IBM Software
Information On Demand 2011
October 23–27, 2011
Mandalay Bay | Las Vegas, Nevada

Moving to IBM from Oracle Roadmap
Session Highlights
Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference website for the most current agenda.

Sunday, October 23

N/A	6:00 – 8:00 PM EXPO Hall – Bayside C	EXPO Grand Opening Reception
N/A	8:00 – 10:00 PM South Pacific A, B, C, E	Information Management Community Reception

Monday, October 24

3790A	8:15 – 9:45 AM Mandalay Bay Events Center	**Opening General Session – Turn Insight Into Action** **Abstract:** Industry leaders are turning insight into action through new kinds of information and new approaches to business analytics and optimization. Find out how these leaders are outperforming their competition, tapping into insights revealed through a flexible information management foundation and business analytics. Get an early look at innovations coming from IBM to help you capture today's new opportunities and tomorrow's vast potential.
1495A	10:15 – 11:15 AM Mandalay Bay North, South Pacific B	Successfully Migrating From a Sun, Solaris or Oracle Stack to IBM Power 770 or IBM AIX/DB2 9.7

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs

Turn Insight Into Action

1115A	10:15 AM – 1:15 PM Mandalay Bay North, Shorelines B, Lab Room 3	**DB2 9.7 LUW & FusionPaaS: High Fidelity Migration of Oracle Fusion Forms Apps to Open JEE & Web 2**
4038A	11:30 AM– 12:30 PM Mandalay Bay South, Mandalay Bay H	**Information Management Keynote – Your Blueprint for Success: Information Management, Integration, & Governance** **Abstract:** In today's interconnected global economy, information drives virtually every organization. For a true competitive advantage, it's not enough just to store important data within your systems. You need insight into what that data means for your business while addressing on-going concerns of reducing overall cost. In order to gain that insight, you need to trust that your information is accurate, timely, secure and complete. To effectively use the data that your business collects and creates, you need to manage, integrate, analyze and govern it. In this keynote, you will hear how Data Management solutions enable you to create a single, unified view of every part of your business supply chain and make use of that holistic insight for better decision-making, as well as manage risks more efficiently by implementing an effective information governance strategy. You will learn how the latest innovations such as Big Data, Optimized Systems and Cloud help organizations of all sizes address their pressing information challenges to get to smarter business outcomes at lower costs. **Speaker:** Arvind Krishna, IBM General Manager, Information Management Software
N/A	5:00 – 7:00 PM EXPO Hall – Bayside C	**EXPO Reception**

Tuesday, October 25

| 3791A | 8:15 – 9:30 AM
Mandalay Bay Events Center | **General Session - Dive into New Technologies, New Possibilities**
Abstract: Explore exciting new possibilities created from new technologies. We'll examine the shift toward smarter computing and the role technology and capabilities such as big data, optimized systems, content and predictive analytics play in this transformation. Hear from IBM Research on how Watson, the only computer on the planet that can answer a Jeopardy! question in less than |

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Turn Insight Into Action

		three seconds and compete with the world's best human players, is now solving real-world problems. Get a glimpse into what's possible when capabilities and innovations across information management and business analytics are brought together.
1048B	**10:00 AM - 11:00 AM** Mandalay Bay South, Mandalay Bay L	**Why IBM DB2 pureScale Out Ranks Oracle RAC**
1914A	**11:15 AM - 12:15 PM** Mandalay Bay North, South Pacific C	**Driving Operational Efficiency for SAP Applications with IBM DB2 on POWER/AIX- A PepsiCo Case Study**
4003A	**12:30 – 1:30 PM** Mandalay Bay South, Bayside Dining	**IBM Netezza vis--vis Oracle Exadata Information Management Birds of a Feather Tables**
3823A	**12:30 PM - 1:30 PM** Mandalay Bay South, Bayside Dining	**Birds of a Feather Session: Shared Experiences on Migrating to DB2 Information Management Birds of a Feather Tables**
4039A	**1:45 – 2:45 PM** Mandalay Bay South, Mandalay Bay H	**Information Management Keynote - Brave New World: Appliances, Optimized Systems, Big Data** **Abstract:** Is your approach to integrating information helping you or hurting you? Do all of your previous integration efforts slow your time to build each new project, and add to your already growing maintenance demands and costs? Are you able to leverage your tactical projects for enterprise needs? Ironically, many organizations now have silos of integration technology - and it hinders them from building and expanding data warehouses, consolidating and migrating enterprise applications, establishing a single view of master data, and managing information governance. Attend this informative session on Information Integration and Governance and learn how others are taking a different approach to information intensive projects and IBM's approach to "integrating integration" to break through those barriers. **Speaker:** Martin Wildberger, Vice President, Information Management Development

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Turn Insight Into Action

1692A	3:00 – 4:00 PM Mandalay Bay North, South Pacific B	Save Money! New Tools and Their Usage to Convert From Oracle Faster
1558A	3:00 – 4:00 PM Mandalay Bay North, South Pacific H	Better performance. Lower cost. The compelling price performance of DB2 and Power Systems vs. the competition.
2621A	3:00 – 4:00 PM Mandalay Bay North, South Pacific C	Improving SAP TCO With IBM DB2 at Eli Lilly
3067A	3:00 – 4:00 PM Mandalay Bay North, Islander C	IBM Netezza User Perspectives Featuring Premier, Inc. and T-Mobile
3073A	3:00 – 4:00 PM Mandalay Bay North, Islander F	Competitive Benchmarking at Netezza: An Introduction, Overview & Resources
2824A	3:00 – 4:00 PM Mandalay Bay North, Islander I	The World's Largest Supplier of Beef to McDonald's Makes Use of IBM Informix Flexible Grid
3594B	4:30 – 5:45 PM Mandalay Bay North, South Pacific C	Knorr Bremse: A Journey From SAP on HP/Oracle and MaxDB to IBM DB2 on Linux in a VMWare Environment
N/A	5:00 – 7:00 PM EXPO Hall – Bayside C	EXPO Reception
N/A	7:00 – 11:00 PM	Networking Event

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Turn Insight Into Action

Wednesday, October 26

3792A	**8:15 – 9:30 AM** Mandalay Bay Events Center	**General Session - Leading Change** **Abstract**: Understand how you can apply insight you've acquired across the conference to lead change in your organization. We'll walk through specific actions you can take to turn that insight into action. You'll also hear from acclaimed author Michael Lewis, whose best-selling book, "Moneyball," will hit movie screens in September. This award-winning journalist will share the story of the Oakland Athletics manager, Billy Beane. This sports legend developed a breakthrough method of using analytics and statistics to build his roster, assembling a winning team and revolutionizing the game of baseball along the way.
1114B	**9:45 AM – 12:45 PM** Mandalay Bay North, Shorelines B, Lab Room 3	**Oracle Compatibility: Bigger, Better, and Bolder with new Migration Toolkit**
1281A	**10:00 AM - 11:00 AM** Mandalay Bay North, Islander C	**Customer Panel Discussion for SAP on IBM DB2 for LUW**
1371A	**11:30 AM – 12:30 PM** Mandalay Bay North, Islander B	**Migrating the Canadian Blood Services Data Warehouse From Oracle to IBM DB2**
1575A	**11:30 AM – 12:30 PM** Mandalay Bay North, South Pacific C	**Coca-Cola Bottling Ongoing IBM DB2 Journey**
1563A	**11:30 AM – 12:30 PM** Mandalay Bay North, Islander E	**Better performance, .Lower cost: The price, performance & Throughput Advantage of Netezza and Smarter Analytics**

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Turn Insight Into Action

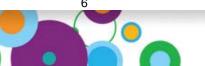| 1961A	2:00 – 3:00 PM Mandalay Bay North, Islander F	Best Practices for ORACLE DW migration to DPF
3566A	2:00 – 3:00 PM Mandalay Bay North, South Pacific B	FusionPaaS: Automated Migration of Oracle Forms Applications to Open Cloud Platform on IBM DB2 & IBM WebSphere
2250A	4:30 – 5:45 PM Mandalay Bay North, South Pacific B	Reality Check: Converting Oracle Applications to DB2

Thursday, October 27

1622B	8:15 – 9:30 AM Mandalay Bay North, Islander F	Data Warehousing on DB2 for z/OS Outperforms Oracle Exadata: Hear How!
3562A	8:15 – 9:30 AM Mandalay Bay North, South Pacific B	IBM DB2 Speaks Oracle: Technology Session
2706C	10:00 -11:00 AM Mandalay Bay North, South Pacific B	Take Control of Licensing Costs
3755A	10:00 -11:00 AM Mandalay Bay South,	Enabling and Migrating Applications to IBM DB2

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Turn Insight Into Action

	Reef B	
1045A	**10:00 -11:00 AM** Mandalay Bay North, Islander A	**The Technical Reasons That IBM DB2 Data Sharing Feature Outperforms Oracle RAC**
1048A	**11:30 AM – 12:30 PM** Mandalay Bay North, South Pacific B	**Why IBM DB2 pureScale Out Ranks Oracle RAC**
1556B	**11:30 AM – 12:30 PM** Mandalay Bay North, South Pacific C	**How to Gain 4X Database Performance Improvement with DB2 on System x with MAX5 and eXFlash**
1045B	**3:30 PM - 4:30 PM** Mandalay Bay North, Islander E	**The Technical Reasons That IBM DB2 Data Sharing Feature Outperforms Oracle RAC**

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