EXPO Guide

Information On Demand **2011**

Turn Insight Into Action

October 23–27, 2011
Mandalay Bay | Las Vegas, Nevada

ibm.com/events/informationondemand

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Advertisers

Welcome to the EXPO
at Information On Demand 2011.
We're glad you've joined us.
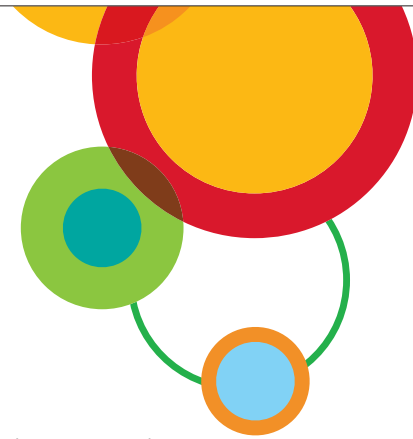
With hundreds of IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action, as well as livestream video and interviews from the EXPO floor. Visit Business Partner exhibits and IBM pedestals and learn how subject matter experts can help you find the right solutions to enhance your company's performance.

Join us for the grand opening Welcome Reception on Sunday, October 23 in the EXPO. Spend time with our IBM Business Partners face-to-face to see their products in action and learn about the many services and solutions they offer. Talk with representatives from IBM Information Management, Business Analytics, Enterprise Content Management and a host of other experts within IBM's brands.

Take this opportunity to network and preview the wide-ranging technology and exhibits on hand in this premier exposition. Kick-off the conference with us and join in the festivities. Light refreshments and hors d'ouvres will be served.

Don't miss the many lounges and demo rooms within the EXPO:

- Client Reference Lounge
- Business Partner Café
- IBM Netezza Demo Room
- IBM InfoSphere Networking & Demo Room
- IBM Data Management Demo Room

- AVP Red Carpet Lounge
- IBM Community Lounge
- IBM ECM Central
- Executive Meeting Center (located in Bayside D)

EXPO Hours*

Sunday, October 23	06:00pm – 08:00pm	Grand Opening Welcoming Reception
Monday, October 24	08:00am – 07:00pm	EXPO Open
Tuesday, October 25	08:00am – 07:00pm	EXPO Open
	05:00pm – 07:00pm	Reception
Wednesday, October 26	12:30pm – 03:30pm	EXPO Open
	03:30pm	EXPO Closes

EXPO Booth Will Be Fully Staffed During These Hours*

Sunday, October 23	06:00pm – 08:00pm	
Monday, October 24	12:30pm – 02:00pm	05:00pm – 07:00pm
Tuesday, October 25	12:30pm – 02:00pm	05:00pm – 07:00pm
Wednesday, October 26	12:30pm – 03:30pm	

* EXPO booths will be fully staffed at the hours listed above. EXPO Hall will be accessible Monday through Wednesday starting at 08:00am until close; however, booths may not be fully staffed at all times.

The EXPO at Information On Demand 2011 Is Your One-Stop Shop

The IBM Information On Demand 2011 EXPO is your one-stop shop for a view of IBM and Business Partner solutions. This year you will see the future of computing in many of the solutions and applications showcased in the EXPO, a breadth and depth of offerings that can help you create competitive advantage. Take time to talk with IBM Business Partner sponsors and exhibitors, and be sure to stop by the IBM booths, the Demo Rooms to visit with the experts.

Check out the various presentation theatres listed below and schedule a presentation. You can add these to your personal agenda at the SmartSite kiosks located throughout the EXPO.

Business Partner Theatre   Booth 1129

Be sure to take in the presentations delivered by our Business Partners and find out how their solutions and products can help you turn insight into action.

IBM Theatre   Booth 001

Don't miss the IBM presentations that will take you through some of the latest announcements from IBM, as well as show some of IBM's most innovative solutions.

IBM Business Analytics Theatre   Booth 1100

Visit the Business Analytics Theatre for 20-minute sessions that provide demo-based learning opportunities covering a range of IBM Business Analytics products, as well as innovative solutions from our Business Partners.

SmartSite Kiosks

SmartSite kiosks are located throughout the EXPO and the convention center. Moreover, the information is available on your smartphone. Be sure to create your own personal agenda, complete any of the conference surveys, check out the latest highlights of the conference, order eLiterature to be sent to your personal e-mail address, and much more.

eLiterature – GO GREEN

In keeping with the "green theme," IBM has established eLiterature, an electronic library of documents that allows you to send softcopy documents to your e-mail address and download the documents when you return home. By utilizing eLiterature, you won't have to carry home printed copies of brochures and white papers. eLiterature is an option on all SmartSite kiosks in both the EXPO and other areas of the conference. The eLiterature library contains IBM Business Partner documents, as well as information on IBM offerings.

CELEBRATE
IBM's Centennial @ the Evening Networking Event

Tuesday, October 25
07:30 pm to 10:30 pm

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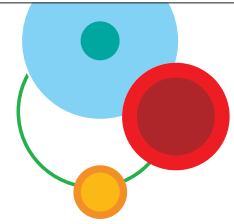
IBM   Thank You to Our IBM Sponsors

Diamond Sponsor Sessions

Cisco Systems

LVI-4138   **Community Data-Opportunities to Enable Smart+Connected Communities**

Presented by Gordon Falconer, Cisco Systems

Tue   03:00 pm – 04:00 pm   MBCC – Banyan C

The world is increasingly connected. With the proliferation of sensor networks and increasing Internet connectivity, the amount of data travelling across the network is massive. Communities play a pivotal role in both generating and consuming this data, which can take many forms. We will examine the issues and opportunities surrounding access to this data, the ownership and business models which all affect how we use data across cities and countries to truly transform them into Smart+Connected Communities.

IIM-4157   **Together We Succeed: Ciscos Own Smart+Connected Community**

Presented by V Gopalratnam, Cisco Systems

Thursday   10:00 am – 11:00 am   MBCC – Mariners B

Cisco is an enterprise that truly believes in globalization and it means much more than opening offices around the world. Learn how Cisco has built a Smart+Connected Community of its own to by leveraging information, analytics and the underlying network platform, to meet the needs of the changing communities and the world. Learn how transforming a physical community into a connected community is helping Cisco create a highly efficient and productive global workforce and reduce its carbon footprint. The session will cover implementation best practices across Cisco's campuses, key lessons learned, and benefits the Smart+Connected Community is bringing to Cisco, its employees, partners and customers.

Intel

IIM-4131   **The Mission Critical Offerings of IBM & Intel: The Innovation Spiral**

Presented by David Baker, Intel; Berni Schiefer, IBM

Monday   10:15 am – 11:15 am   MBCC – Mariners B

IBM software defines Mission Critical, and Intel-based expandable servers define cost-effective enterprise computing. This session highlights how customers are taking advantage of both company's offerings to address the full spectrum of mission-critical solution requirements, from high availability DB2 pureScale transactional systems, to Data Integration to Big Data analytics. Executive and technical summaries of DB2, DB2 pureScale, solidDB, BigInsights, InfoSphere, IBM Netezza, Informix, IBM Cognos, Intel solid state drives, System x and Intel Xeon E7 series processor results are provided with on-stage demonstrations and customer proof points. Session helps you identify follow-on IBM/Intel tracks & booth areas of high value to your business.

IIM-4150   **France Telecom / Orange: Leadership in Open Architectures Using Intel Xeon Processors & IBM Software**

Presented by David Baker, Intel; Berni Schiefer, IBM; Soumik Sinharoy, Orange France Telecom

Tuesday   03:00 pm – 04:00 pm   MBCC – Mandalay Bay L

This session will focus on the Open Grid program at Orange France Telecom Group, and will cover the IT infrastructure vision aimed at addressing the continuous scalability challenges related to the growing volume of TELCO data. Open Grid is based on an open architecture and open standards, using x86 hardware running Linux. Further, Open Grid relies on a low latency InfiniBand interconnect, that helps achieve significant TCO reduction compared to high end SMPs. This session will cover best practices based on Orange FTGroup internal experience with Open Grid, and discuss configuring and provisioning a Very Large Database-as-a-Service on Open Grid.
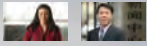
transforming the world *together*
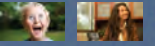
it's where the concept of community
is reborn.

it's where a city, town or village can achieve
economic, social and environmental sustainability,

pioneering the future of modern life for all
our communities, both old and new.

it's where access to new services, based on
the network as the platform, and using real-time
information and analytics, helps every citizen live
a healthier, greener and better life...together through
Smart+Connected Communities.

changing a Community, a Country, the World together

www.cisco.com/go/smartconnectedcommunities

together we are
the human network.
CISCO

visit us | Diamond booth D501

EXPO Highlights

Take a tour around the EXPO and look for these IBM highlights along the way.

IBM Business Analytics — Booth 801

Visit more than 30 Business Analytics exhibits and learn how analytics-driven organizations outperform their rivals. You'll have access to a robust team of Business Analytics experts and you can see demos of the latest software. You will see IBM Cognos solutions for business intelligence, financial analytics, reporting and more. Learn about new analytics applications for social media and customer analytics, as well as industry solutions for both large enterprises and midsize organizations. Learn about new IBM Clarity and IBM OpenPages solutions for governance, risk management and regulatory compliance. Find out about the latest IBM SPSS solutions for predictive analytics, data and text mining, statistical analysis, decision management and analytic deployment, and data collection.

Meet IBM Business Analytics Support — MR07

Do you have a challenging test case, a design problem, or other pressing technical questions? Schedule time to meet one-on-one with a Support Analyst to work through your specific issues and get advice on how to overcome your toughest challenges.

IBM Business Analytics Product Lab — MR08

Test drive the latest software at your own pace. Work through scenarios created by product experts and learn how to apply the software to your own business problems. Spend time with experts and see how you can improve your existing implementation with new capabilities.

Navigating IBM for Business Analytics Support & Training — MR09

A new feature at Information On Demand 2011! This drop-in area lets you talk one-on-one with subject matter experts who can act as "guides," helping you understand the programs, processes, policies and systems you need to use for Support and Training as an IBM client. Demonstrations and discussions will be conducted on a variety of subjects.

IBM Business Analytics Services and Education Lab — MR10

Find the education approach that suits the way you prefer to learn. Explore training options based on your role, product or preferred delivery method, including self-paced training, instructor-led online training and multimedia recordings. And discover how you can customize consulting options to fit your specific project needs.

IBM Enterprise Content Management — Booth 821

Attendees interested in Enterprise Content Management can visit more than 20 pedestals in the EXPO dedicated to ECM solutions, services, education and research. The EXPO will showcase the entire ECM portfolio: Advanced Case Management; Content Analytics; Document Imaging and Capture; Information Lifecycle Governance; Social Content Management. Be sure to visit Booth 309 and see the ECM cross-brand solutions.

IBM ECM Central — MR06

Don't miss ECM Central – the special ECM community room where you can rest your feet while hearing the latest news from ECM leaders on new innovations, announcements, best practices and social media activities. Presentations will be ongoing throughout the EXPO hours. Check SmartSite for details about our exciting programs scheduled for ECM Central.

IBM Information Management — Booth 221

IBM Information Management will showcase 38 comprehensive pedestals featuring the complete InfoSphere and Data Management portfolios. Customers will have the chance to see our solutions in action and talk directly to our experts. Our customers will gain the practical knowledge to maximize the value of your information and analytics solutions.

IBM InfoSphere Networking & Demo Room — MR04

IBM InfoSphere products accelerate the delivery of trusted information for business optimization. Achieving this level of trusted business information requires transforming, reconciling and maintaining information, and delivering it in real-time, to the people, processes and applications that need it. Learn more by visiting the InfoSphere Networking and Demo room.

IBM Data Management Demo Room — MR05

Visit the new Data Management Demo Room. Explore our 25 deep-dive pedestals on a variety of Data Management topics including: Netezza advanced analytics, migration to DB2, DB2 Compression, managing TimeSeries data for smart metering and much more. Attendees can take advantage of this unique opportunity to speak one-to-one with our technical experts and learn first-hand how IBM will help meet your business challenges. The Data Management Demo Room is located in the EXPO center. Come by and talk to Data Management technical experts!

EXPO Highlights *continued*
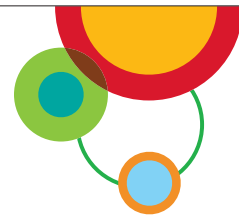
IBM Research   Booth 221, 801, 821

No matter where discovery takes place, IBM Researchers push the boundaries of science, technology and business to make the world work better. Our global network of scientists work on a range of applied and exploratory research projects to help clients, governments and universities apply scientific breakthroughs to solve real-world business and societal challenges. Find leading-edge technology demonstrations from IBM Research in IBM Booths 801-Business Analytics, 821-Enterprise Content Management and 221-Information Management.

Netezza, an IBM Company   Booth 509

The Simple Appliance for Serious Analytics….. IBM Netezza pioneered the data warehouse appliance space by integrating database, server and storage into a single, easy-to-manage appliance that requires minimal set-up and ongoing administration while producing faster and more consistent analytic performance. The IBM Netezza family of data warehouse appliances simplifies business analytics dramatically by consolidating all analytics activity in the appliance, right where the data resides, for fast performance. Visit booth 509 to learn more about IBM's newest family member.

IBM Netezza Demo Room   MR03

Learn how to unlock your data's potential at blistering speeds. Located in the EXPO, be sure to make a pit stop at the IBM Netezza Demo Room where you can see all that Netezza Appliances have to offer. Learn how you can leverage IBM Netezza Analytics to outperform and outmaneuver your competition while driving bottom line results through live demonstrations. The Simple Appliance for Serious Analytics.

IBM Smarter Computing   Booth 515

Welcome to the next era of IT – Smarter Computing, where IT infrastructures are designed for data, tuned to the task and managed in the cloud. Imagine doubling your capacity for IT services while holding costs flat – plus driving innovation. Visit the experts in the booth and at speaking sessions, hear how others have transformed their IT infrastructure for real business benefits, and learn how you can proceed on your journey to Smarter Computing.

IBM THINK and IBM Watson   Booth 615

As part of the celebration of its Centennial, IBM created THINK, an exhibit about making the world work better. See how the THINK exhibit reveals an approach to address some of your toughest challenges today. Explore 100 years of progress and learn what the past has taught us about the Next Era of IT. Visit the Smarter Computing zone across the aisle and find out what the Next Era of IT will bring.

Watson demonstrated that even the most complex analytics challenges can be successfully overcome with Smarter Computing. Visit the Watson kiosk and play a simulated game with Watson and see how it rapidly processes information to find precise answers. Learn how Watson's DeepQA technology and system technologies can be applied to solve real-world challenges. See what Watson-like technologies can do for your IT environment in the Smarter Computing zone.

IBM Smarter Computing   Booth 101
Systems-Servers-Storage

To achieve the goal of Smarter Computing, successful companies are taking a new approach to designing their IT infrastructures. These forward-thinking organizations are designing, tuning and managing their IT infrastructure so that they are built for data and tuned to the task. IBM's systems, servers and storage solutions, including the IBM Smart Analytics Systems and the IBM DB2 Analytics Accelerator for z/OS, are designed to assist you in your journey to realize smarter computing.

IBM Tivoli   Booth 101

Tivoli solutions enable business and operations teams to understand the complex relationships between business services and the supporting physical and technology infrastructure. To that end, a new analytics-based offering has been developed, which utilizes behavioral learning and predictive analytics. Also being announced at Information On Demand 2011 is our IBM Security zSecure suite V1.13, enhancing the ability to securely integrate information, application and workloads of IMS, CICS and DB2 across cloud and traditional IT to improve business agility.

### IBM Sytem z Software   Booth 105

Today's most competitive companies are leveraging mainframe performance to improve data integrity, management and efficiency. The System z Software zone will showcase Enterprise Modernization solutions; show you how to optimize business outcomes with BPM; transform infrastructure performance; secure transactions with CICS and tools; and see service management visibility in action and System z Enterprise Security Hub demos. Stop by Booth 105 to see NEW zEnterprise demos and learn more about System z Software.

Cloud Pavilion   Booth 109

Visit the Cloud Pavilion to see IBM Business Partner cloud solutions, as well as IBM's cloud offerings. The Cloud Pavilion will demonstrate the importance of a cloud ecosystem to enhance the value that enterprises can derive from the IBM Cloud and other public and private clouds.

EXPO Highlights *continued*
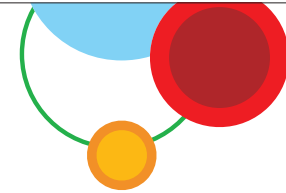
IBM SmartCloud
Booth 109

Leading companies are unlocking the deeper potential of cloud as a way to manage not just their IT but also their businesses. Cloud can help create new marketplaces, smarter business services and profitable new revenue streams. Whether you are searching for a way to take your organization to an established cloud, create a smart cloud inside your organization, or integrate across clouds, IBM can lend its expertise and technology. Visit our pedestals in the Cloud Pavilion to learn more.

IBM Big Data Business Partner Pavilion
Booth 305

Big Data is Big Business. Stop by the IBM Big Data Business Partner Pavilion to learn more about Big Data and how IBM's ecosystem of Business Partners can help you get started. See demos and learn more on how to design and deploy your Big Data solutions. Customers will through Big Data exploration and discovery, solve complex problems and gain insight never thought possible.

IBM Netezza Business Partner Pavilion
Booth 307

Meet some of our newest IBM Netezza Business Partners and learn how they are using the IBM Netezza appliance to reach new markets and industries with strong demand for business analytics. The IBM Netezza appliance is a workload-optimized system based on IBM BladeCenter servers, with integrated hardware and software designed for industry specific needs. Learn more by visiting the IBM Netezza Business Partner Pavilion.

IBM Software Solutions
Booth 309

Be sure to visit Booth 309 to see how IBM's cross-brand solutions can help you maximize your business performance and turn insight into action. Stop by and speak with experts who can speak to solutions that will help you solve your business issues.

ISV and Developer Relations
Booth 309

As you seek to expand and improve your operations, how are you selecting your partners and developing relationships for a globalized world? Come find out how to tap into skilled partners, IT students and professionals at the ISV and Developer Relations booths. Learn about the programs available to help you deliver greater client value within the industries you serve. See how you can use developerWorks to grow your industry skills, connect and collaborate with other IT professionals worldwide, maintain your professional edge and find the information you need — fast.

IBM Rational
Booth 309

IBM Rational helps clients transform how they design, develop and deliver both software and software-intensive systems to create more innovative products and services, faster than the competition, with lower costs and reduced risk. IBM's solutions help clients integrate their software development processes, collaborate across teams, to optimize business outcomes. See new capabilities that leverage analytics to manage software delivery with reduced risk and cost, and help manage and accelerate complex regulatory compliance initiatives.

IBM WebSphere
Booth 309

Today's ever-changing market environment demands business agility for organizations to succeed and grow. Many companies are hindered by manual processes and inflexible infrastructures that make it difficult to keep pace with competition. Agile companies that constantly transform and innovate to streamline, automate and interconnect disjointed processes are able to drive better business outcomes and deliver greater value to customers. Visit the IBM WebSphere booths at the EXPO and discover the power of Business Agility. www.ibm.com/business-agility

IBM Break Free
Booth 417

Visit the Break Free Zone and discover how you can break free from one-size-fits-all solutions and restrictive agreements and realize real value. Watch demos and engage with the experts on: Virtualization – improving the economics of IT; Leveraging optimized Software and Hardware with high- performance analytics; and Virtualization Application Infrastructure – driving operational efficiency. Discover how you can reduce costs, improve performance of your existing environment, and increase business agility.

IBM Collaborative Solutions (Lotus)
Booth 531

Be sure to visit IBM Collaborative Solutions (Lotus), located in the IBM Community Lounge – look for the "Engage" sign. Social businesses are more agile, more responsive, and more successful than others. With social business software, you can empower people with social networks, engage with experts and clients, and cultivate trust using people-centric experiences. Come check out our Engage lounge space in the community area and talk to our experts — see how IBM Social Business software you help can make you a Social Business.

IBM Software Services, Support & Education
Booth 625

Is your organization using Enterprise Content Management or Information Management software solutions? Take steps to success, extend the value of your software investment, start the conversation with our Services, Support and Education experts! Come by the Hub where our knowledgeable professionals will work with you to identify effective strategies to maximize the return on your IBM software solutions.

EXPO Highlights *continued*

And, don't miss these exciting areas, too!

Client Reference Lounge MR01

Located in the EXPO and adjacent to the Executive Meeting Center, the IBM Client Reference Lounge is a hospitality area for our valued IBM client references to relax, share recent successes and network with peers from other companies. While visiting the lounge, clients enjoy comfortable leather seating, chair and foot massagers, refreshing treats during the day and cocktail receptions in the evening. If you are not already an IBM client reference for your IBM solution, be sure to stop by to register as a reference and receive a complimentary gift.

Business Partner Café MR02

Sponsored by Ingram Micro

Turn Insight into Action and join us in the Business Partner Café! The Business Partner Café is the perfect venue to network and meet with IBM program and product experts. Spend a few minutes, while enjoying a cup of coffee, talking with our IBM subject matter experts who can offer the latest insights about Information Management, Enterprise Content Management, and the Business Analytics portfolio. The Café is your most convenient opportunity to discuss Business Partner programs, tools, offerings, and benefits that best align to your business priorities for 2012. The Café is also an ideal place to network with fellow IBM Business Partners and the IBM team, build future plans, and hold one-on-one meetings.

AVP Red Carpet Lounge Booth 431

A haven for Support mavens, the AVP Red Carpet Lounge has experts on-staff throughout the day to talk about how proactive advice and assistance from the Accelerated Value Program can help you get quicker returns on your software investments. Inside the Lounge, current AVP customers can take a break from the conference action and join our daily Tech Talks or just drop by for a quick cup of coffee and a chat with their peers.
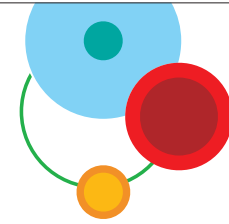
IBM Community Lounge Booth 531

Sponsored by IBM Data Management Magazine and Information Professionals of the Future

Engage while you relax. The IBM Community Lounge is the only area in the EXPO where you can sit back and relax while you network with like-minded professionals. The community lounge is equipped with comfortable seating, video games and charging stations for your laptops, smartphones, and more. Take advantage of the opportunity to network with other attendees from the technical community, including IBM Champions and User Group members.

SOA & Enterprise Modernization Sandbox for System z & Power Systems

Come to the IBM Community Lounge and test drive IBM's latest development tools in the SOA and Enterprise Modernization Sandboxes for System z and Power Systems. Attend this open lab and try IBM's cloud based product trial environments. Visit the Sandbox in the Den and get your questions answered by solution experts while you play!

Information Professionals of the Future

Help your company learn critical new enterprise skills. Meet with reps from schools like Boston University (BU) to learn about exciting degree programs. Or meet with IT-ology to learn about internship programs. The BU Metropolitan College MS in Computer Information Systems degree (either online or on-campus) provides in-depth technical courses including topics such as Information Governance, Enterprise Architecture and Big Data. Learn more at the skills tables in the EXPO at the IBM Community Lounge.

User Groups

IBM has been working together with User Group communities that support various IBM product communities to ensure that educational and networking opportunities meet the unique needs of each constituency. Several user groups plan to host general meetings for their membership in attendance at Information On Demand 2011. If you are not already a member of a user group, we encourage you to explore the valuable membership benefits that each has to offer:

- IBM Cognos Software User Group
- ECM Usenet User Groups
- International Informix User Group (IIUG)
- InfoSphere Community
- International DB2 User Group (IDUG)
- IBM Netezza User Group
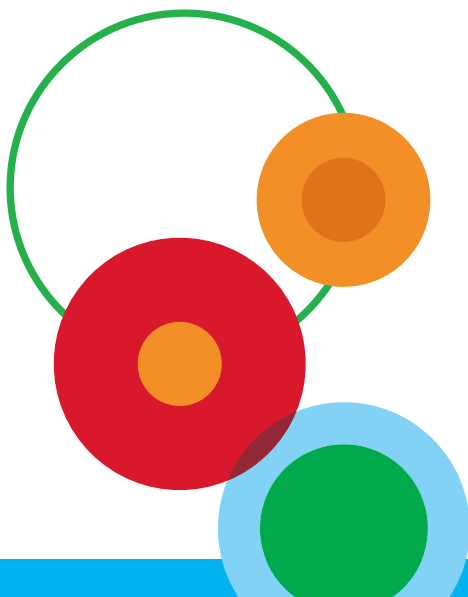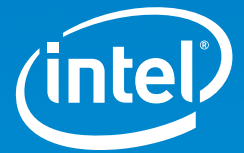
Mission-Critical Scalability Goes Mainstream.

There's a new standard in highly scalable architecture. The Intel® Xeon® processor E7 delivers processing power to run more intensive data-demanding applications without breaking a sweat. And the impressive reliability gives you the confidence to grow into tomorrow.

www.intel.com/itcenter/topics/missioncritical

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Data Management

AVP Red Carpet Lounge

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Food & Beverage

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Information Management

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IBM Smarter Computing

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P409

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Business Partner Café Exclusively for IBM Business Partners

Food & Beverage

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P505

Client Reference Lounge Share your succes story

IBM Theatre

101

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Food & Beverage

Food & Beverage

Executive Meeting Center
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Coffee Break Sponsor

SAP

Media Sponsor

IBM data management

Community Room

831 | 832

Food & Beverage

1031 | 1032

Business Partner Theatre

Information Management Services Education & Support

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Visit the IBM Centennial Exhibit

Play against IBM Watson!

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Enterprise Content Management

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Food & Beverage

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Business Analytics

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ECM Community Room

Meet Business Analytics Support

Business Analytics Hands-on Products Lab

Business Analytics Navigating IBM

Business Analytics Services & Education Lab

ℹ️ **INFORMATION DESK**

Food & Beverage

901 | 902 | 903 | 904 | 905 | 906

Food & Beverage

Business Analytics Theatre

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Cisco's Smart+Connected Communities initiative helps transform physical communities to connected communities and achieve economic, social, and environmental sustainability. Cisco works with customers, from idea to execution, leveraging vertical solutions built on the network as an open, integrated platform, a broad ecosystem of partners and innovative business models to change how communities are designed, built, managed, and renewed.

Intel Corporation   **Booth D013**
www.intel.com

Intel, the world leader in silicon innovation, develops technologies, products, and initiatives to continually advance how people work and live. Founded in 1968 to build semiconductor memory products, Intel introduced the world's first microprocessor in 1971. Today, the Intel Xeon and Intel Itanium microprocessors provide the engine to power IBM's Information Management, Business Analytics, and Enterprise Content portfolios.

PLATINUM SPONSORS

Ernst & Young   **Booth P505**
www.ey.com/

Ernst & Young defines Enterprise Intelligence (EI) as utilizing enterprise information in a smarter way by focusing on information that makes the most business impact. We integrate Information Strategy & Data Management, Enterprise Performance Management, Business Intelligence and Risk & Performance Analytics to accelerate and align business objectives with performance risk and quality drivers, enabling clients to view their business differently. Implementing an EI strategy includes: • Establishing the strategy, scope and structure, • Mapping the framework to strategic outcomes, • Executing on high-value, high-return activities, • Delivering information on a process by process basis, • Providing ongoing governance support

NEC Corporation of America   **Booth P605**
www.necam.com

NEC Corporation of America is a Premier IBM Business Partner. For over 15+ years (as Niteo Partners) we have delivered award-winning IBM Cognos, TM1, SPSS and InfoSphere solutions & services. With dual-shore capabilities, SmartPredict solutions and a highly successful delivery team NEC is your "one-stop" partner for Business Analytics/ Information Management.

**Perficient**   **Booth P409**
www.perficient.com/iod

Perficient is an award-winning Premier IBM solution provider. Our services reduce risk through proven experience delivering quality solutions you can trust. We are experts at solving business problems with technology solutions. Perficient has helped hundreds of clients implement thousands of solutions using best of breed IBM technologies. — www.perficient.com.

SAP   **No Booth**
www.sap.com

The primary requirement in today's macro-environment is delivering world-class performance for SAP applications while reducing the TCO of the infrastructure. You must manage the current organizational investments into SAP infrastructure better, reduce overall risk to the business, ensure compliance and still optimize SAP application performance — all while operating under ever-growing business requirements and ever-increasing amounts of SAP data. Extreme reliability, performance and availability are critical to all SAP systems and applications that depend on those SAP systems. IBM DB2 delivers the best database software, optimized for SAP environments, while reducing the total cost of SAP ownership and improving performance.
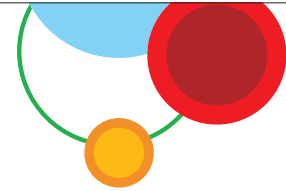
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GOLD SPONSORS

Aviana Global **Booth G709**
Technologies, Inc.
www.avianaglobal.com

As one of the fastest growing information technology consulting companies in Southern California, Aviana Global is a Professional Services consulting organization that builds solutions that help our clients view and understand the data that drives their business.

BrightStar **Booth G610**
Partners, Inc.
www.brightstarpartners.com

BrightStar Partners is an IBM Premier Partner focused on Business Analytics consulting and product development. We help customers improve their business performance through maximizing their investment in technology and processes to drive better information throughout the organization. Our software development offerings extend the IBM Cognos platform, streamlining the development, usability, administration and deployment.

Capgemini
Booth G1002-03
www.capgemini.com

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides a unique way of working, the Collaborative Business ExperienceTM and a global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion (approximately USD $11.5 billion) and employs around 110,000 people worldwide. More information is available at www.capgemini.com

CM Mitchell Consulting **Booth G719**
Corporation
www.cm-mitchell.com

CMMC is an IBM certified partner for IBM Enterprise Content Management, Datacap, Optim and WeWebU Open Workdesk products. We provide professional services for capture, installations, integrations, migrations and document management life-cycle solutions. CMMC also offers an innovative solution for supporting documentation for the Oracle E-Business Suite called DocSavi. While working with Oracle E-Business Suite clients, CMMC recognized that ECM content is most useful when it can be accessed from within business processes. DocSavi, (Oracle Validated fusion middleware and IBM Verified solution), seamlessly integrates IBM FileNet P8 systems with Oracle EBS by making the unstructured content available from within Oracle applications.

Compuware **Booth G705**
Corporation
www.compuware.com

Compuware Corporation, the technology performance company, provides software, experts and best practices to ensure technology works well and delivers value. Compuware solutions make the world's most important technologies perform at their best for leading organizations worldwide, including 46 of the top 50 Fortune 500 companies and 12 of the top 20 most visited U.S. web sites. Learn more at: compuware.com.

Connectiva **Booth G725**
Systems
www.connectivasystems.com

The Connectiva Data Monetization Suite holistically captures customer data and integrates it across multiple systems. It monitors and monetizes this data across different applications allowing customers to: collect and correlate customer data to build a real time view of each of subscriber, embed customer intelligence into all front office channels, and enable all analytics in the enterprise to leverage this body of knowledge. The result is an analytics suite that makes each analysis function more efficient and effective.

ConsistBIS LP. **Booth G413**
www.consist.com

ConsistADS automatically converts Adabas/Natural to ConsistADS* / DB2. Please visit us at Booth G413 to discover how ConsistBIS LP can help your organization modernize the IT environment while achieving major cost savings with additional benefits including business analytics and optimization. ConsistBIS is a leading provider of information technology applications for mainframe and an IBM® Global Business Partner, providing its clients with solutions that embed IBM's software portfolio. ConsistBIS provides modern scalable solutions to your business problems.
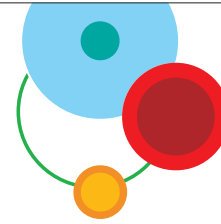
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GOLD SPONSORS *continued*

Dassault Systemès **Booth G401**
www.3ds.com

Dassault Systèmes brings dreams to life. With their recent acquisition of Exalead, a leading provider of search based applications, their V6 suite of solutions can be your single source for all product related information both within your company and from outside sources. Dassault Systèmes' Product Lifecycle Management (PLM) solutions leverage the strengths of their brands (CATIA for defining the virtual product, SIMULIA for realistic simulation, DELMIA for digital manufacturing, ENOVIA for collaboration and business process management and 3DVIA for consumer experiences) to help you invent your dreams virtually, in 3D, and bring them to life.

Datamatics **Booth G423**
Global Services Inc
www.datamatics.com

Next Generation Smart Analytics and ECM Solutions to Market Research, BFSI, Utility and Retail industry. Solutions in Smart Metering, Accounts Payables and Receivables (CFO Back Office Solutions), Project Finance, eRetail built on a combination of ISAS, Filenet, SPSS & Cognos.

Deloitte **No Booth**
www.deloitte.com

At Deloitte Consulting LLP, we are business consultants committed to delivering results, working side-by-side with our clients to develop innovative strategies and solutions. We advise clients across their organizations on courses of action aimed at creating value, then help them execute the advice we provide. Deloitte Consulting is a subsidiary of Deloitte & Touche USA LLP, a member firm of Deloitte Touche Tohmatsu. To learn more, please visit www.deloitte.com/us/consulting.

enChoice, Inc **Booth G721**
www.enchoice.com

An IBM Premier Business Partner, enChoice® offers the most comprehensive range of enterprise content management solutions and services available, from system design and installation to deployment, hosting, and single-point-of-contact support. Solutions are offered for a wide range of business needs including content management, business process management, records management, and data protection. The company delivers fast ROI by leveraging KwikWork®, its award-winning universal user interface, to deploy IBM® FileNet® P8 quickly, easily, and cost-effectively. It is also offers P8 business continuity solutions such as CYA SmartRecovery™, its hot backup and hot, granular recovery solution, and CYA Replicator™ for real-time P8 replication.

Environmental Systems **Booth G405**
Research Institute, Inc.
www.esri.com

Esri's geographic information system (GIS) software gives you the power to think and plan geographically. GIS is used in more than 350,000 organizations worldwide. It helps cities, governments, universities, and Fortune 500 companies save money, lives, and our environment. Whether transporting ethanol or studying landslides, these organizations use GIS to collect, manage, and analyze geographic information, which helps them see relationships, patterns, and trends. They can then solve problems and make better decisions because they are looking at their data in a way that is quickly understood and easily shared.

HCL Technologies Ltd **Booth G407**
www.hcltech.com/

HCL is a $5.7 billion leading global technology and IT enterprise. A pioneer of modern computing, HCL is a global transformational enterprise today. Its range of offerings includes product engineering, custom & package applications, BPO, IT infrastructure services, IT hardware, systems integration, and distribution of information and communications technology (ICT) products across a wide range of focused industry verticals. The HCL team consists of over 79,000 professionals of diverse nationalities, who operate from 31 countries including over 500 points of presence in India. HCL has partnerships with several leading Global 1000 firms, including leading IT and technology firms.

Infosys Technologies **Booth G715**
Limited
www.infosys.com

As a next generation consulting and IT services company, Infosys helps clients generate real value from business transformation engagements through a unique integration of business consulting and enterprise solutions delivery. Our award-winning Infosys Labs and its breakthrough intellectual property can be leveraged as a co-creation engine to accelerate innovation across the enterprise. Continued leadership around the Global Delivery Model enables Infosys to drive extraordinary efficiencies and operate portions of clients' business to free up resources for strategic transformation or innovation projects. Infosys is part of the NASDAQ-100 Index and The Global Dow. For more information, visit www.infosys.com

EXPO Sponsors *continued*

Ironside Group, Inc.   **Booth G1009**
www.ironsidegroup.com

Ironside is a Eastern US Organization focused on enhancing our customers ability to manage and use information, We focus on IBM Cognos Training, Consulting and Software Resale.

Juniper Networks   **Booth G425**
www.juniper.net

Juniper Networks has the products and tools needed for any company looking to build, scale, and innovate with their networks. Juniper's Junos software is a comprehensive development product set that delivers innovation and allows for programming of the network on the box, across the box and through to mobile and end devices. Developers can now focus on different levels of abstractions exposed by the Junos and Junos Space SDKs and APIs to go deep into the networking stack and create value without in-depth knowledge of networking hardware and protocols. Come meet with Juniper Networks at booth G425.

Lodestar Solutions   **Booth G711**
www.lodestarsolutions.com

Lodestar Solutions' mission is to guide our clients while training them to become self sufficient. Lodestar Solutions is dedicated to providing superior service, experience and knowledge to its clients. Our consultants light the way to successful Corporate Performance Management. Contact us at hcole@lodestarsolutions.com or 813-415-2910.

Mellmo   **Booth G701**
www.roambi.com

Roambi is an innovative mobile application that quickly transforms business intelligence reports and data into secure, interactive mobile dashboards – instantly delivered to any iPhone or iPad. It lets on-the-go professionals easily view, interact with and share up-to-the-minute company information – and provides them with insight for analysis, impromptu presentations and smart decision-making.

Openet   **Booth G307-01**
www.openet.com

Openet, an IBM/Netezza partner, will showcase their Audience and Engagement Measurement solution which enables communication service providers to deliver more personalized services and highly addressable marketing campaigns by allowing them to collect, correlate, and enrich usage and profile information across all video services in real-time. The solution measures subscriber activities across all video services, including linear and non-linear viewing data and click-streams associated with interactive TV applications.
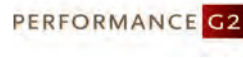
PerformanceG2, Booth G1101 Inc.
www.performanceg2.com

PerformanceG2 is a performance management consultancy providing solutions, services and software to organizations including: business intelligence and analytics tools, IBM Cognos training, financial and data management, IBM Cognos support, staffing and consulting services. For more information about PerformanceG2, visit our booth at #1101, and visit http://performanceg2.com.

PreferredPartner Booth G713
www.preferredpartner.com

The Analytics Accelerator by PreferredPartner provides real-time analytics for real-time business decisions. Analytics Accelerator cuts your query times by 100 - 1400 times, providing you with the answers you need in seconds or minutes, not hours. Analytics Accelerator includes Informix Ultimate Warehouse Edition which provides deep data compression that allows you to run queries in memory versus disk, giving you orders of magnitude faster response times. Analytics Accelerator runs on off-the shelf hardware (no expensive appliances to buy). It requires little to no DBA resources and is transparent to most business intelligence solutions. Test drive Analytics Accelerator today!

**Q1 Labs**   **Booth G415**
www.q1labs.com

Q1 Labs is a global provider of high-value, cost-effective next-generation security intelligence products. The company's flagship product, the QRadar Security Intelligence Platform, integrates previously disparate functions - including SIEM, risk management, log management, network behavior analytics, and security event management - into a total security intelligence solution, making it the most intelligent, integrated and automated security intelligence solution available. QRadar provides users with crucial visibility into what is occurring with their networks, data centers, and applications to better protect IT assets and meet regulatory requirements.

QueBIT Consulting   **Booth G707**
www.quebit.com

QueBIT is an IBM Premier Partner, specializing in IBM Cognos Performance Management Solutions. QueBIT empowers companies to make intelligent decisions faster. To find out more information on how QueBIT can work with your organization to achieve results, please contact us at 1800-QUEBIT1, email us at info@quebit.com, or www.quebit.com

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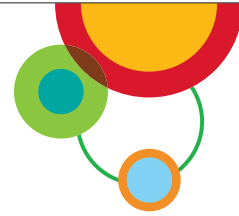
GOLD SPONSORS *continued*

Sogeti   Booth G609
www.sogeti.com

Our BIM practice can support "Plan, Build, and Run" regardless of whether your BI and MDM framework is all IBM or heterogeneous. With thousands of consultants worldwide, Sogeti can provide service and scale for clients of all sizes in multiple locations, including: • Strategy, Assessment, and Roadmaps for BI, DW, and/or MDM. • BI and MDM best practices to help you mature towards "BI 2.0". • "Centers of Excellence" for companies interested in the cost savings of outsourcing. • Agility, speed to market, and simplicity through private, cloud-based BI and MDM solutions. Visit Sogeti at booth G609 to learn more!

Stream Integration   Booth G421
www.streamintegration.com

Managing customer data quality is a challenge for every client centric business. Incorrect, duplicate or incomplete information has a significant negative influence over a business. Impacting customer satisfaction and increasing the cost of marketing, sales and operational functions within the company. Deploying and developing the technology and repeatable processes to clean, verify, enhance, match, store and output high value customer information that supports the objectives of the business can be a challenging and labor intensive task. We help our clients resolve this challenge with StreamClean. A complete turnkey solution providing customer data management in a rapid, affordable service bureau model.

SYSCOM, Inc.   Booth G717
www.syscom.com

SYSCOM is an IBM Premier Business Partner providing integration, consulting, and staffing services with an emphasis on enterprise-wide document capture and business intelligence. We have a rich history of integrating custom technologies with an IBM middleware foundation. Stop by our booth where we will demonstrate the full breadth of integration possibilities to IBM ECM products (P8, CM8) with IBM Case Management solutions. We also will present unique implementation approaches for Content Analytics and mobile device integration to your work flow solutions.

Tata Consultancy Services   Booth G1113
www.tcs.com

This is a novel solution for capital markets, delivering real-time fraud detection. Our offering answers the needs for data stream management systems and real-time analytics, with respect to the surveillance activities solicited by the capital market domain. . Our solution helps process high-volume online input transactions along with historical data from capital markets. The solution also detects patterns as per the business specifications and provides information on the fraudulent cases in a real-time manner. Further, our offering performs machine learning with past and present information, and suggests fine-tuning of business parameters using real-time analytics.

Exhibitors

Advent Global Solutions — Booth 128
www.adventglobal.com

Advent is a 700 person company with a focus on IBM Optim and Guardium solutions for data archival, data privacy and database security as well as a Gold Partner with SAP with focus on SAP related solutions for the Media industry.

Algorithmics, Inc. — Booth 1003
www.algorithmics.com

Algorithmics is the world's leading provider of enterprise risk management solutions. Algorithmics' software, analytics, and advisory services enable financial institutions to make risk-aware business decisions, maximize shareholder value, and meet regulatory requirements.

Alliance Services USA, Inc. — Booth 1103
www.whos-blue.com

www.whos-blue.com is a website that presents a new way to match qualified IBM/Cognos resources with customers in need of their services. The website boasts a unique rating system that provides perspective on resource capabilities, relative cost, background, availability and more. Visit our booth to see who's blue for you!

American Express Open — Booth 320
www.open.com

American Express® Business Cards give you automatic access to the tools and resources that American Express OPENsm has to offer, including benefits that can help you save money, gain control over your business expenses, earn valuable rewards and much more.

Appfluent Technology — Booth 906
www.appfluent.com

Appfluent enables enterprises to manage Big Data smarter and better aligned with the business. Appfluent Visibility® provides insight into business activity, exposes how data is used, and tracks inappropriate user activity. With Appfluent, IT organizations can rationalize costs and plan investments, respond faster and more efficiently manage exploding data growth.

Application Consulting Group — Booth 813
www.acgi.com

ACG specializes in providing Performance Management solutions to Fortune 500 companies, primarily in Finance, Sales and Marketing. The principal author of the TM1 Rules Guide®, ACG staff are considered the "experts' expert" in IBM Cognos TM1 technology. Our consulting team delivers strategic planning services and deep technical expertise. (973.898.0012)

ARCS Solutions — Booth 1111
www.arcssolutions.com

BPM Office utilizes the IBM Cognos TM1 in-memory engine in conjunction with the TM1 toolset to create an enterprise-wide performance management solution. The BPM Office framework models finance, sales, inventory, production, material requirements, product cost, and distribution planning and reporting in a closed loop solution.

ASE Technologies — Booth 1025
www.riptideserver.com/

Riptide for P8 brings documents of different types together and combines them for outbound communications to e-mail, fax, network location or print. Custom UIs, BPM and WorkPlace(XT), are supported. Output Archiver with Pro Archiver commits print file formats like AFP, Xerox, PCL, PostScript and PDF to P8 and CMOD repositories.

BlueNET Technologies Inc. — Booth 1002-04
www.bluenettech.com

One of IBM Premier Business Partner, BlueNET Technologies Inc. is an end-to-end Information Technology (IT) solution provider. We offer a wide variety of services including Business Intelligence (BI), Financial Planning & Forecasting, and Data Wareshousing development and implementation. Headquartered in Tampa, Florida BlueNET has customers throughout the continental United States.

BMC Software, Inc. — Booth 27
www.bmc.com

Improve the performance, availability, and recoverability DB2 for z/OS and IMS databases and systems. Through intelligent automation, ensure continuous availability. Perform just enough maintenance, just in time, only on databases that need it. Remove the guesswork from data management, and let less experienced DBAs manage complex environments.

Breakaway Technologies, Inc. — Booth 1011
www.breakaway-inc.com

Breakaway Technologies delivers superior business solutions by combining our technological and business knowledge in innovative ways that enable our clients to unleash their wisdom and gain competitive advantage. We use and recommend technologies that bring our clients proven innovation and add value to the business decision process.

Exhibitors *continued*
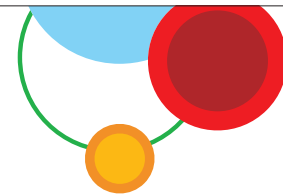
Brightlight Consulting, Inc.   Booth 307-02
www.brightlightconsulting.com

Brightlight Consulting is a pureplay Business Intelligence and Data Warehousing Services firm. We specialize in large scale BI/DW solutions where IBM Netezza's family of Data Warehouse Appliances is at the core of the solution. Brightlight has implemented more end to end Netezza based solutions than any other partner worldwide.

Brocade   Booth 305-03
www.brocade.com

IBM and Brocade System Networking products are the foundational technology for today's virtual data center and will enable hyper-scale virtualization for emerging workloads and private cloud storage. IBM customers can benefit from the performance, reliability, and simplicity when deploying virtualized infrastructure, while protecting billions of dollars in existing infrastructure investments.

BTRG   Booth 125
www.btrgroup.com

Leveraging extensive knowledge of ERP systems, BTRG's Data Management Practice provides solutions for managing data growth, data privacy and streamlining test data using Optim. BTRG is IBM's 4th largest partner worldwide for Optim solutions for PeopleSoft customers. BTRG is an Oracle Platinum Partner and an IBM Advanced Business Partner.

CarpeDatum   Booth 1108
www.CarpeDatumInc.com

Enterprise Services allows you to create web-based TM1 applications quickly and easily! With Enterprise Services you can publish views, subsets, and processes and many of the TM1 API functions as XML web services; natively usable by environments such as Java, ASP.NET, and Silverlight. With Enterprise Services, you can even synchronize TM1 automatically with SharePoint lists!

CDW   Booth 1002-02
www.cdw.com

CDW can deliver comprehensive licensing and solutions to customers. As an IBM Premier Partner, CDW offers best-in-class services, helping customers plan, design & implement Business Analytics solutions. CDW offers services across all solutions: • Deployment Planning Services • Proof of Concept • Pilot Implementations • Migrations

CloudTrigger   Booth 109-12
www.cloudtrigger.com

Cloud-based solutions from CloudTrigger transform customer insights into their data, improving top line and bottom line results. Through our focused emphasis on salesforce.com, CloudTrigger is emerging as the fastest growing professional services on the fastest growing enterprise cloud.

Compact Solutions   Booth 22
www.compactsolutionsllc.com

We provide high-performance Enterprise Information Integration (EII) solutions designed to solve the toughest data problems confronting financial services, manufacturing, retail and telecommunications industries worldwide. Our skill in every aspect of data warehouse infrastructure is second to none.

Corent Technology, Inc.   Booth 109-09
www.corenttech.com

Corent Technology's Multi-Tenant Server™ is a "plug-in" middleware that is emerging as the best practice for rapid, comprehensive, and cost-effective SaaS enablement.

Daeja Image Systems Ltd   Booth 316
www.daeja.com

ViewONE Pro is a document and image viewer that requires no user installation or training and is the most affordable & scalable web-based viewing solution available. Customers can benefit from added functionality and format support through the Annotations, Universal Viewing, PDF, Email Viewing, Permanent Redaction and Document Streaming Server Modules.

## Data41   Booth 1005
www.data41.com

Data41 solutions give clients the ability to plan and manage the performance of all aspects of their business through planning, budgeting, forecasting, analytics, reporting and dashboards. Clients gain valuable insights that improve operational effectiveness, enhance customer satisfaction, accelerate corporate response times and increase revenues and profits.

Datacert, Inc.   Booth 913
www.datacert.com

Corporate legal departments use Datacert's enterprise legal management solutions and Passport technology platform to manage matters, control costs, and consolidate systems. As an IBM Business Partner, Datacert expands the use and value of IBM's Cognos, Filenet, and Atlas technologies within the Datacert Passport ecosystem. Datacert's IBM relationship allows us to better satisfy client requirements for innovative, end-to-end solutions that address their growing enterprise legal management needs.

Exhibitors *continued*
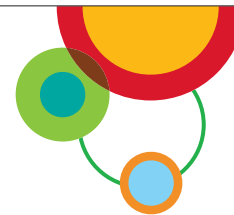
DataClarity Corporation   Booth 904
www.dataclaritycorp.com

DataClarity Corporation delivers solutions that empower people to make decisions that maximize performance. We provide performance management software, consulting, and education services by combining best-in-class software, applications and content, with certified consultants who possess in-depth business knowledge, best practices, and lessons learned from years of working with industry leading organizations.

Datameer   Booth 305-01
www.datameer.com

Datameer offers the first BI platform for Hadoop that helps business users access, analyze and use massive amounts of data. The Datameer Analytics Solution provides unparalleled access to data, scales to 4000 servers and is available for all major Hadoop distributions including Apache, Cloudera, EMC, IBM, MapR, Yahoo! and Amazon.

Datawatch Corporation   Booth 816
www.datawatch.com

Datawatch Monarch Report Mining Server (RMS) transforms your Enterprise Content Management System into a dynamic information analytics solution; accelerating and improving decision-making throughout your organization. RMS unlocks the vast amounts of valuable corporate data stored within your Content Management system for self-service reporting.

DCR, Inc.   Booth 220
www.DataVantage.com

DataVantage for z/OS enables you to view, edit, copy, mask and test data to resolve data management challenges efficiently, affordably and safely. DCR's mainframe testing tools streamline test data management to improve application quality, reduce IT costs, mask confidential data and create test databases that reflect real-world business processes.

Decision Systems Inc.   Booth 1107
www.decisionsystems.com

PolyVista combines four powerful technologies to assist business users extract value from Cognos TM1 data repositories. Text/unstructured data mining technology, with a patent pending for how it interacts with numeric/structured data. Data mining algorithms that automate the analysis of data. Sophisticated visualization in 2D and 3D charts and graphs.

eCapital Advisors   Booth 814
www.ecapitaladvisors.com

eCapital Advisors, 2010 IBM Cognos North American Partner of the Year, providing Business Analytics consulting. We apply our expertise in Finance, Technology, and Project Management. We listen to your needs, study how your company works, and create solutions customized to your business. Expertise, flexibility, and results you can count on.

ECM Universe   Booth 1022
www.ECMUniverse.com

ECM Universe specializes in FileNet ECM, eDiscovery, and Content Analytics solutions. We specialize in deploying IBM ECM solutions with the lowest total cost of ownership and operating costs. Our Government Solutions focus includes Information and Records Services, Regulatory and Licensing Case Management, paperless Benefits Administration, and compliance with NARA regulations.

EDAC Systems Inc.   Booth 314
www.edacsystems.com

EDAC is an industry leading value-added reseller, integrator and software developer, providing document imaging solutions, data storage systems and services using the knowledge and experience needed to deploy, integrate and support all of the products we offer.

Enfora, A Novatel Wireless Company   Booth 5
www.enfora.com

Enfora, a Novatel Wireless company, is a leading provider of intelligent wireless asset management solutions, enabling enterprises to access, analyze and leverage information from distributed assets. The N4A Wireless Architecture consists of edge devices, communications and management software, and customization services to provide valuable communications.

EntropySoft   Booth 1026
www.entropysoft.net

EntropySoft is a specialist of content integration. EntropySoft's mission is to connect applications to information, either on-premises or in the cloud. EntropySoft technology is used by software vendors and large companies to simplify integration with Enterprise Content Management solutions and cloud repositories.

Exhibitors *continued*

Fairfax Data Systems   Booth 1015
www.fairfaxdatasystems.com

Our IBM Filenet and Datacap Certified Professionals have the industry experience, project management and technical skills to implement and support an ECM solution for your organization. Specializing in Filenet, Datacap, workflow, upgrades, migrations and system support, we'll help you achieve your business objectives. Email sales@fairfaxdatasystems.com to learn more.

FirstQuarter, Inc.   Booth 1105
www.firstquarter.net

For customers on IBM Cognos BI and TM1, FirstQuarter's security software, Security Studio, addresses security broadly across Cognos BI and TM1 and provides impressive efficiency improvements. For customers needing to migrate from Series 7 namespace, FirstQuarter also provides a migration service. Security Studio delivers an immediate ROI.

Fourth Millennium Technologies   Booth 217
www.fmtusa.com

Fourth Millennium Technologies, Inc. is an information technology consulting firm specializing in providing highly skilled Database Consultants. Our consultants provide strong leadership and guidance in all stages of the design, development and operations of Data Warehouse and On Line Transaction Processing (OLTP) systems.

Gemini Systems   Booth 307-04
www.gemini-systems.com

Gemini Systems' Business Analytics and Optimization practice delivers Exceptional Analytics Experience solutions for organizations in the USA, Russia, and China. Our products and solutions work with IBM Netezza to address business challenges in social analytics, web analytics, content analytics, financial analytics, high-performance data warehousing, custom analytics and Big Data.

Genus Technologies   Booth 1018
www.genusllc.com

social ECM, IBM Connections, FileNet, Content Manger, CM/I, CMOD , content migration services, WCM, Portal, CMIS, Media Upshot, rich media management, video streaming, Beacon winner, business process management, retail, government, manufacturing, insurance, banking, intelligent Capture, Datacap/ Kofax, advanced case management, Content Collector, eDiscovery, Premier Partner, compliance, proven integration products, global.

Genware Computer Systems   Booth 1110
www.GenwareCS.com

The Genware Audit Processor provides advanced usage, usability, administrative, and security information for IBM Cognos Applications. With reporting functionality on auditing data and content, the Genware Audit Processor is an integral source of information for Project Owners, Administrators and Security Auditors.

GMC Software Technology   Booth 914
www.gmc.net

GMC Inspire™ is a single solution to engage your customers with relevant communications, delivered at the right time, through the preferred channel. GMC Inspire™ is the most effective way to build lifetime, profitable customer relationships. Today, there are 2 billion people connected to the Internet. These customers are better informed and have higher expectations. Engaging this new profile of customers is the biggest opportunity for every business to become and remain successful. GMC Inspire™ enables businesses to engage customers across both digital and paper channels and brings immediate value with an ROI in less than 9 months.

GoGrid   Booth 109-07
www.gogrid.com

GoGrid is the world's largest pure-play IaaS provider specializing in Public/Private Cloud solutions. GoGrid's Hosted Private Cloud delivers scalability and flexibility of cloud computing within a private, hosted and managed environment with zero CapEx. GoGrid provides users control and advanced capabilities of a data center with the benefits of cloud.

GT Software, Inc.   Booth 21
www.gtsoftware.com

For nearly 30 years, GT Software has helped organizations derive the greatest business benefit from their mainframe investments by delivering cost-effective mainframe solutions. Today, GT Software offers market-leading mainframe integration and data access tools that improve operational responsiveness by simplifying and accelerating access to mainframe applications, data and processes.

HLS Technologies, Inc.   Booth 123
www.hlstechnologies.com

EXPLAIN Recovery will recreate most of the missing EXPLAIN data where it has been lost or an EXPLAIN not performed.
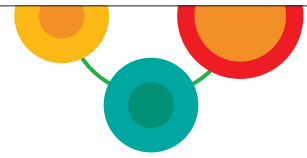
Exhibitors *continued*

IBM Redbooks   Booth 901
www.redbooks.ibm.com/

For over 40 years IBM Redbooks have provided trusted worldwide no-charge technical enablement. Please stop by our booth for a DVD filled with IBM Redbooks and learn more about our future plans.

Image Process Design, Inc.   Booth 1020
www.ipdsolution.com

IPD delivers highly responsive Process and Content related solutions for large scale mission-critical processes. Leveraging IBM Case Manager, IPD Solutions provide powerful case management capabilities without replacing existing administration systems. IPD Solutions manage cases of all types (enrollments, underwriting, authorizations, claims, credit applications, lease processing, etc.) from inception to completion.

ImageSource   Booth 820
www.imagesourceinc.com

ImageSource ILINX® suite of products provides integral components that extend the capabilities of your hardware and software investments. Supporting a seamless and user-friendly integration, these products provide the essential connection that make your technology even more powerful. Discover how ILINX Solutions can yield extensive possibilities for efficiencies within your organization.

InfoCepts LLC   Booth 1012
www.infocepts.com

InfoCepts delivers high quality IBM Cognos BI solution that range from end to end Cognos BI Solutions to highly Interactive Dashboards with advance functionality and from Cognos Cubes expertise to conversion of legacy BI Systems to IBM Cognos BI systems in a onsite/offshore delivery model providing high ROI.

Informative Graphics Corp.   Booth 1121
www.infograph.com/ibm

Informative Graphics Corporation (IGC) was founded in 1990 and has grown to become the leading developer of commercial software products for viewing, collaboration, redaction and publishing. Leveraging its Brava! and Redact-It technologies, IGC has built integrations to IBM Products including FileNet P8, Datacap, FileNet Capture, eDiscovery Manager and Case Manager.

InfoTrellis Inc   Booth 20
www.infotrellis.com

InfoTrellis delivers a complete range of MDM program services: strategy, business alignment, roadmap, architecture, data governance, product customization and integration. Our Smart MDM™ Methodology incorporates a rigorous test - build - QA process and ensures phased deliverables map to business benefits. Delivered in a cost effective on-site / off-shore model.

Integranium, Inc.   Booth 831
www.integranium.com

PaperWork offers industry's first AJAX & Adobe Flex framework for FileNet P8 CM and BPM. Out of the box, PaperWork provides Case Management based CEVA(Content Enabled Vertical Application), configurable Flex UI Widgets, AJAX libraries and server side P8 services framework that fast forwards custom application development and integration.

Integro   Booth 817
www.integro.com

Integro Email Manager (IEM), performs Information Lifecycle Governance of non-records and classification of records through 'auto-classification with human oversight'. IEM addresses the critical need in today's enterprises to keep email that's important for business and legal obligations, and eliminate costs and risk associated with day-to-day email. For info, visit www.Integro.com

Intelligent Communication AS   Booth 331-01
www.intelcom.no

Intelcom's iKnow application brings process management and visibility features to IBM's IM portfolio of products. IKnow is installed alongside InfoSphere Information Server and integrates with DataStage at the metadata level, allowing organisations to take full charge of their data integration processes in an easy, graphical user interface.

ITGAIN, Inc.   Booth 121
www.it-gain.com

ITGAIN is a "DB2 company" and advanced IBM business partner whose mission is to deliver world-class software that enhances productivity and ensures optimal access to corporate database assets. Our products, ITGAIN's Speedgain for DB2 and the Gateway Monitor, provide real time and historical monitoring of database performance issues.

Exhibitors *continued*
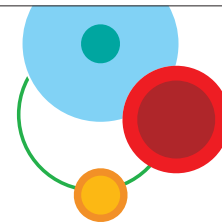
Jaspersoft
Booth 318
www.jaspersoft.com

Jaspersoft is a commercial open source provider of Big Data analytics that works with IBM's InfoSphere BigInsights. Jaspersoft has more than 14 million product downloads worldwide, 175,000 production deployments, over 14,000 commercial customers in 100 countries and more than 235,000 registered members. For more information visit: http://www.jaspersoft.com.

JSYMMETRIC, Inc.
Booth 916
www.jsymmetric.com

JSYMMETRIC's Action Contract Management solution is a single, organization-wide system that automates the creation, negotiation, dissemination and storage/retrieval of contracts and incorporates reporting and auditing. JSYMMETRIC's Action Contract Management solution provides management a centralized, streamlined and comprehensive approach to contract management.

Karmasphere
Booth 305-02
www.karmasphere.com

Karmasphere delivers the premier Big Data workspace for data professionals to mine and analyze web, mobile, sensor and social media data in Hadoop bringing new value to businesses. Karmasphere supports IBM BigInsights with a graphical environment to navigate through Big Data and spot trends and patterns to influence business strategy.

Kazer
Booth 307-03
www.kazer.com

Predictive In-Database Analytics. IBM Netezza, Informix and other database platforms. We will profoundly change the way you leverage analytics. Over 800 algorithms that cover data mining, simulation, forecasting, mathematics, statistics all running in the database 10x – 100X faster than conventional solutions.

Kinetek Consulting LLC
Booth 1102
www.kinetekconsulting.com

Kinetek emPower delivers unprecedented power in managing your organization's business with the Federal Government. Keep track of new business, spending and contract revenues. Keep track of actuals versus budget and forecast and gain actionable insight into your rates and prepare for incurred cost claims well in advance of year-end.

Kingland Systems
Booth 317
www.kingland.com

Kingland Systems 360 Data™, powered by IBM InfoSphere Software, is a suite of Master Data Management solutions optimized for the financial services industry, enabling securities, client / counterparty, and legal entity hierarchies, enabling higher accuracy and deeper coverage and better alignment for today's risk, regulatory, and operational needs.

Locus Solutions Inc.
Booth 902
www.locussolution.com

Locus Solutions, based in Santa Clara, California, is a strategy and technology consultancy that helps leading companies leverage advanced performance management, business intelligence and business analytics solutions to achieve competitive advantage and operational excellence. Locus' global delivery model implements standardized processes, so customers are assured of predictable and consistent results.

LPA Systems, Inc.
Booth 1008
www.LPA Systems, Inc.

LPA Systems, an IBM Premier Business partner, delivers tailored solutions to our customers by leveraging IBM Cognos technology. On display at IOD are LPA's Healthcare and Hospitality industry solutions. These solutions leverage IBM Cognos reporting and planning capabilities to provide an end-to-end solution for healthcare providers and hotel management companies.

MATRIX
Workshop – No Booth
www.matrixresources.com

We plan to offer conference activities specifically targeted to the following product areas. Please select your product areas. Your selection will help you to be identified as a member of those product areas. Join us on October 26 in Coral B at 3:00 pm to 6:00 pm.

Miria Systems Inc.,
Booth 1017
www.miriasystems.com

Miria Systems, Inc. is an Enterprise Content Management solutions provider that offers industry expertise, professional services and applications build on the IBM FileNet platform. The company provides solutions in the Engineering Drawing and Document Management, Asset Management, Work Management, Capture and Regulatory Compliance for global energy and utilities clients. www.miriasystems.com.

A **Social Business** activates networks of people that apply relevant content and expertise to improve and accelerate how things get done, delivering unprecedented return for the time invested.

Connect. Engage. Become a Social Business.
ibm.com/Social
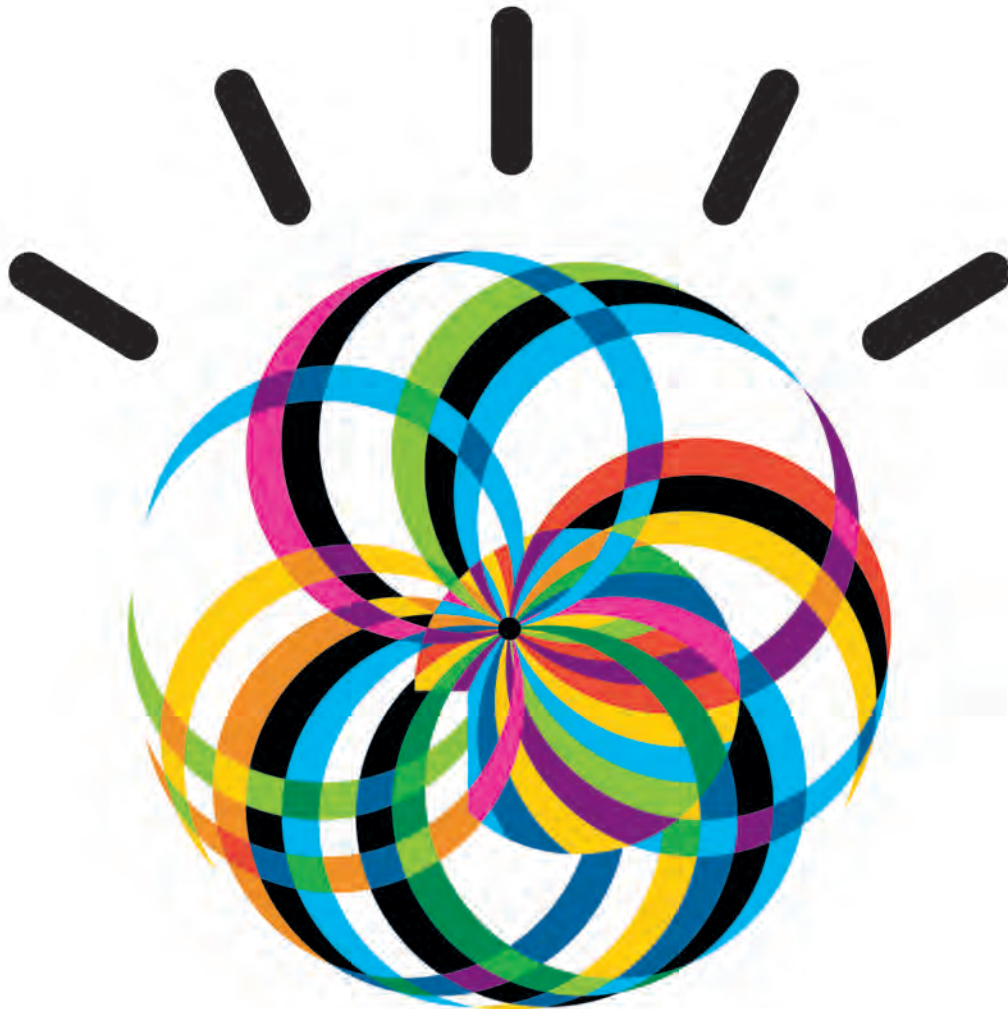
Exhibitors *continued*

NeoSystems Corp.   Booth 1001
www.neosystemscorp.com

NeoSystems offers business analytic solutions that provide the insight you need to grow. Using Cognos, we assist government contractors and commercial entities with their budgets, forecasts, financial reports, and project management. Our certified team performs implementations, report development, and system optimization to get you the most out of your investment.

NetApp   Booth 1125
*www.netapp.com/us/partners/become
-a-partner/global-system-partners/ibm.html*

IBM FileNet applications on IBM N series storage require half the storage space, increase business agility, and reduce risk compared to traditional solutions.

New England Systems   Booth 307-05
www.nesystems.com

NES provides complete IM solutions for companies large and small throughout the US. Software, hardware, consulting, solution design, project management, training: the full spectrum of products and services necessary to meet our customers' IT and business needs. We've implemented such solutions in an array of markets, among them manufacturing, distribution, hospitality/gaming, retail, financial services, and insurance.

Newcomp   Booth 905
www.newcomp.com

At Newcomp, our commitment to our clients and business partners runs deep. We remain focused on developing further expertise in the Business Analytics & Data Warehousing arena and are continually researching complementary technologies such as IBM COGNOS, SPSS, and TM1 that will make our clients successful with our solutions.

ObjectBuilders   Booth 815
www.ObjectBuilders.com

ObjectBuilders is the leading provider of assembled solutions for Enterprise Content Management (ECM), Business Intelligence (BI) and Business Process Management (BPM). ObjectBuilders Composite Applications leverage and enhance existing investments, and SOA initiatives. ObjectBuilders Software Factory is an onshore alternative to offshore development. ObjectBuilders provides full range FileNet Services and Support.

Obsidian Strategics, Ltd.   Booth 332
www.obsidianstrategics.com

Longbow™ family of products designed to extend InfiniBand clusters over Campus, Metro, Regional or Global Area optical networks enabling unparalleled DR applications over long-distance, high-bandwidth video transmission and efficient movement of large data sets to remote compute or storage resources. Integrated features include: routing, encryption, authentication and dark fiber optimization.

One Point Solutions   Booth 219
www.OnePointSolutions.com

One Point Solutions is an internationally recognized IBM business partner specializing in IBM data solutions. We offer a single point of contact for databases and warehouses, analytics and business intelligence, dashboards, reporting, data integration, migration, cleansing, database infrastructure planning, and software license purchase/renewals. Pre-packaged analytics and business Intelligence (BI) are available for immediate implementation.

PREDICTif Solutions   Booth 1006
www.predictifsolutions.com

PREDICTif Solutions is a global consultancy offering the IBM user community a variety of services related to Business Intelligence, Predictive Analytics and Financial Performance Management. The company is based in Houston, TX and has additional offices in Atlanta, GA, New York, NY and has its offshore facilities in Shanghai, China.

Prolifics   Booth 1002-01
www.prolifics.com

Prolifics is the largest systems integrator specializing exclusively in IBM technologies, and has garnered multiple awards for technical excellence. Having achieved an unparalleled 96% success rate for delivering projects on-time, on-budget, and to-specification, Prolifics provides expert services including architectural advisement, design, development, and deployment of secure end-to-end SOA solutions.

Pronto Software   Booth 1109
www.pronto-software.com

Pronto Software provides a broad portfolio of software and services. Their integrated business solutions help businesses worldwide support their goals of maximising productivity, streamlining supply chains and delivering superior customer service. PRONTO-Xi is the next generation ERP offering seamless integration of PRONTO-Xi transaction engine with IBM Cognos 10 Business Intelligence.

Exhibitors *continued*
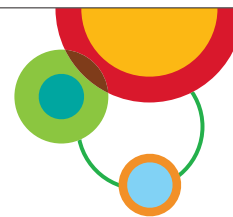
Pyramid Solutions, Inc.   Booth 818
www.pyramidsolutions.com

Pyramid Solutions specializes in case management, business process management and intellegent capture solutions that drive significant business growth. With its unique combination of industry expertise, strategic thinking and technology leadership, Pyramid Solutions solves business and technology challenges by delivering visionary solutions that produce exceptional results.

Quest Software   Booth 218
www.quest.com

Quest Software simplifies and reduces the cost of managing IT for more than 100,000 customers worldwide. Our innovative solutions make solving the toughest IT management problems easier, enabling customers to save time and money across physical, virtual and cloud environments. For more information our solutions, visit www.quest.com.

Red Hat   Booth 213
www.redhat.com

Red Hat is the world's leading open source solutions provider headquartered in Raleigh, NC. Red Hat provides high-quality, affordable technology with its operating system platform, Red Hat Enterprise Linux, together with virtualization, applications, management and Services Oriented Architecture (SOA) solutions, including Red Hat Enterprise Virtualization and JBoss Enterprise Middleware.

Relational Architects   Booth 214
www.relarc.com

Relational Architects enhances your DB2 and z/OS environments with best of breed solutions for z/OS batch application restart, DB2 thread management and REXX Language eXtensions for DB2 and z/OS (including full support for pureXML on z/OS).

Responsive Systems   Booth 122
www.respponsivesystems.com

The industry proven solution to reduce your elapsed times and CPU consumption. I/O rate/second is the only valid pool tuning metric, and BPT predicts the effect of changes.

RGB Projects Inc.   Booth 1119
www.rgbprojects.com

Check out RGB's robust new product line: Mobile Case Manager™ • A mobile workflow extension to IBM FileNet. Mobile Claims Adjuster™ • Enable insurance inspectors to gather field data and launch/jparticipate in cases remotely. P8 Connector for CogniVision™ • Connector which allows users to leverage the unsurpassed pattern-matching capabilities of the human brain.

SEGUS and SOFTWARE ENGINEERING   Booth 132
www.segus.com

SEGUS Inc stands for DB2 for z/OS solutions and services. Our DB2 tools optimize DB2 performance, guarantee precisely-maintained databases, and reduce outages. By predicting static / dynamic SQL performance degradations, virtualization, automatically managing BIND/REBIND processes, and ensuring database recoverability, SEGUS Inc tools support the high availability demands of today's 24/7 businesses.

SignalDemand   Booth 109-05
www.signaldemand.com

SignalDemand provides predictive analytics and optimization for commodity based value chains. Through on-demand software and services, SignalDemand delivers real-time recommendations to help make complex price, mix, supply and purchasing decisions.

Snowbound Software   Booth 1019
www.snowbound.com

VirtualViewer® integrates with your IBM and FileNet application(s) to provide a universal User Interface for users to quickly and securely view, annotate, redact, and manipulate multiple formats including: PDF, Word, Excel, IBM ImagePlus MO:DCA (AFP, IOCA, MMR, PTOCA), TIFF, and more.

SoftBase Systems, Inc.   Booth 17
www.softbase.com

SoftBase Systems is committed to driving a better DB2 development experience. With decades of DB2 expertise, a proven set of DB2 coding, testing and deployment tools and unmatched customer support, SoftBase helps DB2 z/OS application developers and administrators create reliable, high quality DB2 applications faster and with ease.

Softech & Associates, Inc.   Booth 1028
www.softechis.com

Softech & Associates provides flexible client configurable document imaging and workflow solutions and tools that allow IBM ECM customers to better leverage their investment. Softech provides consulting services expertise in system installation and optimization, release upgrades, volume image conversions, high-speed document import/export, platform, data and application migrations and customer support.

Software By Design   Booth 903
www.softwarebydesign.com

Software By Design is an end to end solution provider specializing in "self-service reporting" complex data strategy & data management services using Cognos/TM1 & Netezza. We provide customized training for business users and I/T and offer an SBDI Hotline to support you Monday – Friday 09:00am – 05:00pm, by phone or web-x.
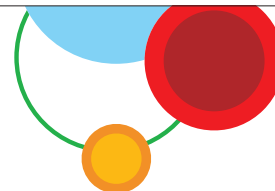
Exhibitors *continued*

SpatiaX Infosystems   Booth 1021
www.SpatiaX.com/

SpatiaX develops and markets enterprise solutions leveraging ECM, GIS, CAD and collaboration technologies. In addition to providing value-added solutions supporting the IBM FileNet P8 and Content Services platforms, SpatiaX also markets sxDOCS, a turnkey line-of-business solution incorporating IBM Content Manager and including built-in support for CAD, GIS and collaboration.

StoredIQ   Booth 1024
www.storediq.com

The StoredIQ Information Intelligence Platform is an enterprise-class, software-based appliance designed to help organizations gain insight and intelligence to business-critical information distributed across the enterprise. Industry-leading companies rely on StoredIQ to apply intelligence to their information governance processes to better meet their compliance, legal discovery records and storage management requirements.

SugarCRM   Booth 114
www.sugarcrm.com

SugarCRM is the world's leading provider of open source customer relationship management (CRM) software. Over 7,000 customers and more than half a million users rely on SugarCRM to execute marketing programs, grow sales, retain customers and create custom business applications.

Sword CTSpace   Booth 315
www.sword-ctspace.com

FusionEnterprise for IBM FileNet P8 is a specialist Content Application for your Capital Projects and Operations, working hand-in-hand with your FileNet P8 platform to provide Engineering, Project and Operations document and records management capabilities. The solution uses native FileNet P8 security and document category capabilities together with advanced workflow capabilities.

Symmetry Corporation   Booth 109-10
www.sym-corp.com/as400

Powered by the platform you trust, Symmetry's i IN THE SKY Cloud Hosting combines the stability and performance of an IBM i cloud with enterprise-level support. Symmetry's cloud solutions include cloud-based hosting of ERP and business applications, disaster recovery, short-term cloud environments and Software as a Service enablement.

Systech Solutions, Inc.   Booth 307-06
www.systechusa.com

Systech Solutions, Inc. is a leading Business Intelligence solutions and services provider delivering high value quick to market and rapid ROI customer-focused solutions. Systech's core competencies include: Business Intelligence / Data warehousing, Industry specific BI solutions, Analytical Application Development, Dashboards and Scorecards for EPM/CPM, Onsite / Offshore Model.

Technology Dynamics Inc   Booth 1013
www.tech-dynamics.com

Technology Dynamics is a highly skilled consulting firm that provides our clients with strategic consulting services to achieve their goals within the Business Intelligence and Financial Performance Management market. Our Application development team enables Technology Dynamics to build products that will enhance their current Cognos offerings.

TechStrategyLabs Inc.   Booth 109-02
www.TechStrategyLabs.com

TechStrategyLabs Inc. is an executive advisory firm helping executives formulate financially and economically substantiated IT strategies. The firm differentiates by utilizing predictive analytics and applied research to help executives make more independent, accurate and objective decisions that are economically validated in adopting cloud computing as a viable business model.

Teradata Corporation   Booth 1014
www.Teradata.com

Teradata, the world's largest company solely focused on data warehousing and integrated marketing management, provides powerful solutions for companies of all sizes. Through innovation, consulting services, technology, and industry-specific applications, our customers are outpacing their competition with enterprise agility. Visit Teradata.com.

The Dayhuff Group   Booth 1031
www.dayhuffgroup.com

Most organizations have millions of such digital assets spread across the organization. For legal counsel and records managers this becomes a compliance nightmare. The hidden information in these repositories is concealing valuable business insight. DG's solution allows you to catalog, segregate and identify the information for RM and disposition.

Smarter computing needs smarter clouds.

To build a smarter planet, we need smarter computing—computing that is designed for big data, tuned for specific tasks and managed in the cloud.

Cloud computing, in particular, is a hot topic these days. Many businesses are discovering this new model's power to step-change IT infrastructure management—with benefits in economics, performance and integration. The incorporation of cloud computing services and systems is transforming the traditional heart of enterprise IT—the data center. At IBM, we are seeing this in thousands of cloud deployments, and in our own public cloud, which manages 4.5 million client transactions every day.

But consolidation, data center efficiency and lower costs are just the start. Leading companies are unlocking the deeper potential of cloud as a new way to manage not just their IT but also their businesses. They're discovering how cloud can help create new marketplaces, smarter business services and profitable new revenue streams. And providing these services to innovators can profoundly change the way a company is experienced by customers, partners and society.

True Value used cloud to help transform the management of its supply chain across 5,000 hardware stores in 54 countries, reducing lead time by 56% and back orders by 85%—a step change in its ability to deliver products to its customers.

The US Open tennis tournament harnesses the cloud to provide the latest stats, schedules, Twitter feeds, video streams and data graphics to both fans and broadcasters—as demand for resources skyrockets during the tournament.

But while they are moving to clouds, these leaders are not willing to compromise on fundamental business standards. They insist on strong governance to help safeguard the security and resilience of critical processes—despite far more sharing of underlying infrastructure. In other words, they are not just embracing clouds. They are building smarter clouds.

As the platform for systems that are designed for big data and tuned for specific tasks, smarter clouds offer exciting opportunities to improve the way organizations are run, how they ensure security and how they unleash innovation and spawn new services. Which is one reason smarter computing is doing more than improving efficiency—it's helping change the way our world actually works.

Let's build a smarter planet. Join us and see what others are doing at ibm.com/smarterplanet

To learn more about the full portfolio of IBM Cloud solutions, attend one of our conference sessions:

- *Proactively Manage Services in the Cloud with Behavioral Learning & Predictive Analytics* - Tuesday, 3 p.m., Palm H
- *Integration: The Critical Path to Cloud Computing* - Wednesday, 10 a.m., Mariners B
- *Data and the Cloud: Developing and Testing Complex Applications* - Wednesday, 2 p.m., Mariners B

You can also find our demonstrations in the Expo's Cloud Pavilion - pedestals 109-03 and 04.

Exhibitors *continued*

Thoughtstream Consulting, Inc.   Booth 1007
www.thoughtstreamconsulting.com

Thoughtstream Consulting is a leading business consulting firm specializing in the design, development and delivery of complex Office of Finance solutions based on the IBM Cognos Business Analytics software technology platform, providing deep expertise in Budgeting, Forecasting, Financial Consolidation, Business Intelligence and TM1.

Trident Services Inc   Booth 8
www.triserv.com

Trident Services is the developer of the z/OS enhancement software, zOSEM. Since 1978, Trident has established a solid reputation for the excellence of its software and the expertise of its consulting staff while continuing to keep pace with industry changes, emerging technologies and client needs.

TriTek Solutions   Booth 819
www.triteksol.com

TriTek Solutions, a Premier PartnerWorld member, is the leader in the design, development and delivery of ECM and BPM solutions. Offering industry-specific applications for the financial services, insurance, utilities and government verticals, TriTek is dedicated to solving the greatly varied and complex business problems of its customers.

Vega ECM Solutions   Booth 1023
www.vegaecm.com

Vega Space is a breakthrough in ECM client interfaces. It is repository agnostic, scalable, and supports presentation of physical and dynamic business objects, including case objects and work objects. It is highly configurable and provides a robust API set for specific customizations.

Viewpointe   Booth 1027
www.viewpointe.com

OnPointe is a private cloud-based managed service provided by Viewpointe that augments an organization's current IT infrastructure to provide comprehensive records management, information governance and digital storage systems in a secure, scalable and cost-effective way.

Virtusa   Booth 124
www.virtusa.com

Virtusa provides a broad range of IT services through an optimized global delivery model. We specialize in streamlining core business processes to improve efficiency. Virtusa consolidates, rationalizes and modernizes the systems that support critical business functions to enable our customers to respond more rapidly to dynamic business conditions.

Vision Solutions   Booth 10
www.Visionsolutions.com

Vision Solutions, Inc. is the world's leading provider of information availability software and services for IBM Power Systems, Windows, Linux, and Cloud Computing markets. Vision's trusted Double-Take®, MIMIX® and iTERA™ high availability and disaster recovery brands support business continuity, satisfy compliance requirements and increase productivity.

Vormetric   Booth 126
www.vormetric.com

Vormetric is the global leader in enterprise system encryption and key management for physical, virtual and cloud environments. Hundreds of the world's leading enterprises and government agencies, including 7 of the Fortune 20, leverage Vormetric solutions to simplify and strengthen protection of structured and unstructured data in mission-critical heterogeneous systems.

WeWebU Software AG   Booth 915
www.wewebu-software.com

The best way of realizing content centric business applications. By mere configuration you can set up composite content applications that fit your business needs based on any IBM or CMIS compliant ECM/BPM platform. German engineering — used world-wide by many leading banks, insurances and government agencies.

xPatterns   Booth 331-02
www.atigeo.com

xPatterns AutoCode provides a breakthrough decision support solution, streamlining the billing and compliance process with highly accurate results. Healthcare providers benefit by quickly and accurately determining the best ICD-9 and ICD-10 diagnostic and procedure codes to lower administrative costs and increasing billing efficiency.

Zettaset   Booth 305-04
www.zettaset.com

Zettaset facilitates Security Data Warehousing (SDW). Zettaset provides the foundation to allow their clients to build a robust, scalable and flexible security data warehouse with minimal deployment time and maximum multi-source analytics
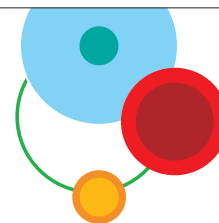
Your ENTER Key Will Feel More Like An Accelerator Pedal

IBM Netezza high-performance data warehouse appliances are purpose-built to bring blazing speed to advanced analytics while maintaining the highest degree of operational simplicity. Learn how to unlock your data's potential and accelerate your business.

Visit Booth 509 at Information On Demand 2011 or www.netezza.com.
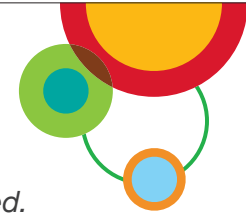
Cloud Pavilion

Visit the Cloud Pavilion to explore the cloud solutions being delivered by IBM Business Partners. Some of IBM's cloud solutions will also be highlighted. The Cloud Pavilion is a great opportunity to learn more about cloud computing, the business model and solutions in the market today. If you are considering cloud computing you don't want to miss the Cloud Pavilion.

CloudTrigger   Booth 109-12
www.cloudtrigger.com

Cloud-based solutions from CloudTrigger transform customer insights into their data, improving top line and bottom line results. Through our focused emphasis on salesforce.com, CloudTrigger is emerging as the fastest growing professional services on the fastest growing enterprise cloud.

Corent Technology, Inc.   Booth 109-09
www.corenttech.com

Corent Technology's Multi-Tenant Server™ is a "plug-in" middleware that is emerging as the best practice for rapid, comprehensive, and cost-effective SaaS enablement.

GoGrid   Booth 109-07
www.gogrid.com

GoGrid is the world's largest pure-play IaaS provider specializing in Public/Private Cloud solutions. GoGrid's Hosted Private Cloud delivers scalability and flexibility of cloud computing within a private, hosted and managed environment with zero CapEx. GoGrid provides users control and advanced capabilities of a data center with the benefits of cloud.

SignalDemand   Booth 109-05
www.signaldemand.com

SignalDemand provides predictive analytics and optimization for commodity based value chains. Through on-demand software and services, SignalDemand delivers real-time recommendations to help make complex price, mix, supply and purchasing decisions.

Symmetry Corporation   Booth 109-10
www.sym-corp.com/as400

Powered by the platform you trust, Symmetry's i IN THE SKY Cloud Hosting combines the stability and performance of an IBM i cloud with enterprise-level support. Symmetry's cloud solutions include cloud-based hosting of ERP and business applications, disaster recovery, short-term cloud environments and Software as a Service enablement.

TechStrategyLabs Inc.   Booth 109-02
www.TechStrategyLabs.com

TechStrategyLabs Inc. is an executive advisory firm helping executives formulate financially and economically substantiated IT strategies. The firm differentiates by utilizing predictive analytics and applied research to help executives make more independent, accurate and objective decisions that are economically validated in adopting cloud computing as a viable business model.

GPFS / DB2 pureScale synchronous mirroring over Metro Area Networks

Multi-site, multi-path high availability ✓
GPFS & pureScale tested ✓
Extreme performance ✓
Hardware-based AES security ✓

Longbow™ Solutions
Connect without Compromise

OBSIDIAN STRATEGICS
www.obsidianstrategics.com

Booth #332 and the Business Partner Theater, 6:00pm Tuesday Oct 25

IBM Netezza Business Partner Pavilion

Meet some of our newest IBM Netezza Business Partners. Learn how they are using the IBM Netezza appliance to reach new markets and industries with strong demand for business analytics. The IBM Netezza appliance is a workload optimized system based on IBM BladeCenter servers, with integrated hardware and software designed for industry specific needs. Learn more by visiting the IBM Netezza Business Partner Pavilion.

Brightlight Consulting, Inc.   Booth 307-02
www.brightlightconsulting.com

Brightlight Consulting is a pureplay Business Intelligence and Data Warehousing Services firm. We specialize in large scale BI/DW solutions where Netezza's family of Data Warehouse Appliances is at the core of the solution. Brightlight has implemented more end to end Netezza based solutions than any other partner worldwide.

Gemini Systems   Booth 307-04
www.gemini-systems.com

Gemini Systems' Business Analytics and Optimization practice delivers Exceptional Analytics Experience solutions for organizations in the USA, Russia, and China. Our products and solutions work with IBM Netezza to address business challenges in social analytics, web analytics, content analytics, financial analytics, high-performance data warehousing, custom analytics and Big Data.

Kazer   Booth 307-03
www.kazer.com

Predictive In-Database Analytics. Netezza, Informix and other database platforms. We will profoundly change the way you leverage analytics. Over 800 algorithms that cover data mining, simulation, forecasting, mathematics, statistics all running in the database 10x – 100X faster than conventional solutions.

New England Systems   Booth 307-05
www.nesystems.com

NES provides complete IM solutions for companies large and small throughout the US. Software, hardware, consulting, solution design, project management, training: the full spectrum of products and services necessary to meet our customers' IT and business needs. We've implemented such solutions in an array of markets, among them manufacturing, distribution, hospitality/gaming, retail, financial services, and insurance.

Openet   Booth G307-01
www.openet.com

Openet, an IBM/Netezza partner, will showcase their Audience and Engagement Measurement solution which enables communication service providers to deliver more personalized services and highly addressable marketing campaigns by allowing them to collect, correlate, and enrich usage and profile information across all video services in real-time. The solution measures subscriber activities across all video services, including linear and non-linear viewing data and click-streams associated with interactive TV applications.

Systech Solutions, Inc.   Booth 307-06
www.systechusa.com

Systech Solutions, Inc. is a leading Business Intelligence solutions and services provider delivering high value quick to market and rapid ROI customer-focused solutions. Systech's core competencies include: Business Intelligence / Data warehousing, Industry specific BI solutions, Analytical Application Development, Dashboards and Scorecards for EPM/CPM, Onsite / Offshore Model.

IBM Big Data Business Partner Pavilion

Come and find out why Big Data is Big Business! IBM provides enterprise reliability and adaptive real-time analytics for Big Data management. Stop by the IBM Big Data Pavilion to experience the rich set of ecosystem business partners who support our platform. Learn what key applications and tools they provide to create solutions on our Big Data platform. Here are our Business Partners featured in the Pavilion.

Brocade   Booth 305-03
www.brocade.com

IBM and Brocade System Networking products are the foundational technology for today's virtual data center and will enable hyper-scale virtualization for emerging workloads and private cloud storage. IBM customers can benefit from the performance, reliability, and simplicity when deploying virtualized infrastructure, while protecting billions of dollars in existing infrastructure investments.

Datameer   Booth 305-01
www.datameer.com

Datameer offers the first BI platform for Hadoop that helps business users access, analyze and use massive amounts of data. The Datameer Analytics Solution provides unparalleled access to data, scales to 4000 servers and is available for all major Hadoop distributions including Apache, Cloudera, EMC, IBM, MapR, Yahoo! and Amazon.

Karmasphere   Booth 305-02
www.karmasphere.com

Karmasphere delivers the premier Big Data workspace for data professionals to mine and analyze web, mobile, sensor and social media data in Hadoop bringing new value to businesses. Karmasphere supports IBM BigInsights with a graphical environment to navigate through Big Data and spot trends and patterns to influence business strategy.

Zettaset   Booth 305-04
www.zettaset.com

Zettaset facilitates Security Data Warehousing (SDW). Zettaset provides the foundation to allow their clients to build a robust, scalable and flexible security data warehouse with minimal deployment time and maximum multi-source analytics

"You get a pulse on what's happening in the industry, in IBM and in content management. You can interact with others — feel their excitement in what they are doing, and understand how you might be able to apply it to your business."

— Brad Van Surksum, conference attendee

What can **Smarter Computing** do for you?

Find out at
IBM Information On Demand 2011!

Welcome to the era of Smarter Computing, where IT infrastructures are designed for data, tuned to the task and managed in the cloud. Imagine doubling your capacity for IT services while holding costs flat – plus driving innovation.

IBM Smarter Computing
Systems-Servers-Storage, Booth #101

Discover innovative new systems with hardware and software, designed, optimized and built for Smarter Computing.

IBM Smarter Computing, Booth #515
THINK Exhibit (IBM at 100 and Watson), Booth #615

How will you thrive in the next era of IT? Work with IBM Experts to see how transforming your IT infrastructure to one that is designed for data, tuned to the task and managed in the cloud will help you achieve optimal IT economics.

Did you know?

There are over **40 Speaking Sessions** and **3 Smarter Computing Tracks!**

To see a full list of the Speaking Sessions for the Smarter Computing Tracks, visit **sample.iod2011.alliancetech.com** and click on the tab "Search By Special Interest Area."

IBM

Maximize the Power of Business Agility

Change is inevitable. Surviving change isn't.

Attend the following sessions and discover the power of business agility and how it can innovate, transform and grow your business in an ever changing market place environment.

Expo Theater Session: Introduction to Business Agility for Transformation and Growth

Speaker: Trent Shupe, Senior Portfolio Marketing Manager, WebSphere BPM
Monday, October 24 – 6:00pm– EXPO Theater

4091 – The Power of Business Agility for Innovation, Transformation and Growth

Speaker: Paul Brunet, Vice President, WebSphere and BPM Product Marketing
Tuesday, October 25 – 10:00am – Room: South Seas C

4092 – Next-generation SOA for Cloud, Mobile and Application Delivery

Speaker: Robert Sawyer, Product Marketing Manager
Tuesday, October 25 – 3:00pm – Room: Mariners B

4129 – Driving Better Business Results with Decision Management Systems

Speakers: James Taylor, CEO, Decision Management Solutions and
Brian Safron, Worldwide Program Director, WebSphere Decision Management
Wednesday, October 26 – 11:30am – Room: Reef F

www.ibm.com/business-agility

Visit the Solution Center to learn more about the Power of Business Agility

Booth 309-02	**Simplify processes, Improve interactions**
	Business Process and Decision Management
Booth 309-03	**Take Innovation to the Edge**
	IBM WebSphere Application Infrastructure
Booth 309-06	**Connecting a Smarter Planet**
	IBM SOA Connectivity & Integration

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April 29 – May 4 Las Vegas, NV
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Register now with Promo Code IMP12PIOD and get a $400 discount off the full conference rate

IBM Exhibitors

IBM SMARTER COMPUTING SYSTEMS-SERVERS-STORAGE

Watson to Work   Booth 101-01

Watson's success in the Jeopardy! challenge was inspiring, but the business impact of optimized systems design is just beginning. With optimized analytics solutions on IBM Power Systems, you can put Watson's technology to work and ensure that you find the answers for your business needs.

Power Systems with Cognos & SPSS   Booth 101-02

IBM Cognos and IBM SPSS have been optimized to take advantage of IBM POWER7 processor-based Power Systems servers to provide better price-performance than any of its competitors. The stability and scalability of Power Systems make this an industry leading business analytics platform for companies of any size.

Leveraging SAS Analytics with an   Booth 101-03
IBM Data Warehouse

Visitors to this booth learn how to exploit SAS Analytics with an IBM Netezza or Smart Analytics System. SAS In-Database processing helps Customers leverage SAS Analytics to improve data quality, increase storage utilization and optimize business processes. Gain strategic advantage with insights about SAS Analytics and IBM infrastructure solutions.

IBM Tivoli   Booth 101-04

Predictive BSM combats the often unfulfilled promises enterprises face after deploying a highly virtualized or cloud environment. This ensures both the flexibility & economic savings as well as the consistent performance of critical applications & services running on dynamic infrastructures.

Capacity Management for System z   Booth 101-05

IBM Capacity Management for System z delivers a cost effective solution for the analysis of System z usage, SLA, utilization, tuning, accounting, and cost recovery. Delivered with Cognos and SPSS, IBM provides an alternative that can take your System z management to the next level with reporting and predictive analytics.

IBM DB2 Analytics Accelerator   Booth 101-06
for Z/OS V2.1

Merging the best of both worlds; the security and availability of System z coupled with the unprecedented analytic speed of Netezza. Come see how the DB2 Analytics Accelerator for z/OS delivers pervasive business analytics across an organization at the right time, in the right context, at the speed of business.
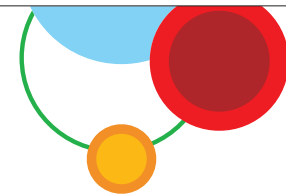
IBM Smart Analytics System   Booth 101-07
9700 & 9710

IBM Smart Analytics System 9700 and 9710 offer workload optimized systems for data warehousing and business analytics, leveraging the System z platform to deliver business insights across your business. Faster time to value; industry leading scalability; availability and security; and fast access to actionable information.

IBM Smart Analytics & IBM System x   Booth 101-08

Solutions such as the new IBM Smart Analytics System 5710 provide an integrated, modular solution that is optimized for analytics workloads leveraging IBM warehousing and business intelligence software to transform information into actionable insight.

IBM Smart Analytics System   Booth 101-09
7700 & 7710

IBM Smart Analytics System 7700 and 7710 are the industry's most complete business-ready analytics solution with cost-efficient, flexible design, and mission-critical reliability. An integrated, high-performance analytics solution that is built on POWER7 based servers and designed to accelerate delivery of insights for faster, smarter actions.

IBM SYSTEM Z SOFTWARE

Optimizing Business Outcomes   Booth 105-01
with BPM

To effectively manage your business in the face of constant change, you must have visibility into your business processes and decision points across the business network to remove bottlenecks, foster collaboration, and optimize decision making. Deploying on System z can ensure transactional integrity, proximity to applications, and fast scale up.

Transform infrastructure performance   Booth 105-02

The hybrid computing environment of the successful business is generating end-point proliferation, new application channels and growing volumes of information requests which can compromise the free flow of messages within and across processes. Ensure access and move data from anywhere to anywhere by deploying on System z.

Securing transactions: CICS and tools Booth 105-03

CICS Transaction Server 4.2 enhances events, Java development, connectivity, management, and scalability for modern, reliable support of high volume, high value transaction processing. Depend on CICS tools and problem determination tools help to increase business flexibility and development efficiency.

IBM Exhibitors *continued*
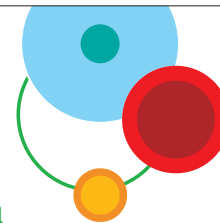
IBM SYSTEM Z SOFTWARE *continued*

IBM Smarter Development and Deployment   Booth 105-04

IBM Enterprise Modernization solutions help organizations drive greater value from existing assets, skills and infrastructure, providing an optimized software delivery platform to lower the cost of deploying new workloads on System z. Learn how mainframe skills are quickly acquired, and how multi-platform development enables seamless integration across the application lifecycle.

OMEGAMON for z/OS Management Suite   Booth 105-05

Key to turning Insight into Action is visibility across your Enterprise. Integrated Service Management for System z can provide that visibility. Tivoli Monitoring capabilities support all Enterprise components, including zEnterprise and Distributed. Come by and see what's new in Service Management Visibility and capabilities for decreasing costs and improving availability.

System z as Enterprise Security Hub   Booth 105-06

IBM Security zSecure suite helps centralize security management for mainframe and consolidated Linux for System z environments. It provides simplified security administration, enforces security policy, analyzes audit events, detects threats, and automates compliance monitoring which helps clients to manage risk, reduce costs, and demonstrate compliance for DB2, CICS and IMS.

CLOUD PAVILION

Partnering in the cloud   Booth 109-01

IBM has created resources for business partners looking to capitalize on this emerging opportunity including: a new Cloud Assessment Tool, business and technical roadmaps, access to technology and opportunities to network with experts in this space. Don't miss your chance to be a part of our growing cloud ecosystem.

Predictive analytics for service management in the cloud   Booth 109-03

Anticipate & prevent service performance issues across cloud, virtual, and complex IT & network infrastructures with Tivoli's new analytics offering IBM Tivoli Analytics for Service Performance.

WebSphere Cast Iron Cloud   Booth 109-04

WebSphere Cast Iron Cloud integration offers a user-friendly, "configuration, not coding" approach to connecting cloud and on premise applications, providing template-based best practices for repeatable success. Available as a physical appliance, a virtual instance or completely in the multi-tenant cloud service, it is truly rapid, flexible and simple.

IBM Lotus Live- Social Collaboration Services   Booth 109-06

Become a social business in the cloud with IBM LotusLive services. Using LotusLive services to become a social business can help organizations simplify, speed up and enhance interaction in within their organization. LotusLive services provide a comprehensive portfolio of offerings designed to help organizations achieve better business results.

IBM INFORMATION MANAGEMENT

DB2 10 for z/OS   Booth 221-01

In today's business and economic environment, the challenge for IT is clear: improve operational efficiencies, reduce costs and adapt quickly to support business.

DB2 10 for z/OS - QMF   Booth 221-02

Query Management Facility (QMF) 10 allows you to do more with your existing QMF investment than ever before. New analytic and mathematical functions and OLAP support dramatically enhances QMF's ability to deliver new function to business users — an important option for BI and analytics usage.

Introduction to IBM InfoSphere   Booth 221-03

InfoSphere is IBM's platform for the delivery of trusted information. InfoSphere helps clients accelerate information intensive initiatives by effectively integrating, mastering, and analyzing information. Learn more about how InfoSphere solutions help IBM clients achieve new levels of innovation through best of breed information integration, data warehouse, MDM, and governance capabilities.

InfoSphere Information Governance   Booth 221-04

Information governance is a hot topic these days, but what does that mean? Stop by this pedestal and hear more about it and how IBM InfoSphere solutions for information governance can enhance the quality, compliance, availability, privacy and integrity of your organization's information.

Test Data Management and Security for SAP with InfoSphere Optim   Booth 221-05

IBM InfoSphere Optim & InfoSphere Guardium solutions reduce the time, cost, complexity & risk for SAP applications. InfoSphere Optim solutions create right-sized non-production environments and provide diagnostics to automatically identify and analyze system changes. InfoSphere Guardium protects SAP databases and prevents fraud by identifying SAP users associated with transactions.

IBM Exhibitors *continued*

Managing Data Growth with InfoSphere Optim
Booth 221-06

IBM InfoSphere Optim Data Growth Solutions archives data, providing universal access to data while reducing hardware and software costs, improving application performance, and maintaining adherence to data retention policies and regulations. Come by this pedestal to learn more about the lifecycle management of data to from creation to retirement.

DB2 for z/OS Tools: Recovery & Utilities
Booth 221-07

IBM offers a comprehensive set of utilities and tools to manage DB2 for z/OS data responding to today's data challenges, reducing costs while maximizing performance and staff efficiency. To ensure business continuity, IBM offers many tools to identify and minimize data-loss risks, back up data efficiently and rapidly recover information.

DB2 for z/OS Tools: Performance & Admin
Booth 221-08

Improving productivity and profitability is a top priority. DBAs strive to maximize database performance to support Service Level Agreements, drive higher transaction rates and increase profitability. Efficient database administration and change management are crucial. If not managed correctly, they can monopolize resources and waste valuable time, resulting in unwanted errors.

DB2 and Optim Tools
Booth 221-09

Extend the value of your DB2 implementation with tools that enable cost-effective data management and governance throughout the data life cycle. See how IBM InfoSphere Optim and DB2 Tools enable organizations to deliver applications faster, reduce cost, improve database and application performance and support high levels of data availability.

IMS: A New Era Arrives!
Booth 221-10

Grow your business on IMS 12! IMS customers worldwide recognize IMS as the undisputed leader for mission-critical enterprise transaction and data-serving workloads. Speed, simplicity, and the foundation for the future - IMS on System z.

Test Data Management with InfoSphere Optim
Booth 221-11

IBM InfoSphere Optim solutions for test data management rapidly create "right-sized" test databases with the ability to mask sensitive data to accurately reflect end to end business processes and application customizations. Learn more about how InfoSphere Optim can help you reduce costs, accelerate testing cycles and improve application quality.

Database Security, Privacy and Compliance with InfoSphere Guardium
Booth 221-12

IBM InfoSphere Guardium is a simple solution for preventing leaks from databases and files, ensuring the integrity of information in the data center and automating compliance controls. See how InfoSphere Guardium enables continuous monitoring of heterogeneous database and document infrastructures and enforces policies for data access enterprise-wide.

IBM InfoShere Information Server Solutions
Booth 221-13

Information is critical in helping drive business transformation. Information Server platform based offerings help alleviate the key pain points and challenges with information centric initiatives like - Data Warehousing and BI, SAP instance consolidation and data migration initiatives and MDM projects.

Transform and Deliver
Booth 221-14

InfoSphere Information Server, the market-leading data integration platform, helps customers to understand and cleanse data, and also to transform and deliver data efficiently using styles including ETL, federation, SOA, replication and change data capture. The scalability and flexibility help customers drive their strategic decisions and initiatives using trusted, timely data.

Passport to IMS Tools
Booth 221-15

The latest solutions from IBM IMS Tools help you get the most from your IMS investment quickly and easily. Our expert automated tooling with modern user interfaces, allow you to focus more on growing your business and less on maintaining and managing IMS, saving you precious time and money.

DB2 for Cloud Computing
Booth 221-16

DB2 helps empower IT to cost effectively deploy and manage database infrastructure in the private cloud by enabling self service options to provision databases simply and securely. It also reduces the time needed for administration of departmental databases to help free up valuable DBA resources.

DB2 pureScale Feature
Booth 221-17

Come see how DB2 is powering innovation by providing application cluster transparency through the DB2 pureScale™ feature. Learn how companies are reducing the risk and cost of meeting changing business demands by providing extreme capacity, continuous availability, and application transparency.

Easy Migration to DB2
Booth 221-18

Learn how easy it is to migrate to DB2 from Oracle, all while keeping costs, risk and business-disruption to a minimum. See why over seven hundred SAP clients have chosen to move from Oracle to DB2.

IBM Exhibitors *continued*

IBM INFORMATION MANAGEMENT *continued*

Cleanse Data   Booth 221-19

InfoSphere Data Quality solutions help deliver reliable, accurate information to help you better run your business. Avoid unreliable insight leading to costly, misinformed decisions and negative customer satisfaction. InfoSphere capabilities help you monitor and maintain high quality data to enable key business initiatives (BI, MDM, data warehousing).

Understand your Data   Booth 221-20

Achieve value in each project and across the organization through Foundation Tools that better enable Information Governance. The Foundation Tools help you to understand and confirm the information and data you have, learning how to use and structure that data to optimize your business.

InfoSphere Big Insights   Booth 221-21

IBM InfoSphere BigInsights is a new class of analytics platform based on open source Hadoop and innovation from IBM. It can store raw data as-is and help clients gain rapid insight through large-scale analysis of unconventional and diverse data.

IBM InfoSphere Streams   Booth 221-22

InfoSphere Streams enables continuous analysis of massive volumes of streaming data with sub-millisecond response times. It provides a highly scalable and agile infrastructure that can support a wide variety of both structured and unstructured data types. Streams give your organization the opportunity to respond to events as they happen.

Data Management Innovations   Booth 221-23

Learn how DB2, Tools, and other innovative technologies bring new value to clients at a low cost. Choose from a bevy of demos to get a taste of key technologies including DB2 Advanced Enterprise Server Edition, solidDB, and new tools that offer powerful, flexible, affordable solutions for leading companies worldwide.

High Performing Enterprise Data Warehousing   Booth 221-24

The primary source of operational data that feeds many of today's data warehouses is often located on IBM System z. Learn how bringing your data warehousing together with the superior scalability and performance of the System z platform can deliver an optimal, cost effective data warehousing strategy.

Data Warehousing Portfolio — Which Data Warehouse solution is right for you   Booth 221-25

IBM now offers the industry's most comprehensive portfolio of data warehousing and analytics solutions. Visit this pedestal to learn about the overall range of technologies and solutions that IBM has in place regarding data warehousing. With your current business goals in mind, find out which solution is right for you.

InfoSphere Warehouse Software   Booth 221-26

InfoSphere Warehouse is IBM's complete real time data warehousing software platform that delivers superior scalability and availability, design, build, and management tooling, and business analytics. Come visit the pedestal to learn about our latest innovations including deployment on virtual machines and even per Terabyte pricing!

IBM Workload Deployer   Booth 221-27

IBM Workload Deployer is a hardware appliance that provides access to IBM middleware virtual images and patterns to easily, quickly and repeatedly create application environments that can be securely deployed and managed in a private cloud.

IBM InfoSphere Mashup Center   Booth 221-28

Achieve value in each project and across the organization through Foundation Tools that better enable Information Governance. The Foundation Tools help you to understand and confirm the information and data you have, learning how to use and structure that data to optimize your business.

InfoSphere Identity Resolution   Booth 221-29

IBM InfoSphere Identity Insight is a real-time entity resolution and analysis platform for fighting threat and fraud. Its pioneering identity and relationship disambiguation technology combined with innovative, complex event processing helps organizations and enterprises recognize and mitigate the incidence of fraud, threat & risk.

Information Management Futures 1   Booth 221-30

Extending existing data management and analytics tools with capabilities to collect and interact with publicly available unstructured data sources, visually develop massive-scale ETL and analytics applications, and construct comprehensive consumer profiles to enable real-time, targeted decision making by continually analyzing social media data.

Information Management Futures 2   Booth 221-31

Improving DBaaS with technology enabling fine-grained resource sharing, performance isolation, and balanced workload across the cloud. Extending DB2's temporal data management to improve support for time-aware applications. Efficient interactive data analysis in a MapReduce cluster for long-running batch jobs, to support prototyping batch jobs, ad-hoc exploration, and hypothesis testing.

IBM Exhibitors *continued*

IBM INFORMATION MANAGEMENT *continued*

IBM Smart Analytics System Booth 221-32
The IBM Smart Analytics System is an integrated platform that provides broad analytics capabilities on a powerful warehouse foundation with IBM server and storage. Deeply integrated and optimized, IBM Smart Analytics System provides a single point of support for end-to-end analytics solutions.

Informix Flexible Grid Booth 221-33
Migrating to a new version of Informix is an important task that requires careful planning and execution. However it does not have to involve much downtime. How? The Rolling Upgrade technique uses Informix high availability technologies to transform a single server into two inter-replicating nodes.

Data Warehousing Accelerators Booth 221-34
IBM's InfoSphere Warehouse Packs are 'accelerator add-ons' for InfoSphere Warehouse and Netezza installations that contain physical data models and sample reports that drastically reduce data warehousing project time, deployment cost and risk. Come to the pedestal to experience the Warehouse Packs live and in person!

InfoSphere Traceability Booth 221-35
The ability to know the movement of products, components and assets across all points of the supply chain is critical to your business. Traceability solutions from IBM correlate information from various applications to provide a trace history of product movement and activity resulting in greater insight and decision making.

InfoSphere Master Data Management Booth 221-36
IBM InfoSphere MDM creates trusted views of your master data – customers, patients, citizens, suppliers, partners, products, materials, employees, accounts and more — for improving your applications and business processes.

Informix OpenAdmin Tool Booth 221-37
The OpenAdmin Tool is a PHP-based Web browser administration tool for managing one or more Informix servers. It provides the ability to monitor and administer multiple Informix instances from a single location. Stop by and see the latest features!

Informix Genero Booth 221-38
Informix Genero lets you model applications using an intuitive user interface, and deploy them across multiple environments. Informix Genero includes powerful reporting capabilities for the fast design of sophisticated reports that utilize minimal system resources. Come see the latest tools for accelerating deployment of mobile and web-based apps!

IBM BIG DATA BUSINESS PARTNER PAVILION

IBM Fraud Detection & Threat Prevention Booth 305-05
IBM's Federal team demonstrates an end-to-end Fraud Detection and Threat Prevention capability built on IBM's best-of-breed analytics. Interrelated customer needs and corresponding analytic capabilities include: data normalization, Big Data exploitation, identity resolution, non-obvious relationship and pattern detection, persistent analytics, predictive modeling, and role- and content-based presentation and alerts.

IBM SOFTWARE SOLUTIONS

IBM® Rational® Insight & IBM® & Rational® Focal Point™ Booth 309-01
Use analytics to manage software delivery for reduced risk and cost. Efficient software delivery is vital to your organization's ability to innovate. New Rational capabilities provide improved visibility and control across the lifecycle, from portfolio management to development execution, with a web-based business command center.

Simplify Processes, Improve Interactions Booth 309-02
See how IBM's decision and process management technologies are used to create highly flexible, adaptable solutions that improve business outcomes in both customer-facing and back-end operations. Demonstrations will follow the discovery, implementation and maintenance of a solution that ensures optimal interactions with customers, partners and across an organization.

### Take Innovation to the Edge Booth 309-03
Take your application innovation to the edge of business, unlock the value of information, ease the transformation with SOA, and build on a solid foundation with WebSphere Application Infrastructure solutions. See examples across multiple industries that showcase customer value and benefits to real business challenges.

IBM® Rational® Focal Point™ & IBM® Rational® Team Concert™ Booth 309-04
Financial institutions can manage and accelerate complex regulatory compliance initiatives like Dodd-Frank while developing capabilities to achieve and maintain compliance. Includes web-based application as single record for compliance management, and advanced portfolio management capabilities to prioritize compliance efforts against cost, risk and resources. Customize for Basel III, Solvency II, others.

IBM Exhibitors *continued*
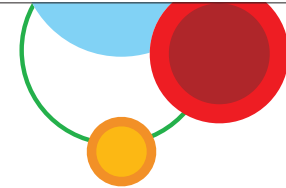
Social Content Management — Booth 309-05

Social Content Management unites IBM's best of breed social tools with IBM's industry leading ECM. Come see the latest innovations IBM has to offer that supersedes the shared drive and augments team spaces with integrated Office Document that extends into Social Communities and Business Applications.

Connecting a Smarter Planet — Booth 309-06

Gain competitive advantage by leveraging new information and collaborating closely with customers and partners with Connectivity and Integration solutions that bring together information, applications, and processes. See how your organization can build an agile SOA infrastructure, with the simplicity, reach, reliability, and speed to integrate the most complex IT systems.

Advanced Case Management — Booth 309-07

Organizations are experiencing greater case workloads, from complex inquiries to service requests, claims, and benefit applications, requiring new ways to help their employees make more informed decisions. Learn how knowledge workers in your industry are capitalizing on advanced case management capabilities today to drive optimized case outcomes.

Content + Predictive Analytics = Insight — Booth 309-08

This solution empowers healthcare organizations to improve quality and reduce costs by leveraging available information to gain new insights. Uncovering insights commonly omitted from business analysis is possible because of the dynamic linkage between content analytics (email, physician notes) and predictive analytics. This solution rapidly enables clinical and operational excellence.

ISV and Developer Relations — Booth 309-09

IBM PartnerWorld ibm.com/isv - Benefits and resources for ISV Business Partners. Team with an industry leader who can help build your business with customer-driven technologies, while helping you expand into new markets.

IBM developerWorks — Booth 309-10

IBM developerWorks - ibm.com/developerWorks - Access technical resources to develop skills; Collaborate with peers and share ideas; Find experts and resolve technical issues.

IBM BREAK FREE — Booth 417

Virtualization: Improving the economics of IT

This pedestal highlights the compelling reasons why over 1,000 organizations since 2009 have moved to IBM Power Systems from Oracle/Sun and HP thereby reducing data center complexity, sprawl and expense. In addition, how IBM has helped organizations overcome inadequate service levels and lack of on-demand cloud provisioning, for example, reducing deployment time for one financial services customer from as much as 45 days to just 20 minutes.

Virtualized Application Infrastructure: Driving efficiency and flexibility

Taking advantage of cloud and virtualization is a necessity to improve IT operational efficiency and lower costs to meet the agility requirements of any business. In this demo we'll highlight the leading virtualization and private cloud technologies that IBM WebSphere offers which can help you drive efficiency and flexibility.

SAP: Optimize your SAP environment while reducing costs

DB2® on Power Systems™ performs three times faster than Oracle Database on SPARC based on the SAP® SD Tier 2 benchmark, using the same number of cores. This pedestal highlights the compelling reasons why organizations were able to reduce their applicable SAP infrastructure costs by as much as 25-50%. At the same time, many customers who chose to move workloads from Oracle/Sun to IBM Power Systems have noticed up to a 60% drop in IT costs

Analytics: Fast insight and ease of integration with optimized systems

IBM's purpose-built portfolio of systems tuned for analytics and data warehousing offer superior performance, capabilities and can be up and running in a matter of days and at a fraction of the cost of Oracle Exadata. This pedestal highlights the compelling reasons why organizations are choosing IBM Netezza appliances and IBM Smart Analytics Systems for their toughest analytics, data warehousing and operational intelligence needs.

Databases: Gain 3x performance for as low as 1/3 the price

DB2® on Power Systems™ performs three times faster per core than Oracle Database on SPARC based on the TPC-C benchmark. This pedestal highlights the compelling reasons why IBM DB2 and Power Systems deliver capabilities that can help lower transactional database license, support and storage costs, while reducing deployment complexity. In addition, we will demonstrate how to move an Oracle database environment to DB2.

IBM Exhibitors *continued*
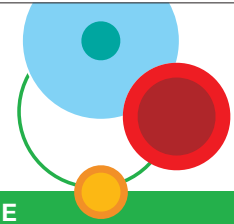
IBM SMARTER COMPUTING — Booth 515

Smarter Computing: Managed in the Cloud

Deliver new services with Cloud and reinvent business to drive innovation. Enable a private cloud to improve service, reduce cost and manage risk. Accelerate time to market. Build an optimized environment for delivery of cloud services. Access enterprise class cloud services and integrate into an existing infrastructure

Smarter Computing: Big Data and Information Integration

Harness all available information to unlock insights for better decision making. Manage data and workloads to lower cost of ownership. Integrate and transform data to provide a single version of the truth. Govern information supply chain to ensure security and privacy. Analyze information from new sources to enable better business outcomes.

Smarter Computing: Tuned to the Task

Drive greater performance and efficiency using Optimized Systems for each workload for superior economics. Reduce total cost of ownership of IT infrastructures to transform IT economics. Improve the performance of workloads to deliver better service level agreements. Leverage existing systems to deploy new workloads and realize quick time to value

NETEZZA, AN IBM COMPANY — Booth 509

IBM Netezza: The Simple Appliance for Serious Analytics:

We invite you to take an in-depth look at the IBM Netezza data warehouse appliance and discover the root of appliance simplicity. This interactive tour demonstrates just how easy it is to deploy and operate the IBM Netezza data warehouse appliance into your data center.

IBM Netezza and Industries

Explore our Industries section to familiarize yourself with real world examples from IBM Netezza customers. You will soon be able to see how our family of data warehouse appliances eliminates complexity at every step and lets you drive true business value for your organization.

IBM COMMUNITY LOUNGE

Transforming Customer Engagement — Booth 531-01

Do you need to create a compelling web experience that allows you to anticipate new business opportunities while reducing the costs of deploying and gaining customer insights? See how IBM Customer Experience Suite helps organizations create highly engaging, personalized, differentiated web experiences that meet the evolving needs of today's customer.

Transforming The Way We Work — Booth 531-02

Need to build, secure, and leverage professional networks and communities within your organization to deliver business growth? Learn how IBM Social Collaboration, a rich set of social and real-time communication and collaboration capabilities, can help people locate expertise any time, anywhere, using a broad range of devices and delivery formats.

IBM USER GROUPS

IDUG - International DB2 Users Group — Booth 531-03

IDUG is an independent, not-for-profit, User driven community that helps DB2 Users enhance their professional skills and network, drive efficiencies in their business, and optimize their DB2 technologies. Through education, technical resources, and unique access to fellow DB2 Users and Industry experts, IDUG empowers data management professionals to leverage the potential of DB2 for optimal business results. www.idug.org

### IIUG - International Informix® Users Group — Booth 531-04

Founded in 1995, the IIUG represents users of Informix products. Thousands of IIUG members around the world network, share knowledge and influence IBM and other vendors. Please visit the IIUG website at http://www.iiug.org to learn more about our resources and become a member at no charge. www.iiug.org

IBM ECM User Groups — Booth 531-05

IBM Enterprise Content Management (ECM) User Groups connect members with other users, IBM experts and ECM Business Partners, enabling members to share information and experiences, interact and gain a unified voice with IBM ECM leadership, and capitalize on their ECM investment by learning how others are using ECM solutions to solve real business problems. www.ibm.com/ecm

IBM Netezza User Group — Booth 531-06

Find out what it means to be an Enzee! 4,000+ users, partners & prospective users of the IBM Netezza data warehouse appliance share best practices, troubleshoot challenges, discuss industry trends and identify local networking opportunities as part of the global Enzee community. Join the Enzee community today: www.enzeecommunity.com
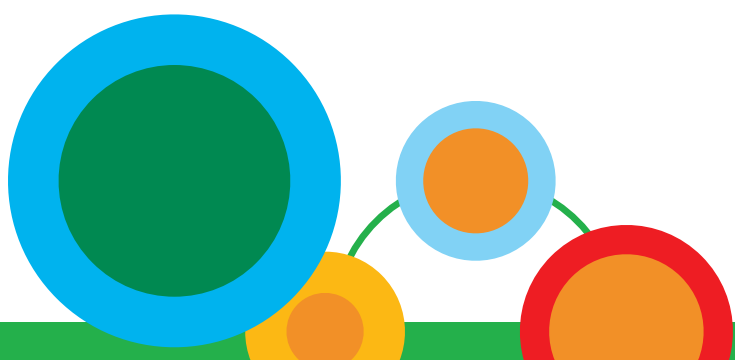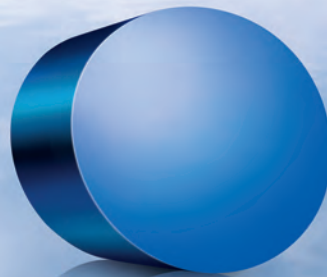
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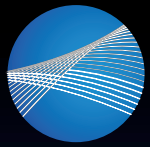
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- User-driven technical sessions to sharpen skills
- Best practices to drive efficiencies and optimize investments
- Direction on new and existing database and related product issues
- Candid discussions with customers, IBM experts, developers and DB2 consultants

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IDUG DB2 Tech Conferences

Prague, Czech Rep. | 13 - 18 November, 2011

Denver, CO, USA | May 14 - 18, 2012

Berlin, Germany | 4 - 9 November 2012

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Strength in numbers

more than **17,000** members representing **100** countries globally **thousands** of DB2 user experiences more than a **handful** of in-person events year-round

IDUG is an independent, user-driven community that helps DB2 users enhance their professional skills and network, drive efficiencies in their business, and optimize their DB2 technologies.

Experience IDUG year-round.
Sign-up is FREE at www.IDUG.org

IBM Exhibitors *continued*

IBM USER GROUPS *continued*

IBM Cognos User Groups   Booth 531-07

The IBM Cognos User Groups are for you! Learn about Cognos solutions, engage with product specialists and share best practices with other customers — all in a location near you. Visit Booth 503 and talk to a Cognos User Group specialist.

IBM InfoSphere Community   Booth 531-08

The IBM InfoSphere Community provides an online place to network with other InfoSphere professionals, post comments and questions on forums, share tips and best practices, and learn about local, regional and worldwide events. The communities file sharing and wiki feature provide you with a great source for InfoSphere information. The community links InfoSphere customers, partners and the IBM InfoSphere team to facilitate effective communication about the products, services and issues that interest you. Come to ask about starting a local group for face-to-face exchange, and register for the new online community. www.ibm.com/community/infosphere.

IBM SOFTWARE EDUCATION, SERVICES & SUPPORT

Software Services   Booth 625-01

Implementation success begins by engaging the IBM Information Management Services team. We work with you to define an IBM solution delivery approach that meets the needs of your business. Drop-by to talk with our Services experts put your project on the road to success!

Software Support   Booth 625-02

IBM Software Support provides comprehensive maintenance and support solutions for all phases of the Software Lifecycle. At the Support Hub effectively plan your software needs with our experts, and learn how IBM Support can help you manage your software investments. Experience the value of your Software Subscription!

Software Education & Certification   Booth 625-03

Success begins with having a plan. Meet with a training expert who can help you build a training plan that includes role-specific training and certification recommendations for your ECM or Information Management software as well as cost-saving strategies to get the most out of your training budget.

IBM BUSINESS ANALYTICS

Self-service Business Intelligence   Booth 801-01
and Dashboards

Deliver an at-a-glance view of your business operations through dashboards that help people make more effective and timely decisions. See how business users of any skill level can use IBM Cognos Business Insight to assemble their own BI workspace and then personalize and interact with content from any time horizon.

Mobile Business Intelligence   Booth 801-02

See how you can use IBM Cognos Mobile to deliver a highly interactive BI reporting and dashboard experience on a wide range of mobile platforms and devices.

Mobile Business Intelligence   Booth 801-03

See how you can use IBM Cognos Mobile to deliver a highly interactive BI reporting and dashboard experience on a wide range of mobile platforms and devices.

Business Intelligence Upgrade   Booth 801-04
and Administration

Learn how IBM Cognos platform delivers security, performance, scaleability and interoperability you need in a BI solution. Learn more about the modern, service-oriented architecture (SOA) and how you can meet service level agreements in your business. Learn about platform tools to ease your upgrades to IBM Cognos Business Intelligence v10.1.

IBM Cognos Business Intelligence   Booth 801-05
Data Sourcing and Modeling

Discover how IBM Cognos Business Intelligence delivers all the information the business demands in terms that users can understand. Learn how to access, integrate and organize your data with IBM Cognos Framework Manager, IBM Cognos Data Manager, IBM Cognos Event Studio and other data sourcing strategies.

IBM Cognos Business Intelligence   Booth 801-06
### — Cloud

Accelerate the delivery of business analytics in your organization, by pass the infrastructure and lower the cost of deployment by leveraging the Cloud. Visit us to learn how the cloud optimizes the development and test lifecycle of your BI solution.

IBM Cognos Business Intelligence   Booth 801-07
Analysis: A User's Perspective

Gain a better understanding of the breadth of analysis capabilities available in IBM Cognos Business Intelligence. Learn how to manage hierarchies and get the answers you need without waiting for assistance from IT. See how IBM Cognos Business Intelligence addresses the broad range of analysis needs at your organization.

IBM Exhibitors *continued*
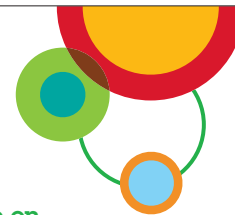
IBM BUSINESS ANALYTICS *continued*

Query and Reporting for Professional Report Authors
Booth 801-08

IBM Cognos Business Intelligence can meet the ever-growing query and reporting requirements of your organization. Discover the latest enhancements and learn how professional report authors can use this solution to satisfy increasingly complex business demands.

Social Media Analytics
Booth 801-09

Learn how to use social media analytic solutions to track and measure both consumer behavior and the sentiments expressed through different channels to improve customer experiences, enhance loyalty and grow your business

Business Intelligence Deployment, Cloud and Optimized Systems
Booth 801-10

See how to lower your total cost of ownership (TCO) by leveraging your IBM infrastructure investments and accelerate the delivery of business analytics in your organization. Visit us to learn about deploying BI on System z, private cloud, or the pre-integrated analytics system offered by IBM.

Collaborative Business Intelligence
Booth 801-11

Discover how IBM Cognos Business Intelligence V10.1 empowers people to make informed decisions, facilitates decisions across teams and functions, and captures the decision-making process so that the foundation of smart decisions can be retained, shared and used again

Business Analytics — A Look into the Future
Booth 801-12

Learn about the IBM Business Analytics Software statement of direction. See demos of the latest emerging technologies and learn how they will affect the future of business intelligence and analytics.

Business Analytics Futures
Booth 801-13

Extending existing analytics tools to better support scenarios like spatio-temporal analysis and medical research, which can be used to solve real business and Smarter Planet problems such as clinical research design, energy usage management, etc., as well as easier configuration of these tools using results of social and behavioral analysis.

IBM Cognos 8 Business Intelligence
Booth 801-14

See how IBM Cognos 8 Business Intelligence query and reporting, analysis, dashboards and scorecards can provide insights to drive key organizational decisions and better business performance.

Business Intelligence on SAP and Oracle
Booth 801-15

Learn why organizations that want to maximize the value of their investments in SAP® and Oracle applications, infrastructure and data sources choose IBM Cognos Business Intelligence. See how you can deliver reports to the business faster, while minimizing the impact on IT.

Business Intelligence and Planning for Midsize Companies — IBM Cognos Express
Booth 801-16

Learn about IBM Cognos Express, the integrated reporting, analysis and planning solution that's easy to install, easy to use, easy to buy and purpose built for midsize companies and for departments of larger organizations.

Governance, Risk and Compliance
Booth 801-17

Subject matter experts will show you how the best-in-class reporting delivered by IBM OpenPages 6.0 unlocks insight from governance, risk and compliance (GRC) information, enabling better business decisions.

Survey and Research Analytics
Booth 801-18

Learn how you can use IBM SPSS Data Collection and IBM Cognos Consumer Insight to capture attitudes and opinions, and then analyze that information with IBM SPSS Statistics to validate assumptions and draw accurate conclusions.

Predictive Analytics Tools and Technologies
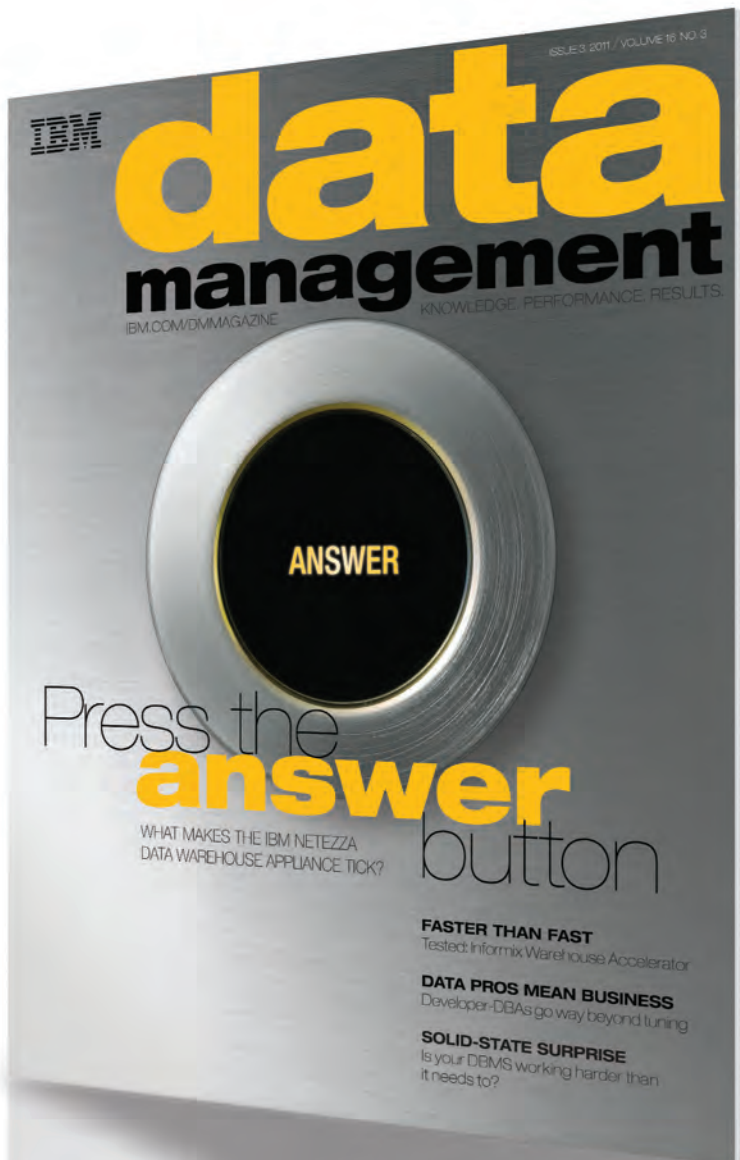**Booth 801-19**

IBM SPSS Decision Management, decision process framework that uses predictive analytics and business rules to optimize outcomes of operational decisions ; IBM SPSS Modeler, high-performance data mining and text analytics workbench that helps you exploit revenue opportunities, reduce costs and increase operational productivity, and IBM SPSS Collaboration and Deployment Service.

Analytical Insight for Healthcare
Booth 801-20

Learn how healthcare enterprises are uncovering clinical and operational insights in all of their information including discharge summaries, physician notes and web content. Content and predictive analytics, together, enable organziations to ask data driven questions and get answers based on data driven predicitions.

IBM Business Analytics Performance Leaders — Customers: Showcase Your Success and Share Your Story!
Booth 801-21

IBM Cognos Performance Leaders Program offers reference opportunities for customers to suit their priorities and availability. Share your story by developing a case study or speaking at an IBM, analyst or industry event. Benefit from low-cost, high-impact exposure for your brands; opportunities to network with peers, industry leaders and executives.
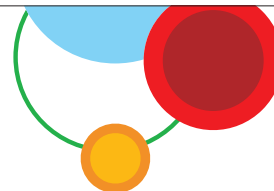
IBM Exhibitors *continued*

IBM BUSINESS ANALYTICS *continued*

IBM SPSS Predictive Analytics: Services and Education
Booth 801-22

Meet with a training expert to build a plan that will enable you to master the technical skills necessary for project success. We offer role-specific training recommendations, convenient delivery methods (web, classroom or private training) and proven practices to make your project succeed.

Predictive Analytics Solutions: Driving Smarter Decisions, Improved Outcomes and Higher Return
Booth 801-23

See how a range of real-world solutions can help you build customer value, optimize processes, manage assets more effectively, reduce risk, improve outcomes, and drive higher ROI. Demonstrations will cover industries such as banking, insurance, retail, communications and manufacturing, as well as policing and government.

Metrics, Scorecarding and Financial Insight
Booth 801-24

To be more than a budgeting exercise, planning needs to be performed within the context of strategy. IBM Cognos Metric Studio can help you align operational activities, initiatives, and accountability with strategic goals. IBM Cognos solutions help you delve into financial information and deliver insights that drive your organization forward.

IBM Cognos Performance Blueprints
Booth 801-25

Learn how to rapidly extend best practices across the enterprise and forge more effective connections between strategy and execution. Discover how IBM Cognos Performance Blueprints can advance your software deployment and maximize the value of your investment in business analytics solutions.

Decision Management
Booth 801-26

Decision Management is a business discipline supported by operational and analytics software. It enables organizations to automate, optimize and govern repeatable & collaborative business decisions to continually improve net business value provided through organizational data, policies and processes.

IBM Business Analytics Industry Solutions
Booth 801-27

Increase your analytics quotient (AQ) in your industry! Come and see how industry best practices, IBM business analytics capabilities, solution accelerators, IBM Cognos Performance Blueprints and data all come together to help your organization outperform.

Business Analytics Services and Education
Booth 801-28

Meet with a training expert to help you build a training plan that includes role-specific training and certification as well as cost-saving strategies to help you get the most out of your training budget. Hear about the most cost-effective training options for individuals, teams, departments — even your entire company.

Business Analytics Software Support
Booth 801-29

See personalized demonstrations of the latest support tools and processes—including the IBM Support Portal and the Business Analytics Customer Center—that will help you resolve problems faster and take a proactive approach to managing your software. Also talk to us about the Accelerated Value Program.

IBM Business Analytics Industry Solutions
Booth 801-30

Increase your analytics quotient (AQ) in your industry! Come and see how industry best practices, IBM business analytics capabilities, solution accelerators, IBM Cognos Performance Blueprints and data all come together to help your organization outperform.

What's Your AQ?
Booth 801-31

Analytics Quotient, or "AQ" is an exciting new way to measure your organization's success with analytics, and how ready you are to apply insight to your strategy, processes and tactics; how quickly you can re-allocate resources and re-orient your people to make better decisions.

Upgrading and Extending IBM Cognos Planning
Booth 801-32

Learn from subject matter experts about the many benefits of upgrading to the latest version of Cognos Planning and hear about the benefits of extending your analytics with IBM Cognos TM1 and IBM Cognos Business Intelligence.

Planning, Analysis and Forecasting
Booth 801-33

Discover how to transform your planning and analysis with the latest enhancements in the IBM Cognos Platform.

Consolidation, Disclosure Management and XBRL
Booth 801-34

Learn how to enhance controls and automate each step in the financial consolidation and statutory reporting process (including XBRL tagging) using integrated IBM solutions such as IBM Cognos Controller and IBM Cognos Financial Statement Reporting (FSR).

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IBM Exhibitors *continued*

IBM BUSINESS ANALYTICS *continued*

What's your AQ? Booth 801-35

Analytics Quotient, or "AQ" is an exciting new way to measure your organization's success with analytics, and how ready are you to apply insight to your strategy, processes and tactics; how quickly you can re-allocate resources and re-orient your people to make better decisions.

IBM Cognos Analytic Applications: Booth 801-38
Packaged Business Intelligence and
Analytics on the IBM Cognos Platform

Learn about packaged business analysis and reporting for business users that provides actionable, cross-functional insight into data locked in ERPs (such as Oracle, SAP®, PeopleSoft or JD Edwards) and other sources.

Management Reporting and Booth 801-39
Financial Statement Report Automation

See how to extend the value and insight of IBM Cognos Performance Management solutions with IBM Cognos Financial Statement Reporting (FSR). Learn how you can combine narrative analysis with performance content to create more robust management reports.

Profitability Modeling and Optimization Booth 801-40

Talk with subject matter experts and learn how to transform your profitability analysis from a backward-looking to a forward-looking process that accounts for prior cost drivers and incorporates forward-looking scenario analytics.

IBM ENTERPRISE CONTENT MANAGEMENT

IBM Case Manager Booth 821-01

Case management requirements today change frequently with new regulations and customer demands. Learn how customers in your industry are rapidly designing, building, and deploying solutions to respond to these challenges through advanced case management solutions. See how these capabilities empower business users to drive optimized case outcomes.

Defensible Disposal Booth 821-02

IT can now manage information based on its value and dispose of it when it is no longer needed. By linking IT processes with legal, business and records processes, IBM's defensible disposal solutions help CIOs eliminate unnecessary data and retire unnecessary applications to lower IT costs and reduce complexity.

IBM Content Analytics Booth 821-03

How can IBM Content Analytics, the same NLP technology used in IBM Watson, give you better business insight? See how Content Analytics can find, assess, and derive insight quickly from unstructured enterprise content like documents, reports, emails, web pages, etc by using its interactive and exploratory visualizations.

IBM FileNet System Monitor Booth 821-04

IBM FileNet System Monitor pro-actively monitors the health of IBM ECM systems to increase up-time, meet service level agreements and lower the cost of ownership.

Socializing with IBM ECM Booth 821-05

Come see the latest integration with IBM ECM and Social Collaboration tools from the Lotus Division demonstrating Connections and Quickr.

IBM ECM and Application Integration Booth 821-06

See the latest in IBM Client/Desktop integration offerings that tie IBM ECM into products like MS Office, Outlook and SharePoint versions 2003 – 2010. Plus the latest releases of Lotus Notes, Sametime and Symphony

IBM Production Imaging Edition Booth 821-07

IBM Production Imaging Edition is the first intelligent imaging platform with Best-In-Class solutions for advanced capture, workflow, storage and retention. With PIE, organizations capture and extract data from the moment paper arrives, deliver secure storage, and distribute document images through workflow to the people needing them for their jobs.

Content Classification Booth 821-08

Come see how IBM Classification Module helps organize unstructured content and automates daily, content-centric decisions by analyzing the full text of documents and emails. In combination with content collection, records retention, analytics, and search, Classification provides a consistent and accurate alternative to costly manual tasks

Value-based Archiving Booth 821-09

Value-based Archiving enables CIO and IT leaders to solve the challenges of rising information volume that are overwhelming production systems, compromising SLAs and performance, and complicating backup processes. Value-based Archiving enables IT to eliminate the excess data and storage that drive IT complexity and cost.

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Because the faster you get answers, the more questions you can ask.

IBM Netezza high-performance data warehouse appliances are purpose-built to bring blazing speed to advanced analytics while maintaining the highest degree of operational simplicity.

Learn how to unlock your data's potential and accelerate your business.

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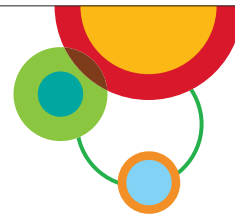
IBM ENTERPRISE CONTENT MANAGEMENT
continued

ACM in Action at Tejon Ranch　　Booth 821-10

Tejon Ranch is a 150 year company and the largest private landholder in California. Their principal activity is land development and agribusiness. Join the Tejon Ranch team to hear how IBM ECM solutions have unlocked the value of information and transformed Tejon Ranch into a streamlined business unit.

Value-based Retention and　　Booth 821-11
Records Management

Records Managers can now modernize their retention programs to encompass a global business environment and worldwide records coordinator network. IBM's Retention and Records Management Solution helps organizations comply with the regulatory and privacy requirements for disparate enterprise information sources.

Enterprise Content　　Booth 821-12
Management Futures

Improving content and case management based on social analysis, crowd-sourcing games and smart enterprise social Q&A. A collaborative system for content tagging and digitization; a system for engaging the right crowd to get accurate answers quickly; combining case-centric analysis, social and predictive analytics to improve case management outcomes.

Datacap Taskmaster Capture　　Booth 821-13

IBM Datacap Taskmaster Capture delivers Enterprise Capture applications that not only automatically identify, classify and convert documents to image and index for storage, rapidly and cost effectively, but also can extract key data fields for insertion to ERP, adjudication, record management, Business Intelligence, and Advanced Case Management Solutions.

IBM Content Manager On Demand　　Booth 821-14

IBM's CM OnDemand software is the leading statement presentation and report management solution in the marketplace. CMOD captures statements, invoices and EOBs automatically, indexes them for retrieval, compresses them to save storage space, securely stores them, and makes them available to authorized users both internal and external to the organization.

ECM Services and Education　　Booth 821-15

IBM Case Manager is a new and powerful solution to help you rapidly design solutions to meet your business needs. Visit with Case Management architects and solution designers and learn how you can quickly realize return on your Case Management solutions with newly released Quick Win Pilots and ACM Accelerators.

Rigorous eDiscovery　　Booth 821-16

IBM's eDiscovery Process Management and Case Assessment & Analytics capabilities enable enterprises to address legal risk and cost. Experience how enterprise legal holds, comprehensive evidence collection with de-duplication maximizes infrastructure investments, provides a faster and more complete understanding of evidentiary and cost facts, and optimizes matter outcomes.

Better Together : ACM and IBM BPM　　Booth 821-17

Reaping the greatest benefit from processes frequently involves leveraging multiple disciplines, including process automation, content management and case management. Learn how integration between IBM Case Manager and IBM Business Process Manager enriches businesses through leveraging diverse business content and collaboration to facilitate better business outcomes.

Content Modeling with IBM　　Booth 821-18
Content Analytics

What's in a word? For many organizations, the use and representation of language shapes the way we operate and make critical decisions. See how we transform text (language) residing in unstructured content into deeper contextual understanding and meaning using Content Analytics content modeling tools to build better industry-specific solutions.

IBM ECM and Web Publishing　　Booth 821-19

Demonstrating the latest updates with IBM ECM, Web Content Management and DITA to allow customers to re-use/re-purpose content.

CMIS & Mobile Computing　　Booth 821-20

Come see how CMIS along with Mobile applications are extending the way you can access and interact corporate content.

Semantic Search with IBM　　Booth 821-21
Content Analytics

More than Keyword Search. See how to combine the power of content analytics and classification with enterprise search to drive more accurate and relevant information to your knowledge workers.

Advanced Case Management Solutions　Booth 821-22

Although not all cases are equal, repeatable industry design patterns have arisen for case management applications. Join the experts to see real world examples of dynamic, collaborative, knowledge-worker driven case management solutions in your industry that leverage integrated industry and use-case specific capabilities to rapidly provide value.
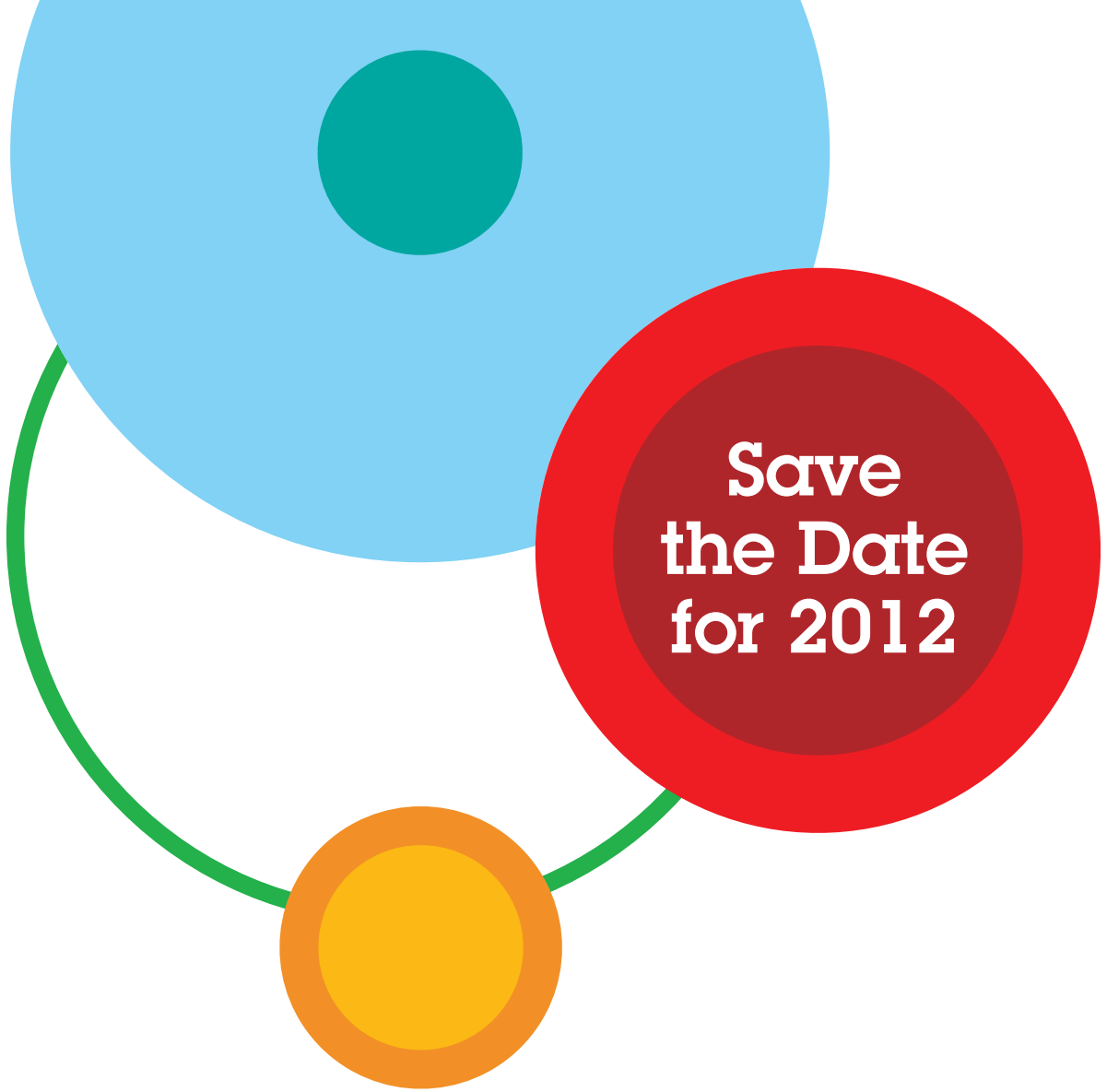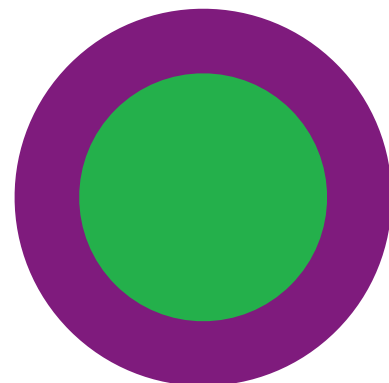
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