Big data: past, present and future –
An analyst's perspective

Webcast – January 21, 2014

IBM.

Highlights

Topics

- Discovering more from your data, including the relationships between data
- Analyzing vast amounts of data that span many years
- Reducing risks and cost when managing structured and unstructured data
- Using deeper insight to inform new product development
- Slashing query times from hours to seconds

Speakers

- *Carl Olofson,* IDC Research Vice President, Information Management and Data Integration Software Research
- *Mark Simmonds,* IBM Enterprise Architect and Senior Product Marketing Manager, IBM Software Group

Broadcast date: January 21, 2014,
11:00 a.m. EST / 4:00 p.m. GMT

Developed for: CIOs; IT senior managers; data architects

Technical level: Basic - advanced

Information has never been so critical in running a business. Organizations have to leverage new and existing sources of information in more innovative ways than ever before – and the volume of data is growing exponentially. The challenge is harnessing the mass of different information – both inside and outside the business – and turning it into insight that the business can use, without adding risk or extra cost.

As the mainframe contains so much business-critical data, it has become a primary resource for today's business analytics and decision-making. The openness of the platform enables integration with other sources of data, and its market-leading qualities of service lend it to becoming an information hub for big data initiatives.

Webcast

Register today for this complimentary webcast and learn from IDC analyst Carl Olofson as he shares his vast knowledge of, and experience with, the platform. He will discuss the growing dependencies of large enterprise customers, how IBM® System z® is positioned and how it is being used to deliver in the brave new world of big data. IBM subject matter expert Mark Simmonds will also highlight the information management portfolio roadmap for System z, as it pertains to big data.

> Attendees will receive a complimentary white paper from IDC analyst *Carl Olofson* on big data and big iron.

Register online right now

Register now for this webcast by logging onto
ibm.com/software/systemz/webcast/21jan

Join us after the webcast for a live question-and-answer session. This webcast will also be available for replay after the event.