NOTE: We will have a virtual Smarter Computing track that includes the **4 sessions** listed below along with 36 other relevant sessions already in the agenda under the other three event tracks – App Infrastructure / Cloud, Connectivity, BPM. In addition, we are will house a single demo 'machine' showcasing **4 'virtual peds'** outlined below.

Smarter Computing sessions funded by OSA GTM team

1. **Title: The New era of Smarter Computing: The Vision**
   Abstract: We are seeing dramatic shifts as our planet becomes smarter. These shifts are changing the way business and society work. Nothing is changing more than Information Technology - the way it is accessed, applied, and architected. At the same time, IT leaders are faced with skyrocketing operating costs and flat budgets. We are entering the next era of computing – Smarter Computing. It is the era of insight for discovery, powered by efficient and innovative IT. Enterprises in every industry can leverage breakthroughs in technology to create new business models, new ways of delivering technology-based services and generate new insights from IT to fuel innovation and dramatically improve the economics of IT at the same time. This new era is made possible by the integration of Big Data in Optimized Systems, managed as a Cloud. Leading organizations are making the move to Smarter Computing by applying a systematic approach to integrate, automate and secure their IT infrastructures. They are already providing twice the capacity for service on a flat budget, gaining efficiency by reducing IT sprawl and freeing resources to lead in innovation.

2. **Title: The New Era of Smarter Computing: Optimized Systems**
   Abstract: A solid foundation for Smarter Computing starts with a powerful and appropriate systems design, one that shifts from simply deploying systems as fast as you can, to deploying them in the most efficient and optimized manner. The IBM approach to optimized systems includes matching system architecture to specific workload requirements and consistent management of all environments to help reduce infrastructure costs and deliver superior IT economics. Leading organizations are embracing Smarter Computing by integrating, automating, and securing their systems and systems operations, delivering twice the computing capacity on a flat budget. This session will highlight a technology strategy for designing systems that optimize hardware, software and storage to provide better business performance at lower costs.

3. **Title: The New Era of Smarter Computing: Integrating Big Data**
   Abstract: An explosion of volume, variety, and velocity of data and content is opening tremendous opportunities for business and government to unlock new insight for understanding customer behavior and needs, optimizing decisions in real time, fostering collaborative decision making, and continuously assessing enterprise risk. Ten, even five years ago we would have tried to persist (store) the data and structure all the information we wanted to analyze. This is becoming increasingly expensive and often downright impossible. Simply amassing data in application silos is no longer enough. This session will demonstrate how integrating, automating, and securing the entire information supply chain enables you to efficiently master traditional data and gain insights from Big Data.

4. **Title: The New Era of Smarter Computing: Implementing Clouds**
   Abstract: We are seeing dramatic shifts as our planet becomes smarter. These shifts are changing the way business and society work. As we enter the next era of computing – Smarter Computing - nothing is changing more than Information Technology - the way it is accessed, applied, and architected. Enterprises in every industry are leveraging cloud computing to deliver efficient and innovative IT environments that provide a foundation for new business model creation, new ways of delivering value and generating new insights from IT to fuel innovation and dramatically improve economics at the same time. Leading organizations, such as Kaiser Permanente and AT&T are making the move to cloud computing by applying a systematic approach to integrate, automate and secure their IT infrastructures, thereby transforming their businesses by reducing IT sprawl and freeing resources to lead in innovation.

Smarter Computing pedestals funded by OSA GTM team

1. Analytics performance
2. Big Data
3. Private Infrastructure Cloud
4. Software on POWER
5. Improving IT Economics

Smarter Computing pedestal details

1. **Analytics performance**
   Title: Gaining faster insight from your data
   Product: Netezza, IBM Smart Analytics Systems
   Proof points:
   - Purpose built, extreme performance
   - Simple to deploy and manage
   - Best fit deployment options

   Abstract: To analyze massive amounts of information in a timeframe that matters to your business, you need the right foundation. IBM provides data warehouse appliances and flexible systems optimized and tuned for high performance analytics: Netezza and IBM Smart Analytics Systems provide a unique choice of platform, capability, and customization options specifically designed for your toughest business analytics problems with unmatched value, fast deployment and simple management. IBM InfoSphere Information Server automates the ingest of data into the warehouse.

2. **Big Data**
   Title: Stream Computing for Big Data
   Product: IBM InfoSphere Streams
   Proof points:
   - Analyze data while in motion
   - Filter Terabytes of data per second
   - Integrate Big Data

   Abstract: Digital data and content will grow 44x by 2020. That is driven by an explosion of applications, instrumented devices, interconnected systems, and Internet content. How do you handle the higher velocity and massive volumes of these data? These massive data streams have value in context. You don't want to store them all and then analyze them. It fact, it may even be impossible to do so. That is where stream computing comes into play. Find out about IBM InfoSphere Streams, deployed in many industries today, which allow you to filter terabytes of data per second, analyze them while still in motion and decide what, if anything, you need to store. Another benefit from using IBM's technology is that you can use the same tools to write analytics for data in motion as you use in the data warehouse.

3. **Private Infrastructure Clouds**
   Title: Private Clouds
   Product: IBM Tivoli, IBM Security, IBM Cloudburst
   Proof points:
   - On Demand Self-Service
   - Fast, Automated Service Provisioning
   - Secure by Design

   Abstract: IT organizations have traditionally managed servers, storage, networking, and application deployment in their data center in silos. Rapidly increasing demands and expectations of IT combined with flat budgets are rendering this traditional approach unsustainable. Leading companies are taking steps forward with private clouds - highly automating the provisioning and management of virtualized infrastructure resources - and thereby establishing a platform for faster pace of growth and innovation. Private cloud technologies from IBM, such as IBM Service Delivery Manager, IBM Tivoli Service Automation Manager, IBM Cloudburst, Application Security Services for Cloud enable you to efficiently manage infrastructure virtualization, automate the provisioning and de-provisioning of resources, manage service catalogues, and provide self-service portals all within an environment that can be more secure than your traditional IT.

4. **Software on POWER**
   Title: Power your software with efficiency and innovation
   Product: IBM Software on Power Systems
   Proof points:
   - Optimized performance
   - Flexible scalability
   - Integrated solutions

   Abstract: Forward-thinking leaders are looking to IBM to support plans for growth and near-term operational efficiency. With IBM Software for POWER7 and the latest IBM POWER7 Processor and Systems Architecture, businesses can optimize hardware and software solutions for the most demanding smarter planet workloads — resulting in faster time to value, better price performance and lower total cost of ownership. Examples of such solutions include IBM pureScale Application System, a pre-integrated yet customizable workload optimized system for transactional applications.
   Demonstartions: (1) DayTrader application demonstrating WebSphere Application Server performance on Power Systems. (2) Demo of workload management on pureScale Application System.

5. **Improving IT Economics**
   Title: True visibility of IT costs = better IT economics
   Product: System zEnterprise, IBM Tivoli products
   Proof points:
   - Dollar savings for customers by going to zEnterprise solution
   - Proof points through usage of Tivoli products
   - Unmatched value

   Abstract: This demo will show how you can get visibility into IT costs across the enterprise and discover the true economic benefits of running workloads on IBM zEnterprise.   Using IBM Tivoli Usage and Accounting Manager coupled with Tivoli Decision Support for IBM z/OS, the business unit IT costs will be shown before and after consolidating workloads onto the zEnterprise.