IBM Champions for Business Analytics, Enterprise Content Management and Information Management

Session Highlights

IBM Champions are thought leaders and advocates who share their opinions and years of experience with people like you. Recognized by IBM for their extensive contributions to the community, IBM Champions help make IBM communities a vibrant, meaningful and useful resource. IBM Champions are sought after experts in their field, and as such, have become renowned speakers at IBM and user group events worldwide. At Information on Demand 2011, 59 IBM Champions will be delivering an impressive lineup of over 80 sessions across all the Forums and a variety of tracks. Take the opportunity to choose which sessions are right for you.

More details on the IBM Champion program and the IBM Champions themselves can be found at **ibm.com**/champion.

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference website for the most current agenda.

Business Analytics

Business Intelligence

Tuesday, Oct 25 03:00 PM - 04:00 PM Mandalay Bay South Convention Center - Breakers F **BBI-2695B**	**Best Practices and Lessons Learned in a Global Multiserver BI Environment at Merial** In this session, you will hear a case study about a very large global implementation of IBM Cognos Business Intelligence presented by Merial, a world-leading animal healthcare company. Numerous best practices and "gotchas" will be explored in an interactive format. Audience participation is welcomed! A detailed analysis of Merials upgrade to Cognos Business Intelligence V10.1 will be included, with a strong focus on security best practices. **Speaker(s):** David Bergeron, Merial, Ltd, Global Cognos Administrator

Delivering Customer Success

Sunday, Oct 23 04:00 PM - 05:00 PM Mandalay Bay South Convention Center - Breakers K-L **BDS-2260A**	**How to Leverage a User Group Community** Do you ever feel like you're alone in the big analytics ocean? Are you looking for people to share ideas with or help with similar challenges? Turn to your IBM Business Analytics User Community. And if you don't have one in your area, start one! User groups can have a huge impact on helping you network, learn innovative ways to solve technical problems, and find creative ways to use IBM solutions. This session will introduce you to the new Business Analytics Online Community and highlight all the ways you can stay connected with users just like yourself in your area and beyond. **Speaker(s)**: Susan Dean, GE Power Generation Services, Business Intelligence Leader
Monday, Oct 24 02:15 PM - 03:15 PM	**Becoming a Business Analytics Champion at Chickasaw Nation Division of Commerce** The Chickasaw Nation Division of Commerce (CNDC) is the largest revenue-

■ Special / Other Events

Turn Insight Into Action

Mandalay Bay South Convention Center - Breakers H **BDS-2545A**	generating hospitality and gaming provider in the state of Oklahoma, providing revenue that supports the administrative functions for the entire Chickasaw Nation. Join Rob Jacks, CIO of CNDC, as he describes his role as a business analytics champion within the organization, and tells how CNDC has successfully driven user adoption of many IBM solutions, technologies and tools. As CIO, Jacks feels that the value of IT lies not in building reports or driving analytics, but in helping the organization drive revenue. Hear how CNDC identified the best combination of services, support and training to enable users to effectively manage their own business areas. **Speaker(s):** Myron Weber, Kurt Salmon, Partner Rob Jacks, Chickasaw Nation Division of Commerce, CIO
Tuesday, Oct 25 **03:00 PM - 04:00 PM** Mandalay Bay South Convention Center - Breakers H **BDS-1103A**	**Creating an Internal BI Certification Program and Business Partnership at Martin's Point Health Care** In organizations that have a centralized Business Intelligence Competency Center (BICC) as well as decentralized or department-based analysts, there is a great need to make sure that the quality, look and feel of data is consistent throughout the organization. To achieve this, Martin's Point Health Care's BICC created and implemented a BI Certification Program coupled with a Business Partnership Program. Join this session to learn about the Certification Program, a customized curriculum followed by an assessment that all department analysts must pass in order to have access to data. You'll also hear about the Business Partnership program, which connects BICC members with department-based analysts and acts as a liaison. **Speaker(s):** Jeff Guevin, Martin's Point Health Care, Manager BI Administration

Tuesday, Oct 25
 	
03:00 PM - 04:00 PM
 	
Mandalay Bay South Convention Center - Mandalay Bay K
 	
BDS-1670B
	Panel Discussion: How to Deliver BI Program Excellence
	Join the co-authors of the book, "Business Intelligence Strategy" to learn about their most recent findings on the keys to managing and executing successful BI programs. In this panel discussion, leaders from BI programs at The Boeing Company, Johnson & Johnson, The Nielsen Company and Blue Cross Blue Shield of Tennessee will discuss: how to manage changing BI strategy and requirements, successful organizational structures, BI departments and BI Centers of Excellence, must-have processes, how to build a value portfolio and how to deliver an agile technology program to keep innovation in your portfolio**.**
	
	Speaker(s): Brian Green, Blue Cross Blue Shield of Tennessee, Manager, BI and Performance Management;
	              John Boyer, The Nielsen Company, Enablement Team Lead;
	              Kay Van De Vanter, The Boeing Company, Business Intelligence Competency Center

Wednesday, Oct 26 **10:00 AM - 11:00 AM** Mandalay Bay South Convention Center - Mandalay Bay K **BDS-2081A**	**Marching up the Performance Management Maturity Curve at Boeing** With so many organizations laboring so hard to develop basic business intelligence capabilities, a frequent question, once basic competency is achieved, is what's next? This session will feature a panel discussion with executives from Boeing and IBM, who will describe the steps taken by the Boeing Company's Finance Data Warehouse team to develop a strategic vision and adopt a performance management framework. You'll hear how the aerospace giant moved from BI basics up the performance management maturity curve to BI leadership **Speaker(s):** Mark McDaniel, Boeing, Cognos Implementation Lead

■ Special / Other Events

Turn Insight Into Action

Wednesday, Oct 26 11:30 AM - 12:30 PM Mandalay Bay South Convention Center - Breakers I-J **BDS-2955B**	**Turning Data into Sales Using IBM Cognos Express and SPSS Predictive Analytics** In this session, you'll learn how Tyler, Texas-based Mentoring Minds, one of the premiere U.S. educational publishers, was able to combine the power of IBM Cognos Express and IBM SPSS Predictive Analytics to make confident predictions about customer buying propensities and shape personalized marketing campaigns that increased sales. Using this technology, Mentoring Minds pulled customer data from two different systems to build a complete picture of customer behavior and purchasing history. You'll hear how, as a result, they have been able to create campaigns that, in one market, generated 250 percent more sales than traditional generic mailings. **Speaker(s):** Chad Erman, LPA Systems, Regional Manager Southwest
Thursday, Oct 27 10:00 AM - 11:00 AM Mandalay Bay South Convention Center - Breakers K-L **BDS-2955D**	**Turning Data into Sales Using IBM Cognos Express and SPSS Predictive Analytics** In this session, you'll learn how Tyler, Texas-based Mentoring Minds, one of the premiere U.S. educational publishers, was able to combine the power of IBM Cognos Express and IBM SPSS Predictive Analytics to make confident predictions about customer buying propensities and shape personalized marketing campaigns that increased sales. Using this technology, Mentoring Minds pulled customer data from two different systems to build a complete picture of customer behavior and purchasing history. You'll hear how, as a result, they have been able to create campaigns that, in one market, generated 250 percent more sales than traditional generic mailings. **Speaker(s):** Chad Erman, LPA Systems, Regional Manager Southwest

Financial and Risk Analytics

Tuesday, Oct 25 10:00 AM - 11:00 AM Mandalay Bay South Convention Center - Mandalay Bay K **BFR-3670A**	**Transforming Finance with Analytics: Panel Discussion** As the global recession slowly fades, it leaves behind a legacy of greater risk and uncertainty. But with the right tools and disciplines, risks can be anticipated, identified and managed effectively. Attend this panel discussion to hear from three customers whose finance teams are using analytics to prosper in spite of an environment of heightened risk. Representatives from Mueller, Inc., Alliant Techsystems, and Volkswagen Bank will discuss the ways they are using performance management technology to transform their financial processes, manage risk, and drive efficiency and performance. **Speaker(s**): Mark Lack, Mueller, Inc., Planning and Financial Analysis Manager
Wednesday, Oct 26 10:00 AM - 11:00 AM Mandalay Bay South Convention Center - Mandalay Bay D **BFR-2778A**	**Gaining Daily Insight with IBM Cognos TM1 and IBM Cognos Business Intelligence at Pillar Hotels and Resorts** In this session, you'll learn how Pillar Hotels and Resorts, a property management company with a portfolio of more than 230 hotels in 37 states, joined forces with IBM partner LPA Systems to replace a manual, spreadsheet-based process with a robust budgeting and forecasting system built on IBM Cognos TM1 and IBM Cognos Business Intelligence. You'll hear how Pillar Hotels improved performance by moving from a monthly, summary-level plan to a detailed, daily operational and financial plan, using drivers to measure the business and simplify the planning experience for over 300 users in the first month of rollout. Pillar will also review the success of its IBM Cognos reporting solution and show how the system reduces costs. **Speaker(s):** Chad Erman, LPA Systems, Regional Manager, Southwest

■ Special / Other Events

Turn Insight Into Action

Thursday, Oct 27 **10:00 AM - 11:00 AM** Mandalay Bay South Convention Center - Mandalay Bay C **BFR-1813A**	**Cellular South Adds Complex What-if Revenue Modeling to the Planning Environment with IBM Cognos TM1** This session details how wireless service provider Cellular South was able to quickly resolve a complex revenue planning problem with IBM Cognos TM1. In the wireless industry, modeling multiple versions of new service plans and analyzing the cannibalization effect of these plans on existing customers, is a critical part of the planning process. This session explains how Cellular South developed a system that enabled users to simulate the creation of new service plans and analyze the impact of these plans on the existing business. Capabilities included toggles to add or remove the simulated plans and instantly see the detailed revenue impact on the business. **Speaker(s):** Justin Croft, Cellular South, Inc., Manager, Finance Analysis & Planning

Predictive and Advanced Analytics

Monday, Oct 24 **10:15 AM - 11:15 AM** Mandalay Bay South Convention Center - Breakers K-L **BPA-3683A**	**Combating Fraud & Improving Customer Service with Predictive Analytics & BI** Infinity Property and Casualty Insurance and IBM have formed a strong, mutually beneficial partnership over the past five years. But it was vision and purpose that started Infinity down the path to becoming a predictive enterprise. The company recognized that it needed to fundamentally change the way it did business in order to stay competitive and keep its customers happy. For Infinity, the critical challenges were to identify and combat fraud while improving service to good customers. This session offers a primer on how to build a strategic plan that will be embraced for the long-term by both vendor and customer as Infinity has, using IBM SPSS Predictive Analytics and IBM Cognos solutions. **Speaker(s)**: Bill Dibble, Infinity Property & Casualty Insurance, SVP Claims
Tuesday, Oct 25 **03:00 PM - 04:00 PM** Mandalay Bay South Convention Center - Breakers K-L **BPA-1728A**	**Leading the Way with an Information-Led Transformation at Elie Tahari** At high-fashion retailer Elie Tahari Ltd., investments in business intelligence, performance management and predictive analytics were motivated by the need to ensure that the company had the right mix of products on the floor at any given time, and could sense changes in selling patterns. In this session, you'll learn how Elie Tahari started with a near-real-time enterprise BI solution called TREND (Tahari Real Time Environment for Data), which is based on IBM Cognos Business Intelligence, that provided information for strategic and tactical decision making. You'll also learn how the company improved a labor intensive and error-prone financial planning process by implementing an IBM Cognos solution for budgeting, planning and forecasting. **Speaker(s):** Nihad Aytaman, Elie Tahari, Ltd., Director of Business Applications
Tuesday, Oct 25 **04:30 PM - 05:45 PM** Mandalay Bay South Convention Center - Mandalay Bay B **BPA-2439A**	**Talent Journey from Reporting to Predictive with IBM Cognos Workforce Performance and IBM SPSS Analytics** With over 47,000 employees, Time Warner Cable (TWC) knows that developing, managing and retaining key talent is critical to business success in a constantly changing marketplace. In this session you will learn how TWC has successfully deployed IBM Cognos Workforce Performance and is now utilizing its rich foundation to integrate innovative IBM SPSS workforce analytics capabilities developed by IBM Research. By following the TWC journey, you will see how to couple BI and predictive analytics to address workforce challenges in your organization and learn how to integrate analytics into key business processes to make informed decisions and take the best actions on a consistent, repeatable basis.

■ Special / Other Events

Turn Insight Into Action

	Speaker(s): John Fries, Time Warner Cable, Sr. Manager, Human Capital Analysis & Planning

Business Leadership

Banking & Financial Markets

Tuesday, Oct 25 04:30 PM - 05:45 PM Mandalay Bay South Convention Center - Palm A **LFM-3142A**	**A Streamlining Processes at US Bank** In this session, you will hear how US Bank used IBM Enterprise Content Management technology to streamline a manual loan application process. In addition, you will learn how the new improved process eliminated paper applications and significantly reduced cycle times. **Speaker(s):** Joe Schlosser, US Bank, Senior ECM Architect

Financial Analytics

Monday, Oct 24 11:30 AM - 12:30 PM Mandalay Bay South Convention Center - Palm C **LFA-3546A**	**The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes** In this session, hear from leading experts about new tools and disciplines that can help finance organizations improve the way they measure and monitor business performance. In addition, they will explain how data and process standards and business analytics can improve finance efficiency, one of the key components of becoming a value integrator. **Speaker(s):** Robert Loreto, Qualcomm Inc., Senior Director, IT Finance
Monday, Oct 24 02:15 PM - 03:15 PM Mandalay Bay South Convention Center - Banyan B **LFA-3589B**	**Transforming Finance With Analytics** In this session, you will hear how Qualcomm, a world leader in wireless communications, successfully used IBM Cognos TM1 to increase the visibility of the drivers of revenue, profit and working capital. With this visibility, Qualcomm was able to improve the management of capital expenditures, project cost planning and consolidated divisional profit and loss reporting. **Speaker(s):** Robert Loreto, Qualcomm Inc., Senior Director - IT Finance

Government

Tuesday, Oct 25 04:30 PM - 05:45 PM Mandalay Bay South Convention Center - South Seas C **LGV-1504B**	**Mission-Critical Applications: IBM InfoSphere Identity Insight with the US Government** In this session, you will join IBM experts and the US Government for a thought-provoking discussion about how IBM technology is being used to protect the country and the world. Take a look inside IBM InfoSphere Identity Insight solutions from the perspective of long-time users of the software. Learn how the US Governments use of the technology has evolved over time and how your organization can benefit from some of the same technologies and approaches to managing information that are used in mission-critical applications.

■ Special / Other Events

Turn Insight Into Action

	Speaker(s): Fred Walker, US Government, Director
Operational Efficiency	
Monday, Oct 24 **03:45 PM - 05:00 PM** Mandalay Bay South Convention Center - Palm D **LOE-2399A**	**Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics** In this session, you will hear how IBM Business Partners and customers, such as Terra Echoes and Idea Cellular, are using IBM InfoSphere Streams to analyze data with microsecond latencies so they can respond to events as they happen rather than analyzing and acting after the fact. Discover how you can prevent customer satisfaction issues rather than remediating them, anticipate asset failures rather than fixing them and identify subtle trends in financial markets that can lead to big opportunities, all with real-time data analysis. **Speaker(s):** Alex Philp, TerraEchos Inc.

Business Partner Summit

Saturday, Oct 22 **02:15 PM - 03:15 PM** Mandalay Bay South Convention Center - Banyan C **PST-3904A**	**Numius: Business Analytics ASL Partnership and Cloud Deployment** IBM Cognos and Business Analytics Partners are integrating analytics and business processes to streamline and optimize business processes and applications. In this session, hear Numius managing partner Jo Coutuer discuss and demonstrate how the Numius platform services offering incorporates a full stack of IBM hardware, Information Management and Business Analytics software, resulting in a flexible cloud solution for Business Analytics. **Speaker(s)**: Jo Coutuer, Numius, Managing Partner

Enterprise Content Management

Advanced Case Management	
Monday, Oct 24 **11:30 AM - 12:30 PM** Mandalay Bay South Convention Center - Lagoon D **EAC-1053A**	**Agile Business Process Configuration with IBM FileNet P8** Ever wonder how to dynamically copy form content and assign security on the fly? Join this session to explore how to integrate search templates and Process Designer along with setting up security properties that allow for dynamic content creation without changing the .pep file. We will cover: Security Property config and use in Enterprise Manager, CE Operations SearchForOne and setObject in Process Designer, and eForms Designer to make the original form and do URL lookups. We have over 200 centers that fill out standard forms. We wanted a solution that would allow all the centers to select which forms they wanted, populate with the specific demographic information and get the unique center values all in one step. Attend to see what we did. **Speaker(s):** Brad Van Surksum, The Good Samaritan Society, Business Process Engineer

Thursday, Oct 27 **08:15 AM - 09:30 AM** Mandalay Bay South Convention Center - Lagoon L **EAC-3673A**	**Real-World Customer Experiences with IBM FileNet Business Process Manager Widget Development** In this session, you will hear how a US Bank has successfully leveraged IBM P8 Enterprise Content Management Widgets, IBM FileNet Business Process Manager, IBM WebSphere Business Events, custom widgets and eforms to streamline consumer and commercial lending business processes. This presentation will describe the many successes and hurdles faced while implementing these systems into production in a large financial institution. The attendee will come a way with a good sense of what's involved in implementing widget technologies. **Speaker(s):** Joe Schlosser, US Bank, Senior ECM Architect

General

Monday, Oct 24 **03:45 PM - 05:00 PM** Mandalay Bay South Convention Center - Breakers F **EGN-2613A**	**The ECM Spectrum: How We Learned to Stop Worrying with ECM KwikKloud** ECM deployments have been notoriously complex driving up the total cost of ownership. Not any More! With three years of experience and success leveraging the IBM FileNet solution with enChoices KwikKloud offering, Interstate Hotels and Resorts has learned to stop worrying and love the cloud! In this session you will learn how IHR has been successful in providing robust and secure ECM capabilities in a managed solution offering providing benefits to their Hotel, Properties and Operations across the 50 states and 4 countries. Clients of all sizes will benefit from this session as we review the benefits and challenges, and gain a tactical approach in deploying a variety of vertical applications. **Speaker(s):** Michelle Christensen, enChoice, EVP Sales
Thursday, Oct 27 **02:00 PM - 03:00 PM** Mandalay Bay South Convention Center - Lagoon J **EGN-2812B**	**Implementing Enterprise Content Management the Right Way With IBM FileNet P8 5.0** In this session, representatives from Hormel Foods Corporation will discuss how they evaluated and chose IBM FileNet P8 to be their enterprise content management architecture for the future, along with their experiences implementing FileNet P8 5.0, migrating content and getting their user community up to speed. **Speaker(s):** Randy Dufault, Genus Technologies, LLC., Director of Solution Development

Information Management

DB2 for Linux, Unix, Windows and Tools

Monday, Oct 24 **03:45 PM - 05:00 PM** Mandalay Bay North Convention Center - South Pacific B **IDB-3598A**	**Why BNSF Railway Selected IBM DB2 pureScale** Burlington Northern Santa Fe (BNSF) Railway selected pureScale to run their business-critical applications. In 2008, BNSF purchased xkoto/Gridscale as a continuous operation solution for key mission-critical applications. Unfortunately, after xkoto was acquired by Teradata, and when Gridscale was discontinued, BNSF and other Gridscale customers have been forced to look for alternatives for their mission-critical applications. Aamer Sachedina from IBM and Kent Collins from BNSF will describe key architectural features of pureScale that led BNSF to select pureScale as a replacement for Gridscale. Kent will present BNSF's decision process and implementation plans for pureScale, as well as impressions based on deployment of the product on site for recovery and other test scenarios.

■ Special / Other Events

Turn Insight Into Action

	Speaker(s): Kent Collins, BNSF, Database Consultant
Tuesday, Oct 25 **10:00 AM - 11:00 AM** Mandalay Bay North Convention Center - South Pacific B **IDB-2203A**	**Experiences and Lessons from Deploying DB2 9.7 in a Large IBM Power or IBM AIX Environment.** This session will illustrate workflows, issues, lessons learned and results after upgrading one of the largest SAP and IBM DB2 system landscapes in the world. This session is an overview, but technical details are also presented. **Speaker(s):** Stefan Kraemer, Independent Consultant, IBM DB2 Champion
Tuesday, Oct 25 **03:00 PM - 04:00 PM** Mandalay Bay North Convention Center - South Pacific A **IDB-3162A**	**Anixter Uses IBM DB2 pureScale and Optim for Mission Critical Applications** Hear about why Anixter selected DB2 pureScale and Optim for their mission critical application. Anixter is a global distributor of communication and security products with over 425,000 products in inventory. Anixter needed a fast and reliable solution to access their product information, inventory and ordering systems seamlessly. Using DB2 pureScale they achieved breakthrough levels of availability. Optimized to work together with DB2, IBM Optim Tools deliver the performance to help manage increasing volumes of data while reducing complexity, improving efficiency and lowering costs. Learn about Anixter's experiences and lessons learned during Proof of Concept, pilot, through to adoption of DB2 pureScale and Optim Performance Manager. **Speaker(s):** Bernie O'Connor, Anixter Inc., Director - Information Technology
Tuesday, Oct 25 **04:30 PM - 05:45 PM** Mandalay Bay North Convention Center - Islander I **IDB-2878A**	**DB2 9.7: How to Create, Maintain and Monitor Huge Tables** IBM customers collect more and more data each year. IBM DB2 for Linux, UNIX and Windows has many options to process large amounts of data. In this session, Klaas Brant, Gold Consultant from Holland, will compare several options. He will review in detail the database administration and performance aspects of large tables. **Speaker(s):** Klaas Brant, KBCE b.v,. CEO
Wednesday, Oct 26 **11:30 AM - 12:30 PM** Mandalay Bay North Convention Center - South Pacific B **IDB-1371A**	**Migrating the Canadian Blood Services Data Warehouse From Oracle to IBM DB2** Canadian Blood Services (CBS) is a not-for-profit charitable organization whose mission is to manage the blood and blood products supply for Canadians. To best meet its IT needs, CBS made a strategic commitment to IBM DB2 in 2010. IBM DB2 will be a strategic database platform for key applications at CBS. CBS has migrated its corporate data warehouse from Oracle to DB2 9.7. This presentation highlights the effort involved in executing this migration, the best practices that emerged from it, and the significant benefits that CBS achieved as a result - in terms of improved system performance, reduced storage costs, streamlined application code, and reduced database administration cost. **Speaker(s):** Marc Hebert, Estuate, COO
Wednesday, Oct 26 **02:00 PM - 03:00 PM**	**Long-Distance Call Using IBM pureScale - Early experiences** This presentation covers IBM DB2 pureScale geographically dispersed clusters. IBM pureScale is DB2 for Linux, UNIX and Windows answer to data sharing in DB2 z/OS to

■ Special / Other Events

Turn Insight Into Action

Mandalay Bay North Convention Center - South Pacific C **IDB-1215A**	provide unlimited scalability and high availability. Today, pureScale is only supporting setups with boxes placed within a limited distance. By using advanced network technology, pureScale clusters can now be "stretched," enabling clusters to be placed kilometers or miles apart. In this way pureScale can provide an "active/active" disaster recovery setup, where one site can take over should the other site fail. In 2011 Bankdata/JN Data and IBM started a Proof of Concept on this feature. We will cover the hardware setup, the software setup and tests done to verify the solution. **Speaker(s):** Frank Petersen, JN Data, Systems Programmer

DB2 for z/OS and Tools

Monday, Oct 24 **10:15 AM - 11:15 AM** Mandalay Bay North Convention Center - Islander H **IDZ-2710A**	**DRDA and DB2 for z/OS: Best Practices** With today's complex n-tier architectures and heterogeneous applications and platforms, optimization and availability can be a challenge, in addition, the ways on which DB2 communicates with its distributed clients is evolving and presents new challenges for monitoring and troubleshooting. This presentation will explore and provide hints and tips on how to monitor and troubleshoot distributed access to DB2 for z/OS. **Speaker(s):** Cristian Molaro, MConsulting, Consultant
Monday, Oct 24 **02:15 PM - 03:15 PM** Mandalay Bay North Convention Center - Islander A **IDZ-1409A**	**An Overview of IBM DB2 10 Experiences with Bankdata** In this session, participants will learn about what Bankdata/JN data experienced when the company switched to IBM DB2 10. Bankdata took part in the beta program for DB2 10, and there will be some brief information about this process. In 2011, the Bankdata systems are scheduled to go through a six-month process to be upgraded to DB2 10. The session will examine experiences during this process, both from a performance standpoint and discussing problems met along the way. This session will be as up-to-date as possible, as the process is continuing right up to the conference. Note: I removed "spring" from the sentence about upgrading, as obviously this is still going on. **Speaker(s):** Frank Petersen, JN Data, Systems Programmer
Monday, Oct 24 **02:15 PM - 03:15 PM** Mandalay Bay North Convention Center - Islander E **IDZ-1012A**	**Practical Recipes for Daily Database Administration Activities Using IBM DB2 9 and 10 for IBM z/OS** This session will give practical recipes for IBM DB2 for z/OS database administrators daily activities, including database administration, application performance monitoring, diagnosing, tuning, DB2 utility management and implementing new DB2 9 and 10 features that affect the database administrators daily life. The session provides practical daily examples and shares best practices and procedures for DB2 9 and 10 for z/OS. **Speaker(s):** Cuneyt Goksu, VBT, IBM Gold Consultant
Monday, Oct 24 **02:15 PM - 03:15 PM** Mandalay Bay North Convention Center - Islander B **IDZ-1179B**	**DB2 10 Customer Experiences Part 1 What's New for the Developer?** This presentation provides an early look at some DB2 10 features which will be important to you as the Application Developer or DBA. We will start with the basics and demonstrate how they can be an integral part of a good design strategy. This will allow you to start the planning process early and see if/how they fit in your organization. With the roll out of DB2 10, I think there is a need for a session with application focus which will be lacking in IBM sessions. This abstract intends to fill that gap. We were a QPP customer and I will share some early customer experiences which will add value.

■ Special / Other Events

Turn Insight Into Action

	Speaker(s): Suresh Sane, DST Systems Inc, Database Architect
Tuesday, Oct 25 **08:15 AM - 09:30 AM** Mandalay Bay North Convention Center - Islander E **IDZ-1014A**	**IBM DB2: To Log or to Lose** The log is a vital part of IBM DB2, but how much do users really know about it? Beyond undo and redo statements, did you know DB2 can start up without its directory but not without its log? How does DB2 use its log during startup and shutdown? When are records forced to the log? For which objects will the log contain all recovery information? This session provides the answer to these and many other log related topics. It will demystify the log and show the importance the power within it. This session is designed to help you better appreciate the DB2 log and understand why it is so critical. **Speaker(s):** Kurt Struyf, Infocura, Senior consultant
Tuesday, Oct 25 **08:15 AM - 09:30 AM** Mandalay Bay North Convention Center - Islander H **IDZ-1100A**	**A Closer Look at IBM DB2 (z/OS) Member Cluster** In this session, participants can learn how IBM DB2 Member Cluster really works and what happens inside it in a data-sharing environment. The session provides be real-life examples and numbers straight from the field. It delves into best and worst practices and how users can learn from these. By the end, participants will have much better knowledge about Member Cluster and its usage. **Speaker(s):** Isaac Yassin, IYC, CEO
Tuesday, Oct 25 **10:00 AM - 11:00 AM** Mandalay Bay North Convention Center - Islander D **IDZ-1731A**	**IBM DB2 Temporal Database Performance Designs** This presentation discusses the major IBM DB2 10 temporal data enhancements that automatically archive and version data into your history tables as the new business time and system time columns change. These capabilities along with the no overlapping of time stamps and the new handling of nulls provide great opportunities to streamline your designs for overall performance. Through this presentation you will learn how these enhancements can improve performance and change your operational database and data warehousing designs. Temporal data is going to be integrated into all future system designs and this presentation shows you the design considerations and the best ways to implement them for achieving overall performance. **Speaker(s):** Dave Beulke, Dave Beulke and Associates, President
Tuesday, Oct 25 **10:00 AM - 11:00 AM** Mandalay Bay North Convention Center - Islander H **IDZ-3504A**	**More Lessons Learned from SQL Performance Review.** This session presents the lessons learned and describes the findings and recommendations from various SQL performance review assignments. Determine whether you have similar SQL performance issues and get instructions on how to fix them. Issues discussed include non-optimal index design, access paths "gone wild," Stage 2 predicates, misuse of SQL, excessive sorting, delayed filtering, lack of implementation of powerful SQL features-both old and new. **Speaker(s):** Sheryl M. Larsen, smlsql.com, President
Tuesday, Oct 25 **10:00 AM - 11:00 AM** Mandalay Bay North	**IBM DB2 10 for z/OS: John Deere's Beta Experience** John Deere participated in the beta program for IBM DB2 10 for z/OS. This session will introduce you to some of the new features available in DB2 10 that were tested. Participants will gain a general understanding of these features, along with some items of interest encountered while testing.

■ Special / Other Events

Turn Insight Into Action

Convention Center - Islander A **IDZ-3138A**	**Speaker(s):** Bryan Paulsen, John Deere, Technology Architect
Tuesday, Oct 25 **11:15 AM - 12:15 PM** Mandalay Bay North Convention Center - Islander A **IDZ-1425A**	**The Business Value of IBM DB2 10 Top Features - Real Customer Experiences** IBM DB2 10 for z/OS is the latest release of the IBM flagship database. Its enhancements are designed to reduce operational costs, improve scalability and enhance productivity. A wealth of material exists on the technical changes within DB2 10, but finding descriptions of how those new features will improve business results can be a challenge. This session will provide a high-level overview of the major new features from an IT executive's perspective, with an emphasis on the underlying business value that DB2 10 can deliver, using actual customer experiences during the beta program and beyond. **Speaker(s):** Julian Stuhler, Triton Consulting, Principal Consultant
Tuesday, Oct 25 **11:15 AM - 12:15 PM** Mandalay Bay North Convention Center - Islander D **IDZ-1561A**	**Explaining the IBM DB2 for z/OS Dynamic Statement Cache** IBM DB2 for z/OS does a good job of caching dynamic SQL statements to avoid recompiling (also known as binding) the statements on the fly. This can save significant system resources. However, users still must determine what dynamic statements are coming in to DB2 and how they are performing. DB2 for z/OS has the ability to capture and report on the statements in the dynamic statement cache. The session will focus on the use and management of this facility, and how to report, understand and act on the available performance information. **Speaker(s):** Daniel L Luksetich, YL&A, Vice President of Global Database Operations
Tuesday, Oct 25 **01:45 PM - 02:45 PM** Mandalay Bay North Convention Center - Islander H **IDZ-2710B**	**DRDA and DB2 for z/OS: Best Practices** With today's complex n-tier architectures and heterogeneous applications and platforms, optimization and availability can be a challenge, in addition, the ways on which DB2 communicates with its distributed clients is evolving and presents new challenges for monitoring and troubleshooting. This presentation will explore and provide hints and tips on how to monitor and troubleshoot distributed access to DB2 for z/OS. **Speaker(s):** Cristian Molaro, MConsulting, Consultant
Tuesday, Oct 25 **03:00 PM - 04:00 PM** Mandalay Bay North Convention Center - Islander H **IDZ-1380A**	**IBM DB2 for z/OS Performance Tuning Roadmap** This session will discuss IBM DB2 for z/OS performance management and tuning issues. It will offer multiple guidelines and tips for achieving optimal performance, broken down into specific categories. The presentation will touch on many aspects of DB2 performance, including the application, the databases and the overall system. Participants can refresh their knowledge of DB2 performance with these handy DB2 tuning opportunities. **Speaker(s):** Craig S Mullins, Mullins Consulting, Inc., President
Tuesday, Oct 25 **03:00 PM - 04:00 PM** Mandalay Bay North Convention Center -	**OMEGAMON XE for DB2 Performance Expert on z/OS: Use the Performance Database to Identify Performance Issues** OMEGAMON XE for DB2 Performance Expert on z/OS provides a performance database (PDB), which can be used to stored historical information about DB2 performance (e.g., accounting, locking, statistics, etc.). In this session, attendees learn how to extract SMF data and load it to the OMEGAMON PDB. Attendees also learn

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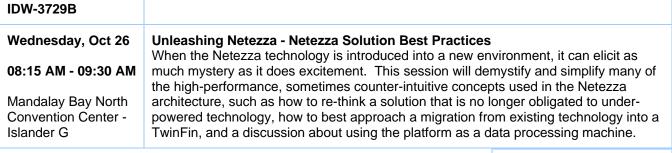|	
Islander D **IDZ-3312A**	how to use the summary and detail tables to track down DB2 performance issues. The session also describes OMEGAMON Performance Warehouse and how it can help address application performance issues. **Speaker(s):** Thanikachalam "Billy" Sundarrajan, Fifth Third Bank Manager, Database Administration
Tuesday, Oct 25 **03:00 PM - 04:00 PM** Mandalay Bay North Convention Center - Islander A **IDZ-3733A**	**Fiserv: Existing Legacy DB2 Mainframe Application to Be More Agile and Efficient** Using DB2 V9 NFM functionality and specialty engines, existing DB2 mainframe applications can be transformed to execute more efficiently while adopting new functionality such as Native SQL Stored Procedures. For each topic area: John Campbell, IBM Distinguished Engineer, will introduce and discuss the various DB2 and associated product solution capabilities associated with each of the technologies; Anthony Ciabattoni, DB2 Engineering Architect at Fiserv, will present the customer perspective. Anthony will also present on the business reasons Fiserv has defined for the application transformation, process, challenges, successes and current day status of this transformation. **Speaker(s):** Anthony L Ciabattoni, Fiserv, DB2 Engineering Architect
Tuesday, Oct 25 **04:30 PM - 05:45 PM** Mandalay Bay North Convention Center - Islander E **IDZ-1056A**	**Reduce Your TCO Using IBM DB2 Administration and Log Analysis** This session explains how IBM DB2 Administration and DB2 Log Analysis tools contribute to reducing total cost of ownership (TCO) at the U.S. Senate. Also, the members of the Senate will demonstrate how they are benefiting from using these tools in their day-to-day operations. The session demonstrates the ease of use of the administration tool when navigating the DB2 catalog and in changing and migrating DB2 objects and executing DB2 commands and utilities. Also, the session will examine some of the scenarios where the DB2 Log Analysis tool is used in generating audit reports and SQL activity. Also, the session will discuss the ease of use in generating UNDO SQL and avoiding conventional DB2 recoveries. **Speaker(s):** Lloyd Matthews, US Senate, DBA Principal
Tuesday, Oct 25 **04:30 PM - 05:45 PM** Mandalay Bay North Convention Center - Islander D **IDZ-1298A**	**Solid State Drives: Changing the Way DBAs Do Business** Solid state drives (SSD) are so new to the enterprise storage arena that most DBAs have yet considered the implications of deploying a DB2 for z/OS system on SSD. Since characteristics such as seek time, rotational delay and data proximity do not apply, what issues should be considered when using SSD technology? This session addresses these issues. **Speaker(s):** Paul Pendle, EMC, Consulting Engineer
Wednesday, Oct 26 **10:00 AM - 11:00 AM** Mandalay Bay North Convention Center - Islander H **IDZ-2763A**	**DB2 10 Performance Topics, from the Redbook authors** This presentation exposes selected DB2 10 Performance Topics as a result of co-authoring the redbook "DB2 10 Performance Topics". This is a selection of these topics that are most probably going to be of direct benefit for users. We will discuss about system, connectivity and application development features of DB2 10 than could be of pragmatic value for you, the user. Performance and cost savings are certainly main concerns today; we will see how DB2 10 can be of help. **Speaker(s):** Cristian Molaro, MConsulting, Consultant

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Wednesday, Oct 26 **02:00 PM - 03:00 PM** Mandalay Bay North Convention Center - Islander H **IDZ-1011A**	**Hash Access: The Hierarchical Direct Access Method (HDAM) IBM DB2 Table?** As a former Data Language Interface (DL/I) database administrator, the presenter of this session was particularly excited to see Hash Access to IBM DB2 data added to DB2 10. This session, geared to those who have only worked with relational databases, will explain what Hash Access is and what its advantages are. Participants will learn how Hash Access can give SQL access to a single row from a DB2 table with one I/O - no indexes or table space scans. Users simply go in and access the row. How does it work and where should it be used? Come to this session to find out. **Speaker(s):** Phil Grainger, Grainger Database Solutions Ltd, Consulting Director
Wednesday, Oct 26 **04:30 PM - 05:45 PM** Mandalay Bay North Convention Center - Islander E **IDZ-3510A**	**DB2 Doctor: Symptoms, Diagnoses, and Cures for Poor Performance** This session describes and discusses symptoms, diagnoses, and "cures" for DB2 performance issues. **Speaker(s):** Bonnie Baker, Bonnie Baker Corp, President
Data Warehousing and Analytics	
Tuesday, Oct 25 **11:15 AM - 12:15 PM** Mandalay Bay North Convention Center - Islander F **IDW-1469A**	**Numius Platform Services: Bringing Secure Business Intelligence Services to the Cloud** Lately, cloud technologies have been the hottest topic with respect to where the tech industry direction. However, delivering software solutions on the cloud requires careful planning and decision making in areas ISVs may be unfamiliar with. Gain insight into a cloud deployment by learning about one of IBM's most successful business partners, Numius, and their journey to bring secure business intelligence services to the cloud. This session will dive into the business and technology collaboration between Numius and IBM by discussing topics such as: The business drivers to secure business analytics as a service. Design, development, and deployment. The technology: Cognos, InfoSphere Warehouse. Challenges: Numius and IBM Success **Speaker(s):** Jo Coutuer, Numius, Managing Partner
Tuesday, Oct 25 **04:30 PM - 05:45 PM** Mandalay Bay North Convention Center - Islander C **IDW-3729B**	**Data Warehousing Customer Panel: Cutting Edge Analytic Solutions in Practice** Data Warehousing Customer Panel **Speaker(s):** Melody Playford, Dillard's, IT Director
Wednesday, Oct 26 **08:15 AM - 09:30 AM** Mandalay Bay North Convention Center - Islander G	**Unleashing Netezza - Netezza Solution Best Practices** When the Netezza technology is introduced into a new environment, it can elicit as much mystery as it does excitement. This session will demystify and simplify many of the high-performance, sometimes counter-intuitive concepts used in the Netezza architecture, such as how to re-think a solution that is no longer obligated to under-powered technology, how to best approach a migration from existing technology into a TwinFin, and a discussion about using the platform as a data processing machine.

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IDW-2755A	This session answers questions many new users have, such as: Where do we start? How do we get the most from the machine? What do our people need to know? Or of equal importance, what do our people need to set aside? **Speaker(s):** David Birmingham, Brightlight Consulting, Sr. Principal Consultant
Wednesday, Oct 26 **12:30 PM - 01:30 PM** Mandalay Bay South Convention Center - Bayside Dining - Information Management BoF Tables **IDW-4002A**	**IBM Netezza Appliances Best Practices** Exchange challenges, strategies and success stories during these informal discussions over lunch. **Speaker(s):** David Birmingham, Brightlight Consulting, Sr. Principal Consultant
Thursday, Oct 27 **12:30 PM - 01:30 PM** Mandalay Bay South Convention Center - Bayside Dining - Information Management BoF Tables **IDW-4002B**	**IBM Netezza Appliances Best Practices** Exchange challenges, strategies and success stories during these informal discussions over lunch. **Speaker(s):** David Birmingham, Brightlight Consulting, Sr. Principal Consultant
IMS and Tools	
Monday, Oct 24 **03:45 PM - 05:00 PM** Mandalay Bay North Convention Center - South Pacific D **IMS-2912A**	**IMS 11 Open Database for Java Applications** IMS 11 introduced the capability to execute SQL via JDBC for distributed applications. This session will examine the new capabilities and the tremendous advantage this provides to organizations who routinely rely upon IMS based data within J2EE/JEE Mission Critical Applications. The JDBC capability allows developers to utilize the same data access paradigm routinely used to access Relational Database Management Systems (RDBMS). Learn how this capability can change the way efforts look at IMS and how it fits into new solutions. Also, see how it can simplify your resource requirements as well as reduce costs and time-to-market. **Speaker(s):** Daniel G Galvin, Galvin Consulting, Inc., IBM Gold Consultant
Tuesday, Oct 25 **11:15 AM - 12:15 PM** Mandalay Bay North Convention Center - South Pacific D	**WSDL-First: Web Service Trends on the Mainframe** State-of-the-art SOA approaches are based on business semantics unrelated to existing implementations or database schemas. This leads to a WSDL. One approach is to isolate changes and prevent ripple effects. This session overviews IBM WSDL-First solutions, and discusses the Credit Suisse experience using the WSDL-First approach. This session also discusses future directions to extend the current support to various runtime environments**.**

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IMS-1482A	**Speaker(s):** Georg Huettenegger, Credit Suisse AG, Enterprise Integration Architect
Wednesday, Oct 26 **08:15 AM - 09:30 AM** Mandalay Bay North Convention Center - South Pacific D **IMS-2890A**	**Caterpillar and IMS: Application Modernization using IMS SOAP Gateway** Caterpillar builds products, services, and solutions to help its customers worldwide create a more sustainable world. Building requires both materials and a rock-solid materials management system. To help its customers succeed, Caterpillar chose IMS and its Enterprise Suite to modernize a 40-year old IMS application that tracked the movement of materials. Using IMS SOAP Gateway and IMS Callout capabilities Caterpillar reduced the time required to track the movement of materials, and decreased the time required to build and deliver products. . Come and hear how Caterpillar and IMS continue to partner together, enabling Caterpillar to be a global leader everywhere they do business! **Speaker(s):** Steve E Clanton, Caterpillar, IT Transactional Services

Information Governance

Wednesday, Oct 26 **11:30 AM - 12:30 PM** Mandalay Bay North Convention Center - South Pacific G **IIG-3501A**	**Making an Information Governance Assessment Actionable at BCBS of TN** In 2010, IBM performed an information governance assessment for BlueCross BlueShield of Tennessee (BCBS-TN). The scoring of that assessment was presented to our data governance committee and progress has been made in several key areas including: data stewardship, metadata management and data quality scorecard. This session highlights the data governance organization structure employed at BCBS-TN and also includes specific examples of improvements in key information governance domains. **Speaker(s):** Frank Brooks, BlueCross BlueShield of TN, Director of Data Mgt. and Information Delivery

Informix and Tools

Monday, Oct 24 **10:15 AM - 11:15 AM** Mandalay Bay North Convention Center - Tradewinds C **IDS-2896B**	**Best Warehouse Practices by a Government Trying to Build a Smarter City With IBM Informix** In this session, participants will learn how the financial department of a government uses IBM Informix, Informix Warehouse Accelerator and XML to improve intelligence and manage taxes. **Speaker(s):** Miguel Carbone, MC Software / Cleartech, CTO
Wednesday, Oct 26 **08:15 AM - 09:30 AM** Mandalay Bay North Convention Center - Tradewinds C **IDS-2885A**	**How Health Insurance Solutions can be Smarter With IBM Informix** This session will look at how Orizon develops solutions to increase the quality of their customer relationships with a paperless environment, improved governance and control and business intelligence (BI). **Speaker(s):** Miguel Carbone, MC Software / Cleartech, CTO
Wednesday, Oct 26	**Deep Compression in a Real World - Saving time and Money** This session explores how compression can help save time and money, including how

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10:00 AM - 11:00 AM Mandalay Bay North Convention Center - Tradewinds C **IDS-2875D**	to implement in the real world of really huge tables to save space, energy, and more. **Speaker(s):** Miguel Carbone, MC Software / Cleartech, CTO
Wednesday, Oct 26 **02:00 PM - 03:00 PM** Mandalay Bay North Convention Center - Tradewinds C **IDS-1744A**	**Building Fast Data Warehouses With Informix Warehouse Accelerator** IBM Informix is an excellent data warehouse server and is used by many customers as a warehouse database. With the new Informix Warehouse Accelerator from IBM, users can make business decisions faster than ever. This session will focus on IBM experience with building warehouses, best practices for warehouse development and the exciting new capabilities of Informix Warehouse Accelerator. **Speaker(s):** Lester Knutsen, Advanced DataTools Corporation, President

Innovations in Information Management

Tuesday, Oct 25 **10:00 AM - 11:00 AM** Mandalay Bay North Convention Center - South Pacific J **IIM-3612A**	**Demystifying Deployment of InfoSphere Streams** You've heard about InfoSphere Streams - capable of massive data ingest, able to handle a variety of data types, and built to perform sophisticated data analytics with micro-second latencies. Now learn what it takes to deploy this big data technology in your enterprise. In this session, Dr. Alex Philp, CEO of TerraEchos, Inc. will discuss best practices and tips for maximizing project ROI, garnered from his experience deploying InfoSphere Streams at multiple customer sites and for mission critical applications. Also, hear from one of IBM's own product experts to learn about Streams features designed to speed deployment of simple and complex solutions, and make the technology accessible to your own enterprise development team. **Speaker(s):** Alex Philp, TerraEchos Inc.

Integrating Information

Monday, Oct 24 **10:15 AM - 11:15 AM** Mandalay Bay North Convention Center - South Pacific G **INT-1878A**	**Past, Present and Future: IBM perspective on Information Integration with BlueCross BlueShield of TN** The Information Integration market has evolved dramatically during the past decade. This session discusses this evolution pattern from an IBM perspective and aligned with a variety of key themes. These include: productivity, security, governance, performance and more. We will also discuss possible future directions. An IBM flagship customer-BlueCross BlueShield of Tennessee, Inc.-will describe the evolution of the information integration discipline in their organization and their ongoing work with IBM as a trusted business and technology partner. **Speaker(s):** Bindu Madhav, Blue Cross Blue Shield - Tennessee, Enterprise Architect
Wednesday, Oct 26 **11:30 AM - 12:30 PM** Mandalay Bay North Convention Center - South Pacific J	**Information Integration for a Regional Business Intelligence Project at DIRECTV-LA** In this session, DIRECTV-LA describes the use of Information Server in a regional business integration project for DIRECTV PanAmericana that includes Puerto Rico, Venezuela, Trinidad and Tobago, Ecuador, Colombia, Peru, Chile, Argentina and other countries. To analyze company group performance in a unified way, they implemented data-marts for several countries. They continue adding more data-marts and countries.

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INT-2295A	The results so far include: the standardization of analytical information from the different countries, providing analytical information to countries that didn't have a BI solution, the ability to analyze regional information and the first stage of data governance with InfoSphere Information Server. **Speaker(s):** Gonzalo Angeleri, Focus Business Solutions, Sr. Architect

Master Data Management

Tuesday, Oct 25 04:30 PM - 05:45 PM Mandalay Bay North Convention Center - Tradewinds E IMD-1693A	**Intercontinental Hotel Group: Increasing Profitability with MDM and Data Governance** Intercontinental Hotel Group (IHG) is the world's largest international hotel company, with seven hotel brands and 146 million room nights per annum. In this session, Jack Miller will describe how IHG leveraged IBM InfoSphere MDM with Unica to streamline the marketing delivery process and increase profitability through improved data quality and data governance. **Speaker(s):** Jack Miller, IHG, Director CRM
Wednesday, Oct 26 02:00 PM - 03:00 PM Mandalay Bay North Convention Center - Tradewinds E IMD-3750A	**Best Buy Manages Product Information with IBM InfoSphere Master Data Management** In this session, we'll discuss Best Buy's master data management (MDM) journey and strategy. We'll examine how Best Buy uses MDM Server for PIM to induct new items, a major 2011 project in flight that will start marrying physical product and digital representations while presenting one version of an items information to all channels including stores, online and mobile. We'll also discuss how Best Buy uses MDM server, party and product domains, ultimately creating a single source of truth for item and vendor data. Topics will be discussed from both a business and technical perspective. **Speaker(s):** Patricia Vessey, Best Buy, Director, Merchandising Services
Thursday, Oct 27 08:15 AM - 09:30 AM Mandalay Bay North Convention Center - Tradewinds E IMD-2820A	**PIM Stories in the Parts and Manufacturing Industries** In this presentation we will present key business challenges faced by two very interesting industries: Parts and Electronics Manufacturing. Join us to see how InfoSphere MDM Server for PIM helped spin deficient information management processes into best-in-class, revenue-generating business processes. We will cover pain points, business drivers, ROI justification, architecture changes as well as lesson learned during implementation from both a business and technical perspective. **Speaker(s):** Nagesh Kanumury, Perficient, MDM Practice Director

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