



DB2 for z/OS and Tools – Data Warehousing & Business Analytics

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 business and IT leaders how their organizations are competing on speed, exceeding customer and
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■ Technical Elective Sessions	■ Hands-On Labs



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		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.
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
IDZ-1259	2:15 – 5:15 PM Mandalay Bay Shorelines B, Lab Room 1	New Features in IBM DB2 10 for z/OS II - Improved Performance and Reduced CPU
IDZ-1232	2:15 – 5:15 PM Mandalay Bay Shorelines B, Lab Room 9	Information Time Travel with IBM DB2 for z/OS
IDZ2098	3:45 – 5:00 PM Mandalay Bay North, Islander F	Maximizing the Benefits of your System z Environment: A Customer Case Study
NA	5:00 – 7:00 PM EXPO Hall – Bayside C	EXPO Reception

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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.
IDZ-1267	9:45 AM – 12:45 PM Mandalay Bay North, Shorelines B, Lab Room 9	New Features in IBM DB2 10 for z/OS III - Improve Development Productivity
IDZ-1731	10:00 – 11:00 AM Mandalay Bay North, Islander D	IBM DB2 Temporal Database Performance Designs
IDZ-1353	10:00 -11:00 AM Mandalay Bay North, Islander F	A Behind the Scenes Look at the IBM Smart Analytics System 9600
CGS-4039A	1:45 – 2:45 PM Mandalay Bay South, Mandalay Bay H	Information Management Keynote - The Key to Successful Integration and Governance: Integrating your Integration Technology - InfoSphere Platform Abstract: Is your approach to integrating information helping you or hurting you? Do all of your previous integration efforts slow your time to build each new project, and add to your already growing maintenance demands and costs? Are you able to leverage your tactical projects for enterprise needs? Ironically, many organizations now have silos of integration technology - and it hinders them from building and expanding data warehouses, consolidating and migrating enterprise applications, establishing a single view of master data, and managing information governance. Attend this informative session on Information Integration and Governance and learn how others are taking a different approach to information intensive projects and IBM's approach to "integrating integration" to

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		break through those barriers. Speaker: Martin Wildberger, Vice President, Information Management Development
IDZ-2255	2:00 – 5:00 PM Mandalay Bay North, Shorelines B, Lab Room 9	"Hands-on" session with the IBM DB2 Query Monitor for z/OS
IDZ-1351	4:30 – 5:45 PM Mandalay Bay North, Islander F	Leveraging DB2 for z/OS Data Sharing for Your Data Warehouse: A Customer's Insight
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.
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IDZ-1018	8:15 – 9:30 AM Mandalay Bay North, Islander D	QMF 10: The Business Analytics Version
IDZ-1256	9:45 AM – 12:45 PM Mandalay Bay North, Shorelines B, Lab Room 9	New Core Features and Enhancements in IBM DB2 10 for z/OS
IDZ-3509	11:30 AM – 12:30 PM Mandalay Bay North, Islander C	Client Panel: Cost Saving Strategies with the Mainframe
BBI-3244	2:00 – 3:00 PM Mandalay Bay South, Mandalay Bay D	Game Changing Strategies: Z Linux and IBM Cognos Business Intelligence V10.1
IDZ-2971	2:00 – 5:00 PM Mandalay Bay North, Shorelines B, Lab Room 9	"Living by Numbers" - Understanding and using DB2 Accounting Information

Thursday, October 27

IDZ-1622	8:15 – 9:30AM Mandalay Bay North, Islander F	Data Warehousing on DB2 for z/OS Outperforms Oracle Exadata: Hear How!
IDZ-1777	8:15 – 11:15 AM Mandalay Bay North,	Real End-to-End Monitoring (Extended Insight) of Distributed SQL Accessing DB2 for z/OS

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	Shorelines B, Lab Room 9	
BBI-2972	10:00 -11:00 AM Mandalay Bay South, Breakers F	Reducing the Cost and Complexity of Your Business Intelligence Deployments
IDZ-1040	11:30 AM – 12:30 PM Mandalay Bay North, Islander F	Taking Business Analytics to the Next Level: Smart Analytics Optimizer V2
BBI-2972	2:00 – 3:00 PM Mandalay Bay South, Mandalay Bay D	Driving Business Analytics for Short-term Impact and Long-term Success

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