Informix and Tools – IBM Informix 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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		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
IDS-2896	**10:15 – 11:15 AM** Mandalay Bay North, Tradewinds C	**Best Warehouse Practices by a Government Trying to Build a Smarter City** **Abstract:** Learn how the financial department of a Government uses Informix, Informix Warehouse Accelerator and XML to improve intelligence to manage the taxes. **Speakers:** Miguel Carbone, MC Software / Cleartech, CTO
IDS-3784	**2:15 – 3:15 PM** Mandalay Bay South, Reef C	**Ask the Experts: Developing Informix Applications - Everything You Need to Know** **Abstract:** In this session, you can talk with IBM Informix experts about various issues in application development, including the new Informix Genero, migrating existing 4GL applications and the latest news about tools and open source with Informix. **Speakers:** Shawn D. Moe, IBM, Software Engineer; Jacques Roy, IBM, Mgr
IDS-2469	**2:15 – 3:15 PM** Mandalay Bay North, Tradewinds C	**How to Make an Enterprise-Class Database Invisible Inside Your Application** **Abstract:** In this session, find out how to embed a "hands-off" database into your application in record time while making use of enterprise-class features such as: database scheduler, heterogeneous "update anywhere" replication and automatic storage provisioning. **Speaker:** John F. Miller III, IBM Senior Technical Staff Member
IDS-1906	**2:15 – 3:15 PM** Mandalay Bay North,	**IBM Informix Deployed in the Cloud Environment** **Abstract:** Cloud computing is currently a hot topic. This session will discuss how the IBM Informix

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	Islander I	Database can be deployed in common cloud offerings, and also how to create a private cloud environment using the existing Informix server. **Speakers:** Mahesh Dashora, IBM, Sr. Manager; Clarence M. Pruet, IBM, Informix Availability
IDS-1904	3:45 – 5:00 PM Mandalay Bay North, Tradewinds C	**Introduction to IBM Informix Flexible Grid** **Abstract:** The IBM Informix Flexible Grid takes high availability and clustering to a new level. At the same time, it also provides a foundation for the implementation of a private cloud computing environment. This session will describe Informix Flexible Grid and how it can be used to address many common business challenges. **Speakers:** Clarence M. Pruet, IBM, Informix Availability; Mahesh Dashora, IBM, Sr. Manager
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.
IDS-2380	8:15 – 9:30 AM Mandalay Bay North, Islander G	**Informix Warehouse Accelerator** **Abstract:** As part of the Informix Ultimate Warehouse Edition of 11.7, the Informix Warehouse Accelerator offers game-changing performance for data warehouse workload without the usual query tuning required. It uses in-memory, columnar, deep compression technology to achieve orders of magnitude performance gain, yet costing significantly less than the competition. **Speaker:** Frederick Ho, IBM, Program Director

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IDS-3595	8:15 – 9:30 AM Mandalay Bay North, Islander I	**How Deister's ERP Solution Runs Spain's Leading Pharmaceutical Company's Business on IBM Informix** **Abstract:** This session will discuss Deister's ERP solution's capabilities and one of their implementations on their pharmaceutical customer, Fed Frama. Fed Frama also uses Informix's replication technology extensively. The customer is able to remotely run and track the business through mobile devices. This solution also provides point of sale (PoS) ability. **Speaker:** Jose Manuel Ruiz Gallud, IBM, Software and Database Sales
IDS-3285	8:15 – 9:30 AM Mandalay Bay North, Tradewinds C	**Eat OATs? Keeping Healthy with the Graphical OpenAdmin Tool for IBM Informix** **Abstract:** Understand the capabilities and architecture of the OpenAdmin Tool (OAT). This overview of the capabilities of OAT highlights replication, query tracing, database compression, performance history graphs, auto update statistics, space management and more. This talk concludes with an overview of the architecture and what open source components are used within it. **Speaker:** John F. Miller III, IBM Senior Technical Staff Member
IDS-1183	9:45 AM – 12:45 PM Mandalay Bay South, Shorelines B, Lab Room 10	**Rapidly Modernize your Existing IBM Informix 4GL Applications Wth Informix Genero** **Abstract:** IBM Informix Genero is a rapid application development environment that allows you to fully modernize your Informix 4GL application to a state-of-the-art graphical user interface (GUI) painlessly and cost effectively. In this hands-on lab you will learn how to migrate your Informix 4GL applications to Genero. Advanced topics such as enhancing the user interface are covered. **Speakers:** Ramanathan Sivaguru, IBM, Technical Enablement Specialist - Informix; Adam Owczarczyk, IBM, Solution Migration Specialist - DB2, Informix
IDS-1546	10:00 – 11:00 AM Mandalay Bay North, Tradewinds C	**Keynote - Smarter Data Management with IBM Informix** **Abstract:** In this session, the Director of Informix Development will review the many new innovations brought to the Informix community in the past year and the business benefits they enable for real clients and partners. He'll provide a glimpse of the Informix roadmap and the strategy for continuing to enable smarter solutions. **Speaker:** Jerry Keesee, IBM, Director, Informix Development
IDS-1995	11:15 AM – 12:15 PM Mandalay Bay North, Tradewinds C	**IBM Informix and Managing Resources in a Resource-Restrictive Environment** **Abstract:** Resources are scarce for embedded applications. IBM Informix provides an array of features that make it ideal as a solution for embedded data management where database administration and other resources are not available. This session will discuss over some of the those features and will

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		introduce the Low Memory Manager and Set Session Limits features. **Speaker:** Scott D. Lashley, IBM Senior Technical Staff Member, Informix Kernel/Performance Architect
IDS-2811	**11:15 AM – 12:15 PM** Mandalay Bay North, Islander I	**Add a GUI or web front end to your 4GL With Informix Genero** **Abstract:** Determining the best path for modernization of your 4GL programs has been a tough decision, yet you want to leverage your existing investments! You like the ease of development, performance, and footprint of your current 4GL, but want to run the app on the web, Windows, or mobile devices. Informix Genero lets you have the best of both worlds! Genero is an industry tested logical superset of 4GL, that mixes everything that is good about 4GL with well designed updates to support creation of modern GUI applications to any of these environments. Well discuss some real 4GL scenarios and discuss some options for modernization and deployment in these new environments. **Speaker:** Shawn D. Moe, Software Engineer
IDS-3779	**12:30 – 1:30 PM** Bayside Dining Area	**Birds of a Feather: Building Data Warehouses With IBM Informix** **Abstract:** Exchange challenges, strategies and success stories during these informal discussions over lunch.
IDS-3781	**12:30 – 1:30 PM** Bayside Dining Area	**Birds of a Feather: High Availability and Scalability With IBM Informix** **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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LEU-1515	1:45 – 2:45 PM Mandalay Bay South, Banyan C	**Business Leadership Session - Strategies for Leveraging Smart Meter Information for Business Benefit: A Case Study from Oncor** **Abstract:** AMI deployments across millions of smart meters reading at 15 minute intervals produce prodigious amounts of data, potentially billions of rows of usage, events, and flags. The management of the AMI system, revenue base, and associated grid elements requires analysis of current and historical data to effectively operate to detect energy diversion, to identify fraud patterns, to understand effectiveness of customer programs, and to understand energy usage patterns. In this session, Donny Helm from Oncor Electric Delivery highlights strategies, approaches and business benefits realized from Oncor's experience implementing an AMI information warehouse. **Speakers:** Keith Hall, IBM, Associate Partner; Donny Helm, Oncor Energy Delivery, Director of Technology
IDS-1301	1:45 – 2:45 PM Mandalay Bay North, Tradewinds C	**Now Everything You Have Ever Wanted in Business Intelligence is Possible** **Abstract:** The new Informix Warehouse Accelerator from IBM has completely transformed business intelligence. Now, incredible solutions are not only possible, they are affordable and easily achieved. We will present examples of real world solutions that could not exist without IWA. We will cover how the nightly update capabilities permit regional police departments to obtain "link analysis" information in real-time, during a traffic stop. We will show how IWA, properly configured, allows Health Care cost containment initiatives to execute thousands of queries per day. The design and deployment details are also discussed, demonstrating just how simple it is to create these solutions for your customers **Speaker:** Craig Humphreys, PreferredPartner, Vice President, Technical Services
IDS-2824	3:00 – 4:00 PM Mandalay Bay North, Islander I	**The World's Largest Supplier of Beef to McDonald's Makes Use of IBM Informix Flexible Grid** **Abstract:** This session will explain why Marfrig, the world's largest supplier of beef to McDonald's, chose IBM Informix instead Oracle. It will explore the implementation process and architecture, as well as some numbers and results for Marfrigs business. **Speaker:** Pedro H T Rodrigues, IBM, IT Specialist
IDS-2020	3:00 – 4:00 PM Mandalay Bay North, Tradewinds C	**Technologies you must know for Web Application** **Abstract:** This presentation provides an overview of the major technologies involved in web application development from the browser to the database server. This will give you a set of technologies to pick from for your web projects.

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		Speaker: Jacques Roy, IBM, Mgr
IDS-2374	4:30 – 5:45 PM Mandalay Bay North, Tradewinds C	**IBM Informix Warehouse Overview and Roadmap** **Abstract:** Discussion of Warehousing capabilities within the Informix products, including the Informix engine and Informix Warehouse Accelerator. **Speaker:** Frederick Ho, IBM, Program Director
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.
IDS-2885	8:15 – 9:30 AM Mandalay Bay North, Tradewinds C	**How Health Insurance Solutions can be Smarter With IBM Informix** **Abstract:** This session will look at how Orizon develops solutions to increase the quality of their customer relationships with a paperless environment, improved governance and control and business intelligence (BI). **Speakers:** Marcus Panise, Orizon Brasil, Software Architect; Miguel Carbone, MC Software / Cleartech, CTO

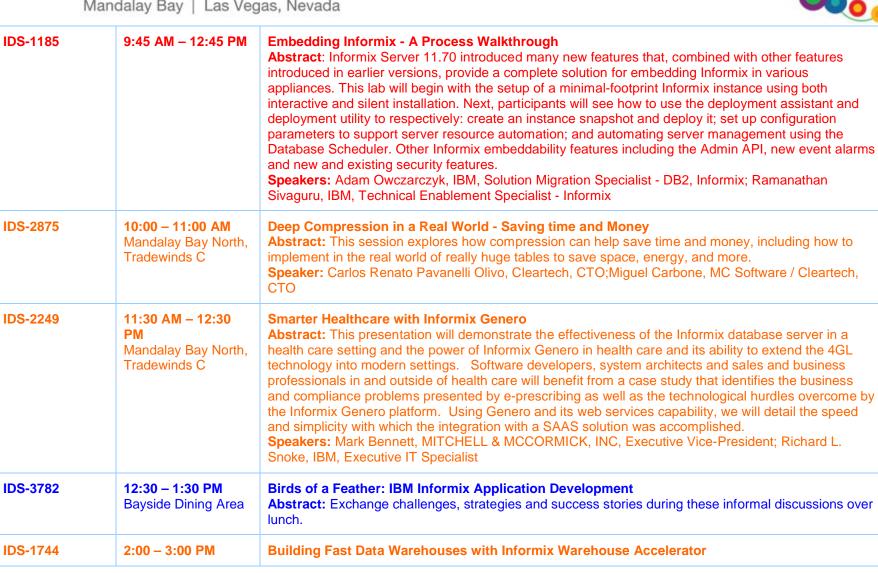| ■ Special / Other Events	■ Business Leadership
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IDS-1185	9:45 AM – 12:45 PM	**Embedding Informix - A Process Walkthrough** **Abstract**: Informix Server 11.70 introduced many new features that, combined with other features introduced in earlier versions, provide a complete solution for embedding Informix in various appliances. This lab will begin with the setup of a minimal-footprint Informix instance using both interactive and silent installation. Next, participants will see how to use the deployment assistant and deployment utility to respectively: create an instance snapshot and deploy it; set up configuration parameters to support server resource automation; and automating server management using the Database Scheduler. Other Informix embeddability features including the Admin API, new event alarms and new and existing security features. **Speakers:** Adam Owczarczyk, IBM, Solution Migration Specialist - DB2, Informix; Ramanathan Sivaguru, IBM, Technical Enablement Specialist - Informix
IDS-2875	10:00 – 11:00 AM Mandalay Bay North, Tradewinds C	**Deep Compression in a Real World - Saving time and Money** **Abstract:** This session explores how compression can help save time and money, including how to implement in the real world of really huge tables to save space, energy, and more. **Speaker:** Carlos Renato Pavanelli Olivo, Cleartech, CTO;Miguel Carbone, MC Software / Cleartech, CTO
IDS-2249	11:30 AM – 12:30 PM Mandalay Bay North, Tradewinds C	**Smarter Healthcare with Informix Genero** **Abstract:** This presentation will demonstrate the effectiveness of the Informix database server in a health care setting and the power of Informix Genero in health care and its ability to extend the 4GL technology into modern settings. Software developers, system architects and sales and business professionals in and outside of health care will benefit from a case study that identifies the business and compliance problems presented by e-prescribing as well as the technological hurdles overcome by the Informix Genero platform. Using Genero and its web services capability, we will detail the speed and simplicity with which the integration with a SAAS solution was accomplished. **Speakers:** Mark Bennett, MITCHELL & MCCORMICK, INC, Executive Vice-President; Richard L. Snoke, IBM, Executive IT Specialist
IDS-3782	12:30 – 1:30 PM Bayside Dining Area	**Birds of a Feather: IBM Informix Application Development** **Abstract:** Exchange challenges, strategies and success stories during these informal discussions over lunch.
IDS-1744	2:00 – 3:00 PM	**Building Fast Data Warehouses with Informix Warehouse Accelerator**

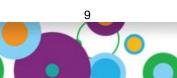|		
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| | Mandalay Bay North, Tradewinds C | **Abstract:** Informix is a great data warehouse server and is used by many customers as a warehouse database. With the new Informix Warehouse Accelerator from IBM, you can make business decisions faster than ever! This session will focus on our experience with building warehouses, best practices for warehouse development and the exciting new capabilities of Informix Warehouse Accelerator.
Speaker: Lester Knutsen, Advanced DataTools Corporation, President |
| IDS-2227 | 3:15 – 4:15 PM
Mandalay Bay North, Tradewinds C | **Understanding Time-Series Data and Why it Matters**
Abstract: This talk will focus on time series data - what it is, what it is good for, and how to store and retrieve it efficiently. The talk will refer to use cases from energy and utilities and financial market to illustrate points. In addition, IBM solutions for handling time series data will be reviewed.
Speaker: Kevin Brown, IBM Senior Technical Staff Member |

Thursday, October 27

IDS-3785	8:15 – 9:15 AM Mandalay Bay South, Reef C	**Ask the Experts: Achieving Faster Business Intelligence With IBM Informix Warehouse and Cognos** **Abstract:** This session enables participants to bring questions and talk with the experts about how to dramatically increase the speed of mixed workloads and complex warehouse queries. Topics include IBM Informix Warehouse Accelerator and the use of IBM Cognos for Business Intelligence. **Speakers:** Frederick Ho, IBM, Program Director;Rajesh Nair, IBM, WW Product Manager
IDS-2863	8:15 - 11:15 AM Mandalay Bay South, Shorelines B, Lab Room 3	**How to Make IBM Informix Warehouse Accelerator Speed up Your OLAP** **Abstract:** This hands-on lab gives an overview of the IBM Informix Warehouse Accelerator and gives a step-by-step introduction on how to set up and use Informix Warehouse Accelerator. **Speakers:** Andreas Weininger, IBM, Consulting IT Specialist; Sandor Szabo, IBM, Manager Software Development
IDS-2220	10:00 – 11:00 Mandalay Bay North, Tradewinds C	**Columnar Databases are Hot and Informix Has It!** **Abstract:** This session highlights the Informix Warehouse Accelerator that adds support for columnar database in Informix warehouse environments. See how you can achieve orders of magnitude of performance benefits with the in-memory data storage provided by Informix. **Speaker:** Uday B. Kale, IBM, IDS Quality Infrastructure Architect

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IDS-2864	11:30 AM – 12:30 PM Mandalay Bay North, Tradewinds C	**Performance and Scalability of Informix Ultimate Warehouse Edition on Intel Xeon E7 processors** **Abstract:** As part of the Informix Ultimate Warehouse Edition, Informix Warehouse Accelerator (IWA) transparently provides up to several orders of a magnitude speedup in query performance for Informix Dynamic Server (IDS), as well as enormous administrative cost savings. Combined with the Intel Xeon E7 processor series, Informix and the Accelerator brings the performance and scalability of IDS solutions to new levels. This presentation will give best practices and benefits of IWA and the Intel Xeon E7 processors, and highlight the implications and performance benefits of running IDS and IWA on these processors, compared to previous releases of IDS and prior Intel server platforms. **Speakers:** Raghupathi Murthy, IBM, Senior Technical Staff Member, Informix Development	
IDS-3191	11:30 AM – 12:30 PM Mandalay Bay North Islander I	**Rolling Upgrade of IBM Informix Server** **Abstract:** Informix 11.7 supports "rolling upgrade," a method of upgrading a running instance in a cluster with practically no downtime. This presentation will discuss IBM experience upgrading the 50 GB "ATM" database, used by Informix Development and QA to store the test data for Informix Server for almost a decade. A rolling upgrade uses several features of Informix Flexible Grid. **Speakers:** Donald Payne, IBM, Software Engineer; Sapna Ramesh, IBM, Advisory Software Engineer	
IDS-3780	12:30 – 1:30 PM Bayside Dining Area	**Birds of a Feather: Enabling TimeSeries. Spatial and Geodetic Applications with IBM Informix** **Abstract:** Exchange challenges, strategies and success stories during these informal discussions over lunch.	
IDS-1102	1:30 – 4:30 PM Mandalay Bay South, Shorelines B, Lab Room 3	**Hands on With IBM Informix Flexible Grid** **Abstract:** In this lab, attendees will learn about, and then use, the full spectrum of IBM Informix Flexible Grid technology. There will be an educational presentation explaining the Informix Flexible Grid technology in detail, including business and technical use cases. This will be followed by an in-depth, hands-on experience where attendees will apply and use almost all the concepts of the Grid. When completed attendees will understand how Informix Flexible Grid technology can provide virtually uninterrupted data services within a business environment. **Speaker:** Carlton Doe, IBM, Executive IT Specialist	
IDS-3054	2:00 – 3:00 PM Mandalay Bay North, Islander I	**Implementing Data Encryption With IBM Informix in a Retail and HIPAA Environment** **Abstract:** Learn how to use IBM Data Encryption Expert to encrypt your IBM Informix data. This session will discuss setting up policies for data and configuring the Data Encryption Expert agent to	

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		process those policies against Informix. **Speaker:** Mark Jamison, IBM, Technical Support Professional
IDS-3783	2:00 – 3:00 PM Mandalay Bay South, Reef B	**Ask the Expert: Ensuring Availability and Scalability in Heterogeneous Environments** **Abstract:** In this Ask the Experts session, participants can talk with the experts about all the different ways to achieve high availability and scalability in a heterogeneous deployment of IBM Informix. This includes high availability data replication (HDR), ER, RSS, SDS, Informix Flexible Grid and Connection Manager. Answer your questions about which technology to best meets your requirements. **Speakers:** Clarence M. Pruet, IBM, Informix Availability; Mahesh Dashora, IBM, Sr. Manager
IDS-3104	2:00 – 3:00 PM Mandalay Bay North, Tradewinds C	**Easy ROI and Implementation with IBM Cognos Express and IBM Data Products** **Abstract:** This is a customer success story for Superior Manufacturing's implementation of Cognos Express, Informix Warehouse, Informix 11.7, and Four J's Genero (now sold by IBM). Because of its long term commitment to Informix and One Point Solutions, Superior purchased CX via One Point, who helped them implement it in an all-IBM environment including the above products and server, showing a very quick ROI and ability to provide turnkey reporting to its execs and users. This will include best practices and a demo. **Speakers:** Ron Flannery, One Point Solutions
IDS-2515	3:30 – 4:30 PM Mandalay Bay North, Islander I	**Efficient Vehicle Tracking System and Other Uses of IBM Informix TimeSeries and Spatial Capabilities** **Abstract:** This session will review use cases from the transportation industry and how IBM Informix TimeSeries and spatial capabilities enable powerful and efficient solutions. It will provide an overview of these capabilities, including business benefits. It also includes the positioning of these features in solutions such as a vehicle tracking system and considerations for making the most efficient solution from development, storage and performance perspectives. A working demo at the end of this presentation illustrates a solution that could be applicable across multiple industries. **Speaker:** Vaibhav S. Dantale, IBM; Anup R. Nair, IBM, Technical Product Manager

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