

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

In the era of “smart”, leaders are using the explosion of data to transform their enterprises and institutions through analytics, mobile technology, social business and the cloud. This new era is starting to reshape organizations who are changing how decisions are made, redesigning how their teams work, reassessing how to serve their customers, and changing the very nature of businesses, industries and governments - and the world.

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.

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

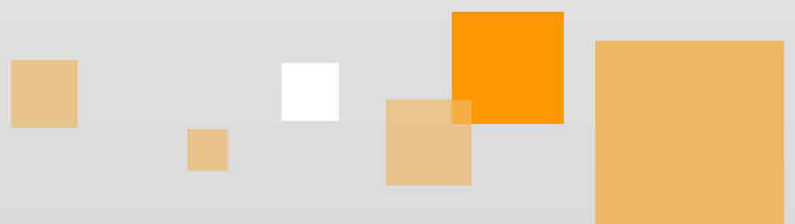
Explore Smarter Software solutions derived from real client engagements and learn how it is helping to build business and organizational capabilities

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

Explore

- E-ANL-01 Harness the Power of BigData
- E-ANL-12 Manage and Mobilize Content for Operational Efficiencies
- E-ANL-19 Insights on demand: advancing business insights with the new generation of analytic tools
- E-CLD-01 Put your business in motion. Become a mobile enterprise
- E-CLD-02 Get your idea into production in minutes
- E-CLD-03 Accelerate business innovation with integrated and scalable DevOps
- E-CLD-04 Think, develop and monetize your ideas at the speed of light
- E-CLD-05 Aspera High Speed File Transfer
- E-MW-02 IBM Performance Management - The Most Comprehensive Performance Management Solution For The IBM Middleware Stack
- E-MW-03 Application Performance Management for Hybrid Cloud in Current Digital Transformation
- E-MW-04 Optimising IT Operations with Hybrid Cloud Application Platform
- E-MW-07 Improving operational agility and efficiency with Netcool Operations Insight
- E-MW-08 Exploring IBM Operation Analytics - Log Analysis
- E-MW-09 Achieving Digital Enterprise End-To-End Quality with IBM's Multi Platform Testing solution : For Web, SOA, Mobile and Cloud
- E-SCL-01 IBM Verse - A New Way to Work





Attend the Technical Exploration Center

TEC Content

Categories of TEC events in ASEAN

Experience

- E-ANL-02 Spark: A Data Scientist's new toolset!
- E-ANL-03 Modernizing your Data Warehouse for Big Data Analytics
- E-ANL-04 Discover The Value of Cloud Data Services - Cloud based content, data and analytics solution
- E-ANL-05 Building Mobile & Web Application for Business Agility with IBM Cloudant
- E-ANL-06 Explore the power of data warehouse on cloud
- E-ANL-07 Reduce Data Management Cost for Your Organisation
- E-ANL-08 Transforming Information Into Business Insights
- E-ANL-09 Managing Data Explosion and Protecting Data Privacy In Your Enterprise
- E-ANL-10 Implementing Data Governance in the enterprise
- E-ANL-11 Managing Customer Experience with 360 Degree view of your customer
- E-ANL-13 Drive Cost, Operational and Service efficiencies with automated data capture solutions
- E-ANL-14 Drive successful Case outcomes with IBM Case Manager
- E-ANL-15 Shape the Outcomes with Informed Decisions at Every Level of the Enterprise
- E-ANL-16 Budgeting and Forecasting for Better Business Outcomes
- E-ANL-17 Smart Data Discovery Services on Cloud
- E-ANL-18 Content Management On Demand
- E-MW-01 Streamline Business Processes with Intelligent Decision Automation for Better Business Outcomes
- E-MW-05 API Economy : Fuel Innovation and extend your business services to new channels and markets
- E-MW-06 Smarter, Better, Faster Integrated DevOps Platform :Understanding IBM's Collaborative Lifecycle Management with focus on Agile Collaboration
- E-SCL-02 IBM Digital Experience - Hands On With Self-Service Management and Dev Tools
- E-SCL-03 IBM People-Centred Collaboration



Highlights - Explore

E-ANL-01 Harness the Power of BigData

1 day

Target Audience: LOB, Division Heads, Business Analysts, Architects, Project Managers, IT Managers.

In today's competitive marketplace, executive leaders are racing to convert data-driven insights into meaningful results. Successful leaders are infusing analytics throughout their organizations to drive smarter decisions, enable faster actions and optimize outcomes.

Organizations that learn from the industry Leaders and follow recommendations stand to answer the question of how to extract value out of analytics investments. By embracing analytics to drive smarter decisions and positively influence business outcomes, these organizations are well positioned to join the Leaders in outperforming their industry and market peers.

IBM is uniquely positioned to help clients navigate this transformation!

Come and experience in this proof-of-technology session through presentation and demonstration using real banking and telecommunications case studies as examples. In this session, participants will learn:

- What industry leaders are doing to leverage both internal and external data and derive new actionable insights,
- What are the industry specific use cases that can be enabled with Big Data & Analytics
- What systematic approaches to take when preparing your business' big data and analytics journey and how to maximize positive outcomes,
- How to enable continuous analysis of massive volumes of streaming data with sub-millisecond response times,
- How to manage and analyze internet-scale volumes of structured and unstructured data. In today's competitive marketplace, executive leaders are racing to convert data-driven insights into meaningful results. Successful leaders are infusing analytics throughout their organizations to drive smarter decisions, enable faster actions and optimize outcomes.

E-ANL-12 Manage and Mobilize Content for Operational Efficiencies

0.5 day

Target Audience: LOB, Directors of Branch Operations, Shared Services, Claims, Accounts Payable, Business Process Owners, IT Directors/Managers

Business today needs to be able to get the right information to the right people at the right time. Yet despite the huge amount of content available in their organization, business leaders are still having difficulty deriving the critical business information locked within that content.....information that could drive faster and better decision making. With an effective Content Management system, unstructured content that exists in multiple formats in your organization can be moved (from hundreds or thousands of end user file systems) into a single repository where that content can be managed, stored, organized and leveraged - to its full potential.



Highlights - Explore

Is your organization struggling with siloed information and the inevitable, paper based processes? With mobile and online interaction skyrocketing, how can you embrace digitization and automation to improve productivity? Mobile document capture using smart phone or tablets makes it easy to digitize the paperwork, significantly reducing labour and paper costs, enabling faster decision making and improved responsiveness

Join us at this TEC workshop to see how IBM ECM solutions can help to address the above challenges. Business today needs to be able to get the right information to the right people at the right time. Yet despite the huge amount of content available in their organization, business leaders are still having difficulty deriving the critical business information locked within that content.....information that could drive faster and better decision making. With an effective Content Management system, unstructured content that exists in multiple formats in your organization can be moved (from hundreds or thousands of end user file systems) into a single repository where that content can be managed, stored, organized and leveraged - to its full potential.

E-ANL-19 Insights on demand: advancing business insights with the new generation of analytic tools 1 day

Target Audience: Business Analysis, Data Analysis, Data Architect and Line of Business

Data in the the 21st Century is like oil in the 18th century : an untapped valuable assets. Today many organizations face challenges in exploiting the data for their competitive advantage. They lack the skills and the enterprise architecture to generate continuous and timely insights to the business. Although many organizations have invested in business intelligence, they miss out on the advances in data science that allow business analysts to continuously generate insights as integral part of their work.

In this event, IBM will demonstrate to the audience how to marry data science and an analytics tools for business outcome. The audience (LOBs) will get to discuss and exploit various use cases and their challenges. Next, the audience can experience and learn how IBM Analytics tools work.

Agenda:

- What is data science ? And why use of Data Science in the business ?
- Understanding data science enterprise architecture
- Discuss various use cases such as Human Resources, Health Care, Banking/Finance, Telco etc
- How to get started and what is the Methodology ?
- Explore various Analytics tools (SPSS, Cognos BI and Watson Analytics) with hands-on



Highlights - Explore

E-CLD-01 Put your business in motion. Become a mobile enterprise

5 hours

Target Audience: Program managers, IT Directors, IT Head, Application Head, Transformation leader, IT Managers, Application leads

With mobile becoming the focal point in our daily lives, organizations are required want to deliver a compelling mobile experience to customers, partners and employees, across many device types and operating systems. In order to reach these users, you can enable your organization to efficiently develop, connect, run, and manage mobile and Omni-channel applications.

While explosive global mobile adoption opens significant opportunities for enterprise growth and innovation, adoption of mobile also creates new challenges. Chief among these challenges is the need to reimagine, reinvent and retool your business for a mobile-first approach. Compatibility is not sufficient—mobile must be at the core of your strategy right from the start. Success at an enterprise scale requires systems, technology platforms and even an operating model that is designed with mobile in mind. This thorough, unified approach is the only way to deliver new levels of integration while you manage all levels of complexity, including heightened security requirement and the development of seamless Omni-channel experiences.

IBM® MobileFirst Platform enables you to build, enhance and continuously deliver mobile applications efficiently and effectively. It extends the development, delivery and management capabilities of IBM MobileFirst Platform Foundation with the addition of scalable data services, code scanning, quality assurance and geo-location support. The result is an integrated platform that accelerates the delivery of your mobile strategy with increased productivity and security—and provides users with a more engaging experience.

Visit us to explore IBM MobileFirst Platform capabilities that provides a comprehensive and open foundation to build, run, and manage your applications.

E-CLD-02 Get your idea into production in minutes

1 day

Target Audience: Developers, IT Manager, and Project Managers, Development Head or anyone who is concerned with delivery enterprise application faster

Your team depends on a collection of services for application development and deployment. What if you can

1. Accelerate app delivery: Develop, track, plan, deploy, monitor and scale in one place. Host an open source project. Develop software for a cause or your company's next bestseller. Not coding? Plan anything, even the monthly meetup.
2. Code in the cloud: Easily edit any text file or script from within your browser. The web IDE is likely all you need, but you can also bring your own tools. And if you have existing source code in a Github repository, connect to your DevOps project to track changes.
3. Deploy with confidence: Build, scan, test and package apps before deploying, manage the continuous delivery of production code to Bluemix, and ensure fast user feedback and quality metrics at every stage of development.

Are you new to Bluemix and are wondering how you could develop applications with IBM DevOps Services? Do you want to know how you could do agile project management developing on Bluemix? How do you use Bluemix for developing geographically distributed application?



Highlights - Explore

Consistently deliver high-quality software faster by using IBM DevOps services for Bluemix—an end-to-end solution with all the services you need to deliver your innovative ideas quickly.

In this workshop will take you through IBM Bluemix DevOps Services on the cloud that supports continuous delivery. With IBM Bluemix DevOps Services, you can develop, track, plan, and deploy software in one place. We will demonstrate how a team of developers can work together from source code to a running application in minutes.

E-CLD-03 Accelerate business innovation with integrated and scalable DevOps 1 day

Target Audience: CIO, Operation Manager, Development Manager, Enterprise Architect, Operation Engineer.

As business success becomes more and more dependent on software delivery, time- to- market pressures increase. The rise of cloud and mobile functionality means more servers to configure and deploy to, and the concurrent rise of service-oriented architectures and micro-services has increased the number of components in solutions. The result is a software application environment with both more change and more complexity. Although speed is critical, quality is still the key to success.

The challenge is clear: many organizations, including those that adopted agile development practices, struggle to deliver quality applications to production in the time required.

Enterprises now have the option of combining on-premise, private and public clouds with the collaborative DevOps capabilities they need to deliver apps faster -- along with the data security, control and integration. Continuous release and deployment practices help organizations relieve bottlenecks in application delivery, accelerate the delivery of complex applications, and decrease time to feedback.

In this workshop IBM expert will demonstrate key features and capabilities of IBM UrbanCode Release and Deploy solutions, part of a suite of IBM® DevOps offerings, to help organizations achieve continuous delivery of multiple interdependent applications into complex environments such as cloud, mobile and mainframe. These solutions are designed to help organizations achieve the benefits of continuous release and deployment, including reduced risk, faster time to market and improved productivity.

E-CLD-04 Think, develop and monetize your ideas at the speed of light 1 day

Target Audience: Developers, Enterprise Architects, Solution Architects, Innovation leader, Head of Application Development, Application Development Managers

Today's business environment is demanding greater flexibility in order to introduce new products to market faster. This requirement demands that new tools be available that promote such products to an ever increasingly interconnected, mobile, and social world. As a result, the digital fabric supporting the business must be designed for utmost flexibility in order to support modern business processes, and customer and partner interactions.

IBM has led the way in embracing new technologies to provide business solutions that benefit enterprises. Now, IBM is helping to define this new era of cloud computing via the IBM open cloud architecture, which reduces concerns of vendor lock-in and fosters an open API economy.

Through Bluemix and SoftLayer, IBM has introduced the core capabilities necessary to enable the enterprise for the world of systems of interaction and cloud-centric applications. IBM continues to enhance Bluemix and continues this journey of innovation for its clients.



Highlights - Explore

Learn how IBM Bluemix – Digital Innovation Platform, helps you to innovate your business and revolutionize the way you think and bring to life disruptive ideas. Through the presentation of a variety of use cases in the Public Sector, underpinned by fundamental design principles of direct applicability to many other Industries, you will explore how to create sophisticated software applications and develop a key API-driven ecosystem of developers and 3rd-parties to boost revenues and brand engagement.

E-CLD-05 Aspera High Speed File Transfer

1 day

Target Audience: IT Managers, Operations team, LOB teams, Network Operations team.

With the explosive growth of file-based digital media in the creation, management and delivery of entertainment content, and similar trends toward file-based digitization of data across virtually all industries, fast and reliable movement of massive digital data over global distances is becoming vital to business success. The performance bottlenecks for wide area data movement are perhaps most pronounced in the emerging technologies of “virtual data centers” and “high-performance computing clouds”, both public and private, which promise to consolidate and centralize global access to vast compute and storage systems, but in practice are constrained by the severe bottlenecks in accessing or moving data at distance.

IBM Aspera FASP is a next-generation protocol for reliable data transfer in file systems and applications that are presently impaired by the poor performance of TCP. FASP demonstrates end-to-end WAN data movement speeds that are up to hundreds or thousands of times faster than today’s network file systems or transfer protocols over the emerging 10Gbps wide area networks and offers an exciting, ultimate end-to-end solution for data migration, disaster recovery, workflow optimization and management in varied industries such as media entertainment, pharmacology, academia, government, and national laboratories.

Join us to find out how you can transfer large files 10x, 100x or even 1000x faster than normal TCP transfer tools. With Aspera, you can transfer unlimited numbers of files of any size and transfer large files and data sets at high speed predictably and reliably, at long distances, and with complete security.

E-MW-02 IBM Performance Management - The Most Comprehensive Performance Management Solution For The IBM Middleware Stack

1 day

Target Audience: Operation support specialists, System administrators, Data center managers, IT directors and architects, Line of Business Owners.

Middleware is the critical component of enterprise applications. It simplifies application development and ties disparate applications together. It is important to assure the health of this software layers for enterprise application integration, data integration and message transaction.

In today digital world, customer churn rate is very high.

IBM Performance Management is the only APM solution to support the full IBM Middleware stack including Websphere Application Server (WAS), MQ, IBM Integration Bus (IIB), DataPower and many more. It monitors Websphere environments better than anyone else.



Highlights - Explore

Please join us the session to explore IBM Performance Management.

- Identify performance issues before they affect end users.
- Isolate where the problem is occurring.
- Diagnose root cause of problem down to line of code, in production.
- Proactive outage avoidance and faster problem resolution
- Automated Threshold Maintenance and problem detection
- Quick Search analytics across all your logs and IT operational data
- Single pane of glass, central consolidation point for all alerts and events
- Real time Event analytics for Operational Agility
- Historical Event analytics for Operational Efficiency

E-MW-03 Application Performance Management for Hybrid Cloud in Current Digital Transformation
1 day

Target Audience: LOB, IT Operation and Application Team

Today website is no more a marketing channel, it is a critical component that generate revenue. Good digital experience is the key to the success for the enterprises. Today customer are well informed and they know what things cost and where they're cheap and good. The enterprise needs to rapidly reconfigure business capability to create value for their customer to provide good experience. This will allow enterprises to deliver an engaging digital experience, thus maximizing revenue and improving brand loyalty. Otherwise customers will quickly abandon one firm for another if it better integrate into their world.

Enterprise are turning to hybrid cloud to cater for the dynamics workloads needed to support their customers. Hybrid cloud provides more architectural flexibility and control at a more cost effective manner that helps enterprises achieve their goals.

However, with cloud involvement in the enterprise's IT infrastructure, the traditional IT operation role and responsibility will be shifted toward coordinating and ensuring service availability. They now need an APM solution that provide single Dashboard to manage both on premise and cloud resources.

IBM Application Performance Management (SaaS) provide:

- A hosted application performance monitoring service that you do not have to manage yourself
- Monitoring agents for your application that connect to the hosted service for processing



Highlights - Explore

- Intuitive dashboards that show user experience, application health and performance, and code-level diagnostics
- Support for many common application platforms and delivery paradigms
- Website Monitoring for monitoring the availability of your public Internet facing websites from multiple geographically distributed points-of-presence
- Operations Analytics - Predictive Insights automatically learns the normal operational behavior of complex infrastructures, such as a cloud, and provides early detection of service and application issues.
- Alert Notification provides an easy-to-use, simple, and smarter auto-notification capability

Come and join us for this session to see this solution in action!

E-MW-04 Optimising IT Operations with Hybrid Cloud Application Platform

1 day

Target Audience: IT Infrastructure, DC Operations, System/Solution/IT Architect

As information technology moves to the strategic centre of business, organizations can no longer ignore the challenges in today's approach to computing:

- On an average, more than 70% of IT budgets are spent on operations and maintenance.
- Two-thirds of companies go over schedule on their project deployments.
- As Gary Barnett notes in the Bathwick Group report 'The Road to Smarter Computing', "Over the years, our IT systems have become complex and difficult to manage, and as a consequence IT is increasingly finding itself in the position of being a barrier to innovation rather than an enabler of it."

Therefore, organizations must embrace new business models and disruptive technologies to remain competitive, meet business need, and innovate. If you fall in this category of organizations, try answer following questions.

1. Are you looking for technology to help you to be more competitive?
2. Are you facing the challenges on how to deliver faster and better applications without compromising quality of your service engagement?
3. Do you face any challenge in getting your solution out of the door to get the first mover advantage?
4. Are you facing any challenge in dynamically scaling your infrastructure to meet desired service level?

If the answer is 'Yes' for any of the questions, this session is for you. We will look at how the above challenges you face can be resolved with IBM Systems PureApplication System, Software and Service.

This session will empower you to accelerate application delivery through dynamic run-time environments across a fluid hybrid cloud landscape. You'll also get to know the key concepts, technologies, and design consideration using private, public or hybrid cloud solutions.



Highlights - Explore

E-MW-07 Improving operational agility and efficiency with Netcool Operations Insight 1 day

Target Audience: IT Operators, IT Administrators and Application Team

IBM® Netcool® Operations Insight V1.3 combines the market-leading real-time event consolidation and correlation capabilities of IBM Tivoli®

Netcool/OMNIBus and the transformative power of IT operations analytics applied to all of the alerts and events managed by Netcool/OMNIBus. The analytics capabilities can also be applied to data from other applications, including application and system logs, Windows event logs, support information, and other types of unstructured data. Netcool Operations Insight provides operations with context and insight that increases operational agility and efficiency.

New event seasonality and related event analysis assists in detecting regularly occurring events and groups of events, enabling more proactive automation and resolution. Version 1.3 also provides real-time enrichment and sophisticated correlation to enable agile responses to alerts raised across disparate systems. Social media interactions help extend operational visibility to the business, providing dynamic incident and service information to key stakeholders through IBM Connections.

E-MW-08 Exploring IBM Operation Analytics - Log Analysis 1 day

Target Audience: IT Operators, IT Administrators and Application Team

IBM Operations Analytics - Log Analysis is one of the key offerings of the IBM Operations Analytics family of solutions. IBM Operations Analytics - Log Analysis provides the ability to ingest vast quantities of IT data, logs, events and more; slice and dice and index them in real time; and facilitate ad-hoc searches and presentation of those search results in various rich forms. This solution delivers the power of automated analysis and reporting technical issues quicker than could be achieved by IT team members alone.

In addition, IBM Operations Analytics for z Systems enable users to rapidly search, visualize and analyze the vast amounts of structured and unstructured operational data across z Systems operating environments, including log and event data, trouble tickets and performance metrics.

This harness the domain expertise of IBM z Systems through domain-specific out-of-the-box insights and Expert Advice.

E-MW-09 Achieving Digital Enterprise End-To-End Quality with IBM's Multi Platform Testing solution : For Web, SOA, Mobile and Cloud 1 day

Target Audience: Test Teams, Software developers, Solution architects, Project Manager

Today's applications typically include multiple technologies ranging from mobile and web front ends, to middleware applications (SOA) hosted on distributed platforms, to legacy back end services. There are more and more interfaces



Highlights - Explore

for the same application due to the combination of devices (tablets, phones, laptops, desktop computers) and ways to interact with them (device-specific “apps,” browsers, and traditional client applications). More and more, we are seeing a convergence of wanting all the same capabilities on all of our devices. If your organization is meeting this challenge with multiple, independent test teams, you’ll want to hear how you can meet this challenge with a smarter testing approach.

This session will provide an overview of the integration testing capabilities of Rational Test Workbench and Rational Quality Manager and how it can improve software quality by allowing testing to take place earlier in the lifecycle.

E-SCL-01 IBM Verse - A New Way to Work

0.5 day

Target Audience: LOB, Business Partners

Imagine email that works for you instead of email that makes you work.

The half-day session will allow participants to view the way mail is disrupted with beautiful design focused entirely on the user.

Guided by analytics, IBM Verse learns your behaviors to adapt to the way you work, wherever you work. And because it’s built for business, it understands you have special security and privacy needs, too.

With built-in intelligence and a user-first, user-tested design, IBM Verse offers a faster, better way to manage your communications across devices, organize inbound and outbound information, and focus on what you need most.

A seamless array of social and mobile capabilities delivered from the cloud helps IBM Verse open up intuitive new ways to share valuable information with colleagues, co-workers and customers. It’s never been easier to be mobile, secure and connected.

Participants will see how the various roles we find ourselves in: Multitasker, Prioritizer, Sharer, Researcher, On-the-Go Worker, IT Professional, Assistant, and the Business Leader are enabled with a powerful new paradigm in mail.



Highlights - Experience

E-ANL-02 Spark: A Data Scientist's new toolset! 1.5 day

Target Audience: Data Scientists, IT Managers, IT Architect, Software Developers

We are living in exponential times. Especially if we are talking about data. The world is moving fast and more data is generated every day. With all that data coming your way, you need the right tools to deal with the growing amounts of data.

If you want to get any insights from all that data, you need tools that can process massive amounts of data quickly and efficiently. Fortunately the Big Data open source landscape is also growing rapidly and more and more tools come to the market to help you with this. One of these open source tools that is making fame at this moment is Apache Spark.

Apache Spark is an open source processing engine built around speed, ease of use, and analytics. If you have large amounts of data that requires low latency processing that a typical Map Reduce program cannot provide, Spark is the alternative. Spark performs at speeds up to 100 times faster than Map Reduce for iterative algorithms or interactive data mining. Spark provides in-memory cluster computing for lightning fast speed and supports Java, Scala, and Python APIs for ease of development.

In this session, participants will learn:

- What is Spark?
- Spark Architecture
- Quick introduction to Scala and Python API
- Spark Streaming
- Spark SQL
- Spark Mlib
- Spark graph
- Hands On Labs

E-ANL-03 Modernizing your Data Warehouse for Big Data Analytics 2 days

Target Audience: Data Warehouse Architect

An organisation today faces challenges in expanding their existing data warehouse for Big Data adoption. Two majors challenges i.e. cost of expanding the existing data warehouse infrastructure or unable to accommodate nor analysis various raw data format (structure, unstructured, semi structure) for initial and fast exploration. Hence the need for Data Warehouse Modernization.



Highlights - Experience

IBM is in the forefront of the Data Warehouse Modernizations technology that can help you with the following:

- (a) Pre-Processing - using big data capabilities as a “landing zone” before determining what data should be moved to the data warehouse
- (b) Offloading - moving infrequently accessed data from data warehouses into enterprise-grade Hadoop
- (c) Exploration - using big data capabilities to explore and discover new high value data from massive amounts of raw data and free up the data warehouse for more structured, deep analytics.

If you answered yes to any of the above questions, the Data Warehouse Modernization use case is the best starting point for your big data journey.

With Data Warehouse Modernization, organisations can:

- Combine streaming and other unstructured data sources to existing data warehouse investments
- Optimize data warehouse storage and provide query-able archive
- Rationalize the data warehouse for greater simplicity and lower cost
- Provide better query performance to enable complex analytical applications
- Deliver improved business insights to operations for real-time decision-making

Come and experience how IBM BigData & Analytic Technology can help to modernise your Big Data project. An organisation today faces challenges in expanding their existing data warehouse for Big Data adoption. Two majors challenges i.e. cost of expanding the existing data warehouse infrastructure or unable to accommodate

E-ANL-04 Discover The Value of Cloud Data Services - Cloud based content, data and analytics solution
2 days

Target Audience: IT Manager, Database Developer, Cloud Developer, Data Scientist, Analytic Developer

New type of IT solution buyer is growing prominently. They are LOB, developers, starts up, small enterprises. These buyers have a set of criteria and concern different from traditional enterprise buyer. Cloud Data Services - CDS is design from ground up to target these buyers. CDS comprises many of the best IBM Data Management softwares but deliver in SaaS or PaaS model. The mission of CDS is to provide the best experience for developers with a comprehensive set of rich, integrated cloud data services covering content, data and analytics. The services are Cloudant, dashDB, DB2 on Cloud, BigInsights on Cloud, Spark, DataWorks, Watson Analytics.

This session consists of both presentations and hands-on lab exercises. The presentation will talks about the big picture of CDS, its intended purposes and each services in brief. The hands-on labs focus on data movement use case where students learns how to load both structure and unstructure data into a data resevoiur, moving data to service to services.



Highlights - Experience

E-ANL-05 Building Mobile & Web Application for Business Agility with IBM Cloudant 1 day

Target Audience : IT Manager, Database Developer, Cloud/Mobile Developer

IBM® Cloudant™ Data Layer delivers high availability, elastic scalability and innovative mobile device synchronization. Cloudant's JSON cloud-based data service allows mobile and web developers to quickly and easily store and access the rapidly increasing amount of mobile data using an application programming interface (API) that is significantly easier to use than alternatives.

Cloudant Local is a database management system (DBMS) platform that addresses the hybrid cloud demands of mobile application data management. It runs on premises to complement the IBM Cloudant Dedicated Cluster on-device and in the cloud. Increasingly, developers have embraced NoSQL databases because of their flexibility, and JSON has become the predominant NoSQL database technology for mobile and web app developers.

This session consists of both presentations and hands-on lab exercises. IBM® Cloudant™ Data Layer delivers high availability, elastic scalability and innovative mobile device synchronization. Cloudant's JSON cloud-based data service allows mobile and web developers to quickly and easily store and access the rapidly increasing amount of mobile data using an application programming interface (API) that is significantly easier to use than alternatives.

E-ANL-06 Explore the power of data warehouse on cloud 2 days

Target Audience : IT Manager, Database Developer, Cloud/Mobile Developer

Data is the basis of competitive advantage in today's business environment. The organization that gets to the next level of insight first, wins. And so the challenge for the IT organization is to use techniques that rapidly process through lots of data to create the insights the business needs – now!

IBM dashDB is a fully managed cloud data warehouse service. It helps extend your existing data warehouse appliance into the cloud. dashDB scales to new heights of performance with a massively parallel processing (MPP) network cluster architecture on IBM's cloud.

This session introduces dashDB and describes how it

- Facilitates rapid deployment of large scale data warehouses, enables scaling of both volume and processing speed
- Delivers a unified architecture that enables hybrid data processing, on-premise in the cloud
- Provides in-database analytic capabilities for the best analytic performance
- Gain firsthand experience with dashDB - IBM Cloudant® and IBM Bluemix™



Highlights - Experience

E-ANL-07 Reduce Data Management Cost for Your Organisation

2 days

Target Audience : LOB, 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 referring 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
- DB2 High Availability features including pureScale active-active shared disk
- The latest DB2 BLU Accelerator Technology i.e. Dynamic In-Memory Columnar mixed with row-based OLTP tables
- How to easily migrate an Oracle database to IBM DB2
- How to leverage DB2 on Cloud or plan a Hybrid database infrastructure

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



Highlights - Experience

E-ANL-08 Transforming Information Into Business Insights 2 days

Target Audience: LOB Users, Business Analyst, Data Modeler, Data warehouse Architect

Customers will learn how to derive value from complex, heterogeneous information spread across systems. Built on a unified platform and working in concert with revolutionary data integration methodology, IBM Information Server delivers:

- **Productivity:** Dramatically simplifies how organizations deal with heterogeneous information, creating information that is quickly and easily understood, and integrated and delivered to meet any business requirement.
- **Trust:** Increases confidence in information by ensuring consistency and quality in information across the enterprise; facilitates alignment of business and IT goals by maintaining meaning, context, and lineage of information.
- **Scalability and performance:** Enables enterprises to deal with the huge and ongoing growth of data volume, providing a complete view of information in a timely and efficient manner.
- **Value:** Leverages service-oriented architecture (SOA) to unlock information from individual application silos, creating more accessible and consistent information throughout the enterprise.

E-ANL-09 Managing Data Explosion and Protecting Data Privacy In Your Enterprise 2 days

Target Audience: LOB Executives, 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 solutions to these challenges through presentation and hands-on lab. 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



Highlights - Experience

- How to mask cloned production data to ensure data is protected for testing environments 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.

E-ANL-10 Implementing Data Governance in the enterprise 1 day

Target Audience: Enterprise Architects, Data Governance architect, Data Stewards, Data Quality Managers

Data Governance ensures that data can be trusted and people can be made accountable for any adverse event that happens due to low or poor data quality. It changes an organization's way of thinking and setting new processes to handle information and can be utilized confidently by an entire organization. Discover how IBM solution can help organization in their Data Governance journey.

E-ANL-11 Managing Customer Experience with 360 Degree view of your customer 1 day

Target Audience: LOB Users, Division Heads like CMO, Data Architect, Business/Data Analysts.

To address critical business challenges like high operational costs, undifferentiated customer service, high risk associated with regulatory compliance, the need to introduce new products quickly, and the inability to cross-sell and up-sell, MDM (Master Data Management) provides a trusted view of critical entities typically stored and potentially duplicated in siloed applications - customers, suppliers, partners, products, materials, accounts, etc. MDM is a discipline that provides a consistent understanding of master data entities, and their relationships and hierarchies.

MDM is a key component for addressing big data challenges. Half of the big data initiatives today have customer-centric objectives. To improve the customer experience, organizations need to do what master data management has been doing for years – start with the facts about customers by defining the golden record. Come and experience with uniquely IBM MDM Solutions that help to address the above key challenges through presentation, use cases and hands-on lab. To address critical business challenges like high operational costs, undifferentiated customer service, high risk associated with regulatory compliance, the need to introduce new products quickly, and the inability to cross-sell and up-sell, MDM (Master Data Management) provides a trusted view of critical entities typically stored and potentially duplicated in siloed applications - customers, suppliers, partners, products, materials, accounts, etc. MDM is a discipline that provides a consistent understanding of master data entities, and their relationships and hierarchies.



Highlights - Experience

E-ANL-13 Drive Cost, Operational and Service efficiencies with automated data capture solutions 2 days

Target Audience: LOB, Directors of Branch Operations, Shared Services, Claims, Accounts Payable, Business Process Owners, IT Directors/Managers

IBM® Datacap extracts information from document images for use in enterprise content management (ECM) and line-of-business systems. Datacap operates as a universal capture portal that transforms various forms of documents entering your organization through multiple channels - mobile, multifunction peripherals (MFPs), e-mail and fax. IBM Datacap can help significantly reduce labor and paper costs, deliver meaningful information for better, faster decision making and improve the responsiveness of customer service.

- Best-in-class capture with support for centralized and distributed capture models, including mobile devices, to meet your application requirements
- Adaptable, extendible rules-based capture offers configuration of capture workflows and applications with a simple point-and-click interface to speed deployment
- Capture and processing in proper context provides options for desktop, web or mobile clients to meet end user needs
- Enhanced document classification features multiple options for locating and processing data on unstructured documents, including content analytics from IBM Watson

E-ANL-14 Drive successful Case outcomes with IBM Case Manager 1 day

Target Audience: Business analysts, project managers, management decision makers

Organizations face case management challenges that require more insight, responsiveness and collaboration. Advanced case management with IBM® Case Manager unifies information, processes and people to provide a 360-degree view of the case and achieve optimized outcomes. With Case Manager, 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.

E-ANL-15 Shape the Outcomes with Informed Decisions at Every Level of the Enterprise 1 day

Target Audience: Business Users, Business Analysts, IT, Data Warehouse Administrators/Developers

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:



Highlights - Experience

- 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.

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:

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

E-ANL-16 Budgeting and Forecasting for Better Business Outcomes

1 day

Target Audience: Finance Managers, Planning/budget Managers, LOB 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:



Highlights - Experience

- 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-ANL-17 Smart Data Discovery Services on Cloud

0.5 day

Target Audience: Business Users, Business Analytics, Data Scientists

IBM Watson™ Analytics delivers a unified analytics experience on the cloud and helps you focus on the drivers that matter most in your business. By automating the steps of data access and refinement, predictive analysis and visual storytelling, Watson Analytics immediately identifies and explains hidden patterns and relationships to accelerate your understanding of why things happened and what's likely to happen. Because Watson Analytics features natural language dialogue, you can ask the right questions and get results in the familiar terms of your business. Just as the first spreadsheet made financial calculations easier for anyone with a PC, Watson Analytics opens up the world of advanced analytics to all business users on the cloud.

E-ANL-18 Content Management On Demand

1 day

Target Audience: LOB, Directors of Branch Operations, Shared Services, Claims, Accounts Payable, Business Process Owners, IT Directors/Managers

Enables organizations to offer improved Customer Service and 24 x 7 Self Service access to statements, bills and correspondence to quickly resolve inquiries, improve customer satisfaction and retention. By implementing OnDemand, organizations can reduce customer servicing costs, avoid printing costs, paper use and the need to store paper documents – go green. And, reduce electronic storage costs.

This Solution Showcase will allow Participant to explore, in detail, IBM's Enterprise Report Management solution (IBM Content Manager OnDemand).

This includes:

- Using the IBM Content Navigator (ICN) client to search, retrieve, view, print and e-mail reports
- Using the OnDemand Report Wizard to define report profiles and load sample data
- Bundling existing reports for end-user viewing.
- Using report mining tools to analyze report data
- Searching text within a document
- Using OnDemand security to restrict viewing of specific data within a report based on individual user requirements
- Understanding how OnDemand can be used to meet requests for regulatory compliance



Highlights - Experience

E-MW-01 Streamline Business Processes with Intelligent Decision Automation for Better Business

Outcomes

1 day

Target Audience: Business Process Designer, Business Analyst, Business Operations Team, Process Automation Team, Business 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. Organizations need a higher level of speed and automation to enable true business innovation.

IBM Smarter Process is the key to address the full spectrum of business process challenges. Smarter Process is powered by key offerings such as IBM Business Process Manager (BPM) and IBM Operational Decision Manager (ODM).

These capabilities enable organization to streamline business processes to rapidly respond to changing market conditions with intelligent decision automation & process optimization involving people, applications, decision & information.

IBM Smarter Process help your organization to:

- Optimize business operations with visibility through continuous process monitoring and analytics.
- Accelerate task completion through robust collaboration capabilities.
- Manage change confidently with intuitive governance.
- Deliver more meaningful customer engagements by extending business processes to mobile devices.

Applications running on z Systems are often legacy applications written in COBOL languages where business rules are buried in the actual COBOL codes. This sometimes can make it challenging and time consuming to change the rules due to the lengthy change process and testing time required. However it does not have to be the case. This session covers smarter process and decision automation solutions we have on the z system and how z system makes a good option for a process hub with high qualities of services, high availability and co-location with the key mainframe applications.

IBM Smarter Process capabilities are available on premise as well as SaaS and Hybrid cloud offerings.

SaaS and Hybrid cloud capabilities of Smarter Process enable companies to effectively scale up, leverage cloud capabilities for both new and legacy workloads, and achieve higher level of business agility and automation to enable true business innovation.



Highlights - Experience

IBM BPM on Cloud is a comprehensive and consumable, BPM cloud service that delivers visibility and management of your business processes in a cloud environment. This Software as a Service (SaaS) product includes tooling and runtime to design and run processes. It provides capabilities to monitor and optimize work that is run within the platform. It is specifically designed to enable process owners and business users to get started with business process improvement quickly with a ready-to-use, cloud-based environment that is hosted in IBM cloud data centers and managed by IBM.

IBM ODM on Cloud is a cloud service that helps you capture, automate and manage frequently occurring, repeatable rules-based business decisions. It enables business users to quickly initiate business rules management projects at lower costs by reducing the need for IT assistance and hardware and software acquisitions. IBM Operational Decision Manager on Cloud is packaged in a monthly subscription and includes tooling and run time for building and deploying rules-based applications. It is available exclusively on the IBM cloud infrastructure, which is managed by IBM to help ensure security and availability.

This 1-day workshop will provide participant a quick solution overview of IBM Business Process Manager, IBM Operational Decision Management and an overview of its SaaS and Hybrid cloud offerings. Participant will have the opportunity to experience the solution through the hands-on lab exploration of BPM. At the end of the workshop, the participant will gain better understanding of the IBM Business Process Manager and IBM Operational Decision Management concepts and be able to create, modify, manage, automate, monitor and govern the processes and decisions in a highly iterative agile development approach.

E-MW-05 API Economy : Fuel Innovation and extend your business services to new channels and markets
1 day

Target Audience: Solution Architects, Business Analyst, Software Developers, Innovation team

Increasingly, businesses of all sizes are transforming themselves to offer their services in a digital form to drive new sources of revenue, acquire more customers or partners, and achieve business growth. Innovative approaches led to new businesses being formed as a digital business. The shift to digital and the rise of the API economy has created numerous business opportunities and also challenges.

Enterprises need to seamlessly connect their public and private infrastructure, applications, data and operations capabilities in order to become agile digital businesses. These organizations need ways of securing, monitoring and managing these services, while providing a self-service experience to external party. Challenges include lifecycle management, developer experience, security, usage visibility, and runtime gateway deployment.

With the shift in business models, APIs become not only a mechanism for integration, but also a new channel of revenue. This digital transformation is powered by the use of APIs, a digital persona of a business service exposing data to another party.

In addition, organizations with significant investment on z Systems which hosts mission critical applications and business data need to leverage on these rich assets and be able to securely expose the services and data as APIs to seamlessly participate in the API economy.

Through the presentations, discussions and hands-on labs, this Technology Exploration session will provide the fundamental knowledge to hit the ground running in the fast growing API economy leveraging capabilities of IBM API Management and StrongLoop. The session would also provide an overview of how existing z/OS based assets can be exposed as REST and SOAP APIs with zOS Connect.



Highlights - Experience

E-MW-06 Smarter, Better, Faster Integrated DevOps Platform :Understanding IBM's Collaborative Lifecycle Management with focus on Agile Collaboration **1 day**

Target Audience: Software developers, Solution Architects, Project Manager, Analysts, Testers

Software delivery is getting more complex with the technology nowadays and yet the business requires IT to deliver application fast to beat the competition. The pressure to deliver complex system requires IT to be smarter in process and collaboration, at the same time eliminate waste in the development.

DevOps and Agile are now becoming a trend delivery methodology in many software delivery organizations.

IBM Rational Collaborative Lifecycle Management solution helps to you to implement DevOps and Agile to overcome the challenges in delivering complex multi-platform system involving mobile, web, SOA, legacy systems and cloud.

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.
- Simplify the management of complex hybrid cloud development.
- Take advantage on the IBM Rational CLMaas offering

This session will provide an overview of the capabilities of IBM Rational Collaborative Management where you can experience the solution yourself with hands-on lab implementing Agile project to develop hybrid cloud solution. We will also cover how you develop legacy application and how you leverage our IBM Rational CLMaaS offering.

E-SCL-02 IBM Digital Experience - Hands On With Self-Service Management and Dev Tools **2 days**

Target Audience: LOB, Business Partners, Web Developers, IT Administrators, IT Architects

Drive business growth using uniquely designed IBM Digital Experience solutions to:

- Empower line-of-business professionals with the tools needed to respond more quickly to evolving audience expectations.
- Deliver tailored experiences to customers with compelling and targeted rich media content to increase their propensity to buy.



Highlights - Experience

- Engage employees with personalized and collaborative digital experiences to increase productivity.

This hands on session will show how the line of business user is empowered to maintain the digital experience with agility and maximum focus on the customer experience. It also demonstrates to the web developer and IT professional how they can bring modern responsive digital experiences with stability and controlled deployment characteristics.

The participants will leave with a clear view on how mobile, analytics, content, social and cloud are infused into the platform. These modern and critical abilities all combine in IBM's Digital Experience to produce highly successful and satisfying customer experiences.

E-SCL-03 IBM People-Centred Collaboration

1 day

Target Audience: LOB, Business Partners, Web Developers, IT Architects

See what Social Collaboration can do for you through the enabling of a people-centric approach. The advance of Web 2.0 and social networking technologies has now shifted the focus to people networks: It's as much about and relationships as it is about the technologies.

In this hands-on session see how the IBM offering that spans multiple delivery models (on-premise, hybrid, cloud) but more importantly supports real business use cases for organizations sharing and communicating key information. The session's participants will see the options that can change the speed and quality of collaboration with explanation of these components and more:

- Instant messaging, web meetings, video/audio chat
- Online document sharing and editing
- Social communities for internal and external users

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.

For Singapore, email to	tecsg@sg.ibm.com	http://www.ibm.com/software/sg/tec
For Malaysia, email to	tecmy@my.ibm.com	http://www.ibm.com/software/my/tec
For Thailand, email to	tecth@th.ibm.com	http://www.ibm.com/software/th/tec
For Philippines, email to	tecph@ph.ibm.com	http://www.ibm.com/software/ph/tec
For Indonesia, email to	tecid@id.ibm.com	http://www.ibm.com/software/id/tec
For Vietnam, email to	tecvn@vn.ibm.com	http://www.ibm.com/software/vn/tec

■ **IBM Singapore Pte Ltd**

9 Changi Business Park Central 1
 The IBM Place
 Singapore 486048

■ **IBM Malaysia Head Office**

IBM Malaysia Sdn Bhd
 19th Floor, Plaza IBM
 No. 8, First Avenue,
 Persiaran Bandar Utama
 47800 Petaling Jaya
 Selangor Darul Ehsan

■ **Thailand Head Office**

IBM Thailand Co., Ltd.,
 IBM Building,
 388 Phaholyothin Road,
 Bangkok 10400,
 Thailand

■ **Philippines Head Office**

2nd-4th Floors IBM Plaza
 8 Eastwood Avenue
 Eastwood City Cyberpark
 E. Rodriguez, Jr. Avenue
 1110 Libis, Quezon City
 Philippines

■ **Indonesia Head Office**

IBM Indonesia
 The Plaza Office Tower 16th Floor
 Jl. MH Thamrin Kav. 28-30,
 Jakarta 10350, Indonesia

■ **IBM Vietnam**

Hanoi
 IBM Vietnam Company
 2nd Floor, Pacific Place
 83B Ly Thuong Kiet
 Hanoi, Vietnam

Ho Chi Minh

Saigon Trade Center,
 3B Floor, 37 Ton Duc Thang,
 District 1, Ho Chi Minh City,
 7000, Vietnam

