InformationOnDemand**2013**

Information Management Forum

November 3 – 7
Mandalay Bay | Las Vegas, Nevada

ibm.com/events/imforum

IBM

Dear clients,

Data is the new natural resource that is fueling our smarter planet.

Businesses must take advantage of the unprecedented opportunity that Big Data presents or risk falling behind the competition. IBM Big Data & Analytics solutions are helping clients harness Big Data to better understand their customers, reduce risk and discover entirely new avenues for growth.

In the Information Management Forum at Information On Demand 2013, you'll discover how IBM can help you turn data from all sources into a trusted, strategic asset for making more insightful business decisions. Explore the IBM Big Data & Analytics capabilities and solutions that will steer you to forefront of the new IT market:

- See how BLU Acceleration can help accelerate your success
- Discover how real-time analytic processing and contextual insight delivers value at the point of impact
- Learn how to reduce your cost and deliver more with PureData Systems

Information On Demand 2013 is the place to get the answers you need to advance your organization's information management strategy — and your career as a valued information management professional. I hope you'll join us.

All the best,

Robert J. Picciano
General Manager, Information Management

Top **4** Reasons to Attend

1. The number one place to learn about big data and analytics solutions

2. **New!** Full day tutorials Sunday and Thursday

3. **New!** Expanded curriculum for data scientists, architects, and governance pros

4. More advanced training for all data pros

Table of Contents

Sharpen your skills

at Information On Demand 2013.

New educational opportunities added!

You asked. We answered.

Responding to feedback from conference attendees, we've added many new opportunities for you to advance your expertise at Information Management Forum at Information on Demand 2013.

This year, we offer an educational experience that includes hands-on labs, best practices, in-depth product education, new optional full-day tutorials, community meet-ups, and much more. We've expanded our focus to provide meaningful content and discussion for emerging data job roles: data scientists, information strategists and chief data officers, and data governance professionals.

Here are a few highlights:

New tutorials

Choose from five, new, full-day tutorials, each taught by a recognized industry expert:

- Sunil Soares, *Data Governance Fundamentals with IBM InfoSphere*
- Bob Morison, *Analytics At Work, Smarter Decisions Better Results*
- David Wells, *Bringing Business and IT Together, Practical Steps for Improved Working Relationships*
- Dr. Peter Aiken, *Evolving your Information Architecture, What? Why? How?*
- Dr. Vladimir Bacvanski, *Big Data, Hadoop and Big SQL, A Crash Course*

More advanced technical education sessions

Conference sessions cover all the hot topics surrounding the strategic importance of data. Speakers go into great technical detail, discussing big data, cloud, mobile, cyber security threats, cognitive computing and machine learning, real time analytics, concerns of privacy and ethical use of data.

Learn from the experts

This year, our Information Management Forum features these recognized industry experts:

- Stephen O'Grady, RedMonk, Analyst
- Peter Aiken, President DAMA
- Bonnie Baker, DB2 for z/OS Consultant
- Sunil Soares, Information Governance Consultant
- Frank Fillmore, The Fillmore Group

Learn from IBM clients

Clients share their best data practices, including:

- Daniele Cericola, Banca Carige, IT Director Big Data
- Pam Kahler, Principal Financial Group, Director of IT Architecture
- Clifton Gathings, PepsiCo, Database Security Systems Engineer
- Rob Harris, Dell, Customer Data Management Strategist
- Bindu Madhav, Blue Cross Blue Shield of TN, Sr. Data Integration Architect
- Craig Milroy, TD Bank, Data Architect
- Anne Johansson, Nordea, Program Manager, Strategic Initiatives

Learn from your peers

Hands-on labs, product education, and community meetups on Monday, Tuesday and Wednesday provide the opportunity to get involved and help define the future of information management.

Why you should attend Information Management Forum:

- Build your skills. There is no better opportunity to deepen your data skill set.
- Build your network. Meet your peers, learn from others.
- Learn how to apply best practices to your environment.
- Discover the latest solutions from IBM and IBM Business Partners.
- Learn from the industry's best data professionals.

See you there!

Register Now

Learn from IBM experts

More than 200 IBM data experts discuss new technology, products and practices. Speakers and topics include:

Steve Adler
Information Strategist
Developing an Information Strategy

Tim Davis
Executive Director, Big Data Architecture Group and Services Center of Excellence
Requirements as a Driver for IT Risk Strategy and Architecture

Tom Deutsch
Program Director
Big Data and Advanced Analytics, How To Avoid Doing Dumb Things With Big Data

Phil Francisco
Vice President, Data Management Products and Strategy
The State of Data Warehousing in the Big Data World

Melanie Stopfer
Consultant Learning Specialist
Best Practices Upgrade to DB2 10.5 with BLU Acceleration

Matt Huras
DB2 Distinguished Engineer
DB2 10.5 Internals

Stephen Brodsky
Big Data Distinguished Engineer
Visually Explore and Analyze Your Big Data

John Campbell
DB2 for z/OS Distinguished Engineer
How to Design for High Volume Concurrent Insert

Paul Zikopoulos
Vice President, WW Technical Sales
Big Data Best Practices

Jeff Josten
DB2 for z/OS Distinguished Engineer
DB2 11 for z/OS Technical Overview

Dan Wolfson
InfoSphere Distinguished Engineer
Information Virtualization in the Big Data Fabric

Ron Ben Natan
Distinguished Engineer, VP and CTO for Data Security, Compliance and Optimization
Data Security and Privacy for Big Data

Berni Schiefer
Information Management Distinguished Engineer
Choosing the right storage for DB2

Rob High
Watson CTO and IBM Fellow
The Role of Information in the New Era of Cognitive Systems

Bill O'Connell
Distinguished Engineer Warehousing CTO
Evolving Big Data Architectural Patterns and Technical Strategy Directions

John Miller
Informix Senior Technical Staff Member
Balancing Big Data Workloads with NoSQL Auto-Sharding

Tim Vincent
IBM Fellow, VP and CTO for IM
Big Data Reference Architectures with Industry Use Cases

Kyle J. Charlet
IMS Senior Technical Staff Member
Your Big Data Solution is not Complete without IMS on System z

Discover
Information On Demand

If you are new to this conference, start your week with this educational pre-conference session series that introduces you to a broad range of IBM products to help you decide which topics to explore further. Attend one or all three sessions. Each session has its own theme -- Information Management, Business Analytics or Enterprise Content Management. With this foundation, you can get more value from other sessions during Information On Demand 2013.

Week at a Glance

Sunday 11/03	Monday 11/04	Tuesday 11/05	Wednesday 11/06	Thursday 11/07	
Registration 7:30 a.m.–9:30 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–2:30 p.m.	**NOTE:**
	Breakfast 6:45 a.m.–7:45 a.m.	**Breakfast** 6:45 a.m.–7:45 a.m.	**Breakfast** 6:45 a.m.–7:45 a.m.	**Breakfast** 7:00 a.m.–8:00 a.m.	All times listed are Pacific Standard Time.
	General Session 8:15 a.m.–9:45 a.m.	**General Session** 8:15 a.m.–9:30 a.m.	**General Session** 8:15 a.m.–9:30 a.m.	**Electives** 8:15 a.m.–9:30 a.m.	The time changes from PDT to PST at 2 a.m. on Sunday, November 3
Big Data and Analytics Tutorial Series 9:00 a.m. - 5:00 p.m.	**Electives** **BL Keynote** 10:15 a.m.–11:15 a.m. **Electives** 11:30 a.m.–12:30 p.m. **IM Keynote** 11:30 a.m.–12:45 p.m.	**Electives** 10:00 a.m.–11:00 a.m. **Electives** 11:15 a.m.–12:15 p.m.	**Electives** 10:00 a.m.–11:00 a.m. **Electives** 11:15 a.m.–12:15 p.m. **BL Sessions End**	**Big Data and Analytics Tutorial Series** 9:00 a.m. - 5:00 p.m. **Electives** 10:00 a.m.–11:00 a.m. **Electives** 11:15 a.m.–12:15 p.m.	**Hands-on Lab hours** Monday through Thursday 10 a.m.–1 p.m. and 2 p.m.–5 p.m.
Discover Information On Demand 2:00 p.m. 3:00 p.m. 4:00 p.m.	**Lunch** 12:30 p.m.–2:00 p.m. **BOFs** 12:45 p.m.–1:45 p.m.	**Lunch** 12:30 p.m.–2:00 p.m. **BOFs** 12:45 p.m.–1:45 p.m.	**Lunch** 12:30 p.m.–2:00 p.m. **BOFs** 12:45 p.m.–1:45 p.m.	**Lunch** "Next? Join the Conversation!" 12:30 p.m.–1:30 p.m.	**Drop-in Lab hours** Monday through Wednesday 9:30 a.m.–5:00 p.m. and Thursday 9:30 a.m.–4:00 p.m.
	EXPO Open 12:30 p.m.–3:30 p.m.	**EXPO Open** 12:30 p.m.–3:30 p.m.	**EXPO Open** 12:30 p.m.–3:30 p.m.		
Enzee Universe 9:00 a.m. - 5:00 p.m.	**Electives** **ECM Keynote** 2:00 p.m.–3:00 p.m. **Electives** 3:30 p.m.–4:30 p.m. **BA Keynote** 3:30 p.m.–5:00 p.m.	**Electives** 1:45 p.m.–2:45 p.m. **Electives** 3:00 p.m.–4:00 p.m. **Electives** 4:30 p.m.–5:45 p.m.	**Electives** 1:45 p.m.–2:45 p.m. **Electives** 3:00 p.m.–4:00 p.m. **Electives** 4:30 p.m.–5:45 p.m.	**Electives** 1:45 p.m.–2:45 p.m. **Electives** 3:00 p.m.–4:00 p.m. **Electives** 4:15 p.m.–5:15 p.m.	**LEGEND:** **BA** Business Analytics **BL** Business Leadership **ECM** Enterprise Content Mgt **IM** Information Mgt
EXPO Grand Opening Reception 6:00 p.m.–8:00 p.m.	**EXPO Reception** 5:00 p.m.–7:00 p.m.	**EXPO Reception** 5:00 p.m.–7:00 p.m.		**Conference Ends**	**BOFs** Birds of a Feather
Community Receptions 8:00 p.m.–10:00 p.m.	**Rock the Mainframe** 7:30 - 10:00 p.m.	**Social Event** 7:00 p.m.–10:30 p.m.	**OPEN Evening**		

General Sessions

Gain valuable insights as industry experts, fellow IBM clients, IBM Business Partners and IBM executives share their experience and guidance for managing big data and analytics at the speed of business.

General Session–Day One
Monday, November 4
8:15 a.m.–9:45 a.m.

New opportunities to transform an organization or an entire industry are emerging for organizations that embrace social media, mobile technology, cloud computing, and big data analysis. However, it requires focusing on the right strategies, investments and business outcomes. Information On Demand 2013 is the perfect place to learn the fastest route to turn big thinking into big impact for your organization.

Start your week by hearing first hand from business and IT leaders using IBM Big Data and Analytics for better insight and business outcomes.

General Session–Day Two
Tuesday, November 5
8:15 a.m.–9:30 a.m.

This session describes how leading organizations are optimizing their business and IT investments using IBM Big Data and Analytics solutions. These solutions help unlock new opportunities to engage deeper with customers, optimize operations and infrastructure, identify threat and fraud and find entirely new sources of revenue.

General Session–Day Three
Wednesday, November 6
8:15 a.m.–9:30 a.m.

In Wednesday's session, top technology thought leaders discuss the exciting technologies that lie ahead and how you can stay ahead of your competition by positioning yourself for success today. With their insight, you'll begin to see opportunities instead of challenges and view the possibilities in a different way.

Thursday Next Luncheon
Join the conversation on Thursday, November 7, from 12:30 p.m. to 1:30 p.m.

Interact with top IBM technical luminaries in a fun, relaxed environment and discuss technology trends and future directions. This non-scripted, free-flowing event allows you to exchange ideas with some of the leaders in technology today.

Use the Session
Preview Tool!

Keynote

Information Management with Speed, Simplicity and Confidence

Monday, November 4
11:30 a.m. – 12:45 p.m.

In today's fiercely competitive environment, disruptive technology factors of social, mobile, cloud and the "internet of things" is creating a tremendous amount of data (called "big data"). Companies who view big data as a new resource focus on building an agile information management foundation necessary to deliver a fast, easy and smart way to new insights at the speed of thought, managing big data with confidence and lowering the cost of mission-critical business applications.

Join Bob Picciano and innovative IBM clients in this technical session that describes the IBM Information Management strategy and game-changing innovations. Learn from demonstrations of new capabilities that can help you optimize your data management, information integration and governance, analytics and data warehousing investments.

Start Planning

Use the Session Preview tool to explore all the sessions at Information On Demand 2013. Search for sessions by program, track, date, topic, audience, or keyword to locate sessions that meet your interests. Start your planning today!

Visit: ibm.com/events/iodsessionpreview

Note: Session details are subject to change.

Sessions

Building a flexible information management foundation is critical to meeting the needs of mission-critical applications.

Learn how to be in the forefront of the latest market requirements such as big data and analytics, optimized systems, mobile, cloud, and governance.

Information Management Forum tracks

Emerging Big Data Technologies

Sessions in this track cover emerging technologies to process, manage and exploit big data such as Apache Hadoop, stream computing, data exploration, visualization and advanced analytics. Detailed technical sessions targeting information strategists, enterprise architects, data scientists, solution developers and architects are included.

Database Servers and Tools

This track covers the breadth of the IBM database and data management portfolio and includes topics for DB2, IMS and Informix. Attendees learn how IBM solutions can reduce the cost and complexity of managing data, improve business agility, and leverage data as a core asset.

Get the latest information from the labs on key new offerings such as DB2 with BLU Acceleration, DB2 11 for z/OS, IMS 13, DB2 Analytics Accelerator 4, Informix 12.1 and more. Learn how IBM solutions can streamline data management, from requirements to retirement, while delivering industry-leading performance and lowering administration, storage, development, and server costs.

Data warehousing and analytics

Data warehousing is in an evolution. Why? The era of big data is upon us and this changes everything. In the early days of data warehousing and business intelligence, we learned how to leverage data to help make smarter decisions. Today in the "data economy," data is the new natural resource to be tapped not only for smarter decisions but a strategic edge.

Data warehousing today now encompasses all data and its scope expands outside the walls of the traditional enterprise data warehouse to include systems that allow us to tackle unstructured and streaming capabilities. Data warehousing has moved from monolithic to an integrated ecosystem IBM calls the "Big Data Platform."

Information integration and governance

In this track, attendees will gain a deep understanding on how to leverage InfoSphere technology alongside an Information Governance strategy to build confidence in big data.

Information solution architecture

This track explores state-of-the-art enterprise and industry architectures, with an emphasis on exploiting emerging big data systems and infrastructure. These sessions take a total view and look at integrating technologies into enterprise architectures, explore industry-specific architectures, parallel processing, stream computing, mobile technologies, cloud computing, deep analytics and much more.

Detailed technical sessions targeting the Chief Data Officer, Information Strategist, CTO, the enterprise architect, the information and data architect and solution developers are included.

Use the Session Preview Tool!

Explore

More Opportunities at Information On Demand 2013

Hands-On Lab sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from unique three-hour sessions that cover a wide range of products. If you can't find time in your conference schedule, consider the Drop-In Lab center and "drop in" when you are available!

Drop-In Lab sessions

Designed for flexibility, the lab room is open from 9:30 a.m. to 5:00 p.m., Monday to Wednesday and 9:30 a.m. to 4:00 p.m. on Thursday. Come to Shorelines B in the Mandalay Bay Convention Center, and step through a lab with self-guided instructions that lead you through lab scenarios. You'll gain valuable insight into the features of the products—at your own pace.

Usability Sandbox sessions

Use your experience with specific IBM products to help shape product direction. Usability experts lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements.

"Information On Demand] is a premiere confer-ence in the DB2 world. So, not only do we get the chance to get current technologies, but we get future technologies The access to the developers and to be able to have very candid discussions on technology is just a tremendous opportunity for people in the field."

Business Analytics Forum

Business Analytics Forum offers rich content for the entire business analytics community. Whether you focus on business intelligence, financial performance management, predictive analytics, analytic applications or social media, it's the place to get the practical know-how you need to maximize the value of your deployments and perform your day-to-day job more effectively. Discuss implementation success stories, learn deployment best practices, and valuable tips, techniques, and innovative strategies to accelerate your business analytics initiatives.

Enterprise Content Management Forum

IBM Enterprise Content Management solutions help IT, line of business and C-level audiences harness the value of unstructured information for new insights and better business outcomes. By putting the right content in motion—capturing, activating, socializing, analyzing and governing—professionals across all industries can transform their business with informed, timely decisions.

ECM program sessions cover: document imaging and capture; advanced case management; social content management; content analytics and information lifecycle governance. Other activities include dedicated hands-on labs, ask the experts and special networking events.

Business Leadership Forum

The Business Leadership Forum is a comprehensive, 2.5-day curriculum that engages executives, managers and key decision makers seeking to turn business strategies into results by leveraging big data and analytics. Learn innovative ideas and successful strategies on how to grow your business, reduce costs, manage risk and improve customer service.

Networking

with Peers and Experts

Gain inspiration and knowledge from face-to-face conversations.

Grand Opening Welcome Reception

Information On Demand 2013 kicks off on Sunday, November 3, from 6:00 p.m. to 8:00 p.m. Raise a glass and enjoy hors d'oeuvres with fellow attendees, IBM Business Partners, developers, subject matter experts, and technology enthusiasts from around the globe. Explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome.

Community Receptions

Community receptions provide an opportunity to meet and chat with like-minded conference attendees following the Grand Opening Welcome reception, on Sunday evening. These open discussions help you choose agenda topics and areas to focus on at the conference, which can be by job, role or industry. Receptions are planned for the following communities:

- Business analytics
- Enterprise content management
- Information management

EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday from 5:00 p.m. to 7:00 p.m. to experience the EXPO while networking with your peers, IBM Business Partners and solution experts.

Expert Exchange sessions

Focused on current topics, Expert Exchange sessions provide an interactive hour of attendee-driven discussion with experts from IBM and beyond. Now is the time to find the answers in a small group discussion driven by your questions and comments.

Birds-of-a-Feather sessions

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (BOFs) are networking opportunities that allow attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics are assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among like-minded peers.

Social Lounge

Visit the Information On Demand Social Lounge and discuss with peers and social luminaries topics such as big data, analytics, cloud computing and mobile technology. Attend an executive town hall forum, share your experiences with friends at the Instagram Photobooth, exchange ideas at one of the 'campfire' conversation areas or just recharge your electronic devices while exploring the digital conversation in real-time on streaming monitors. The social lounge can help connect you with peers or enable you to join the conversation — virtually.

Calling all Enzees to Enzee Universe!
Sunday, November 3, 9:00 a.m. to 5:00 p.m.;
reception 5:00 p.m. - 6 p.m.

Are you part of the IBM PureData™-Netezza user community or are you interested in joining this user group? Then don't miss this full day dedicated to discussing technical tips and best practices for the PureData System for Analytics, powered by Netezza technology.

Topics include the IBM data warehouse strategy, architecture, product information, partner integration and tips for how to network within the user community.

Start off your week with this comprehensive, immersive trip through the Enzee Universe, followed by a cocktail reception. We hope to see you there!

Rock the Mainframe
House of Blues Music Hall
Monday, November 4, 7:30 p.m. to 10:00 p.m.

Join your colleagues, conference speakers and key members from your IBM System z® team for an evening of southern hospitality with cocktails and Cajun hors d'oeuvres. Keep the party rockin' by taking a turn on the Rock Band video game.

Your Information On Demand conference badge and Z pin are required for admission. You can get a Z pin at any of the System z product pedestals in the EXPO.

The House of Blues Music Hall is located next to the restaurant on the casino level across from the Mandalay Bay Hotel.

Evening social event

FUN.

After a day of world-class education and business sessions, unwind at the Evening Social Event on Tuesday, November 5, from 7:00 p.m. to 10:30 p.m. Grammy Award winning, indie-pop trio fun. will perform exclusively for you. Join your peers to hear hits like "We Are Young" – winner of the 2012 Song of the Year Grammy, "Some Nights" and "Carry On."

Entertainment is proudly sponsored by IBM Business Partner, Rocket Software. Don't miss this great night of feasting, networking, and music!

Rocket

EXPO Highlights

See this year's sponsors!

With more than 350 IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action from the EXPO floor.

Visit our premiere Information Management sponsors:

Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2013 at the welcome reception on Sunday evening, November 3, from 6:00 p.m. to 8:00 p.m. in the EXPO.

Take this opportunity to network with your peers and IBM representatives while you preview the technology and exhibits in this premier exposition. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

Presentation Theaters

The theaters showcase IBM and IBM Business Partner solutions that help optimize your system performance and address your business issues. Presentations will be held during the open EXPO hours. Plan now to attend these valuable discussions.

IBM Software Services and Support Experience

Discover how to speed your implementation, keep software solutions productive, and build your own skills and expertise. Services, education and support experts answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

Take 5 Lounge in the EXPO

Engage while you relax. The Take 5 Lounge is the place in the EXPO to sit back and relax while you network with like-minded professionals. Take advantage of this opportunity to network with other attendees from the technical community, including IBM champions and user group members. Visit one of our massage chair sponsors and treat yourself to a five-minute massage, a foot massage, or simply recharge your phone.

IBM Business Partner Café

The IBM Business Partner Café is the place to network and meet with IBM program and product experts. Visitors can enjoy a fresh cup of coffee while talking with IBM subject matter experts who can offer the latest insights about the IBM Business Analytics, Information Management and Enterprise Content Management portfolios.

The Café is a convenient venue where IBM Business Partners can discuss programs, tools, offerings, and benefits that best align to your business priorities for 2014. The Café is also an ideal place for IBM Business Partners to network with fellow IBM Business Partners and the IBM team, discuss their plans, and hold one-on-one meetings.

InfoSphere Networking and Demo Room

Experience the 'power of trusted information' at the IBM InfoSphere software networking and demo room, featuring more than 50 comprehensive product demos and solutions. Speak directly with IBM experts and hear first hand from the engineers and architects who develop IBM products. See live demonstrations of innovative solutions designed to help address your information governance challenges.

Data Management Networking and Demo Room

Visit the data management networking and demo room to see innovative data management software and systems. Speak directly to our experts and hear first hand from the engineers and architects who developed our products. See why business and IT leaders in forward-thinking organizations are taking an integrated approach to unlocking value from all available data by exploiting a new generation of data management solutions.

Grab the spotlight with IBM Client References

There's no doubt you and your team put a lot of hard work into implementing your IBM solution. Why not be recognized for your efforts?

To get the credit you deserve for your innovative technology solution, simply visit the Client Reference Booth on the EXPO floor to share your story and receive a complimentary token of appreciation. Don't let this opportunity to be recognized pass you by. The limelight beckons and it's worth the time!

Registration Information

Register NOW for the best deal!

Conference Registration Fees
Standard fee: USD2,195 per person September 14 to November 7

Visit ibm.com for details on registration discount offers.

Questions?
For all questions concerning registration, hotel and group discounts, please contact the registration/housing line at 800-227-4374 or 770-359-6591 Monday through Friday from 9:00 a.m. to 6:00 p.m. ET or send an email to: InformationOnDemand2013@ meetingconsultants.com

Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining, and the world-famous Shark Reef Aquarium, an exciting array of entertainment options awaits you.

Hotels
The Mandalay Bay Resort and Convention Center is the site of this year's Information On Demand 2013 conference. Arrange your accommodations online as part of the registration process. Conference hotel accommodations are limited and will be on a "first-come, first-served" basis.

We encourage you to register early to get the deepest conference registration discount and the best hotel accommodation.

Visit the conference site for details on hotel options and rates.

Travel Discounts
Visit the conference site for details and promotion codes.

Information Management Forum

InformationOnDemand**2013**

November 3–7, 2013
Mandalay Bay | Las Vegas, Nevada

ibm.com/events/imforum