Join us at the
Information Management Program
at Insight2014

October 26 – 30
Mandalay Bay | Las Vegas, Nevada

#ibminsight

IBM

Data Warehousing in the Era of Big Data at Insight 2014

Check out the Data Warehousing in the Era of Big Data track:

The Data Warehousing track spans the breadth of innovative data warehousing and analytic solutions across all IBM platforms – from PureData System for Analytics, DB2 BLU technology, Data Warehousing on zSeries, to our latest Cloud offerings. This year we have a lot of great client stories that showcase our IBM products in real-world scenarios. Our content has been organized into the following three subtracks:

- Data Warehouse Software and Appliances
- Accelerate your Data Warehouse with Tools and Models
- Data Warehouse Modernization and Architecture

Listen to these and many more customer speakers:

- Randy Wilson, BlueCross BlueShield of Tennessee
- Dave Snyder and Thanikachalam "Billy" Sundarrajan, Fifth Third Bank
- Sashi Shanker, Northwestern Mutual
- Juergen Herf, German Federal Financial Supervisory Authority (Bafin)
- Diego Menese, Kimberly-Clark
- Kevin Kautz, The Nielsen Company
- Jeremy Hadley, Adobe Digital Media
- Andrew Juarez, Coca-Cola Bottling Co. Consolidated;
- And many many more!!

Don't miss our EXPO and Demo Room:

Come to the Expo and meet with our subject matter experts in the Information Management and PureSystems booths and see our products in action. Join us in the Information Management Demo Room where the Data Warehouse team will have demos spanning:

- PureData System for Analytics – advanced in-database analytics
- PureData System for Analytics – open source and custom analytics

- DB2 with BLU Acceleration – next generation in-memory
- IBM Data Warehouse Solutions for Cloud – agile data warehousing as a service
- IBM Data Warehouse Solutions for Cloud – in-memory and in-database analytics
- IBM Industry Data Warehouse Models – business insight accelerators
- Context Computing - enable real-time actionable insight
- InfoSphere Streams – analyze more and act faster

Be part of…an Expert Exchange:

BYOQ – bring your own questions. Get answers from the source at an Expert Exchange session.

T	IWS-7041A:	The Latest and Greatest PureData System for Analytics
T	IWS-7042A:	PureData Tips from an Insider - David Birmingham offers tips for design, tuning & monitoring
T	IWS-7043A:	Data Warehousing & Analytics in the Cloud
W	IWS-6653A:	DB2 Analytics Accelerator Refresh Performance and Best Practices
W	IWS-7044A:	Maximize value from Netezza Analytics

Plan to attend these top sessions:

M	10:15	IWM-4308: Gartner Perspective on Big Data and Enterprise Analytics - Merv Adrian, Gartner; Daniel Wardman, IBM; Penny Hill, IBM
M	10:15	IWS-6295: DB2 with BLU Acceleration: The Deep dive on DB2's new super fast super easy engine for analytics – Sam Lightstone, IBM
M	02:00	IWM-4857: Spotlight Session: Modernizing Your Data Warehouse for Big Data & Bigger Results - Phil Francisco, IBM; Ritika Gunnar, IBM
M	03:30	IWS-6326: What's new with the IBM PureData System for Analytics, powered by Netezza - Hemant Suri, IBM
M	03:30	IWM-4637: When is the Cloud Appropriate for Analytics and Data Warehousing? - Adam Ronthal, IBM
T	01:45	IWM-4859: Driving Analytics with Common Architectural Patterns - Bill O'Connell, IBM

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Plan to attend these top sessions (continued):

W   10:00   IWM-6328: The Architects Panel: Distinguished Engineers on Analytics - Sam Lightstone, IBM;Matthew Huras, IBM;Berni Schiefer, IBM; Maryela Weihrauch, IBM; Robin Grosset, IBM

W   03:00   IWA-5303: Designing an integrated Big Data and DW landscape with IBM Industry Models - Brian O'Hara, IBM; Pat O'Sullivan, IBM

Meet 1:1 with IBM Executives:

Take advantage of a unique opportunity to meet 1:1 with IBM executives, subject matter experts and innovative IBM Business Partners. Talk strategy with Information Management business leaders. Or take a deep dive into the latest solutions for data warehousing with experts from our product and technical teams, Don't miss out!