



Informix and Tools – Informix for Energy & Utilities Industry 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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■ Special / Other Events	■ Business Leadership
■ 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
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-3784	2:15 – 3:15 PM Mandalay Bay South, Reef C	Developing Informix Applications - Everything You Need to Know Abstract: Talk with the Informix experts about all things Application Development, including the new Informix Genero, migrating legacy 4GL apps, and the latest news about tools and open source with Informix. Speakers: Shawn D. Moe, IBM, Software Engineer; Jacques Roy, IBM, Mgr
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
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		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-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
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
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

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		economics and agility of appliances and cloud computing for game-changing results. Speaker: Arvind Krishna, IBM General Manager, Information Management Software
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-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

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Thursday, October 27

<p>IDS-3780</p>	<p>12:30 – 1:30 PM Bayside Dining Area</p>	<p>Birds of a Feather - Enabling TimeSeries, Spatial, and Geodetic Applications with Informix Abstract: Informix enables advanced application with support for time series, spatial, and geodetic data types. Discuss the value this brings to specialized applications.</p>	<p>Understanding... Abstract: Th... The talk will r... handling time... Speaker: TB...</p>
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