

# Get ready for big data with IBM System z

*Webcast – October 10, 2012*

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## Highlights

Topics include:

- *Consolidating differently structured and sources of information to create better insight*
- *Augmenting business decisions with new perspectives on your customer base*
- *Integrating data stored on System z with Hadoop clusters and the Big Data platform*
- *Real-time decision-making at the point of contact with customers*

**Speakers:** *Mark Simmonds*, Senior Product Marketing Manager, IBM Software Group  
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**Broadcast date:** October 10, 2012, 11 a.m., EDT / 4:00 p.m. BST / 3:00 p.m. UTC

**Developed for:** IT and enterprise architects and managers; database administrators and managers; and, system analysts

**Technical level:** Basic – intermediate

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Big data represents a significant opportunity for organizations to further lower the risks and costs of doing business. With the right technology to process and analyze big data, IT can step up to help the business increase profit margins, discover new and differentiating ways to up-sell, and cross-sell to your customer base.

Volumes of data are growing exponentially, and big data has risen to the top of the CIO's agenda and is heading your way soon! But where and how do you start taking advantage of it? While 80% of data might be unstructured, most enterprise core business data resides in multi-terabyte databases and, hence, IBM® System z® has become pivotal to the success of big data. Its ability to scale to meet unexpected workloads, protect and govern data like no other platform, record-breaking database performance, productive tools, predictive analytics and accelerators, together make it the logical place to start your successful big data projects.

## Webcast

Join us for this complimentary webcast and learn how big data is helping to reduce risks and lower costs for businesses. We'll also discuss entry points for where to begin, as well as real-world examples of organizations using System z and its information management portfolio for big data benefits.

## Register online right now

Register now for this webcast by logging onto [ibm.com/software/systemz/webcast/10oct](http://ibm.com/software/systemz/webcast/10oct)

Join us after the webcast for a live question-and-answer session. The webcast will also be available for replay after the event.

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