DB2 for z/OS and Tools- Application Development 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

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

Monday, October 24

| CGS-3790 | 8:15 – 9:45 AM
Mandalay Bay Events Center | **Opening General Session – Turn Insight Into Action**
Abstract: Recent studies confirm that leaders in applying advanced analytics have 33 percent more revenue growth and 12 times more profit growth than laggards — and that gap is widening. For organizations committed to market leadership, the new imperative is to make sense of information from everywhere faster than your competition. Getting there requires a laser focus on the right investments and business outcomes, and Information On Demand 2011 is the right place to learn how you can take action now to make a difference to your organization. Start your week by hearing first-hand from business and IT leaders how their organizations are competing on speed, exceeding customer and |

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		employee expectations, and realizing new possibilities from analytics. Learn about the latest innovations clients are using to exploit information from everywhere, govern their information supply chain, and improve the economics of their IT investments.
CGS 4038A	**11:30 AM– 12:30 PM** Mandalay Bay South, Mandalay Bay H	**Information Management Keynote –Your Blueprint for Success: Information Management, Integration and Governance** **Abstract:** In this keynote, learn about IBM's new announcements in data management, integration and governance systems that can help you optimize your information supply chain and greatly increase the efficiency of your IT initiatives. Join Arvind Krishna and innovative clients to hear about proven blueprints for success and the innovations that will optimize your information systems in 2012. Learn what industry leaders have to say about tackling and overcoming their toughest data and integration challenges. **Speaker:** Arvind Krishna, IBM General Manager, Information Management Software
IDZ-1259	**2:15 – 5:15 PM** Mandalay Bay North, Shorelines B, Lab Room 1	**New Features in IBM DB2 10 for z/OS II - Improved Performance and Reduced CPU**
IDZ-1232	**2:15 – 5:15 PM** Mandalay Bay North, Shorelines B, Lab Room 9	**Information Time Travel with IBM DB2 for z/OS**
IDZ-1179	**2:15 – 3:15 PM** Mandalay Bay North, Islander B	**DB2 10 Customer Experiences Part 1 What's New for the Developer?**
NA	**5:00 – 7:00 PM** EXPO Hall – Bayside C	**EXPO Reception**

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Tuesday, October 25

CGS-3791A	**8:15 – 9:30 AM** Mandalay Bay Events Center	**General Session - Transforming in the Era of Big Data & Analytics** **Abstract:** Hear from IBM executives about the innovations and best practices that are fueling business transformation in the era of big data and analytics. From the visionary that brought Watson to life, understand how the groundbreaking technologies behind this Jeopardy-winning solution are now being applied to challenging business problems. Finally, hear directly from industry leaders on how they are leveraging big data and analytics in creative new ways to tackle problems that had previously been out of reach.
IDZ-1267	**9:45 AM – 12:45 PM** Mandalay Bay North, Shorelines B, Lab Room 9	**New Features in IBM DB2 10 for z/OS III - Improve Development Productivity**
IDZ-1407	**10:00 – 11:00 AM** Mandalay Bay North, Islander B	**Adding Time as a New Dimension for Data**
IDZ-1305	**11:15 AM – 12:15 PM** Mandalay Bay North, Islander B	**IBM DB2 for z/OS Stored Procedures - Trends and Technology**
CGS-4039A	**1:45 – 2:45 PM** Mandalay Bay South, Mandalay Bay H	**Information Management Keynote - The Key to Successful Integration and Governance: Integrating your Integration Technology - InfoSphere Platform** **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

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		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
NA	**5:00 – 7:00 PM** EXPO Hall – Bayside C	**EXPO Reception**
NA	**7:00 – 11:00 PM**	**Networking Event**

Wednesday, October 26

CGS-3792A	**8:15 – 9:30 AM** Mandalay Bay Events Center	**General Session - New Possibilities** **Abstract**: You will leave Wednesday's general session with an understanding of how you can take advantage of the new possibilities that IBM innovations offer. We will feature technology demos that will allow you to experience first-hand the possibilities of the business analytics and optimization portfolio. We are also pleased to welcome best-selling author Michael Lewis and Oakland A's general manager Billy Beane. Lewis's book, Moneyball: The Art of Winning an Unfair Game, adapted as a major movie hitting the screens in September, is the story of how Beane developed a breakthrough method of using analytics to build his roster, putting together a winning team and revolutionizing the game of baseball along the way.
IDZ-1256	**9:45 AM – 12:45 PM** Mandalay Bay North, Shorelines B, Lab Room 9	**New Core Features and Enhancements in IBM DB2 10 for z/OS**

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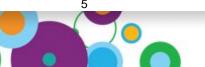| IDZ-1610	10:00 – 11:00 AM Mandalay Bay North, Islander E	Overview of SQL Enhancements in IBM DB2 9 and 10
IDZ-2070	11:30 AM - 12:30 PM Mandalay Bay North, Islander B	Optimizing IBM DB2 Connect Deployments
IDZ-3088	2:00 – 3:00 PM Mandalay Bay North, Islander E	Protect Data Privacy - a Closer Look into DB2 10 for z/OS Security
IDZ-2971	2:00 – 5:00 PM Mandalay Bay North, Shorelines B, Lab Room 9	"Living by Numbers" - Understanding and using DB2 Accounting Information
IDZ-1706	2:00 – 3:00 PM Mandalay Bay North, Islander B	Java and DB2 for z/OS - Update
IDZ-1930	3:15 – 4:15 PM Mandalay Bay North, Islander B	IBM DB2 for z/OS SOA Solutions Powered by IBM pureXML and IBM DataPower

Thursday, October 27

IDZ-2691	8:15 – 9:30 AM Mandalay Bay North, Islander B	Architecting with IBM pureXML and Temporal Data in IBM DB2 10 for z/OS

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IDZ-1777	8:15 – 11:15 AM Mandalay Bay North, Shorelines B, Lab Room 9	**Real End-to-End Monitoring (Extended Insight) of Distributed SQL Accessing DB2 for z/OS**
IDZ-1929	10:00 – 11:00 AM Mandalay Bay North, Islander B	**Getting the Most Out of Native SQL Procedures (SQL PL) on DB2 9 and DB2 10**
IDZ-1708	3:30 – 4:30 PM Mandalay Bay North, Islander B	**IBM DB2 Developers' Guide to Optimal SQL Performance**

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