



IBM InfoSphere Warehouse & Smart Analytics 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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■ 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.
IDW-1253	10:15 – 11:15 AM Mandalay Bay North, Islander G	Managing Extreme Warehouse Performance through Automation with Limited Staffing Abstract: It's month end. You have both user and batch workloads working to process 30 - 40 million transactions daily within your InfoSphere warehouse. How do you keep the transactions functioning at peak performance to meet the SLA requirements of the business while maintaining and delivering the high degree of query performance and parallelism your platform customarily delivers? At this session, learn techniques to manage the workload within WLM and outside of WLM, how to adjust for system performance on the fly through active automated monitoring techniques and available DB2 utilities, and how to assist with problem determination, resolution and adjusting workloads to maintain those expected levels of performance and parallelism. Speaker: Andrew Noel, Bank of America, Database Team Manager
IDW-2685	10:15 – 11:15 AM Mandalay Bay North, Islander F	Cracking the Active/Active Data Warehouse Dilemma Abstract: With the increase in dynamic warehousing and real-time decision making, availability of the data warehouse is more important. As customers look to implement Disaster Recovery (DR) they consider 'right-sizing' the DR system. Interest in leveraging the investment associated with implementing High Availability and DR systems is growing. This has been referred to as Active/Active or the Dual-Active warehouse, in which applications can access two warehouses (primary and/or DR) that are being maintained as one. This session describes the IBM reference architecture for implementing a dual-active warehousing environment and 'right-sizing' the DR site. The concepts presented also apply to IBM data warehouses, including the IBM Smart Analytics System. Speaker: Enzo Cialini, IBM Senior Technical Staff Member, Chief Test Architect
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.

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		Speaker: Arvind Krishna, IBM General Manager, Information Management Software
IDW-2381	2:15 – 3:15 PM Mandalay Bay North, Islander F	Managing the data lifecycle with Optim Solutions for InfoSphere Warehouse Abstract: Come see the latest in added value for InfoSphere Warehouse from Optim. Optim solutions success across the data lifecycle: accelerate and optimize design, manage databases changes, improve queries, monitor performance, and maximize availability. Join us to discuss how to maximize the value of Optim solutions included in your existing purchases. And, hear about new portfolio additions and how they are designed to save time, reduce costs, and improve results. Speaker: Holly A. Hayes, IBM, Product Manager; Kevin L. Beck, IBM, Sr. Software Engineer
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.
IDW-2475	8:15 - 9:15 AM Mandalay Bay North, Islander F	Realtime Data Flow For Realtime Active Data Warehouse Abstract: There is usually not only one data source within a big company. However, much data needs to be shared between data warehouses in real time. Usually data is time critical, which means they needs to be transferred when it is generated, then loaded into central data warehouse, and can be used to analysis in short time. The solution introduces the important method and practice to resolve this requirement. Through integration of data capture, message transit, real time data ingest, the

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		<p>solution can help customer share their important data in time among the different warehouses successfully without any file exchange or storage.</p> <p>Speaker: Yi Ding, IBM, Software Engineer</p>
IDW-1469	<p>11:15 AM -12:15 PM Mandalay Bay North, Islander F</p>	<p>Numius Platform Services: Bringing Secure Business Intelligence Services to the Cloud</p> <p>Abstract: 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.</p> <p>Speakers: Stefan Esselens, Tele Ticket Service, CEO; Jo Coutuer, Numius, Managing Partner; Adriana Carvajal, IBM, Software Developer</p>
IDW-4011	<p>12:30 – 1:30 PM Bayside Dining Area</p>	<p>Birds of a Feather: A Beginner's Quick Start to a Data Warehouse Deployment</p> <p>Abstract: Exchange challenges, strategies and success stories during these informal discussions over lunch.</p>
IDW-1820	<p>1:45 – 2:45 PM Mandalay Bay North, Islander C</p>	<p>Best Practices for Partitioning Data in InfoSphere Warehouse Environments</p> <p>Abstract: In this session, learn how the Database Partitioning Feature (DPF) extends the capability of DB2 into the parallel, multi-partition environment, improving the performance and the scalability of very large databases. This feature allows complex warehouse queries to execute significantly faster. InfoSphere Warehouse with DPF is an ideal solution for managing data warehousing and data mining environments.</p> <p>Speaker: Adriana Carvajal, IBM, Software Developer</p>
IDW-1314	<p>1:45 – 2:45 PM Mandalay Bay North, Islander F</p>	<p>SAP BW on IBM Smart Analytics System 7700 Strikes Teradata</p> <p>Abstract: SAP NetWeaver BW (SAP BW) support on IBM Smart Analytics System 7700 is quite new. In this session, learn about SAP BW specific characteristics, which are atypical, compared to standard data warehouse solutions. In addition, learn about the SAP BW specific extensions integrated into IBM Smart Analytics System 7700. This session provides guidelines and best practices for how to install and run a SAP BW system on IBM Smart Analytics System 7700. The session also compares the SAP</p>

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		<p>BW on IBM Smart Analytics System 7700 solution with the SAP BW on Teradata solution. The participants will learn how to successfully position the IBM solution for SAP BW to the Teradata solution.</p> <p>Speaker: Karl Fleckenstein, IBM Senior Technical Staff Member</p>
CGS -4039A	<p>1:45 – 2:45 PM Mandalay Bay South, Mandalay Bay H</p>	<p>Information Management Keynote - Brave New World: Appliances, Optimized Systems, Big Data and Cloud</p> <p>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.</p> <p>Speaker: Arvind Krishna, IBM General Manager, Information Management Software</p>
IDW-2544	<p>1:45 – 2:45 PM Mandalay Bay North, Islander G</p>	<p>Which IBM Smart Analytics System or InfoSphere Warehouse solution is right for your Business</p> <p>Abstract: This session will take attendees through a deep dive into the 2011 InfoSphere Warehouse and IBM Smart Analytics System Portfolio and provide attendees a roadmap into selecting which solutions in the portfolio is right for them. The Session will also cover key changes to the portfolio in 2011 and the key additions and changes to the portfolio.</p> <p>Speaker: Phil Downey, IBM, Program Director InfoSphere Warehouse & Streams Product Management</p>
IDW-3729	<p>4:30 – 5:45 PM Mandalay Bay North, Islander C</p>	<p>Data Warehousing Customer Panel: Cutting Edge Analytic Solutions in Practice</p> <p>Abstract: Come and listen to our Data warehousing customers talk about their experiences.</p> <p>Speakers: Patricia Sementa, Pepsico, Data Warehouse architect; Kimberly Bouchier, USAA, VP of Corporate Systems and Analytics; Melody Playford, Dillard's, IT Director</p>

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NA	7:00 – 11:00 PM	Networking Event

Wednesday, October 26

CGS -3792A	8:15 – 9:30 AM Mandalay Bay Events Center	<p>General Session - New Possibilities</p> <p>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.</p>
IDW-2837	8:15 – 9:30 AM Mandalay Bay North, Islander F	<p>Capturing Outlaw Queries in DB2 Workload Manager</p> <p>Abstract: Runaway queries are disruptive, harmful to performance and waste resources. They originate from many sources and can be difficult to identify and deal with. Workload management features, new in IBM DB2 v9.5, allow you to detect and isolate undesirable activities in the database. This session covers a variety of common scenarios and shows how best to address each one using workload management. The session will emphasize how to determine the recommended techniques applicable for each case.</p> <p>Speaker: Kevin L. Beck, IBM, Sr. Software Engineer</p>
IDW-2541	10:00 - 11:00 AM Mandalay Bay North, Islander F	<p>Building roadmap to Business Success through Innovation with the IBM Smart Analytics System</p> <p>Abstract: Attend this session to learn how businesses can use data warehousing to innovate and solve business problems through data warehousing outside the standard world of reporting and</p>

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		<p>analysis. The presentation will take attendees through how to think outside-the-box and look at innovative ways of solving real business problems. The presentation addresses how to scope the warehouse deployment leverage key capabilities from the IBM Smart Analytics System, BIG Data and InfoSphere integration products integration, while quantifying the business benefit and building the business case for the required investment.</p> <p>Speakers: Phil Downey, IBM, Program Director InfoSphere Warehouse & Streams Product Management; Darren Silvester, Three UK, Chief Architect</p>
IDW-3437	<p>11:30 AM – 12:30 PM Mandalay Bay North, Islander F</p>	<p>Convert Data Marts into a 24x7 Dynamic Warehouse on Steroids: How SunTrust implemented IBM's Smart Analytics</p> <p>Abstract: In this session, we examine customer experiences with the latest revision of the IBM's Smart Analytics System 7700. We will take a detailed, holistic look into end-to-end data warehouse implementation, including real-life examples of leveraging the latest technologies of InfoSphere Warehouse v9.7 for a very large data warehouse implementation. We will provide insight into migration strategies, WLM implementation, and convergence of ETL flows, tablespaces and schemas. In addition, learn about innovative ways to reduce backup and recovery times for a 40+ TB data warehouse, and how you can convert a traditional data warehouse into your own 'Dynamic Warehouse on steroids.'</p> <p>Speaker: Prashant Sogarwal, SunTrust, Leader ETI - DB2 LUW and Lead Data Architect; Diego Folatelli, IBM, Project Manager; Enzo Cialini, IBM, STSM, Chief Test Architect</p>
IDW-1961	<p>2:00 – 3:00 PM Mandalay Bay North, Islander F</p>	<p>Best Practices for ORACLE DW migration to DPF</p> <p>Abstract: Attend this session to hear about best practices for ORACLE DW application migration to DPF environment. Topics include table design, best hash columns and more.</p> <p>Speaker: Fernando Telles de Souza, IBM, IMTE Consultant - DB2 LUW</p>
IDW-4013	<p>2:00 – 3:00 PM Mandalay Bay South, Reef B</p>	<p>Advanced Data Warehousing Techniques</p> <p>Abstract: Data mining, cubing services, in-database mining, no-copy analytics, query optimization, database compression, advanced analytics - want to learn about these and more advanced techniques? Attend this session to learn from the experts. IBM data warehouse architects, consultants and champions will be available to share technical tips and techniques gleaned from countless customer implementations.</p> <p>Speaker: Jacques Milman, IBM, Datawarehouse Architecture Leader - SW EMEA</p>

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<p>IDW-1481</p>	<p>3:15 – 4:15 PM Mandalay Bay North, Islander F</p>	<p>BCBS Palmetto GBA: Protect Your Investment with Smart Analytics System's Multi-Generational Interoperability Abstract: IBM's Smart Analytics System is the only workload optimized solution that allows you to protect your investment and continue to grow your system across multiple generations of the solution. The modular architecture is designed to integrate user or data processing nodes from different generations of the solution to preserve your current investment, maintain the same level of validated reliability across each generation, and provide linear performance and data capacity upgrades to meet your growing business. Learn how Blue Cross Blue Shield of Palmetto GBA protected their investment and grew their warehouse by adding a Smart Analytics 7700 data module into their current existing 7600 cluster. Speakers: Gail Ward-Besser, Blue Cross and Blue S, Director, Medicare Statistical Analysis Department at Blue Cross and Blue S; James Cho, IBM, Senior Technical Staff Member - IBM Smart Analytics Systems</p>
<p>IDW-3506</p>	<p>4:30 – 5:45 PM Mandalay Bay North, Islander F</p>	<p>A Data Warehouse Evolves! A technical journey from Balanced Configuration Unit to Smart Analytics System Abstract: IBM's Distributed Manufacturing Information Warehouse was built with one of the first BCU designs. Over the years they have successfully maintained that system, and then last year they did an upgrade to the new IBM Smart Analytics 7700 design. This presentation will cover the following: An overview of the DMIW design and planning for an upgrade. Data movement: namely how to get the data out of one warehouse into another. Lessons learned along the way. Speaker: Bill O'Connell, IBM, Distinguished Engineer, Warehousing CTO</p>

Thursday, October 27

<p>IDW-1252</p>	<p>8:15 – 9:30 AM Mandalay Bay North, Islander G</p>	<p>Leveraging Tiered Storage in the Smart Analytics Design to Reduce Storage Costs and Control Data Storage Abstract: Each month your Smart Analytics platform adds more and more data. How much of this data is really used, and at what point does it change in temperature? In this presentation, view a real world application of multi-temperature tiered storage and learn how to apply data temperature philosophies to manage your data efficiently and cost effectively. By leveraging tiered storage designs (fast and slow</p>
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		<p>disk), you can successfully reduce costs while still driving business results and improving database performance. This presentation will also discuss implementation strategies, backup considerations, data movement between tiers, impacts on data queries and the workload manager.</p> <p>Speaker: Andrew Noel, Bank of America, Database Team Manager</p>
IDW-1701	<p>10:00 – 11:00 AM Mandalay Bay North, Islander G</p>	<p>All New Single Server Mid-Sized IBM Smart Analytics System</p> <p>Abstract: Dynamic warehousing solutions help companies generate, manage, and optimize a growing data warehousing environment. These solutions help support users who access information to support strategic decisions, financial planning and the production of reports that track performance. It is important to know how to use such sophisticated technologies in the business environment to create significant business value. Business intelligence is becoming increasingly embedded in key business processes, and a dynamic warehousing infrastructure is critical to achieve optimal results. This session will focus in on IBM's newest Smart Analytics System offering: A single server mid-sized business intelligence system powered by Linux and System X on the Intel Xeon processors.</p> <p>Speakers: Irina Delidjakova, IBM, Software Solutions Developer; KitMan Cheung, IBM, Senior Manager - Optim and InfoSphere Partner Ecosystem</p>
IDW-2080	<p>10:00 – 11:00 AM Mandalay Bay North, Islander F</p>	<p>Change the Game with In-Database Analytics: How to Run SAS Scoring Models inside DB2</p> <p>Abstract: The amount of business data that enterprises generate and collect continues to increase rapidly. Analyzing this data becomes ever more challenging. Many companies run BI products on top of their DB2 data warehouse, but advanced scoring and mining models traditionally require that large data volumes are extracted from DB2 tables and duplicated in the file system. This increases storage costs and incurs serious challenges in performance and data governance. This session describes how to run SAS scoring models in a DB2 database directly on DB2 tables and quantifies the associated benefits. Moving the function to the data is cheaper than moving the data, and allows you to exploit the DB2 scalability for massively parallel analytical processing.</p> <p>Speaker: Matthias Nicola, IBM, DB2 Performance and Enablement</p>
IDW-2546	<p>11:30 AM – 12:30 PM Mandalay Bay North, Islander G</p>	<p>Real time Analytics: taking Analytics to the Next Level</p> <p>Abstract: In this session, we will demonstrate how InfoSphere Streams, IBM Smart Analytics System, Netezza and the IBM Big Data portfolio are designed to help you drive the next level of analytical optimization in your business by leveraging the power of real time analytics.</p> <p>Speakers: Phil Downey, IBM, Program Director InfoSphere Warehouse & Streams Product</p>

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		Management; Roger Rea, IBM, Product Manager, InfoSphere Streams and solidDB
IDW-4010	12:30 – 1:30 PM Bayside Dining Area	Birds of a Feather: TeraByte Pricing for your Data Warehouse: How Much Can You Save? Abstract: Exchange challenges, strategies and success stories during these informal discussions over lunch.
IDW-3224	2:00 – 3:00 PM Mandalay Bay North, Islander F	Time To Find a New Warehousing Solution! Abstract: In this session, learn why a company recently selected the IBM Smart Analytics System 5600 to deliver warehousing, data mining and advanced analytics for our Benefits line of business. This session will provide an overview of POC experience and implementation process. Speakers: Janis Cichon, Aon Hewitt, DBA Engineer, DW and Data Integration Specialist
IDW-2096	3:30 – 4:30 PM Mandalay Bay North, Islander F	Build a Cloud Ready Business Intelligence Solution: A Reference Architecture Abstract: Enterprises of all sizes are looking for agile solution deployments that meet their growing business intelligence needs. The challenge is how best to integrate these services rapidly, deploy them consistently and efficiently, manage them flexibly, and introduce new versions of the services dynamically. In this session, we describe a reference architecture based on IBM eX5, powered by the latest Intel Xeon processor, in which we bring together the ETL, data warehousing, and business intelligence services as pre-optimized and cloud-ready virtual server images. Speaker: Sunil Kamath, IBM Senior Technical Staff Member; Kshitij Doshi, Intel, Principal Engineer
IDW-3693	3:30 – 4:30 PM Mandalay Bay North, Islander G	Insurance Business Transformation: iCAST- A Partner Product on IBM Platform Solutions and IFW Framework Abstract: iCAST from Telesis, an IBM partner organization, is a complete suite for Insurance Business Transformation and it is fully based on IBM product Software. It offers next generation business intelligence solutions with actionable feedbacks to operational modules covering the operations like underwriting, actuarial risk & profitability, claims, compliance, relationship marketing. This presentation will cover the product and the services that IBM products and teams have provided to Telesis. Speakers: Dr. Prasad, Telesis Global Solutions; KitMan Cheung, IBM, Senior Manager - Optim and InfoSphere Partner Ecosystem

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