



New to DB2 Roadmap

Session Highlights

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.

Sunday, October 23

NA	6:00 – 8:00 PM EXPO Hall – Bayside C	EXPO Grand Opening Reception
NA	8:00 – 10:00 PM South Pacific A, B, C, E	Information Management Community Reception

Monday, October 24

CGS-3790	8:15 – 9:45 AM Mandalay Bay Events Center	Opening General Session – Turn Insight Into Action Abstract: Recent studies confirm that leaders in applying advanced analytics have 33 percent more revenue growth and 12 times more profit growth than laggards — and that gap is widening. For organizations committed to market leadership, the new imperative is to make sense of information from everywhere faster than your competition. Getting there requires a laser focus on the right investments and business outcomes, and Information On Demand 2011 is the right place to learn how you can take action now to make a difference to your organization. Start your week by hearing first-hand from
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October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



		business and IT leaders how their organizations are competing on speed, exceeding customer and employee expectations, and realizing new possibilities from analytics. Learn about the latest innovations clients are using to exploit information from everywhere, govern their information supply chain, and improve the economics of their IT investments.
IDB-2094	8:15 – 9:30 AM Mandalay Bay North, South Pacific A	Performance Success with DB2 LUW
IIM-4131C	10:15 – 11:15 AM Mandalay Bay North Convention Center, Mariners B	The Mission Critical Offerings of IBM and Intel: The Innovation Spiral
IDB-3315	10:15 – 11:15 AM Mandalay Bay North, South Pacific C	Help Me, Help You IBM DB2 LUW Tips and Tricks You Must Know
CGS-4038A	11:30 AM– 12:30 PM Mandalay Bay South, Mandalay Bay H	Information Management Keynote –Your Blueprint for Success: Information Management, Integration and Governance Abstract: In this keynote, learn about IBM's new announcements in data management, integration and governance systems that can help you optimize your information supply chain and greatly increase the efficiency of your IT initiatives. Join Arvind Krishna and innovative clients to hear about proven blueprints for success and the innovations that will optimize your information systems in 2012. Learn what industry leaders have to say about tackling and overcoming their toughest data and integration challenges. Speaker: Arvind Krishna, IBM General Manager, Information Management Software
IDB-3561	2:15 – 3:15 PM Mandalay Bay North, South Pacific F	IBM DB2 for Linux, UNIX and Windows ... 2011 and Beyond

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IDB-3323	3:15 – 4:15 PM Mandalay Bay North, South Pacific C	Be Surprised by IBM DB2 Autonomic Features That Make Your Life Easier
IDB-1315	3:45 – 5:00 PM Mandalay Bay North, South Pacific C	Best Practices for SAP on IBM DB2 pureScale
IDB-2088	3:45 – 5:00 PM Mandalay Bay North, Islander I	IBM DB2 pureXML for Beginners
NA	5:00 – 7:00 PM EXPO Hall – Bayside C	EXPO Reception

Tuesday, October 25

CGS-3791A	8:15 – 9:30 AM Mandalay Bay Events Center	General Session - Transforming in the Era of Big Data & Analytics Abstract: Hear from IBM executives about the innovations and best practices that are fueling business transformation in the era of big data and analytics. From the visionary that brought Watson to life, understand how the groundbreaking technologies behind this Jeopardy-winning solution are now being applied to challenging business problems. Finally, hear directly from industry leaders on how they are leveraging big data and analytics in creative new ways to tackle problems that had previously been out of reach.
IDB-3190B	10:00 - 11:00 AM Mandalay Bay South Convention Center, Mandalay Bay J, Station 1	Usability Lab: New Directions for Performance Management

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IDB-3225	10:00 -11:00 AM Mandalay Bay North, Islander I	IBM DB2 Up and Running on the Private Cloud in Minutes
IDB-3591	10:00 -11:00 AM Mandalay Bay North, South Pacific C	IBM DB2 and IBM InfoSphere Warehouse: Trends and Directions
IDB-1914	11:15 AM – 12:15 PM Mandalay Bay North Convention Center, South Pacific C	Driving Operational Efficiency for SAP Applications with IBM DB2 on POWER/AIX- A PepsiCo Case Study
IDB-3764A	11:15 AM – 12:15 PM Mandalay Bay South Convention Center, Reef E	Ask the Experts Panel: Optimizing the Performance of Your Applications
IDB-2099	11:15 AM - 12:15 PM Mandalay Bay North, South Pacific C	What's Behind IBM DB2 pureScale with Intel Xeon Processors on System x Servers
CGS -4039A	1:45 – 2:45 PM Mandalay Bay South, Mandalay Bay H	Information Management Keynote - Brave New World: Appliances, Optimized Systems, Big Data and Cloud Abstract: Several key technologies are converging to create an exciting new era of opportunity to solve new problems with new approaches that bring far better performance, cost-effectiveness and time to market. New offerings such as Netezza data warehouse appliances, IBM Smart Analytics Systems and Informix@TimeSeries technology are providing insights faster with less complexity for data warehousing, and advanced analytics. IBM's big data offerings are enabling exciting new possibilities for analyzing huge volumes of diverse information and enabling smarter, fact-based decision making in real time. From theory to practice, this keynote will also give you a primer on the proven use cases and business value of taking the first steps to exploiting workload-optimized systems

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		and big data in your enterprise. Furthermore, understand how organizations are latching onto to new economics and agility of appliances and cloud computing for game-changing results. Speaker: Arvind Krishna, IBM General Manager, Information Management Software
IDB-3190B	1:45 – 2:45 PM Mandalay Bay South Convention Center, Mandalay Bay J, Station 1	Usability Lab- New Directions for Performance Management
IDB-1071A	1:45 – 2:45 PM Mandalay Bay North Convention Center, Islander I	Data Governance for Database Administrators (DBAs): Privacy for Test Data Assets
IDB-2357	1:45 – 2:45 PM Mandalay Bay North, South Pacific C	Managing the Performance of your DB2 applications with Optim
IDB-1558A	3:00 – 4:00 PM Mandalay Bay North Convention Center, South Pacific H	Better performance. Lower cost. The compelling price performance of DB2 and Power Systems vs. the competition.
IDB-3162A	3:00 – 4:00 PM Mandalay Bay North Convention Center, South Pacific A	Anixter Uses IBM DB2 pureScale and Optim for Mission Critical Applications
IDB-3190B	4:30 – 5:45 PM Mandalay Bay South Convention Center, Mandalay Bay J,	Usability Lab- New Directions for Performance Management

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	Station 1	
IDB-2563	4:30 – 5:45 PM Mandalay Bay North, South Pacific A	The Latest From the Lab on IBM DB2 pureScale
NA	5:00 – 7:00 PM EXPO Hall – Bayside C	EXPO Reception
NA	7:00 – 11:00 PM	Networking Event

Wednesday, October 26

CGS -3792A	8:15 – 9:30 AM Mandalay Bay Events Center	General Session - New Possibilities Abstract: You will leave Wednesday's general session with an understanding of how you can take advantage of the new possibilities that IBM innovations offer. We will feature technology demos that will allow you to experience first-hand the possibilities of the business analytics and optimization portfolio. We are also pleased to welcome best-selling author Michael Lewis and Oakland A's general manager Billy Beane. Lewis's book, Moneyball: The Art of Winning an Unfair Game, adapted as a major movie hitting the screens in September, is the story of how Beane developed a breakthrough method of using analytics to build his roster, putting together a winning team and revolutionizing the game of baseball along the way.
IDB-1060	10:00 – 11:00 AM Mandalay Bay North, Islander I	IBM DB2 Compression - More Than Saving Disk Space on My Warehouse Database System
IDB-1575A	11:30 AM – 12:30 PM Mandalay Bay North	Coca-Cola Bottling Ongoing IBM DB2 Journey

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	Convention Center, South Pacific C	
IDB-1523	11:30 AM - 12:30 PM Mandalay Bay North, South Pacific A	Workload Management Best Practices Using Optim Performance Manager
IDB-3947	12:30 – 1:30 PM Bayside Dining Area	Birds of a Feather: DB2 in the Cloud
IDB-1215	2:00 – 3:00 PM Mandalay Bay North, South Pacific C	Long-Distance Call Using IBM pureScale - Early experiences
IDB-1349A	2:00 – 3:00 PM Mandalay Bay North Convention Center, Islander I	How IBM DB2 for Linux, UNIX and Windows Technologies Empower the Core Banking System for Customers in China
IDB-3297	2:00 – 3:00 PM Mandalay Bay North, South Pacific A	IBM InfoSphere Optim Tools for Performance, Administration, and Availability
IDB-3323A	3:15 – 4:15 PM Mandalay Bay North Convention Center, South Pacific C	Be Surprised by IBM DB2 Autonomic Features That Make Your Life Easier
IDB-2228	3:15 – 4:15 PM Mandalay Bay North, South Pacific A	Automatic Storage - Making the Task of DB2 Storage Management Easier With Each New Release
IDB-2094B	4:30 – 5:30 PM	IDB-2094B Performance Success with DB2 LUW

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	Mandalay Bay North Convention Center, Tradewinds C	
IDB-3093A	4:30 – 5:30 PM Mandalay Bay North Convention Center, Islander I	Put your IBM DB2 on the Cloud ... any Cloud
IDB-1467A	4:30 – 5:30 PM Mandalay Bay North Convention Center, South Pacific C	Architecting IBM DB2 pureScale for Faster Acceleration with IBM System

Thursday, October 27

IDB-2184	8:15 – 9:30 AM Mandalay Bay North, Islander I	IBM and Intel Collaborate to Improve In-memory Performance
IDB-2668	8:15 – 9:30 AM Mandalay Bay North, South Pacific C	Application Development With Data Studio
IDB-3190B	10:00 – 11:00 AM Mandalay Bay South Convention Center, Mandalay Bay J, Station 1	Usability Lab- New Directions for Performance Management
IDB-3170	10:00 – 11:00 AM	An IBM DB2 for Linux, UNIX and Windows Security Primer

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	Mandalay Bay North, Islander I	
IDB-1573A	11:30 AM – 12:30 PM Mandalay Bay North Convention Center, South Pacific A	The Database Administrator's Guide to IBM DB2 High Availability and Disaster Recovery
IDB-1048	11:30 AM – 12:30 PM Mandalay Bay North, South Pacific B	Why DB2 pureScale Out Ranks Oracle RAC
IDB-1556	11:30 AM – 12:30 PM Mandalay Bay North, South Pacific C	How Your IBM DB2 Database can Benefit From the Design of the IBM System x Portfolio
IDB-2775	2:00 -3:00 PM Mandalay Bay North, South Pacific B	How To Handle Data Explosion

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