

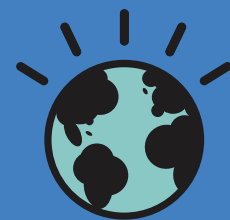
IBM Information
ON Demand 2009



**INFORMATION-LED
TRANSFORMATION**

OCTOBER 25-29, 2009
IBM INFORMATION ON DEMAND
MANDALAY BAY RESORT
LAS VEGAS, NEVADA

ibm.com/events/informationondemand



2009 EVENT HIGHLIGHTS

- Over 7000 conference attendees
- 200 customer speakers
- 100 Business Leadership sessions
- 400 Technical Skill Building sessions
- 3 free Information Management certification tests, 50% discount on all other SWG products
- Huge EXPO encompassing 200 IBM Business Partners and 120 IBM hardware, software, and services exhibits
- Business Partner Development Day
- 55 Birds of a Feather sessions
- Usability sessions and Hands on Labs

WELCOME TO IBM INFORMATION ON DEMAND 2009

Please join us in Las Vegas, Nevada, October 25-29, 2009 for the fourth annual IBM Information On Demand 2009 global conference! This is the leading cross-IBM event addressing Information Led Transformation and Business Analytics & Optimization. **It's one event you won't want to miss!**

We will bring together the full force of IBM to demonstrate how businesses can achieve the promise of Information Led Transformation with proven technologies and meaningful business insights to improve performance while reducing costs. Attend IBM Information On Demand 2009 to gain unique perspectives from IBM experts, technical leaders and visionaries as well as peers in your industry.

Take back strategic approaches and tactical actions you can immediately implement to improve the value of your organization's information. More than 200 customers will share their real-world experience about how they have unlocked the value of their information and realized tangible and immediate return on investment.

Choose sessions from three dynamic programs:

- Technical Skill Building
- Business Leadership
- Business Partner Development

The week kicks off with a Business Partner-only event—Business Partner Development Day on Sunday, October 25. IT executives and key decision makers will be interested in the 2½-day Business Leadership program, starting Monday, October 26, with a choice of more than 100 sessions. The 4-day Technical Skill Building program offers more than 400 sessions covering a comprehensive Information On Demand portfolio—hardware, software and services solutions.

IBM Information On Demand 2009 will treat participants to seminars, hands-on labs and panel discussions from the foremost thinkers and technologists from IBM software, hardware and services. The conference also affords you one-on-one meeting opportunities with other IBM leaders, customers and Business Partners.

So don't wait! Register now.

EXPECT MORE.

- *This is the place to learn how to transform information into a strategic asset—get the insight and tools you need to develop and implement an enterprise-wide vision, strategy and deployment roadmap.*
- *Participate in the premier discussion on the future of managing information and learn why having an information agenda is critical in today's economy.*
- *Understand the value of IBM solutions that address the most pressing business challenges.*
- *Get practical guidance on how to use analytics to drive precision and predictability into the decision-making process at all levels of the organization.*
- *Hear how your peers are realizing ROI in today's economic environment.*
- *Learn best practices in your industry.*

WHO SHOULD ATTEND?

Business Leadership

CEOs, CFOs, Presidents, Line-of-Business Executives and Managers:

How are other organizations leveraging information to produce better business outcomes and optimize performance? How can effectively leveraging your valuable enterprise information help you deliver stronger results for your business in tough economic times? In the 2½-day Business Leadership track, discuss ideas and discover best practices from other organizations in your industry.

CIOs: *Do you have an enterprise strategy for leveraging information to help optimize business performance? Learn how an information agenda can help. This strategic information road map can enable your enterprise to respond quickly and precisely to business opportunities and gain an important competitive edge that can improve your results despite a tough worldwide economy.*

CTOs and technology research leaders: *Get insights into the latest technology to support your business strategies and optimize performance. Network with your peers and with IBM leaders and discuss technology, standards and evolving approaches to information management. Get ideas for weathering tough times with sound technology investments that support key business initiatives—from customer loyalty to workforce optimization.*

TECHNICAL SKILL BUILDING

Enterprise Architects: *Learn how other organizations are moving toward architecture simplification, component reuse and collaboration to optimize their operations—an especially important objective in tough economic times. Network with IBM architects and your peers in other organizations to share fresh ideas.*

Data, content or information architects: *Learn from IBM and from other organizations about effective approaches to managing information repositories, using data models, and storing and managing both structured and unstructured information across the enterprise, to optimize business performance and deliver high-value results even in a tough economy.*

Consultants: *Take advantage of the best in technical education and the opportunity to add value to your business by building your skills and expanding your storehouse of ideas for delivering measurable results in tough times.*

Database Administrators: *Learn about the latest tools and techniques for managing the integrity of your database or content store and for making quality information available on demand to the applications, systems and people who need it—while also improving your efficiency.*

Developers: *Check out the latest and greatest integrated tools to help you efficiently design, develop, deploy, manage and govern your data across its entire life cycle.*

IT Managers: *Learn about the latest tools and techniques for managing information from IBM subject matter experts, and hear about best practices—for optimizing your business and delivering positive results for your organization—from IBM Business Partners and your peers in other organizations.*

ERP and CRM Managers: *Learn from IBM and other organizations, and take advantage of innovative ideas for increasing workforce effectiveness, reducing costs, ensuring information availability and minimizing service disruptions as you manage your application data.*

WHY SHOULD YOU ATTEND?

Upgrade your skill set

The conference features programs and tracks specifically designed to develop skills, ensure higher productivity and improve problem-solving capacities, thereby leading to reduced costs and faster time-to-market.

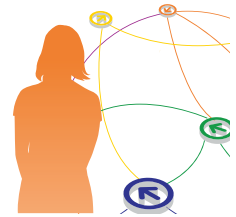
Business Leadership

This program features innovative ideas and successful strategies to show you how to grow your business, improve customer service, reduce costs, manage risk and tackle the leadership challenges you face in your managerial role. The 100+ sessions in the Business Leadership program spanning 2½ days are designed for business executives and leaders who need the latest industry-specific information and trends. Tracks are aligned by industry and include banking, government, healthcare, insurance, manufacturing and process, retail, telecommunications and also cross-industry topics. These sessions focus on real-world examples from seasoned industry analysts as well as from other IBM customers in your industry who have successfully navigated the complexities of Information On Demand.

Business leaders attending the conference will also have the unique opportunity to schedule one-on-one meetings with key IBM executives and distinguished technical leaders to share ideas and discuss your specific needs.

Technical Skill Building

This program features a comprehensive breadth and depth of technical sessions to help build skills across a wide array of IBM technologies. You'll learn about all of IBM's new software products and releases and get behind-the-scenes views of how others are solving their toughest information management challenges with IBM technology. With more than 400 sessions to choose from, this is THE place to get the latest overviews and deep dives on a wide variety of topics.



Hands-on training, advanced technical education and more will enhance your professional development to help make you a more valuable asset to your company. Improve personal and team productivity with tips and tricks from the experts. Find out what you need to plan for now to meet challenges and innovations coming in the future. Learn how other developers overcome some of the "challenges" that we all encounter. Take your technical expertise to new levels of proficiency by working alongside the experts in the hands-on labs. Meet and talk with other leading developers in the Developer Den. Schedule appointments with IBM's top technical folks in the 'Meet the Experts' area.

TRAINING OPPORTUNITIES—BEYOND THE NORMAL CLASSROOM EXPERIENCE

Attending IBM Information On Demand 2009 is a cost-effective investment of time and money in comparison to other conferences and training. Purchased from a training provider, an equivalent number of hours of high-quality training would cost thousands of dollars. This conference will provide four days of intense technical skill building and an opportunity to talk to Information Management experts—plus hands-on experience with new products and solutions. This conference offers a very comprehensive educational program, including:

- Intensive 4-Day Technical Program with over 400 sessions consisting of technical deep dives, tips and tricks, case studies, customer panels, hands-on labs and instructor-led demonstrations
- Seminars, hands-on workshops and panel discussions from IBM's foremost thinkers and technologists from Information Management and across IBM
- Many one-on-one meeting opportunities with IBM leaders and developers, IBM customers and IBM Business Partners
- Opportunity to bring your own laptop to install software, run tutorials and network directly with different application developers at the Developers Den.

SHOWCASE OF SOLUTIONS

The EXPO promises to be one of the most exciting centers of innovative technology solutions from IBM and our Business Partners. A view of IBM Business Partner tools and solutions could dramatically improve your processes. Together with our Business Partners, you can work through challenges and build the right solutions. The EXPO will provide countless opportunities to make beneficial contacts and share best practices with your peers.

NETWORKING

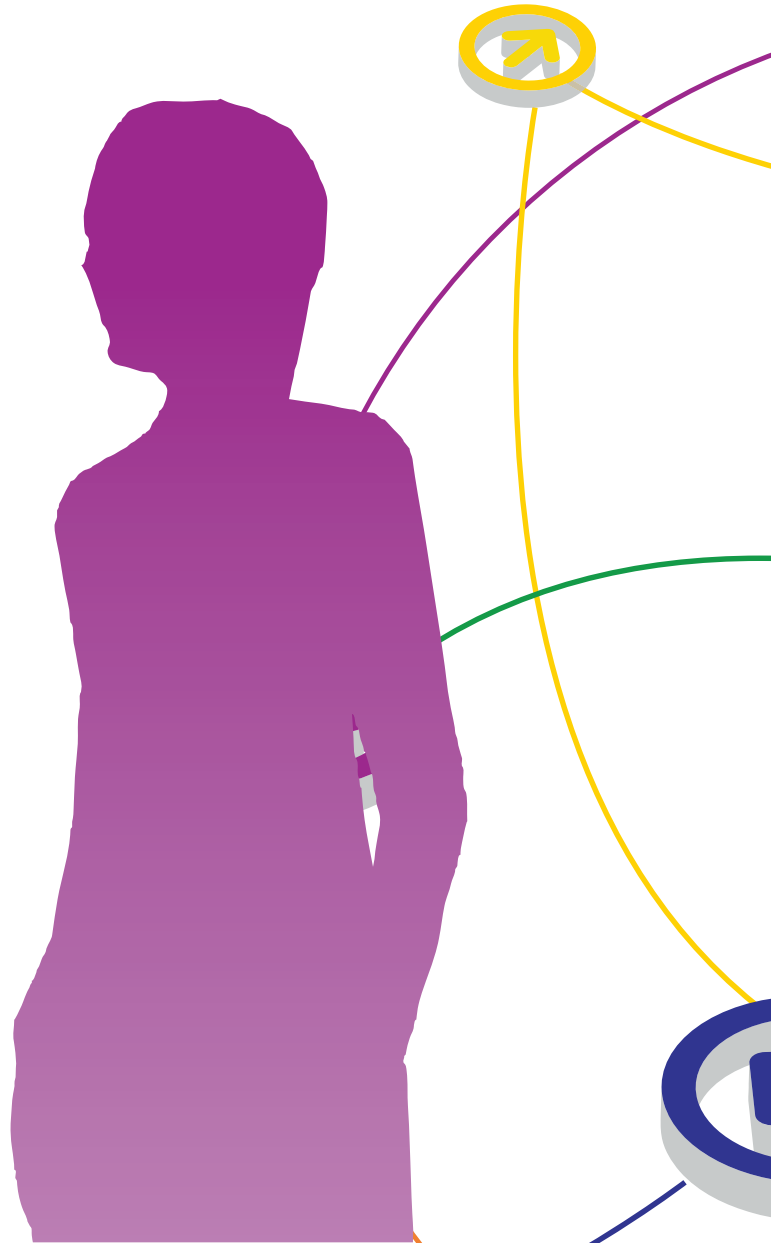
Explore how the products you use are put to the test elsewhere. Meet your counterparts and other users to learn about their successful implementations. The technical staff will be there to demonstrate practical solutions and easy-to-use tips and techniques, and to provide insight into future direction of the products that will impact your organization.

ROI AND PRODUCTIVITY BOOST

A productivity boost for attendees, and a great return on investment for the company—for example, if the total cost of attending Information On Demand 2009 is \$1895, this investment could potentially save your company at least 10 times that much, based on the knowledge you gain and the business contacts you make, knowledge sharing with your team when you return to work, and offering knowledge on specific areas where your company needs more information.

WHY LAS VEGAS?

The IBM Information On Demand 2009 global conference is one of the largest educational conferences offered by IBM. Las Vegas provides outstanding service and value for the 7000+ conference attendees and support for the comprehensive educational content spanning three programs. It's about space and accessibility. Las Vegas has more than 9.8 million square feet of exhibit space and is home to three of the country's ten largest convention venues. Also, with more than 900 flights per day and non-stop service from 130+ US cities, Las Vegas is easy on your time and budget.



PROGRAM OVERVIEW

Business Leadership

2½ days, Monday, October 26–Wednesday, October 28, 12:00 p.m.

Developed for executives, managers and key decision makers in the world's top industries, the Business Leadership program is a comprehensive, 2½-day curriculum delivering relevant and thoughtful topics on a number of business issues, including customer care and insight, risk and compliance, and operational efficiencies related to proper management of content and data.

You'll discover innovative ideas and successful strategies to grow your business, improve customer service, reduce costs, manage risk and tackle leadership challenges you face in your managerial role. Many of the concepts are illustrated by 'real-life' stories told by people, like you, who made it happen. They got IT right and leveraged information for smarter business outcomes.

Business Leadership track details

Tracks in the Business Leadership program include:

- *Banking and Financial Markets*
- *Business Value of Information Innovations*
- *Communications Service Providers*
- *Consumer Products*
- *Energy and Utilities*
- *Government*
- *Healthcare and Life Sciences*
- *Manufacturing and Process*
- *Insurance*
- *Media and Entertainment*
- *Retail*
- *Travel and Transportation*

Banking and Financial Markets

Significant operational efficiencies and cost reduction were achieved from the early adoption of information technology. Today however, many institutions are wrestling with the unintended consequences associated with the rapid, tactical implementations of disparate line-of-business automation silos. Compounding these challenges is the unprecedented worldwide financial crisis, together with a staggering number of mergers and acquisitions, bank failures and nationalizations.

This track will focus on:

- *Ways to overcome banking and financial market challenges*
- *Developing an overarching, enterprise architecture*
- *Implementation strategy*
- *Use of best practices and transparency standards for improved security, fraud detection and credit decisions, risk assessment and regulatory compliance.*

This track will also explore new techniques for developing an information management roadmap that will guide future deployments of technology to address the growing need for improved customer service, intelligent customer care and establishing a comprehensive information agenda.

Business Value of Information Innovations

IBM's Information On Demand portfolio enables clients across industries to leverage enterprise information in real-time or near real-time. Information On Demand solutions can help create business value by unlocking information from repository, process and application silos and by delivering trusted information—in context—to improve revenue, reduce risk and improve operational efficiencies.

The IBM Information On Demand 2009 cross-industry Business Leadership sessions provide opportunities to learn about Information On Demand, benefit from key client experiences, and gain deeper insight into how an information agenda can help you move your business forward even during the most challenging times.

Communications Service Providers

Providers contending with technology convergence, mergers, partnerships, geographic expansion, new service delivery and customer retention must find more efficient means of utilizing information throughout the enterprise. This track will emphasize solutions for business activities such as:

- 'Churn' management
- Interconnect charge processing
- Single view of the customer
- Contact center optimization
- Product optimization

This track will also focus on the underlying importance of information quality, consistency and life-cycle management to support associated line-of-business decisions.

Consumer Products

Consumer products companies face an increasing need to manage their information as a strategic asset in order to build brand awareness and loyalty, drive innovation with deeper consumer insight, improve value chain collaboration and operate in an efficient, responsible and sustainable manner. IBM's broad and best-in-class portfolio of Information On Demand capabilities and comprehensive Information Agenda program for the consumer products industry will enable you to optimize your business performance.

Our approach is to work hand-in-hand with you to:

- Help define or refine your enterprise information management vision
- Establish an enterprise information management reference architecture
- Enable you with proven solution assets
- Define a roadmap of short and long-term projects to take you from current state to an optimal future state
- Assist you with information governance best practices.

At IBM Information On Demand 2009, the consumer products industry track will address the most pressing issues and challenges your organization faces today, present real-life case studies from your industry peers and share the latest practical ideas from information management experts.

Energy and Utilities

The energy and utilities market is changing like never before: Dealing with environmental issues, meeting increasingly stringent cyber-security regulations, managing complex rate cases, installing an intelligent utility network, creating an automated metering infrastructure, and managing a changing workforce require creative solutions while finding ways to improving financial performance. Innovative energy and utility companies will share their best practices in these Business Leadership tracks.

The IBM Information On Demand 2009 Energy and Utilities Business Leadership sessions provide opportunities to:

- Learn about the Information On Demand market
- Benefit from innovative customer experiences
- Find out more about current thought leadership and areas to explore for business value
- Gain deeper insight into how an information agenda can help you move your business forward even during the most challenging times.

Government

Government-focused sessions in the IBM Information On Demand 2009 Business Leadership program deliver education to help you become more responsive to government challenges—from services improvement opportunities to security threats—while leveraging existing investments. These sessions can help you discover how to transform your information and provide you the unique opportunity to interact within IBM's greater government community and to collaborate with the largest network of information specialists.

Healthcare and Life Sciences

IBM Information On Demand 2009 Healthcare and Life Sciences Business Leadership sessions provide opportunities to:

- *Learn techniques for innovation*
- *Network with your peers*
- *Hear from healthcare industry visionaries about the future of healthcare.*

These sessions create business value by unlocking information from clinical, financial and claims data silos. This information can help you deliver trusted information in context to cost-effectively grow new business and to improve healthcare delivery, metrics and clinical outcomes by leveraging the exponentially growing volumes of data.

Manufacturing and Process

Manufacturers are under extreme pressure to increase production, reduce costs, and become more efficient (and increasingly green) in their operations—all in the face of global economic and regulatory challenges.

Faced with these challenges, some manufacturers have leveraged their information to:

- *Better drive innovation*
- *Increase operational efficiency*
- *Improve the utilization of their assets*
- *Optimize their supply chains for better cash flow and lower operating costs.*

Join us at IBM Information On Demand 2009 to gain valuable insight into how these manufacturers have optimized their business processes by leveraging information in response to an extremely challenging and competitive environment.

Insurance

The financial crisis, market dynamics and continued business complexity will challenge the insurance industry to rise to the occasion. It must find new and innovative ways to reduce costs, introduce innovative new products and adjust to new business realities. Innovation in insurance products, processes and systems necessitate innovating with information—finding new and better ways to leverage enterprise information to drive real business value. To gain competitive advantage, information must be 'liberated' from silos, shared across processes and unlocked from applications to deliver actionable business insight.

At IBM Information On Demand 2009, the insurance industry track will present sessions led by insurance industry experts, industry views by prominent insurance analysts and case studies from your peers that are relevant to today's insurance challenges, business drivers and key initiatives.

Media and Entertainment

Media clients today are being challenged more than ever to respond to rapidly changing market conditions with agility. Exponential growth in outlets for video and music sales across multiple industries is driving demand for digitization, workflow optimization, cataloging, tracking and digital delivery. The rate of content acquisition, the desire to retain new content for future use, and the need to monetize existing media properties to meet the demands of businesses and consumers is growing even faster.

At IBM Information on Demand 2009, the media and entertainment track will present sessions led by media and entertainment industry experts to address the most pressing issues and challenges media organizations face today. You can gain valuable knowledge as your industry peers and industry experts share case studies and the most current industry thought leadership ideas.

Retail

Retailers today face enormous challenges both in understanding their customers and responding to an increasingly competitive marketplace—and doing so while surviving the most challenging global economy in the last 30 years. In this environment of extreme complexity and market fluctuations, there will be winners and losers. IBM can help you transform your business into one that can use information on demand to take advantage of today's opportunities and emerge a winner.

The IBM Information On Demand 2009 retail business leadership sessions provide opportunities to:

- Learn about the Information On Demand business value proposition
- Benefit from key client experiences
- Find out more about current thought leadership and areas to explore for business value
- Gain deeper insight into how an information agenda can help you move your business forward.

Travel and Transportation

Travel and transportation companies face an increasing need to manage their information as a strategic asset and service in order to:

- Deliver a superior customer experience
- Drive innovation for new sources of revenue
- Optimize assets and employee productivity
- Operate efficiently and responsibly while improving the bottom line.



IBM's broad and best-in-class portfolio of Information On Demand capabilities and comprehensive Information Agenda program for the travel and transportation industries can help enable you to optimize your business performance by working hand-in-hand with you to:

- Define or refine your enterprise information management vision
- Establish an enterprise information management reference architecture
- Enable proven solution assets
- Define a road map of short and long-term projects to take you from current state to an optimal future state and assist you with governance best practices.

At IBM Information On Demand 2009, the travel and transportation industry tracks will address the most pressing issues and challenges your organizations face today, present real-life case studies from your industry peers and share the latest practical ideas from information management experts.

TECHNICAL SKILL BUILDING

4 days, Monday, October 26 – Thursday, October 29, 4:00 p.m.

Open to all conference attendees, the Technical Skill Building program at IBM Information On Demand 2009 offers the breadth and depth of technical sessions to help you build skills across a wide array of IBM technologies, learn about all of IBM's new software products and releases and get behind-the-scenes views of how others are solving their toughest information management challenges.

IBM's technology leaders provide best practices, tips and tricks, and valuable insider news. Their presentations will be illustrated through discussions by IBM customers on how they met real-world challenges with the use of IBM technology. The Technical Skill Building program offers all the 'real-life' details you need to get IT right when it affects users, system performance, application solutions, IT infrastructure and business processes.

Technical Skill Building tracks:

- Business Intelligence and Performance Management
- Data Management: DB2® and Tools for Linux®, Unix and Windows®
- Data Management: DB2 for z/OS® and Tools
- Data Management: IMS™ and IMS Tools
- Data Management: Informix® Dynamic Server
- Data Management: solidDB®
- Enterprise Content Management
- Implementing the Information Agenda
- InfoSphere™ Enterprise Information Integration Strategies
- InfoSphere Data Discovery and Mapping
- InfoSphere Data Warehousing
- InfoSphere Identity Insight
- InfoSphere Master Data Management
- InfoSphere Traceability Solutions
- Integrated Data Management and Application Development

Business Intelligence & Performance Management

Companies demand solutions that provide a single, trusted view of their business to provide strategic and operational intelligence to a wide range of internal and external users. IBM delivers a complete Business Intelligence (BI) and Performance Management (PM) platform, fully integrated on an open standards-based service oriented architecture (SOA).

Attend the Business Intelligence & and Performance Management sessions to understand how to unlock the business value of your information, allowing you to:

- Make better, faster business decisions by understanding, analyzing and sharing information
- Plan, understand and manage financial and operational performance
- Drive dynamic, reliable and sustainable performance by optimizing your business processes
- Leverage trusted information at the right time, in real time prove measurable results and realize fast time to value

Data Management: DB2 and Tools for Linux, Unix and Windows

This track focuses on what you need to know to be successful with DB2 for Linux, UNIX and Windows. Targeted towards developers, database administrators (DBAs) and architects, this track offers tips, tricks and best practices to help ensure that you're getting the most out of your data and systems. Learn how the industry-leading innovations, such as DB2 pureXML® and DB2 Deep Compression, have impacted enterprise architecture and technology strategy. Get the latest information about DB2 and the tools that support your infrastructure. Participate in our in-depth hands-on labs and experience the benefits and power of DB2 up close.

Data Management: DB2 for z/OS and Tools

The DB2 for z/OS and Tools track is targeted at technical professionals and managers that want to grow and develop their skills during these tough economic conditions and stay ahead of the game! This track will enable you to broaden your knowledge, highlight best practices and give you an opportunity to hear real customer experiences. At a time of restrictive resources, every business is striving to compete and differentiate.

In this track, you can learn how the latest DB2 for z/OS technology can not only help you reduce downtime and achieve greater cost advantages, but also help enable you to accelerate application development and innovate. DB2 for z/OS is designed to provide the most robust and cost effective data server for your environment. It is a market leader in availability, scalability and reliability, and drives mission critical data around the world. Take advantage of the exciting DB2 for z/OS Hands-on Labs for in-depth training. Don't let your business fall behind—stay on track!

Data Management: IMS and IMS Tools

Your IMS system is the workhorse of your organization. These sessions are designed to show you the value you can receive when you integrate existing IMS applications and data into your Service Oriented Architecture (SOA) strategy.

You will learn how IMS can help your organization to:

- Respond to rapid changes in the market
- Capture new markets
- Improve products
- Better address regulatory issues
- Strengthen business partnerships.

In addition, you'll see how IMS can help lower IT overhead, increase profits and better align IT services with long-term business goals. Learn the latest information about IMS, including best practices for upgrading to IMS 10 and IMS 11, and hear the news about IMS Tools. Take advantage of the hands-on labs for in-depth training and gain a better appreciation for why companies around the world depend on IMS to handle more than two million transactions a day.

Data Management: Informix Dynamic Server

With its devoted customer base and continued double-digit growth, Informix is booming. Don't miss this opportunity to get a better look at IBM's strategic data server for transaction intensive solutions, delivering near hands-free administration, high availability and low-cost clustering. Learn about the latest features and delve deeper into the capabilities that make IDS resilient, agile and invisible. The latest tips, tricks and best practices will be shared by product experts, including customers and partners who will share their real-life experiences with Informix.

Data Management: solidDB

solidDB is known worldwide for delivering data with extreme speed, thanks to its relational, in-memory database technology that performs up to ten times faster than conventional, disk-based databases.

This track focuses on the solidDB product family:

solidDB: *This is a fully-featured, relational, in-memory database that delivers extreme speed and extreme availability to meet performance and reliability demands of real-time applications.*

solidDB Universal Cache: This is the industry's first relational, in-memory caching software that accelerates IBM DB2 and Informix, Oracle, Microsoft SQL Server, and Sybase databases up to ten times.

Attendees will learn how solidDB delivers tens of thousands of transactions per second, with response times measured in microseconds. Product experts will share best practices along with customer use case scenarios.

Enterprise Content Management

Businesses today need to do more with less. They also need to solve increasingly complex business problems faster than ever before. What's more, they need to be responsive amid huge volumes of expanding business content, a wide variety of content types, hundreds of business processes and a myriad of regulatory challenges.

Join us and learn how you can deliver the right information at the right time, every day, so that everyone-across your organization has what they need to make smart decisions. The sessions in this track deliver the information, updates and expertise you need to optimize the management of content and business processes, along with details on innovative search-and-discovery tools to help transform your business.

Implementing the Information Agenda

The Information Agenda is a roadmap to help you achieve your Information On Demand objectives. Through a comprehensive approach, Information On Demand helps you manage your data and content, pull together trusted information that cuts across diverse silos, and gain valuable insights to optimize your business.

This technical track focuses on architecture design with an emphasis on:

- Data Discovery
- Real Time Data Integration and ETL/ELT
- Data Quality
- Data Models
- Metadata Management
- MDM
- SOA
- Shared Service Grid Computing
- HA
- DR
- Cloud Computing Infrastructure
- Advanced Data Warehousing
- Best practices for implementing and tuning state-of-the-art Information on Demand infrastructure.

Get the in-depth skills you need, along with expert advice from IBM technologists to develop an open, flexible platform that supports heterogeneous environments, and helps you gain control over the ever-expanding demands for fast, accurate and relevant information.

InfoSphere Enterprise Information Integration Strategies

These sessions focus on how the InfoSphere Information Server plays a critical role in building a scalable and flexible architecture to integrate enterprise data for Trusted Information. Organizations that are upgrading or consolidating enterprise applications, migrating data from legacy applications, building a data warehouse or integrating data for master data management need the power and flexibility offered by InfoSphere Information Server to ensure information is trusted wherever it is needed.

InfoSphere Data Discovery and Mapping

Join this track to understand how InfoSphere Foundation Tools and IBM industry models enable you to analyze, design, and govern information assets for Trusted Information. Listen to customers describe how these products enable them to identify information gaps, design target structures, capture business specifications, monitor data lineage and efficiently integrate, cleanse and deliver information to support business innovation.

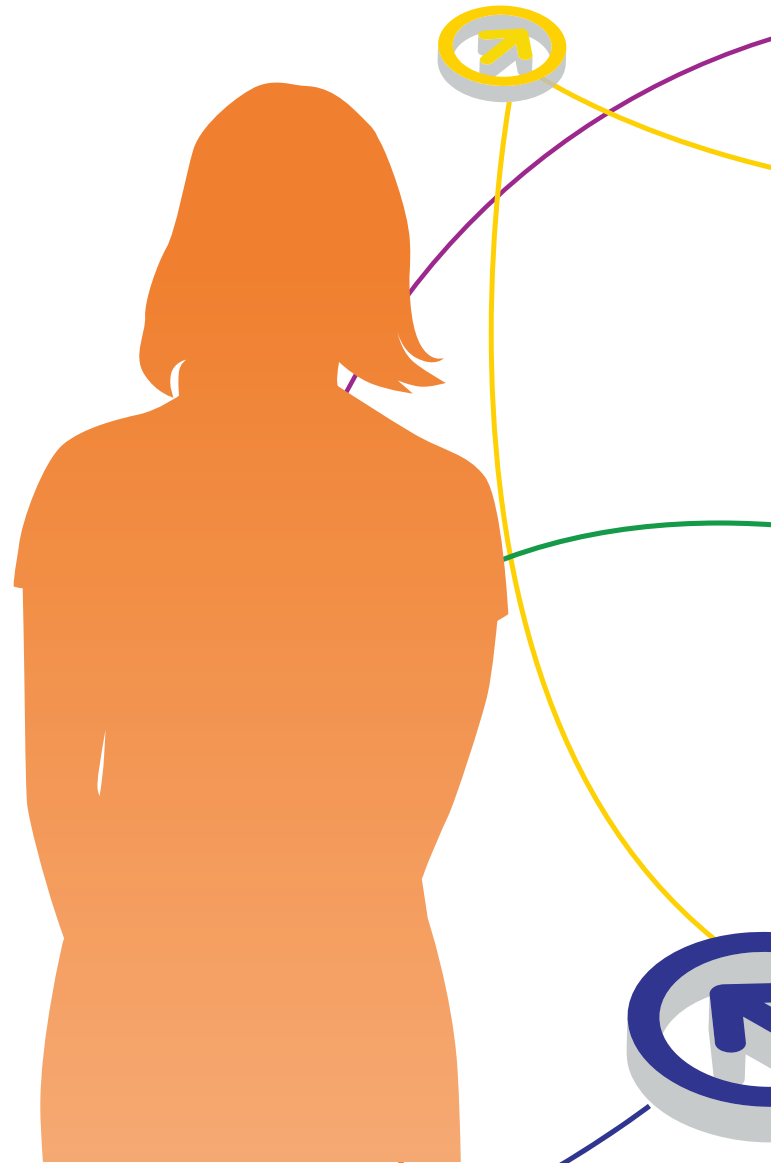
InfoSphere Data Warehousing

In these sessions, you will learn how IBM Data Warehousing software and appliances can go beyond traditional data warehousing to help deliver more insightful, relevant information across your organization. Get the latest information about IBM's data warehousing portfolio and how you can extend your warehouse with business intelligence, information integration, master data management, IBM Unstructured Information Management Architecture (UIMA) and more.

Learn firsthand from data warehouse architects at leading companies about their experience with dynamic warehousing and hear how IBM's game-changing leadership with dynamic warehousing can help improve your business performance today.

InfoSphere Identity Insight

Do you really know your customers? Citizens? Employees? Partners? These are questions executives and government leaders must grapple with every day, but they are not easy to answer. People change identities, re-arrange, steal, modify, or invent new ones. Identity fraud schemes are sophisticated, and so, too, is the IBM solution to overcome them. This track will explore IBM's identity resolution technologies: What they are, and how customers are using them to mitigate their risks.



InfoSphere Master Data Management

This track will detail how and why master data management (MDM) provides the strategic architecture you need to manage customer, account and product data centrally. Learn how MDM is moving beyond previous attempts at centralizing control of data to allow users to fully manage data with multiple domains and multiple styles. Find out how IBM MDM solutions can help improve customer satisfaction, reduce costs, enhance the ability to cross-sell services and deliver new services.

InfoSphere Traceability Solutions

Traceability—the ability to capture, verify and share information about the location, status and history of an item/product/asset—is a critical focus area across many industries today, including pharmaceutical, life sciences, automotive, manufacturing, retail, and consumer package goods. This track will focus on how companies around the world are leveraging traceability solutions to meet regulatory compliance, optimize their supply chain, and protect consumers. Get the details on how to architect and implement a standards-based, scalable, secure, information-sharing platform for traceability applications.

Integrated Data Management and Application Development

Organizations rely on complex, heterogeneous IT infrastructures—multiple, related applications, databases and platforms—to execute their critical business processes. This track addresses the challenges in establishing and managing an enterprise data environment, and provides a selection of topics of interest to developers working with IBM Information Management products.

Learn how your peers address data management issues such as:

- *Data modeling*
- *Application development with XML, SQL, SOA or Java*
- *Testing and deployment*
- *Database administration*
- *Application upgrades and retirements*
- *Data growth management*
- *Data privacy*
- *Data retention.*

Learn how IBM solutions can help you manage data seamlessly across each phase of the life cycle—from requirements to retirement. Get the latest techniques and best practices that empower today's application and data management teams to develop and deploy enterprise-ready applications faster, with better performance and lower risk. In between sessions, wander over to the Developer Den and continue to discuss your development challenges and 'hang out' with other like-minded professionals.

SPECIAL CONFERENCE ACTIVITIES

Complimentary professional certification

Once again, IBM's professional certification exams will be available to registered attendees throughout the event. You can take up to three Information Management exams at no charge. Each additional exam costs US\$100. All other IBM SWG exams (Lotus®, Rational®, Tivoli®, WebSphere®, XML and SOA) will cost US\$100 each. IBM hardware-related exams will be offered at US\$95 each.

We will also be hosting the popular certification members' lounge. This members-only, cafe-style lounge is designed for relaxation with comfortable seating and quiet study areas.

Preconference technical education courses

IBM Information On Demand 2009 offers all registered attendees unique preconference training courses and 'cram' courses to prepare for professional certification. These courses will deliver more in-depth information and skills than is possible in a regular conference session. Plan to arrive a day early as these courses will be available for one day only at a deeply discounted price of US\$399.

Support, Services and Education Hub

Discover how Support, Premium Support, Services and Education offerings can maximize the return on your software investment. The 'Hub' is staffed with Cognos®, Data Management, Enterprise Content Management, and InfoSphere experts ready to answer your questions and share insights on how to speed your implementation, keep your software solution productive and build your skills without the need to travel.

Hands-on Labs

Reach new heights of technical proficiency by working alongside the experts in the IBM Information On Demand 2009 Hands-on Labs. These instructor-led mini-courses are designed to get you up to speed quickly with hands-on interaction directly with Information Management products. Work through your questions with experts and learn tips, tricks and strategies to make your job easier and faster. Labs are typically three hours long, and take place at the same time as other electives during the week.

These sessions are very popular. To reserve your seat in a lab session, please enroll through the Personal Agenda Builder when available, starting September 1, and arrive on time for the lab.

Usability Sandbox

Do you have experience with specific IBM products? Want to provide feedback about future directions for those products or comment on current problems or concerns? Come participate in a small, hands-on usability session and provide IBM with valuable feedback on product usability and the functionality that is most important to you. Usability experts will lead you through a variety of interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements.

Topics range from current, released products to prototypes and glimpses of early code of new products or releases now in development. You will see specific, new feature proposals and alternative design ideas at a product or component level. Your ideas and feedback can help shape IBM's direction.

Activities will run throughout the length of the conference, and sessions will be repeated at different times throughout the week. If you are an experienced product user, we'd like to have you participate at the Usability Sandbox. You'll find a welcome atmosphere to share your ideas, your concerns and your wishes for future product enhancements.

Cloud Unconference

IBM Information Management is pleased to host a 'Cloud Unconference' at the IBM Information On Demand 2009 event. This half-day 'event-within-the-event' will encourage attendees to create an interactive environment where the key issues and topics around the fast-growing market for Cloud technology can be discussed and dissected.

Tapping into the expertise of both the conference attendees and IBM's research and development teams ensures that a vast amount of knowledge will be brought to bear on the topic. The unique 'unconference' format ensures active participation by all of those involved, and permits participants to drive the sessions in the directions that are of most interest and importance. This is a not-to-be-missed event limited to 150 participants that will allow attendees to quickly upgrade their Cloud knowledge and strategies.

EXCEPTIONAL OFFERS

Special savings on Information Management eLearning collections

Exclusive to IBM Information On Demand 2009 attendees: Save 65% on Cognos, Data Management, Enterprise Content Management, and InfoSphere eLearning collections. Your learning doesn't end at IBM Information On Demand 2009. With IBM eLearning collections, you have access to a bundle of self-paced training courses that allow you to build knowledge and skills without the need to travel. Stop by the Support, Services and Education Hub for a hands-on demonstration of these new exciting collections.

8% American Airlines travel discount

IBM Group Travel extends its travel discount to all IBM Information On Demand 2009 attendees. Contact American Express Travel at 1-800-297-2437 to book air and car rental reservations. International attendees may call COLLECT to 602-333-6013 or call their local reservations number and refer to promotion code (STARfile 99H9AL). Please note: Group Discount Code: 6965010481. The group discount code applies for travel from October 22 to November 1, 2009 to Las Vegas, NV.

Value pricing for your customer groups

Customers get value in bringing their team to IBM Information On Demand 2009! For every ten registered members of the customer firm, receive one complimentary registration valued at US\$2,195 (accommodation not included). Administrators must contact us by e-mail at: IOD2009@meetingconsultants.com to set up a unique registration code for their company.

KEYNOTE SPEAKERS



Dr. Ambuj Goyal

*General Manager, IBM Information Management
IBM Software Group
Monday, October 26*

Ambuj Goyal has been General Manager of Information Management Software at IBM since August 2005. In this position, he has transformed and grown the IM division with a focus on Information on Demand. With key acquisitions such as FileNet and Cognos, the release of the Information Server to deliver the Trusted Information, customers are able to develop an Information Agenda enabling them to evolve from Business Automation to Business Optimization.

Dr. Goyal joined IBM in 1982 as a research staff member at the T.J. Watson Research Center. In 1996, he was named vice president of Services and Software and director of Computer Sciences. In this dual role, 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. Approximately 1,500 researchers in seven labs worldwide reported to him.



Steve Mills

*Senior Vice President and Group Executive
IBM Software Group
Tuesday, October 27*

Steve Mills is a Senior Vice President and Group Executive, IBM Software Group. In this capacity, he is responsible for directing the development, marketing, sales and support of IBM's software portfolio. Mr. Mills joined IBM in 1973. He has held executive leadership positions in IBM's software business since 1989.

In 2000, he assumed his current role as Group Executive. During Mr. Mills' tenure, the software business has grown to more than 50,000 employees including 25,000 software developers and 21,000 sales and technical support personnel in over 150 countries. IBM has added more than 50 acquired companies to its software business since the year 2000, creating the industry's largest business software portfolio.



Malcolm Gladwell

*Author of Outliers, Blink and The Tipping Point
Named by Time Magazine as one of 100 Most Influential People
Wednesday, October 28*

Malcolm Gladwell has an incomparable gift for interpreting new ideas in the social sciences and making them understandable, practical and valuable to business and general audiences alike. He's become so successful at this that, in 2005, Time Magazine named Malcolm one of its 100 Most Influential People. Malcolm's most recent book promises to have an even greater impact on both business and society than his first two books.

With his first book, Malcolm embedded the concept of the tipping point in our everyday vocabulary and gave organizations new tools for understanding how trends work. In Blink he analyzed first impressions—the snap judgments that we all make unconsciously and instinctively—and he explores how we can master this important aspect of successful decision making.

Now in his stunning new book, Outliers, the bestselling author reveals the real—and mostly overlooked—secrets to extraordinary success. He reveals that we pay far too much attention to what successful people are like, and too little attention to where successful people are from: their culture, their family, and their generation. Gladwell explains what Bill Gates, the Beatles and other world-class successes have in common, and how culture affects their careers and performance. Along the way, Gladwell overturns many of our conventional notions about what makes a person successful. He creates an entirely new model for nurturing success and suggests ways to give people the best opportunities to succeed. Because we so profoundly personalize success, we squander human potential. We miss opportunities to lift others onto the top rung.

Malcolm Gladwell is a staff writer for the New Yorker magazine. His editor describes his work as a new genre of story, an idea-driven narrative that's focused on the everyday and combines research with material that's more personal, social and historical. He was previously a reporter for the Washington Post.

REGISTRATION INFORMATION

Conference registration fees

Standard fee: US\$2,195 per person September 1 – October 24, 2009

On-site fee: US\$2,295 per person October 25 – 29, 2009

Conference registration fee cover only conference admittance and does not include hotel accommodation, travel, transportation or any other charges.

For all questions concerning registration, hotel and group discounts, please contact the IOD 2009 Registration / Housing Line at 800-227-4374 or 770-359-6591. The hours of operation are Monday through Friday from 9:00 a.m. to 6:00 p.m. (EST). Or send an e-mail to IOD2009@meetingconsultants.com

New 8% American Airlines travel discount available to you!

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Refund and cancellation policy

Full Refund, no cancellation fee before August 31, 2009.

Full Refund less \$125 cancellation fee after August 31, 2009.

No refund after September 25, 2009.

No refunds will be made for no shows. No shows may also incur a charge for one night's hotel room rate if hotel accommodations are not cancelled in advance. Cancellations must be received in writing only by:

e-mail: IOD2009@meetingconsultants.com

Fax: 770-399-3170

Note: Please be sure to reference your registration confirmation number on your cancellation request. All hotel reservations will be cancelled in conjunction with corresponding conference registration being cancelled. Please note that the hotel may charge a late cancellation penalty of one night's hotel room rate plus tax for any hotel reservations cancelled less than 72 hours prior to scheduled arrival.

Conference attire

Business casual — no suits or ties are necessary. You should dress so you are comfortable when sitting in classes as well as when mingling with peers, industry leaders and other software professionals. Because the temperatures in hotel meeting rooms can vary, we suggest that you wear layered clothing so that you are comfortable.

HOTEL AND TRAVEL INFORMATION

IBM has secured the exciting Mandalay Bay Resort and Convention Center for IBM Information On Demand 2009. You can arrange your accommodations online as part of the registration process. Please be advised that conference hotel accommodation is limited and will be on a first-come, first-served basis. All conference sessions will be held at the Mandalay Bay Convention Center.

*Mandalay Bay
3950 S. Las Vegas Blvd.
Las Vegas, NV 89119*

Standard rate beginning July 16, 2009:

Mandalay Bay Resort - US\$189.00 per night (Single / Double)

THEhotel - US\$219 per night (Single / Double)

Government rate: Mandalay Bay - US\$105.00 (Single / Double)

(Please contact the Registration / Housing Line at 800-227-4374 or 770-359-6591 for details)

The Luxor: US\$79 (Single / Double) USD

Hotel reservations are non-transferable. No exceptions.

Nevada State Room Tax is 12% effective July 1, 2009

The Mandalay Bay hotel is directly adjacent to THEhotel, all through indoor corridors. Traveling between the Mandalay Bay, Luxor and Excalibur hotels is as easy as catching the free monorail that loops between them. The monorail is in operation 24 hours a day and trains leave every three to seven minutes. Trains loop from the Mandalay Bay to the Luxor to the Excalibur, and then back to the Mandalay Bay. Allow about three minutes travel time on the monorail between each hotel and 15 to 20 minutes of extra time for walking from the Mandalay Bay monorail station to the conference events. Stairs and elevators are available for access to the train platforms.

Hotel policy

Check-in time is 3:00 p.m. Check-out time is 11:00 a.m. U.S. Pacific Time.

*The credit card number provided for your registration payment will be used to reserve your room reservation for late arrival. **Important:** To avoid personal financial liability for the entire stay, room reservations must be canceled 72 hours prior to scheduled arrival. If applicable, the hotel will charge an early departure penalty of one night's room plus tax if you check out earlier than the scheduled departure date. Cancellations must be received in writing only by e-mail: IOD2009@meetingconsultants.com Fax: 770-399-3170*

Airport

McCarran International Airport (LAS)

Las Vegas, Nevada

Ground transportation

There are a variety of transportation options at the airport including airport shuttles and commercial taxis. Taxicabs are available on the east side of baggage claim, outside door exits 1–5. Airport personnel are available on the taxi curb to assist passengers. Taxis do not accept credit cards.

Shuttle and limousine services are located on the north and west sides of baggage claim, outside door exits 8–14. Both group shuttles and walk-up stretch limousines are available.

Time zone

Las Vegas is located in the United States Pacific Time Zone (GMT -08:00).



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U.S.A.

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