability to other organizations and MDM lifecycle stages.

**IMD-3757****Case Study: The Long and Winding Road of Data Quality at TD Bank**

TD Bank is using its integrated customer data strategy (ICDS) to drive MDM initiatives that help enable a comprehensive view of customers. Designed for all lines of business, with a complex set of international regulations, the goal of the initiative is to ensure proper visibility to the right information at the right time. In this session, learn about the challenges of meeting different business and project priorities without compromising the overall vision of ICDS. Topics include an overview of TD Bank and its growth, understanding the challenges, why ICDS is a business program and not technology driven, a central approach in a federated bank, and key steps to successful MDM.

**IMD-3873****Adopt a Smarter Approach to Managing Reference Data**

Like most enterprises today, chances are high that you are struggling to keep track of reference data with spreadsheets and ad hoc processes to record changes to reference data sets and mappings. This process is usually resource intensive, inefficient and prone to errors. Mismatches in reference data can have a major impact on data quality, can affect the integrity of BI reports, and is a common source of errors in application integration. Moreover, lack of control in managing reference data sets can be a regulatory compliance liability and a business risk. This presentation offers a client case study from DNB and will describe how companies can address reference data challenges using IBM InfoSphere Master Data management Reference Data Management Hub software.



# Hands-On Lab Sessions

Here's a unique opportunity for you to get intensive, classroom-quality training delivered by our team of highly experienced professionals. Choose from nearly 75 different sessions—many added at the request of last year's attendees—covering a wide range of topics. Each three-hour session lets you take a deep dive, exploring and interacting directly with live software through well-proven, hands-on training exercise and workshops. Every year, clients who attend these sessions tell us they can't wait to get back to their workplace and apply what they've learned.

## Big Data for the Enterprise

### IBD-2468

#### Hands-On Big Data Social Media Analytics Lab

This hands-on lab will introduce you to text analytics and how it is used in the IBM big data platform to gain meaningful insight from social analytics. In this lab, you will find out how InfoSphere Streams software helps take in data, prepare it and do text analytics with social data in motion. You will also learn how IBM InfoSphere BigInsights software can store and analyze your large volume of historical social media data and reference data.

### IBD-2470

#### Accelerate Your Big Data Use Cases with IBM InfoSphere BigInsights

In this hands-on lab, you will find out how IBM InfoSphere BigInsights software, an analytics platform based on Hadoop technology, can help you quickly get your big data use cases up and running. Come learn how social media data, log data and other data sets can be analyzed at scale for valuable insights about your customers. Learn how you can provide your business analysts with a spreadsheet-like interface that helps them take advantage of big data, try out the application infrastructure for packaging and sharing analytics components, and familiarize yourself with the information extraction engines that are part of InfoSphere BigInsights solutions.

### IBD-2546

#### IBM InfoSphere Streams: Assembling In-Memory Analytics for Big Data

IBM InfoSphere Streams software provides a high-performance computing system that enables ongoing and extremely fast in-memory analysis of information in motion to help improve business insights and decision making. This hands-on lab will introduce you to the InfoSphere Streams processing development and runtime environments. You will compose, run, visualize and monitor your first streaming applications using IBM InfoSphere Streams Studio, InfoSphere Streams processing language and the InfoSphere Streams runtime environment.

### IBD-3742

#### Text Analytics for Big Data

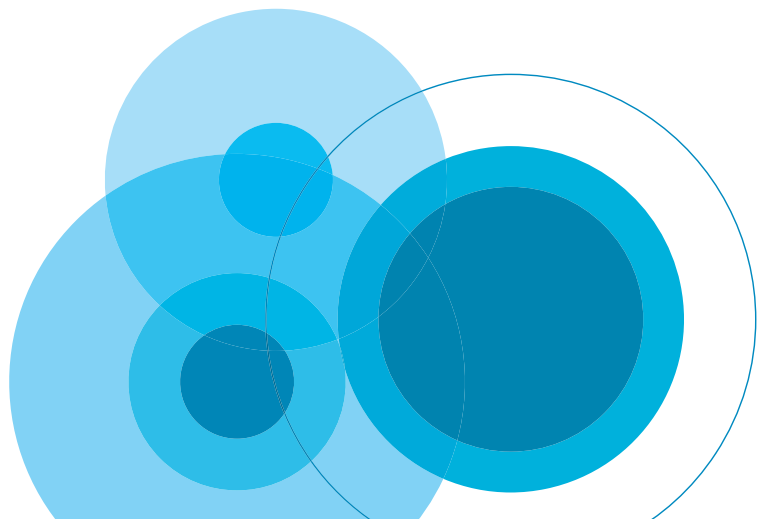
Much of the information organizations need to analyze is embedded in voluminous textual data. This information has to be extracted in structured or semistructured form for automated analysis by downstream data-mining and machine-learning tools. Annotation Query Language (AQL) is a declarative, rules-based programming language for extracting information from text files. The programming language is similar to SQL in syntax and easily grasped by SQL experts. This hands-on lab will introduce AQL with IBM InfoSphere BigInsights and InfoSphere Streams software.

## DB2 for Linux, UNIX, Windows and Tools

### IDB-1262

#### Q Replication for DB2: Continuous Availability, Load Balancing and More

Among the high-availability solutions DB2 software can offer, Q Replication may be the best candidate when it comes to achieving continuous business availability while maintaining load balancing across multisites. This hands-on lab demonstrates how Q Replication can be set up for this purpose, focusing on its implementation requirements. Additionally, the hands-on lab illustrates some of the powerful features of Q Replication such as its sophisticated conflict resolution techniques and its bidirectional and peer-to-peer modes of operations.



**IDB-1271****Recover from Data Loss Using DB2 Recovery Strategies**

DB2 for Linux, UNIX and Windows software provides a rich set of functionality to protect your enterprise data. At the heart of this functionality are backup and restore utilities that provide the ability to take snapshots of your data and recover from them later when needed. This session provides an overview of backup and recovery architecture, demonstrating several different options and assisting you in formulating an optimal recovery strategy for your enterprise. This presentation also provides a brief comparison to the disaster recovery and HA options provided by DB2 software.

**IDB-1300****This DB2 10 HADR Lab Teaches Basic to Advanced Setups with Tuning for New Features, Including Multiple Standbys**

This lab is really three labs in one and teaches everything from basic setup to advanced tuning methods. Pick and choose from any exercises of the workbook from different difficulty levels and practice them on a set of 3x virtualized Linux hosts, including a test workload and graphical monitors. The step-by-step instructions presented in this session can be used as a best practice for setup, tuning and maintenance of HADR. Advanced topics will cover the tuning of take-over and log replication to physically distant disaster recovery (DR) sites through timeouts, DB2 and TCP buffer tuning. The session will also provide the building blocks to produce an automated, noninteractive DB2 HADR and IBM Tivoli System Automation for Multiplatforms setup from a bare OS to an automated DB2 10 database.

**IDB-3189****Improve Your Backup and Recovery Strategy**

Learn how IBM DB2 Recovery Expert, IBM DB2 Merge Backup and IBM InfoSphere Optim High Performance Unload for DB2 for Linux, UNIX and Windows technologies can be used to enhance your existing backup, recovery and data unload strategies. In this lab, you will have a chance to test-drive the latest versions of these products.

**IDB-1252****DB2 10 Highlights I: Enhancing Analytics with Ingest Utility, Hadoop Integration and Performance Enhancements**

Traditional data warehouses deal with large amounts of data needed for business analytics. IBM DB2 10 software provides mechanisms to increase business insight and achieve a high degree of data availability. The use of Java generic table functions, enhanced performance for large data environments and the new continuous data ingest tool are discussed during this session.

**IDB-1253****DB2 10 Highlights II: Smarter Storage with Compression, Multitemperature Storage and Range Partitioning**

IBM DB2 10 software provides several enhancements to help increase savings, reduce administration efforts and provide better manageability of resources. Adaptive compression provides storage savings additional to the savings provided by the classic row compression. Multitemperature data management allows for better categorization of your physical storage based on frequency of data access. This allows fine-tuning of the use of expensive storage media for your hot data, which is usually a critical part of your business operation.

**IDB-1254****Streamline, Save, Maximize and Enhance with IBM Data Studio**

Reduce administration efforts with IBM Data Studio. Provide database developers and DBAs with an integrated, modular environment for productive administration of IBM DB2 for Linux, UNIX and Windows software, along with collaborative development tools for other database vendors, at no charge.

**IDB-1255****Beyond SQL With IBM DB2 10: Maintaining and Querying XML Data and RDF Stores**

There is a lot of excitement in the industry around having a NoSQL, or schemaless, database, which gained its popularity because it provides more flexibility for schema changes and enables more agile forms of development. IBM DB2 software introduced support to XML data in the DB2 9 release, and now DB2 10 software enables storage of Resource Description Framework (RDF) graph data up to 3.5 times the performance of open source counterparts.

**IDB-1256****Extreme Availability: Experience the Power of IBM DB2 pureScale Features**

Reduce the risk and cost of business growth with application-cluster transparency and continuous availability. IBM DB2 pureScale software offers clustering technology that helps deliver high availability and exceptional scalability that is transparent to applications.

**IDB-1257**

## Improved Data Security with Row and Column Access Control

Preventing unauthorized (intentional or accidental) access is imperative. To combat this, IBM DB2 10 software introduced a new approach called row and column access control (RCAC) that provides fine granularity when defining your security policies. RCAC can control access to data through simple yet powerful row permissions and column masks.

**IDB-1258**

## Travel Back in Time with IBM DB2 10

Increasing pressure on organizations for more-efficient auditing and compliance initiatives requires data to be maintained for longer periods of time. IBM DB2 software introduces a rich set of functions for time-based data management, providing better ways to analyze and track past, current and future events. You can store the history of a table (deleted rows and the “before” images of updated rows) so you can “go back in time” and query its past state or indicate the business validity of data by assigning a pair of date or time stamp values to a row. Learn to use the new and standardized SQL syntax to insert, update, delete and query data at any point in time and reduce application logic.

**IDB-1259**

## Know What Your CPU Is Doing: Take Control With DB2 Workload Manager Dispatcher

When you're no longer dependant on OS-level mechanisms, you can better manage your CPU resources. Control your CPU usage with greater ease while saving time and effort by using the built-in DB2 Workload Manager dispatcher in IBM DB2 software.

**IDB-1265**

## Learn How to Improve Business-Critical Reliability and Performance with IBM DB2 10

Is your business growing rapidly so that you need to handle more and more users each day? If so, learn about the new performance improvements offered in IBM DB2 10 software, and experience them firsthand by performing the exercises we prepared for you. Many facets of performance will be addressed, including multicore parallelism, workload rebalance (REBAL), parallel scans on range-partitioned tables and indexes, partial early distinct (PED) and partial early aggregation (PEA), optimization profiles, enhanced use of statistical views, RUNSTATS improvements, jump scans, smart prefetching, optimization for star schema queries, and XML enhancements.

**IDB-1266**

## Protecting Your Database with IBM DB2 Audit

Authentication, authorities and privileges can be used to control known or anticipated access to data, but these methods may be insufficient to prevent unknown or unanticipated access to data. To assist in the detection of this latter type of data access, the audit facility within IBM DB2 software enables auditing on database systems by increasing usability, decreasing performance impact and enhancing the information captured to help you demonstrate security compliance. In this session, you will learn how to use the DB2 audit feature to more easily safeguard your database.

**IDB-1269**

## IBM DB2 First Responder Training

IBM DB2 software is known as a robust and reliable database management system. However, sometimes you might face database-related issues. This session will introduce the art of analyzing problems and enable you to get DB2 software up and running quickly. This session will describe the strategy and process of encircling and uncovering problems by asking the right questions and describing the environment that the system is running in.

**IDB-2134**

## Determine How Production Database Environment Changes Affect Applications Using InfoSphere Optim Query Capture and Replay

In this hands-on lab, you will learn how you can use the new IBM InfoSphere Optim Query Capture and Replay solution to assess the impact of database environment changes to your existing applications. Not sure what your tuning efforts will yield? How does your application perform if the database tables are twice as large? Use InfoSphere Optim Query Capture and Replay software to find out.

**IDB-2488**

## Exploring IBM DB2 Clients and Controlling DB2 Applications Using IBM InfoSphere Optim Configuration Manager

How do you identify which applications are accessing your database servers and how they are configured? How can you remotely change their configuration to address the needs of your database server? In this session, you will learn how you can do that in a simple manner.



**IDB-1264****Oracle Compatibility: Bigger, Better and Bolder with New IBM InfoSphere Conversion Workbench**

IBM has released new versions of the IBM InfoSphere Conversion Workbench offering to make conversions from Oracle to IBM DB2 technology much easier. During this session, we'll introduce the workbench and how it can help you during the conversion process. This workbench consists of several tools for automatically fixing syntax differences, evaluating database source code and analyzing your execution environment as well as moving your data from Oracle to DB2 systems. During this hands-on learning session, we'll guide you through a conversion step-by-step.

**IDB-1260****Concurrency Problems? We Have the Answers**

Do you know what your applications are doing? IBM DB2 monitoring has greatly evolved in DB2 9.7 and DB2 10.1 software, with new monitoring tools continually being made available. Problems that were formerly difficult to capture and analyze have become much easier to resolve in DB2 9.7 and DB2 10.1 software. This lecture and hands-on lab will focus on lock monitoring as the primary example and will cover techniques for discovering and analyzing lock waits, deadlocks and timeouts using tools such as table functions, administrative views and event monitors. The lab will include monitoring scripts, which attendees can take home and modify for their own use.

**IDB-1261****Ten Table Functions to Keep in Your Hip Pocket for IBM DB2 10 and Beyond**

Still taking snapshots? Snapshots can be informative, but they are resource intensive, and you can't filter out what you don't need. In this lecture and hands-on lab, you will learn what a table function is and how to put one together and use it to diagnose what's going on in your database and application: memory, locking, disk and so on. You'll also see some of the many wait times you can capture with table functions. The lab will include simple monitoring scripts using table functions, which attendees can take home and modify for their own use.

**IDB-1263****IBM DB2 Data Movement Utilities: A Performance Perspective**

IBM DB2 software offers a variety of data movement utilities, such as load, import and export, in addition to the new ingest utility coming with DB2 10 software. Learn how to choose which of these utilities best fits your requirements, and learn how to tune these tools for better data movement performance while minimizing their effect on the source and target systems.

**IDB-1268****IBM DB2 pureScale Monitoring and Tuning with IBM InfoSphere Optim Performance Manager and IBM Workload Manager**

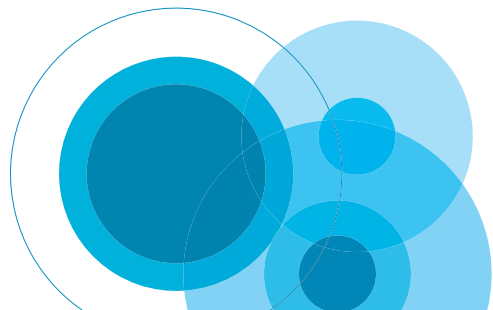
This session will address monitoring of the IBM DB2 pureScale environment as well as tuning considerations. Monitoring with both native DB2 features and pureScale technology-specific InfoSphere Optim Performance Manager capabilities will be addressed. IBM Workload Manager usage in a DB2 pureScale environment is briefly covered, with exercises demonstrating Workload Manager workload monitoring, including performance data capture for resource-intensive SQL.

**IDB-1270****IBM DB2 for Linux, UNIX and Windows Utilities to Observe, Troubleshoot and Optimize DB2 Performance**

This session presents a thorough exploration into the db2top, db2pd and db2diag tools and utilities used to monitor and troubleshoot performance on IBM DB2 for Linux, UNIX and Windows software.

**IDB-1267****Comprehensive Analysis of IBM DB2 for SAP Systems with SAP Solution Manager**

Learn to use the rich set of new capabilities provided by SAP Solution Manager 7.1 to manage your IBM DB2 database more efficiently. Starting from an architecture overview, you'll explore in depth the areas of SAP Solution Manager that are relevant for your daily work as a DBA. You'll experience how to more easily connect SAP systems in your landscape using the new, integrated setup wizard and how to analyze performance problems using the robust database analysis, DBA cockpit and database performance warehouse. You'll learn how the new, comprehensive alerting infrastructure automates problem detection and how interactive reporting generates system overviews and availability reports. A must-have tool for SAP database and IBM Basis administrators.



## DB2 for z/OS and Tools

### IDZ-1314

#### New Features in IBM DB2 10 for z/OS Help Improve Development Productivity

This hands-on lab focuses on IBM DB2 10 features that improve development productivity. Extended OLAP SQL functions allow the DB2 software to process common OLAP queries efficiently, reducing elapsed time to extract large amounts of data for analysis. Greater `TIMESTAMP` precision provides improved flexibility, enables time stamps to be used as unique identifiers and reduces risk of generating duplicates. The `TIMESTAMP WITH TIMEZONE` feature supports applications used in multiple time zones. Implicit casting simplifies porting and improves developer productivity. XML date/time yields application flexibility to use XML in practically any application architecture solution. XQuery simplifies the application logic handling XML documents.

### IDZ-3720

#### IBM DB2 QMF 10: Hands On with the New Business Analytics Version

Install IBM DB2 QMF for Workstation software with fix pack 5 and walk through a hands-on lab and demo. At the completion of this lab, you'll be able to perform face-to-face demo activities for clients with live data. No connectivity is required because the installation will be a self-contained implementation. Skills transferred will include metadata modeling, query interfaces, reporting, and dashboards. DB2 QMF for Workstation software with fix pack 5 incorporates new data federation functions, enhanced web access with mobile device support and an enhanced query interface.

### IDZ-1573

#### Information Time Travel with IBM DB2 for z/OS Temporal Features

Gain practical experience in the administration or application development capabilities—or both—of IBM DB2 10 for z/OS temporal features. Work with DDL to implement business time and system time. Experience the extensions to SQL to work with these dimensions.

### IDZ-1718

#### IBM DB2 10 for z/OS Security Features: Security for a New Age

Explore the security features delivered in IBM DB2 for z/OS 9 and 10 software. Work with trusted contexts and roles, new authorities, permissions, masks and audit policies.

### IDZ-2521

#### Predictive Analytics with IBM SPSS in IBM DB2 for z/OS: What Every DBA and Developer Should Know

This hands-on learning session focuses on using IBM SPSS Modeler and IBM SPSS Decision Management software with an IBM DB2 for z/OS database server. We illustrate how to use our versatile data mining SPSS Modeler workbench to create predictive models with in-database mining, SQL pushback and UDF scoring; how to use SPSS Decision Management and IBM SPSS Collaboration and Deployment Services software to build decisions and deploy predictive information to your existing processes seamlessly for in-database transactional scoring and batch scoring with great performance; what to do in the DB2 server; and what information the application needs to create an enterprise solution for fraud detection, cross-selling, credit scoring and client churn reduction to optimize profit and minimize cost.

### IDZ-2054

#### The IBM DB2 Analytics Accelerator Hands-On Learning Lab

IBM DB2 Analytics Accelerator offering brings revolutionary query performance to IBM DB2 for z/OS software for select queries with great cost and performance characteristics. It is a workload-optimized, appliance add-on that enables the integration of business insights into operational processes to drive winning strategies. DB2 Analytics Accelerator technology is deeply integrated with DB2 9 and DB2 10 software to combine the best of both IBM System z and IBM Netezza technologies to deliver exceptional, mixed workload performance to DB2 applications transparently. And it opens innovative opportunities for System z hardware to address new, complex analytic business needs. This hands-on lab contains step-by-step instructions on using DB2 Analytics Accelerator software to accelerate DB2 queries.

### IDZ-3485

#### An In-Depth Exploration of Accounting and Statistics

Almost everybody gathers IBM DB2 accounting and statistics information, but do they also use, understand and exploit all the information that's in those records? This lab will explain what information is tracked by DB2 software and stored in its accounting and statistics records and what the key fields mean. Using the actual traces we've collected or received, we'll work together to analyze transaction response time, as seen by DB2 software, and explore how to exploit this great source of information to analyze and solve performance problems. The most recent instrumentation enhancements that come with IBM DB2 10 for z/OS technology will also be explained during this presentation.

**IDZ-1844****Stored Procedure and SQL Monitoring Accessing IBM DB2 for z/OS**

When the IBM Tivoli OMEGAMON XE for DB2 Performance Expert on z/OS 5.1.0 Extended Insight feature offered comprehensive SQL monitoring, it was enhanced to monitor stored procedures and SQL workloads executed by distributed and host applications. It enables zooming into the stored procedures to show the SQL executed within the stored procedures, using a new SQL dashboard and the web console of the Extended Insight feature. In this hands-on lab, you'll learn how to use the web-user interface and how to monitor the stored procedures workloads of distributed and host application programs. Other Tivoli OMEGAMON XE for DB2 Performance Expert on z/OS functions, such as comprehensive monitoring, integration with IBM InfoSphere Optim Query Workload Tuner and user interfaces are available to run optional tasks.

**Data Lifecycle Governance****ILG-1345****What's New and Integrated with IBM InfoSphere Optim?**

Learn why IBM InfoSphere Optim solutions are rated as marketplace leaders in recent IDC analysis reports. In this session, you'll learn about new capabilities and extended data source support of the latest InfoSphere Optim products, including the solutions for archiving, test data management and data masking. You'll also have the opportunity to gain more skills on IBM InfoSphere Optim Designer and IBM InfoSphere Optim Manager software, which are key components in the latest InfoSphere Optim solutions. InfoSphere Blueprint Director, as a complementary product to InfoSphere Optim offerings, is also covered in this session, showcasing how it can help enterprises plan and manage delivery of their InfoSphere Optim projects with best practices and proven methodologies.

**ILG-1346****Assess the Effects of Your IT Changes with Real Production Workload: IBM InfoSphere Optim Query Capture and Replay**

To keep up with business requirements, companies often have to implement IT changes, be they hardware, software or database upgrades or migrations. Ever wonder whether you can perform realistic testing of your IT changes before they are released into production? Learn how IBM InfoSphere Optim Query Capture and Replay software allows enterprises to test and assess the effects of projects with real production workloads. In this session, you'll see how InfoSphere Optim Query Capture and Replay software can capture production workloads without affecting business operations and then enable users to assess the effect of IT changes by replaying captured workloads in a test environment. You can now perform realistic testing to more easily identify issues before a full deployment!

**ILG-1347****Increase Productivity on Test and QA Processes with the IBM InfoSphere Optim Test Data Management Solution**

Ever wonder how your organization can speed up iterative application deployment tests and accelerate revenue generation while staying within tight budgets? The IBM InfoSphere Optim Test Data Management solution can help you create realistic, right-sized test data in an optimized and automated manner. In this session, you'll learn how InfoSphere Optim Test Data Management software can help create subsets of production data for your test environment, tailor data to force error conditions, and compare before and after test results quickly and accurately with the powerful tool. We'll examine how the complementary InfoSphere Blueprint Director can help you plan delivery of your test data management projects with best practices and proven deployment methods.

**ILG-1348****Learn How IBM InfoSphere Optim Archiving Helps Ease Heritage Application Retirement and Data Growth Challenges**

The IBM InfoSphere Optim enterprise archiving solution helps enterprises solve data-growth challenges or prepare for application retirement without jeopardizing data retention compliance. In this session, you'll learn how InfoSphere Optim archiving enables you to save storage and maintenance costs by archiving historical and legacy data while providing ongoing access by way of common reporting tools, such as IBM Cognos software. At the same time, you'll learn how IBM InfoSphere Information Server can be an added value to help consolidate your existing data, making it easier to make business decisions with continuous access to your consolidated, archived data.

**Data Security and Privacy****ILS-1349****Protecting and Preparing Your IBM z/OS Data for Compliance Audits Using IBM InfoSphere Guardium for z/OS**

IBM InfoSphere Guardium software is rated as a leader by the Forrester Wave for database auditing and real-time protection. InfoSphere Guardium for System z technology provides security and auditing capabilities for IBM DB2, IBM IMS and IBM VSAM data sources on the System z platform, supporting tamper-proof audit trails for compliance. For IBM DB2 on System z environments, InfoSphere Guardium can support the automated discovery of sensitive data, vulnerability assessments, policy management, user entitlement reports, and real-time monitoring and auditing of database activity. Attendees of this session will get hands-on sample exercises to perform in an IBM z/OS environment, where they can experience some of the key features of InfoSphere Guardium on the System z platform in real time.

**ILS-1351****Assess the Security of Your Database Environment with IBM InfoSphere Guardium Database Vulnerability Assessment**

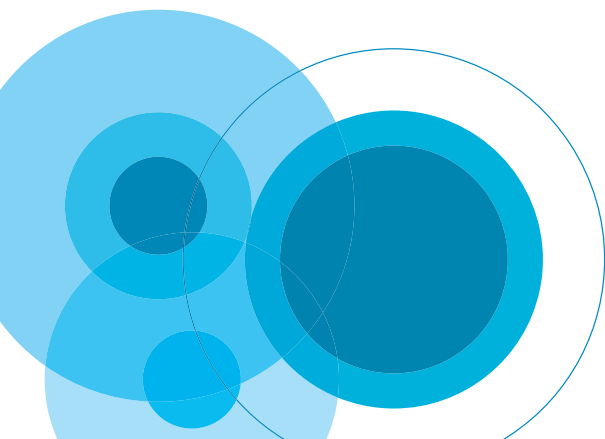
Organizations face challenges with staying ahead of the latest security threats. IBM InfoSphere Guardium Database Vulnerability Assessment software provides ongoing evaluation of your database security configurations. It includes comprehensive tests based on best practices developed by the Center for Internet Security and suggests solutions to safeguard enterprise data from internal and external threats. In this session, you'll learn how to use InfoSphere Guardium Database Vulnerability Assessment software to perform security assessments of heterogeneous database environments. You'll also gain experience with InfoSphere Guardium software's Configuration Audit System, Entitlement Report and PCI DSS and Sarbanes-Oxley Act (SOX) accelerator features.

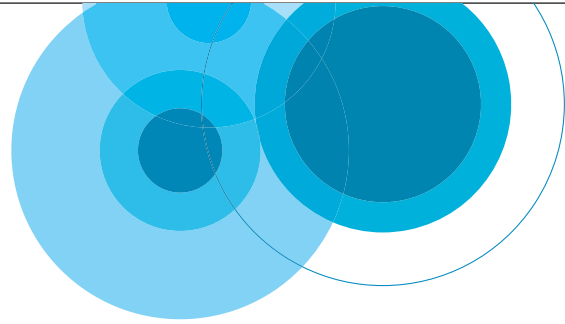
**ILS-1352****Comprehensive Data Security and Auditing Solution with IBM InfoSphere Guardium**

IBM InfoSphere Guardium software is rated as a leader by the Forrester Wave for database auditing and real-time protection. InfoSphere Guardium software provides extensive database security and auditing capabilities to protect your heterogeneous database environments, supporting a tamper-proof audit trail for compliance. You'll gain hands-on experience building InfoSphere Guardium security policies, logging and reporting, terminating unauthorized users, auditing sensitive data changes, and automating audits targeted to your compliance requirements. You'll be well prepared to help organizations reduce the cost of compliance by using InfoSphere Guardium software's extensive security capabilities.

**ILS-1353****Protect and Audit Your IBM Netezza and IBM Cognos Business Analytics Environments with IBM InfoSphere Guardium**

Leverage InfoSphere Guardium software—a leading database activity monitoring and auditing solution—for your IBM business analytics environment. InfoSphere Guardium software is built on the proven Netezza data warehouse and Cognos Business Intelligence applications. Learn why InfoSphere Guardium has been chosen by top Fortune 500 companies to safeguard and audit their heterogeneous enterprise data infrastructures. In this session you'll gain hands-on experience by deploying InfoSphere Guardium software on a Netezza appliance, monitoring and protecting data transactions and auditing Cognos user activity. You'll build a solution by setting up the Collector appliance, installing the S-TAP agent for Netezza, configuring Cognos user identification, implementing security policy and analyzing audit reports.



**ILS-1354**

### Trying to Comply with Data Privacy Requirements? Use IBM InfoSphere Optim Data Masking and InfoSphere Discovery Solutions

Data breaches mostly originate internally. It is the role of privacy regulations and governance standards for enterprises to protect their sensitive data even in nonproduction environments. The IBM InfoSphere Optim Data Masking solution provides comprehensive, built-in masking capabilities, enabling enterprises to mask confidential data in nonproduction environments, replacing it with realistic test data. QA testers then have production-like data for their testing without violating compliance. In this session, attendees will experience using IBM InfoSphere Discovery software to help discover hidden, sensitive data in their heterogeneous infrastructure and then leverage IBM InfoSphere Optim Data Masking software to more easily and effectively mask confidential data by context.

## Data Warehousing and Analytics

**IDW-1330**

### High-Performance Warehousing: Query Optimization and Best Practices for IBM InfoSphere Warehouse Systems

In large data warehouse systems, it is critical to optimize query workloads to maximize system utilization and minimize processing times. During this session, you'll learn techniques and optimization methods to improve the performance of your IBM InfoSphere Warehouse system.

**IDW-1334**

### Is Time Travel Possible in 2012? Discover IBM InfoSphere Warehouse 10

It is expensive and technically complex for businesses to develop their own infrastructure for temporal data management, such as additional tables, triggers and application logic. The IBM InfoSphere Warehouse 10.1 Time Travel Query feature makes your database time aware and keeps a history of your data changes by using temporal tables. Business analysts and database administrators can discover how their business was performing in the past, what has changed in the present and forecast future projections. In this hands-on lab, you will learn how to use the InfoSphere Warehouse 10.1 Time Travel Query feature to transparently build, administer and track effective business dates for changing business conditions.

**IDW-1335**

### Sentiment Analytics: A Hands-On Case Study of a Client and Consumer Insight Solution

Social media holds valuable insight on client and consumer behavior—if the data can be unlocked. Discover how to unlock this data through the use of sentiment analytics. In this session, you'll explore how to perform sentiment analysis using various IBM Information Management software products and solutions.

**IDW-1336**

### Delivering Real-Time Operational Analytics with IBM InfoSphere Warehouse 10

Reacting to current, up-to-the-minute events in a timely manner is a necessity for nearly every business. Discover how IBM InfoSphere Warehouse 10 software can be used as an operational data warehouse for business analytics and optimization.

**IDW-1338**

### Using IBM Cognos Business Intelligence and IBM SPSS with IBM Netezza as the Center of Your Business Intelligence Environment

In this lab, attendees will learn how to integrate IBM's business intelligence solutions—IBM Cognos Business Intelligence and IBM SPSS software—with IBM Netezza technology. The lab will cover the newest integration features. Attendees will learn how to access Netezza software as a hybrid OLAP data source using the new OLAP over relational functionality of Cognos Business Intelligence 10.1.1 software. The second part of the lab will cover the integration of SPSS data mining with Netezza software. Attendees will learn how to increase the performance of SPSS technology with SQL pushback and the use of Netezza in-database mining.

**IDW-2837**

### How to Supercharge SAS Using IBM Netezza

SAS is the legacy data analytics tool of choice for many organizations, but as data volumes grow, enterprises find themselves constrained and unable to keep up with the increasing demands of the business for more responsiveness and speed. Learn how IBM Netezza technology can supercharge your SAS environment to meet or exceed today's challenges.

**IDW-2881****Esri and IBM Netezza Spatial: A Solution for Big Data Spatial Analytics**

Esri and IBM Netezza Spatial solutions have combined to solve this big spatial data problem. Esri's advanced visualization, analysis and mapping capabilities combined with Netezza software's Asymmetric Massively Parallel Processing (AMPP) architectural approach provide an analytics platform to solve these problems. Analysis that was previously unthinkable because of performance issues can now be done in near-real time. This presentation examines the challenges faced by location professionals worldwide and the Esri and Netezza solution. Several real-world examples will be presented from various industries such as insurance, retail, government and telecommunications.

**IDW-3735****HA Options for IBM Smart Analytics System 5710**

Learn how to set up an HA environment for the IBM Smart Analytics System 5710.

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**Information Integration and Quality****INT-1360****Data Replication to Many Targets**

Replicating and moving data in large-scale environments such as retail settings, financial institutions and large enterprises can be challenging because of the many sources and targets that are found in these environments. This lab will network between different workstations to demonstrate the implementation of data replication strategies in such environments. The implementation in this lab will also highlight the functionality of the InfoSphere Change Data Capture product.

**INT-1361****Optimize InfoSphere DataStage Job Performance and Scalability**

The IBM InfoSphere DataStage Balanced Optimization extension can improve the performance of certain InfoSphere DataStage parallel jobs. If jobs use a Teradata, DB2 or Oracle connector, then the InfoSphere DataStage Balanced Optimization extension can push processing into source or target databases. The Balanced Optimization tool takes an existing InfoSphere DataStage job and optimizes the design to produce a new job. The Balanced Optimization extension automatically or semiautomatically optimizes the designs to achieve the benefits of extract, load, transform and SQL pushdown. This hands-on lab will demonstrate the usage scenario, optimization process and benefits of the Balanced Optimization extension.

**INT-1374****Learn How to Use InfoSphere Software to Configure Real-Time Data Integration for Netezza with High Throughput Apply**

InfoSphere Change Data Capture and IBM InfoSphere Change Data Delivery for InfoSphere Information Server software have been combined into a single offering that is designed to give you considerable flexibility of data replication technologies and solutions. These updates can help you load real-time information into a data warehouse or operational data store, expand usage of Netezza appliances by using them as a target for applying data, and eliminate batch windows by providing continuous delivery of changed data into target systems. This session will outline three technical options you can use to integrate this new offering with Netezza technology, explain the requirements of each solution and demonstrate how to configure the InfoSphere software to deliver high throughput apply for the Netezza appliance.

**INT-1375****Minimize Batch Windows; Standardize and Mask Data for Data Warehouse**

Many clients are looking for a solution that can help them minimize the batch windows involved in loading a data warehouse. This session will outline the process, from creating a subscription on the transactional source system to replicating the data changes into the target system or staging area. InfoSphere DataStage software is designed to extract new data from the staging area and process the transformation and standardization downstream. This session should be of interest to clients using the InfoSphere Information Server for information integration, InfoSphere Change Data Capture or InfoSphere DataStage and InfoSphere QualityStage software.

**INT-1376****Monitor and Standardize Data Quality Trends Using InfoSphere Information Server Tools for Data Quality**

Data quality is vital for valid decision making, but data integration projects often do not provide users with the required quality. This shortfall may be due to a lack of rules and processes to improve data quality, the wrong choice of software or insufficient attention to the structure of the project. This session will address the processes, tools and methods that can be used to achieve required data quality. The IBM InfoSphere Information Server suite of products is designed to help you handle data quality issues. This hands-on lab will help make you aware of how InfoSphere Information Server tools can be used to monitor data quality and build rules to standardize data before integration.

**INT-1382****What Is New in InfoSphere Information Server?**

This session will present major enhancements to InfoSphere Information Server software. Attendees will learn about IBM InfoSphere Metadata Asset Manager technology, which includes centralized import and metadata management capabilities that are designed to enable staged imports of logical and physical data models and schemas. They will use the new operations console, which provides view-only web-based client access to the InfoSphere Information Server runtime environment. InfoSphere DataStage and InfoSphere QualityStage developers will learn how to use the new parallel job debugging capabilities and the new Data Rules stage. Attendees will also gain experience with the new InfoSphere QualityStage Match Specification wizard, which can be used to greatly simplify a previously complex task.

**INT-1383****Data and Project Governance With InfoSphere Business Information Exchange**

Organizations are looking for better control over their data integration processes and methods. This session will demonstrate the data governance capabilities of the InfoSphere Information Server suite. IBM InfoSphere Information Server software is designed to deliver trusted information by improving visibility and providing comprehensive, authoritative views of your data lineage. InfoSphere Blueprint Director software can be used to provide team members with accurate information about their information-centric project, thereby linking the solution overview and detailed design documents. IBM InfoSphere Metadata Workbench technology is also designed to help IT professionals who are responsible for compliance with governance initiatives that require data lineage information.

**INT-1389****InfoSphere Metadata Workbench: The Data Lineage Tool**

InfoSphere Metadata Workbench software is a web-based exploration tool designed to improve business trust in information and increase IT responsiveness. It can help users visualize the relationships between modeling tools, IBM InfoSphere Information Server modules and business intelligence applications. Together with the InfoSphere Business Glossary tool, it also helps relate design, operational and business metadata so that users can better understand linkages and facilitate cross-team collaboration. This functionality can help improve the degree of trust between teams by showing what happens or will happen to the information. Finally, InfoSphere Metadata Workbench technology can provide metadata management to improve the utility and manageability of IBM InfoSphere Information Server software.

**INT-1390****InfoSphere Information Server for Data Integration: A Comprehensive Data Integration Tool**

InfoSphere Information Server for Data Integration software is designed to provide codeless visual design for data flows with hundreds of built-in transformation functions. It can be used for batch and real-time operations and contains reusable objects that can be shared across projects. It provides comprehensive ETL functionality with metadata-driven productivity as well as support for team-based development, team-based collaboration and integration of a broad range of data sources.

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**Informix and Tools****IDS-1062****Hands on with Informix Warehouse Accelerator**

In March 2011, IBM introduced marketplace-changing data warehouse technology that dramatically enhanced the ability of Informix software to operate as a data warehouse or data analysis server. The accelerator technology uses compression and a columnar approach to storing and accessing data in memory, as opposed to the row-based approach of most database engines. The IBM approach is designed to provide data response times that are hundreds of times faster than those achieved with conventional systems. In this lab, you will have the opportunity to use this technology.

**IDS-1402****Hands on with Informix 11.70: New Features Can Be Implemented Wherever Appropriate**

Attend this session to experience the many new features that have been introduced in Informix 11.70 software. These features are designed to enhance the core strengths of Informix software: high availability, reliability, scale out, ease of use, simple administration, security and performance.

**IDS-1786****Modernizing 4GL Applications and Providing Web Services Using IBM Informix Genero**

The session will give users an understanding of IBM Informix Genero software. Attendees will learn how to modernize existing 4GL applications with minimal user interaction. They will also see how Informix Genero software is designed to help develop applications once and then deploy them over the web, on mobile devices, on desktops and more. The session will present case studies ranging from simple to complex and will also explain the IBM experience and best practices for using Informix Genero software.

**Master Data Management****IMD-1250****Building MDM-Powered Applications with the InfoSphere Master Data Management Application Toolkit and BPM**

The IBM InfoSphere Master Data Management Application Toolkit includes tools that are designed to help you rapidly build MDM-powered applications. Attend this session to learn how these tools and capabilities can help you make complete and accurate master data available through front-office business applications and processes.

**IMD-1819****Using IBM InfoSphere Identity Insight and IBM i2 Analyst's Notebook for Fraud Analysis**

IBM InfoSphere Identity Insight software is designed to integrate identities, create social networks and look for patterns in data, all automatically. IBM i2<sup>®</sup> Analyst's Notebook<sup>®</sup> software provides tools for user-driven analytics that can be used to investigate suspicious situations. Automating identity and social network creation with user-driven analytics greatly accelerates the investigation lifecycle. In this hands-on lab, you will set up and load data into InfoSphere Identity Insight software and then set up the interface with i2 Analyst's Notebook technology and explore its features.

**IMD-2542****Implementing a Reference Data Management Hub: A Lab for Business Users, Stewards and Administrators**

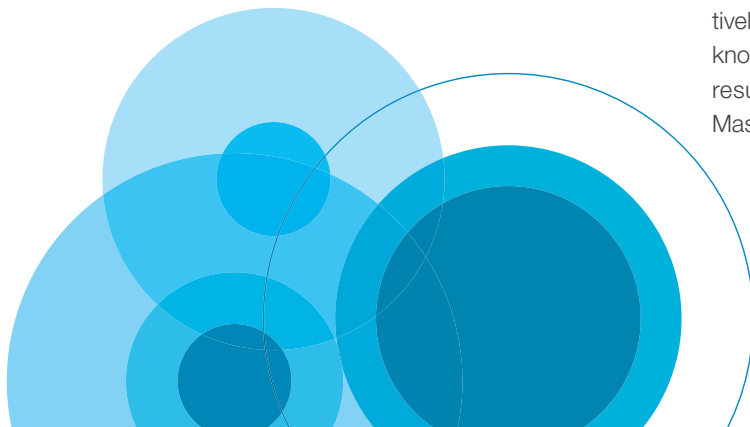
Managing reference data is a popular topic right now. Gain hands-on experience with one of IBM's hottest new products for 2012: IBM InfoSphere Master Data Management Reference Data Management Hub software. Discover how an advanced web-user interface helps stewards and business users alike define and manage reference data and how uncomplicated importing and exporting reference data from the hub can be. Experience the power of mapping and hierarchy features, and find out how the role-based user interface with versioning, lifecycle and security can make compliance nightmares a thing of the past. This hands-on lab will guide users through realistic scenarios that illustrate the key features of the product.

**IMD-2946****Mastering the Art of Master Data Management Probabilistic Algorithms**

In this hands-on lab, you will learn advanced techniques for sculpting the probabilistic matching engine algorithm that is included in IBM InfoSphere Master Data Management Standard Edition and Advanced Edition. The session will cover the following concepts: anonymous values, conditional processing, accented character mapping, conditional scoring and false positive filtering. These techniques combine to make the robust features of the probabilistic matching engine even more powerful.

**IMD-3743****InfoSphere Master Data Management and InfoSphere Information Server Integration: Decreased Complexity Yields Greater Gains**

The integration of IBM InfoSphere Master Data Management and InfoSphere Information Server software has evolved dramatically in the last four years with the utilization of both InfoSphere QualityStage and InfoSphere DataStage software. With a wealth of experience and insight from initial efforts, IBM has added a set of InfoSphere DataStage assets to provide basic initial load functions that use some of the most desired aspects of InfoSphere DataStage intuitively and with focus. In this session, learn how experience and knowledge gained by using InfoSphere QualityStage software has resulted in a focused approach to how it is used in InfoSphere Master Data Management software.





# Usability Sandbox Sessions

Use your experience with IBM Cognos, IBM SPSS, IBM OpenPages®, and IBM Clarity products to help us shape future product direction. Usability experts will lead you through a variety of interactive group sessions, including prototype walk-throughs, design review and feedback sessions, and opportunities to identify, vote on and prioritize user requirements. **Due to the confidential nature of these sessions, participants will be required to sign a nondisclosure agreement.**

## Big Data for the Enterprise

### IBD-2859

#### [IBM InfoSphere BigInsights Is Working to Solve the Problems of Big Data: Feedback Session](#)

Do you have a lot of data but find it difficult to interpret the meaning or find value to help make business decisions? In many cases, the dramatic increase in data hinders business analytics as much as it helps. Come learn how IBM InfoSphere BigInsights software, which handles batch parallel applications, can help manage the volume, velocity and variety of information that you have to contend with daily. This session will feature an overview of InfoSphere BigInsights technology, walk through the latest designs and prototypes, and provide you with an opportunity to share what you see and what your needs are.

### IBD-3041

#### [Analyzing Big Data with IBM InfoSphere BigInsights: Feedback Session](#)

IBM InfoSphere BigInsights software helps you easily break down massive amounts of unstructured and semistructured data into usable, situation-specific business contexts. This session focuses on the newest tooling for the analysis phase of working with big data. You'll walk through the latest designs and prototypes and have an opportunity to discuss what you see and what your needs are.

### IBD-3704

#### [Analyzing Big Data in Motion with InfoSphere Streams](#)

Making sense of big data can be difficult, and that difficulty can increase with data in motion. IBM InfoSphere Streams software can help. This session focuses on the new capabilities of InfoSphere Streams technology that can help you visualize the data for important insights that can lead to more-accurate and timely business decisions. Walk through the latest designs and prototypes, and have an opportunity to discuss what you see and what your needs are.

### IBD-3705

#### [Developing Big Data Applications with IBM InfoSphere Streams](#)

Learn about new tools that make it easier to develop IBM InfoSphere Streams applications for processing large volumes and varieties of data in motion. In this session, you will walk through the latest designs and prototypes for drag-and-drop development, code generation, testing and monitoring. Take this opportunity to provide feedback on these tools and talk with IBM about your needs for developing applications for big data in the future.

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## DB2 for Linux, UNIX, Windows and Tools

### IDB-2105

#### [Database Provisioning in IBM PureApplication System—Feedback Session](#)

In this group feedback session, you'll walk through the task of provisioning databases in an IBM PureApplication System. We will collect your feedback on this task and on possible future directions for our cloud offerings. This is an opportunity to tell IBM how you already use or plan to use cloud technologies in your organization. Whether you work on database design, database development or database administration, come and tell us how you do your job and how DB2 technology in the cloud could make it better.

### IDB-2106

#### [Database Monitoring in IBM PureSystems offerings—Feedback Session](#)

In this session, you'll walk through the task of monitoring an IBM PureSystems expert integrated system and troubleshooting issues. We will collect your feedback on this task and on possible future directions for our offerings. If you are interested in monitoring database-oriented systems, this session will be of interest to you.

**IDB-2108****Maintaining IBM PureSystems technology—  
Feedback Session**

In this session, you'll walk through the task of applying updates to an IBM PureSystems expert integrated system. We will collect your feedback on this task and on possible future directions for our offerings. If you are interested applying updates to DB2 software or to other aspects of an IBM PureSystems expert integrated system, then this session will be of interest to you.

**IDB-2959****IBM Mobile Platform and Information  
Management**

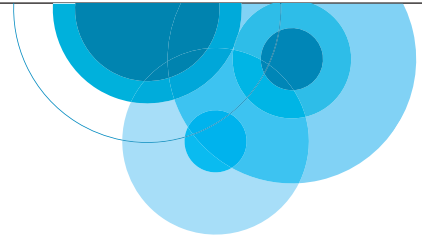
Come provide feedback on the IBM Mobile Platform offering. How do you build mobile applications for your enterprise using IBM solutions that target multiple platforms and devices? How do you use HTML5, CSS and JavaScript languages in conjunction with native platform code? How do you deploy them and manage them and the devices? How do you connect to back ends and IBM databases with your mobile apps? How do you store and keep your data safe on the device with IBM technology? Come learn about IBM Worklight, IBM DB2, IBM solidDB and IBM WebSphere Cast Iron® capabilities and how they play a role in creating cost-effective apps for your enterprise. Come provide feedback as we answer these questions and help provide guidance to IBM Mobile Platform solutions.

**IDB-2318****Exploring the Performance Monitoring Overview in IBM InfoSphere Optim Performance Manager**

Come and discover the latest performance overview dashboard, which provides new options for personalization and customization and includes improvements in the presentation of metric graphs, drill down of alerts and in-graph visualization of thresholds. Try out the interactive prototype, and provide feedback to the development team. All experience levels welcome.

**IDB-2413****Extended Insight Monitoring with IBM  
InfoSphere Optim Performance Manager**

Learn how you can monitor the database application system to determine performance problems and isolate the source in different components, such as the application, client, network or data server. Provide feedback on the IBM InfoSphere Optim Performance Manager Extended Insight details redesign proposal.

**DB2 for z/OS and Tools****IDZ-3284****Database Testing with IBM InfoSphere Optim  
Query Capture and Replay**

Come explore a new tool for creating a production-like test environment for database applications: IBM InfoSphere Optim Query Capture and Replay software. Topics will include preparing a baseline replay environment and scenarios such as version-to-version migration, testing new indexes, running new applications alongside “production” and simulating increased workload.

**Data Security and Privacy****ILS-3300****Managing Database Security with IBM  
InfoSphere Guardium Software**

Come explore new designs for managing database security with IBM InfoSphere Guardium software. Topics will include monitoring database access, discovering potential vulnerability, and tracking compliance with enterprise and regulatory security standards.

**Data Warehousing and Analytics****IDW-2242****Learn How the Newest IBM DB2 Analytics Accelerator Can Speed up Your Data Warehouse Queries on DB2 for z/OS**

Want to build up your data warehouse or need to accelerate your data warehouse queries on IBM DB2 for z/OS software? If you are a database administrator for DB2 for z/OS technology, join us for a hands-on usability session. You'll see and work with the next version of the IBM DB2 Analytics Accelerator database performance appliance, which provides extreme acceleration for your business analytics queries. Take the opportunity to provide feedback to the design of the next version of the IBM DB2 Analytics Accelerator appliance. All levels of data warehouse administrators (beginner to advanced) are welcome.

**IDW-3092****IBM Netezza: The Future of Appliances for Warehousing and Analytics**

For those familiar with IBM Netezza appliances, join us for an in-depth exploration of how Netezza technology can support analytics initiatives today — and tomorrow.

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**Information Governance****IIG-2503****IBM InfoSphere Optim Test Data Management with Data Masking**

Are you interested in getting a preview of IBM InfoSphere Optim Test Data Management and IBM InfoSphere Optim Data Masking solutions? In this hands-on usability session you can explore new features that are under development and provide valuable feedback that will help enable IBM to make solutions that are easier to learn and use. Join this session to experience hands-on application of data privacy policies to logical models of application data and learn about test data management and data masking as it applies to your business.

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**Information Integration and Quality****INT-1963****Click, Click, Presto—Data Integration**

Traditionally, data integration begins with stages and links; developers combine these in a certain order to accomplish a goal. However, in many cases, you simply need to complete simple tasks such as “extract this data and send it here” or “confirm if this file is of good quality.” Wouldn’t it be helpful to simply click through a few steps to get those results? What if you could build a whole type 2 dimension table with a few clicks? That would be impressive. In this usability session, we will review a prototype UI and give participants the opportunity to provide feedback on its interface. Help us understand the scenarios that are of most interest to you and which of your user communities would benefit from such a powerful UI.

**INT-1965****Bring Big Data Connectivity to the Enterprise**

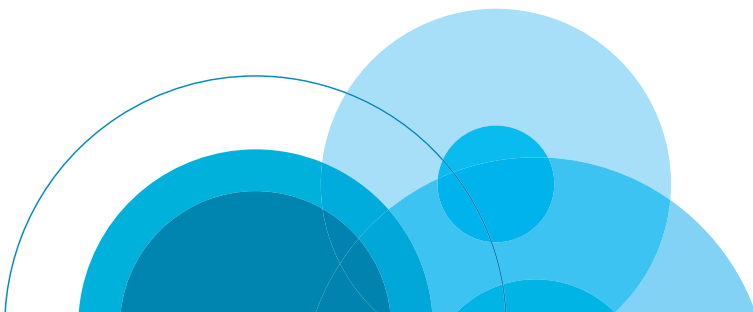
Big data is not a challenge. It is an opportunity to find insight in new and emerging types of data, to make your business more agile, and to answer questions that, in the past, were beyond reach. Until now, there was no practical way to address this opportunity. Today, the IBM InfoSphere Information Server platform can help enterprises leverage their connectivity to big data technologies such as Hadoop and explore this new world of possibilities. In this usability sandbox session, we will demonstrate capabilities that we are planning for a diverse set of emerging “big data” data stores. Join us in a community effort to understand the big data connectivity scenarios that are of most interest to you and your user community.

**INT-2320****InfoSphere QualityStage Match Futures**

In this usability session, you will be able to discuss existing match processes and opportunities for improvement. The discussion will include aspects of design, development and deployment. Participants can provide feedback and discuss their own requirements for providing the optimal match workflow beyond the design of the match specification. There will also be an opportunity to preview new design proposals for a future release of the IBM InfoSphere QualityStage Match Designer component. Participants are expected to have familiarity with InfoSphere QualityStage software or other InfoSphere Information Server products.

**INT-2328****Data Quality Monitoring and the Data Quality Console: Usability Roundtable**

Attend this session to provide your input on the next generation of data quality monitoring in the IBM InfoSphere Data Quality Console feature. This roundtable discussion will focus on dashboards, scoring and trending; participants will have the chance to influence the direction and development of a business-focused user interface. The Data Quality Console is designed to help users quickly identify data quality issues and track them over time. The usability roundtable is designed for eight participants, and reservations are recommended. Discussion will be appropriate for business stewards, business analysts and subject matter experts. Familiarity with IBM InfoSphere Information Server or IBM InfoSphere Discovery software is encouraged but not required.



**INT-2332****InfoSphere Information Analyzer Future: Usability Roundtable**

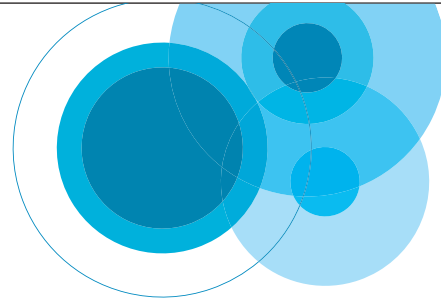
This session will give participants an opportunity to influence the development of a new user interface for evaluating data quality in IBM InfoSphere Information Analyzer software. You will be able to discuss your requirements and provide feedback on an early prototype. Your feedback will help us develop a more powerful product and better user experience for InfoSphere Information Analyzer users. Participants are encouraged to have familiarity with InfoSphere Information Analyzer technology.

**INT-2352****InfoSphere Information Server Workload Management: Usability Roundtable**

This session will give you the opportunity to influence new functionality that is designed to provide workload management and job control in your data integration, quality, profiling and virtualization operations environment. New functionality includes the ability to actively monitor your job queues, view current statistics, manage your system policies and job queues, optimize the workload, start or stop job runs, and change job priorities by moving jobs between queues. The discussion will be appropriate for operations personnel and data integration developers. Participants should be familiar with InfoSphere DataStage, InfoSphere QualityStage or InfoSphere Information Server software.

**INT-2891****InfoSphere Information Server Support Usability Session**

Administrators want to analyze and address problems as they occur. Any downtime can negatively affect the business, and repeated exchanges with IBM support for diagnostic data further delay the remediation process. In this session, we will explore how IBM Support Assistant (ISA) Lite and serviceability can be improved to perform log analysis and problem determination on multiple tiers of your InfoSphere Information Server solution. In addition, we will discuss what clients require to improve their support experience, including possible logging and analysis capabilities.

**INT-3046****Optimized User Interfaces Simplify Data Integration, Quality and Governance**

This session will give participants the opportunity to provide feedback and influence the changes that will be made as InfoSphere Information Server UIs are consolidated and streamlined. Participants will be able to review early prototypes that are designed to help users move seamlessly between related and diverse tasks. Participants are encouraged to have familiarity with multiple IBM InfoSphere products.

**INT-3059****Common Third-Party Metadata Imports for InfoSphere Information Server**

In this usability session, we will discuss the integration of the IBM InfoSphere Metadata Asset Manager third-party metadata import UI into several InfoSphere Information Server applications. Participants will be able to provide design feedback, discuss their own requirements and influence strategy for integration into the portfolio. Participants are encouraged to have familiarity with InfoSphere Metadata Asset Manager, InfoSphere DataStage, InfoSphere Information Analyzer or other InfoSphere Information Server products.

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**Master Data Management****IMD-2406****IBM InfoSphere Master Data Management Reference Data Management Hub**

Are you able to coordinate and distribute reference data efficiently for reuse by all your divisions or business units? Put yourself in the seat of a business data steward in this session, and explore the InfoSphere Master Data Management Reference Data Management Hub, a solution built on the IBM InfoSphere Master Data Management platform for proactive stewardship of reference data in an enterprise. Learn and share your thoughts as you view key features. This is an opportunity to explore new user interface design direction and provide valuable feedback that might influence the design. All experience levels are welcome.

# Take Advantage of Much More Across Information On Demand 2012

## Hands-On Lab Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from unique three-hour sessions that cover a wide range of products.

## Usability Sandbox Sessions

Use your experience with specific IBM Information Management products to help shape product direction. Usability experts will lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements.

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*“I would highly recommend the conference. You not only meet the IBM people that are involved with the tools and make relationships where you can call and get questions answered, but you also meet people in your same industry. It’s great to be able to share insights.”*

—Frank Brooks, BlueCross BlueShield of Tennessee

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## Business Analytics Forum

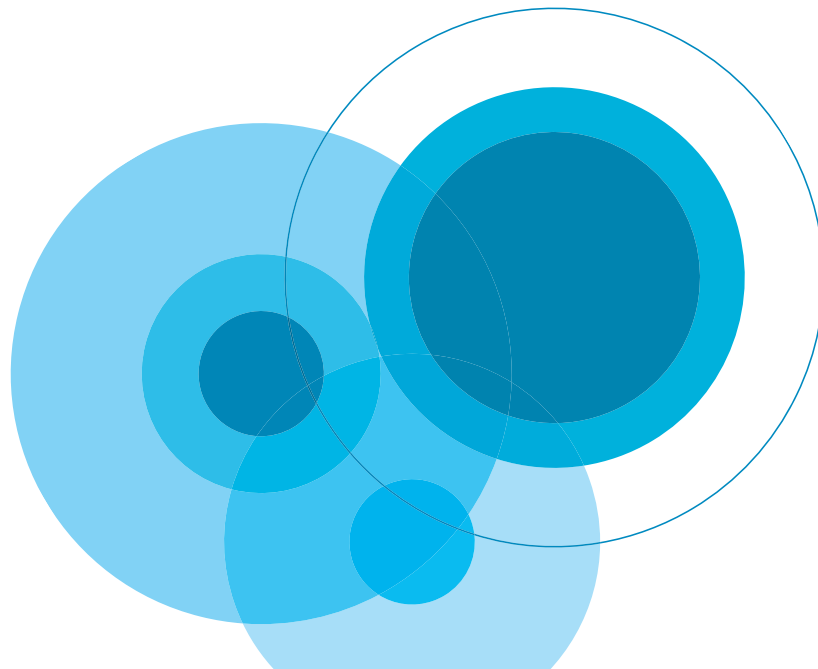
Gain the practical know-how you need to maximize the value of your business analytics deployments. Topics include business intelligence, financial analytics, reporting, governance, risk management, predictive analytics and analytic applications.

## Enterprise Content Management Forum

We’ll explore several key areas, including advanced case management, content analytics, document capture and imaging, information lifecycle governance and social content management. In these sessions, you can learn new technical and business skills that you can take back to your organization to immediately improve efficiency and apply innovation.

## Business Leadership Forum

The Business Leadership Forum is a curriculum for executives, managers and key decision makers. This comprehensive program offers you client case studies, panel discussions and solution overviews focused on business issues facing organizations today.



# Networking

## Ask the Experts

Focused on specific topics, ask-the-experts sessions provide the setting for an interactive hour of attendee-driven discussion with experts from IBM and beyond. Now is the time to find the answers in a dynamic, small-classroom environment driven by your questions and comments.

## Birds of a Feather

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (also known as BOFs) are networking opportunities for attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics will be assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among your like-minded peers.

## Grand Opening Welcome Reception

Information On Demand 2012 kicks off with a welcome reception that you won't want to miss on Sunday, October 21, from 6:00 p.m. to 8:00 p.m. in the EXPO located in Bayside C and D, Mandalay Bay Convention Center. Raise a glass and enjoy hors d'oeuvres with fellow attendees, Business Partners, developers, and technology enthusiasts from around the globe. The grand opening reception is your chance to meet Business Partners and IBM clients and explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome at this event.

## EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday to experience the EXPO while networking with your peers, IBM Business Partners and solution experts.

## Community Receptions

Community receptions provide you the opportunity to meet and chat with like-minded conference attendees. Nibble on delicious desserts and sip coffee and beverages while you visit the receptions of your choice. You'll hear about suggested special interest areas for each community, and these discussions will help you choose topics and skill areas that interest you or fit your job role or industry.

Receptions are planned for the following communities:

- Business Analytics
- Enterprise Content Management
- Government
- Industries
- Information Management

## Evening Networking Event

Plan to join the fun at the evening networking event located in the Mandalay Bay Events Center on Tuesday, October 23, from 7:30 p.m. to 10:30 p.m. In addition to enjoying live entertainment, you will enjoy an array of food and beverages. This event will bring attendees together for fun and relaxation.



# EXPO

With more than 300 IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action — as well as live stream video and interviews — from the EXPO floor.

## EXPO Dates and Hours

Sunday	6:00 p.m.–8:00 p.m.	EXPO grand opening reception
Monday	12:30 p.m.–2:30 p.m. 5:00 p.m.–7:00 p.m.	EXPO open EXPO reception
Tuesday	12:30 p.m.–2:30 p.m. 5:00 p.m.–7:00 p.m.	EXPO open EXPO reception
Wednesday	12:30 p.m.–3:30 p.m.	EXPO open EXPO close

## Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2012 at the welcome reception on Sunday evening, October 21, from 6:00 p.m. to 8:00 p.m. in the EXPO. Take this opportunity to network and preview the wide-ranging technology and exhibits on hand in this premier exposition. Kick off the conference with us. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

## Presentation Theaters

The theaters will showcase IBM and IBM Business Partner solutions that optimize your performance and address your business issues. Presentations will be held during the open EXPO hours. Be sure to stop by the theaters — it will be time well spent.

## IBM Software Services, Education and Support Hub

Stop by the Hub and discover how to speed up your implementation, keep your software solutions productive, and build your skills and expertise. Services, education and support experts will answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

## IBM Community Lounge

Engage while you relax. The IBM Community Lounge is one of the best places in the EXPO to sit back and relax while you network with like-minded professionals. The community lounge is equipped with comfortable seating; video games; and charging stations for your laptops, smartphones and more. Take advantage of this opportunity to network with other attendees from the technical community, including IBM Champions and user group members.

## IBM Client Reference Lounge

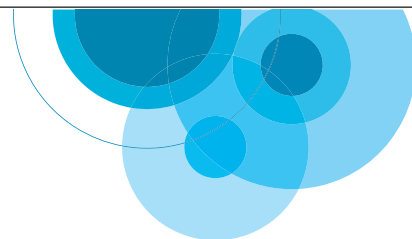
Plan to visit the IBM Client Reference Lounge to relax in a comfortable area, enjoy some light refreshments and take advantage of casual networking opportunities with peers, colleagues and IBM executives. IBM is committed to helping companies thrive in an era of intense competitive pressure from around the globe. So when we see our clients changing the playing field and driving real business success, we want to give them a chance to tell their story. That's where the IBM Client Reference Program comes in.

## Demo Rooms and Lounges

You will find a variety of demo rooms in the EXPO that will offer you deep-dive opportunities for the products you are most interested in. Be sure to make the time to visit these demo rooms while you are in the EXPO, or set up an appointment to participate in a one-on-one deep-dive demo. Stop by various other lounges, such as the Accelerated Value Program (AVP) Red Carpet Lounge, this year.

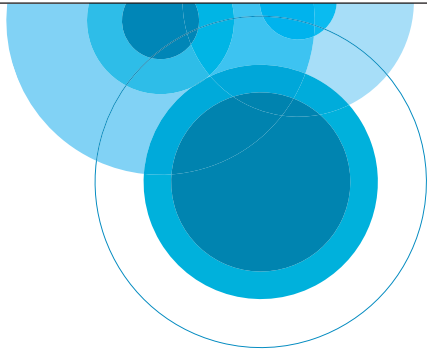
*“I come to the EXPO and exhibit every year. It allows me to see other partner products and enables me to meet with different people from across the world. This kind of perspective is useful in allowing me to solve my clients’ issues.”*

—Carol Mitchell, conference attendee



# Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining, and the world-famous Shark Reef Aquarium, an exciting array of entertainment options awaits you.



## Hotel Information

Register and reserve your room before August 31 to get the conference hotel of your choice.

### Mandalay Bay Resort

**Early Bird rate: \$215 USD per night until August 31, 2012**  
\$259 USD per night after August 31, 2012  
\$10 USD resort fee per room, per night, plus 12 percent tax

### THEhotel

**Early Bird rate: \$225 USD per night until August 31, 2012**  
\$279 USD per night after August 31, 2012  
\$10 USD resort fee per room, per night, plus 12 percent tax

### Luxor Las Vegas

**Early Bird rate: \$134 USD per night (Pyramid rooms) or \$154 USD per night (Tower rooms) until August 31, 2012**  
\$144 USD per night (Pyramid) or \$164 USD per night (Tower) after August 31, 2012  
\$10 USD resort fee per room, per night, plus 12 percent tax.  
Resort fee includes wired, high-speed Internet access in guest rooms; a daily newspaper; daily admission to the Nurture Fitness Center; and unlimited local and toll-free calls from guest rooms.

### Excalibur Hotel & Casino

**\$109 USD per night on Friday, October 19; Saturday, October 20; Friday, October 26; and Saturday, October 27, 2012**  
**\$59 USD per night from Sunday, October 21, through Thursday, October 25, 2012**  
\$10 USD resort fee per room, per night, plus 12 percent tax. Resort fee includes wired Internet access in guest rooms; a daily newspaper; admission to the fitness center; and unlimited local, toll-free and domestic long distance calls from guest rooms.

Visit [ibm.com/events/informationondemand](http://ibm.com/events/informationondemand) for more information or to register and reserve your room now.



## Travel Discounts

### American Airlines Group Travel Discount

Get 8 percent off the lowest applicable eligible published air fare.

- For domestic reservations, go to [www.aa.com](http://www.aa.com), contact AA Meeting Services at 1-800-433-1790 (6:00 a.m. to midnight central daylight time [CDT]) or contact your local travel agency. (NOTE: If you make your reservation by phone, there will be a reservation service charge. If you make your reservation on AA.com, you will pay no ticketing fees.)
- For international reservations, contact your local reservation number.
- Promotion code: **18H2BR**
- Valid for travel between October 18 and October 28, 2012, for travel to Las Vegas, Nevada.

### WestJet Airlines Group Travel Discount

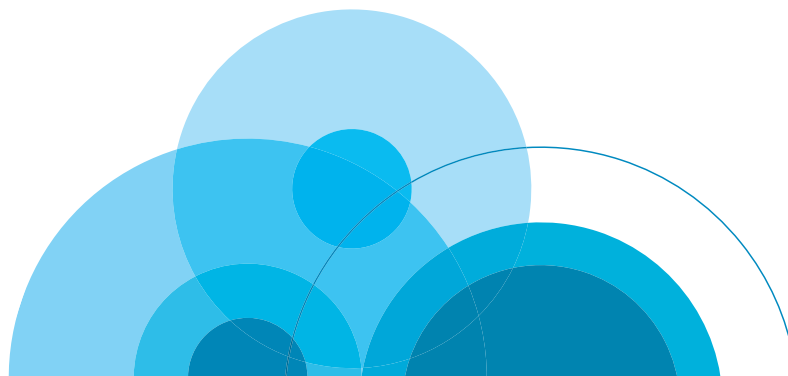
Get 10 percent off the best available regular fare (excluding web and promotional fares). *Reservations can only be made by phone.*

- Contact the WestJet convention line at 1-888-493-7853. Agents are available to assist Monday through Friday, 7:00 a.m. to 5:30 p.m. mountain daylight time (MDT).
- Group discount code: **CC6543**
- Valid for travel between October 18 and October 28, 2012, from any city served by WestJet into Las Vegas, Nevada.

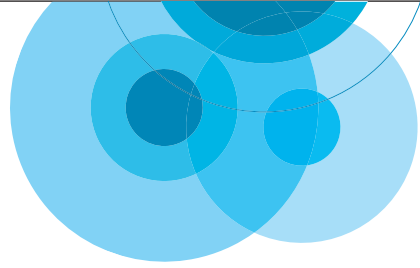
### Avis Group Rental Car Preferred Rates

Avis Rent A Car has provided attendees a group discount number designed to shop the best available rate, including unlimited mileage.

- Make reservations by calling Avis at 1-800-331-1600 or by visiting the [Avis website](#).
- Avis Worldwide Discount number: **B1360013**
- Valid from seven days before to seven days after the conference.



# Registration Information



Register before August 31 and save \$300 USD.

## Conference Registration Fees

Early Bird fee: \$1,895 USD per person  
Ends August 31 (save \$300 USD)

Standard fee: \$2,195 USD per person  
September 1–October 20

On-site fee: \$2,395 USD per person  
October 21–25

## Full Conference Pass Includes:

- Access to all keynotes, breakout sessions, networking events and lunches at Information On Demand 2012
- Access to the EXPO
- Access to all evening events, including the networking event on Tuesday night located in the Mandalay Bay Events Center
- Food and beverages at all scheduled events, including breakfast and lunch
- Online access to available conference materials, including session presentations

## Company Pass (for Large Groups)

With a company pass, you could be saving up to 32 percent off the price of registration. Administrators for your company participation should [contact us](#) to set up a company pass and discuss payment options. NOTE: You must enroll in the program and obtain a promo code prior to registering for the conference. Promo codes will not be added or changed retroactively. Only members of your company can be included.

Great savings plus a meeting space for one half-day meeting.

Number of Attendees	Fixed Price	Additional Cost per Attendee	Approximate Discount off \$2,195 USD
7 attendees	\$13,160 USD	\$1,880 USD	14 percent
20 attendees	\$32,000 USD	\$1,600 USD	27 percent
40 attendees	\$60,000 USD	\$1,500 USD	32 percent



### Education Packs

We accept IBM Education Pack prepaid training accounts as a payment option toward registration (U.S. clients only). Get details on how to purchase Education Packs at:

[ibm.com/training/us/savings](http://ibm.com/training/us/savings)

For questions please contact [edpack@us.ibm.com](mailto:edpack@us.ibm.com)

For more information on the Education Pack program, visit:

[ibm.com/services/learning/edpack](http://ibm.com/services/learning/edpack)

Online Education Pack training dollars can only be used for payment of the standard rate registration fee (\$2,195 USD). They cannot be combined with any other discounts, offers, programs, coupons or promotions.

### Refund and Cancellation Policy

- Full refund, no cancellation fee before August 31, 2012
- Full refund less \$200 USD cancellation fee after August 31, 2012
- No refund after September 21, 2012
- No refunds will be made for no-shows. No-shows may also incur a charge for one night's hotel room rate if hotel accommodations are not cancelled in advance. Cancellations must be received in writing only via:

Email: [InformationOnDemand2012@meetingconsultants.com](mailto:InformationOnDemand2012@meetingconsultants.com)

Fax: 1-770-399-3170

### Policies

For information regarding our payment, substitution, and refund and cancellation policies, please visit:

[ibm.com/events/informationondemand](http://ibm.com/events/informationondemand)

### Questions?

For all questions concerning registration, hotel and group discounts, please contact the registration/housing line at 1-800-227-4374 or 1-770-359-6591 Monday through Friday from 9:00 a.m. to 6:00 p.m. eastern daylight time (EDT) or send an email to:

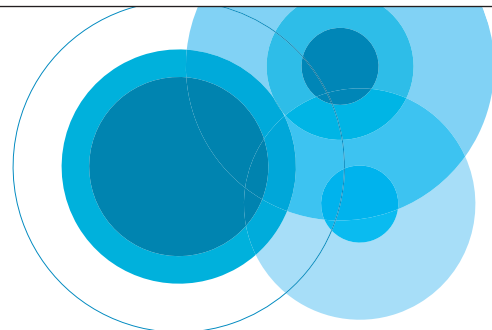
[InformationOnDemand2012@meetingconsultants.com](mailto:InformationOnDemand2012@meetingconsultants.com)

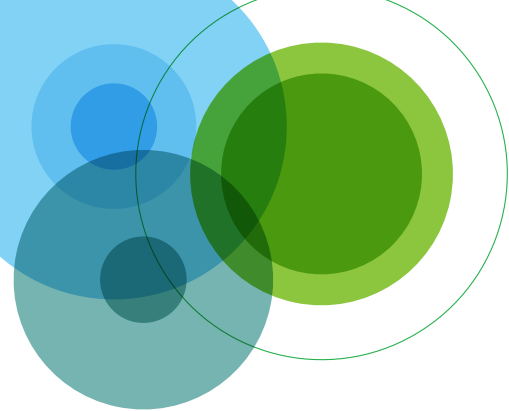
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*“I would most definitely recommend the conference to people at different levels. Honestly, we could send people from across the company, from a midlevel DB2 specialist all the way up to leaders within our organization—even the executive track.”*

—Anthony Ciabattoni, Fiserv

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SAVE \$300 USD  
Register before August 31.  
[ibm.com/events/imforum](http://ibm.com/events/imforum)

# Information Management **Forum** @**Information** On Demand **2012**

**October 21–25, 2012**

Mandalay Bay | Las Vegas, Nevada

[ibm.com/events/imforum](http://ibm.com/events/imforum)

