Mon, October 24

**8:15 AM** 3790A Opening General Session: Turn Insight Into Action  
Location: Events Center - Mandalay Bay Events Center  
Agenda Status: Default

**10:15 AM** 3171A IBM Netezza: The future of appliances for warehousing and analytics  
Location: Mandalay Bay J IM Station 7 - Mandalay Bay South Convention Center  
Agenda Status: StandBy

**2:15 PM** 1131A Introduction to the IBM Netezza Data Warehouse Appliance  
Location: Shorelines B Lab Room 4 - Mandalay Bay South Convention Center  
Agenda Status: StandBy

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Tue, October 25

**10:00 AM** 3028A The Evolving IBM Netezza Product Family  
Location: Islander G - Mandalay Bay North Convention Center  
Agenda Status: Open

**11:15 AM** 3072A IBM Netezza Product Roadmap and Smart Consolidation Strategy  
Location: Islander G - Mandalay Bay North Convention Center  
Agenda Status: Open

**12:30 PM** 4003A IBM Netezza vis--vis Oracle Exadata  
Location: Bayside Dining - Information Management BoF Tables - Mandalay Bay South Convention Center  
Agenda Status: Open
3:00 PM  3067A IBM Netezza User Perspectives Featuring Premier, Inc. and T-Mobile  
Location: Islander C - Mandalay Bay North Convention Center  
Agenda Status: Open

3:00 PM  3073A Competitive Benchmarking at Netezza: An Introduction, Overview & Resources  
Location: Islander F - Mandalay Bay North Convention Center  
Agenda Status: Open

4:30 PM  4004A IBM Netezza Appliances Executive Q/A  
Location: Reef C - Mandalay Bay South Convention Center  
Agenda Status: Open

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Wed, October 26

8:15 AM  2755A Unleashing Netezza - Netezza Solution Best Practices  
Location: Islander G - Mandalay Bay North Convention Center  
Agenda Status: Open

11:30 AM  1563A Better performance. Lower cost: The price, performance & Throughput Advantage of Netezza and Smarter Analytics  
Location: Islander E - Mandalay Bay North Convention Center  
Agenda Status: Open

2:00 PM  4121A Netezza Transformation: Taming the dragon without alchemy, sorcery or strange potions - David Birmingham  
Location: Book Store - Bayside Foyer - Mandalay Bay South Convention Center  
Agenda Status: Open

2:00 PM  3149B IBM Netezza Appliances 101  
Location: Islander G - Mandalay Bay North Convention Center  
Agenda Status: Open

2:00 PM  2292A Maximizing Performance for Data Warehouse and BI with Netezza TwinFin-12, Information Server, and Xeon Servers  
Location: South Pacific J - Mandalay Bay North Convention Center  
Agenda Status: Open
3:15 PM  4095A Exploiting SAS Analytics with IBM data warehouses: Netezza & the IBM Smart Analytics System
Location: Mariners B - Mandalay Bay North Convention Center
Agenda Status: Open

Thu, October 27

10:00 AM  2732A Value and Performance on the Netezza Platform at Blue Cross Blue Shield of Massachusetts
Location: Mandalay Bay A - Mandalay Bay South Convention Center
Agenda Status: Open

12:30 PM  4002B IBM Netezza Appliances Best Practices
Location: Bayside Dining - Information Management BoF Tables - Mandalay Bay South Convention Center
Agenda Status: Open
3790A Opening General Session: Turn Insight Into Action

Date: Mon, Oct 24, 2011  
Location: Events Center - Mandalay Bay Events Center  
Start Time: 8:15 AM  
End Time: 9:45 AM  
Agenda status: Default  
Speakers: Arvind Krishna, IBM  
Activity Type: Keynote and Strategy  
Session Code: CGS  
Program: Conference General Sessions  
Track: General Sessions and Keynotes  
Subtrack: None  
Industry: Cross Industry

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.

3171A IBM Netezza: The future of appliances for warehousing and analytics

Date: Mon, Oct 24, 2011  
Location: Mandalay Bay JIM Station 7 - Mandalay Bay South Convention Center  
Start Time: 10:15 AM  
End Time: 11:15 AM  
Agenda status: StandBy  
Speakers: Rick Handt, IBM  
Activity Type: Usability Sandbox  
Session Code: IDW  
Program: Information Management  
Track: Data Warehousing and Analytics  
Subtrack: None  
Topic: Analytic Applications | Business Analytics & Optimization | Dynamic Warehousing  
Industry: Cross Industry  
Level: Intermediate  
Session Type: Workshop  

Attend this session to plan for the future. In this session learn how appliances from IBM Netezza can support analytics initiatives today and tomorrow.
1131A Introduction to the IBM Netezza Data Warehouse Appliance

Date: Mon, Oct 24, 2011
Location: Shorelines B Lab Room 4 - Mandalay Bay South Convention Center
Start Time: 2:15 PM
End Time: 5:15 PM
Agenda status: StandBy
Speakers: Malcolm Singh, IBM; Benjamin Leonhardt, IBM
Activity Type: Lab
Session Code: IDW
Program: Information Management
Track: Data Warehousing and Analytics
Subtrack: None
Topic: Data Servers | Database Administration | Dynamic Warehousing
Industry: Cross Industry
Level: Introductory
Session Type: Workshop

IBM Netezza is a powerful and highly parallelized Data Warehousing system that is simple to administrate and maintain. Attendees of this class will get a short overview of the system architecture and a brief introduction explaining how to use this data warehouse appliance. After the presentation the attendees will be able to work on the appliance to get a feel for using this appliance. The session will cover the basics from connecting to the Netezza host to the execution of basic SQL commands to create users, a database, and tables. When creating the tables the most important concept of data distribution will be explored. In addition to this attendees will get an overview of the most widely used database utilities: 'nzload' and 'groom.'
3028A The Evolving IBM Netezza Product Family

Date: Tue, Oct 25, 2011  
Location: Islander G - Mandalay Bay North Convention Center  
Start Time: 10:00 AM  
End Time: 11:00 AM  
Agenda status: Open  
Speakers: Razi Raziuddin, IBM  
Activity Type: Elective Session  
Session Code: IDW  
Program: Information Management  
Track: Data Warehousing and Analytics  
Subtrack: None  
Topic: Analytic Applications | Business Analytics & Optimization | Dynamic Warehousing  
Industry: Cross Industry  
Level: Introductory  
Session Type: Technical Overview

The challenges with data warehousing and analytics continue to grow at a tremendous pace. Whether you are dealing with exploding data volumes, the need to respond faster to business events or scale to serve the needs of a fast-growing user base, the innovations at Netezza will help you meet these challenges. Learn about growing IBM Netezza product family and the developments underway that are enabling smarter analytics across the enterprise.

3072A IBM Netezza Product Roadmap and Smart Consolidation Strategy

Date: Tue, Oct 25, 2011  
Location: Islander G - Mandalay Bay North Convention Center  
Start Time: 11:15 AM  
End Time: 12:15 PM  
Agenda status: Open  
Speakers: Phil Francisco, IBM  
Activity Type: Elective Session  
Session Code: IDW  
Program: Information Management  
Track: Data Warehousing and Analytics  
Subtrack: None  
Topic: Analytic Applications | Business Analytics & Optimization | Dynamic Warehousing  
Industry: Cross Industry  
Level: Intermediate  
Session Type: Technical Deep Dive

In this session members of the IBM Netezza team will discuss key features and functionality of the appliance family and offer perspectives on upcoming innovations.
4003A IBM Netezza vis--vis Oracle Exadata

Date: Tue, Oct 25, 2011
Location: Bayside Dining - Information Management BoF Tables - Mandalay Bay South Convention Center
Start Time: 12:30 PM
End Time: 1:30 PM
Agenda status: Open
Speakers: Allan Edwards, IBM
Activity Type: Birds of a Feather
Session Code: IDW
Program: Information Management
Track: Data Warehousing and Analytics
Subtrack: None
Topic: Analytic Applications | Dynamic Warehousing | Predictive and Advanced Analytics
Industry: Information Technology and Services
Level: Introductory
Session Type: Business Overview
Exchange challenges, strategies and success stories during these informal discussions over lunch.

3067A IBM Netezza User Perspectives Featuring Premier, Inc. and T-Mobile

Date: Tue, Oct 25, 2011
Location: Islander C - Mandalay Bay North Convention Center
Start Time: 3:00 PM
End Time: 4:00 PM
Agenda status: Open
Speakers: Christine Twiford, T-Mobile; Todd Wilkes, Premier Inc
Activity Type: Elective Session
Session Code: IDW
Program: Information Management
Track: Data Warehousing and Analytics
Subtrack: None
Topic: Analytic Applications | Business Analytics & Optimization | Dynamic Warehousing
Industry: Cross Industry
Level: Introductory
Session Type: Panel Discussion
Attend this session to hear valuable in the field information from IBM Netezza users as they discuss their deployments, results and analytics initiatives.
Performance, specifically processing speed as experienced by the end-user, is a core value proposition of the Netezza appliance family. The Netezza Competitive Benchmarking Group is responsible for measuring and communicating performance of Netezza products, as well as comparative performance measurements, where possible, of competitor products. Attend this session to learn the current state of competitive benchmarking, including philosophy, methodology, achievements, plans and resources.
4004A IBM Netezza Appliances Executive Q/A

Date: Tue, Oct 25, 2011
Location: Reef C - Mandalay Bay South Convention Center
Start Time: 4:30 PM
End Time: 5:45 PM
Agenda status: Open
Speakers: Pratyush Moghe, IBM; Justin Lindsey, IBM
Activity Type: Ask the Experts
Session Code: IDW
Program: Information Management
Track: Data Warehousing and Analytics
Subtrack: None
Topic: Analytic Applications | Dynamic Warehousing | Predictive and Advanced Analytics
Industry: Information Technology and Services
Level: Introductory
Session Type: Business Overview

Join this session to meet, engage and hear from Netezza executives including Netezza President Jim Baum, VP of Product Management and Marketing, Phil Francisco and CTO Justin Lindsey on the role of appliances in the enterprise, plans for the future and appliance product strategy.
When the Netezza technology is introduced into a new environment, it can elicit as much mystery as it does excitement. This session will demystify and simplify many of the high-performance, sometimes counter-intuitive concepts used in the Netezza architecture, such as how to re-think a solution that is no longer obligated to under-powered technology, how to best approach a migration from existing technology into a TwinFin, and a discussion about using the platform as a data processing machine. This session answers questions many new users have, such as: Where do we start? How do we get the most from the machine? What do our people need to know? Or of equal importance, what do our people need to set aside?
Selecting the right optimized system for data warehousing and high performance analytics workloads depend on the problem you are trying to solve. In this session, you will understand the facts behind the compelling advantages of Netezza appliances, and IBM Smart Analytics Systems vs. generalized, competitive offerings. Using real-world scenarios for different warehousing workloads, you will learn what matters when determining which system will best fit your needs and your budget for optimal performance and throughput.
4121A Netezza Transformation: Taming the dragon without alchemy, sorcery or strange potions - David Birmingham

Date: Wed, Oct 26, 2011
Location: Book Store - Bayside Foyer - Mandalay Bay South Convention Center
Start Time: 2:00 PM
End Time: 3:00 PM
Agenda status: Open
Activity Type: Elective Session
Session Code: CGS
Program: Conference General Sessions
Track: Book Store Activities
Subtrack: None
Industry: Cross Industry
About this book:*Takes a deep dive into the mechanics and pitfalls of migration*Shows the advantages and disadvantages of in-the-box data processing *Provides a review of some ETL tool positives and negatives.* Explains How-to's on set-based patterns like slowly-changing-dimensions, change-data-capture, exception handling, referential integrity and how to make it all metadata-driven and metadata-aware.*Provides Parameterized shell-scripting examples, case-studies, vendor proof-of-concept tournaments and converting our Netezza storage machine into a data processing flow-based powerhouse.

3149B IBM Netezza Appliances 101

Date: Wed, Oct 26, 2011
Location: Islander G - Mandalay Bay North Convention Center
Start Time: 2:00 PM
End Time: 3:00 PM
Agenda status: Open
Speakers: Dai Clegg, IBM
Activity Type: Elective Session
Session Code: IDW
Program: Information Management
Track: Data Warehousing and Analytics
Subtrack: None
Topic: Analytic Applications | Business Analytics & Optimization | Dynamic Warehousing
Industry: Cross Industry
Level: Introductory
Session Type: Business Overview
Wondering about IBM Netezza appliances? Join this session and learn about the role of appliances in the enterprise and hear how organizations are leveraging these appliances to take their business intelligence and advanced analytics to the next level.
2292A Maximizing Performance for Data Warehouse and BI with Netezza TwinFin-12, Information Server, and Xeon Servers

Date: Wed, Oct 26, 2011
Location: South Pacific J - Mandalay Bay North Convention Center
Start Time: 2:00 PM
End Time: 3:00 PM
Agenda status: Open
Speakers: Garrett Drysdale, Intel Corp; David Li, IBM
Activity Type: Elective Session
Session Code: INT
Program: Information Management
Track: Integrating Information
Subtrack: None
Topic: Business Analytics & Optimization | Business Intelligence | Information Integration
Industry: Cross Industry
Level: Introductory
Session Type: Tips & Techniques

We share our experiences using Information Server (running on an Intel 80 thread system using Xeon E7 Processors) to do data integration to a large data warehouse on a Netezza TwinFin-12 Appliance. We showcase the outstanding data load rate performance (in TBytes/hour) possible with this powerful combination of hardware and software. We demonstrate the advantages of the Netezza data warehouse solution that requires NO tuning to attain excellent performance. Hardware requirements to attain this performance level are shared, including server configuration and 10 GbE network connectivity. We explain the cost saving benefits of this solution vs. traditional solutions.
4095A Exploiting SAS Analytics with IBM data warehouses: Netezza & the IBM Smart Analytics System

Date: Wed, Oct 26, 2011
Location: Mariners B - Mandalay Bay North Convention Center
Start Time: 3:15 PM
End Time: 4:15 PM
Agenda status: Open
Speakers: Leamon Hall, IBM; David Pope, SAS
Activity Type: Elective Session
Session Code: IDW
Program: Information Management
Track: Data Warehousing and Analytics
Subtrack: None
Topic: Analytic Applications | Business Analytics & Optimization | Data Quality & Governance
Industry: Cross Industry
Level: Intermediate
Session Type: Best Practices/Deployment
This session will help attendees understand how to exploit SAS analytics within an IBM Netezza or IBM Smart Analytics System. SAS In-Database processing is the latest development resulting from 35 years of collaboration between SAS and IBM. Customers that learn how to leverage SAS Analytics within IBM data warehouse systems benefit by improving data quality and governance increasing storage utilization, and optimizing business processes. Ultimately, customers gain a strategic advantage over competitors with SAS Analytics and IBM infrastructure solutions.
2732A Value and Performance on the Netezza Platform at Blue Cross Blue Shield of Massachusetts

Date: Thu, Oct 27, 2011
Location: Mandalay Bay A - Mandalay Bay South Convention Center
Start Time: 10:00 AM
End Time: 11:00 AM
Agenda status: Open
Speakers: Joydeep Mukherjee, Blue Cross Blue Shield of MA; Raja Kandaswami, Blue Cross Blue Shield of MA
Activity Type: Elective Session
Session Code: BBI
Program: Business Analytics
Track: Business Intelligence
Subtrack: None
Topic: Business Analytics & Optimization | Business Intelligence | Performance Optimization
Industry: Insurance - Health
Level: Intermediate
Session Type: Tips & Techniques
Performance, performance, performance! This is Blue Cross Blue Shield of Massachusetts' (BCBSMA) mantra when it comes to using IBM Cognos software on a platform from Netezza an IBM company. Hear Joy Mukherjee, Director BI and Raja Kandaswami, BI Architect & Manager describe how the company realized new performance gains that enabled them to embed more and more information into dashboards and cubes to extend visibility into trends that they otherwise could not see. Learn how BCBSMA users adopted these dashboards and cubes to support the organization's requirements to measure and analyze financial performance, clinical risk, and operational efficiencies, as well as to identify new opportunities for strategic and competitive advantage.
**4002B IBM Netezza Appliances Best Practices**

**Date:** Thu, Oct 27, 2011  
**Location:** Bayside Dining - Information Management BoF Tables - Mandalay Bay South Convention Center  
**Start Time:** 12:30 PM  
**End Time:** 1:30 PM  
**Agenda status:** Open  
**Speakers:** David Birmingham, Brightlight Consulting  
**Activity Type:** Birds of a Feather  
**Session Code:** IDW  
**Program:** Information Management  
**Track:** Data Warehousing and Analytics  
**Subtrack:** None  
**Topic:** Analytic Applications | Dynamic Warehousing | Predictive and Advanced Analytics  
**Industry:** Information Technology and Services  
**Level:** Intermediate  
**Session Type:** Best Practices/Deployment  
Exchange challenges, strategies and success stories during these informal discussions over lunch.