

IBM Information

>>> On Demand

2008

EUROPE, MIDDLE EAST & AFRICA IOD CONFERENCE

ALL YOU NEED TO KNOW ABOUT:

- > IBM Data Servers
- > Information Platform & Solutions
- > Enterprise Content Management (including IBM FileNet)
- > Business Intelligence & Performance Management (including Cognos, an IBM Company)

Act.Right.Now.
CALL FOR REGISTRATION

IBM

JUNE 3 - 6, 2008 THE HAGUE, NETHERLANDS > INVITATION

DB2 Informix FILENET

COGNOS
AN IBM COMPANY

InfoSphere™

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IBM Information
>>> On Demand

2008

TOP TEN REASONS WHY YOU SHOULD ATTEND THE INFORMATION ON DEMAND EMEA CONFERENCE 2008

1. Participate in the PREMIER discussion on the future of Information Management
2. Network with over 2,000 attendees and learn from their experiences of working with Information On Demand
3. Learn how Information On Demand solutions can create new business value, lower costs and drive competitive advantage
4. Spend time with IBM product gurus and experts to help maximise your investment in your existing and future infrastructure
5. Hear how your peers are realising ROI
6. Learn about the Information Management Solutions that are available from the IBM Business Partner network
7. Seize the opportunity to meet with IBM executives in pre-booked one-to-one executive meetings
8. Grow your technical skills through the education, Hands-on Labs and certification that will be available throughout the event
9. Understand the roadmap to long term strategic advantage
10. Share best practices in your industry

WELCOME TO IBM INFORMATION ON DEMAND EMEA CONFERENCE 2008

Dear Customers, Business Partners and Colleagues,

We are excited to be hosting the first-ever IBM Information On Demand EMEA Conference. This will be the largest Information Management event of the year for business and IT executives, managers, professionals and IBM Business Partners in the Europe, Middle East and Africa region.

Under one roof we will offer you the most comprehensive programme to help you take control of your enterprise information and infrastructure. Sign up now to learn more about the complete IBM Information Management portfolio, embracing Enterprise Content Management, Data Management, Information Platform & Solutions and Business Intelligence & Performance Management, through our recent acquisition of Cognos.

Over 2,000 attendees from leading organisations throughout Europe, Middle East and Africa will be coming together in The Hague for this event, which has been created following the hugely successful global Information On Demand Conference held in Las Vegas in 2007. This Conference will also bring together many of those who attended our former ECM EMEA Conference plus our European Information Management Technical Conference. As such it provides the single opportunity for each and everyone of you to address your business priorities, challenges, opportunities, applications and experiences in an informative and lively atmosphere.

>Act. Right. Now.

Remember, Information On Demand is about getting the right information to the right people and processes at the right time to act on emerging opportunities and competitive threats. It is about creating business value and reducing risk by integrating, analysing and optimising all types and sources of information throughout its lifecycle. Unlocking the power of information is essential for competitive advantage and the Conference agenda explores this in detail.

>Over the four days of the Conference you will have the chance to:

- Listen to inspirational keynote speakers
- Learn from our customers of their successes and challenges
- Deep-dive into the latest technology
- Talk one-to-one with experts in your chosen field
- Explore a range of solutions presented by our Business Partners in the Expo Solution Centre
- Network with your peers
- Relax and enjoy the various different evening receptions

So, don't miss this chance to join us for the first Information On Demand EMEA Conference – and **register soon to ensure your place** and to benefit from lower Conference fees.

We are really looking forward to seeing you in The Hague in the first week of June and we are convinced that this will be an event you will remember!

With best regards,



A handwritten signature in black ink that reads "Michelle R. Unger".

Michelle Unger
Vice President,
Information Management Software Sales
Northeast Europe
IBM



A handwritten signature in black ink that reads "Tony Rummans".

Tony Rummans
Vice President,
Information Management Software Sales
Southwest Europe
IBM

>>> CONFERENCE OVERVIEW

Act.Right.Now.

In addition to our Keynote Speakers, IBM product and industry experts and our IBM Business Partners, you will also hear from some of our customers, including:

Airbus / Allianz
 AMB Generali Informatik Services GmbH
 Bank Austria / Berliner Wasserbetriebe
 Bonnie Baker Corporation / Bouygues Telecom
 Câmara Municipal de Santa Maria da Feira
 Ceger / Citigroup
 Deutsche Sporthochschule Köln
 DIRECTV / Douglas Informatik
 Dutch Medicines Evaluation Board (CBG)
 FIDUCIA / Fresenius / Genentech
 Gjensidige / Groupe Caisse d'Epargne
 Grundfos / Hansgrohe AG / Irish Life
 LHI Leasing GmbH / Lufthansa
 Mediamarket / MHC Inc.
 Ministry of Justice, Netherlands / MMA
 Natixis / Nova Ljubljanska Banka
 Pharma Partners / Philips
 Provinzial Rheinland Versicherung AG
 Telecom Italia / The Home Depot
 UWV / Zurich Financial Services
 Zurich Insurance Company

Act on emerging business opportunities.
 Competitive threats. Changing market conditions

Right by having the Right information.
 Right context. Right process. Right controls

Now make the Right business decisions.
 Right now!

Information On Demand is a philosophy, not simply a set of technical tools and this Conference will explain what it can mean to you, if your role is:

- > **Business:** CEO/ President, CIO/ CTO, IT Executive, LOB Executive, IT Manager, LOB Manager
- > **Technical:** IT Architect, Consultant, Database Administrator, Developer, System Administrator/System Programmer

There will be four main themes running throughout the Conference:

- > **Enterprise Content Management**
- > **Data Management**
- > **Information Platform & Solutions**
- > **Business Intelligence & Performance Management (Cognos, an IBM company)**

Therefore, you can build your own agenda based on your specific interests and the industry to which you belong. Information On Demand offers a wide variety of session types - from product demos to technical skill-building sessions to programmes designed for business leaders and Business Partners.



Ambuj Goyal
 General Manager,
 IBM Information
 Management Software

Nick Donofrio
 IBM Executive
 Vice President,
 Innovation & Technology

Arvind Krishna
 Vice President,
 Data Management &
 WWIM Development

Lee Roberts
 General Manager,
 IBM Enterprise Content
 Management

Jim Welch
 Vice President,
 Information Platform
 & Solutions

Mychelle Mollot
 Vice President,
 Market Strategy,
 Cognos, an IBM company

René Carayol
 International Business
 Guru & Media
 Personality

AGENDA AT A GLANCE*

JUNE 2

Monday, 2 June

15.00 - 20.00 > Registration

JUNE 3

Tuesday, 3 June

07.00 - 20.00 > Registration
09.00 - 10.15 > General Session Conference Opening & Welcome (Ambuj Goyal, General Manager, IBM Information Management Software)
10.30 - 18.00 > Certification Testing
10.00 - 18.00 > Expo open, One-to-One Executive Meetings, Meet the Experts
10.30 - 17.50 > Break-out Sessions
10.30 - 11.20 > Featured Keynote, Enterprise Content Management (Lee Roberts, General Manager, IBM Enterprise Content Management)
11.30 - 12.20 > Featured Keynote, Data Management (Arvind Krishna, VP Data Management & WW IM Development)
13.45 - 14.35 > General Session, Innovation (Nick Donofrio, IBM Executive VP Innovation & Technology)
17.45 - 19.45 > Welcome Reception

JUNE 4

Wednesday, 4 June

07.00 - 18.00 > Registration
09.00 - 10.15 > General Session (René Carayol, International Business Guru & Media Personality)
09.00 - 18.00 > Certification Testing
10.00 - 18.00 > Expo open, One-to-One Executive Meetings, Meet the Experts
10.30 - 17.50 > Break-out Sessions
11.30 - 12.20 > Featured Keynote, Information Platform & Solutions (Jim Welch, VP Information Platform & Solutions)
13.45 - 14.35 > Featured Keynote, Business Intelligence & Performance Management (Mychelle Mollot, VP Market Strategy, Cognos, an IBM Company)
20.00 - 24.00 > Beach Party

JUNE 5

Thursday, 5 June

08.00 - 18.00 > Registration
10.00 - 18.00 > Expo open, One-to-One Executive Meetings, Meet the Experts
09.00 - 18.00 > Certification Testing
09.00 - 17.20 > Break-out Sessions
20.00 - 23.00 > Country Dinners

JUNE 6

Friday, 6 June

08.00 - 15.00 > Registration
10.00 - 14.30 > Expo open, One-to-One Executive Meetings, Meet the Experts
09.00 - 13.00 > Certification Testing
09.00 - 13.05 > Break-out Sessions
13.10 - 13.30 > Closing Keynote Session (Michelle Unger and Tony Rummins)
13.30 - 14.30 > Farewell Lunch

* Subject to Change



GROW YOUR EXPERTISE

MEET THE EXPERTS

The IOD EMEA Conference 2008 will include opportunities for you to meet with a range of product and industry experts in private, 30 minute sessions. This is a unique chance for you to learn more about the solutions portfolio of IBM and our Business Partners, and to discuss your business objectives and challenges with people who really understand how best to optimise your IT investment, today and in the future. Come to the Meet the Experts area and talk with people highly skilled in Information Management - with specific expertise in areas such as:

- > **Information Server**
- > **Web Services**
- > **Information as a Service**
- > **Information Integration**
- > **Master Data Management**
- > **Master Data Integration**
- > **IOD and SOA**
- > **Enterprise Content Management**
- > **Business Process Management**
- > **DB2 and Tools**
- > **IMS and Tools**
- > **IDS**
- > **Data Warehousing**
- > **Thought Leadership in IOD**
- > **Business Intelligence**
- > **Performance Management**

During the Conference you will have a number of options to discover and learn what IBM has to offer and to see demonstrations presented both by Customers and Business Partners. In the Meet the Experts area we want to offer you the possibility to see and discuss product features and functions and industry trends and applications directly with our experts. Meet the Experts will be located in the Expo Solution Centre and will be available during the Expo opening hours. Pre-booking is not required and meetings will be arranged on a "first come, first served" basis.

HANDS-ON LABS

Take your technical expertise to new levels of proficiency by working alongside the experts in the IOD Hands-on Labs. These instructor-led mini courses are designed to get you up to speed quickly with hands-on interaction with Information Management products.

Work through your questions with experts and learn tips, tricks and strategies to aid efficiency and effectiveness. Don't miss the opportunity offered by the Hands-on Labs to enhance your product knowledge and skills.

The Hands-on Labs will be offered during the Conference opening hours. Pre-booking is required, please register starting 14 April. Please sign up for your lab session on the ibm.com/events/software/europe/data/conf (Hands-on Lab sessions are for customers and Business Partners only).



CERTIFICATION TESTING

Take advantage of professional certification testing for Information Management while at the Conference. With nearly 200 technical sessions, the IOD EMEA Conference offers the best in technical education with lectures, Hands-on Labs and free certification.

The Conference agenda is designed to offer IT consultants, architects, developers, integrators or administrators the opportunity to meet technical experts and gain a complete picture of the Information Management product portfolio, while building or enhancing deep technical skills in their areas of interest.

Certification Testing will take place on the ground floor at the following testing hours:
(ending time listing is the LAST SEATING time)

>Tuesday, 3 June	10.30 - 17.00
>Wednesday, 4 June	09.00 - 17.00
>Thursday, 5 June	09.00 - 17.00
>Friday, 6 June	09.00 - 13.00

Pre-booking is not required and certification will be arranged on a "first come, first served" basis.

The first three software examinations will be offered free of charge, with additional examinations charged at €30 each. However, please note that Lotus examinations will cost €50.

USABILITY SANDBOX

Gain insight into the future of the industry while providing IBM with valuable feedback on product usability and the functionality most important to you. Usability experts will lead a variety of interactive events, including test-driving prototypes, small-group design reviews and feedback sessions, and opportunities to vote on user requirements and priorities.

Topics will include general issues plus glimpses of early code for new products currently in development. These hands-on, test-drive opportunities will include products for Enterprise Content Management, Data Management, Information Platform & Solutions and Business Intelligence & Performance Management. Experts in all these areas will be able to talk to you about what's coming soon and how your ideas and concerns can help to shape IBM direction. Activities will run throughout the length of the Conference, and many of them will be repeated when there is high interest in a topic or test-drive experience. When you sign up to attend the Usability Sandbox you're sure to find several activities and topics that will pique your interest. You'll find good company and a welcome atmosphere to share your ideas, your challenges, and your wishes for future product enhancements.

The Usability Sandbox will be located in the Expo Solution Centre and will be open during the Expo opening hours.

BOOKSTORE

Want to read more about Information on Demand? Then please come to the bookstore which features the most important Information on Demand publications. The bookstore is located at the main entrance of the World Forum Convention Center. Various authors will be available to sign your purchased copy. More information on the book signings will be posted on the Conference website.



ONE-TO-ONE EXECUTIVE MEETINGS

The IOD EMEA Conference 2008 offers a unique opportunity for you to meet with IBM executives. This will enable you to gain greater insight from the leaders of IBM regarding Information On Demand and our Information Management strategy and products, and will provide you with the chance for detailed discussions on how we can help address your company's specific objectives and challenges.

> This is your chance to meet our executives - request a One-to-One meeting at the Executive Meeting Centre

INFORMATION MANAGEMENT SOFTWARE GROUP

- Ambuj Goyal** > General Manager Information Management Software
- Tony Rummans** > VP Information Management Software Sales Southwest Europe
- Michelle Unger** > VP Information Management Software Sales Northeast Europe
- Andrew Warzecha** > VP IM Strategy, Strategy & Planning Marketing Manager
- Bob Picciano** > VP WW Sales, Information Management
- Dan Wardman** > VP Information Management Mainframe Software & SVL Site Executive
- Debbie Landers** > VP Worldwide Client Support, Information Management Software
- Mark Easton** > VP WW Industry Solution Sales
- Mohamad Ali** > VP Business Development & Strategy
- Nancy Pearson** > VP WW Information Management Marketing
- Robert D. Thomas** > VP Business Development
- Christopher Wong** > VP Marketing and IT Operations, ISV and Developer Relations
- Robin Verbeet** > Sales Director EMEA, Software Information Segment
- Nancy Toda** > Director WW Channels and SMB Marketing
- David Brazier** > Senior Marketing Executive, Global Industry Solutions

ENTERPRISE CONTENT MANAGEMENT

ECM

- Lee Roberts** > General Manager, Enterprise Content Management
- Ken Bisconti** > VP ECM Software Products and Strategy
- Martyn Christian** > VP Marketing, Enterprise Content Management
- Ron Ercanbrack** > VP Enterprise Content Management WW Sales & Services
- Carl Kessler** > VP WW Development, Content Management
- Chas Kunkelmann** > SMB and WW Channel, Content Management
- Craig Rhinehart** > Director, EMC Compliance and Discovery Product Marketing
- Dan Whelan** > CTO Enterprise Content Management
- Dave Caldeira** > Product Marketing, Portfolio Manager
- Feri Clayton** > Director ECM Development Portfolio and Product Management

DATA MANAGEMENT

DM

- Arvind Krishna** > VP Data Management & WW IM Development
- Alyse Passarelli** > VP WW Data Management Sales, IBM Information Management
- Inhi Cho** > VP Data Management Marketing
- Jerry Keesee** > Director Development IDS
- Sal Vella** > VP Development DB2 LUW

INFORMATION PLATFORM & SOLUTIONS

IP&S

- Jim Welch** > VP Information Platform & Solutions
- Kevin Painter** > VP WW Sales Information Platform & Solutions
- Paraic Sweeney** > VP Product Management, Information Platform & Solutions
- Tom Inman** > VP Market Management, Information Platform & Solutions
- Maria Winans** > VP Information Marketing
- Michael Curry** > Director Product Strategy & Measurement
- Tim Paydos** > Director Master Data Management & Information Solutions
- Damon Wild** > Sales Leader Information Server Platform & Solutions Nordics & CEMAAS

BUSINESS INTELLIGENCE & PERFORMANCE MANAGEMENT

BI&PM

- Mychelle Mollot** > VP Market Strategy, Cognos, an IBM company



Take advantage of this great opportunity to meet with executives by submitting a meeting request through your IBM representative.

See the meeting time schedule and further information at:

ibm.com/software/uk/data/conf/1to1_meetings.html



FEATURED INFORMATION MANAGEMENT SEGMENTS

HOW ENTERPRISE CONTENT MANAGEMENT MAKES INFORMATION ON DEMAND WORK FOR YOU

> Helping companies make better decisions, faster

IBM Enterprise Content Management executives will discuss how ECM solutions help people make better decisions, faster – based on accurate information and processes.

The ECM product vision and strategy will also be discussed, giving you insights into leveraging your current investments as you grow your business, gain competitive advantage and realise the full potential of your ECM solution.

ECM supports the IBM Information on Demand initiative by integrating with various key technologies, such as Information Infrastructure, Business Intelligence and Performance Management, along with leading servers and storage.

IBM is the clear market leader and the **ONLY** vendor that can provide customers with everything they need to unlock the business value of information for business optimisation.

IBM Enterprise Content Management delivers a broad set of mission-critical solutions that help solve today's most difficult business challenges, including: managing unstructured content, optimising business processes and helping satisfy complex compliance requirements through an integrated information infrastructure.

HOW DATA MANAGEMENT MAKES INFORMATION ON DEMAND WORK FOR YOU

> Lowering the cost and accelerating the use of enterprise data

IBM Data Management executives will discuss the innovative new data management platforms that IBM is bringing to market, which help customers optimise their information to gain business advantage whilst ensuring that the data does not take up space without adding business value.

The experiences of several European customers who are using IBM data management platforms to ensure immediate access to information about their customers and competitors to gain a measurable business advantage will be reviewed.

The critical issue that will be addressed is the need to make sense of massive volumes of information and to be able to access that information on demand – whenever it is needed – to ensure smarter competitive decisions.



HOW INFORMATION PLATFORM & SOLUTIONS MAKES INFORMATION ON DEMAND WORK FOR YOU

> Accelerating the delivery of trusted information

IBM Information Platform & Solutions executives will explain how IP&S is at the heart of Information On Demand, and delivers on its promise of simplifying information integration and cleansing for business information.

IBM Information Server is the industry's most powerful and robust integration platform, for delivering information that our clients can trust. It extracts, cleanses and normalises information, accelerating access to information and making information easy to use for applications, people and processes across the enterprise.

IBM Master Information Server provides the industry's most complete and robust set of capabilities for defining and synchronising critical master information, whether for product, partner, customer or location, and for providing this information as a service to drive business operations and insight. IBM Master Information Server drives master data to real-time operations and scales readily from tactical to strategic enterprise initiatives.

By coupling Information Server and Master Information Server with the extensive, industry-specific expertise of IBM, we can place this information in a business context, and deliver solutions to our clients' business problems. IBM Industry Models & Accelerators are built on proven tools and methodologies, together with our extensive industry expertise, and therefore are designed to help our clients get off to a fast start.

HOW BUSINESS INTELLIGENCE & PERFORMANCE MANAGEMENT MAKES INFORMATION ON DEMAND WORK FOR YOU

> Enabling you to plan, understand & manage performance

Business Intelligence and Financial Performance Management are top priorities for CIOs and CFOs respectively. Today's companies demand solutions that provide a single, trusted view of their business to drive real-time strategic and operational intelligence to a wide range of internal and external users.

With the acquisition of Cognos, IBM now delivers a complete business intelligence and financial performance management platform, on an open-standards-based service oriented architecture (SOA). This performance management system provides a common understanding and enables accountable actions based on answers to your performance management questions, allowing you to:

- > See how you can measure and monitor performance with scorecards and dashboards that track your key metrics
- > Learn how reporting and analysis lets you see data, gain context, understand trends, and spot anomalies
- > Understand how planning, budgeting and forecasting allow you to set and share a reliable view of the future.

Attend the Business Intelligence and Performance Management break-out sessions enabling you to maximise the value of your information; optimise your management processes; deliver trusted information in real-time and achieve higher performance across the enterprise.



KEYNOTE *SPEAKER PROFILES*

IBM INFORMATION ON DEMAND KEYNOTE SPEAKERS



Ambuj Goyal

Ambuj Goyal

> General Manager, Information Management Software – IBM Software Group

Ambuj Goyal has been General Manager of Information Management Software at IBM since August 2005. In this position, he has spearheaded the division's growth by placing a strong focus on information as a strategic asset. His previous roles include General Manager, Workplace, Portal, and Collaboration Software (WPLC); General Manager, Solutions and Strategy for IBM Software Group; Chief Technology Officer, Application & Integration Middleware Division, and executive roles within T.J. Watson Research Center, where he was responsible for setting IBM's long-term research direction in computer sciences, as well as ensuring that the best emerging technologies contribute to IBM's services offerings and software products. Dr. Goyal is the author of over 25 articles in various fields. He was elected an IEEE Fellow for his contributions to the theory and practice of highly dependable systems, and elected an ACM Fellow in recognition of outstanding technical and professional achievements in the field of information technology.



Nick Donofrio

Nick Donofrio

> IBM Executive Vice President, Innovation and Technology

Nick Donofrio is a champion for innovation across IBM and its global ecosystem and is the leader of IBM's global technology strategy. He also is vice chairman of the IBM International Foundation. Mr. Donofrio's responsibilities include IBM Research, Governmental Programs, Quality, Corporate Community Relations, as well as Environmental Health and Product Safety. Also reporting to Mr. Donofrio are the senior executives responsible for IBM's enterprise on demand transformation, as well as IBM's initiatives for open industry standards and intellectual property. In addition to his strategic business mission, Mr. Donofrio leads the development and retention of IBM's technical population and strives to enrich that community with a diversity of culture and thought.



René Carayol

René Carayol

> International Business Guru and Media Personality

René is an internationally renowned business guru and media personality. He is the bestselling author of the influential *Corporate Voodoo* and *My Voodoo* books, a frequent voice on radio, and a regular fixture on leading news programmes. He has chaired and addressed conferences across the world in every business sector and has conducted onstage interviews with people such as Bill Clinton, Mikhail Gorbachev and Sir Richard Branson. René's messages are practical and presented with electrifying effect. He both shakes up and inspires his audiences, showing them what lies within their grasp. He has acquired a reputation for being able to deliver seemingly complex theories and strategies in a straightforward and compelling manner. His specialist areas are Business Transformation, Inspired leadership and Culture. Having served as an Executive Director and Non-Executive Director on blue chip boards, René has the credentials to implement the change that he espouses.

IBM INFORMATION ON DEMAND EMEA CONFERENCE 2008 - HOSTS



Michelle Unger

Michelle Unger

> Vice President, Information Management Sales – IBM Northeast Europe

Since August 2005, Michelle has been responsible for IBM Information Management Software Sales for Northeast Europe. Prior to Michelle's present assignment, she was Director of EMEA Sales and Marketing for a midsize Global Trade Management software and outsourcing company called Vastera. Vastera is now part of the JPMorgan Chase Group. Prior to joining Vastera, Michelle spent 10 years with IBM in the US in a variety of sales and sales management positions. Michelle spent most of this time working in the Insurance Industry sector in both hardware and software sales positions.



Tony Rummans

Tony Rummans

> Vice President, Information Management Software Sales – IBM Southwest Europe

Since February 2007, Tony has been responsible for IBM Information Management Software Sales for Southwest Europe. Prior to Tony's present assignment, he was responsible for Worldwide Business Development in the Information Management Division of IBM's Software Group. His responsibilities included working with ISVs, systems integrators, non-IBM hardware partners and other channel partners to jointly provide information management solutions for customers using IBM Information Management products and solutions. His team also had business development responsibility for Information Management solutions for emerging growth areas such as Linux.





KEYNOTE *SPEAKER PROFILES*

ENTERPRISE CONTENT MANAGEMENT



Lee Roberts

Lee Roberts

> General Manager, Enterprise Content Management, IBM Software Group

A 20-year veteran of IBM, Lee Roberts is the general manager of IBM's Enterprise Content Management (ECM) business - one of the fastest growing operations within the company's Software Group. As the senior executive for the segment, Lee is responsible for setting the product, sales and marketing strategy for the organisation and for developing the customer base and Business Partner relationships. Lee re-joined IBM last year as part of the company's acquisition of FileNet Corp., a leading provider of ECM solutions where he was chairman and chief executive officer. During his 10 years at FileNet, Lee led the company's transformation from an innovative document management supplier to one of the industry's top ECM providers. Under his leadership, FileNet swiftly expanded its customer base and market presence while developing and delivering an integrated ECM platform that set the standard for the industry. His many contributions included the globalisation of FileNet's sales, marketing and support organisations to expand the company's present in more than 92 countries.

DATA MANAGEMENT



Dr. Arvind Krishna

Dr. Arvind Krishna

> Vice President, Data Management & WW IM Development, IBM Software Group

Arvind is responsible for the development, delivery, sales, and ecosystem of the data management segment. Prior to his current position, Arvind was the vice president for technical and business strategy for IBM Software Group. His organisation was responsible for key software standards, industry alliances, and nurturing key emerging technologies. Arvind has been the vice president of provisioning and security development for Tivoli Software within IBM's Software Group and was responsible for setting the technical strategy for IBM's security/identity middleware, provisioning and orchestration middleware and delivering the products in support of the strategy. Arvind joined IBM in 1990, and since then has held executive, product management and technical research positions. He has been active on the editorial boards and program committees of several IEEE and ACM technical journals and conferences.

INFORMATION PLATFORM & SOLUTIONS



Jim Welch

Jim Welch

> Vice President, Information Platform & Solutions, IBM Software Group

Jim is responsible for all aspects of the \$500+ million business segment's strategy and growth including business development, product, services, and go to market strategies for the IPS Portfolio. Prior to this role, Jim served as Vice President of Worldwide Product Development for IBM Information Integration Solutions and was responsible for the company's software development and product management functions for the entire product portfolio. For the past 20 years, Jim's career has focused on addressing the business and IT challenges of improving productivity, efficiency, competitiveness, and customer centricity by integrating systems, processes, partners, and people. Jim joined IBM via the acquisition of Ascential Software where he served as Vice President of product operations. At Ascential, he oversaw the entire product lifecycle including strategy, planning, and development and he played a key role in defining and executing on Ascential's Enterprise Data Integration vision.

BUSINESS INTELLIGENCE & PERFORMANCE MANAGEMENT



Mychelle Mollot

Mychelle Mollot

> Vice President, Market Strategy, Cognos, an IBM company

Mychelle is responsible for market strategy, PR, corporate positioning and industry analyst relations at Cognos. Drawing from her multi-faceted experience in the information technology industry, she has been instrumental in driving the Cognos go-to-market strategies, informing solution positioning and spearheading marketplace campaigns. Mychelle has been with Cognos for 19 years. She has held a variety of technical and marketing positions, including vice president, BI Product Marketing.



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BREAK-OUT SESSIONS

Conference delegates will be able to review the content of the break-out sessions and enrol in sessions from April 14, 2008. Therefore, early in April, please go to the Conference website for links to the session enrolment tool: ibm.com/software/europe/data/conf

Note: These sessions are subject to change.

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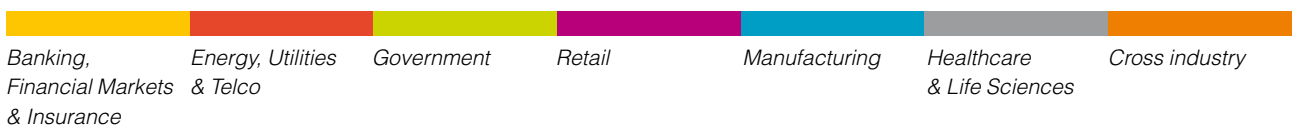
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Business



Technical



Banking,
Financial Markets
& Insurance

Energy, Utilities
& Telco

Government

Retail

Manufacturing

Healthcare
& Life Sciences

Cross industry

Data
Management



Enterprise
Content
Management



Information
Platform
& Solutions



BI & Performance
Management



> > > BUSINESS LEADERSHIP

BANKING, FINANCIAL MARKETS & INSURANCE

IBM	<p>> IBM</p> <p>> How a Financial Institution Gained Business Advantage from AML Investments</p> <p>This session will explore how a major European financial institution used IBM technology to understand more about clients before granting loans or processing payments, reduce the time and cost of compliance efforts, and gain business advantage from anti-money laundering (AML) investments. The solution enhanced the existing transaction monitoring system to enable the bank to accurately evaluate name variations across more than 60 countries. We recovered 100% of AML initiative through innovative service; reduced number of false positives and negatives by 75%; reduced watch list checks from 8-12 hours to less than 15 minutes.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Fraud, Risk & Compliance in European and Global Banks</p> <p>Now more than ever, astute financial institution leaders are looking at ways to mitigate risks in addition to complying with ever-increasing regulatory requirements. This session will explore how several banks across Europe and North America have leveraged various IBM Information Platform & Solutions to meet their regulatory and risk management objectives while achieving incremental business value as well. Topics will include meeting MiFID regulations, mitigating reputation and brand risk, fighting money laundering, payments fraud, mortgage loan fraud, credit card fraud and even insider fraud.</p>	Level Introductory
BUSINESS PARTNER	<p>> FIDUCIA IT AG</p> <p>> Face the New Challenges in CRM with Business Intelligence</p> <p>The challenges within the financial services sector have enforced changes within the customer relationship management strategy. One key factor to meet the new requirements is an optimised and complete support of all related processes by IT. This presentation will provide you an insight how FIDUCIA IT AG, one of the leading IT full-service providers in Germany with expertise in banking and commerce, developed a standardised and integrated BI-Solution based on IBM's DB2 and Cognos 8 BI as part of a complete support system within the sales processes for more than 800 banks (Volks- und Raiffeisenbanken, as well as private banks).</p>	Not Applicable
CUSTOMER	<p>> Citigroup</p> <p>> Citigroup's IBM FileNet BPM Solution for EMEA</p> <p>IBM FileNet application solutions are developed and operated centrally for the whole of Citigroup's EMEA region by Citigroup Markets and Banking Technology Germany. A range of Global Consumer Group, Corporate & Investment Bank and Wealth Management businesses use IBM FileNet services. Citigroup Frankfurt develops application solutions based on the IBM FileNet platform with a team that offers the following services: business process analysis, IT project management, software development/implementation and application operation. The IBM FileNet platform is centrally operated in the Frankfurt Datacenter. Having a central solution allows easy and cost efficient Enterprise Application Integration (EAI). The System is used by 5000 users in 30 business units.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Customer Care for Banking & Financial Markets</p> <p>Hear a case study of one of the world's leading financial institutions and its enterprise customer data integration initiative. Learn the successes, the challenges and the business imperative of achieving an enterprise customer view from leaders in customer data integration (CDI).</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Enterprise Customer View: Lessons Learned in Insurance</p> <p>We lead a discussion of the business benefits and practical lessons learned by leading banking and financial market organisations in obtaining and leveraging an enterprise view of customers. We will dig into case studies and great examples of insurance organisations that are leveraging a view of customers to drive business value.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Getting Started with Data Governance</p> <p>Data governance is a quality control discipline for adding new rigor and discipline to the process of managing, using, improving and protecting organisational information. Effective Data governance can enhance the quality, availability and integrity of a company's data by fostering cross-organisational collaboration and structured policy-making.</p> <p>It balances factional silos with organisational interest, directly impacting risks, revenue, costs, and performance.</p> <p>The IBM Data Governance Council Maturity Model is a breakthrough initiative designed with input from a council of 55 organisations to build consistency and quality control in governance through proven business technologies, collaborative methods and best practices.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Threat & Fraud Intelligence Solutions for Insurance & Health Plans</p> <p>Learn how IBM Threat & Fraud Intelligence Solutions for Insurance can provide insurance companies with a powerful tool to uncover and combat claims fraud. Using the most comprehensive technology to manage complex and deep analytics, combined with the industry's most advanced privacy protections, IBM provides insurers a single anti-fraud repository that can help companies identify claims fraud before the claim is paid.</p>	Level Introductory

IBM	<ul style="list-style-type: none"> > IBM > Executive Panel: Customer Centricity in Financial Services <p>A panel of top financial services industry experts and customers will discuss the problems and solutions in the industry around customer centricity.</p>	Level Introductory
CUSTOMER	<ul style="list-style-type: none"> > Natixis > How to integrate content and process management to existing applications <p>This presentation demonstrates the strategic choices that Natixis, a major French bank, has made to integrate IBM FileNet Content & Process into his corporate infrastructure, and how this solution allows deploying ECM across the different departments of the enterprise with technical and functional coherence. Natixis approach introduces a "corporate content and process model and toolkit", intended to reconcile the user requirements for content management applications integrated in his day-to-day environment, and the governing needs for enterprise consistency (content model, retention schedule, validation processes). The speaker will present how the solution was implemented, the benefits of the approach and lessons learned.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Leveraging Thunderhead NOW within IBM's Insurance Application Architecture <p>Communicating effectively with your customers means more than simply sending out monthly statements. Today's insurance companies need to deliver information on demand directly to customers as well as through broker and call centre communications. They also need to make use of an ever-increasing array of delivery channels, including print, email, the Web and even SMS messaging and RSS feeds. In this session, we will discuss best practices for creating, maintaining and delivering critical customer communications across product silos and brands and for incorporating the customer's preferred delivery channel and language requirements.</p>	Level Intermediate
CUSTOMER	<ul style="list-style-type: none"> > Nova Ljubljanska Banka > Nova Ljubljanska Banka - eArchive: ECM project <p>Nova Ljubljanska Banka (NLB) is Slovenia's largest bank with a dominant market share of around 30% which provides a wide range of Banking and Financial services through NLB Group that comprises 63 members, active in 16 countries/18 markets. Implementing an ECM infrastructure provided new services for the end users and improved services providing better, faster and complete value through most product offerings of NLB. In addition to improving business, the solution is also compliant with archiving regulations. As such, it also met our "NLB eArchive" customer objective.</p>	Not Applicable
CUSTOMER	<ul style="list-style-type: none"> > AMB Generali Informatik Services GmbH > SOA enables ECM at AMB Generali Informatik Services <p>AMB Generali is amongst Europe's largest insurance companies. The session sheds a light on how ECM with IBM products helps servicing their clients, following SOA-oriented methods.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Solutions for Financial Industry Leaders to Meet their Information Needs <p>This session looks at how leveraging IBM warehousing solutions can cut costs, increase efficiencies and transform information for competitive advantage. It will discuss customer success stories and will focus on how these companies have put IBM data warehousing solutions to work to deliver the right information to the right people at the right time across their business, resulting in increased profitability, improved competitive positioning, and reduced costs. Together, the presenters will demonstrate how the vision of a consistent, actionable, and universal view of your business can become a reality.</p>	Level Introductory
CUSTOMER	<ul style="list-style-type: none"> > Zurich Insurance Company > Successful ECM in Zurich Insurance <p>This session discusses the implementation of an IBM FileNet P8 ECM solution within the Group Reinsurance (GRe) Department of Zurich Financial Services. GRe at Corporate Centre is responsible for the analysis of the Group's insurance portfolio exposure, setup of relevant reinsurance contracts and the handling of related transactions. In this session, we will cover the key challenges we faced and overcome in delivering this project: designing the document classification scheme and ensuring metadata consistency; integrating with other transactional enterprise systems without requiring programming; implementing a solution on a shared services platform; and winning the buy-in of a team of highly skilled professionals.</p>	Not Applicable
IBM	<ul style="list-style-type: none"> > Cognos, an IBM company > IBM Cognos Insurance Solutions <p>Enterprise Performance Management has become strategically important for both Property & General Insurance Companies and Life Insurance firms. Learn how IBM and Cognos capabilities offer insurance companies a means to address business needs. Discover how to create timely, accurate, and consistent planning, analysis, reporting and monitoring capable of empowering senior management and line of business owners to meet market demands. This session will address solutions that enable you to make your most important insurance business decisions, with special focus on Solvency II; market competitiveness; operational efficiencies; customer care and insight; and enterprise financial planning.</p>	COGNOS Level Introductory
IBM	<ul style="list-style-type: none"> > Cognos, an IBM company > Maximum Profit at Maximum Speed: Banking Solutions <p>In order to remain competitive, the banking industry faces the challenge of leveraging data quickly enough to keep up with market changes. Issues such as maximising the profitability of each customer, recognising external regulatory requirements and collecting customer data assets are driving a new integrated approach to data. This session examines the IBM Cognos BI solution: combining best practices in data warehousing, performance management solutions, and template-based applications to not only meet these challenges, but reduce time to deployment and speed ROI. Real-life examples will illustrate how this approach can be achieved.</p>	COGNOS Level Introductory

ENERGY, UTILITIES & TELCO


BUSINESS PARTNER	<p>> McLaren Software</p> <p>> Asset Documentation Integrity - Compliance & Operational Effectiveness</p> <p>How can ECM applications assist Owner Operators balance the increasing commercial and regulatory pressures of operating an energy producing or processing plant against the backdrop of falling number of engineers in the labour market? Asset documentation integrity and the management of the business processes that govern its creation, review, approval and distribution are key to both operational efficiency and providing compliance evidence to regulators in order to maintain operating licenses. Enterprise Engineer is an award winning application taking advantage of the business process and document management capabilities of IBM FileNet P8 to provide an industry best practice application to manage all forms of asset documentation.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Journey to Information On Demand</p> <p>With mergers & acquisitions, we are moving toward converged service offerings where on demand, near-real-time access to converged customer/product data will be the most important weapon against competition. Managing today's data requires a warehousing solution that can grow, manage multiple data types and can enable multiple users and applications real-time access. This session provides the basics of information on demand and customer success stories to leverage the data warehouse to optimise business performance.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> The Benefits of Enterprise ECM Adoption for Telecom Providers</p> <p>This panel discussion will feature telecommunication providers who have adopted an enterprise strategy for deploying content and business process management. Participants will explain their reasons for pursuing an enterprise strategy, as opposed to implementing point solutions, describe the projects and applications that were implemented first, and discuss the benefits they obtained. If time permits, participants may also discuss their future ECM plans.</p>	Level Introductory

GOVERNMENT

CUSTOMER	<p>> Ministry of Justice</p> <p>> DigiJustDolt</p> <p>One key factor for a successful ECM implementation is user acceptance. To ensure acceptance users were invited to participate as early as possible. This resulted in a specific user and process centric interface for IBM FileNet.</p> <p>Our conclusion: implementing IBM FileNet is not an ICT project; it is a process of organisational change, whereby ICT act as an enabler. In our presentation we will explain the Process Flower Concept and how it is implemented in the context of several processes within the Ministry of Justice. This will be supported by a DigiJust walkthrough, the IBM FileNet project implementation at the Ministry of Justice in The Netherlands.</p>	Not Applicable
BUSINESS PARTNER	<p>> GoPro</p> <p>> Improve Service, Transparency and Efficiency with SOA Based Case Management</p> <p>GoPro and IBM have teamed to develop a standard Case and Document management solution for public sector. The solution is based on the industry leading Enterprise Content and Business Process Management platform, IBM FileNet P8, and the award winning Case and Document Management from GoPro. This powerful ready-to-use solution helps public sector organisations improve overall productivity and efficiency as well as to improve customer services. This is ensured by enabling: Streamlining processes through intelligent support of human workflow and process automation, Improving collaboration, Eliminating re-entering of data, Improving transparency, to name just a few. Selected customer cases will be used to illustrate realised benefits.</p>	Level Not Applicable
IBM	<p>> IBM</p> <p>> SOA Success with DB2 pureXML at the New York State Tax Department</p> <p>The New York (NYE) State Department of Taxation and Finance collects and tracks all types of state taxes. Every year, the agency processes 11 million personal income tax returns, 1.3 million corporate tax returns, and 2 million sales and highway use tax filings. With traditional paper-driven processes increasing costs and slowing response times, the NYE State Department of Taxation and Finance sought to modernise its tax filing system by leveraging DB2 pureXML capabilities within a service oriented architecture (SOA). Learn how this approach helped them reduce time and labour needed to update tax policies and forms, reduce data management costs, and streamline online filing.</p>	Level Introductory
CUSTOMER	<p>> Camera Municipal de Santa Maria ad Feira</p> <p>> The Building Permit Processes at Local Public Administration</p> <p>How IBM FileNet Platform can be helpful on the Building Permit Processes at the Local/Regional Public Administration.</p>	Level Not Applicable
IBM	<p>> IBM</p> <p>> The Client-Centric Social Services organisation</p> <p>Social services and social security organisations provide benefits to protect the vulnerable in society and to those entitled to receive benefits. The goal is to provide benefits to the right recipient, for the right amount, in the right time and for the right purpose. Social sector organisations have found this goal difficult to achieve for two reasons: fraud and high-risk cases that consume a disproportionately large share of program costs. Learn how the IBM Threat Risk and Compliance for Government Solution can help put the client at the centre of the organisation's service delivery providing caseworkers with a complete picture of the client to direct program benefits only to eligible recipients.</p>	Level Introductory

IBM	<p>> IBM > Threat & Fraud Intelligence for Law Enforcement & Government Agencies This session will focus on the IBM Threat and Fraud Intelligence Solution for Law Enforcement agencies, which delivers the most comprehensive real time analytic capability for global lead identification, relationship detection and cross departmental and agency intelligence sharing. These unique capabilities allow Law Enforcement to recognise not only the potential threat, but also all of the subsequent relationships that may signify criminal networks, insiders, or terrorist cells.</p>	Level Introductory
CUSTOMER	<p>> UJV > WORKING towards E-working One of the major goals of the massive UJV transformation (downsizing personnel from 25.000 to less than 10.000) is the introduction of e-work (including most of the client-communication) using IBM FileNet P8.</p>	Not Applicable

RETAIL

IBM	<p>> IBM > Unified Product Content Management for a Major European Retailer Product content is core to retailer's business. Unfortunately, most often than not, this content (both structured and unstructured) is scattered throughout the organisation with no single source of the truth. IBM's Unified Product Content Management solution can help you synchronise disparate content silos while streamlining key processes around New Product Introduction (NPI) and publishing to e-commerce sites. Hear a top European retailer describe their efforts to build unified product content management.</p>	Not Applicable
IBM	<p>> IBM > Accelerating Sales Reporting at DOUGLAS HOLDING using DB2 9 pureXML DOUGLAS HOLDING is a specialty retailer of perfumes, fashion accessories and cosmetics, with more than 1.800 shops in Europe and the US, and 3B Euros posted sales in 2006/2007. They needed to streamline the consolidation of cash register receipts to improve sales reporting. To that end, DOUGLAS deployed an optimised operational data storage solution based on DB2 9 pureXML that acts as a bridge between the cash register systems and various downstream systems and data warehouses. As a result, they achieved improved reporting capabilities and accuracy of information, encouraged time and cost savings, and automated manual processes. This session will present their experiences and the benefits of this approach for mass data processing.</p>	Level Introductory
IBM	<p>> IBM > A Vision for Dynamic Warehousing: Steps to Success This case study demonstrates how a major U.S. department store retailer, is successfully moving toward dynamic warehousing to grow the business and serve customers better. By implementing integrated embedded analytics with InfoSphere Warehouse, this customer is boosting the business value of their information warehouse. This presentation explores the business and technical challenges of the initiative, describes the innovative embedded data mining and analytical dashboard elements of the solution, highlights the lessons learned, and discusses the customer's vision for the value of dynamic warehousing in their business.</p>	Level Introductory
IBM	<p>> IBM > Single View of Customer: Improving Loyalty and Acquisition Many retailers have undertaken bold initiatives to become customer-centric and at the core of those initiatives is the need to obtain a single view of the customer and the resultant need for deeper customer insight. Customer insight with actionable data can drive customer loyalty, higher profits and better acquisition.</p>	Level Introductory
IBM	<p>> IBM > Flexible Dynamic Warehousing Solution Rises to the Challenge A leading retailer worked with IBM to implement a Dynamic Warehousing solution. The challenge was to devise a robust warehousing solution that supported one of their core applications, a strategic program developed to manage and analyse their own "Selling Campaigns" and resulting sales. Hear how this customer is now able to access and analyse, in real-time, the facts and trends related to their sales and marketing campaigns.</p>	Level Intermediate
IBM	<p>> Cognos, an IBM company > IBM Cognos Retail Solution Among leading retailers, Retail Performance Management is a real source of competitive advantage and key driver of profitability. In this session find out how retailers are using IBM Cognos Retail Performance Management solutions to improve the planning process, streamline operations, and improve the customer experience. You will specifically learn how to:</p> <ul style="list-style-type: none"> • Align everyone around understood revenue and profit goals • Empower your operations to effectively manage performance • Understand and respond to customer demand • Gain visibility into key financial metrics 	 Level Introductory

MANUFACTURING

IBM	<p>> Mangrove > E-Mail Archiving for Compliance Mangrove AG implemented an e-mail archiving solution for compliance reasons with Common Store, Content Manager and email Search. This session shows the project approach and the benefits of the solution.</p>	Level Intermediate
IBM	<p>> Cognos, an IBM company > IBM Cognos Solutions in Supply Chain Manufacturing For manufacturers worldwide, today's business climate is increasingly complex and competitive. In this session we'll look at how manufacturing companies are responding with IBM Cognos Supply Chain Performance Management solutions. We will discuss and share best practices for:</p> <ul style="list-style-type: none"> • Consolidating data from sales, inventory, purchasing, and production systems to improve production planning, scheduling, and delivery • Using scorecards and dashboards to gain immediate insight into key operational metrics • Seeing the big picture by integrating revenue, demand, promotion, supply, and production plans for a complete view of all the factors that affect supply chain performance. 	COGNOS Level Introductory

HEALTHCARE & LIFE SCIENCES

CUSTOMER	<p>> Genentech > Best Practices in Planning with IBM Cognos In this session you will learn how a leading Biotech company leverages the IBM Cognos suite to streamline its planning processes across the entire enterprise. You will further learn about the close collaboration between Cognos and Genentech. Further, Genentech will discuss how it leveraged the pre-defined solutions from the Cognos Innovation Center to automate the complex Clinical Trials processes.</p>	COGNOS Level Introductory
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CROSS-INDUSTRY

IBM	<p>> IBM > The High-Stakes World of Threat, Fraud & Risk Terrorist attacks, money laundering, criminal fraud, regulatory-compliance fines – from military and homeland security agencies to domestic social services and global financial services institutions, today's business leaders find themselves at a crossroads. They are stuck between challenges that are increasingly difficult to detect and traditional information management approaches that limit their ability to identify and respond to these attacks. Join industry experts for a look at the next-generation information management techniques to detect and prevent threat and fraud, while minimizing risk and maximising compliance.</p>	Level Introductory
IBM	<p>> IBM > Uniquely Identify and Track Products they are moved through the Supply Chain Enterprises in many industries have recognised the value of being able to uniquely identify and track products they are moved through the supply chain. The retail industry has many opportunities for operational efficiencies given the capability to track product and securely share that information with trading partners. The WebSphere RFID Information Centre solution offers retailers that capability and can be utilised to address use cases such as expiration management, inventory control and promotions tracking to name a few. Come learn about a specific customer deployment where WebSphere RFID Information Centre helped improve overall supply chain operations and generate business value.</p>	Level Introductory
IBM	<p>> IBM > Maximising the Business Value of Master Data with IBM InfoSphere MDM Server In this session, you will explore the three fundamental requirements for a successful Master Data Management (MDM) strategy:</p> <ul style="list-style-type: none"> • The ability to manage more and more data domains over time, as well as the relationships among those domains, including customers, products, accounts, locations and others; • The ability to support usage requirements for different applications; • The ability to deploy a strategic solution through multiple phased deliverables to demonstrate ROI early in the project. 	Level Introductory
IBM	<p>> IBM > IBM Customer Care Solutions: Enabling the Customer-Centric Enterprise Today's intensifying customer-care challenges mandate a fresh approach to managing customer information. Join IBM solutions experts as they show you how your organisation can become a customer-centric enterprise with an active and dynamic customer-care solution that allows you to improve customer loyalty and service by providing information in real time. If you are contending with missed sales opportunities, poor service across sales channels, underperforming marketing campaigns, lack of business insight on high-value customers and next-generation offerings, long integration times after mergers and acquisitions, or privacy violations, you cannot afford to miss this session!</p>	Level Introductory
IBM	<p>> IBM > Information Agenda – Why Now? The lack of trusted information – information that is accurate, timely and relevant – is on the minds of executives around the world. The cost and complexity of managing increasing volumes of data and content, combined with the need to provide trusted information to every user for every transaction, is driving organisations to rethink their approach to information delivery. What's required is a paradigm shift from siloed information fiefdoms to the design and deployment of an enterprise-wide information infrastructure. Organisations now have access to a new, strategy, planning & implementation approach for turning trusted information from a vision into a reality: the information agenda.</p>	Level Introductory

IBM	<p>> IBM</p> <p>> A Case for Data Profiling</p> <p>No business can realise its full potential without ensuring they have high-quality information available to make critical business decisions. Organisations who are serious about improving the quality of their data are turning more to a rigorous, repeatable process for analysing the quality of their data and taking steps to not only improve the quality of that data, but to protect that quality going forward. This effort involves understanding where the data quality issues exist, but also the root cause of the issues and which issues cause enough "business pain" to make them worthwhile to fix. This session will highlight this process and show how you can use "Data Profiling" to help ensure your business reaches its full potential.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Data Governance Trends and Directions</p> <p>This session will help attendees understand hot data governance trends and the future direction of IBM's Data Governance Strategy. Four areas will be covered: top data governance trends across industries, key customer pain points, steps required to address pains and what lies ahead for IBM Data Governance. Attendees will come away with an understanding of why it makes sense to focus on Data Governance from a business, organisational, operational and tactical perspective. Some examples of the customer pain points to be covered include: data quality, data retention, data security, data privacy and auditing.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> How Real-Time Data Led to Better Customer Service and Competitive Advantage</p> <p>Real-time data can speed up your business, but ultimately it leads to better customer service. The criteria for designing and streamlining business processes should therefore be based on a thorough understanding of business and customer needs. These processes should then be supported by technology capable of responding to customer demands in a timely manner. A DataMirror customer describes how client-focused operations not only increased business agility and productivity, but also helped them obtain competitive advantage in the marketplace.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> How To Take A Big Bite Out Of the Cost Of Compliance - A Case Study</p> <p>Many companies have realised significant savings by implementing IBM or other imaging solutions to solve key business issues. But organisations continue to store paper and pay for expensive storage space and labour while bearing the high risks of trying to manage records in a paper environment. In today's litigious and regulatory environment, the cost, risk and dynamics of using paper have risen while software, electronic storage have decreased. This case study shows how one organisation will utilise IBM compliance products and other ECM offering to achieve an estimated \$11 Million ROI in one year while improving worker productivity by eliminating paper. The study identifies the costs, risk mitigation and process improvement opportunism.</p>	Level I Introductory
IBM	<p>> IBM</p> <p>> Information On Demand for ECM Customers</p> <p>How can ECM customers take advantage of IBM's broader Information On Demand capabilities to get more value out of their ECM investments? You'll learn more about IBM's IOD strategy and capabilities for unlocking the business value of your information. We'll discuss how to leverage your ECM infrastructure to support BI, Data Warehousing, Master Data Management, Risk & Compliance Management, and other initiatives.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Information Server Blade: Powerful, Low Cost Appliance for Data Integration</p> <p>One of the most elusive challenges facing organisations today is how to run their business based on a single, integrated view of their critical enterprise data. The good news is that tools exist today to solve this most pressing of all enterprise information problems. The IBM Information Server Blade offering can help organisations process large volumes of data, with a significantly lower cost of ownership, to derive more value from the complex, heterogeneous information spread across their systems. In this session we will explain how the IBM Information Server Blade offering makes it easier to deploy information integration solutions while not compromising on the ability to add capacity in a «plug and play» fashion.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Information Solutions: Turning Information into a Strategic Asset</p> <p>Are you struggling with improving customer care, fighting threat and fraud, managing risk and compliance initiatives, or optimising products and services? In today's changing business environment, most organisations find their data fragmented across applications. IBM Information Platform & Solutions is delivering market-leading solutions to our customers, allowing them to effectively use their information assets to achieve new levels of business innovation. Join us to learn how IBM is working with customers around the world to gain control of their information and truly turn it into a strategic asset.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Innovations to Transform Your Business</p> <p>Witness real world customer examples where IBM data server innovations empowering you deliver the vision of information on demand. SaaS places unique demands on the data centre. You expect 365x7 operation, great performance no matter what, and you expect an information supermarket. No matter where any information you need is instantly available, as you want it. What's exciting about the next generation of SaaS applications is the end user is in control. Building their own applications and sharing with other users. Mashing up data sources from anywhere to provide new value. Attend this session to see how leading companies are meeting the challenge head on and leveraging IBM data server innovations to differentiate and win in the marketplace.</p>	Level Advanced
IBM	<p>> IBM</p> <p>> Organising a Complex Business by ECM (Not Process)</p> <p>In a business where the ability to manage complexity in an agile way is key, knowledge is the main factor of success - not the process. A seemingly conventional document management system can become a true and business critical knowledge management system. We combined a structured and firm-wide integrated document administration with flexibility in searching and editing living documents. Our knowledge workers develop complex and highly individualised solutions now with a highly user oriented functionality as well as a high-performant technology across integrated systems - based on IBM FileNet P8 and CENIT EWORKS.</p>	Not Applicable
IBM	<p>> IBM</p> <p>> Product & Service Optimisation - The Information Challenge</p> <p>This session will introduce IBM Product & Service Optimisation solutions and how one of our most influential customers has been able to accelerate new product introduction processes, maximise multi-channel investments, facilitate e-commerce initiatives, ensure visibility across the supply chain, and improve interactions with suppliers, vendors and trading partners.</p>	Level Introductory

BUSINESS PARTNER	<p>> Data-Consulting GmbH > Sailing towards success with Informix Dynamic Server As the leading manufacturer of sailcloth, Dimension-Polyant had grown significantly over the last few years, so they needed to improve their ERP Solution. They teamed with the IBM Business Partners enJin and Data Consulting to implement Data Consulting's ERP and logistics solution, dataFLEX. With the new solution Dimension-Polyant was able to reduce their data transaction times by 70%. Due to the experience that they have had with Data Consulting, IBM, Informix Dynamic Server and enJin, Dimension-Polyant is looking to a successful migration to IDS 11 by the end of this year.</p>	Level Introductory
IBM	<p>> IBM > Switch to DB2 for SAP without any effort - Use the SAP UNICODE Window The way to UNICODE is THE major driver for IT Infrastructure projects for SAP customers in the next 2 years. As all new SAP installations will require Unicode and customers must upgrade, this Unicode Strategy will affect the SAP installation base in many ways. The UNICODE upgrade however gives the customers a unique opportunity to switch the database system without risk and additional effort. The session will introduce in the DB2 optimisation for the heterogeneous system copy and UNICODE migrations. The audience will understand the tight teamwork of SAP and IBM to optimise DB2 – also in the area of DB2 migrations.</p>	Level Intermediate
IBM	<p>> IBM > Take control of spiralling costs of Data Management The demands upon IT are growing while budgets stagnate challenging Managers to do much more with less. Learn how IBM can help you slash costs and do more with IBM Data Servers. This session provides real world customer examples of how customers are saving 30% to 50 % or more by taking advantage of IBM data server innovations. Cost saving innovations covered include: Deep integration with SAP - saving customers up to 30%; DB2 pureXML - simplifying development of SOA applications with transactional performance; Deep Compression with DB2 - saving you up to 80%. No Copy Analytics with InfoSphere Warehouse - slash costs while improving performance ; Managing hundreds of servers with a handful of DBAs? It's possible with IDS.</p>	Level Intermediate
IBM	<p>> IBM > Top 10 Reasons It Has Never Been Better To Migrate To DB2 This session will highlight ten essential reasons why there is technical and business benefit in migrating existing applications to DB2, and how this can be done at lower cost than ever before. This session will cover technical advantages, ROI, support and a number of business strategy factors that make DB2 the most compelling choice. The talk will also include historical reflections, going back to E.F Codd's initial innovations in database theory, the advent of System R, the emergence of industrial products and open source systems by IBM and others. As well, we'll discuss future market trends in the database industry related to market position and business value in adopting DB2 for existing applications.</p>	Level Intermediate
IBM	<p>> IBM > WebSphere Product Centre - A Customer Story Customers around the world are using WebSphere Product Centre to maximise business value. This session will provide an overview of one of our most valued customer's Master Data Management (MDM) & Product Information Management (PIM) strategies and how WebSphere Product Centre is helping them accomplish their business objectives.</p>	Level Introductory
IBM	<p>> IBM > What's In a Name: What Do Names Really Mean Around the World? In mission critical situations – fraud, financial compliance, security, intelligence, law enforcement – every name counts. Names are much more than just strings of characters. Names contain critical information such as titles, gender, marital status, and more. Because names vary from culture to culture, it has long been difficult to create a single method of automatically processing them. Learn how advanced global name recognition can help your organisation combat threat and fraud, and strengthen your customer relationships.</p>	Level Introductory
IBM	<p>> Cognos, an IBM company > Expense Planning, Workforce and Strategic Control with IBM Cognos Blueprint Find out how IBM Cognos Blueprints can jump-start your strategic planning initiatives. This session provides a detailed review of proven practices and reporting techniques to provide a holistic view of your organisation that links financial planning with operational planning. Learn how the Workforce Resource Management Blueprint enables front-line managers to align staffing and scheduling with business drivers. See how the Expense Planning and Control Blueprint uses projections planning systems and actual history to drive the expense planning processes. Hear how the Strategic Financial Planning and Forecasting Blueprint help align strategic and financial objectives to synchronise and coordinate operational plans across the enterprise.</p>	COGNOS Level Introductory
IBM	<p>> Cognos, an IBM company > Making Financial Performance Management Real The finance department is under intense pressure to both improve key internal controls surrounding financial management process and drive performance improvement. Financial Performance Management is the thoughtful application of consolidation, planning, score carding, and reporting and analysis technology to bring about a transformation to a more dynamic, auditable, and effective financial management nervous system that touches every part of the modern enterprise. Learn more about the state of the art systems, benefits, and tips for getting started.</p>	COGNOS Level Introductory

> > > HANDS-ON LAB

ENTERPRISE CONTENT MANAGEMENT

IBM	<p>> IBM</p> <p>> Accelerate your organisation with IBM FileNet Business Process Manager</p> <p>In this hands-on lab, you will learn how to accelerate deployment of a total business solution in your organisation with IBM FileNet Business Process Manager. Using the IBM FileNet Connector for Microsoft® Visio®, IBM FileNet eForms, Business Process Framework, and core IBM FileNet Business Process Management, you will see first-hand how these tools extend the powerful capabilities of the BPM Suite by enabling you to rapidly implement essential business processes and robust user-interfaces that are key to your solution.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Automating Document Classification in IBM FileNet P8</p> <p>In this lab we will play and experiment with classification technology, and then we'll make it work for us to meet conventional enterprise content management needs. Using the IBM Classification Module with IBM FileNet P8, we'll see how classification is harnessed to automate and assist the user in scenarios such as document classification during content ingestion, and content filtering.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Bring IBM FileNet P8 ECM to Microsoft Office Sharepoint</p> <p>This lab shows how an Enterprise Content Management infrastructure can add the management discipline demanded by the enterprise to departmental SharePoint deployments using IBM FileNet connectors for Sharepoint, version 2.2. Collaboration tools like IBM Quickr and Microsoft SharePoint allow teams to create their own team sites in order to increase group productivity for many document-based activities. If the teams' output includes critical business information assets, an ECM backbone is required to ensure proper content management and compliance with corporate and governance requirements.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Exploring P8 with WorkplaceXT</p> <p>In this lab we will get familiar and experiment with IBM FileNet Workplace XT in a P8 content management environment. You will be able to get a feel for the new environment, play with drag and drop, entry templates, search templates, basic workflows, and compound documents.</p>	Level I Intermediate
IBM	<p>> IBM</p> <p>> Using WEBi to Explore IBM CMOD and Content Manager</p> <p>You will get hands on experience exploring IBM Content Manager OnDemand and IBM Content Manager using WEBi. Come, get a feel for this cool WEB 2.0 client - a new highly interactive, functionally rich thin client application.</p>	Level Intermediate

DATA MANAGEMENT


IBM	<p>> IBM</p> <p>> Improve Productivity with DB2 LUW Tools - Hands on Overview of the IBM DB2</p> <p>Tools for Database administration, recovery, compliance, and performance tuning are critical to maintaining a healthy system, controlling total cost of ownership, and preparing for the future success of your enterprise. IBM offers a comprehensive set of tools designed to help you take advantage of the features of DB2 for LUW. This session will take you through the DB2 LUW Tools portfolio and explain how you can exploit these offering to support your on demand business. Come try these tools for yourself to find out how you can protect your DB2 investment and lower your total cost of ownership.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> IBM Data Studio & pureQuery Fundamentals</p> <p>IBM Data Studio is a comprehensive suite of data management tools that will simplify the design, development, deployment and management of your enterprise data, databases and database applications. With IBM Data Studio you can speed application design, development, and deployment while increasing data access efficiency and performance. This tutorial will consist of several labs and introduce the audience to Data Studio pureQuery and Web services as well as other Data Studio features. During the tutorial participants will create and deploy a Web service for a simple application, develop Java application using inline and annotated interface methods of pureQuery, and become familiar with the database explorer and integrated query editor.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> The All New DB2 9.5</p> <p>DB2 9.5 is the latest release of DB2 for Linux, UNIX, Windows. There are many new exciting features for performance, security, scalability, application development, ease of management and availability. This seminar will go into great detail on many of the new features in DB2 9.5 and DB2 9 taking you from the high level value of the feature right down to the implementation details including syntax, best practices, and potential pitfalls you should watch out for. Topics covered will include pure XML storage, Compression, Workload Manager, Table Partitioning, Self Tuning Memory Manager, Automatic Storage, Label Based Access Control, Autonomics and more.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Data Governance Solutions - Databases, Tools and the Optim Suite</p> <p>Confused by the increasing number of government regulations, privacy acts and auditing requirements? See how IBM Data Governance Solutions and Tools can help you take control. Gain hands on experience with database security, archiving, data masking, test database generation and data encryption. Understand IBM database tools and the suite of IBM Optim solutions.</p>	Level Intermediate

IBM	<ul style="list-style-type: none"> > IBM > Unleash the Power of DB2 Monitoring using IBM Tivoli Enterprise Portal <p>The IBM Tivoli Enterprise Portal (TEP) is the strategic user interface of the IBM Tivoli Monitoring platform for cross system monitoring. Its powerful framework allows a wide variety of customisation and provides autonomic functions with its Take Action capability. IBM Tivoli OMEGAMON XE for DB2 Performance Expert on z/OS is one of the monitoring products available through that interface. The hands-on lab will provide the audience with an opportunity to see how TEP provides access to DB2 on z/OS monitoring data and to gain expertise of its superior techniques allowing quick action on issues affecting the health of DB2. Else the customisation and notification techniques of TEP will be exercised by the students.</p>	Level Advanced
IBM	<ul style="list-style-type: none"> > IBM > Data Modelling with Rational Data Architect <p>Data modeling is the engineering discipline for data professionals. Data modelers understand business needs and define data structures that best satisfy those needs with a series of transitions using logical and physical data models. This hands-on lab teaches you how to successfully model data for your DB2® data server and Informix® DS using IBM Rational® Data Architect as the design tool. The lab teaches specifics about physical data models for DB2® and includes design for an XML/relational hybrid database.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Introduction to DB2 pureXML 9.5 <p>Want to know how to manage XML data with DB2? Want to try it out with expert guidance? Want to learn the new pureXML-related features introduced in DB2 9.5? Join this hands-on lab which focuses on the basics of DB2 pureXML and giving an overview of how to store XML data and how to query it from SQL and XQuery. Experts from the development team will be on hand to answer all the questions you might have.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Using DB2 Optimisation Expert for z/OS Lab <p>Targeting both DBAs and application developers, DB2 Optimisation Expert for z/OS is a SQL tuning tool suite with tightly integrated tuning advisors and advanced tuning tools to address both individual SQL statements and SQL workloads. Tuning advisors provide statistics, indexing, and query-rewrite recommendations, while advanced tuning tools like query annotation, access plan graph, query report, and visual plan hint facilitate deep SQL performance analyses when needed.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Cheetah2 - The Safari Continues <p>This Hands-On Lab will highlight the key new functionality which is part of Cheetah 2. Learn about the extensions to the IDS 11 features, particularly with the Multi-node active clusters for high availability (MACH 11).</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Using DB2 Recovery Expert for z/OS to manage DB2 recoveries <p>This session will teach the procedures for using DB2 Recovery Expert for z/OS to manage the recovery of DB2 for z/OS objects in a data sharing and non-data sharing environment. DB2 Recovery Expert for z/OS is an easy-to-use, automated recover</p>	Level Intermediate

INFORMATION PLATFORM & SOLUTIONS


IBM	<ul style="list-style-type: none"> > IBM > Information Server FastTrack Hands-On Lab <p>This Lab will showcase the Information Server FastTrack functionality by simulating an end to end enterprise integration scenario. We will start with business terminology, look at analysis results from Information Analyser and create a source to target mapping specification in Information Server FastTrack. We will associate business rules with the mappings and will show the power of automated relationship discovery. We will then generate DataStage jobs from the specifications on the press of a button. We will also look at the reports that can be generated for communication with the business.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > IBM Global Name Recognition Hands-On Lab <p>Despite many remarkable advances made in other areas of business automation, automated processing and matching of personal names in databases has languished for decades without significant advances. The purpose of this Lab Course is to highlight the issues, requirements, and the technologies IBM offers for automated advanced name recognition. Learn about Global Name Scoring and Global Name Reference Encyclopaedia through interactive demonstrations provided by sales and engineering experts.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > WebSphere RFID Information Centre Hands-On Lab <p>In this Hands-On-Lab experts from the WebSphere RFID Information Centre team will demonstrate product capabilities and features of this industry leading solution that manages serialised data for visibility of product movement across the total supply chain. The standards-based Electronic Product Code Information Services (EPCIS) environment will be demonstrated along with security, reporting, alerting and specific use cases such as shipment verification and electronic pedigree.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > MDM Server Development Hands-on Lab <p>BM InfoSphere Master Data Management Server (MDM Server) is the world class master data management platform providing multi-form MDM for holistic MDM solutions solving critical business problems. This is a hands-on workshop that provides participants with a sandbox environment to get started with MDM Server Development. Using Rational Application Developer you will learn how to invoke MDM business services through the web service interface for SOA deployments. In addition, you will learn how to develop for the RMI XML Interface. For both interfaces, we show how to do that for some crucial business services such as creating a customer. Basic Java programming skills and knowledge how to use Eclipse-based IDE are mandatory.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Deploying an Information Service w/ IBM Information Server <p>This session will provide a set of hands-on exercises for deploying an information service from heterogeneous sources using IBM Information Server. The lab will show how integration logic can be designed visually and deployed easily as a Web service. Once deployed, this service will be integrated into a business process in WebSphere Process Server, leveraging the IBM Industry Models. The same service will then be reused in a WebSphere Portal implementation, using WebSphere Portlet Factory.</p>	Level Intermediate


BI & PERFORMANCE MANAGEMENT

IBM	<ul style="list-style-type: none"> > Cognos, an IBM company > The Performance Management Workshop <p>The Workshop is a 3 hour, hands-on experience targeted at executives and decision-makers. It will parachute you into executive roles of a fictitious company. Using information from the company's Performance Management initiative, you will make revenue growth decisions and prioritise resource allocations against those decisions. A program will take those decisions and run a simulated business cycle to provide operational and financial outcomes for the decisions made, allowing you to see the results of your decisions on the business. This session will allow you to test your decision-making savvy.</p>		Level Introductory
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> > > TECHNICAL SKILL BUILDING


DATA SERVERS - DB2 FOR LINUX, UNIX & WINDOWS


CUSTOMER	<ul style="list-style-type: none"> > MetLife > MetLife's Fruitful Prototype:DB2 9 on "Autopilot" <p>At MetLife we set up a DB2 9 lab as "all-automatic" to pilot a cost savings strategy to keep DBA costs level while supporting a 20% growth in databases. We set all maintenance, memory, CPU, monitoring "on autopilot" on p595 hardware which itself uses virtual CPU and I/O. Based on our experiences we built a plan to deploy the most successful elements to our 600+ UDB instances on 200+ p595 VPARs with 100+TB of data. The presentation illustrates results and best practice recommendations gleaned from the experiment with charts and examples of levels of success through each phase of support automation.</p>		Level Intermediate
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IBM	<ul style="list-style-type: none"> > IBM > Configuring and tuning DB2 LUW for SAP Systems <p>This session explains the main factors that influence DB2 LUW performance in SAP environments. The first part explains the DB2 database layout which is used for SAP Netweaver based systems and provides layout recommendations that affect database performance. The second part presents the most important performance tuning areas. Among other topics, it explains the sizing of DB2 memory sets for SAP systems. It also covers the use of the new Self Tuning Memory Manager which is available with DB2 9. The last part presents the SAP DB2 Cockpit which is SAP's Graphical User Interface to configure, monitor, and tune DB2 LUW.</p>		Level Advanced
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IBM	<ul style="list-style-type: none"> > IBM > solidDB Overview and Integration with DB2/IDS <p>IBM recently acquired Solid Information Technology, the leading provider of solidDB In-Memory RDBMS. This session will cover the key capabilities of IBM solidDB - micro-second response time, high transaction throughput, and instant failover - and how those capabilities address the real-time requirements for data access in telecommunications, financial services, retail and e-commerce markets. This session will also cover how the upcoming integration of IBM solidDB and DB2 / IDS complements the existing IBM Data Server offering, expanding its reach to real-time event processing and extreme transaction processing.</p>		Level Intermediate
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IBM	<ul style="list-style-type: none"> > IBM > DB2 9.5 Performance Update <p>With DB2 9.5 there are many new capabilities with performance implications. This presentation will talk about the latest DB2 performance measurements, explain the performance implications of new features and provide initial best practices.</p>		Level Introductory
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IBM	<ul style="list-style-type: none"> > IBM > High-End OLTP Systems on DB2 HADR - Real Life Experiences <p>We have many SAP ERP Systems running on DB2 HADR and we will present our experiences and best practice to assist others seeking to implement this important DB2 option. We will present implementation examples with associated throughput and availability data to illustrate how HADR can be used in large OLTP environments. The largest DB2 database discussed in this session is nearing 10 TB in size.</p>		Level Intermediate
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IBM	<ul style="list-style-type: none"> > IBM > DB2 Data Server 9.5 Technology Overview <p>DB2 9.5 extends its innovative abilities as a hybrid data server and cost savings of deep compression to enable rapid use of data, staying ahead of threats, and extracting the full value of XML data in operational processes. It delivers: Improved performance for high priority workloads; Shortened developer timelines with enhanced XML features; Shortened time to recover; Enhancements to server and give compliance to safeguard your data server; Reduced administration with advances in performance, manageability, and installation and more... The discussion will a technology overview of DB2 9.5 on Linux, UNIX, and Windows.</p>		Level Introductory
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IBM	<ul style="list-style-type: none"> > IBM > DB2 9.5 Ease of Use - Feature you need to know about <p>DB2 9.5 has a myriad of features which allow you to make your job easier. This session will discuss many of the Ease of Use features of DB2 9.5 which will allow you to be more productive and spend less time doing the day to day activities.</p>		Level Intermediate
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IBM	<ul style="list-style-type: none"> > IBM > DB2 Availability Features and Functionality <p>In depth view of the DB2 high availability features and functionality. Focussed discussion on the Integrated HA feature of DB2 9.5 and how to use it. What does this mean for customers already using a cluster manager? Where will DB2 be taking this?</p>		Level Intermediate
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IBM	<ul style="list-style-type: none"> > IBM > Bad things happen to good people, minimise the pain on the DBA <p>Discuss how to minimise the effects of both planned and unplanned outages. What can be done to minimise any outage and what strategies are recommended to ensure the system is up and running again as soon as possible.</p>		Level Intermediate
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IBM	<p>> IBM</p> <p>> Data Encryption: An Introduction to Protecting Your Data</p> <p>When people talk about data encryption, there is a different terminology from regular day-to-day database administration. This session will discuss the various encryption algorithms, the differences between asymmetric and symmetric keys, and the different types of encryption available for a database. At the conclusion of this session you will understand how encryption works, the advantages and disadvantages of column level and file level data encryption within a database and what solutions are provided for a DB2 environment.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Performing a DB2 Check-Up</p> <p>The session will examine what information is available in DB2 and the system to analyse your DB2 "system" to ensure it is working well. It will introduce a methodology for capturing and analysing this information that will help companies ensure a more consistent analysis of the data by introducing automated mechanisms.</p>	Not Applicable
IBM	<p>> IBM</p> <p>> DB2 SQL 9.5: The Good, the Bad, and the Ugly</p> <p>DB2 9.5 introduces a host of new SQL features for the developer. These features can help to improve your productivity, create new applications, and drive you mad at the same time. Come to this session to learn about all the new SQL in DB2 9.5 and how you can exploit it in your applications.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Compression in DB2 9.5 - Or How to Squish My Data!</p> <p>Most people take it for granted that compressing your data is a good thing. But - did you know that it can help you in many other ways? This session will explore the data compression feature in DB2 9/9.5, from the implementation to its usage. In addition, this session will help you estimate the compression potential for your database and help you justify the feature for more than just the space savings. Come to this session to find out how to take advantage of DB2 Compression on the distributed platform.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> DB2 pureXML Overview & Roadmap</p> <p>pureXML™ differentiates DB2® in online transaction processing (OLTP), Operational Data Store (ODS), and Data Warehouse usages, and adds major values in new innovative independent software vendor (ISV) applications. In this session, we will present the DB2 pureXML technical vision, give an overview of the current features, and then lay out the way ahead.</p>	Level Introductory
CUSTOMER	<p>> MHC Inc.</p> <p>> Experiences with the DB2 Design Advisor</p> <p>The Design Advisor supports automatic design for indexes, MDCs, MQTs and partitioning. This presentation shows how the Design Advisor should be a valuable part of every DBAs toolkit. The presenter will share his experience with the Design Advisor at several customer locations that include OLTP and data warehousing applications. This presentation includes experiences with the latest enhancements to the Design Advisor.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> DB2 9.5 Migration Tips and Tricks - Don't Let the Snake Bite You!</p> <p>Are you responsible for migrating your database to DB2 9.5, commonly known as Viper 2? Planning your migration can be much easier if you understand things not commonly mentioned. Are you looking for details about what will change when you migrate? Do you know what will not change when you migrate? What new features will be implemented when you create a new database? Come learn about often overlooked but very important tips and tricks to understand before migrating. Don't let the "Migration Snake" bite you.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> DB2 9 & DB2 9.5 Recovery Enhancements - Routes to Happiness!</p> <p>DB2 9 and DB2 9.5 introduced new options for BACKUP, RESTORE, ROLLFORWARD and RECOVER. Do you know how to reduce disk space required to make data copies to recover a database and use only a subset of table space backups? Are you familiar with TO END OF BACKUP option to restore a backup that does not require any other log files? Can you configure the DB2 database manager to automatically delete backup images, load copy images, and old log files that are no longer needed for recovery? Can you implement the new Data Partitioning Feature enhancements to simplify your recovery procedures? Do you know about these and the other new DB2 9 and DB2 9.5 Recovery Enhancements? Attend this presentation and learn the Routes to Recovery Happiness!</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> DB2 9.5: What's New in Workload Management</p> <p>This session provides an overview of the new Workload Manager feature contained in DB2 9.5 for Linux, UNIX, and Windows. The DB2 Workload Manager is the next generation of workload management for DB2 for LUW and introduces a significant evolution in the capabilities available to database administrators for controlling and monitoring executing work within DB2. You will learn about these advanced workload management capabilities and see how they can be used to explicitly allocate CPU priority, detect and prevent "run away" queries, and to closely monitor database activity in a number of different ways. You will also learn about the primary differences between Workload Manager and Query Patroller as well as how they interact in DB2 9.5.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Sprinting on auto-pilot - how to optimise your application with DB2</p> <p>Learn from a DB2 ISV performance specialist, how DB2 optimises our partners' application to achieve the best performance with DB2, with only a little effort. We will cover how to quickly get the low hanging performance fruit for both ISV and home grown ISV applications. You'll come out of this special with new tricks and tips on how to consistently achieve high database performance without a lot of sweat.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Integrating IBM FileNet with DB2 LUW</p> <p>This session will discuss the tuning of DB2 to run IBM FileNet in an optimal manner. An in depth analysis of the IBM FileNet workload will be presented. A closer look at what are the critical SQL statement being executed by the IBM FileNet application will be presented.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> SQL on Fire</p> <p>In his most popular best practices talk Serge will cover numerous topics such as how to best pivot tables, recursion, merge, move rows, ... etc.</p>	Level Advanced

IBM	<ul style="list-style-type: none"> > IBM > Optimise Migration to DB2 for SAP and UNICODE <p>The way to UNICODE is THE major driver for IT Infrastructure projects for SAP customers in the next 2 years. As all new SAP installations will require Unicode and customers must upgrade, this Unicode Strategy will affect the SAP installation base in many ways. The UNICODE upgrade however gives the customers an unique opportunity to switch the database system without risk and additional effort. The session will introduce in the DB2 optimisation for the heterogeneous system copy and UNICODE migrations. The audience will understand the tight teamwork of SAP and IBM to optimise DB2 – also in the area of DB2 migrations.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Customer Experience: Using IBM DB2 Performance Expert for LUW <p>DB2 PE for LUW is a tool that simplifies performance management and tuning of your DB2 databases and applications. In this session, learn how you can use Performance Expert to identify and resolved performance issues before they affect users, and discover how to manage the performance of your DB2 environment proactively to get the most of your DB2 investment. Key features include online monitoring, historical monitoring and analysis, trend analysis and prediction, threshold exception notification, SQL heavy-hitter identification and deadlock and locking conflict identification. For DPF environments, partition support is available to detect problem partitions and skews early. Learn from a real life customer example and case study.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Customer Experience: DB2 Change Management Expert for LUW <p>This session explains problems and solutions that arise when implementing changes to a database and then pushing those changes from development to production. Learn how DB2 Change Management Expert for Linux, UNIX and Windows can be leveraged to increase productivity and reduce errors. Learn from a customer example and case study.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Top Ten Best Practices for DB2 LUW <p>The combination of skill availability, increasingly complex technology options as well as increased business demand for a greater return on investment have pushed many IT engineering teams to either design or adopt know best practices. Our experience with the Balanced Warehouse and with engineering teams who have designed their own best practices has shown that the up front investment in defining the best practices they follow have reduced the overall number of skill resources needed, provided greater overall availability, and greater performance around their investment. Working closely with partners and field teams the DB2 development team has defined a set of best practices around warehouse, OLTP, and SAP deployments.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Who's really using your database? Keeping DB2 safe from information theft <p>With the increasing number of data breaches severely damaging companies' reputations its critical that DBAs can quickly identify the who / what / where / when and how people can using your database. DB2's audit and role enhancements will help you quickly answer these questions and keep your CIO employed. Come learn more about how you can keep DB2 secure.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Access Control, Encryption and Auditing Best Practices in DB2 <p>There is no simple solution for efforts to meet compliance requirements. But access control, encryption and auditing are essential components of any attempt to meet such requirements. Access control and auditing become particularly challenging in three-tier environments when end-user identities must be used. For encryption, key management is what makes or breaks a successful implementation. Finally, improving integration and easing security management are of paramount importance to any successful implementation of access control, auditing, and encryption. In this presentation, we will present new capabilities introduced in DB2 9.5 that give you better ways to address these aspects when implementing access control, auditing and encryption.</p>	Level Advanced

DATA SERVER - IDS

BUSINESS PARTNER	<ul style="list-style-type: none"> > Oninit > Advanced SPL <p>Often an under utilised toolset, SPL can be extremely useful. Making client-server applications faster, and all applications easier to maintain. This paper will discuss the how's and why's of SPL including the use of C-based UDRs and datablades.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Combining the real-time features of Solid in-memory db with IDS <p>Many applications require the speed of an in-memory database and at the same time require the ability to manage large volumes of data. Learn about the integration of Solid and Informix with an emphasis on use in the Telco industry.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Fun and Games: OGame Data Management in 3D Worlds with IDS <p>Online Games and 3D worlds such as MMOGs and virtual worlds are some of the most complex systems making high demands on infrastructure. Understanding the infrastructure and key performance parameters in this industry is a crucial pre-requisite to optimising game play data. This session will give you an overview of the 3D worlds infrastructure and how IDS as an IBM data server provides the necessary capabilities and value proposition for the unique data management requirements for this industry.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > IBM Informix Roadmap and Futures <p>2007 was the year of the 'Cheetah,' and 2008 brings 'Cheetah 2.' We will provide an overview of the latest technology coming this year in IDS, and an outlook to the future. Learn how the new IBM acquisitions and other IBM solutions are working with IDS and get the latest buzz about Cheetah 2.</p>	Level Intermediate

IBM	<ul style="list-style-type: none"> > IBM > IDS Administration Made Easy <p>This presentation will introduce improvements in the Informix Database Servers administration infrastructure. Showing the DBA how they can leverage new and existing tools to improve their TCO. A demo of the new Graphical Administration highlighting the major components eel for this cool WEB 2.0 client - a new highly interactive, functionally rich thin client application.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > IDS 'Cheetah 2' Advanced Features for High Availability and Workload Distribution <p>Learn about the new 'Cheetah 2' features that will provide even more capabilities for high availability. Learn how all transactions can automatically be distributed across your entire IDS grid to improve performance and optimise hardware utilization. Find out why IDS is the simple, low cost alternative to Oracle RAC, with true global availability built into the server.</p>	Level Intermediate
CUSTOMER	<ul style="list-style-type: none"> > International Informix Users Group > IIUG @ IBM IOD Europe <p>The International Informix Users Group is the only world wide user group for Informix Users and with over 20,000 users works closely with IBM Information Management division to shape the future of the Informix Product Line.</p>	Not Applicable
IBM	<ul style="list-style-type: none"> > IBM > Informix MACH-11 Real Life Configuration and Fail-Over Demonstration <p>IDS 11 database server will be installed in Linux environment and HDR, RSS, SDS and CLR secondary servers will be configured. Functionality of fail-over will be demonstrated by using of all new secondary servers. Every secondary will be changed to primary step-by-step when old primary crashes. Only CLR remains and propagation of data changes on every primary will be demonstrated. Simple Informix-4GL application will be used to demonstrate access to all servers. VMWare and RedHat Advanced Server will be used for this real life demonstration.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Securing Your Data With IDS <p>There is no doubt that information security, especially that of your database, is of ever increasing importance. Just pick up a newspaper or turn on the news and you'll hear about how yet another large company or organisation has put thousands or millions of their constituents' private information at risk - and paid the penalties including loss of confidence. Learn what you should know when planning for database security - and how the platform choices you make can impact your decisions in the months and years ahead. The protection capabilities built into IBM Informix IDS will be discussed, and why database administrators on IT staffs worldwide recommend IBM Informix Dynamic Server as the right database choice.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Technically deep dive into version 11 Features <p>Overview of the new IDS 11.X features from the technical perspective. This will review many of the new features in IDS 11 product family from a technical view point, along with providing some short demos of the future.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > The IDS Appliance <p>Many customers already embed IDS deep into their applications, and running IDS as an appliance is the next logical step in the virtualisation process. Find out the latest on this initiative, and how you can plug IDS into your next project.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > TopTips learned from Performance PMRs <p>Using real world experience of Performance PMRs, this talk will focus on lessons learned from those to help customers solving Performance Problems more easy.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Understanding the New and Sparsely Documented onstat Options <p>This presentation will focus on onstat options that are new to the IBM Informix releases along with options which are not explained in terms DBA can easily understand . Also we will focus on how a DBA can use these onstat outputs to diagnose problems, especially performance problems.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > What's New in Informix Application Development <p>A look at new application development features in IDS Cheetah and Cheetah 2, and how to exploit them.</p>	Level Intermediate

DB2 FOR z/OS & TOOLS DM

CUSTOMER	<ul style="list-style-type: none"> > UBS AG > Hunting and Eliminating Obsolete Indexes at UBS AG. <p>The purpose of this presentation is to show and explain what has been performed with a taskforce at UBS AG, in order to detect and eliminate redundant, duplicate and obsolete indexes in a huge DB2 for z/OS production environment and what are the early wins as well as the constant benefits of such an action.</p>	Level Intermediate
BUSINESS PARTNER	<ul style="list-style-type: none"> > SAP > Why SAP on DB2 for z/OS <p>SAP offers a comprehensive range of solutions to empower many aspects of business operations. SAP solutions play a critical role in almost all functional business areas. Due to its crucial impact, SAP needs the appropriate computing infrastructure that will provide for the secure, highly available and high-performing environment. System z™ with its flagship component DB2® Version 9.1 for z/OS® provides the reference value as the host for SAP solutions. This presentation explains why DB2 quality-of-service characteristics are important for SAP, describes SAP/IBM technical cooperation in enhancing DB2 technology to meet SAP requirements, and explains major competitive advantages if the SAP database server runs on DB2 for z/OS.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > DB2 Utilities Best Practices <p>This presentation will give you an overview of utility related best practices that are recommended from the lab. Recommendations will be given for DB2 V8 and V9.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Faster Fetch and Insert - Multiple Row Processing <p>With this SQL enhancement, a single FETCH can be used to retrieve multiple rows of data, and an INSERT can insert one or more rows into a table. This reduces the number of times that the application and database must switch control, as well as reducing the number of network trips required for multiple fetch or insert operations for distributed requests. For some applications, this can help performance dramatically. This presentation is about this new DB2® UDB for z/OS® Version 8 function, highlights the performance advantages of this new function and discusses the implementation issues for customers who wish to take advantage of MRF or MRI.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Unicode, CCSIDs, and DB2 <p>All character data stored in DB2 has either an implicit or explicit CCSID associated with it. This presentation will cover the basic concepts of Unicode, CCSIDs and codepages and how DB2 uses these concepts to maintain data integrity.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > The What, Why, and How of DB2 9 for z/OS Universal Table Spaces <p>DB2 9 for z/OS adds a new type of table space, the Universal Table Space (UTS). This presentation includes a description of the various forms of a UTS and how they compare to other types of table spaces, why and where you would want to use them, and how to define a UTS.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Whom do you Trust? DB2 9 for z/OS can help: Trusted Context and Roles <p>DB2 9 for z/OS adds some significant security functionality to address key customer requests such as providing better access control from application servers, removing object dependency from users, and auditing of ADM/DBADM users. This session contains detail information about these new functions and suggestions on where they could apply in your environment.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > IBM Data Governance Software for z/Series <p>For almost all organisations data serving on z/OS, Regulatory Compliance and in particular Data Governance has become a significant challenge. Come and learn how IBM can provide you with a comprehensive set of solutions that can help you navigate the confusing landscape of Compliance and Governance.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Auditing Your DB2 Data to Ensure STRONG Compliance <p>A persistent requirement for most Data Governance and Regulatory compliance initiatives, auditing can present DB2 customers with significant operational challenges. Various options and considerations for auditing on DB2 for z/OS will be discussed.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > System Tuning for DB2 for z/OS Based on DB2 Statistics Trace <p>This presentation will introduce and discuss DB2 for z/OS V8 system performance monitoring and tuning issues and recommendations.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Ten Common Usage Patterns of pureXML for DB2 z/OS Applications <p>This presentation provides a quick overview of pureXML in DB2 9 for z/OS and then focuses on ten common usage patterns for application development in various scenarios, covering receiving documents, generating web pages, consuming web services, and producing reports on XML data, etc. For each usage pattern, it gives a concrete scenario example, considerations, and possible solutions and alternatives if any.</p>	Level Intermediate

IBM	<ul style="list-style-type: none"> > IBM > Ten Essential DBA Tasks for DB2 9 for z/OS pureXML <p>This presentation provides a brief overview of pureXML in DB2 9 for z/OS, and then focusses on ten essential tasks a DB2 system programmer and database administrator would need to perform for pureXML data in a database, covering configuration, XML schema registration, indexes, load/unload, backup and recovery, and performance monitoring, etc. It shows that managing XML data is a natural extension of managing other existing data.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > DB2 for z/OS High Availability Update <p>This presentation will start with a review of recent availability enhancements provided in the maintenance stream that you should be aware of and exploit. The main focus, however, is a complete overview of the availability improvements in DB2 9 for z/OS.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > DB2 for z/OS Large Objects: Past, Present & Future <p>This session will provide an overview of the support of LOBs in DB2 for z/OS and will then focus on the significant improvements to all aspects of LOB processing in V9. Finally we will take a quick look at what may be coming in future in this area.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Exciting SQL Performance Enhancements in DB2 9 for z/OS - Part 1 <p>This presentation contains new updates and new examples for some of the exciting query performance enhancements in DB2 9 for z/OS. Learn how global query optimisation technology improves the performance of correlated and non-correlated subquery significantly. Learn the impressive query performance improvement via the automatic creation of sparse index and in-memory work file. Learn the benefit of histogram statistics and data repeat factor statistics which improve access path and query performance. Query parallelism performance enhancements will also be discussed.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Exciting SQL Performance Enhancements in DB2 9 for z/OS - Part 2 <p>This presentation contains an overview and examples for some of the exciting query performance enhancements in DB2 9 for /OS. Learn why DB2 for z/OS V9 outperforms V8 for BW workloads with inadequate multi-column index support. See the increased query parallelism in V9 result in greater zIIP off-load for BW workloads. Learn the new automatic re-optimisation based on parameter marker value for dynamic SQL statements. See the enhancements in limited partition scan which result in fewer partitions being accessed and better query performance. Learn sort performance enhancements which improve query performance significantly.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > DB2 for z/OS Development > What's New in DB2 V9 - Early Migration Experiences <p>This presentation will cover: deprecated/removed function; new post GA function to be delivered; planned stability; planning for rebind and access path change; VSCR, CPU improvement/regression, LRSN spin, improvements to COPY and RECOVER, object level recovery from system level backup, reordered row format.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > DB2 for z/OS Development > Creating effective backups for DB2 on z/OS with Utilities and Tools <p>This session will teach you how to prepare a DB2 subsystem for using the DB2 BACKUP SYSTEM and RESTORE SYSTEM utilities. The BACKUP SYSTEM utility quickly produces effective backups for DB2. For this utility to be effective, however, there are strict guidelines on how DB2 is configured on your local DASD. These include, but are not limited to, segregating the active logs and boot strap data sets from the rest of the DB2 subsystem and requiring additional MVS user catalogs that are backed up and restored with the DB2 subsystem.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Fast Track to Optimal DB2 Performance <p>Tuning DB2[®] applications to achieve optimal DB2 performance does not need to be a complex exercise. A large majority of problems can be easily solved and the only challenge is connecting the problem symptom with its underlying causes. This presentation offers you a simple methodology to answer the challenge. Numerous ready-to-use hints and tips are included to maximise the presentation's practical value.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Migration To DB2 UDB For z/OS V8 And V9 - The Many Modes of V8 and V9 <p>The purpose of this presentation is to introduce the new V8 and V9 migration and conversion processes. This presentation will explain the traditional migration process as it relates to V8 and will introduce the three V8 migration and conversion modes and the five DB2 9 modes! Will cover data sharing/non-data sharing migration and conversion considerations, process enhancements, performance considerations, and will finish with information about the future direction of the DB2 catalog migration and conversion process.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Attack Of The DB2 For z/OS Clones - Clone Tables That Is! <p>In V9 DB2 for z/OS introduces Clone Tables which gives DB2 for z/OS an Online Load Replace type of capability. In this presentation we will introduce the concept of Clone Table and detail how they work. Clone Tables have several dependencies on other new V9 functionality and we will briefly go over what these dependencies are. We will then indicate how you create Clone Tables, how data is put into a clone tables, and how the data is magically 'exchanged' between the parent/base table and it's clone. We will then finish up with a discussion on Clone Tables can be used in a customer environment.</p>	Level Intermediate
BUSINESS PARTNER	<ul style="list-style-type: none"> > Triton Consulting > DB2 9 for z/OS Technical Overview & Latest News <p>This session provides the latest news on DB2 9 for z/OS and an overview of the new features and functions that are delivered in this release. A look at the new technologies that are being developed for future releases of DB2 for z/OS is also provided. Special focus will be given to technical advances that will assist customers in managing data privacy, security, regulatory compliance, porting SQL across multiple platforms, and the scalability / availability / performance improvements that customers are looking for in DB2.</p>	Level Intermediate

IBM	<p>> IBM</p> <p>> Performance Monitoring: What's New and How the Various Tools Will Help You</p> <p>Performance Monitoring: What's New and how the various tools will help you - OMPE, QM , SQL PA, and OE. This session will give you an update on the latest news and functions of the recent release or added after the general shipment. Beside DB2 9 for z/OS full exploitation and other DB2 enhancements for existing releases there were also important customer requirements implemented and added to the product after the general availability. Come and learn to understand which functions fits best to your needs and how you can benefit from these for your daily work.</p>	Level Intermediate
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IBM	<p>> IBM</p> <p>> IBM DB2 and IMS Tools: Proven Solutions for a Changing World</p> <p>Environments are becoming more complex. The amount of data and applications to manage them is growing exponentially. There are new initiatives like governance, risk, and compliance, which are adding to your staff's workload. IT staffing is largely remaining flat. Tools for database administration, maintenance and performance tuning are critical to maintaining a healthy system, controlling Total Cost of Ownership (TCO), and preparing for the future. You want a solution for the long haul. IBM answers these needs by providing a complete set of tools for DB2 and IMS that helps not only manage IT costs very effectively, but also delivers comprehensive solutions to critical business problems.</p>	Level Introductory
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IMS & TOOLS

IBM	<p>> IBM</p> <p>> IMS 10 System Operation Management Enhancements</p> <p>This session concentrates on the enhancements in IMS 10 which make system management even easier, building on the Common Service Layer architecture. The Batch SPOC capability, REXX XML Parser, Audit Trail capability for the Operations Manager and unsolicited message support will all be covered giving examples of their usage.</p>	Level Intermediate
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IBM	<p>> IBM</p> <p>> IMS 10 Overview</p> <p>IMS 10 became generally available in October 2007. This session provides an overview of all of the major enhancements including the much awaited capability to dynamically define resources, XQuery support, Asynchronous Callout to external applications, numerous operational enhancements, MSC performance and capacity improvements and many more, based on the speaker's experience with IMS 10 during the Quality Partnership Program (QPP).</p>	Level Intermediate
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IBM	<p>> IBM</p> <p>> Installing and Managing IMS SOAP Gateway</p> <p>Learn how to use your existing investments as Web services to enhance your SOA strategy, integrate application use across the enterprise and with business partners, and reduce your total cost of ownership. We'll show you how using the Simple Object Access Protocol (SOAP) as part of the IMS SOAP Gateway, a lightweight, XML-based solution, enables you to leverage your IMS assets and integrate with other applications, independent of platform and programming language. You'll learn how to use IMS SOAP Gateway to expose your IMS applications as Web services and interoperate with any client in the network such as Microsoft® .NET applications.</p>	Level Intermediate
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IBM	<p>> IBM</p> <p>> IMS 10 DB and DBRC Enhancements</p> <p>IMS 10 provides a number of significant enhancements to the IMS DB and DBRC features. Key amongst these is the optional Parallel RECON Access (PRA) facility, which enable multiple IMS subsystems to data-share the RECONS. It is the first step of a re-working of DBRC, and addresses the RECON contention problems that are being experienced by a growing number of customers. This session will provide an overview of PRA together with various other IMS 10 enhancements, including support for fuzzy user image copies, fast replication with the Image Copy 2 utility, Fast Path command and capacity enhancements, HALDB DFSPRECO utility performance enhancements, enhanced SAF security for RECON access, and update access to the RECONS via the DBRC API.</p>	Level Intermediate
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IBM	<p>> IBM</p> <p>> IMS in the World of SOA</p> <p>A key aspect of SOA is to exploit existing core business assets wherever possible, and IMS transactions are typically readily usable in an SOA. This session provides an overview of what it means to service-enable an IMS transaction, and looks at the three IBM application development tools that may feature in this process (RAD, WID and RDz). It looks at the various transaction and system options in IMS that are supported when developing services, and in particular it emphasises how quick and simple it is to create IMS services using the tooling. Also covered are the options available if it is decided to write a new IMS service to execute in WebSphere Application Server and directly access the IMS databases.</p>	Level Introductory
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IBM	<p>> IBM</p> <p>> IMS 10 Security - Life After SMU</p> <p>IMS 9 was the last release of IMS to support SMU security. In IMS 10, any SMU specifications will simply be ignored. Fortunately, by IMS 8, most security that could be implemented with SMU could also be implemented with RACF. IMS 9 provided enhancements to enable all security to be implemented with RACF, and this session will provide a technical overview of these enhancements. Where customers are only using a small amount of SMU security, migration to RACF is relatively simple. But there are customers who have large SMU security definitions, and to assist these customers in their migration to RACF, there are a number of utilities provided with IMS 9 and IMS 10. This session will also provide an overview of these conversion utilities.</p>	Level Intermediate
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IBM	<p>> IBM</p> <p>> IMS V10 TM and Connectivity Enhancements</p> <p>This session covers all major V10 Enhancements in the area of IMS Transaction Manager functionalities and IMS Connectivity.</p>	Level Intermediate
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IBM	<p>> IBM</p> <p>> Web 2.0: Transforming Enterprise SOA to WOA (Web Oriented Architecture)</p> <p>Web 2.0 & WOA have initiated a new age of reuse and mashup data for Web interaction. Countless daily activities such as order status check, inventory lookup, and filling in forms are running enterprise IBM transactions behind the scene. With the latest IBM® Mashup Hub, a service developer can expose an enterprise transaction as REST Web 2.0 service/feed such as XML, RSS, and ATOM. Once a REST service/feed has been constructed, a mashup editor will allow the REST service/feed to consume other web services/feeds as well as to be consumed by other web services/feeds in the Web 2.0 community. This session will describe how easy an enterprise assets can be transformed from SOA to WOA to increase its value with very little technical knowledge.</p>	Level Intermediate
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IBM	<ul style="list-style-type: none"> > IBM > IMS for New Users <p>IMS is a transaction and database manager for z/OS. IMS was first released in 1968 and has continued to evolve ever since. This session is an overview of IMS for people who are familiar with computing, but not necessarily with z/OS.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > IMS 10 Dynamic Resource Definition <p>Dynamic Resource Definition (DRD) is a major feature of IMS 10 which will increase the productivity and responsiveness of IMS system administrators. This session covers the implementation and use of DRD. It is aimed at those already familiar with IMS.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > IMS Tools for the On Demand World <p>IBM continues to invest in tools for IMS to meet the challenges of the 21st Century in general the On Demand World in particular. This session covers many tools, explaining how they integrate to form a solution.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > IMS Trends and Directions <p>IMS celebrates its 40th birthday in 2008. But far from being an "old" product, IMS is enjoying a resurgence by adopting new technology and becoming a major player in the SOA arena. Come hear about the new innovation in IMS, and why IMS is a strategic product to IBM and to your business.</p>	Not Applicable
IBM	<ul style="list-style-type: none"> > IBM > IMS Connectivity Best Practices <p>From customer situations learn about best practices in the IMS Connectivity area.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > IMS Application Development with IBM Rational Developer for System z <p>The IBM Rational Developer for System z (RDz) provides an integrated graphical workstation platform which can be used for developing and extending IMS applications. In this session you will learn how RDz is used as an integral part of a modern application development environment for the traditional development and testing of IMS TM and DB applications, and how RDz Tooling enables the quick and easy extension of existing IMS applications to be deployed as Web based applications or Web Services.</p>	Not Applicable
IBM	<ul style="list-style-type: none"> > IBM > Business Process Choreography Enterprise IMS transactions <p>Business Process Choreography has dramatically changed the landscape of today's enterprises by taking application integration to the next level. BPEL4WS, the specification of business processes composed and exposed of Web Services, also quickly becomes the standard for assembly of complex business processes or activities together. These abstract activities can happen in parallel, in sequence, depending on certain conditions, or even involving human interaction. Come to this session if you want to know what Business Process Choreography is and why people are talking about it! Come to this session also if you heard about BPEL4WS and want to learn more about it and how it can make your business processes portable!</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > A practical approach to head into the world of SOA with IMS applications <p>Everybody talks about SOA (Service Oriented Architecture) and EAI (Enterprise Application Integration). This presentation shows several solutions from suppliers and demonstrates how IMS applications can participate and can be integrated in the world of SOA.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Automation of complex IMS Environments <p>Two things about IMS environments. They are very important for the business infrastructure and they are getting complex every day. This presentation demonstrates how the availability, the throughput and the performance of IMS systems can be automated.</p>	Level Introductory

DATA SERVERS - MANAGING YOUR DATA ENVIRONMENT DM

IBM	<p>> IBM > Administration Tooling in IBM Data Studio A significant part of IBM Data Studio is the set of administration functions that are used by application and system DBAs. These functions include query/workload tuning, automating routine data maintenance, proactive monitoring, and mapping of problem applications - all the way back to the line number of the application that generated the database request. Learn how the cost of database administration can be significantly reduced by this tool set that integrates the life cycle of the data. This presentation will introduce current capabilities as well as discuss future directions.</p>	Not Applicable
IBM	<p>> IBM > Maximise IT ROI with Optim Data Growth Solution Did you ever think there was a way to improve your application performance while controlling costs and mitigating risks, all at the same time? Learn how database archiving as part of an overall Enterprise Data Management Strategy will help you accomplish the unexpected. The Optim Data Growth Solution helps companies improve performance, mitigate risks and control costs. But the benefits don't stop there. Join us to hear how sites across industries have deployed archiving strategies to support compliance and discovery initiatives, decommission obsolete applications, leverage cost effective tiered storage and speed application upgrades - just to name a few.</p>	Level Introductory
IBM	<p>> IBM > 10x Development Productivity Increase with IBM Data Studio and pureQuery Using IBM Data Studio and pureQuery, you can be ten times more productive when developing Java™ and SQL. Learn how Java application developers and IBM data server database administrators can cut down on SQL coding errors inside Java and build complete high-performing Java applications and tests without writing a single line of code. Customise SQL inside Java using Data Studio tools to take the drudgery out of SQL programming using SQL code assist, SQL validation, quick fixes, SQL execution, SQL open definition and thirty more features.</p>	Level Introductory
IBM	<p>> IBM > IBM's Java Persistence Strategy: pureQuery IBM is developing new technologies for making Java™ access to relational and XML databases much easier and more flexible for the application developer. The presentation provides details on the new pureQuery technology and how it improves on existing technologies that are widely used by Java developers today.</p>	Level Introductory
IBM	<p>> IBM > Databases and SOA - Time to reuse Databases and SOA go hand in hand. Many Web services do one thing - execute a statement against a database or call a stored procedure. Enterprises that have built rich business logic into their stored procedures and high performance queries now have the capability to instantly make them available in an SOA environment using IBM Data Studio Developer. This allows for a variety of data consumption scenarios. This session will show how your database server can become a Web service provider to traditional SOA clients as well as Web 2.0 clients. We will also see an example use case from a financial industry solution that shows how the database can act as a service provider and consumer simultaneously.</p>	Level Introductory
IBM	<p>> IBM > IBM Data Studio Family and Futures Organisations aspire, yet struggle, to get the most value and best service from enterprise databases. Challenges abound: linking business semantics to database schema, optimising data access strategies when data access is increasingly hidden from the developer, or translating service level requirements or compliance regulations into administration practices. This presentation discusses how IBM is beginning to address these challenges, and more, in a holistic fashion to increase quality of service and reduce total cost of ownership for enterprise databases.</p>	Level Introductory
IBM	<p>> IBM > REST Me! FEED Me! I will take it from there! Are you building your solution on SOA and Web Services? With the advent of next generation Web Applications, many folks are asking this question. "Does SOA include RESTful services or Feeds?" Get an understanding of Feeds and REST Web Services and how they can be quickly created for data centric services using IBM Data Studio in the same environment you are enjoying with your Rational products. SOA is known for the power of re-use. Now that you have these data centric services - Lets re-use them! Better yet - lets enable your Line of Business re-use them.</p>	Level Introductory
IBM	<p>> IBM > Transforming Requirements into Real Data Using Rational Data Architect Rational Data Architect is the ultimate tool that allows you to simplify your data modelling activities and enables architects to discover, model, visualise, and relate diverse and distributed data assets. Find out how you go from requirements to database tying all these steps together.</p>	Level Introductory
IBM	<p>> IBM > Architecting High Performance Data Governance Solutions Recent high profile thefts and current compliance regulations have put increased pressure on companies to ensure that corporate databases are protected from intrusion. Information security teams are faced with the challenge of protecting critical enterprise data - such as corporate financials, personal identity information, credit card numbers and intellectual proper - from both insiders and outsiders. This session discusses the most pervasive regulations and some best practices to ensure that your data is secure and compliant. You will learn about the technology recommended to ensure compliance. Learn how your peers are implementing data governance solutions through real world customer examples.</p>	Level Intermediate
IBM	<p>> IBM > Using Optim Data Privacy Solution to protect Against the Internal Threat Privacy breaches are making headlines, as organisations scramble to protect the confidentiality of their critical customer and business data. While companies are making great strides in protecting your company from being the next "Privacy Breach Headline" Join us for a discussion on how the Optim Data Privacy Solution can protect your organisation from the inside out.</p>	Level Introductory

DYNAMIC WAREHOUSING DM

IBM	<p>> IBM > Data Warehousing on System z: What is available & How to implement With the ongoing evolution of today's Business Intelligence systems towards «Operational BI», System z becomes an increasingly important platform for modern data warehouse architectures. Particularly for existing operational data already maintained within DB2 for z/OS, components based on the same platform may be seamlessly added to build a data warehouse that can be leveraged for Business Intelligence systems. This presentation gives a technical overview of the recommended solution architecture and explains how product components can be integrated to implement a BI / data warehouse solution on System z.</p>	Level Intermediate
IBM	<p>> IBM > Dynamic Warehousing Deep Dive and Futures Understand how Dynamic Warehousing from IBM is being deployed with a review of the practical implementation steps and the real-life components involved with this concept. While the idea is very comprehensive and thus vast in scope, this session provides an overview of the entire concept, as well as a practical starting point. A well-planned starting point allows for efficient functionality growth over time. This session also shares the potential areas for this growth by briefly reviewing the history of the InfoSphere Warehouse, the current business solutions within the Dynamic Warehousing offering of today, as well as a look towards the future of the InfoSphere Warehouse and the dynamic warehousing concept.</p>	Level Introductory
IBM	<p>> IBM > Get Business Insights from Unstructured Data using InfoSphere Warehouse Today, most data warehouses do not leverage the information that is available in unstructured text fields like call centre notes, repair reports, and patient records. InfoSphere Warehouse introduces functionality, which is based on the Unstructured Information Management Architecture (UIMA), to extract structured information from unstructured data. This information can then be used together with existing structured information in your warehouse to leverage reporting, data mining and multidimensional analysis (OLAP) to get deeper business insights. In this presentation we show the capabilities of InfoSphere Warehouse Unstructured Analytics as well as major business scenarios.</p>	Level Intermediate
IBM	<p>> IBM > InfoSphere Appliances-Now and Beyond An overview of Infosphere Balanced Warehouse offerings and what it means to an organisations ability to deploy warehousing applications.</p>	Level Introductory
IBM	<p>> IBM > How to set your Data on Fire with the InfoSphere Balanced Warehouse Indepth dive into how to architect an Infosphere Warehouse for scale and performance. The Balanced Warehouse is a highly successful modular approach to building data warehouses and data marts that combines IBM hardware, software and best practices in an integrated package. This session will cover an overview of current offerings, a roadmap for the future and share experiences from field deployments.</p>	Level Intermediate
IBM	<p>> IBM > InfoSphere Warehouse: Accelerating Analytical Applications A walk through of how advanced analytical capabilities can transform your business Applications providing business scenarios and examples. An in-depth view into how Infosphere warehouse can deliver speed of thought business insight to the masses. It will cover methods and approaches you can take to delivering analytical information to the end user including innovative approaches furthering the reach of analytics within your organisation.</p>	Level Intermediate
IBM	<p>> IBM > Managing Growth while Optimising your Warehouse Performance An overview of how IBM's InfoSphere Warehouse Solutions can help you effectively manage growth and Performance demands using: Workload Management; Compression/Partitioning; Data Retention Feature.</p>	Level Intermediate
IBM	<p>> IBM > Managing the Business Life Cycle of a Warehouse for Greater Performance A look into how you manage business requirements over the lifecycle of your Warehouse. Every Warehouse over time receives increasing demands for functionality and over time becomes more and more critical to every day Business activities. This presentation will take you through how you can manage these demands through the capabilities of InfoSphere Warehousing.</p>	Level Introductory
IBM	<p>> IBM > Planning and Designing your Infosphere Warehouse An Overview of the considerations you need to make when planning your warehouse and how you can leverage the InfoSphere Warehouse Solution set to maximise the Design, Development and Deployment phases of your warehouse delivery.</p>	Level Intermediate
IBM	<p>> IBM > Visualisation of Data Mining Results in IBM Infosphere Warehouse Are you interested in gathering insight from data mining results? In this hands-on usability session, you can walk through typical scenarios and tasks. We will discuss current visualisation user interfaces as well as ideas for new features and technologies, and collect your requirements and feedback (feedback which could possibly influence the design of future IBM products). All experience levels are welcome, beginner to advanced. Each session is limited to three participants per session.</p>	Not Applicable
IBM	<p>> IBM > What's New with InfoSphere Warehouse & Dynamic Warehousing Breaking new ground by delivering dynamic business insight across the enterprise and into business processes, IBM has defined what is next for data warehousing and is helping customers reap the benefits today. Join Mario Passalacqua, Director of Worldwide Sales for IBM Data Warehousing, as he highlights customer examples, key trends, and the latest IBM technologies, services and offerings. Learn how IBM's game changing leadership can improve your business performance today.</p>	Level Introductory

ECM - COMPLIANCE

IBM	<p>> IBM > A Reference Model for Integrating Records Policy into SOA Environments True "enterprise" records management must embrace an integration model that uniformly enforces records management policies within the IT infrastructure. Across all systems of record (SOR) in enterprise architectures – physical, electronic, legacy, structured, unstructured, storage, and more – a Services Oriented Architecture (SOA) is crucial to facilitate policy framework automation and enforcement. Triggering events, metadata, chain of custody preservation, legal holds, retention and disposition: all are key factors in strategies for legally compliant, long term preservation of information and records, and all must be effectively enabled in a holistic, federated approach.</p>	Level Introductory
IBM	<p>> IBM > Business Case for Records Management We have all become familiar with compliance and Enterprise Content Management (ECM) processes. Now find out how to make it work in your company during this presentation of a practical business case for Records Management (RM). Discover how the implementation of electronic records management technology, including business process management (BPM), reduces risk, enables compliance, improves organisational processes and collaboration, and generates true business value leading to a tangible ROI. Learn how to reduce the future cost of compliance and recordkeeping using ECM and BPM to build a cost effective, enterprise-wide records program.</p>	Level Introductory
IBM	<p>> IBM > File Server Management with IBM FileNet Records Crawler In this session, you will learn how IBM FileNet Records Crawler can help you capturing files from your file servers. Two main usage scenarios are explained and demonstrated (on a live system). In the first use case, files from user home directories on a network drive are automatically captured and replaced by shortcuts that allow quick and easy access for all users. In the second use case, files generated from an application are ingested with additional meta data. You will also see the flexibility and ease of use to configure the various file capture scenarios in a powerful GUI with the new task route concept, introduced with the 4.0 release.</p>	Level Intermediate
IBM	<p>> IBM > IBM FileNet P8 Records Manager Product Update This session provides an update on IBM FileNet P8 Records Manager and plans to extend records management support to other repositories.</p>	Level Intermediate
IBM	<p>> IBM > IBM Compliance Warehouse as a Foundation for Information Risk Management Understand the value of IBM Compliance Warehouse as a key Information Risk Management strategy component and explore the multiple application areas that a unified foundation can support.</p>	Level Introductory
IBM	<p>> IBM > IBM Compliance Warehouse for Legal Control IBM's most significant new compliance offering provides unique platform for ensuring legal compliance. This session provides an overview of the key functionality provided by the IBM Compliance Warehouse and the way organisations leverage it to manage legal and regulatory challenges.</p>	Level Introductory
IBM	<p>> IBM > IBM ECM for Compliance & Risk Management IBM offers a robust set of compliance tools within an ECM infrastructure to meet ongoing corporate governance, privacy, regulatory and risk management requirements. Current offerings and future plans will be discussed within an active compliance infrastructure. A model for achieving, maintaining, proving, and optimising compliance will be discussed. Learn where your organisation is on the compliance continuum and how IBM's strategy can benefit you.</p>	Level Introductory
IBM	<p>> IBM > IBM Electronic Discovery and Production - Strategy and Roadmap Regulations such as the Federal Rules of Civil Procedure as well as similar market drivers are now a reality. These regulations mandate that all Electronically Stored Information (ESI) be managed from creation to destruction. In this session, we will look at the electronic discovery and production process, and explain how IBM ECM solutions can increase an organisation's E-Discovery preparedness.</p>	Level Introductory
IBM	<p>> IBM > IBM Records Manager Product Update This session provides an overview of the new features in recent IBM Records Manager releases, as well as a discussion of future product directions.</p>	Level Intermediate
IBM	<p>> IBM > Is all Email Archiving Created Equal? Are all Email Archiving solutions the same? What is the difference between a point solution and an ECM based solution? What is the next most desired content type to archive after Email? For these answers and more, this session will focus on practical tips and customer stories that can help you and your organisation to start thinking about archiving and which type of solution is right for you.</p>	Level Introductory
IBM	<p>> IBM > MoReq2 - the new European Records Management Standard The new Model Requirements for Electronic Records Management Systems (MoReq2) should be a Europe wide standard by 2008. Find out about the scope of this standard and what the implications are for the market when this standard is adopted.</p>	Level Introductory
IBM	<p>> IBM > IBM FileNet P8 Records Manager – Best Practices for Successful File Plan Configuration What does it take to implement a file plan in IBM FileNet P8 Records Manager? We will review the key elements of implementing a file plan in IBM FileNet P8 Records Manager by taking a look at some real-world examples and identifying some best practices for creating a viable system configuration. Transforming a documented record series or retention schedule into the essential configuration elements of a file plan requires careful analysis of the record types to be managed, retention triggers, aggregation levels, method of ingestion, and security schema.</p>	Level Intermediate

IBM	<p>> IBM > Records Crawler 4.0 Product Overview</p> <p>This session will introduce Records Crawler - a product that monitors file systems and content repositories to analyse, process, manipulate, transform, and capture content in order to reduce the complexity, risk, time, cost, and litigation concerns around data stored on fileshares and other corporate repositories, and incorporate content residing on these devices into business activities. It will then dive into functionality, design, and configuration details, and finally cover the strategy and roadmap for the product.</p>	Level Introductory
IBM	<p>> IBM > Using Business Processes, Events, Metadata And Rules To Manage Records</p> <p>The influx of information into the enterprise continues to exceed human capacity to process it, capture it, and catalogue it accurately and effectively. Demands for compliant knowledge and record management are driving businesses to examine the capabilities that automation can afford. Learn how business process management (BPM) can be used to incorporate compliance steps transparently into existing organisational processes to capture, categorise and declare business records across the enterprise, creating time, saving money, and delivering consistency in records and compliance policy enforcement.</p>	Level Introductory

ECM - CONTENT MANAGEMENT

IBM	<p>> IBM > Create a Foundation for Sustained Success with an ECM Centre of Excellence</p> <p>How do you know when an ECM program is successful? By being able to consistently apply ECM technologies to address business challenges, produce desired customer and financial outcomes, and achieve real business value. How can this be done? With the establishment of an ECM Centre of Excellence. In this session you will learn what an ECM Centre of Excellence is and what building blocks are needed for the consistent delivery of ECM business value to the enterprise. You will also learn about skills, process and organisation strategies that have produced success in other organisations. Please join us and begin building your foundation for success: The ECM Centre of Excellence.</p>	Level Introductory
IBM	<p>> IBM > Capture Meets Classification: ECM Standardisation Through Capture Automation</p> <p>Advances in OCR and automatic classification technologies have now made possible unprecedented levels of automation for capture. This session provides a functional overview and demonstration of IBM FileNet Capture Advanced Document Recognition (ADR) v. 5.2. Capture ADR 5.2 provides automatic document recognition, classification and separation to offer significant reductions in document preparation costs and comparable improvements in business process efficiency. How are these benefits achieved? The session will walk through Capture ADR 5.2's automatic classification capabilities and show how customers can advance ECM standardisation and best practices through these capabilities.</p>	Level Intermediate
IBM	<p>> IBM > Enterprise Report Management Strategy</p> <p>As a leader in the Enterprise Report Management (ERM) Space, IBM is constantly adapting its strategy to reflect the needs of its customers and the market in general. In this session you will learn where IBM sees this market going and what the strategy is to lead the market forward. ERM has its roots in traditional report archiving, but extended ECM use cases such as compliance and customer self-service are driving the expansion of ERM technology.</p>	Level Intermediate
IBM	<p>> IBM > IBM Content Manager and IBM WEBi Product Update</p> <p>This session will look at what's new with IBM Content Manager: recent enhancements in Content Manager V8.4 for Linux, UNIX, Windows and z/OS, the addition of CM support in the updated IBM Web Client for Content Management (IBM WEBi), and updates to some of the IBM ECM products that complement CM, such as IBM Document Manager.</p>	Level Intermediate
IBM	<p>> IBM > IBM Content Manager OnDemand and IBM WEBi Product Update</p> <p>This session will look at what's new with IBM Content Manager OnDemand and IBM WEBi UI for CMOD.</p>	Level Intermediate
IBM	<p>> IBM > Unlocking the Hidden Value of Your ECM System with Lotus Quickr</p> <p>Come learn how Lotus Quickr integrates with Enterprise Content Management systems, like IBM FileNet, IBM Content Manager, and others. This session will explain and demonstrate how Quickr's basic content services (BCS) add value to your existing ECM infrastructure by providing collaboration, file sharing, offline support, and access to ECM content from common desktop applications like Lotus Notes and Sametime, Microsoft Office and Outlook, and Windows Explorer. We'll also show the synergy Lotus Quickr can deliver by leveraging your ECM system for records management, BPM services, and storage of enterprise assets created in Lotus Quickr.</p>	Level Introductory
IBM	<p>> IBM > IBM FileNet Content Manager Overview and Update</p> <p>This session will provide an overview of the IBM FileNet P8 Content Manager platform and give you an update on the latest capabilities and features of P8 4.0.</p>	Level Intermediate
IBM	<p>> IBM > Image Manager Products Update</p> <p>Find out what's new with Image Manager family of products including Image Services, IDM, and ISRA. Find out why 2007 release of IS is one of the most exciting with more robust and extensible Single Document Storage support.</p>	Level Intermediate

ECM - BUSINESS PROCESS MANAGEMENT

IBM	<p>> IBM</p> <p>> BPM-SOA Synergy and Leveraging Web Services in IBM FileNet BPM</p> <p>Business Process Management (BPM) and Service Oriented Architecture (SOA) are complementary technologies that can help make IT more responsive to the business needs by delivering reusable business services and process management faster, resulting in business agility. We explore the synergy between BPM and SOA. Then look at IBM FileNet BPM Web services features, and how it can be leveraged to build flexible and dynamic process- and content- centric applications.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Bring BPM to the Business Faster with IBM FileNet eForms for P8</p> <p>IBM FileNet P8 Business Process Management (BPM) customers are continually trying to reduce the time and effort it takes to build and deploy their BPM solutions. This session will show you how powerful web based, user friendly, form-centric solutions can be rapidly created by adding IBM FileNet eForms to your IBM FileNet P8 BPM suite. eForms for P8 combines the drawing features of a graphics program with the logic capabilities of a spreadsheet, giving the solution builder the ability to create highly intelligent, pixel perfect forms. Tight integration of these forms into a content enabled BPM solution takes only simple point and click configuration and customisation, allowing you to bring BPM to your business faster and with less cost.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Developing Content-Enabled BPM Applications with IBM FileNet P8</p> <p>Technical overview of approaches for building content-centric IBM FileNet P8 BPM applications. Topics include current capabilities, such as the Business Process Framework, and future directions.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Integrating IBM FileNet BPM with IBM Content Manager</p> <p>We discuss existing out of the box capabilities that exist in IBM FileNet BPM to integrate with existing content repositories like IBM content manager. A customer case study based on one such approach is presented as well.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Optimise Your Business by Leveraging BI and BPM Together</p> <p>Learn how Business Executives can increase Performance visibility and Business agility through process intelligence and feedback driven improvements using Business Intelligence (BI) and Business Process Manager (BPM) products from IBM. Discover how to identify bottlenecks, track metrics as Key Performance Indicators (KPIs) and optimise your key business processes by combining BI and BPM to proactively solve common business issues. Understand the contextual use of reports and analytics in BPM to make better just-in-time decisions for increased productivity in your organisation.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Performance Management with Process Analytics, BAM and BI</p> <p>Effective use of Analytics, Business Activity Monitoring and Business Intelligence with an enterprise Business Process Management suite is essential to improving processes and performance. This session provides an overview on key offerings from IBM FileNet and Cognos portfolios, and the interplay between these products. Learn how business users can use these tools to optimise key business processes, gain real-time insight into their organisation, make smart decisions, and initiate timely actions to respond to opportunities and threats, and accelerate performance management.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Process Modelling & Simulation with BPMN, Microsoft Visio & Process Designer</p> <p>Modelling processes prior to BPM implementation is a key part of every successful business process improvement, automation and outsourcing project. This session provides an overview of recent IBM FileNet Process Designer enhancements and standards support. Demonstration will follow to show how to model processes using the Business Process Modelling Notation (BPMN) standard, import and map design files into IBM FileNet Process Designer, and complete a workflow for process automation. Lastly, audience will hear about planned 2008 product enhancements to enable "BPM for the Business."</p>	Level Introductory
IBM	<p>> IBM</p> <p>> The Interplay between IBM FileNet BPM & IBM WebSphere BPM</p> <p>IBM FileNet BPM excels in managing content-intensive processes while WebSphere Process Server is unsurpassed in integration-intensive processes. In this session, we provide an overview of the two BPM suites and show how they can work in concert to automate and manage business processes in a distributed fashion, thus taking full advantage of the strengths of both BPMS'. We also describe the other integration points across the two suites. The session will include a demo of this interoperability.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> What's New in IBM FileNet P8 BPM for 2008 and Beyond?</p> <p>This session will give you insights into the new features and capabilities of IBM FileNet P8 BPM and its future direction. We will discuss BPM 4.03, P8 Sonata release and its integration with other IBM technology.</p>	Level Intermediate

ECM - SEARCH & DISCOVERY

IBM	<p>> IBM</p> <p>> Accelerating Your Compliance Initiatives with IBM Classification Module</p> <p>Learn about the basics of text classification, the latest developments with the IBM Classification Module, and how you can put them to work to accelerate compliance initiatives, reduce risk, and be better prepared for litigation. With the release of Records Crawler 4.0.2, it is even easier to use text classification with IBM ECM repositories and records management. See the integration of IBM Classification Module with Records Crawler, learn about best practices for using classification in compliance scenarios and hear about our future roadmap for the IBM Classification Module.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Enabling Better Business Outcomes with Content Discovery and Search</p> <p>Whether you're approaching Information on Demand from a content, data, or BI perspective, IBM's Content Discovery portfolio offers value-add capabilities that help you better leverage your organisation's unstructured content. Through enabling capabilities like auto-classification, text analytics, and search, Content Discovery makes your information more accessible, organises it to improve productivity, saves cost by automating decision making, reduces compliance risk, and drives new levels of information-powered business insight. In this session, learn more about the portfolio of Content Discovery capabilities and how they are being used to drive better business outcomes across the spectrum of IoD use cases.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Enterprise Search in Portal Environments With OmniFind - Real World Example</p> <p>Enterprise search provides a massive increase in user productivity and satisfaction. In this session, see how GAD, a data processing and IT Service provider for approximately 500 retail banks (Volksbanken und Raiffeisenbanken) in Germany, uses IBM OmniFind Enterprise Edition in a Portal environment to provide this service. GAD will present the solution and its full context, including implementation history, architecture, lessons learned, today's use, and future plans including success measures. This session will also include an additional discussion presented by IBM of solution best practices and use cases of IBM OmniFind Enterprise Edition in Portal environments, drawn from real world deployments.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> IBM Classification Module Technical Overview</p> <p>Dig deeper into IBM's text classification product and look under the covers to see how it analyses electronic documents and e-mails to automatically classify them for improved records management, increased productivity and reduced manual handling. See how this technology successfully meets customer needs in applications of enterprise content management and compliance. In turn, see the technology in action with demonstrations and a review of its configuration and deployment for use in your organisation.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Maximise Your Collaborative Content with New OmniFind Enterprise Search</p> <p>IBM OmniFind Enterprise Edition V8.5, the fourth generation and latest release of IBM's flagship enterprise search offering, enables you to create a rich, unified, and secure search experience for your users across IBM Lotus and IBM WebSphere offerings, including Lotus Quickr, Lotus Domino, Lotus Connections, and WebSphere Portal, as well as other environments, such as Microsoft SharePoint, IBM FileNet P8, and relational database management systems. The new release offers support for the latest Lotus innovations, including Content Provider Framework (seedlist), Lotus Quickr, and Lotus Notes/Domino V8.0.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Real-World Text Analysis Solutions with OmniFind Enterprise Edition</p> <p>Learn from real customers and use cases how you can use OmniFind Enterprise Edition to build text analysis solutions that deliver new business insight from unstructured information. This session will provide an overview of OmniFind EE as a platform for analytics solutions, and will showcase two real-world customer solutions: Online Media Analysis, in use by PRIME Research, for mining public opinion on products, services, or issues; and Automatic Information Extraction for incoming call centre hints in Police Call Centres, in use at Hessian Police.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Text Classification and ECM: optimising Your Decisions</p> <p>Content classification is a key enabler for ECM initiatives, and helps drive better business outcomes by automating tedious categorisation decisions and increasing the value and accessibility of your ECM content. In this session, learn about the different methods of classification, discover how they can be used to automate time-consuming and error-prone manual decisions, and learn how to optimise the balance between human and automated decision making. By optimising this balance, you can realise a rapid ROI on your content investments by reducing employee involvement and freeing them to focus on their core responsibilities.</p>	Level Introductory
BUSINESS PARTNER	<p>> Documill, Inc.</p> <p>> Visual Search with IBM OmniFind: How to Actually See What You've Found</p> <p>Documill Visual Search offers a new approach to tackle cumbersome task of finding relevant Microsoft Office and PDF content. IBM Omnifind search results are enhanced with graphically accurate presentation of the content. Documill solution renders and paginates Microsoft Office and PDF documents. It offers highlighted previews of the pages that match to the search query, coupled with the opportunity to instantly view the whole document with a browser. Documill Visual Search - Faster Verification of Search Result Relevancy!</p>	Level Introductory

ECM - PLATFORM

IBM	<p>> IBM > Building Solutions on the IBM FileNet P8 APIs, An IBM FileNet Architect's Guide The Content Engine APIs have undergone dramatic improvements in the P8 4.0 release. Powerful new APIs have been released while upward compatibility for previous APIs has been maintained for most applications. Of the several APIs, some are more appropriate in specific situations than in others. This presentation will describe the APIs available and give information so that attendees will be able to choose appropriately among them. The talk is aimed primarily at architects and others who will be involved in the up-front decisions about implementation architectures.</p>	Level Intermediate
IBM	<p>> IBM > Business Continuity with IBM Enterprise Content Manager v84 Business Continuity of ECM Solution relies on their capability of being resilient against component failures. This session will cover the topics of High Availability and Disaster Recovery in the context of Business Continuity for the CM8 v84 Server family. A few HA customer scenarios will be shown to demonstrate how real production environments implements HA & DR with the IBM CM8 product stack.</p>	Level Advanced
IBM	<p>> IBM > ECM for z/OS V8.4 - What's new and what it means for you Content Manager V8.4 on z/OS bring a number of enhancements from a more user friendly install experience to new functional support including XML APIs and Web Services natively on z/OS. Come and hear about these enhancements and see brief demo of the new install tool.</p>	Level Intermediate
IBM	<p>> IBM > IBM FileNet P8 High Availability and Disaster Recovery Product Update This session presents the technologies and practices available to deploy IBM FileNet P8 4.0 in configurations that provide High-Availability (HA) and Disaster Recovery (DR). It covers HA and DR concepts, P8 4.0 architecture and platform features that facilitate HA and DR, recommended deployments and supported upgrade scenarios, and why you should upgrade to P8 4.0.</p>	Level Intermediate
IBM	<p>> IBM > IBM Content Manager Product Component Performance Optimisation and Tuning IBM Content Manager v84 was introduced in December 2007 with new functions in the CM8 servers. This session will provide an overview on how to plan, configure and analyse performance and scalability characteristics of the CM stack. A sample lab performance test setup and some of the achieved results for CM V8.4 on the different platforms will be presented and discussed.</p>	Level Advanced
IBM	<p>> IBM > IBM ECM for SAP Integrations - Current Offerings and Outlook This session will give you an overview of the currently available ECM solutions for SAP ERP and NetWeaver from both IBM and IBM FileNet heritage. An outlook on future plans and a preliminary joint roadmap will be covered as well.</p>	Level Intermediate
IBM	<p>> IBM > IBM FileNet P8 4.0 Performance and Scalability: A Technical Review of Benchmarks This session will present the methodology used, and findings of several performance and scalability benchmarks completed against the IBM FileNet P8 4.0 product line. In addition, a sneak preview of future benchmarks will be offered.</p>	Level Intermediate
IBM	<p>> IBM > Top Reasons to Upgrade to IBM FileNet P8 4.0 and Planning for Your Success This session will highlight the benefits of P8 4.0. Specific emphasis will be placed on how P8 4.0 will improve productivity for your enterprise. This session will also discuss the essential aspects to consider when planning for a successful upgrade to P8 4.0.</p>	Level Intermediate
IBM	<p>> IBM > Virtualisation and IBM FileNet P8 4.0 Best Practices and Hints With the increasing need for IT organisations to virtualise to maximise their resources, it is crucial that ECM administrators understand how to best deploy their P8 system in a partitioned or virtualised environment. This session will review the different virtualisation technologies available, and will offer best practices guidance.</p>	Level Intermediate
IBM	<p>> IBM > What's New with IBM FileNet P8 - Capabilities and Architecture This session provides an overview of the latest capabilities added to IBM FileNet P8 4.0 including IBM FileNet Content Manager and IBM FileNet Business Process Manager. You will also see a demo of the new IBM FileNet P8 user interface. In this session, we will also cover the highlights of the product roadmap.</p>	Level Introductory

INFORMATION PLATFORM & SOLUTIONS

CUSTOMER	<ul style="list-style-type: none"> > Gjensidige > Fast DW migration at Gjensidige - from z/OS to AIX using Information Server <p>Gjensidige has recently migrated their Data Warehouse from IBM mainframe to AIX, based on IBM's Balanced Configuration Unit (BCU). This session will give you an overview of the project: background and business case, architecture, plan and deliverables, best practices and next step using Information Server platform.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Security and Data Governance in a Master Data Management Environment <p>Two of the primary drivers for MDM are compliance and data governance. By consolidating your core business objects into F7 an MDM environment, you can exploit the underlying MDM technology to implement compliance and data governance more efficiently. However, you must also introduce some business process and governance changes into your operational environment to enable you to meet your security and governance objectives. We will look at how the IBM Data Governance Maturity Model can be used as a starting point for a governance and security program around MDM, and how the underlying MDM technology accelerates the adoption of good data governance and security practices.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > WebSphere RFID Information Centre - Technical Overview <p>Are you overwhelmed by the complexity and management of serialisation within your enterprise? Come learn how WebSphere RFID Information Centre helps enterprises manage large volumes of serialised data in a high performance, scalable and secure environment. WebSphere RFID Information Centre is a standards-based Electronic Product Code Information Services (EPCIS) solution that gathers information in real-time to enable secure data sharing and collaboration among trading partners for multiple use cases within supply chains.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > IBM Master Data Management Solutions Integrated with SAP Systems <p>This session highlights architectural decision points and related MDM integration patterns (e.g. business transaction synchronisation pattern) when IBM MDM Server has to be integrated with SAP applications. Examples of decision points are "system of entry" and mode of master data change propagation. The session demonstrates how to roll out the enterprise-wide MDM system in a staged approach and point out the architectural implications. This is illustrated by showing how to enter the master data on existing SAP systems while leveraging the MDM system as the master system due to a synchronous, real-time integration approach. Hence, we demonstrate delivering the full MDM business value to SAP applications.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Leverage your Information Integration and Master Data Management Investment <p>Learn more about how to leverage and extend your information integration and master data management investments by taking advantage of the full Information On Demand portfolio. Hear best practices from the field of how others have extended their applications to gain even more benefits.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > SAP Migration in the Spirit of Data Quality <p>50% of the success of SAP implementation relies on HIGH DATA QUALITY. Grundfos is one of the world's leading pump manufacturers with operations in 50+ countries across the globe and annual revenue of US\$ 2+ Billion. As part of the strategy to increase operational efficiency and agility, initiatives to align processes and business have been initiated. One of these initiatives is called Accelerated SAP and is focusing on implementation of SAP in the 15 non-SAP running countries within 2 years.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Best Practices - Information Server Change Data Capture <p>Join Information Server Change Data Capture (from the DataMirror acquisition of 2007) experts as they reveal the tips, tricks, and overall best practices to enhance any organisation's change data capture and data replication efforts.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Best Practices for IBM InfoSphere MDM Server <p>Learn from IBM experts best practices around beginning and implementing a master data management project with the IBM InfoSphere MDM Server. Customer examples will highlight how other organisations have best approached these types of projects for maximum benefit.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Building Dynamic Warehousing Capabilities with IBM Information Server <p>IBM Information Server and the industry data models are key components of this new dynamic warehouse infrastructure for business intelligence. This session will highlight how Information Server's unique metadata driven platform for enterprise data integration coupled with the robust solution templates of the data models provides break-through productivity and flexibility to deliver trusted, enterprise, and dynamic information, at the right time, the right place, in the right context for immediate action.</p>	Level Intermediate
IBM	<ul style="list-style-type: none"> > IBM > Clear Insight, Best Practices for Accelerating Reporting Solutions <p>Using a powerful case study, a client shares his wisdom for turning a business need into an information weapon for their business users. Specifically, it examines the lessons learned, the architecture of the solution using the Cognos and Information Server offerings, and the impact on the business.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Deep Dive - WebSphere DataStage <p>Come and view the features and functions of WebSphere DataStage 8.1. This session will not only discuss and demonstrate the new features of DataStage, but introduce a true customer scenario and talk about how to upgrade to DataStage V8.1 and the Information Server Platform.</p>	Level Intermediate

IBM	<p>> IBM</p> <p>> Deep Dive - WebSphere QualityStage</p> <p>Come and learn about QualityStage and its optional modules that you may not be familiar with. During this session we will discuss the Upgrade path and how to take advantage of new product features introduced in 8.1.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Enabling Real-Time Decision Making Using Dashboards</p> <p>This session examines why operational business decision making requires real-time insight and how by using the combination of IBM Cognos Now! Monitor & Data Mirror's Changed Data Capture capabilities, companies can augment the breath of insight they provide to their business users for immediate impact.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Get Ahead of Bad Data with a Data Quality Assessment</p> <p>Organisations face an information challenge. Where is it? How do I get it when I need it in the form I need? What does it mean? What insight can I gain from it? Can I trust it? How do I control it? The list goes on, and the challenges grow unceasingly if organisations cannot ensure they have access to authoritative, consistent, timely and complete information. In this session, you will understand how to implement consistent processes for profiling, analysing, investigating and validating data sources to acquire knowledge about your data and its impact on Information On Demand projects.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Implementing Master Data Management in SOA</p> <p>This session is a deep dive into Information as a Service and its implementation, focusing on Master Data Management capabilities and how they relate to SOA. We talk about architecture aspects and present a scenario leveraging IBM's portfolio in this domain: InfoSphere MDM Server, WebSphere Product Centre, and IBM Information Server capabilities. We conclude by presenting a customer reference implementation.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Information Platform & Solutions - A Portfolio Overview</p> <p>The Information Platform & Solutions portfolio is rapidly growing and changing. Join the director of product marketing for the group and he highlights the portfolio features and what is in development.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Information Server 8.1 - What's New?</p> <p>Join us for a session highlighting the changes and updated capabilities featured in Information Server 8.1.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - Deploying a Data Integration Grid</p> <p>Instant is no longer limited to coffee, tea, pudding and rice. Come here how IBM has removed the barriers for installing hardware and software and instead has instantly enabled business and institutions to get on with the business of integrating vast quantities of data within the enterprise. Take a technical look at IBM has packaged Information Server into an appliance like offering that enables developers to schedule, launch and monitor DataStage and QualityStage jobs that dynamically allocate and share system resources (based on business priorities) to process huge volumes of data, quickly and with lower cost to alternative deployment options.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Product Roadmap - IBM Information Server</p> <p>In this session, we will explore the future of IBM Information Server with a high level review of upcoming enhancements - across all the product modules.</p>	Level Intermediate
IBM	<p>> IBM</p> <p>> Packaged Applications Connectivity Kits for Information Server</p> <p>The ability to take advantage of all your corporate information gives your company a competitive advantage. It requires reconciling data from all available sources to make the smartest strategic & tactical decisions. You may have invested heavily in applications such as SAP, Oracle, Siebel, PeopleSoft and Salesforce.com— but you know from experience that they are not necessarily compatible. These applications can only deliver high value if the data they use is of high quality. Come hear about IBM's application connectivity solutions for enterprise applications, which provide seamless connectivity between the most widely used enterprise applications and a complete data integration solution—the IBM Information Server integration platform.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Performance Management: Cognos, Information Server & Industry Data Models</p> <p>This session examines how the combination of Cognos, an IBM company and Information Server reduces the risk and accelerates time to value of any solution using the IBM Industry Data Models for Banking, Financial Markets, Insurance, Telecommunications, Retail (including support for Distribution and Manufacturing) and Health Plan.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Performance Tuning for Information Server</p> <p>This advanced session will provide techniques for fully exploiting the performance and scalability of DataStage's parallel engine. Topics will include tips on setting up the configuration files, best practices for parallel job design and performance debugging. We will also show how the resource estimation and performance visualisation features of DataStage can help in understanding and optimising the performance of jobs.</p>	Level Advanced
IBM	<p>> IBM</p> <p>> Technical Overview - Global Name Recognition</p> <p>Despite many remarkable advances made in other areas of business automation, automated processing and matching of personal names in databases has languished for decades without significant theoretical or practical advances. IBM Global Name Recognition technology is the only name searching software patented since the Soundex key-based technology received a patent in 1922! This session will highlight how IBM Global Name Recognition tackles the automated processing and matching of personal names.</p>	Level Introductory

IBM	<p>> IBM</p> <p>> Technical Overview - IBM Entity Analytic Solutions</p> <p>Customers and industry experts have responded favourably to IBM Entity Analytic Solutions as a key business solution that addresses many business issues and provides bottom line revenue benefits. Senior members of the development team will provide a comprehensive technical exploration of the technology behind Identity Resolution, Relationship Resolution, and Anonymous Resolution. Here is your best opportunity to learn the answers to the technical questions you have regarding Entity Analytics from the people who built it.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - IBM Industry Models</p> <p>Join IBM Industry Models experts for an introduction to this collection of industry specific models that provide enterprise data, process, and integration models enabling enterprise business initiatives. Customer case studies in various industries will be highlighted.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - IBM Information Server</p> <p>Information is (or should be) a key strategic asset for any organisation. Effectively leveraging information allows organisations to outperform their competition and form stronger relationships with their suppliers and customers. This session will discuss IBM's answer to this challenge - the IBM Information Server.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - IBM Information Server for System z</p> <p>Learn about IBM Information Server for System z, a revolutionary new software platform that helps organisations derive more value from the complex, heterogeneous information spread across their systems. It enables organisations to integrate disparate data and deliver trusted information wherever and whenever needed, in line and in context, to specific people, applications, and processes.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - IBM InfoSphere Master Data Management Server</p> <p>IBM InfoSphere Master Data Management Server manages critical master data across customer, product and account domains. Join us for this technical overview session to learn how this groundbreaking technology provides the strategic architecture companies need to solve critical enterprise master data management issues by managing customer, account and product data centrally.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - IBM Metadata Workbench</p> <p>This session will provide an introduction of the Metadata Services for IBM Information Server. You will learn about the different types of metadata and how it is being shared amongst the tools of the Information Server. In addition, you will learn about the important role of shared metadata for impact analysis and data lineage.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - Information Server Change Data Capture</p> <p>The Information Server Change Data Capture (from the DataMirror acquisition of 2007) capabilities provide scalable, high performance, heterogeneous data movement with minimal impact to source systems. Learn how these real time technologies are an ideal extension to IBM Information Server, providing the enterprise-class data integration capabilities customers expect.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - Information Server FastTrack</p> <p>This session introduces the newest member of the Information Server family, Information Server FastTrack, which takes collaboration to a whole new level. Learn how the product empowers the Business Analyst to define and manage business rules using source to target mapping specifications and automatically create DataStage jobs. We will show functions like relationship discovery, integrating Information Analyser results and report generation that accelerate the process of going from business transformations to implementation for any enterprise.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - WebSphere Business Glossary</p> <p>Driving the business through the effective authoring and sharing of metadata. This session will focus on the business aspects of acquiring and documenting your metadata effectively.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - WebSphere DataStage</p> <p>Data Transformation is a key component to any data warehousing, application migration, data governance, and MDM project. Come and view the latest release of WebSphere DataStage 8.0 and learn how its many features can help you meet your information integration needs</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - WebSphere Federation Server</p> <p>Attend this session to learn more about data federation and how it can increase your time in getting trusted information to your customer. In addition to Federation concepts, this session will also give you a high level overview of WebSphere Federation technology how WFS works, how to set it up and benefits derived by customers.</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - WebSphere Information Analyser</p> <p>Explore the core concepts of data profiling looking at analysis at the column, table, and cross-table level with specific examples from WebSphere Information Analyser and how these concepts facilitate information management</p>	Level Introductory
IBM	<p>> IBM</p> <p>> Technical Overview - WebSphere Information Services Director</p> <p>IBM WebSphere Information Services Director allows tasks to be published as reusable services in a SOA. Join experts as they highlight this technology and how it enables developers to take data integration logic built using IBM Information Server or IBM Information Server for System z and publish it as an «always on» service in a SOA.</p>	Level Introductory

IBM	<ul style="list-style-type: none"> > IBM > Technical Overview - WebSphere Product Centre <p>Product Information Management (PIM) is a critical component of a company's comprehensive multi-form Master Data Management strategy. WebSphere Product Centre is widely recognised as a market leading product information management (PIM) solution. This session will provide a technical overview of WebSphere Product Centre including discussion about its flexible data model, business process alignment, data aggregation and syndication, access privileges, and user interface functionality. In addition, the session will discuss how WebSphere Product Centre represents an important cornerstone to a larger MDM strategy and how it fits with other IBM offerings to fulfil customers' needs.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Technical Overview - WebSphere QualityStage <p>Data Quality is high on the corporate agenda and means many things to many people. Come and view the latest release of WebSphere QualityStage 8.1 and learn how its many features can help you meet your information management needs.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > WebSphere DataStage ELT - Harness the Power of Your Database <p>Attend this session and learn how WebSphere DataStage will automatically leverage the power of your source databases during the data integration process. DataStage's new powerful ELT capabilities will intelligently 'push down' the transformation and migration of data to maximise the usage of the capabilities of your RDBMS - further enhancing the scalability and performance of your DataStage jobs.</p>	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Product Roadmap - IBM InfoSphere Master Data Management Server <p>Learn how IBM is leading the way in Master Data Management with products and solutions to help your business transform. In this session, IBM's MDM product portfolio roadmap will be reviewed. Specific focus will be on plans for extending our support for operational, collaborative and analytical MDM styles as well as planned enhancements to customer, account and product master data domains. Product release strategy will be mapped to customer use cases and the broader MDM strategy. Product's covered will include the InfoSphere MDM Server and WebSphere Product Centre.</p>	Level Intermediate

BI AND PERFORMANCE MANAGEMENT

CUSTOMER	<ul style="list-style-type: none"> > DIRECTV > DIRECTV's Performance Management Journey: Integrating BI and EP <p>Learn how DIRECTV integrated the scorecarding and dashboarding capabilities of IBM Cognos 8 and their Business Intelligence and Enterprise Planning application deployments to deliver enterprise-wide daily, weekly and monthly business performance reporting. Discover lessons learned from DIRECTV's CPM Vision to deployment, migration from a IBM Cognos PowerPlay environment to IBM Cognos 8 and the integration between C8 and Enterprise Planning.</p>	COGNOS	Level Introductory
IBM	<ul style="list-style-type: none"> > IBM > Delivering Business Insight from SAP BW with IBM Cognos 8 BI <p>Effective decision-making depends on timely access to complete and consistent information. For many organisations, SAP BW is a key source of the data required as input for these decisions. More and more, these organisations are turning to IBM Cognos 8 BI to deliver sustainable business intelligence on SAP BW, as well as non-SAP-BW sources. IBM Cognos 8 BI is a complete business intelligence platform that enables business user self-service and decreases the skills, time, and effort required to develop and maintain reports, ad hoc queries, dashboards, and scorecards.</p>	COGNOS	Level Introductory
IBM	<ul style="list-style-type: none"> > Cognos, an IBM company > Creating a Sustainable IM Foundation for Financial Performance Management <p>Compliance, Performance, and Finance transformation is on the agenda of every company these days. What are the data, integration, "platform", and system requirements when selecting a partner to support this information management problem. This session will feature product demonstrations and guideposts for getting started with this important enterprise project.</p>	COGNOS	Level Introductory
IBM	<ul style="list-style-type: none"> > Cognos, an IBM company > Enabling Financial Performance Management in a SAP Environment <p>Financial Performance Management (FPM) is the systematic planning, reporting (through reports, dashboards, scorecards and/or ad hoc queries), and optimisation of enterprise performance to support growth, profitability, and compliance demands. IBM Cognos 8 provides a comprehensive solution for enabling effective FPM in a SAP environment, including certified integration to SAP BW. Balancing the needs of Finance for flexible self-service access with the controls IT requires, IBM Cognos 8 can be deployed in bite-sized chunks (from planning to reporting to analysis) that embrace and extend your existing investments in SAP solutions.</p>	COGNOS	Level Introductory
IBM	<ul style="list-style-type: none"> > Cognos, an IBM company > Extending your IM Architecture with OLAP: The IBM Cognos TM1 Impact <p>Join us for this introductory session on IBM Cognos TM1. This real-time, in-memory, read-write OLAP technology has consistently received the highest marks for delivering business insight with speed and agility with the fewest barriers among all major OLAP technologies to wide-spread adoption. Learn through demonstrations and customer stories how your information management strategies can benefit from these unique end-user values.</p>	COGNOS	Level Introductory
IBM	<ul style="list-style-type: none"> > Cognos, an IBM company > IBM Cognos Now! Monitor for Operational BI & Interactive Self Service Data <p>Learn how IBM Cognos Now! Monitor - the industry's first BI appliance - can help you bring operational visibility to the front lines of your organisation at the lowest possible TCO and with minimal IT resources. Find out how customers are using IBM Cognos Now! Monitor to track up-to-the-second key performance metrics, spot emerging trends and make faster business decisions. Hear more about IBM Cognos Now!'s Monitor all-in-one integrated self-service operational dashboards, alerting, analysis, reports, and data integration capabilities, and how your users can have immediate visibility into your operations. Learn how IBM Cognos Now! Monitor can extend the value of your existing Cognos performance management system.</p>	COGNOS	Level Introductory

IBM	<p>> Cognos, an IBM company</p> <p>> What's New in IBM Cognos 8 BI: v1, 2, 3 and 4</p> <p>Built from the ground up as a web services-based service-oriented architecture, IBM Cognos 8 is open – with out-of-the-box support for your existing data sources, security systems, portals, application servers and more. It is reliable and scalable – allowing you to configure aspects of the system to meet your specific needs. This session will demonstrate what's new in IBM Cognos 8.</p>	COGNOS Level Introductory
IBM	<p>> Cognos, an IBM company</p> <p>> Scorecards and Dashboards</p> <p>Metrics and measures are best viewed in a visual snap-shot that allows your business users to quickly see the difference between what actually happened and what was planned. This session will provide an overview and demonstration of the IBM Cognos Scorecarding and Dashboarding products.</p>	COGNOS Level Introductory
IBM	<p>> Cognos, an IBM company</p> <p>> An Introduction to Cognos 8 Business Intelligence</p> <p>This session introduces you to IBM Cognos 8 BI at a high level. See demonstrations of the major capabilities of the Cognos 8 BI solution including reporting, analysis, scorecarding, dashboards, and business event management as well as data integration on a single, proven architecture.</p>	COGNOS Level Introductory
IBM	<p>> Cognos, an IBM company</p> <p>> Deploying BI to Users in Their Format and Their Location</p> <p>Can your users access the BI information whenever and however they need it? Removing barriers between users and the important information they need to make good business decisions is critical to the performance of your organisation. Explore how users can conveniently view and interact with the most relevant BI information using interfaces that are familiar to the user such as Web portals, Google-like search interfaces, Microsoft Office, and mobile devices like BlackBerry and Symbian. Learn how consumer modes, IBM Cognos 8 Go! Search, Office and Mobile, are central to enabling high broad user adoption.</p>	COGNOS Level Introductory
IBM	<p>> Cognos, an IBM company</p> <p>> A Preview of PowerPlay in the IBM Cognos 8 BI Platform</p> <p>IBM Cognos 8 BI PowerPlay will bring the popular IBM Cognos application into the IBM Cognos 8 Business Intelligence environment. See a preview of what is available with IBM Cognos 8 BI PowerPlay, and learn how your organisation can realise its value. As an administrator, you can take advantage of the IBM Cognos 8 infrastructure, while your users can benefit from an interface they know and love. Pick up migration strategies, see how to best leverage PowerPlay in IBM Cognos 8 BI, and find out how to achieve the best possible return on your investment.</p>	COGNOS Level Introductory



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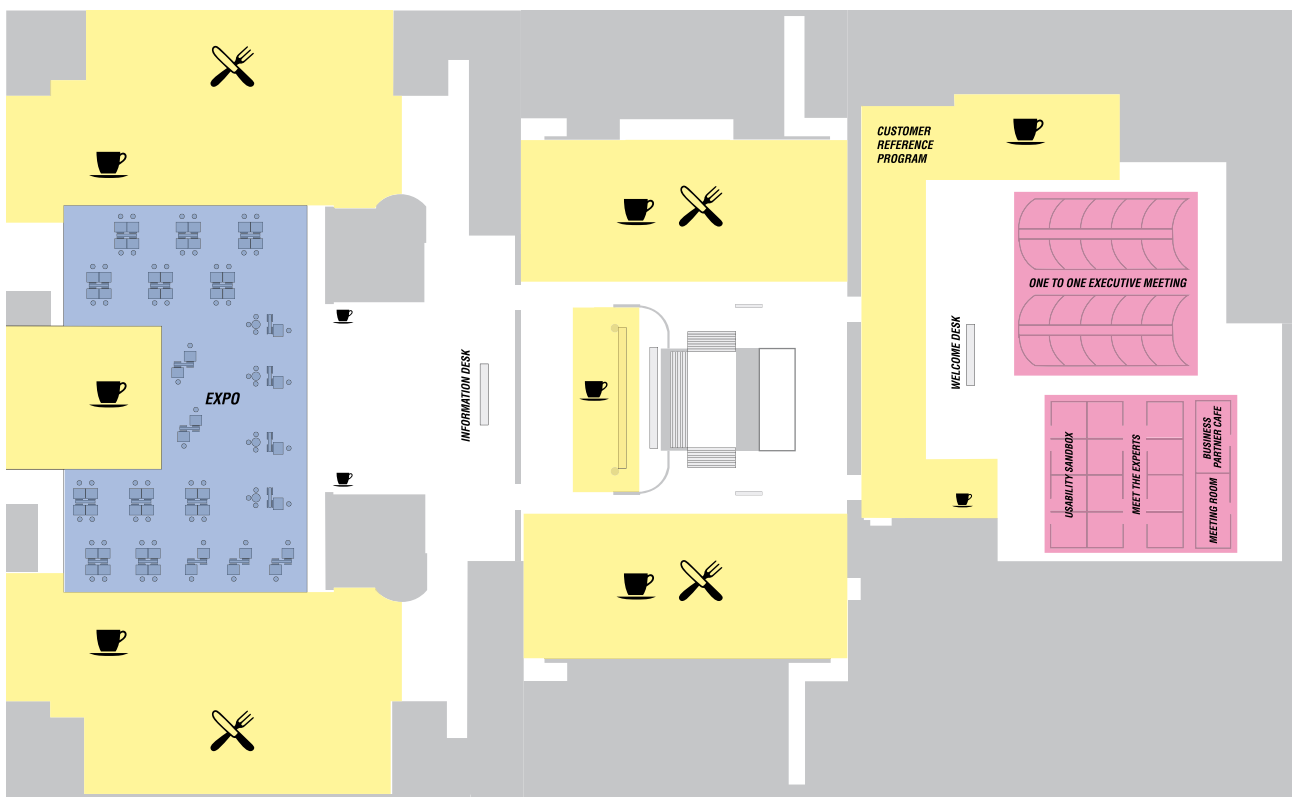
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THE IBM INFORMATION ON DEMAND PARTNER EXPO SOLUTION CENTRE

The Partner Expo Solution Centre will be the focal point of the Conference and has been designed to contain the complete overview of IBM Information Management solutions and services as well as those of our Business Partner network. It is where our key Business Partners from across the EMEA region will showcase their solutions and services. As such it will be the place where

all delegates will really have the opportunity to see “Information On Demand” in action and where business can be done.

The Expo will be open throughout the event and will be the venue for all coffee and lunch breaks, making it the hub for networking opportunities.



> Expo Solution Centre Floor Plan



CONFERENCE VENUE, HOTELS & TRAVEL INFORMATION



ABOUT THE HAGUE

The international city of The Hague is located between the major Dutch cities of Amsterdam and Rotterdam. Home to seven United Nations (UN) Headquarters, The Hague is proud to be the fourth UN city in the world and is the international city of peace and justice. In addition, The Hague serves as the seat of the Dutch national government and the royal residence. Rich in history and tradition, The Hague never fails to impress visitors with its elegant atmosphere, broad tree-lined avenues, boutiques and castles. Its wide beaches and proximity to Amsterdam, coupled with its lively downtown area with trendy superb restaurants, culture and entertainment make it an ideal venue for an international conference.

Key attractions include:

- > Two seaside resorts: the fashionable Scheveningen and the quieter Kijkduin
- > Panorama Mesdag, a cylindrical painting more than 14 metres high and 120 metres in circumference with a surface of 1,680 square metres. It is the biggest painting you will find in The Netherlands.
- > Museum BEELDEN AAN ZEE - Sculptures by the sea. A quiet place with sculptures of man, large and small, made of bronze and stone, tender, harsh, sad and cheerful.
- > The Mauritshuis, one of the world's greatest small museums, with an unsurpassed collection of paintings from Holland's Golden Age
- > Binnenhof and the Knights' Hall, built in the 13th and 14th centuries as the castle for the Earls of Holland. Since 1904 the Knights' Hall has been the setting for the reading of the Queen's speech at the annual opening of Parliament
- > Windmills are plentiful and portray a quintessentially Dutch image.

ABOUT THE WORLD FORUM CONVENTION CENTER

The World Forum Convention Center (WFCC) in The Hague is where extremes find common ground: international congresses and national events; business and entertainment; culture and politics. Located in the heart of The Hague World Forum (the international zone of The Hague), the WFCC, like the city itself, actively supports meetings involving peace and justice. The unique combination of a multifunctional auditorium/theatre and over 20 break-out areas makes the WFCC the ideal venue for all types of congresses, conferences, meetings and events. Last year the WFCC underwent an extreme makeover. The new look is unconventional, contemporary and stylish and the technical infrastructure is world class.

HOTELS

We have secured preferential rates at a number of hotels situated around the World Forum Convention Center in The Hague.

Please check our website for more information and the Hotel location map:

ibm.com/software/uk/data/conf/hotel.html

AIRPORT TRANSPORTATION

A shuttle bus will be provided from Schipol Airport in Amsterdam to the World Forum Convention Center and the IBM recommended hotels on Monday, 2 June with return transfers on Friday, 6 June 2008.

DAILY TRANSPORTATION

The IBM recommended hotels can be accessed from the World Forum Convention Center via Trams 1, 10 & 17. Free public transport passes will be made available to all attendees. IBM will also be providing shuttle bus transportation from some of the IBM recommended hotels (that are not served by the tram network) to the World Forum Convention Center each morning and evening on Tuesday, Wednesday and Thursday and on Friday morning. IBM will also be providing transportation to and from the social events.

For more information please check the Conference website from time to time. You will also find detailed transportation schedules at the Information Desk at the World Forum Convention Center during the Conference.

> Conference Registration Opening Times:

Monday, 2 June	15.00 - 20.00
Tuesday, 3 June	07.00 - 20.00
Wednesday, 4 June	07.00 - 18.00
Thursday, 5 June	08.00 - 18.00
Friday, 6 June	08.00 - 15.00

Please try to register/collect your name badge well in advance of the Opening Session.



NETWORKING AND SOCIAL EVENTS

WELCOME RECEPTION

> Tuesday, 3 June 17.45 - 19.45

IBM invites all Conference attendees to participate in the Welcome Reception which will be held in the Expo Solution Centre at the World Forum Convention Center. It will be an informal gathering with drinks, canapés and entertainment on a local Dutch theme providing the perfect opportunity to meet with colleagues, customers and Business Partners in a relaxed atmosphere whilst also exploring the range of solutions on display in the Expo.

House at the Strandclub WIJ, situated right on the beach in The Hague. A range of entertainment will be offered with food and drinks to provide everyone with the chance to relax whilst mingling with colleagues and making new connections. Come along and enjoy a summer's evening beside the sea amongst friends!

BEACH PARTY

> Wednesday, 4 June 20.00 - 24.00

We will all escape from the World Convention Center on the evening of 4th June and head to the IBM Beach

COUNTRY DINNERS

> Thursday, 5 June 20.00 - 23.00

Join your national compatriots for the final evening of the Conference to further your local relationships in an informal environment with good food and drink. Further details of the venues will be available closer to the Conference date.



REGISTRATION INFORMATION & FEES

HOW TO REGISTER

Please register online at:

ibm.com/software/uk/data/conf/registration.html

> **Register early and take advantage of lower fees!**

FULL CONFERENCE PASS		
REGISTRATION CATEGORIES	REGISTRATION PERIOD	SINGLE ATTENDEE FEE
Standard* or up to 1,300 registrations	1 March – 30 April	€1,185**
Late* 1,3001 registrations	1 May – 30 May	€1,450**
On-site*	After 30 May	€1,550**

* Please note that the Standard rate applies during the time period above or up to 1,300 registrations, the Late rate then applies for those registering up until 30 May and the On-site rate is applicable after 30 May.

** All registration fees are subject to 19% Dutch VAT.

Full Conference Pass includes:

- > Main Conference Programme (Tuesday-Friday)
- > Lunch & Coffee Breaks (Tuesday-Friday)
- > All General Sessions
- > Featured Keynote Sessions on Enterprise Content Management, Data Management, Information Platform & Solutions and Business Intelligence & Performance Management
- > Technical Break-out Sessions
- > Hands-on Labs (3 hour sessions) available on a first come, first served basis
- > Education Sessions
- > Access to the Partner Expo Solution Centre
- > One-to-One Executive Meetings
- > Meet the Experts Area
- > Welcome Reception
- > Certification Testing
- > Conference Welcome Pack
- > Conference Transportation & Public Transport Passes

Costs for travel and hotel accommodation are not included in the Conference fee.

To contact the IBM IOD EMEA Registration Team please either email them on

iodemea2008@eventreg.com

or call **+44 20 8879 2429**



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