Informix and Tools – Informix 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 |

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

1

		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
IDS-3784	**2:15 – 3:15 PM** Mandalay Bay South, Reef C	**Ask the Experts - Developing Informix Applications - Everything You Need to Know** **Abstract:** Talk with the Informix experts about all things Application Development, including the new Informix Genero, migrating legacy 4GL apps, and the latest news about tools and open source with Informix. **Speakers:** Shawn D. Moe, IBM, Software Engineer; Jacques Roy, IBM, Mgr
NA	**5:00 – 7:00 PM** EXPO Hall – Bayside C	**EXPO Reception**

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

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

Turn Insight Into Action

		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.
IDS-1183	**9:45 AM- 12:45 PM** Mandalay Bay South, Shorelines B, Lab Room 10	**Hands-on Lab - Rapidly Modernize your Legacy Informix 4GL Applications with Informix Genero** **Abstract:** Informix Genero is a rapid application development environment that allows you to fully modernize your Informix 4GL application to state-of-the-art Graphical User Interface, painlessly and cost effectively. In this hands on lab you will learn about how to migrate your Informix 4GL applications to Genero. Advanced topics such as enhancing the user interface are covered. **Speakers:** Ramanathan Sivaguru, Technical Enablement Specialist – Informix; Adam Owczarczyk, Solution Migration Specialist - DB2, Informix
IDS-1546	**10:00 – 11:00 AM** Mandalay Bay North, Tradewinds C	**Keynote - Smarter Data Management with IBM Informix** **Abstract:** In this session, the Director of Informix Development will review the many new innovations brought to the Informix community in the past year and the business benefits they enable for real clients and partners. He'll provide a glimpse of the Informix roadmap and the strategy for continuing to enable smarter solutions. **Speaker:** Jerry Keesee, IBM, Director, Informix Development
IDS-2811	**11:15 AM – 12:15 PM** Mandalay Bay North, Islander I	**Add a GUI or web front end to your 4GL With Informix Genero** **Abstract:** Determining the best path for modernization of your 4GL programs has been a tough decision, yet you want to leverage your existing investments! You like the ease of development, performance, and footprint of your current 4GL, but want to run the app on the web, Windows, or mobile devices. Informix Genero lets you have the best of both worlds! Genero is an industry tested logical superset of 4GL, that mixes everything that is good about 4GL with well designed updates to support creation of modern GUI applications to any of these environments. Well discuss some real 4GL scenarios and discuss some options for modernization and deployment in these new environments. **Speaker:** Shawn D. Moe, Software Engineer
CGS -4039A	**1:45 – 2:45 PM** Mandalay Bay South, Mandalay Bay H	**Information Management Keynote - Brave New World: Appliances, Optimized Systems, Big Data and Cloud** **Abstract:** Several key technologies are converging to create an exciting new era of opportunity to solve new problems with new approaches that bring far better performance, cost-effectiveness and time to market. New offerings such as Netezza data warehouse appliances, IBM Smart Analytics

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

Turn Insight Into Action

		Systems and Informix®TimeSeries technology are providing insights faster with less complexity for data warehousing, and advanced analytics. IBM's big data offerings are enabling exciting new possibilities for analyzing huge volumes of diverse information and enabling smarter, fact-based decision making in real time. From theory to practice, this keynote will also give you a primer on the proven use cases and business value of taking the first steps to exploiting workload-optimized systems and big data in your enterprise. Furthermore, understand how organizations are latching onto to new economics and agility of appliances and cloud computing for game-changing results. **Speaker:** Arvind Krishna, IBM General Manager, Information Management Software
IDS-2020	**3:00 – 4:00 PM** Mandalay Bay North, Tradewinds C	**Technologies you must know for Web Application** **Abstract:** This presentation provides an overview of the major technologies involved in web application development from the browser to the database server. This will give you a set of technologies to pick from for your web projects. **Speaker:** Jacques Roy, IBM, Mgr
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

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

Turn Insight Into Action

		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.
IDS-2249	**11:30 AM – 12:30 PM** Mandalay Bay North, Tradewinds C	**Smarter Healthcare with Informix Genero** **Abstract:** This presentation will demonstrate the effectiveness of the Informix database server in a health care setting and the power of Informix Genero in health care and its ability to extend the 4GL technology into modern settings. Software developers, system architects and sales and business professionals in and outside of health care will benefit from a case study that identifies the business and compliance problems presented by e-prescribing as well as the technological hurdles overcome by the Informix Genero platform. Using Genero and its web services capability, we will detail the speed and simplicity with which the integration with a SAAS solution was accomplished. **Speakers:** Mark Bennett, MITCHELL & MCCORMICK, INC, Executive Vice-President; Richard L. Snoke, IBM, Executive IT Specialist
IDS-3782	**12:30 – 1:30 PM** Mandalay Bay South, Bayside Dining Area	**Birds of a Feather - Informix Application Development** **Abstract:** Discuss your experience developing applications on Informix, including the new Informix Genero, new open source interoperability, and the latest tools.

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

Turn Insight Into Action