



# Logistics Guide

## Information On Demand **2012**

Think **BIG**

**October 21–25, 2012**

Mandalay Bay | Las Vegas, Nevada

[ibm.com/events/informationondemand](http://ibm.com/events/informationondemand)



# Think **BIG**

---

## Table of Contents

Week at a Glance.....	1
Around the Conference .....	2
Using SmartSite .....	5
Highlights and Special Events .....	6
Proud Sponsors .....	11
Conference Information .....	12

---

## Week at a Glance

### Sunday, October 21

7:30 a.m.–9:30 p.m.	Registration
9:00 a.m.–4:45 p.m.	Business Partner Summit (IBM Business Partners only)
6:00 p.m.–8:00 p.m.	Grand opening reception in the EXPO
8:00 p.m.–10:00 p.m.	Community receptions

### Monday, October 22

6:30 a.m.–7:00 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
10:30 a.m.–5:00 p.m.	IBM Business Partner Café
11:30 a.m.–12:30 p.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 lunches
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.	Elective sessions
10:30 a.m.–5:00 p.m.	IBM Business Partner Café
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.	Lunch
12:45 p.m.–1:45 p.m.	Birds-of-a-feather lunches
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.	Elective sessions
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.–6:00 p.m.	Registration
7:45 a.m.–8:45 a.m.	Breakfast
9:00 a.m.–10:15 a.m.	General session
10:00 a.m.–3:30 p.m.	IBM Business Partner Café
10:45 a.m.–11:45 a.m.	Elective sessions
Noon–1:00 p.m.	Business Leadership Forum ends
12:30 p.m.–3:30 p.m.	EXPO
1:00 p.m.–2:30 p.m.	Lunch
1:15 p.m.–2:15 p.m.	Birds-of-a-feather lunches
2:30 p.m.–3:30 p.m.	Elective sessions
3:45 p.m.–4:45 p.m.	Elective sessions
5:00 p.m.–6:00 p.m.	Elective sessions
6:00 p.m.–7:00 p.m.	Women in technology networking reception

### Thursday, October 25

6:30 a.m.–2:30 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:15 a.m.–9:30 a.m.	Elective sessions
10:00 a.m.–11:00 a.m.	Elective sessions
11:30 a.m.–12:30 p.m.	Elective sessions
12:30 p.m.–2:00 p.m.	Business Leadership Forum ends
12:45 p.m.–1:45 p.m.	Next? Join the conversation: lunch-and-learn event
2:00 p.m.–3:00 p.m.	Elective sessions
3:30 p.m.–4:30 p.m.	Elective sessions

#### Please note:

1. All conference activities, schedules and locations are subject to change (for updates, please refer to SmartSite and digital signs located throughout the Mandalay Bay Convention Center).
2. Session attendance is on a first-come, first-served basis, except for the Hands-On Labs and the Usability Sandbox. These sessions require preenrollment via the conference SmartSite system.
3. Refer to the Pocket Agenda or SmartSite for specific session dates, times and locations.



## Around the Conference

Most activities are located in the Mandalay Bay Convention Center (MBCC)

### Accelerated Value Program (AVP) Red Carpet Lounge

Sun 6:00 p.m.–8:00 p.m.	MBCC, Bayside C
Mon 8:00 a.m.–7:00 p.m.	MBCC, Bayside C
Tue 8:00 a.m.–7:00 p.m.	MBCC, Bayside C
Wed 8:00 a.m.–3:30 p.m.	MBCC, Bayside C

### Birds-of-a-Feather (BOF) Sessions

Mon 12:45 p.m.–1:45 p.m.	MBCC, Bayside B (Food Hall)
Tue 12:45 p.m.–1:45 p.m.	MBCC, Bayside B (Food Hall)
Wed 1:15 p.m.–2:15 p.m.	MBCC, Bayside B (Food Hall)

### Bookstore

Sun 11 a.m.–8:00 p.m.	MBCC, Bayside Foyer
Mon 10:00 a.m.–7:00 p.m.	MBCC, Bayside Foyer
Tue 7:30 a.m.–7:00 p.m.	MBCC, Bayside Foyer
Wed 7:30 a.m.–4:00 p.m.	MBCC, Bayside Foyer
Thu 7:30 a.m.–2:00 p.m.	MBCC, Bayside Foyer

### Business Analytics Industry Lunches

Tue 12:45 p.m.–1:45 p.m.	Banking and financial markets, Jasmine A
Tue 12:45 p.m.–1:45 p.m.	Retail and consumer products, Jasmine G
Tue 12:45 p.m.–1:45 p.m.	Telecommunications and energy and utilities, Jasmine C
Tue 12:45 p.m.–1:45 p.m.	Government and education, Jasmine B
Wed 1:15 p.m.–2:15 p.m.	Insurance, Jasmine A
Wed 1:15 p.m.–2:15 p.m.	Healthcare and life sciences, Jasmine G
Wed 1:15 p.m.–2:15 p.m.	Manufacturing, industrial and distribution, Jasmine C

### Business Partner Summit (for Business Partners)

Sat 8:30 a.m.–5:45 p.m.	MBCC
Sun 9:00 a.m.–4:45 p.m.	MBCC

*Preregistration required.*

*Exclusive event for IBM Business Partners*

### IBM Business Partner Café

Sun 6:00 p.m.–8:00 p.m.	MBCC, Bayside C — Preview
Mon 10:30 a.m.–5:00 p.m.	MBCC, Bayside C
Tue 10:30 a.m.–5:00 p.m.	MBCC, Bayside C
Wed 10:00 a.m.–3:30 p.m.	MBCC, Bayside C

### Business Partner Networking Reception

Sat 7:30 p.m.–9:30 p.m.	MBCC, South Seas F
-------------------------	--------------------

### Certification Testing Lab

Sun 10:00 a.m.–4:00 p.m.*	MBCC, Surf F
Mon 10:00 a.m.–4:00 p.m.*	MBCC, Surf F
Tue 8:00 a.m.–5:00 p.m.*	MBCC, Surf F
Wed 10:00 a.m.–6:00 p.m.*	MBCC, Surf F
Thu 7:00 a.m.–4:00 p.m.*	MBCC, Surf F

\* *Last seating*

### Community Receptions

Sun 8:00 p.m.–10:00 p.m.	MBCC, Various
Business Analytics	Islander
Enterprise Content Management	Tradewinds
Information Management	South Pacific F

### Conference Registration

Fri 2:00 p.m.–5:00 p.m.	MBCC, Bayside Foyer
Sat 7:30 a.m.–9:30 p.m.	MBCC, Bayside Foyer
Sun 7:30 a.m.–9:30 p.m.	MBCC, Bayside Foyer
Mon 6:30 a.m.–7:00 p.m.	MBCC, Bayside Foyer
Tue 6:30 a.m.–7:00 p.m.	MBCC, Bayside Foyer
Wed 7:30 a.m.–6:00 p.m.	MBCC, Bayside Foyer
Thu 6:30 a.m.–2:30 p.m.	MBCC, Bayside Foyer

### Cyber Help Desk

Sun 12:00 p.m.–6:00 p.m.	MBCC, 2nd Floor, Registration Desk – North
Mon 8:00 a.m.–6:00 p.m.	MBCC, 2nd Floor, Registration Desk – North
Tue 8:00 a.m.–6:00 p.m.	MBCC, 2nd Floor, Registration Desk – North
Wed 8:00 a.m.–6:00 p.m.	MBCC, 2nd Floor, Registration Desk – North
Thu 8:00 a.m.–4:00 p.m.	MBCC, 2nd Floor, Registration Desk – North



## Around the Conference *continued*

Most activities are located in the Mandalay Bay Convention Center (MBCC)

### Demo Rooms

#### InfoSphere Networking and Demo Room

Sun 6:00 p.m.–8:00 p.m.	MBCC Bayside C — Preview
Mon 9:00 a.m.–7:00 p.m.	MBCC Bayside C
Tue 9:00 a.m.–6:00 p.m.	MBCC Bayside C
Wed 9:00 a.m.–3:30 p.m.	MBCC Bayside C

#### Data Management Demo Room

Sun 6:00 p.m.–8:00 p.m.	MBCC Bayside C
Mon 12:30 p.m.–7:00 p.m.	MBCC Bayside C
Tue 12:30 p.m.–6:00 p.m.	MBCC Bayside C
Wed 12:30 p.m.–3:30 p.m.	MBCC Bayside C

#### IBM Business Analytics Products Lab

Sun 6:00 p.m.–8:00 p.m.	MBCC Bayside C
Mon 8:00 a.m.–7:00 p.m.	MBCC Bayside C
Tue 8:00 a.m.–7:00 p.m.	MBCC Bayside C
Wed 8:00 a.m.–3:30 p.m.	MBCC Bayside C

#### Meet IBM Business Analytics Technical Support

*(must schedule meeting)*

Sun 6:00 p.m.–8:00 p.m.	MBCC Bayside C
Mon 8:00 a.m.–7:00 p.m.	MBCC Bayside C
Tue 8:00 a.m.–7:00 p.m.	MBCC Bayside C
Wed 8:00 a.m.–3:30 p.m.	MBCC Bayside C

#### Navigating IBM for Business Analytics Support and Training

Sun 6:00 p.m.–8:00 p.m.	MBCC Bayside C
Mon 8:00 a.m.–7:00 p.m.	MBCC Bayside C
Tue 8:00 a.m.–7:00 p.m.	MBCC Bayside C
Wed 8:00 a.m.–3:30 p.m.	MBCC Bayside C

#### IBM Business Analytics Services and Education Lab

Sun 6:00 p.m.–8:00 p.m.	MBCC Bayside C
Mon 8:00 a.m.–7:00 p.m.	MBCC Bayside C
Tue 8:00 a.m.–7:00 p.m.	MBCC Bayside C
Wed 8:00 a.m.–3:30 p.m.	MBCC Bayside C

### EXPO Community Lounge

Sun 6:00 p.m.–8:00 p.m.	MBCC, Bayside C
Mon 8:00 a.m.–7:00 p.m.	MBCC, Bayside C
Tue 8:00 a.m.–7:00 p.m.	MBCC, Bayside C
Wed 8:00 a.m.–3:30 p.m.	MBCC, Bayside C

### Drop-In Lab Center

Mon 9:30 a.m.–5:00 p.m.	MBCC, Shorelines B
Tue 9:30 a.m.–5:00 p.m.	MBCC, Shorelines B
Wed 9:30 a.m.–5:00 p.m.	MBCC, Shorelines B
Thu 9:30 a.m.–4:00 p.m.	MBCC, Shorelines B

### Elective Sessions

#### Business Leadership

Mon 10:15 a.m.–4:45 p.m.	MBCC, Various
Tue 10:00 a.m.–5:45 p.m.	MBCC, Various
Wed 10:45 a.m.–1:00 p.m.	MBCC, Various

#### Business Analytics, Enterprise Content Management and Information Management

Mon 10:15 a.m.–4:45 p.m.	MBCC, Various
Tue 8:15 a.m.–5:45 p.m.	MBCC, Various
Wed 9:00 a.m.–6:00 p.m.	MBCC, Various
Thu 8:15 a.m.–4:30 p.m.	MBCC, Various

### Evening Networking Event

#### Featuring: OneRepublic and Barenaked Ladies Proudly sponsored by Rocket Software

Tue 7:00 p.m.–10:30 p.m.	Mandalay Bay Events Center
--------------------------	----------------------------

Attendees must wear conference badges and badge holders for admittance. Guest tickets can be purchased at Conference Registration in the Bayside Foyer of the Mandalay Bay Convention Center. For your security, all bags will be subject to search prior to entering the Event Center, so please plan accordingly.

### Executive Meeting Center

Sun 10:00 a.m.–5:00 p.m.	MBCC, Bayside D
Mon 10:00 a.m.–5:30 p.m.	MBCC, Bayside D
Tue 10:00 a.m.–5:30 p.m.	MBCC, Bayside D
Wed 10:30 a.m.–3:45 p.m. 4:30 p.m.–6:00 p.m.	MBCC, Bayside D
Thu 9:00 a.m.–1:30 p.m.	MBCC, Bayside D

## Around the Conference *continued*

Most activities are located in the Mandalay Bay Convention Center (MBCC)

### EXPO

Sun	6:00 p.m.–8:00 p.m.	MBCC, Bayside C
<b>Grand Opening Reception</b>		
Mon	12:30 p.m.–2:30 p.m.	MBCC, Bayside C
	5:00 p.m.–7:00 p.m.	Evening Reception
Tue	12:30 p.m.–2:30 p.m.	MBCC, Bayside C
	5:00 p.m.–7:00 p.m.	Evening Reception
Wed	12:30 p.m.–3:30 p.m.	MBCC, Bayside C

\*EXPO booths will be fully staffed at the hours listed above.

The EXPO Hall will be accessible Monday, Tuesday and Wednesday starting at 8:00 a.m. until close; however, booths may not be fully staffed at all times.

### General Sessions

Mon	8:15 a.m.–9:45 a.m.	Mandalay Bay Events Center (conference opening session)
Tue	8:15 a.m.–9:30 a.m.	Mandalay Bay Events Center
Wed	9:00 a.m.–10:15 a.m.	Mandalay Bay Events Center

### Hands-On Labs

Mon	10:00 a.m.–1:00 p.m.	MBCC, Shorelines B
	2:00 p.m.–5:00 p.m.	MBCC, Shorelines B
Tue	10:00 a.m.–1:00 p.m.	MBCC, Shorelines B
	2:00 p.m.–5:00 p.m.	MBCC, Shorelines B
Wed	10:30 a.m.–1:30 p.m.	MBCC, Shorelines B
	2:30 p.m.–5:30 p.m.	MBCC, Shorelines B
Thu	9:30 a.m.–12:30 p.m.	MBCC, Shorelines B
	1:30 p.m.–4:30 p.m.	MBCC, Shorelines B

### IBM Logo Store

Sun	Noon–6:00 p.m.	MBCC, Bayside Foyer
Mon	9:00 a.m.–5:00 p.m.	MBCC, Bayside Foyer
Tue	9:00 a.m.–5:00 p.m.	MBCC, Bayside Foyer
Wed	9:00 a.m.–5:00 p.m.	MBCC, Bayside Foyer
Thu	9:00 a.m.–Noon	MBCC, Bayside Foyer

### Information Desks

#### Bayside Foyer

Fri	2:00 p.m.–5:00 p.m.	Tue	6:30 a.m.–7:00 p.m.
Sat	7:30 a.m.–9:30 p.m.	Wed	7:30 a.m.–6:00 p.m.
Sun	7:30 a.m.–9:30 p.m.	Thu	6:30 a.m.–4:30 p.m.
Mon	6:30 a.m.–7:00 p.m.		

#### Breakers Desk

Mon	9:15 a.m.–5:00 p.m.
Tue	9:15 a.m.–6:00 p.m.
Wed	10:00 a.m.–6:00 p.m.
Thu	7:45 a.m.–4:30 p.m.

#### Islander Desk

Sun	6:00 p.m.–10:00 p.m.	Wed	10:00 a.m.–6:00 p.m.
Mon	9:15 a.m.–5:00 p.m.	Thu	7:45 a.m.–4:30 p.m.
Tue	9:15 a.m.–6:00 p.m.		

#### Jasmine Desk

Sat	8:00 a.m.–5:00 p.m.	Tue	9:15 a.m.–6:00 p.m.
Sun	8:00 a.m.–5:00 p.m.	Wed	10:00 a.m.–6:00 p.m.
Mon	9:15 a.m.–5:00 p.m.	Thu	9:00 a.m.–1:00 p.m.

#### Mandalay Bay Desk

Mon	9:15 a.m.–5:00 p.m.	Wed	10:00 a.m.–6:00 p.m.
Tue	9:15 a.m.–6:00 p.m.	Thu	7:45 a.m.–4:30 p.m.

#### Usability Sandbox

Mon	10:15 a.m.–5:00 p.m.	MBCC, Various
Tue	10:00 a.m.–5:45 p.m.	MBCC, Various
Wed	10:45 a.m.–6:00 p.m.	MBCC, Various
Thu	8:15 a.m.–4:30 p.m.	MBCC, Various

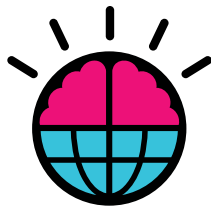
#### Keynote Sessions

Mon	10:15 a.m.–11:15 p.m.	MBCC, Jasmine
Mon	11:30 a.m.–12:30 p.m.	MBCC, Mandalay Bay H
Mon	2:15 p.m.–3:15 p.m.	MBCC, Mandalay Bay H
Mon	3:45 p.m.–4:45 p.m.	MBCC, Mandalay Bay H
Tue	11:15 a.m.–12:15 p.m.	MBCC, Mandalay Bay H
Tue	1:45 p.m.–2:45 p.m.	MBCC, Mandalay Bay H

#### Women in Technology Networking Reception

Wed	6:00 p.m.–7:00 p.m.	Palm Foyer
-----	---------------------	------------





# SmartSite



Search



Plan

Connect



**With SmartSite,  
navigating the conference  
has never been so easy!**

- Browse and enroll in the hottest sessions
- Build a tailored agenda
- Get conference news and updates
- Learn what's happening in the EXPO
- Access session presentations
- Connect with attendees and speakers
- Complete your surveys

#### **Anytime, Anywhere Access**

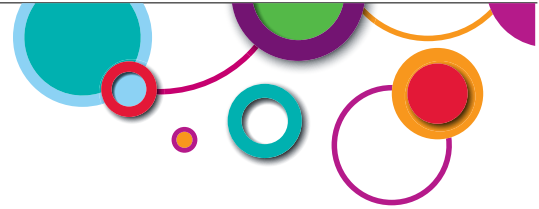
Go to [iodsmartsite.com](http://iodsmartsite.com) to access SmartSite from your computer or any Internet-enabled device. SmartSite kiosks are available in the North and South Convention Centers and in the EXPO. Printers are available at the kiosks to print personalized schedules.

## **Information On Demand**2012

Think **BIG**

**October 21–25, 2012**

Mandalay Bay | Las Vegas, Nevada



## Highlights and Special Events

### Accelerated Value Program (AVP) Red Carpet Lounge

Are you prepared for technology changes, additions and unplanned events? Proactive, preventive and personalized assistance from the Accelerated Value Program can help make you prepared. Come by the AVP Red Carpet Lounge, and talk to an AVP expert about how we can help. Current AVP clients are invited to stop by the Lounge anytime to take a break from the conference for a quick cup of coffee and a chat with their peers.

### 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. Use SmartSite to find sessions on topics that you've been meaning to address. 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. Browse the SmartSite to find the BOFs that interest you, and sign up for a lunch that offers more than just great food.

### Bookstore

The bookstore will be open Sunday, October 21, through Thursday, October 25. More than 200 titles will be stocked, covering business intelligence, database management, database design, analytics, data mining, IBM Netezza® technology, modeling, social media, IBM Cognos® software and more. All books will be discounted 20 percent. Also, various authors will host live book signings throughout the conference (book signing location is next to the bookstore). Their books will be available for purchase at the bookstore. Check SmartSite for more information on specific book signings.

### Hours and Location

Bayside Foyer Level 1 of the Mandalay Bay Convention Center

Sunday	11:00 a.m.–8:00 p.m.
Monday	10:00 a.m.–7:00 p.m.
Tuesday	7:30 a.m.–7:00 p.m.
Wednesday	7:30 a.m.–4:00 p.m.
Thursday	7:30 a.m.–2:00 p.m.

### Business Analytics Client Reference Lounge

Visit the Business Analytics Client Reference Lounge, in the center of the business analytics (BA) EXPO, to be at the center of the action. You can sign up for the Performance Leaders Program, which showcases client successes, and receive a complimentary gift. While you're there, you can also relax, enjoy light refreshments and visit with peers, product experts and IBM executives.

### Business Analytics Industry Lunches

Join peers from your industry in a stimulating dialogue about the unique challenges facing organizations like yours, and learn how others are using analytics to address those challenges. Meet new contacts and renew old acquaintances as you discuss how to apply business analytics solutions to everyday, industry-specific challenges.



## Highlights and Special Events *continued*

### IBM Business Partner Café Sponsored by Ingram Micro

The IBM Business Partner Café is the place to network and meet with IBM program and product experts. Enjoy a fresh cup of coffee while talking with our IBM subject matter experts who can offer the latest insights about the IBM Business Analytics, IBM Information Management and IBM Enterprise Content Management (ECM) portfolios. The Café is your most convenient opportunity to discuss the Business Partner programs, tools, offerings and benefits that best align to your business priorities for 2013. The Café is also an ideal venue to network with fellow IBM Business Partners and the IBM team, build future plans, and hold one-on-one meetings.

#### Hours and Location-EXPO – Bayside D

Sunday	October 21	6:00 p.m.–8:00 p.m.
Monday	October 22	10:30 a.m.–5:00 p.m.
Tuesday	October 23	10:30 a.m.–5:00 p.m.
Wednesday	October 24	10:00 a.m.–3:30 p.m.

### Business Partner Summit

#### See the Business Partner Summit Guide for details.

Find out how you can position your organization to capture new business and collaborate even more effectively with IBM by attending the Business Partner Summit. Here you'll enjoy a wide range of content and relationship-building activities and learn about the significant opportunities in IBM Business Analytics, IBM Information Management and IBM Enterprise Content Management as well as cross-brand opportunities. It's the one program designed to help you maximize performance and drive better business results. More than 65 sessions will be hosted across Business Analytics, Enterprise Content Management and Information Management tracks. Choose sessions that align with your vision, business strategies and objectives.

### Business Partner Only Events

#### See the Business Partner Summit Guide for details!

Many exclusive events are being hosted for IBM Business Partners across Information On Demand 2012—receptions, classes, special sessions and more.

### Certification

IBM Software certification exams will be available to registered attendees throughout Information On Demand 2012. All Information Management, Business Analytics and Enterprise Content Management Professional Certifications and Technical Mastery exams will be offered at a discounted rate of US\$30. Exams for IBM Collaboration Solutions; IBM Rational®, IBM Tivoli® and IBM WebSphere® software; service-oriented architecture (SOA); and XML will be available at US\$100 per certification exam. Certification testing can be found at Surf DEF.

### 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 that fit your job role or industry.

Receptions are planned for the following communities:

- Business Analytics
- Enterprise Content Management
- Information Management

### Conference Broadcasts

Catch the conference general sessions and keynotes as well as a series of exciting interviews with key IBM, Business Partner and client executives. Go to [livestream.com/ibmid](http://livestream.com/ibmid) to see the live broadcasts and on demand replays. Broadcast information is available from the conference website at [ibm.com/events/informationondemand](http://ibm.com/events/informationondemand)



## Highlights and Special Events *continued*

### Cyber Help Desk

While attending Information On Demand 2012, we've made it convenient for you to stay on top of business by providing wireless access to the Internet throughout the convention center. Details on how to set up wireless access will be available at the Help Desk.

### Demo Rooms and Lounges

You will find a variety of demo rooms in the EXPO. These demo rooms will offer you deep-dive opportunities for the products you are most interested in. Be sure to make time to visit these demo rooms while you are in the EXPO, or set up an appointment to take a one-on-one deep-dive demo. You will also see various lounges, such as the Accelerated Value Program (AVP) Red Carpet Lounge, this year.

### Drop-In Lab Center

#### No Enrollment Required

Designed for flexibility, the lab room is open from 9:30 a.m. to 5:00 p.m., Monday through Wednesday, and 9:30 a.m. to 4:00 p.m. on Thursday. Come to Shorelines B of the Mandalay Bay Convention Center, and step through a lab with self-guided instructions that lead you through lab scenarios. You'll gain valuable insight into the features of the products at your own pace.

### ECM Client Connections Corner

ECM clients are invited to visit the new ECM Client Connections Corner, conveniently located within ECM Central on the EXPO floor in Booth MR07. Here clients can relax in a comfortable area, enjoy some light refreshments and take advantage of casual networking opportunities with IBM peers, colleagues and IBM Enterprise Content Management executives. As a way of thanking our ECM clients, the IBM Enterprise Content Management team has planned quite a few special ECM client networking and appreciation events in ECM Central this year. These events are sure to be the talk of the conference, so please stop by to find out more.

### Evening Networking Event

#### Proudly sponsored by Rocket Software

Plan to join the fun at the evening networking event in the Mandalay Bay Events Center on Tuesday, October 23, from 7:30 p.m. to 10:30 p.m. Enjoy an array of food and beverages along with top entertainment. Sponsored by Rocket Software, this event will bring attendees together for fun and relaxation—and a great opportunity to interact.

### Executive Meeting Center

The Executive Meeting Center offers a great opportunity to meet with IBM executives. Gain greater insight from the leaders of IBM regarding IBM Business Analytics, IBM Information Management and IBM Enterprise Content Management strategy and solutions.

The Executive Meeting Center is located just outside the entrance to the EXPO on the left-hand side on the ground floor. If you have one-on-one meetings scheduled, please arrive five minutes early to check in. If you are not scheduled for a one-on-one meeting but would like to do so, go to the Executive Meeting Center check-in desk to request a meeting, subject to availability.

### 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 Livestream video and interviews from the EXPO floor, presentation theaters, lounges and so much more. And don't forget to visit the Big Data Business Partner Zone in the EXPO.



## Highlights and Special Events *continued*



### EXPO Dates and Hours

Sunday, October 21	6:00 p.m.–8:00 p.m.	Grand Opening Reception in the EXPO
Monday, October 22	12:30 p.m.–2:30 p.m. 5:00 p.m.–7:00 p.m.	EXPO open EXPO reception
Tuesday, October 23	12:30 p.m.–2:30 p.m. 5:00 p.m.–7:00 p.m.	EXPO open EXPO reception
Wednesday, October 24	12:30 p.m.–3:30 p.m. 3:30 p.m.	EXPO open EXPO closes

### EXPO Presentation Theaters

These theaters will showcase IBM and IBM Business Partner solutions that optimize performance and address key business issues. Presentations will be held during open EXPO hours.

### General Sessions and Keynotes

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, clients, and industry experts. General sessions and keynotes offer compelling content covering Business Analytics, Enterprise Content Management and Information Management. Be sure to check out SmartSite for details.

### 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.

### Hands-On Labs

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from many three-hour sessions that cover a wide range of products.

### EXPO Community Lounge

Engage while you relax. The IBM Community Lounge is the area 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 Logo Store

The IBM Logo Store will be located in the main foyer next to the registration booths. Shop a selection of more than 60 IBM logo items, including unique 2012 items from IBM's smarter planet collection. From business gifts and apparel to personal items and small toys for the kids, you will find what you want at the Logo Store. Check out the special pricing offer available to IBM Business Partners. Posted prices include all applicable sales taxes. Customers receive a gift with purchase while supplies last, but once an item is gone, it's gone—so shop early and often.

### Hours:

Sunday	12:00 p.m.–6:00 p.m.
Monday	9:00 a.m.–5:00 p.m.
Tuesday	9:00 a.m.–5:00 p.m.
Wednesday	9:00 a.m.–5:00 p.m.
Thursday	9:00 a.m.–12:00 p.m.

## Highlights and Special Events *continued*

### Information Management Client Reference Lounge

Visit the Information Management Client Reference Lounge in booth 332 to relax and network with peers, colleagues and IBM executives. We'll have chair and foot massagers available—back by popular demand—as well as a quiet, comfortable space where you can catch up on email. Attendees have told us that one of the biggest benefits of Information On Demand is the ability to learn from their peers about how they are tackling today's greatest business challenges. If you're interested in sharing your story, let the client reference team know. It's a great way to build your network, gain visibility and illustrate your industry leadership.

### Usability Sandbox Sessions

Use your experience with specific IBM 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. Visit the SmartSite for more details.

### Next? Join the Conversation— A Lunch and Learn Event

Interact with top IBM (and past IBM) technical gurus Jeff Jonas, Irving Wladawsky-Berger and Dave McQueeney in a fun, relaxed environment over lunch to discuss technology trends and futures. This nonscripted, free-flowing event allows for the exchange of ideas and discussion. Come prepared with questions.

### Women in Technology Reception

Join us for an opportunity to network with other women in IT. Over appetizers and refreshments, we will discuss how building relationships will stimulate ideas and how we can use existing relationships to drive innovation and progress in our products, services and business. Take this opportunity to share your experiences with your peers and build a larger network. Check the SmartSite for updates to this evolving agenda. The reception will be held on Wednesday, October 24, from 6:00 p.m.–7:00 p.m. in MBCC, Palm Foyer.

### Lounges and Meet Me Areas

Do you want a place to relax between sessions or meet up with colleagues? The lounge areas, together with the Meet Me areas, offer a comfortable place to enjoy a break or hold informal conversations with other conference attendees. You can use the SmartSite messaging and meeting features to locate other attendees and set up casual get-togethers.

The lounges and the Meet Me areas are located throughout the Mandalay Bay Convention Center:

- **Think Big Social Lounge** in the EXPO
- **Connect Social Lounge** MBCC South, 2nd Floor, Mandalay Bay Foyer
- **Meet Me Area – Blue** MBCC North, Bay View Patio (outside)
- **Meet Me Area – Green** MBCC South, 3rd Floor, Palm Foyer
- **Meet Me Area – Purple** MBCC South, 3rd Floor, South Seas Ballroom Foyer

Take a few minutes to unwind, charge devices, log in to your favorite social networks and share your conference experiences. With charging stations and Internet access, the Think Big and Connect lounges are the perfect places to connect with other “socialites” in person and virtually.

Social concierges will be available to answer questions about social networking and the conference. You also can participate in these networking tweet-ups:

#### It's a big data world—what skills will you need?

Monday, October 22, 5:30 p.m., Think Big Social Lounge

#### Using social analytics to target the undecided customer

Monday, October 22, 5:30 p.m., Connect Social Lounge

#### Big data meets mobile: will you be ready?

Tuesday, October 23, 5:30 p.m., Think Big Social Lounge

#### Are you ready to analyze content at big data scale?

Tuesday, October 23, 5:30 p.m., Connect Social Lounge

<http://www.ibmiodblog.com/tweetups/>



## Proud Sponsors

### Networking Event Entertainment Sponsor and Diamond: Sponsor of the EXPO Receptions



### Diamond: Sponsor of the EXPO Reception



### Platinum: Sponsors of the Daily Lunches



### Gold: Sponsors of the Daily Breakfasts



### Birds-of-a-Feather Lunch Session Sponsors



### IBM Business Partner Café Sponsor



### Breakout Session Program Track Sponsor



### Coffee Break Sponsors



### Dessert in the EXPO Sponsor



### EXPO Digital Video Wall Sponsor



### Media Sponsor



## Conference Information

### Attire

Information On Demand sessions call for business casual attire for all conference participants at all functions. The weather in Las Vegas in October ranges from an average high of 80°F/27°C during the day to a low of 50°F/10°C. We recommend bringing a sweater or jacket for evenings and comfortable shoes for activities.

### Badge Scanning (RFID)

The Information On Demand conference will be utilizing radio frequency identification (RFID) badge scanning as you enter selected activities. RFID badge scanning is a noninvasive tool for conference managers to analyze attendance and get real-time information on session popularity and capacities. Information gathered through the RFID badge scanning process also helps us plan meal, hotel and convention center requirements for future conferences. You may decline to have your badge scanned. Should you decide you want to opt out of having your attendance in the selected sessions recorded for any reason, you will be asked to sign a form during your conference registration process reflecting your decision. If you opt out, your personal session attendance will remain confidential.

### Cellular Phones and Pagers

As a courtesy to your fellow attendees, please help us keep distractions in Information On Demand 2012 sessions to a minimum. Please turn off cellular phones in your possession that have an audible tone. Thank you for your cooperation.

### Conference Badges

Your Information On Demand 2012 conference badge is required for admittance to all sessions, the EXPO Solution Center, and all special events and meals. You **must** display your conference badge in its holder at all times during the conference and special events. **Important:** Lost badges and holders are subject to replacement cost at the **full conference fee**.

### Conference Evaluations

Your feedback matters. Based upon your session attendance, a customized list of evaluations and surveys will be built for you. Complete your surveys via the conference kiosks or any personal computer or handheld device with web access at [iodsmartsite.com](http://iodsmartsite.com). Please take the time to complete all session and conference evaluations so that we may use your input to deliver dynamic, innovative conferences and events in the future.

### Conference Facility Information

**Mandalay Bay Convention Center** 1-702-632-7777  
3950 Las Vegas Blvd. South, Las Vegas, NV 89119

The Mandalay Bay Convention Center is one of the largest privately owned and operated convention centers in the world. The 1.7-million-square-foot facility is owned by MGM Mirage. It is attached to the Mandalay Bay Resort and Casino and adjacent to the Mandalay Bay Events Center.

### Conference Hotel Information

**Mandalay Bay Resort and Casino** 1-702-632-7777  
3950 Las Vegas Blvd. South, Las Vegas, NV 89119

**THEhotel at Mandalay Bay** 1-702-632-7777  
3950 Las Vegas Blvd. South, Las Vegas, NV 89119

Note to attendees staying at the THEhotel at Mandalay Bay: Please be aware that the lobby/check-in entrance for THEhotel is different than the lobby/check-in at the main Mandalay Bay Resort and Casino.

**Luxor Las Vegas** 1-702-262-4000  
3900 Las Vegas Blvd. South, Las Vegas, NV 89119

**Excalibur Hotel & Casino** 1-702-597-7777  
3850 Las Vegas Blvd. South, Las Vegas, NV 89109

The Mandalay Bay Resort and Casino is directly adjacent to THEhotel via indoor corridors. Traveling between the Mandalay Bay, Luxor and Excalibur hotels is as easy as catching the free monorail that loops between them. The monorail operates daily, and trains leave every 5–10 minutes. Trains loop from the Mandalay Bay to the Luxor and then back to the Mandalay Bay. Allow about five minutes of travel time on the monorail between each hotel and 15–20 minutes of extra time for walking from the Mandalay Bay monorail station to the conference events. Stairs and elevators are available for access to the train platforms.



## Conference Information *continued*

### Emergencies

If you experience a medical or other type of emergency while attending Information On Demand 2012, you can call for assistance from any Mandalay Bay Convention Center house phone by dialing “77911” for the operator and stating that you have an emergency. The operator will connect you with hotel or Convention Center security. In the event of a fire in any facility, please follow the facility’s emergency evacuation procedures and the directions of the facility’s staff. **Never use elevators during a fire**; always use the stairs.

### “Green” Initiatives in 2012

The IBM Information On Demand Conference is excited to “Go even more green” in 2012. Our company and our people care about the environment and hope that you’ll join us. Again, this year we are focusing on reducing waste, reusing materials and recycling throughout the conference.

### Guest Ticket Sales

All Information On Demand 2012 conference activities are open to registered attendees with conference badges. Guests may attend the networking event on Tuesday. Tickets can be purchased at the registration desk, Level 1 Bayside Foyer, for US\$135 and are available to guests of conference attendees who are 21 years old or older.

### Information Desks

For general questions on session times, locations and special events, please stop by one of the information desks located in the Mandalay Bay Convention Center North and South.

### Lost and Found

Please be sure to safeguard all valuables, including laptops, cell phones and pagers **at all times**. If you lose an item while attending Information On Demand 2012, please contact hotel or Convention Center security by dialing “77911” from any house phone, or check with the lost and found department at your hotel. In addition, check with your hotel’s front desk to inquire about secure storage services where you are staying.

### Luggage Storage

Luggage storage will be available in the Islander Registration Desk on Wednesday from 6:30 a.m. to 6:00 p.m. and on Thursday from 6:30 a.m. until 5:00 p.m. for all conference attendees staying at an off-property hotel. Please note that Information on Demand is not responsible for any lost or stolen items that you choose to store with the venue. Please make sure that you do not leave any personal items such as laptops unattended at any time.

### Meals

As part of your conference fee, breakfast, lunch and evening receptions will be provided as follows:

**Breakfast** will be served daily (Monday–Thursday) as follows:

Mon	6:45 a.m.–7:45 a.m.	MBCC, Bayside B
Tue	6:45 a.m.–7:45 a.m.	MBCC, Bayside B
Wed	8:00 a.m.–8:45 a.m.	MBCC, Bayside B
Thu	7:00 a.m.–8:00 a.m.	MBCC, Bayside B

**Continental breakfast** will be served daily (Monday–Wednesday) as follows:

Mon	7:15 a.m.–8:00 a.m.	MBCC, Events Center
Tue	7:15 a.m.–8:00 a.m.	MBCC, Events Center
Wed	8:00 a.m.–8:45 a.m.	MBCC, Events Center

**Lunch** will be served daily (Monday–Thursday) as follows:

Mon	12:30 p.m.–2:00 p.m.	MBCC, Bayside B
Tue	12:30 p.m.–2:00 p.m.	MBCC, Bayside B
Wed	1:00 p.m.–2:30 p.m.	MBCC, Bayside B
Thu	12:30 p.m.–2:00 p.m.	MBCC, Mandalay Bay Foyer

**Coffee/dessert** will be served in the EXPO:

Mon	1:00 p.m.–2:00 p.m.	MBCC, Bayside C
Tue	1:00 p.m.–2:00 p.m.	MBCC, Bayside C
Wed	1:30 p.m.–2:30 p.m.	MBCC, Bayside C

**Various receptions** provided as follows:

Grand Opening Reception in the EXPO		
Sun	6:00 p.m.–8:00 p.m.	MBCC, Bayside C
Community receptions		
Sun	8:00 p.m.–10:00 p.m.	MBCC North, Various
EXPO receptions		
Mon	5:00 p.m.–7:00 p.m.	MBCC, Bayside C
Tue	5:00 p.m.–7:00 p.m.	MBCC, Bayside C
Evening Networking Event		
Tue	7:00 p.m.–10:30 p.m.	MBCC, Events Center

## Conference Information *continued*

### Medical

First aid centers are located in the Bayside Foyer, Level 1 of the Mandalay Bay Convention Center, next to the hotel business center. The centers will be staffed during conference hours. In the case of an emergency, dial extension 77911 on any Mandalay Bay Convention Center phone, which will connect you to Mandalay Bay security.

### Messages

While attending Information On Demand 2012, please ask people to reach you by leaving a message at your hotel or cell number. You may also send email messages to other attendees using the conference SmartSite system.

### Parking

The Mandalay Bay Convention Center has acres of free self-parking in a six-story indoor parking garage. In addition, free valet parking and parking decks are located at THEhotel and the Mandalay Bay Resort and Casino.

### Security

Security officers will be posted throughout the conference. Please take the time to become familiar with the security policy for Information On Demand 2012:

- To obtain your conference badge and badge holder, you must present your photo ID with proof of age (driver's license or passport). Each registered attendee will only be permitted to pick up his or her own badge.
- IBM employees must wear their Information On Demand 2012–issued badge and should also have their IBM ID badge at all times while onsite.
- Attendees should safeguard personal materials such as laptops at all times. Do not leave any items unattended.
- IBM reserves the right to take any security measures we deem appropriate to ensure the safety of our exhibitors and attendees, without prior notice.
- IBM also reserves the right to change the policies set forth herein, without prior notice. We thank you in advance for your cooperation.

### Smoking

The Nevada Clean Indoor Air Act **prohibits smoking in any public facility**. This includes the Mandalay Bay Convention Center, public common areas in all hotels, restaurants and taverns. The Nevada Clean Indoor Air Act does **not** apply to gaming areas of casinos. Your cooperation is appreciated.

### Social Networking

Stay in touch with the latest conference announcements and information by following us on Twitter @IBM\_IOD. Use the #ibmioid tag to join the Twitter conversation.

- Watch highlights and interviews on [youtube.com/iodgc](http://youtube.com/iodgc)
- See and share photos on Facebook at [facebook.com/informationondemand](http://facebook.com/informationondemand)
- Access all conference social media links from the SmartSite at [iodsmartsite.com](http://iodsmartsite.com)



Facebook.com/InformationOnDemand  
@ibm\_iod and hashtag #ibmioid

Also check out the Information On Demand blog at [www.ibmiodblog.com](http://www.ibmiodblog.com) for daily recaps and previews of the next day's must-see sessions and events.

### Use of Cameras/Photos/Videotaping

No photography, video or audio recording of any kind is permitted by attendees during Information On Demand 2012 sessions. IBM and its affiliates will be recording, and these images become the property of IBM and will be used by IBM for display on public websites and other marketing channels.





## 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 September 7 to get the best rate and the conference hotel of your choice.



### Mandalay Bay Resort

\$259 USD per night until September 7, 2012  
 \$10 USD resort fee per room, per night, plus 12 percent tax  
 Resort fee includes in-room wireless Internet, cardio center admission (does not include spa access), daily newspaper, local and toll-free calls, outgoing faxes and boarding pass printing at the hotel business center.

### THEhotel

\$279 USD per night until September 7, 2012  
 \$10 USD resort fee per room, per night, plus 12 percent tax  
 Resort fee includes in-room wireless Internet, cardio center admission (does not include spa access), daily newspaper, local and toll-free calls, outgoing faxes and boarding pass printing at the hotel business center.

### Luxor Las Vegas

\$144 USD per night (Pyramid) or \$164 USD per night (Tower) until September 7, 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; unlimited toll-free and domestic long distance 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 [avis.com](http://avis.com)
- Avis Worldwide Discount number: **B1360013**
- Valid from seven days before to seven days after the conference.



Save  
the date  
for 2013

# InformationOnDemand**2013**

**November 3–7, 2013**

Mandalay Bay | Las Vegas, Nevada