

IBM Lunch and Learn: Recession Busting Data Management Software

Date: Wednesday, March 4, 2009

Time: 10:30 AM through 1:00 PM (IBM Team available until 5:00 PM)

Where: IBM Salt Lake City Office – Wasatch Room
420 E South Temple
Salt Lake City, UT 84111

RSVP: Please send an e-mail to Mike Amerman (mkamerma@us.ibm.com) confirming your attendance and providing any special dietary needs you may have.

Description:

Tough economic times call for IT solutions that can reduce operational costs quickly. We have chosen the top IBM data management software solutions that can have the most significant, and rapid, impact on operational costs this year. The solutions that will be highlighted during this session are as follows:

➤ **IBM Optim Data Growth Management (DGM) and Test Data Management (TDM)**

Optim solutions will lower storage and related operational costs driven by high volume data growth across heterogeneous database and application environments. Optim DGM allows you to archive historical data from application databases while maintaining the ability to access archived data from your production application(s). Optim TDM streamlines test data management enabling companies to improve application quality, speed iterative testing, and accelerates delivery of mission-critical applications, enhancements and upgrades. More information can be found at <http://www-01.ibm.com/software/data/data-management/optim/>

➤ **IBM Data Studio Administrator (DSA)**

Use DSA to increase DBA productivity and reduce application outages by automating and simplifying complex DB2 structural changes. DSA can lower costs and increase productivity for IT departments dealing with a lot of changes to the data by automating time consuming scripting necessary for complex database changes for you. More information can be found at <http://www-01.ibm.com/software/data/studio/administrator/>

➤ **IBM Data Studio pureQuery Runtime**

Data Studio pureQuery Runtime accelerates new or existing Java applications, even those applications in which the SQL is generated by a framework, such as Hibernate or OpenJPA. Seamlessly and transparently leverage the benefits of DB2 static SQL execution will reduce CPU overhead. In-house testing of DB2 static SQL using pureQuery Runtime reduced CPU per transaction up to 42% over using dynamic JDBC thus reducing costs. For system z implementations, actual MLC charges can be reduced significantly using this technology. More information can be found at: <http://www-01.ibm.com/software/data/studio/purequery/>

➤ **DB2 Storage Optimization Feature**

The DB2 Storage Optimization Feature gives you the ability to compress data on disk in order to decrease disk space and storage infrastructure requirements. Since disk storage systems can often be the most expensive components of a database solution, even a small reduction in the storage subsystem can result in substantial cost savings for the entire database solution. More information can be found at: http://www-01.ibm.com/software/data/db2/9/editions_features_storage.html

➤ **Other DB2 Features (time permitting)**

Other “recession busing” DB2 features will be discussed if time permits. For example, the DB2 Self Tuning Memory Manager feature can allow you to reduce the number of databases licenses needed without virtualizing servers. Also, DB2 Work Load Manager allows you to assign system resources to your most critical work loads can be a cost savings for companies who don't want to buy additional HW but get the most important work done. More information can be found at: <https://publib.boulder.ibm.com/infocenter/db2luw/v9r5/index.jsp?topic=/com.ibm.db2.luw.wn.doc/doc/r0051514.html>

We look forward to seeing you at this event! Please RSVP to Mike Amerman (mkamerma@us.ibm.com) and feel free to call Mike Amerman (801-712-3554) or Dean Compher (801-232-6701) if you have any questions.