



## Information Solutions Architecture

IBM InfoSphere™ Information Server is a fully integrated software platform providing end to end data integration capabilities to help understand, cleanse, transform and deliver trusted information.

## 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.

### Monday, October 24

	<b>8:15 – 9:45 AM</b>	<b>Opening General Session</b>
<b>ISA-3410A</b>	<b>10:15 – 11:15 AM</b> Mandalay Bay North Convention Center - Tradewinds E	<b>Accelerating Your Enterprise with Advanced Data Flow and Low-Latency Architectures</b>
<b>ISA-3381B</b>	<b>3:45 – 5:00 PM</b> Mandalay Bay North Convention Center - South Pacific I	<b>Advanced Architecture for Real-Time Data Integration and STP with Unlimited Scaleup &amp; High Availability</b>
	<b>5:00 – 7:00 PM</b>	<b>EXPO Reception</b>

### Tuesday, October 25

	<b>8:15 – 9:30 AM</b>	<b>General Session</b>
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■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs



October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



ISA-2529A	11:15 - 12:15 PM Mandalay Bay North Convention Center - Tradewinds E	<b>FDIC: Automating Data Quality Analysis &amp; Business Rule Testing Using IBM InfoSphere Suite</b>
ISA-3394A	11:15 – 12:15 PM Mandalay Bay South Convention Center - Breakers K-L	<b>Telecommunications Case Study: Intelligent Campaign Management</b>
ISA-2528B	4:30 – 5:45 PM Mandalay Bay North Convention Center - South Pacific I	<b>Bank of China: Next-Generation, Near-Real-Time Data Architecture, MDM &amp; Governance</b>
	5:00 – 7:00 PM	<b>EXPO Reception</b>
	7:00 – 11:00 PM	<b>Networking Event</b>

## Wednesday, October 26

	8:15 – 9:30 AM	<b>General Session</b>
ISA-1532A	11:30 – 12:30 PM Mandalay Bay North Convention Center - South Pacific H	<b>Derive Business Value Leveraging DataStage to Mine Call Data Records - Telecom Industry Solution</b>

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<b>ISA-1406A</b>	<b>11:30 – 12:30 PM</b> Mandalay Bay North Convention Center - Islander A	<b>Raymond James Customer Use Case: Using the Financial Markets Data Warehouse for a Real Time Data Capture</b>
<b>ISA-3449A</b>	<b>2:00 – 3:00 PM</b> Mandalay Bay North Convention Center - South Pacific H	<b>SAP Case Studies: Successful Experiences and Best Practices of Application Consolidation Projects</b>
<b>ISA-2848B</b>	<b>3:15 - 4:15 PM</b> Mandalay Bay North Convention Center - Islander C	<b>Accelerating the Information Management Life Cycle Thru Integrations with IBM InfoSphere Data Architect</b>
<b>ISA-3734A</b>	<b>3:15 - 4:15 PM</b> Mandalay Bay North Convention Center - South Pacific H	<b>McCain Foods Case Study: Avoiding "Load and Explode" for SAP Data Migrations</b>
<b>ISA-3414A</b>	<b>4:30 – 5:45 PM</b> Mandalay Bay North Convention Center - Tradewinds E	<b>Shared Service Grid Computing to Optimize Your Enterprise</b>

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## Thursday, October 27

<b>ISA-2324A</b>	<b>8:15 – 9:30 AM</b> Mandalay Bay North Convention Center - South Pacific H	<b>Improving Enterprise Data Quality Using a Disciplined Community-Driven Solution Pattern</b>
<b>ISA-2031A</b>	<b>11:30 AM - 12:30 PM</b> Mandalay Bay North Convention Center - Tradewinds D	<b>Metadata enables Data Quality for Telco Churn Analytics in a DB2 Warehouse</b>

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