IBM Software

Information On Demand 2011

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada

IBM Data Warehousing General 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 business and IT leaders how their organizations are competing on speed, exceeding customer and |

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Turn Insight Into Action

		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
IDW-3405	**2:15 – 3:15 PM** Mandalay Bay North, Islander G	**A New Era of Data Warehousing and Analytics - IBM's Vision** **Abstract:** How do you make business decisions today? Are you using all the information you need, and do you trust that information? Many successful analytics-driven organizations are utilizing data warehousing and business analytics to manage, integrate, analyze and govern information to anticipate, shape and optimize decisions and business outcomes. This session will cover IBM's rich portfolio of warehousing and analytics solutions that are designed to accelerate time-to-value and quickly provide the insights you need to move your business forward. **Speakers:** Karla Norsworthy, IBM, VP, Warehouse Solutions; Jim Baum, IBM, President and CEO Netezza
IDW-3406	**3:45 – 5:00 PM** Mandalay Bay North, Islander G	**IBM's Data Warehousing Technical Roadmap** **Abstract:** This session will drill down into IBM's rich portfolio of warehousing and analytics technologies looking at current product and technology roadmaps. Come listen to IBM's warehousing experts walk through IBM's technical vision and how it relates to your organization and the quest for better business decisions. **Speakers:** Bill O'Connell, IBM, DE, Warehousing CTO; Phil Francisco, IBM, VP, Product Management & Marketing, Netezza
NA	**5:00 – 7:00 PM**	**EXPO Reception**

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	EXPO Hall – Bayside C	

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.
IDW-4009	12:30 – 1:30 PM Bayside Dining Area	**Birds of a Feather: Which IBM Data Warehousing and Analytics Solution is Right for You** **Abstract**: Exchange challenges, strategies and success stories during these informal discussions over lunch.
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 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

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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.
IDW-4012	10:00 – 11:00 AM **Mandalay Bay South, Reef D**	**Ask The Expert - Emerging Data Warehouse Architectures: What is Right for You?** **Abstract:** Enterprise Data Warehouse or multiple Data Marts - confused about what data warehouse architecture to use? We've heard over many years about the benefits of consolidating multiple Data Marts into an Enterprise Data Warehouse, but older implementations are experiencing performance issues. Now, specialized Data Marts are emerging as a solution - but are they? Find out best practices from many data warehouse implementations, and the top things you need to consider in your architecture. **Speakers:** Tim Vincent, IBM, IBM Fellow; John Bell, IBM, IBM Distinguished Engineer Data Warehouse Architect
IDW-1563	11:30 AM – 12:30	**Better Performance. Lower cost: The price, performance & Throughput Advantage of Netezza**

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	PM Mandalay Bay North, Islander E	**and Smarter Analytics** **Abstract:** Selecting the right optimized system for data warehousing and high performance analytics workloads depend on the problem you are trying to solve. In this session, you will understand the facts behind the compelling advantages of Netezza appliances, and IBM Smart Analytics Systems vs. generalized, competitive offerings. Using real-world scenarios for different warehousing workloads, you will learn what matters when determining which system will best fit your needs and your budget for optimal performance and throughput. **Speaker:** Matthew Walli, IBM, Senior Software Engineer
IDW-2660	**4:30 – 5:45 PM** Mandalay Bay North, Islander C	**Choosing the Right Analytical Environment for Your Needs** **Abstract:** This is your opportunity! Bring your questions and favorite topics to ask the warehousing leaders from IBM Netezza, Information Management and Systems & Technology Group divisions. They have the latest and greatest updates on the strategy and positioning of IBM data warehouse technologies! Don't miss this opportunity to hear from the team. **Speakers:** Nin Lei, IBM, IBM Distinguished Engineer, CTO Smart Analytics, Systems/Technology Group; Tim Vincent, IBM, IBM Fellow;Paulo Pereira, IBM, Executive Solutions Architect; Xiaomei Wang, IBM, Senior Manager, IBM Warehousing Evangelism; Nancy Kopp, IBM, Client Technical Manager - Data Warehouse
IDW-4014	**4:30 – 5:45 PM** Mandalay Bay South, Reef D	**Ask the Experts - Data Mart Usage in Emerging Data Warehouse Architectures** **Abstract**: Data Marts have received a lot of press recently - both positive and negative. Should you use a Data Mart in your data warehousing environment? If so, how? Attend this Ask the Experts session to understand how Data Marts and an Enterprise Data Warehouse (EDW) can work together to improve the performance of the EDW and finally execute your big performance-hogging analytics queries...at a lower cost than expanding your EDW! Learn new tips and techniques directly from those implementing today's and tomorrow's high performance data warehouse environments. **Speakers:** Jim Baum, IBM, President and CEO Netezza; Justin Lindsey, IBM, Products and Technology - Netezza; Pratyush Moghe, IBM, SVP, Strategy and Marketing, Netezza

Thursday, October 27

IDW-3407	**2:00 – 3:00 PM** Mandalay Bay North,	**The Instant Data Warehouse: IBM Data Warehouse Accelerators** **Abstract: This session will offer a product and strategy overview for IBM's Data Warehouse**

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	Islander G	**Accelerators** **Speakers:** Lawrence J. Weber, IBM, Team Leader, IBM Data Warehouse Solutions - Strategy and Product Marketing; Paul Kilroy, IBM, Development Manager

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