



System z Information Management Executive Briefing—A Virtual Event Being Held on Dec. 6, 2012

Learn how making better use of Information Management on System z can help reduce costs—and manage your enterprise more effectively.

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There's no question that IBM® System z® is capable of handling the most ambitious business growth—that's what it was designed for. But as data volumes grow, you have many choices for how to deploy and manage that data on DB2® and IMS™. How can you cost-effectively add new workloads to the System z platform and realize incremental savings? This program will show you how to keep up on new trends in IT and drive down the cost of a transactional environment.

Join us on **Dec. 6, 2012** for our **System z Information Management Executive Briefing**, delivered as a virtual event. Attending an event from your desktop gives you many benefits in addition to saving travel time. Presentations will be delivered by IBM executives and IBM Distinguished Engineers and other subject matter experts. Learn about new product enhancements and tools, and come away with new ideas to help you and your staff stay on top of the demands of your job. You can also gather materials to study and reference later.

Our program will begin at 10:30 a.m. EST in the U.S. and 10:30 a.m. GMT / 11:30 a.m. CET in Europe on Dec. 6, 2012. This executive briefing event is designed to allow you to participate in all the sessions listed below or only those in which you have a specific interest. The sessions are delivered on demand, so you can attend them in any sequence you prefer.

- **Leveraging System z for your data and information needs**
Steve Mink, Senior Manager, Information Management Mainframe Strategy, IBM Software Group
- **DB2 for z/OS® trends and directions**
Jeff Josten, IBM Distinguished Engineer, DB2 for z/OS Development, IBM Software Group
- **IMS 12 and beyond**
Dinesh Nirmal, Director, IMS, IBM Software Group
Betty Patterson, IBM Distinguished Engineer, IMS Architect, IBM Software Group
- **Administering and optimizing your z/OS and IMS environments**
Tom Ramey, Information Management Director, DB2 and IMS Tools, IBM Software Group
- **Meeting the business analytics and data warehousing needs of your users**
Beth Hamel, Solution Architect, Information Management on System z, IBM Software Group
- **Information governance for System z**
Mark Simmonds, Information Management Strategy, IBM Software Group

Our briefing center will be staffed with product experts who will be available to answer your questions until 5:00 p.m. EST in the U.S. and 5:00 p.m. GMT / 6:00 p.m. CET in Europe. If you need advice on an issue you're facing—whether or not it is a session topic—this is a great opportunity to talk to an expert individually or in a group chat session with other Information Management professionals. You will also have the opportunity to browse the briefing center for additional information that you can collect and reference later.

Abstracts

Leveraging System z for your data and information needs

Steve Mink, Sr. Manager, Mainframe Strategy and Marketing, Information Management, IBM Software Group

Organizations need smarter systems that help them perform and transform business as never before. System z creates an optimized infrastructure that integrates operational data with analytics, generating ongoing savings and value. This session will demonstrate how you can add workloads to System z at the lowest cost anywhere in your infrastructure. Hear how System z has gained momentum in transforming businesses while lowering IT costs and improving ROI.

DB2 for z/OS trends and directions

Jeff Josten, IBM Distinguished Engineer, DB2 for z/OS, IBM Software Group

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

IMS 12 and beyond

Dinesh Nirmal, Director, IMS, IBM Software Group
Betty Patterson, IBM Distinguished Engineer, IMS Architect, IBM Software Group

This session will provide an update of the IBM Information Management System and its future in advancing the technology of the latest development and runtime environments. Learn how companies are using IMS not only to run their core businesses but also positioning it as the application focal point for their latest technological deployment. You learn about the position of IMS in the marketplace, focus on future development and learn how customers are enabling business growth by modernizing and extending their IMS applications and databases.

Administering and optimizing your for z/OS and IMS environment

Tom Ramey, Director, DB2 and IMS Tools, IBM Software Group

Managing your data infrastructure is not easy these days. Database performance issues, worries about data corruption and loss, expanding business requirements, and rising charge-back costs are just a few of the trends that are causing database administrators to be stretched to the breaking point. When do you have time to learn about new features in DB2 10 for z/OS and exploit DB2 9 enhancements, IMS 11 or IMS 12? Even if you want to implement new features, what's the best way to manage and monitor them? How do you take advantage of the new security roles and make them work for you? This session takes a deeper look at some of these features and how to effectively manage and monitor them.

Meeting the business analytics and data warehousing needs of your users

Beth Hamel, Information Management Product Manager, Data Warehouse on System z, IBM Software Group

In this session, our experts will share insight on today's business environment and its impact on an IT organization's ability to deliver a competitive Business Analytics and Data Warehousing strategy. You will learn how DB2 for z/OS, combined with other Business Analytics offerings from IBM, provide the industry's only end-to-end solution on a single platform that is capable of scaling to meet the breadth of business users needs for complete and accurate business information faster and better with fewer resources and less expense. The solution offers flexible deployment options, including IBM Smart Analytics System 9700, and is designed to meet the business challenges of today and your evolving business needs going forward to help optimize business performance.

Information governance for System z

Mark Simmonds, Information Management, Sr. Product Marketing Manager, IBM Software Group

IBM information governance helps you manage information quality, master the complete lifecycle of information and secure and protect privacy across all types of information projects. The Information Governance Community, pioneered by IBM thought leaders, is a global expansion of the IBM Information Governance Council. Security, performance, transaction integrity, availability and fault tolerance make System z the ideal platform for business continuity, agility and business-class qualities of service. Business continuity remains a major concern to companies. How you manage your data over its life cycle can impact your business outcomes positively or negatively.

