

FIND OUT THE TRUTH ABOUT YOUR SYSTEM z TECHNOLOGY

Optimizing the Business through Data Governance and System z

November 3, 2009
Southfield, MI

★
IBM
18000 West Nine Mile Road

November 10, 2009
Hazelwood, MO

★
IBM
325 McDonnell Blvd.
Building 300

November 17, 2009
Seattle, WA

★
IBM
1200 Fifth Avenue

November 20, 2009
Markham, CA

★
IBM Technical Exploration Center (TEC)
3600 Steeles Avenue East

December 2, 2009
Dallas, TX

★
IBM
1503 LBJ Freeway

REALIZE THE TRUE POWER OF EFFECTIVE DATA GOVERNANCE.

The usage, sharing and processing of electronic data continues to rapidly increase, yet many corporations still complain about being data rich, but information poor. C-level executives are just not confident with the quality of information being used to support the decision-making process. What's more, they face increasing pressure to comply with more industry, legal and financial regulations. See how IBM® data governance solutions and the flexibility of IBM System z® can help you address all of these concerns and more.

Join IBM at this half-day briefing created for CIOs, data architects, information security and audit officers, data stewards and IT management. You'll walk away with a greater understanding of the power of optimal data governance and the ability to communicate its benefits to management.

AMAZING BENEFITS WILL BE REVEALED:

- ★ **Manage business risk** by enforcing security, audit, privacy and policy controls.
- ★ **Increase profitability** by enabling more accurate business intelligence.
- ★ **Boost C-level confidence** with higher quality and more complete data.



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Register for this unique System z event at

www.ibm.com/software/info/lmi/datagov



AGENDA

8:00 AM

Arrival and Welcome

8:15 AM

Delivering Data Governance on Your Terms

The pressure is on — and it's staying on — to do more with less and to get more value out what you already have. For these reasons, data governance is now high on every organization's agenda as a way to reduce cost and risk, drive new business and increase profitability — and stay ahead of the competition. Data governance solutions from IBM take a holistic approach toward how you manage your data. Leveraging the thought leadership of the IBM Data Governance Council, we show you how to get started in a way that addresses your most pressing needs and helps transform data from a liability into a trusted strategic asset. System z — the ultimate platform for your data governance initiatives.

9:15 AM

BREAK

9:30 AM

Get Smart — Delivering Better Business Insight and New Intelligence through Data Governance

In a world where the rate at which we collect, store and process information increases daily, you would think that businesses would be so well-informed and knowledgeable that they would be able to mitigate risk, leverage information to drive new business opportunities, control costs and become smarter about the way they do business. Yet the media is filled with headline stories of companies struggling to survive in these tough economic times. IBM® Information Management solutions for System z help deliver the set of capabilities required for successful data governance based on a foundation of quality, optimized information which delivers more effective data warehousing and business intelligence. Don't take unnecessary risks — take action.

10:30 AM

BREAK

10:45 AM

Achieving Compliance through Data Governance

If you want to stay in control, you need to know what is going on in your business. Who is accessing your data? What is it being used for? Is it protected? Is it optimized and performing in a way that meets the service level agreements you have in place? Despite ever increasing amounts of legislation and regulation, data breaches continue to make headline news. IBM Tivoli® and Information Management solutions on System z help deliver peace of mind by protecting your information. This ensures that appropriate security, privacy, audit and system monitoring controls are in place — enabling you to focus on your core business drivers.

11:45 AM

Wrap-Up and Close

12:00 PM

LUNCH



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