



IBM Netezza Appliances 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.

Saturday, October 22

PST-4028A	3:30 – 4:30 PM Mandalay Bay South, Palm C	Business Partner Session: The IBM Netezza Family of Appliances Abstract: The challenges with data warehousing and analytics continue to grow at a tremendous pace. Whether you are dealing with exploding data volumes, responding faster to business events, or scaling to serve the needs of a fast-growing user base, the innovations at IBM Netezza will help you meet these challenges head on. In this session, learn all about IBM Netezza's growing product family, customer success stories and the developments underway that are enabling smarter analytics across the enterprise. An open Q&A for IBM business partners will conclude the session.
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Sunday, October 23

PST-3987	1:00 – 2:00 PM Mandalay Bay South, Palm B	IM Solutions Roundtables for Netezza Warehousing Abstract: Partners supporting or considering any offerings in the IM portfolio should join one of these sessions to hear the latest technical and marketing updates and participate in an interactive discussion of issues, concerns, actions and best practices. For IBM and Netezza Data Warehousing, learn about the latest plans for addressing data warehousing customer needs.
NA	3:00 – 5:30 PM House of Blues	IBM Netezza Appliance Roadshow and Customer Welcome Event and Cocktail Reception Details and registration at www.netezza.com/roadshow .

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs



October 23–27, 2011

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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

IGN-3790	8:15 – 9:45 AM Mandalay Bay Events Center	<p>Opening General Session – Turn Insight Into Action</p> <p>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 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.</p>
IDW-3171A	10:15 – 11:15 a.m. Mandalay Bay South Mandalay Bay J, Station 7	<p>Usability Sandbox: IBM Netezza: The future of in-database analytics</p> <p>Abstract: Please join us for this interactive session on IBM Netezza Analytics. IBM Netezza will share current capabilities and future direction and we encourage you to share your analytics needs.</p>

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



IGN-4038A	<p>11:30 AM– 12:30 PM Mandalay Bay South, Mandalay Bay H</p>	<p>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</p>
IDW-4194	<p>1:00 – 1:30 p.m. EXPO Theatre</p>	<p>Strategy for Data Warehousing and Analytics Smart Consolidation Presentation Abstract: This session will explore IBMs strategy for data warehousing and analytics and the role of high-performance analytics and the logical warehouse on the path to business agility. The speakers will highlight the tangible business benefits from improved agility and demonstrate how IBMs vision for this logical data warehouse is supported by a coherent, deep product portfolio of offerings today.</p>
IDW-3171B	<p>2:15 – 3:15 a.m. Mandalay Bay South Mandalay Bay J, Station 7</p>	<p>Usability Sandbox: IBM Netezza: The future of appliances for warehousing and analytics Abstract: Attend this session to plan for the future. In this session learn how appliances from IBM Netezza can support analytics initiatives today and tomorrow.</p>
IDW-1131	<p>2:15 – 5:15 PM Mandalay Bay South, Shorelines B, Lab Room 4</p>	<p>Introduction to the IBM Netezza Data Warehouse Appliance Abstract: IBM Netezza is a powerful and highly parallelized Data Warehousing system that is simple to administrate and maintain. Attendees of this class will get a short overview of the system architecture and a brief introduction explaining how to use this data warehouse appliance. After the presentation the attendees will be able to work on the appliance to get a feel for using this appliance. The session will cover the basics from connecting to the Netezza host to the execution of basic SQL commands to create users, a database, and tables. When creating the tables the most important concept of data distribution will be explored. In addition to this attendees will get an overview of the most widely used database utilities: 'nzload' and 'groom.' Speakers: Malcolm Singh, IBM, Software Developer; Benjamin Leonhardi, IBM, Software Engineer</p>

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



IDW-3405	2:15 – 3:15 PM Mandalay Bay North, Islander G	A New Era of Data Warehousing and Analytics - IBM's Vision - featuring Prat Moghe, SVP Strategy, Products and Marketing, IBM Netezza 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; Pratyush Moghe, IBM, SVP Strategy, Products and Marketing, Netezza
LOE-2377	2:15 – 3:15 PM Mandalay Bay South South Seas J	Strategic Inventory Control Using IBM Netezza and Cognos Solutions Abstract: At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and Cognos technologies contributed to the implementation of a unique first-in-first-out cost inventory control system that included reducing project risk and winning business unit commitment and acceptance. Speakers: Sam Wagar, Golub Corporation, Mgr Information Integration
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 Hall – Bayside C	EXPO Reception

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



Tuesday, October 25

IGN-3791A	8:15 – 9:30 AM Mandalay Bay Events Center	<p>General Session - Transforming in the Era of Big Data & Analytics</p> <p>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.</p>
IDW-3028	10:00 – 11:00 AM Mandalay Bay North, Islander G	<p>The Evolving IBM Netezza Product Family</p> <p>Abstract: The challenges with data warehousing and analytics continue to grow at a tremendous pace. Whether you are dealing with exploding data volumes, the need to respond faster to business events or scale to serve the needs of a fast-growing user base, the innovations at Netezza will help you meet these challenges. Learn about growing IBM Netezza product family and the developments underway that are enabling smarter analytics across the enterprise.</p> <p>Speaker: Razi Raziuddin, IBM, Director, Product Marketing - IBM Netezza</p>
IDW-3171C	10:00 – 11:00 AM Mandalay Bay South, Mandalay Bay J, Station 7	<p>Usability Sandbox: IBM Netezza: Exploring data replication</p> <p>Abstract: Attend this session to plan for the future. In this session learn about IBM Netezza's data replication strategy.</p>
IDW-3072	11:15 AM – 12:15 PM Mandalay Bay North, Islander G	<p>IBM Netezza Product Roadmap and Smart Consolidation Strategy</p> <p>Abstract: In this session members of the IBM Netezza team will discuss key features and functionality of the appliance family and offer perspectives on upcoming innovations.</p> <p>Speaker: Phil Francisco, IBM, VP, Product Management & Marketing, Netezza</p>
IIM-3605	11:15 AM – 12:15 PM Mandalay Bay South, Mandalay Bay B	<p>Smart Grid Case Study Pacific Northwest Smart Grid Demonstration</p> <p>Abstract: The energy production and delivery industry is rapidly moving towards placing smart sensors, and meters, along the production, transmission and distribution systems to get granular real time data about the current state of faults and load. These investments empower consumers by</p>

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



		<p>providing them with near real-time information about their energy use and allowing them to engage in demand-response and other conservation measures, as well as time-of-use and real-time pricing. In this session, you will learn how Battelle Memorial Institute is using IBM InfoSphere Streams and Netezza to help Pacific Northwest National Labs demonstrate the value of the Smart Grid.</p> <p>Speakers: Roger Rea, IBM, Product Manager, InfoSphere Streams and solidDB ;Ron Melton, Battelle Memorial Institute, Project Director, Pacific Northwest Smart Grid Demonstration</p>
IDW-4003	<p>12:30 – 1:30 PM Bayside Dining Area</p>	<p>Birds of a Feather - IBM Netezza vis--vis Oracle Exadata Abstract: Exchange challenges, strategies and success stories during these informal discussions over lunch.</p>
IDW-4009A	<p>12:30 – 1:30 PM Bayside Dining Area</p>	<p>Birds of a Feather: Which IBM Data Warehousing and Analytics Solution is Right for You Exchange challenges, strategies and success stories during these informal discussions over lunch.</p>
IGN-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 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</p>
IDW-3171D	<p>1:45 – 2:45 PM Mandalay Bay South, Mandalay Bay J, Station 7</p>	<p>Usability Sandbox: IBM Netezza: The future of in-database analytics Abstract: Please join us for this interactive session on IBM Netezza Analytics. IBM Netezza will share current capabilities and future direction and we encourage you to share your analytics needs.</p>

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



<p>IDW-3067</p>	<p>3:00 – 4:00 PM Mandalay Bay North, Islander C</p>	<p>IBM Netezza User Perspectives Featuring Premier, Inc. Ross Stores, Inc. and T-Mobile Abstract: Attend this session to hear valuable in the field information from IBM Netezza users as they discuss their deployments, results and analytics initiatives. Speakers: Christine Twiford, T-Mobile, Manager: Network Technology Solutions at T-Mobile; Gerard Darby, Ross Stores and Todd Wilkes, Premier Inc, Vice President</p>
<p>IDW-3073</p>	<p>3:00 – 4:00 PM Mandalay Bay North, Islander F</p>	<p>Competitive Benchmarking at Netezza: An Introduction, Overview & Resources Abstract: Performance, specifically processing speed as experienced by the end-user, is a core value proposition of the Netezza appliance family. The Netezza Competitive Benchmarking Group is responsible for measuring and communicating performance of Netezza products, as well as comparative performance measurements, where possible, of competitor products. Attend this session to learn the current state of competitive benchmarking, including philosophy, methodology, achievements, plans and resources. Speaker: Allan Edwards, IBM, Director, Competitive Benchmarking & Analysis - Netezza</p>
<p>LRL-2251</p>	<p>3:00 – 4:00 PM Mandalay Bay South, Palm C</p>	<p>REI and IBM Netezza: How a Data Warehousing Vision Became a Reality Abstract: In this session, you will hear how REI, when faced with an aging customer data warehouse, long query times, missed SLAs and the prospect of a costly upgrade, made a business intelligence vision a reality with an IBM Netezza TwinFin Data Warehouse appliance. You will also see how the team overcame technology biases and how they worked hand-in-hand with the IBM and ETL consultants to implement a solution that delivers unique business and IT value. Speakers: Geoffrey Lowney, REI, Software Architect; Matt Dorison, REI, Senior Business Analyst</p>
<p>IDW-4004</p>	<p>4:30 – 5:45 PM Mandalay Bay South, Reef C</p>	<p>IBM Netezza Appliances Executive Q/A Abstract: Join this session to meet, engage and hear from Netezza executives including Pratyush Moghe, SVP Products, Strategy and Marketing; Ray Tacoma, SVP of Worldwide Sales and Phil Francisco, VP of Product Management and Marketing on the role of appliances in the enterprise, plans for the future and appliance product strategy. Speakers: Pratyush Moghe, IBM, SVP, Strategy, Products and Marketing, Netezza; Ray Tacoma, IBM, SVP Worldwide Sales, Netezza and Phil Francisco, IBM, VP of Product Management and Marketing, Netezza</p>
<p>IDW-3171E</p>	<p>4:30 – 5:45 PM Mandalay Bay South,</p>	<p>Usability Sandbox: IBM Netezza: The future of appliances for warehousing and analytics Abstract: Attend this session to plan for the future. In this session learn how appliances from IBM</p>

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



	Mandalay Bay J, Station 7	Netezza can support analytics initiatives today and tomorrow.
LRL-2377C	4:30 – 5:45 PM Mandalay Bay South, Palm C	Strategic Inventory Control Using IBM Netezza and Cognos Solutions Abstract: At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and Cognos technologies contributed to the implementation of a unique first-in-first-out cost inventory control system that included reducing project risk and winning business unit commitment and acceptance.
NA	5:00 – 7:00 PM EXPO Hall – Bayside C	EXPO Reception
NA	7:00 – 11:00 PM	Networking Event

Wednesday, October 26

IGN-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-2755	8:15 – 9:30 AM Mandalay Bay North, Islander G	Unleashing Netezza - Netezza Solution Best Practices Abstract: 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

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



		<p>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.</p> <p>Speakers: David Overcash, Brightlight Consulting, CTO; David Birmingham, Brightlight Consulting, Sr. Principal Consultant</p>
IDW-1132	<p>9:45 AM – 12:45 PM Mandalay Bay South, Shorelines B, Lab Room 4</p>	<p>Business Intelligence with the IBM Netezza Appliance</p> <p>Abstract: Business Intelligence solutions are making companies and institutions smarter by providing answers for many important business decisions. IBM Netezza's highly parallelized and high performance architecture allows users to get these answers faster, transforming BI into an interactive process. This session will cover the usage of Netezza for enterprise reporting using IBM Cognos BI. It will cover the use of the new IBM Netezza Analytics packages executing highly efficient, in-database data mining functions to uncover previously unsuspected information from the warehousing data. The attendee will use IBM Cognos to design reports and visualize the results.</p> <p>Speakers: Benjamin Leonhardi, IBM, Software Engineer; Malcolm Singh, IBM, Software Developer</p>
IDW-2207	<p>10:00 – 11:00 AM Mandalay Bay North, Islander G</p>	<p>Powering SuperMedia: Information Server/Netezza Connectors and Balanced Optimization</p> <p>Abstract: SuperMedia brings buyers and sellers together through advanced Web applications, including SuperPages.com. In this high volume and complex business model, SuperMedia recognized the value that Netezza and InfoSphere would provide together for a highly parallel data integration and data warehousing infrastructure. As they have aligned closely with IBM to adopt new product features, SuperMedia is now realizing additional value through the most recent integrations between TwinFin and Information Server.</p> <p>Speakers: David Egan, SuperMedia LLC, Sr. Group Manager - Business Intelligence Services; Lamont R. Lockwood, IBM, Enterprise Architect; Jon S. Deng, IBM, Product Manager</p>
IDW-3100	<p>11:30 AM – 12:30 PM Mandalay Bay North, Islander G</p>	<p>Enabling the Smarter Planet with IBM Netezza Analytics</p> <p>Abstract: During this session, Michele Chambers, Analytics VP and GM of Analytic Solutions for IBM Netezza, will showcase how IBM Netezza Analytics is used as the technology enablement of advanced analytics on Netezza appliances. Michele will speak about how companies can leverage IBM Netezza Analytics for deeper and more complex pervasive analytics that bring insights throughout enterprises to help drive quicker time to value.</p> <p>Speaker: Michele Chambers, VP and GM of Analytic Solutions, Netezza, an IBM Company</p>

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



IDW-3171F	11:30 AM – 12:30 PM Mandalay Bay South Mandalay Bay J, Station 7	Usability Sandbox: IBM Netezza: The future of appliances for warehousing and analytics Abstract: Attend this session to plan for the future. In this session learn how appliances from IBM Netezza can support analytics initiatives today and tomorrow.
IDW-1563	11:30 AM – 12:30 PM Mandalay Bay North, Islander E	Better Performance. Lower cost: The price, performance & Throughput Advantage of Netezza 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-4002	12:30 – 1:30 PM Bayside Dining Area	Birds of a Feather: IBM Netezza Appliances Best Practices Abstract: Exchange challenges, strategies and success stories during these informal discussions over lunch.
IDW-3149	2:00 – 3:00 PM Mandalay Bay North, Islander G	IBM Netezza Appliances 101 Abstract: Wondering about IBM Netezza appliances? Join this session and learn about the role of appliances in the enterprise and hear how organizations are leveraging these appliances to take their business intelligence and advanced analytics to the next level. Speaker: Michael Kearney, IBM, Senior Director of Product Marketing, IBM Netezza
CGS-4121A	2:00 – 3:00 PM Mandalay Bay South, Bayside Foyer, Bookstore	Book Signing: Netezza Transformation: Taming the dragon without alchemy, sorcery or strange potions – David Birmingham About this Book: Takes a deep dive into the mechanics and pitfalls of migration*Shows the advantages and disadvantages of in-the-box data processing *Provides a review of some ETL tool positives and negatives.* Explains How-to's on set-based patterns like slowly-changing-dimensions, change-data-capture, exception handling, referential integrity and how to make it all metadata-driven and metadata-aware.*Provides Parameterized shell-scripting examples, case-studies, vendor proof-of-concept tournaments and converting our Netezza storage machine into a data processing flow-based powerhouse

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



<p>INT-2292A</p>	<p>2:00 – 3:00 PM Mandalay Bay North, South Pacific J</p>	<p>Maximizing Performance for Data Warehouse and BI with Netezza TwinFin-12, Information Server, and Xeon Servers Abstract: We share our experiences using Information Server (running on an Intel 80 thread system using Xeon E7 Processors) to do data integration to a large data warehouse on a Netezza TwinFin-12 Appliance. We showcase the outstanding data load rate performance (in TBytes/hour) possible with this powerful combination of hardware and software. We demonstrate the advantages of the Netezza data warehouse solution that requires NO tuning to attain excellent performance. Hardware requirements to attain this performance level are shared, including server configuration and 10 GbE network connectivity. We explain the cost saving benefits of this solution vs. traditional solutions.</p>
<p>BPA-3467</p>	<p>2:00 – 3:00 PM Mandalay Bay South, Mandalay Bay B</p>	<p>High Performance Meets Predictive Analytics: IBM Netezza and IBM SPSS Modeler Integration Abstract: IBM Netezza and IBM SPSS Modeler combine to provide in-database predictive analytics in high-performance, high-capacity, easy-to-administer data warehouse appliances. This technical deep-dive session will show you how SPSS Modeler extends the analytics capabilities of the Netezza analytics platform. You'll see how high-performance, scalable, in-database predictive analytics processing enables more data to be used when building and deploying analytic models, delivering faster insights and reducing cycle times from analytic innovation to production. Specific modeling streams for various industries will be demonstrated and explained in detail. Speakers: Kurt Peckman, IBM, Senior Market Manager - Product Portfolio; Thomas Dinsmore, IBM, Systems Engineer, Analytics, Netezza; Darlene Knafelz, IBM, Advisory Product Manager</p>
<p>IDW-4095A</p>	<p>3:15 – 4:15 PM Mandalay Bay North, Mariners B</p>	<p>Exploiting SAS Analytics with IBM data warehouses: Netezza & the IBM Smart Analytics System Abstract: This session will help attendees understand how to exploit SAS analytics within an IBM Netezza or IBM Smart Analytics System. SAS In-Database processing is the latest development resulting from 35 years of collaboration between SAS and IBM. Customers that learn how to leverage SAS Analytics within IBM data warehouse systems benefit by improving data quality and governance increasing storage utilization, and optimizing business processes. Ultimately, customers gain a strategic advantage over competitors with SAS Analytics and IBM infrastructure solutions.</p>
<p>IDW-3171G</p>	<p>3:15 PM – 4:15 PM Mandalay Bay South Mandalay Bay J, Station 7</p>	<p>Usability Sandbox: IBM Netezza: Exploring data replication Abstract: Attend this session to plan for the future. In this session learn about IBM Netezza's data replication strategy.</p>

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



<p>IDW-3131</p>	<p>3:15 – 4:15 PM Mandalay Bay North, Islander G</p>	<p>Rethinking Analytics: How In-Database Analytics Change the Game Abstract: The expanding capabilities of in-database analytics, coupled with growing penetration of analytic appliances into the enterprise data warehousing landscape, bring practitioners new opportunities and challenges with the synergies between analytics and IT. As business enterprises accelerate their move toward advanced analytics, the analytics environment is becoming more responsive to the growing need for business information and solution implementation. In this session we review recent developments in analytics technology, commonly used analytics methodologies, and limitations of those methodologies for in-database analytics. Speakers: Thomas Dinsmore, IBM, Systems Engineer, Analytics, Netezza; Shajy Mathai, OpenRisk</p>
<p>IDW-2660</p>	<p>4:30 – 5:45 PM Mandalay Bay North, Islander C</p>	<p>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</p>
<p>IDW-4014A</p>	<p>4:30 – 5:45 PM Mandalay Bay South, Reef D</p>	<p>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.</p>
<p>INT-3776</p>	<p>4:30 – 5:45 PM Mandalay Bay South, Reef B</p>	<p>IBM InfoSphere Information Server and Balanced Optimization for IBM Netezza Data Warehousing Abstract: In this Ask-the-Expert session, you can talk to IBM experts about various topics related to integrating IBM Netezza data warehousing solutions and InfoSphere Information Server, such as native parallel connectivity, balanced optimization and more. Speakers: Jon S. Deng, IBM, Product Manager; Yeh-Heng Sheng, IBM, Software Architect</p>

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



Thursday, October 27

IDW-3171H	8:15 – 9:30 AM Mandalay Bay South Mandalay Bay J, Station 7	Usability Sandbox: IBM Netezza: The future of in-database analytics Abstract: Please join us for this interactive session on IBM Netezza Analytics. IBM Netezza will share current capabilities and future direction and we encourage you to share your analytics needs.
BBI-2732	10:00 – 11:00 AM Mandalay Bay South, Mandalay Bay A	Value and Performance on the Netezza Platform at Blue Cross Blue Shield of Massachusetts Abstract: Performance, performance, performance! This is Blue Cross Blue Shield of Massachusetts' (BCBSMA) mantra when it comes to using IBM Cognos software on a platform from Netezza an IBM company. Hear Joy Mukherjee, Director BI and Raja Kandaswami, BI Architect & Manager describe how the company realized new performance gains that enabled them to embed more and more information into dashboards and cubes to extend visibility into trends that they otherwise could not see. Learn how BCBSMA users adopted these dashboards and cubes to support the organization's requirements to measure and analyze financial performance, clinical risk, and operational efficiencies, as well as to identify new opportunities for strategic and competitive advantage. Speakers: Joydeep Mukherjee, Blue Cross Blue Shield of MA, Director, Business Intelligence; Raja Kandaswami, Blue Cross Blue Shield of MA, Business Intelligence Architect & Manager
IDW-3171I	11:30 AM – 12:30 PM Mandalay Bay South Mandalay Bay J, Station 7	Usability Sandbox: IBM Netezza: Exploring data replication Abstract: Attend this session to plan for the future. In this session learn about IBM Netezza's data replication strategy.
IDW-3171J	3:30 PM – 4:30 PM Mandalay Bay South Mandalay Bay J, Station 7	Usability Sandbox: IBM Netezza: The future of appliances for warehousing and analytics Abstract: Attend this session to plan for the future. In this session learn how appliances from IBM Netezza can support analytics initiatives today and tomorrow.

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs