Small and Medium Enterprises
Session Highlights

At Information On Demand EMEA Conference 2009, the most pressing business issues and challenges this sector faces today will be addressed. Presenting real life case studies from leading organisations and sharing the latest practical ideas from both industry and information management experts, the Conference provides a unique opportunity to see how Information on Demand can work for you.

Please Note: This Roadmap is accurate at the time of publication, but is subject to change. Please check the Conference website for the current agenda - **ibm.com**/software/Europe/data/conf

Wednesday, 3 June

09:00 – 10:15 Main Auditorium	**GRAND OPENING SESSION** "Delivering Information On Demand, Information Agenda and New Intelligence to drive sustainable growth in times of change" **Speaker:** Ambuj Goyal, General Manager, Information Management, IBM Software Group Martin Jetter, Country General Manager, IBM Germany Caroline Van Marcke, CIO, Van Marcke Group NV Regina Casonato, Vice President Information Management Infrastructure, Gartner
10:45 – 11:30 Room 3 Level 1 **TSB - 2419**	**DB2 for Linux, UNIX and Windows - Trends and Directions** Sal Vella, IBM Vice President, Development, will cover trends and directions in DB2 for Linux, UNIX and Windows, including its role in IBM's Information On Demand strategy. **Speaker:** Sal Vella, Vice President, Development, Distributed Data Servers and Data Warehousing, IBM Software Group Tim Vincent, Chief Architect DB2 LUW, IBM Software Group
10:45 – 11:30 Room 7 Estrel Hall C **BLD – 2102**	**Risk & Compliance in Financial Services - Crossroads or Crosshairs?** This session will examine how various clients across Europe, Asia Pacific and the Americas have deployed Information Management best practices and technologies to achieve significant quantifiable improvements, including reducing capital adequacy ratios, boosting credit ratings, increased competitiveness, lowered costs, streamlined processes, single enterprise view of profitability, reduced credit risk, and reduced financial risk. **Speaker:** Alan Horton-Bentley, Industry Marketing Manager Banking, IBM George Parapadakis, ECM Value Advocate, IBM Software Group
10:45 – 11:30 Wing 3 Room 541 **TSB – 1793**	**Informix Roadmap** An update on Informix Roadmap, future plans and product integration plans. **Speaker:** Jerry Keesee, Director, IBM Informix Database Development, IBM Software Group
10.45 – 11-30 Room 1 Level 1 **BLD - 2668**	**Performance Management at Vesuvius Group** Vesuvius Group uses Corporate Performance Management for a leaner and more agile organisation. **Speaker:** Nicolas Mathei, Chief Performance Officer, Vesuvius
11:45 – 12:30 Room 1 Level 1 **BLD - 2380**	**Informix Around The World - Increasing Business Value at Nippon Sheet Glass** Show how you can get more business-value with the stability and reliability of Informix-Databases. **Speaker:** Erik Stahlhut, Head of IBM-OEM Distribution, CURSOR Software AG Thomas Rühl, Chairman of the board of Management, CURSOR Software AG
11:45 – 12:30 Room 4 Festival Center **TSB 2404**	**IBM Compliance Warehouse** How do technologies like e-mail archiving, records management, classification, WORM storage and eDiscovery tools come together in a unified solution to address compliance requirements? Find out in this session. **Speaker:** Frank McGovern, Program Director, Records and Retention Management, IBM
11:45 – 12:30 Room 641 Wing 3 **BLD – 1956**	**Driving Business Decisions with Data Mining and InfoSphere Warehouse** This session will demonstrate the data mining capabilities of InfoSphere Warehouse, covering both discovery and predictive analytics. Sample business scenarios illustrate InfoSphere's simple and straightforward approach to deliver mining results for business reporting and business processes alike. **Speaker:** Alexander Lang, Senior Software Engineer, IBM Software Group Stefan Abraham, Software Engineer, IBM Software Group Christoph Sieb, Senior Software Engineer, IBM Software Group

Time / Location	Session
14:00 – 14:45 IOD Auditorium	**Featured Keynote - Data Management** Hear from IBM's General Manager for Data Management. **Speaker:** Arvind Krishna, Vice President, Enterprise Information Management Products, IBM Software Group
14:00 – 14:45 Room 9 Estrel Hall B **BLD - 2062**	**IOD as our Driver for Business Transformation** Learn how Information on Demand, InfoSphere and Enterprise Content Management solutions have contributed to the transformation of Van Marcke Group. **Speaker:** Caroline Van Marcke, CIO, Van Marcke Group NV
15:00 – 15:45 Strasburg Room 13 **TSB - 2598**	**Maximise ROI on Trusted information with Enterprise Mashups** Enterprise Mashups help create new applications rapidly for Lines of Business balancing speed with information integrity. **Speaker:** Mark Heid, Program Director, Enterprise Mashups, IBM Sriram Padmanabhan, Distinguished Engineer, Chief Architect for Information Server, IBM
15:00 – 15:45 Room 441 Wing 3 **TSB - 2631**	**Saving Time and Costs with DB2 & Virtualisation** Learn how you can use DB2's best practices to easily consolidate your workloads with virtualisation and DB2. **Speaker:** Drew Bradstock, Product Line Manager, DB2 Distributed, IBM Software Group
15:00 – 15:45 Room 541 Wing 3 **BLD - 2553**	**Business Intelligence Strategy Management** How to develop and deploy a Business Intelligence Strategy. **Speaker:** Roman Schäfer, Managing Director, Conunit GMBH
15:00 – 15:45 Room 641 Wing 3 **TSB – 1906**	**How to utilise IDS 11 virtual Linux Appliances** Learn how you can utilise one of the new IDS 11.50 virtual Linux appliances for your software development and/or deployment needs. **Speaker:** Alexander Koerner, Consulting IT-Specialist, IBM Software Group
15:00 – 15:45 Room 6 Estrel Hall C **BLD - 2525**	**Document Lifecycle Management at a German Insurance** Covers current requirements for an insurance-tailored DMS as well as compliance aspects of document lifecycle management in the insurance business. **Speaker:** Dr. Jens Behrmann-Poitiers, Head of department Insurance Operations, Generali Deutschland Informatik Services GmbH Maik Tiedemann, Consulting IT Specialist, IBM
16:15 – 17:00 IOD Auditorium	**Featured Keynote - Business Intelligence and Performance Management** Hear from IBM's General Manager for Business Intelligence and Performance Management. **Speaker:** Rob Ashe, General Manager, Business Intelligence and Performance Management, Information Management, IBM Software Group
17:15 – 18:00 Room 4 Festival Center **BLD – 2186**	**Smart Sports through Real-time Object Tracking and Analytics Powered by IDS** Headquartered in Germany, IMPIRE AG together with its parent company Cairos AG provides real-time object tracking for sports events, sports statistics and in-depth analytics, television graphics, 3-D animations and more to television broadcasters, Web sites and print media. During this session learn how IMPIRE's technology, which is based on Informix Dynamic Server, can transform an ordinary sports event, like soccer, American football or Basketball into a smart sports event. **Speaker:** Oliver Braun, Marketing & Communications Director, Cairos technologies AG Alexander Koerner, Consulting IT-Specialist, IBM Software Group
17:15 – 18:00 Room 5 Estrel Hall C **TSB - 2626**	**How DB2 9.7 Makes it Easy to Develop and Deploy Applications** Learn how developing and deploying applications on DB2 becomes easier. **Speaker:** Serge Rielau, SQL Architect, IBM
17:15 – 18:00 Strasburg - Room 13 **BLD - 2503**	**Improving Customer Communications at AMP: Enterprise Document Generation** Hear how leading Australian financial services firm, AMP Ltd., have implemented an enterprise document generation (EDGe) Strasbourg project and realised significant ROI in efficiency and customer service. **Speaker:** Paul Roveto, Manager, Customer Communications Services, AMP Limited
17:15 – 18:00 Room 441 Wing 3 **TSB – 2504**	**Introduction to the IBM Cognos 8 Platform** To give an overall understanding of the IBM Cognos 8 platform, this introductory session offers a technical overview with demos that illustrate its main capabilities. **Speaker:** Catherine Hunt, Cognos Field & Channel Enablement Leader, IBM Software Group Mike Sadler, EMEA Sales Enablement, Business Intelligence & Performance Management, IBM Software Group
From 18:00	**Welcome Reception - IOD Connection** Business Partner Expo Solution Centre and IBM IOD Experience

Thursday, 4 June

09:00 – 10:15 Main Auditorium	**GENERAL SESSION** "Leveraging new intelligence to innovate and drive smarter business outcomes" Introducing Frans Johannson, author of the renowned book – The Medici Effect. **Speaker:** Frans Johannson, award winning author, thought leader and entrepreneur
10:45 – 11:30 IOD Auditorium	**IBM's Vision of a Smarter Planet** Bridget will bring the smarter planet initiative of IBM to life. This initiative brings a new level of smart to how the world works and how to do things better, more efficiently and productively. **Speaker:** Bridget Van Kralingen, General Manager, IBM Global Business Services, Northeast Europe
10:45 – 11:30 Room 2 Level 1 **BLD - 2394**	**How Finance is Driving Change by Introducing Performance Management** In this session you will discover how A. Schulman is changing the face of the organisation by introducing a full Performance Level 1 Management program driven by Finance. **Speaker:** Walter Belderbos, European Chief Financial Officer, A. Schulman
10:45 – 11:30 Room 8 Estrel Hall C **BLD - 2170**	**Dynamic Warehousing Update – Supporting a Smarter Planet** Come and hear how companies are using Dynamic Warehousing to change the way they make decisions and drive their businesses. **Speaker:** Gregory Lotko, Vice President - Warehousing Solutions, IBM Software Group
11:45 – 12:30 Room 5 Estrel Hall C **BLD – 1895**	**Information Management: State of the Industry** Information management is a rapidly emerging market. This session provides an overview of what is driving this evolution, market opportunities, what the future will hold, and how organizations can take advantage of emerging best practices. **Speaker:** Andrew Warzecha , VP Strategy Information Management Software, IBM Software Group
11:45 – 12:30 Room 2 Level 1 **BLD – 2051**	**Implementing IBM Cognos in the Insurance Company. Book of recipes.** The story of Implementing the Business Intelligence solution In the Insurance Company from the inside. **Speaker:** Max Serpukhov, Head of Branch, Ingosstrakh Insurance Co. Ltd
14:00 – 14:45 IOD Auditorium	**Featured Keynote - InfoSphere** Hear from IBM's General Manager for InfoSphere, Data Warehouse, Data Integration, Data Quality. **Speaker:** Paraik Sweeney, Vice President, InfoSphere, IBM Software Group
14:00 – 14:45 Room 1 Level 1 **BLD - 2388**	**Business Intelligence and Customer Contact Optimisation** The presentation will explain the organisational advantages of a Business Intelligence Centre of Excellence within the Telefónica o2 Germany. **Speaker:** Markus Heimann, Vice President Business Intelligence, Telefonica o2 Germany GmbH&Co.
14:00 – 14:45 Paris – Room 11 **TSB - 2490**	**Top 10 Cool Features of IBM Data Studio** This session will host a live demonstration of the most frequently asked „how to" questions. Be sure to jump start your Data Studio skills and get off and running with Data Studio. **Speaker:** Deb Jenson, Product Manger, IBM Software Group
15:00 – 15:45 Room 4 Festival Center **TSB - 2188**	**Enterprise Mashups - A Technical Deep Dive** The presentation will also showcase several examples of customers and partners using mashups, showing how enterprise mashups can leverage enterprise data to address a spectrum of information and application needs. **Speaker:** Chris Gruber, Product Manager, IBM Software Group Nicole Carrier, Senior Product Manager, IBM Software Group
15:00 – 15:45 Room 10 Estrel Hall A **BLD - 2148**	**5 Secrets to Effective Financial Performance Management in SAP Environments** Develop new insights how the use of five principles to effective Financial Performance Management. Apply these principles to establish innovative planning, budgeting, forecasting and business intelligence processes within your organisation. **Speaker:** Jason Lovinger, Program Director, Cognos ERP Market Strategy, IBM Software Group
15:00 – 15:45 Room 641 Wing 3 **BLD - 2323**	**Building an Enterprise Data Warehouse Platform at Gamesys Ltd** Replacing an existing reporting Infrastructure with an Enterprise Data Warehouse utilising the IBM Balanced Warehouse, Retail Data Model, Cognos and IBM SWG Services. **Speaker:** Tom Hillary, CTO, Gamesys Ltd Stephen Addison, Systems Management Specialist Consultant, Information Management, IBM Software Group
16:15 – 17:00 IOD Auditorium	**Featured Keynote – Enterprise Content Management** Hear from IBM's General Manager for Enterprise Content Management. **Speaker:** Ron Ercanbrack, Vice President, Enterprise Content Management, Information Management, IBM Software Group
16:15 – 17:00 Room 241 Wing 3 **TSB - 2210**	**Maximise Cost Savings While Improving Visibility Into Lines of Business** Learn how InfoSphere Change Data Capture can help your business become a cost-efficient enterprise and provide measurable ROI. **Speaker:** Dave Randall, Sales Enablement - Data Mirror. IBM Software Group

16:15 – 17:00 Room 441 Wing 3 **TSB - 2501**	**Data Management Strategies for Today's Economy - Reduce Costs and Risks** Learn how effective Data Management strategies can help reduce costs, improve application performance and help protect your company from a data breach, all while increasing IT efficiencies. **Speaker:** Jim Sinisgalli, Optim Product Line Management, IBM Software Group
16:15 – 17:00 Room 541 Wing 3 **TSB – 2484**	**Strategy Management with IBM Cognos Scorecarding** This session will show you how IBM Cognos 8 BI helps you communicate strategy, provide employee focus, and ensure accountability throughout the organisation. **Speaker:** Mike Sadler, EMEA Sales Enablement, Business Intelligence & Performance Management, IBM Software Group
17:15 – 18:00 Room 9 Estrel Hall B **BLD - 2643**	**A Customer Success Story: Using IBM Insurance Data Warehouse Models** Learn how Gjensidige Forsikring, a Norwegian Insurance company, leveraged IBM's Insurance Information Warehouse to accelerate and deliver trusted information to stakeholders in their organisation. **Speaker:** Ariane Gjøsteen Grumstad, Gjensidige Forsikring
17:15 – 18:00 Room 6 Estrel Hall C **BLD - 2622**	**Document Management System- Finansbank Story** ECM usage at Finansbank for all critical core banking and credit card applications. Finansbank is one of the biggest & youngest banks in Turkey. The realisation of the bank's vision of paperless branches and access to documents from any location. **Speaker:** Ufuk Gumus, Finansbank
20:00 'til Late	**IOD Networking Event**

Friday, 5 June

09:00 – 09:45 Wing 2/212 **TSB - 1894**	**Get the Most out of your Enterprise Report Management System** Understand the benefits of Content Manager On Demand and how CMOD can help you improve customer satisfaction, reduce printing costs associated with reports, and get more value from static data stored in your enterprise. **Speaker:** Louise Hawley, IBM ECM Worldwide Technical and Sales Support CMOD, Information Management, IBM SWG
10:00 – 11:00 Main Auditorium	**GENERAL SESSION** "Exploring new technologies and business approaches to drive business performance" A panel of experts share their views and take your questions. **Chair:** Frans Johansson, author of The Medici Effect **Speaker:** Mike Ferguson, Managing Director Intelligent Business Strategies Arvind Krishna, Vice President, Enterprise Information Management Products, IBM Software Group Dr. Peter Waggett, Emerging Technology Strategy Programme Lead, IBM Global Technology Outlook Dr. Christian Plenge, Head of Research and Innovation, MGI Metro Group Hansjoerg Fromm, European Leader, Centre for Business Optimisation, IBM Global Business Services
11:30 – 12:15 Room 341 Wing 3 **TSB – 2138**	**InfoSphere Warehouse: What's New in 9.7** This presentation takes you through why Business Intelligence is becoming increasingly pervasive in the every day workings of small and large businesses. **Speaker:** Phil Downey, InfoSphere Warehouse Product Management, IBM Software Group
11:30 – 12:15 Room 441 Wing 3 **BLD - 1974**	**Leading European Fashion Retailer Uses IDS to Drive Operational Efficiency** One of the leading fashion retailers in Germany talks about how they have been very successful in that very dynamic market by using an IDS-based solution for enterprise resource planning (ERP). **Speaker:** Nadine Brehm, VP Sales and Marketing, AVM GmbH & Co. Softbase KG Alexander Koerner, Consulting IT-Specialist, IBM Software Group
12:30 – 13:15 Room 2 Level 1 **TSB – 2564**	**Closing the Data Privacy Gap: How Safe is Your Data?** Understand what the business and technical issues that drive privacy protection requirements actually are, how to safeguard data – and what is often overlooked. **Speaker:** Jim Sinisgalli, Optim Product Line Management, IBM Software Group
12:30 – 13:15 Room 6 Estrel Hall C **TSB - 2494**	**Gaining Value with InfoSphere & IBM Cognos Solutions** You will hear about the IBM OLAP strategy and see demonstrations and real-life examples of integration value between Information Server and IBM Cognos solutions. **Speaker:** Harriet Fryman, Cognos Product Marketing - Platform and IBM Synergy, IBM Software Group Mike Sadler, EMEA Sales Enablement, Business Intelligence & Performance Management, IBM Software Group
12:30 – 13:15 Room 10 Estrel Hall A **TSB – 2165**	**Technical Direction for InfoSphere Warehouse** A detailed look into the InfoSphere Warehouse product roadmap. **Speaker:** William O'Connell, Chief Architect IM Solutions, Warehousing CTO, IBM Software Group
12:30 – 13:15 Room 241 Wing 3 **BLD - 1839**	**Information On Demand for Small and Medium Businesses** Information On Demand is not just for the Fortune 500. This session will explore the benefits for the small and medium business citing specific examples, benefits and ideas on where to get started. **Speaker:** Andrew Warzecha, VP Strategy Information Management Software, IBM Software Group