



IBM Software for Smarter Planet.

The world is getting smaller, flatter and smarter. Today, people and systems are becoming more interconnected, instrumented and intelligent, offering businesses greater capabilities and opportunities than ever before.



You need Smarter Software to build a Smarter Planet

One trillion devices would have been connected to the Internet by 2011. Digital data is projected to grow by 10 times in that same period. Everything from cars, appliances, roadways, power grids, clothes, and even natural systems such as agriculture and waterways are increasingly instrumented, interconnected and infused with intelligence.

At the heart of this transformation is software that powers today's systems and processes. It is the key to making sense of a smarter planet and harnessing its potential. It can help make businesses, industries, governments – and the world -- work better.

Come discover Software built to help build a Smarter Planet at the IBM TEC

The IBM TEC is simply the faster and easier way to immerse in Smarter Software that will help you conceive solutions to address your unique challenges as well as build capabilities to transform your organization. Facilitated by technology and domain experts & geared with the latest IBM Software, the TEC creates a dynamic and stimulating environment to:



Expose to emerging technology trends and how recent Smarter Software innovations relate to current business and organizational challenges

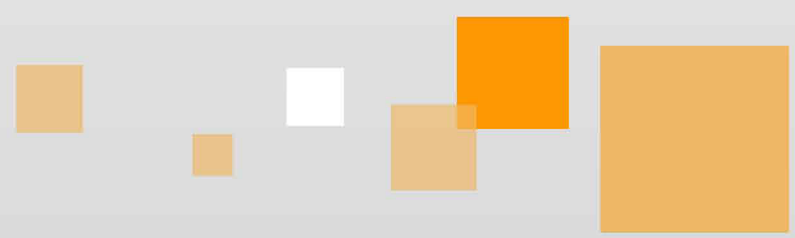
Explore Smarter Software solutions derived from real client engagements and learn how it is helping to build business and organizational capabilities

Experience through hands-on guided labs on how Smarter Software underlying technology helps build business and organizational capabilities



Start the conversation and move your organization towards being smarter

IBM Software helps clients build the capabilities to transform their industries and the world. What's your vision for your organization? Your industry? Your world?





Attend the Technical Exploration Center

TEC Content

Categories of TEC events in ASEAN

Expose

E-TV04-1 Endpoint Management: Automate IT Before It Automates You

E-XB02-1 Harness & Harvest Big Data for the Enterprise

E-XB06-1 Accelerate Service Delivery with Effective Collaboration between Development and Operations

E-ZS03-1 CICS Goes Mobile





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- E-IS01-1 Real-time Marketing with Digital Analytics on the Cloud
- E-IS02-1 Get Smarter About Every Stage of Commerce - Buy, Market, Sell & Service
- E-IS03-1 Optimize Case Outcomes with 360-Degree View of Cases
- E-RA01-1 Achieve Predictability & Accuracy in the Application Delivery Lifecycle
- E-RA02-1 Fund, Fuel & Optimize Your IT Investments
- E-SS01-1 Web Security for a Smarter Planet: A Holistic Approach to Addressing One of the Biggest Threats to Business
- E-SS02-1 Managed and Shared Identities for Identity Governance
- E-TV01-1 Ensure Data Protection and Business Continuity with Effective Storage Management
- E-TV02-1 Know & Control Enterprise Assets to Align Organization with Business Goals
- E-WS03-1 Accelerate Business Agility with Expert Integrated System
- E-XB04-1 Orchestrate Your City to Deliver Exceptional Service to Your Citizens
- E-XB05-1 Next Generation Testing with IBM Quality Management Center of Competency
- E-XB07-1 Predict & Prevent Asset Failures for Effective Asset Maintenance Management
- E-XB08-1 Put Your Business in Motion. Become A Mobile Enterprise
- E-ZS01-1 Analytics in A Secure Private Cloud for the Enterprise
- E-ZS02-1 Enterprise Data Governance on Z



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- E-BA01-1 Budgeting and Forecasting for Better Business Outcomes
- E-BA02-1 Informed Decisions at Every Level of the Enterprise
- E-IM01-1 DB2 Administration for Oracle Professionals: Why Oracle DBAs Should Care About DB2?
- E-IM02-1 Manage the Data Explosion in the Enterprise
- E-LN01-1 Increase Productivity by Incorporating Social in Every Interaction
- E-LN02-1 Exceptional Customer Experience
- E-TV03-1 Visibility, Control and Automation to Effectively Manage Service Outages
- E-WS01-1 Streamline Business Processes with Intelligent Decision Automation for Better Business Outcomes
- E-WS02-1 The Interconnected Enterprise - SOA & Cloud Application Integration with Software & Appliance Technologies
- E-XB01-1 Transforming Information Into Business Insights: A Banking Scenario
- E-XB03-1 Serious Analytics with a Simple Appliance



Highlights - Expose

■ Expose

E-TV04-1 Endpoint Management: Automate IT Before It Automates You

2 days

Target Audience: CIO, CSO, IT and Security Administrators, Operations Manager, IT Asset Manager, Security Manager

How do you manage the thousands of multiple-platform endpoints in your environment? Do you even know how many assets you have? Can you ensure that your servers, workstations and mobile devices have the latest software patches and are secure? How do you distribute new software packages to your endpoints? What if you could manage all of these things from a single console?

IBM Tivoli® Endpoint Manager, built on BigFix technology, provides a single console and lightweight agent solution for managing your endpoints. It combines endpoint and security management into a single solution. Using Tivoli Endpoint Manager you can manage physical and virtual endpoints. Assets that you can manage include servers, desktops, notebooks, and specialized devices such as kiosks and Automated Teller Machines (ATMs). These assets can be located in virtually any location from a server in the data center to a notebook at a coffee shop. With this unified endpoint management solution, you have a centralized view of your environment and increased control. As threats arise, Tivoli Endpoint Manager provides quick remediation and protection. You can report the health and status of thousands of endpoints in real time. You can automate time-intensive tasks to reduce the risk and support compliance.

Using the same BigFix Technology IBM® Endpoint Manager for Mobile Devices provides a completely integrated approach for managing, securing, and reporting on smartphones and tablets. This provides customers with unprecedented real-time visibility and control over all devices employees use in their daily job functions; reducing costs, increasing productivity, and improving compliance.

Endpoint Manager for Mobile Devices helps you address the issues of security, complexity and bring your own device (BYOD) policies that challenge support for an increasingly mobile workforce.

At the end of this session, attendees will have an overview of the Tivoli Endpoint Manager solutions, including Tivoli Endpoint Manager for Lifecycle Management, Tivoli Endpoint Manager for Security and Compliance, Tivoli Endpoint Manager for Patch Management, and Tivoli Endpoint Manager for Power Management, and Tivoli EndPoint for Mobile Devices.

■ E-XB02-1 Harness & Harvest Big Data for the Enterprise

2 days

Target Audience: Business Analysts, Architects, Project Managers, IT Managers, Division Head – Application Development and Developers.

Everyday, we create 2.5 quintillion bytes of data—so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: from sensors used to gather climate information, posts to social media sites, digital pictures and videos posted online, transaction records of online purchases, and from cell phone GPS signals to name a few – This is Big Data.



Highlights - Expose

In your business, you may have your own big data challenges and understand the opportunity that it brings to your organization, yet turning mountains of data about your customers, products, incidents, etc ... into actionable information while the volume, variety and velocity of big data seem overwhelming. Until now there was no practical way to harvest this opportunity.

Today, IBM's platform for big data opens the door to a world of possibilities, giving organizations a solution that is designed specifically with the needs of the enterprise.

IBM is uniquely positioned to help clients navigate this transformation. IBM InfoSphere® BigInsights, IBM InfoSphere Streams and IBM Cognos Business Intelligence are the core technologies of IBM's platform for big data.

Come and experience in this proof-of-technology session through presentation and hands-on labs using real Telco case study as examples. In this session, participants will learn :

- How to manage and analyze internet-scale volumes of structured and unstructured data
- How to enable continuous analysis of massive volumes of streaming data both structured and unstructured with sub-millisecond response times.

E-XB06-1 Accelerate Service Delivery with Effective Collaboration between Development and Operations
1 day

Target Audience: CIO, Head of Business Unit, Head of Operations. Application Delivery leaders, Application infrastructure team

As businesses strive to deliver innovative services more rapidly, they force a conflict between development & operation teams who are concerned with maintaining the stability of their current environment, and managing the infrastructure available for development and test. Today's business needs are pushing traditional delivery approaches to the breaking point. Often, organizations who have adopted modern development practices experience a bottleneck when deploying applications into test environments. Businesses those are slow to react to dynamic changes, due to development & operation teams working in silos, degrades the quality of delivered applications and. CxOs are asking themselves:

- How confident am I that my organization can predictably deploy an application?
- How can I reduce the time it takes to configure a new testing environment?
- How to optimize the cost of existing infrastructure despite being under utilized?

IBM SmartCloud Continuous Delivery is an agile, scalable and flexible solution for end-to-end lifecycle management, creating an environment that takes collaboration between development & operation teams to the next level. IBM Solution provides capabilities for:

- Optimized delivery pipeline through automation of application build, packaging & provisioning of test environments.
- Delivery predictability via dashboards to track pipeline roadmap and metrics
- Collaboration & traceability with asset management, application configuration, and instrumentation.



Highlights - Expose

E-ZS03-1 CICS Goes Mobile

1 day

Target Audience : IT, LOB, Operation

With the rapid adoption of mobile devices like the iPhone, iPad, Android, and Blackberry, the demand for mobile computing capabilities has grown at an astounding rate. Mobile computing offers business massive opportunities to expand, become more productive and to grow. But tapping into this potential requires preparation to contain development costs. Start off with a good understanding of how IBM® CICS® can help you achieve business goals for mobile.

This workshop is designed for customers who are interested in implementing a mobile and web application platform. In this workshop you will have the opportunity to understand how CICS addresses the mobile and web marketplace. How does CICS help to empower the individual with a smartphone in his pocket? How does CICS make use of new smartphone features, such as GPS, mobile Internet and RFID NFC communications? We'll show you how the new Liberty Web Container in CICS TS v5.1 is an ideal method for deploying mobile and web applications quickly and easily. We'll answer many common questions about where and how CICS fits in a mobile and web strategy, including:

- How CICS can speak to mobile when mobiles don't understand typical CICS interfaces
- How IBM's Mobile Framework can simplify development for many different mobile platforms — IOS, Android, Blackberry
- Hosting web apps within CICS Liberty Profile to make mobile and web applications lightning fast
- How do you integrate legacy applications with newer technologies like mobile devices, cloud, Web services, Java and .NET with the new CICS TS v5.1
- How to address security and complexity issues inherent in an increasingly mobile world
- What's new in CICS Transaction Server v5.1 (Announced in Oct 2012)

You will also learn how a powerful set of IBM tools can work together to support capacity planning, application-level analysis, monitoring and alerting, problem determination, and many others when dealing with scaling up to serve the mobile world. The workshop will feature extensive demonstrations of mobile applications deployed into CICS



Highlights - Explore

E-IS01-1 Real-time Marketing with Digital Analytics on the Cloud **0.5 day**

Target Audience: CMO, VP/Dir Marketing, VP/Dir eCommerce, VP/Dir Product Management

Today's leading marketers aim to deliver communications designed for each customer as an individual, so that they will be more relevant, compelling – and far more successful. Yet, many marketers require a technology solution that can support them with this goal while reducing IT cost, complexity, and delays for getting started. IBM Marketing Center is a cloud-based solution for these marketers that combines digital analytics data (i.e. web, mobile, social media, etc.) with real-time marketing execution. Analysis, A/B testing, targeting, personalization and execution are all available through one intuitive cloud application.

Marketing Center eliminates the need for custom efforts previously required to integrate digital analytics, email, and site personalization. Marketers can draw on all the digital analytics data visitors are providing through their online experiences and import additional offline data as needed. Marketing Center incorporates the analytical insight directly into easy-to-use targeting features. Marketers can carry out, analyze, and optimize targeted marketing programs through website, mobile, email, and other channels, without burdening technical resources.

Come to IBM TEC and explore the power of this innovative Cloud-based Marketing platform.

E-IS02-1 Get Smarter About Every Stage of Commerce - Buy, Market, Sell & Service **1 day**

Target Audience: VP/Dir Marketing, VP/Dir eCommerce, CIO, CTO, VP IT, Director of Supply Chain, Logistics, and Purchasing,

A new breed of customer is dictating a new set of terms in the dynamic between buyers and sellers.

Customers approach a sale empowered by technology and transparency, with more extensive information from more sources than ever before. They expect to engage with companies when and how they want, in person, online and on the go. And they want these methods to tie together seamlessly. Smarter Commerce is redefining the value chain in the age of the customer. It starts with putting the customer at the center of your operations – which of itself is not a new idea – however, truly operationalizing this strategy is not easy. It requires synchronizing your entire value chain to deliver consistent and predictable outcomes and necessitates improved collaboration and visibility for your customers and partners.

Come explore how Smarter Commerce turns customer insight into action, enabling new business processes that help companies buy, market, sell and service their products and services.

E-IS03-1 Optimize Case Outcomes with 360-Degree View of Cases **1 day**

Target Audience: Business Analyst, Operations Manager, CIO, IT Development, COO

Organizations face case management challenges that require more insight, responsiveness and collaboration. IBM Advanced case management unifies information, processes and people to provide a 360-degree view of the case and achieve optimized outcomes. With a case management solution, knowledge workers can extract critical case information through integrated business rules, collaboration, and analytics - all of which enhance decision making ability and leads to more successful case outcomes.

Come and explore how IBM Advanced Case Management can enhance your business success.



Highlights - Explore

E-RA01-1 Achieve Predictability & Accuracy in the Application Delivery Lifecycle

1 day

Target Audience: Application Delivery leaders, project managers, Application Development teams.

The software delivery tools marketplace today grew organically from point tools aimed at solving specific narrow needs in the software delivery Lifecycle. The days of 18 to 24 month software development projects are over, and the timeframe is beginning to look more like 3 months. Teams and organizations who are concerned with all aspects of software delivery had to rely on multiple point-to-point integrations between tools. This has created barriers for teams to collaborate and have made cross-lifecycle processes and cross-tool integrations expensive and complex to manage.

IBM Rational Collaborative ALM solutions coordinate development lifecycle activities such as requirements definition, development, build, testing, and project management through improved traceability, automation, and reporting. These integrations are built upon the Jazz Foundation to increase the productivity of software delivery teams.

With IBM Rational Collaborative Lifecycle Management solutions, organizations can:

- Depend on ALM solution helping an organization make connections across all the stages of the application's lifecycle
- Make use of range of management tools which all work together and can be accessed from "Single Interface".
- Leverage a common project management tool integrated with software development lifecycle tools,
- Improve project predictability by accessing unified reporting at the project and team level.

E-RA02-1 Fund, Fuel & Optimize Your IT Investments

1 day

Target Audience: Head of Business Unit, Product directors & managers, IT strategy team, PMO & Planning team.

The business strategy & goals do work as the compass for an organization. They point the direction & execution vehicles based on the resources they have for disposal, find best possible way to achieve goal. But this journey is long & filled with hazards that forces organizations slightly off track. With guidance and alignment between strategy/business and execution/delivery – organizations can stay focused on executing strategy. To become successful organizations must have a way to capture new investment ideas from a large community, driving maximum benefit. Another factor is not only to plan future IT expenditure but to create investment plans to select & fund right projects then aligning all kinds of resources.

IBM IT Strategic Planning & Execution Solution is combination of best practices and tools specifically designed for ASEAN clients. It builds a responsive, agile & Business aligned IT team with capabilities like:

- Business Demand Management helps define & manage user requests linking them to technology specific requirements.
- Release Management consolidates all the demands in business & application specific releases defining a realistic release roadmap.
- IT Budgeting & Workforce Planning allows organization aggregate budgets, expenses & resource requests from individual projects to department or portfolio level.
- Governance practices for managing outsourced vendors tracks work orders, deliverables & payment milestones.



Highlights - Explore

E-SS01-1 Web Security for a Smarter Planet: A Holistic Approach to Addressing One of the Biggest Threats to Business 1 day

Target Audience : Infrastructure Architects, Design and Operations Engineers, Professional Services Engineers, Application Developers, IT Managers, IT Executives

More and more companies are relying on Web-based applications to provide online services to their employees, to support e-commerce sales and to leverage portals, discussion boards and blogs that help staff better communicate with customers, partners and suppliers. However, as the number and complexity of Web applications have grown, so have the associated security risks. With increasing frequency, incidents of Web application breaches resulting in data theft are popping up as front-page news. And such attacks now have more serious consequences than ever before. Join us to hear from IBM expert explain the biggest Web application security and compliance challenges that organizations face today and, more importantly, discuss end to end strategies and solutions to overcome these challenges while lowering costs and reducing the risk of conducting business online.

E-SS02-1 Managed and Shared Identities for Identity Governance 1 day

Target Audience : Design and Operations Engineers, Professional Services Engineers, IT Managers, Security Compliance and Governance Professionals

Organizations do not need to leave themselves vulnerable to insider threats. IBM® Security Privileged Identity Manager delivers a single solution for securing, automating and tracking the use of privileged IDs. It is designed to help organizations mitigate the security risks associated with privileged users. Join us to hear from IBM expert on how Security Privileged Identity Manager helps you track and audit the activities of privileged users for effective governance while also reducing the overall number of privileged IDs needed, improving security and efficiency.

E-TV01-1 Ensure Data Protection and Business Continuity with Effective Storage Management 1 day

Target Audience: IT Infrastructure Managers, Storage Administrators

The ease with which an organization can create virtual machines in its computing environment has been a major contributor to the rapid and widespread growth of virtualization. The sprawling numbers of virtual machines that have resulted, however, have created challenges for managing data protection. Backing up and restoring data for the dozen or more virtual machines that may reside on an enterprise server can bring all other operations on that server to a grinding halt. IBM® Tivoli® Storage Manager for Virtual Environments provides an effective solution to this challenge. With it, the burden of running backups on a virtual machine is eliminated by offloading backup workloads from a VMware ESX or ESXi-based server to a centralized vStorage backup server. The vStorage backup server, which itself may be run from within a virtual machine, takes full and incremental snapshots of virtual machines, processes backups without the disruption and overhead of running backup tasks from within each virtual machine, and sends the results to an IBM Tivoli Storage Manager server for management and distribution to the organization's backup storage pool.



Highlights - Explore

E-TV02-1 Know & Control Enterprise Assets to Align Organization with Business Goals

1 day

Target Audience: Enterprise Architects, IT Specialists, IT Managers

IBM Maximo Asset Management is used to plan and execute maintenance activities for multiple asset types, as well as to keep track of information on asset costs for companies operating in any industry. Focusing on asset maintenance, optimization and service delivery, this product helps ensure maximum return on assets by reducing costs and increasing asset uptime. It facilitates the development of a coordinated program for preventive, predictive, routine, and unplanned maintenance. Advanced scheduling functionality allows deployment of personnel with the appropriate skills at the right time. This product consists of six key management systems that enable companies to successfully manage assets, including production equipment, facilities and transportation assets, in alignment with their business objectives. These six management systems include: asset management, work management, service management, contract management, materials management and procurement management.

E-WS03-1 Accelerate Business Agility with Expert Integrated System

1 day

Target Audience : Line of business owners, application development managers, System Integrator, Solution Architect , Developers

Designing, developing, and deploying a resilient enterprise application often requires expertise to manually architect, install, configure, integrate, optimize, and scale the components of a multi-server deployment. IBM PureApplication System addresses these issues as an expert integrated system, combining the flexibility of a general purpose system, the simplicity of an appliance, and the elasticity of cloud. With integrated patterns of expertise designed to run Java and database workloads, and support for additional patterns for running other application environments, IBM PureApplication System arrives fully integrated from the IBM factory, architected by IBM experts, and ready to deploy workloads in less than four hours. The integrated expertise and simplified experience of the system fundamentally change the economics of IT.

Join this session to discover how you can help make IT the strategic center of business through:

- **Extendibility:** Extend existing capabilities to mobile users and transform the business to yield new opportunities. Deliver a range of application development, connectivity and management capabilities that support a wide variety of mobile devices and mobile application types.
- **Agility.** As you seek to innovate to bring products and services to market faster, you need fast time-to-value. Expertise built into a solution can eliminate manual steps, automate delivery and support innovation.
- **Efficiency.** To reduce costs and conserve valuable resources, you must get the most out of your systems with energy efficiency, simple management and fast, automated response to problems. With built-in expertise, you can optimize your critical business applications and get the most out of your investments.
- **Increased simplicity.** You need a less complex environment. Patterns of expertise can help you easily consolidate diverse servers, storage and applications onto an easier-to-manage, integrated system.
- **Control.** With optimized patterns of expertise, you can accelerate cloud implementations to lower risk by improving security and reducing human error.



Highlights - Explore

E-XB04-1 Orchestrate Your City to Deliver Exceptional Service to Your Citizens

1 day

Target Audience: City Operations and Statutory Bodies officers

The majority of us live in cities, and the percentage is growing. Municipal leaders who run the complex network of diverse people, expected services and aging infrastructure are on a constant search for more efficient ways to analyze data, anticipate problems and coordinate resources in their cities.

As centers of business, culture and life, cities are logical places to integrate many of the Smarter Planet principles and innovations in public safety, transportation, water, building, social services and agencies. A new kind of solution, the IBM Intelligent Operations Center for Smarter Cities synchronizes and analyzes efforts among sectors and agencies as they happen, giving decision makers consolidated information that helps them anticipate—rather than just react to – problems. By using these tested approaches, cities can manage growth and development in a sustainable way that minimizes disruptions and helps increase prosperity for everyone.

Come discover how to enable the real-time collaboration and deep analytics that can help city agencies prepare for problems before they arise and coordinate and manage problems as they occur.

E-XB05-1 Next Generation Testing with IBM Quality Management Center of Competency

1 day

Target Audience: Head of Business Unit, Head of Quality Management, Quality Management Team, Application Delivery teams. Project Managers.

Increasing application complexity, stricter regulatory demands & growing impact of application downtime is making need for high-quality testing more critical than ever. This requires skilled resources, right processes, effective tools and focus on continuous improvement. An effective testing solution takes advantage of proven testing best practices that draw upon industry expertise, automates manual processes to reduce cost and increase time-to-market. A trusted partner understands your industry and can customize testing services providing end-to-end solution for maximum risk reduction and efficiency.

Business challenges

- Minimize risk of business disruption and better address unique business challenges
- Increase speed-to-market for new applications and services
- Reduce cost throughout the application development and maintenance life cycle.

IBM Quality Management Solution involves testing best practices with comprehensive automation tools, along with cutting-edge innovation from IBM research, to help reduce the life cycle development schedule and cost while improving quality. It offers an innovative quality management approach enabling you to outperform competition with 'priced right' offerings for 'your-sized' business. IBM Quality Management solution offers unique capabilities

- Decrease testing cycles and cost of quality with quality driven software delivery.
- Delivering the right solution the first time with requirements driven quality solutions.
- Keep up with regulations and stay ahead of security threats with Web Security Solutions.



Highlights - Explore

E-XB07-1 Predict & Prevent Asset Failures for Effective Asset Maintenance Management 1 day

Target Audience: Asset Managers, Technical Managers, Maintenance Managers

Today, asset intensive organisations across many industries depend on physical assets to deliver services to their customers. Failures and downtime on assets can result in loss in revenue, social commitments and many other negative sentiments. As a result, effective asset management is critical to these organisations. In order to achieve world class performance, more and more organisations are replacing their reactive, fire-fighting strategies for maintenance with proactive strategies such as preventive and predictive maintenance programs. While these newer maintenance strategies require increased commitments to training, resources and integration, they also promise to improve performance - key to today's competitive and global market.

Today, IBM's platform for preventive and predictive maintenance opens the door to a world of possibilities, giving organizations a solution that is designed specifically to address an effective maintenance management program for the enterprise.

Come and experience this proof-of-technology session based on IBM Maximo Asset Management and IBM Business Analytics Predictive Maintenance. Through presentations and demonstrations, you can learn how IBM can offer an integrated and effective asset maintenance management program for the enterprise.

E-XB08-1 Put Your Business in Motion. Become A Mobile Enterprise 1 day

Target Audience : Application Development Managers, Architects, Developers

Innovative businesses are becoming mobile enterprises. They connect with mobile customers, build insights through more powerful analytics, deliver more convenient and relevant engagements, and improve management and customer service with seamless integration of front-end functionality and back-end data. IBM offers the most comprehensive range of software solutions for your Mobile Enterprise needs. Using customer testimonials, presentations and demonstrations, this session will help you understand the following capabilities of IBM software that enable you to innovate and succeed in your mobile initiatives:

- Build, connect, and run a growing portfolio of mobile apps for customers, partners, and employees
- Manage and secure mobile applications and data on a variety of mobile devices and operating systems
- Extend and transform business to yield new opportunities and business models



Highlights - Explore

E-ZS01-1 Analytics in A Secure Private Cloud for the Enterprise 0.5 day

Target Audience : IT Architects, Cloud Administrators, Systems Programmers, IT Managers , Datawarehouse/ Business Intelligence architects

The IBM Smart Analytics Cloud for System z is a solution offering to enable delivery of business intelligence and analytics from a private cloud, securely located behind the corporate firewall. This offering, which is based on a System z foundation , leverages IBM HW, SW and services to offer a complete solution enabled for Data Warehousing and Business Intelligence. The service benefits from the massive scale, unchallenged virtualization leadership, and trusted qualities for reliability, availability and security that System z is uniquely qualified to deliver.

Join this session to understand how you can form a corporate strategy for BI services and private cloud computing.

E-ZS02-1 Enterprise Data Governance on Z 1 day

Target Audience : IT, Operations

Safeguarding the privacy of client data is not merely good business; in many cases, it is the law. De-identifying and encrypting confidential data are ways to protect privacy and support compliance with regulations as Health Insurance Portability and Accountability Act (HIPAA), Payment Card Industry Data Security Standard (PCI DSS), and others. Database security and auditing are rapidly growing concerns as well for organizations with mainframes.

This session introduces the powerful capabilities of IBM solutions in the area of TEST DATA MANAGEMENT , DATA PRIVACY , DATABASE AUDITING and DATA GROWTH MANAGEMENT. Customers can safeguard vulnerable test environments by standardizing and applying simple data masking techniques or apply prepackaged transformation algorithms for complex data elements, such as credit card numbers, e-mail addresses, and national identifiers.

Join this session to discover how you can lower business risk by approaching audits proactively. Understand more about IBM® InfoSphere Guardium for DB2 , IMS and VSAM on z/OS which captures all database activities on z/ OS by privileged users, mainframe-resident applications, and network clients, including those connecting via services such as JDBC or DB2 Connect™. To streamline compliance validation, InfoSphere Guardium complements these capabilities with powerful enterprise-wide auditing, reporting and workflow automation.



Highlights - Experience

E-BA01-1 Budgeting and Forecasting for Better Business Outcomes

1 day

Target Audience: Finance Managers, Planning Managers, Budget Owners, Finance Professionals, Business Solution Heads, Senior IT Managers

Spreadsheets are useful tools in many aspects of business, but they cannot support today's complicated enterprise planning needs because they:

- Are prone to data errors
- Cannot handle the complex processes of business modeling and aligning operational tactics and financial targets
- Lack features such as workflow, metadata management and version control for inter-departmental collaboration
- Often cannot provide the immediate, real-time information necessary for rapid corporate decision making

Companies spend countless hours each year developing the business plans, forecasts, reports and analyses that they depend on to drive strategic decision making and manage performance. It is critical that this information be accurate and timely, but it must also be easy to modify, given today's tumultuous economy.

Come learn more about IBM planning, budgeting and analytic solutions that help you deliver timely, reliable forecasts and plans. Discover how you can rapidly analyze and model planning requirements for your entire organization and use them to anticipate the correct course of action for better business outcomes. Through presentations and hands-on exercise, this session will show how:

- To reduce planning cycles by 75% and reporting from days to minutes.
- Finance & LOBs can own and manage it.
- To provide exceptionally fast performance for large, sophisticated models and large data sets.
- To feature personalized planning and analytics—within a managed planning process—to explore performance gaps and validate corporate drivers.

E-BA02-1 Informed Decisions at Every Level of the Enterprise

1 day

Target Audience: IT Managers, Delivery Directors, Business Intelligence Managers, Senior Members of Delivery Teams, Business Managers

Knowing your business, market, customers, and competition is critical for any organization.

Business intelligence connects people with information in an easy-to-use way so they can make better decisions. It helps:

- Set targets, see results and understand what drives the numbers.
- Identify trends that may be benefits or threats.
- Take action with a common context for decision-making across every department.
- Identify and analyze opportunities, trends and trends.



Highlights - Experience

Critical business decisions are made at all levels and yet very often business managers and others below the top executive ranks complain that they often lack access to all the information they need, when they need it, and how they need it. The answer lies in expanded and improved BI solutions that can deliver effective business intelligence not just to the board room, but to the front lines as well. By integrating information, technology, and people, decision-makers at all levels can become performance managers—dedicated to using the metrics, plans, and reports for their functional areas to make firm, fact-based decisions.

This session will show through hands-on experience to:

- Delivers trusted information for a single version of the truth.
- Let you work with information the way you want—reports, dashboards, scorecards.
- Puts tools in your hands to author and share information as you require.

E-IM01-1 DB2 Administration for Oracle Professionals: Why Oracle DBAs Should Care About DB2? 3 days

Target Audience: Oracle Developer, Oracle DBA, Data Management Architect, IT Manager

Many organizations are looking for ways to break free from high database operation and maintenance costs which can be largely categorized into 3 main areas:

- All storage savings on production databases are doubled when you consider that backups and disaster recovery mirrors can also be compressed. Many have seen compression as a way to improve I/O performance and efficient in memory utilization.
- Server costs are directly linked to database performance. When database software outperform the competition, it means that you can typically enjoy performance, thus deferring or eliminating new server purchase altogether.
- Database software that can help deliver significant saving on administration cost by monitoring and optimizing itself for greater performance without human intervention

If you are over paying your database vendor or are restricted by their pricing and maintenance policies, it's time to break free.

If you're an Oracle database administrator or database developer, you know that expanded skills mean expanded professional opportunities.

Come and experience in this proof-of-technology session through presentation and hands-on lab. In this session, participants will learn :

- Comparison of features and functions with Oracle will be highlighted
- How easy to manage IBM DB2
- How to easily migrate oracle database to IBM DB2
- Be certified on IBM DB2 for Linux, Unix and windows

In overall, learn and experience how IBM DB2 can help you lower cost of data, improve ROI and services level.



Highlights - Experience

E-IM02-1 Manage the Data Explosion in the Enterprise

2 days

Target Audience : IT Managers, Database Administrators, Developers

When it comes to data, more isn't always better. In fact, overgrown databases can impair the performance of your mission-critical ERP, CRM and custom applications – jeopardizing the superior service that you have worked so hard to provide. Not to mention high cost incurred in storage backup and server required for disaster recovery. You also may know a need for archiving, managing, retaining and disposing data according to business and compliance policies but face with great challenge.

In addition to data growth, securing application testing for quality and reliability has never been more important. Yet testing can be time consuming and expensive. How can you speed iterative testing, control costs and ensure test environments are secure?

Come and experience in this proof-of-technology session through presentation and hands-on labs. In this session, participants will learn

- How to discover hidden sensitive and error data
- How online data is archived across applications, databases, and platforms
- How archived data is made online and easily accessible i.e. retain historical/old data to meet business and compliance policies
- How to mask cloned production data to ensure data is protected for testing environments

E-LN01-1 Increase Productivity by Incorporating Social in Every Interaction

0.5 day

Target Audience: IT

Do you want to be social in your desktop?

Do you want to be social in your email?

Do you want to be social in your web sites?

Do you want to be social in the taxi?

Realize positive gains in making your business Social. In this session you will look at how to establish your initial Social platform and then integrate it with existing tools and infrastructure. Once you have a Social platform in place, you will learn how to extend that to Social Document Editing and Social Content Management, resulting in significant productivity improvement.



Highlights - Experience

E-LN02-1 Exceptional Customer Experience

1 day

Target Audience : IT

Customers can be anybody, inside your organisation or outside they are more mobile and more social than ever before. They have come to expect personalized and compelling experiences on web properties 24/7 plus new and exciting advanced capabilities seamlessly delivered in the right context. Companies investing in delivering an exceptional customer experience are separating themselves from the competition and seeing increasing positive business outcomes. We'll share the IBM vision of market-leading strategies and capabilities for delivering award-winning customer experiences for spectacular business results, this will include

- Responsive UI's for Mobile, Tablets, browsers
- Portlet and Widget development tooling
- Web Content Management
- Application Integration Techniques and best practices
- Security and Single Sign On techniques

E-TV03-1 Visibility, Control and Automation to Effectively Manage Service Outages

2 days

Target Audience: CIO, CTO, IT Administrators and directors

In today's interconnected world, servers, applications and networks are more critical than ever for business operations. What's the impact to your business if the servers, applications and networks go down? Loss of Revenue, Brand impacted, Customer Satisfaction, Employee productivity will all be impacted.

These problems that cause by servers, applications and network outages can be prevented by getting better visibility, control and automation over your infrastructure.

IBM SmartCloud Application Performance Management provides a comprehensive application performance management solution in a single product, with application discovery, end-user experience monitoring, transaction tracing, deep-dive diagnostics, and data analytics in a single package. You can manage critical applications, whether they run in a cloud, on a virtual machine, in a traditional IT environment, or in a hybrid environment.

IBM Netcool Network Management is designed to help deliver cost-effective event, network, configuration, and compliance management enabling service assurance of dynamic IT and network infrastructure in a single offering. It provides the opportunity to capitalize on the tight integration of the three included products, which together provide unrivalled visibility, control, and automation of the managed domain. As a joint offering, they provide the depth and breadth of management capability which can help with small and large deployments. It achieves rapid deployment of end-to-end visualization navigation, security, automation, and reporting (real time and historical) across Tivoli and third-party management tools helping to meet the objective of delivering continuous uptime of business, IT, and network services.



Highlights - Experience

E-WS01-1 Streamline Business Processes with Intelligent Decision Automation for Better Business

Outcomes **2 days**

Target Audience : Business Process Designer, Business Analyst, Business Operations Team, Process Automation Team, Process Improvement / Change Management Team

Market conditions are changing rapidly and getting more unpredictable with market forces—such as mergers and acquisitions, expanding regulatory requirements, ever changing business policies and consumer’s behavioral shift—can inhibit revenue growth. To survive and thrive, organization needs to improve the ability to not only meet but exceed their customers’ expectations, not only react to, but able to sense and respond with right interaction at the right time, while keeping costs under control

Business Process Management with Operational Decision Management is the key to meeting these challenges. Your organization must streamline business processes to become capable of responding rapidly to changing market conditions with intelligent decision automation & process optimization involving people, applications, decision & information

The 2-day workshop will provide participant a quick solution overview of IBM Business Process Manager (BPM) and WebSphere Operational Decision Management (WODM). The participant will have the opportunity to experience the solution through the hands-on lab exploration. At the end of the workshop, the participant will gain better understanding of the BPM and WODM concepts and be able to create, modify, manage, automate, monitor and govern the processes and decisions in a highly iterative agile development approach.

E-WS02-1 The Interconnected Enterprise - SOA & Cloud Application Integration with Software & Appliance Technologies

1-2 days

Target Audience : Application Development Managers, Architects, Developers

Many organizations struggle with developing and realizing an enterprise strategy for their application integration architecture. In this session, IBM will present various technologies, patterns and motivators for transforming your organization into an Interconnected Enterprise. Whether you make this decision with a top down or bottoms up approach, industry analysts state the overwhelming majority of large companies will have more than one middleware and/or integration technology and will need to address the connectivity issues with a systematic approach.

WebSphere Connectivity & integration is able and ready to address your integration needs today. It offers fast, flexible, and reliable access to information whether it resides across divisions, across enterprises, or in the cloud. It enables organizations to bridge people, processes, and applications to speed innovation, increase collaboration, and get clients closer to their customers.

This Technology Exploration session focuses not only on SOA ESB technology, but also the emerging trend of cloud application integration. The capabilities and rationale for both software and appliance-based solutions will also be explained and explored in the context of different integration scenarios. Through the presentations, discussions and hands-on labs, you will gain a better understanding of the latest middleware technologies to help your organisation become more interconnected, agile and effective.



Highlights - Experience

E-XB01-1 Transforming Information Into Business Insights: A Banking Scenario

2 days

Target Audience: LOB User, Business Analyst, Data Modeler, Solution Architect, Database Administrator, ETL developers, Report designers and BM Business partners

In today's competitive world, making better decisions faster can make the difference between surviving and thriving. Most decisions currently are made based on information from internal systems, but are challenged with inaccurate and incomplete data, and also timeliness of data. On top of that, customers today are pressured with external factors such as new regulations, high customer expectation and risk management. Unreasonable demands from business users' for quick results force quick fixes to out-dated application adds additional pressure on IT.

All these demands are driving the need for an end-to-end capability to identify and understand trends that reduce risk by accessing and analyzing enterprise data. The ability to provide out of the box industry templates that accelerate the deployment of analytical applications and increase the success of the implementation is critical.

Come and experience this Proof-Of-Technology through presentations and hands-on lab exercises. Using the Banking Industry as an example, the participants will get to learn and experience the following:

Leveraging Data As A Core Asset - An integrated data warehouse solution which covers end to end information management tasks: business requirement gathering, logical data model design, physical model deployment and ETL processes design. All activities are performed with strong governance in place using metadata to manage and track automatically.

Turning Information Into Business Insights - Explore out of box industry data model through use of business analytics (using IBM Banking Industry data model as example) to help accelerate building of business focus key performance indicators (KPI) and insightful business reports. Examples of KPIs or Business Solution Templates (BSTs) are profitability, risk management, relationship marketing, asset liability management, regulatory compliance, investment management and wealth management.

E-XB03-1 Serious Analytics with a Simple Appliance

2 days

Target Audience: Data Analyst, Data Base Administrator, ETL Developer, Data Warehouse Specialist/Consultant, Data Warehouse Modeler and IT Architect

Your organization has spent millions of dollars implementing a data warehouse or data mart using the corporate standard database, such as Oracle or Teradata. After all, in-house expertise is available for these databases and volume purchase discounts and site license agreements with the vendors are in place. But despite the considerable expertise, service breaches are occurring frequently, users are dissatisfied with the response they are getting, a backlog of enhancements is mounting and any big ideas your organization has about extending Business Intelligence (BI) has dissipated.

Faced with these problems, you have employed large teams of database administrators to tune the database to make it respond better to complex queries and you have upgraded your system as far as your budget will allow. But all of this is in vain: every step you take just seems to bring you right back to the beginning.

With simple deployment, out-of-the-box optimization, no tuning, minimal on-going maintenance and in-database analytic, the IBM Pure Data For Analytic data warehouse appliance has the industry's fastest time-to-value and lowest total-cost-of-ownership



Highlights - Experience

Come and experience with IBM Pure Data For Analytic Appliance and IBM SPSS Modeler. Learning exactly how Pure Data For Analytic and its in-database analytic with IBM SPSS Modeler is the purpose of this proof-of-technology session. Through practical hands on exercises participants will understand:

- How Pure Data For Analytic achieves performance without indexes;
- How It integrates with ETL, BI and other tools;
- How In-Database Analytic is performed with IBM Predictive Analytics
- How workload management is performed;
- How database administration tasks are performed.

Ultimately, delegates will gauge Pure Data For Analytic's claimed simplicity capabilities and gain insight into how It can be deployed at their organization

Contacts and Locations

■ **The TEC event registration can be arranged through IBM Representative.**

Please note that Country TEC event schedule published in the TEC website are subjected to changes. As seats are limited, IBM will provide confirmation if the enrollment is successful and notification will be sent 3 days prior to the event.

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