

All about IDUG!

- **North America Conference Planning Committee**

Lenin Thandapani : IDUG NA CPC Chair 2018

Dustin Ratliff : IDUG NA CPC Presentations Team Lead

Saghi Amirsoleymani : IDUG NA CPC Marketing Lead

Agenda

- Welcome to Philadelphia, PA
- Educational Seminars
- Technical Program
- The Venue
- Experience IDUG

2018 IDUG Tech Conference in Philadelphia, Pennsylvania, USA

Philadelphia, Pennsylvania, April 29 - May 03, 2018



Details

Agenda

Registration

Housing

Attendee

Speakers

Vendors

Exhibitors & Sponsors

Contacts

IDUG Db2 2018 Breaking News

Registration is now open!

****The discount for Early-Bird Registration has been extended to March 31st ****

Register by March 31 2018 at 11:59 p.m. central to take advantage of the Early-Bird Registration.

IDUG Db2 Tech Conference in Philadelphia, Pennsylvania 2018

The premier North America Db2 Conference will take place on **April 29 - May 3, 2018 in Philadelphia, Pennsylvania**. Make your plans to attend and experience the latest in Db2 technologies, networking opportunities and the technical content you need to be successful.

The 2018 event offers new educational opportunities and more training than ever before! Attendees will experience:

- Five days of education sessions
- Half and full-day workshops
- More than 100 one-hour technical sessions
- Two expert panels on z/OS and LUW

And much more!

Would you like to contribute to this event and the IDUG Community? Apply [here](#) for the Conference Planning Committee.

Keynote: Monday, April 30 @ 8:00am



Andrew 'Flip' Filipowski, Executive Chairman and CEO SilkRoad Equity Monday, April 30th

Biography:

Executive Chair and CEO, Andrew 'Flip' Filipowski, is a legendary successful high-tech entrepreneur, philanthropist, and industry visionary. He devotes his expertise, vision, leadership and entrepreneurial talent to the strategic direction of Fluree, PBC, providing global enterprises with FlureeDB the worlds only ACID compliant Blockchain Graph Database.

The former COO of Cullinet, the largest software company of the 1980s, was also the founder and CEO of PLATINUM technology, inc. Flip grew PLATINUM in twelve years into the 8th largest software company in the world with over a billion dollars in revenue at the time of its sale to Computer Associates for \$4 billion in 1999, the largest such transaction for a software company at the time. Flip was the founder or co-Founder of SilkRoad, InterAct911, MissionMode, House of Blues, Blue Rhino, Primo Water, Littermaid, Veriblock, TallyCapital, Netswitch, Unicoins and Fluree. Upside Magazine named him one of the Top 100 Most Influential People in Information Technology. A recipient of Entrepreneur of the Year Awards from both Ernst & Young and Merrill Lynch, Flip has also been awarded the Young President's Organization Legacy Award and the Anti-Defamation League's Torch of Liberty award for his work fighting hate on the Internet.

Flip is a futurist and renowned speaker on such topics as Bitcoin, Crypto Assets, Blockchain, FinTech, History of Money, Energy, Disruption, Venture Capital, Entrepreneurship, Digital Autonomous Organizations, and Organizational Structures. Flip is a resource for YPO/WPO and has recently keynoted at Blockchain events in Kenya, Kazakhstan, Toronto and at industry events such as the Blockchain Cruise Asia 2018, North America Bitcoin Conference among many others...

Keynote: Monday, April 30 @ 8:00 am

Your Business Is Only As Fast As Your Data



Michele Goetz, Principal Analyst Serving Enterprise Architecture Professionals

Monday, April 30th

Data governance programs have a way of starting and then fading away. This creates peaks and valleys in an organization's ability to know its customers and engage relevantly with them. Enterprise architects must establish sustainable governance that improves customer experience and supports line-of-business objectives.

Biography:

Michele Goetz serves enterprise architects, chief data officers, and business analysts trying to navigate the complexities of data while running an insight-driven business. Her research covers artificial intelligence technologies and consultancies, semantic technology, data management strategy, data governance, and data integration. Michele has over 20 years of experience in data management, business intelligence, and analytics. Prior to joining Forrester, she was the VP of marketing at Trillium Software, launching data governance and quality solutions to global enterprises across a variety of industries, including banking, insurance, pharmaceutical, consumer, and energy. At PTC, Michele led customer data management and analytics and established the global data quality and governance program. In addition to Trillium Software and PTC, Michele held various roles in enterprise firms and management consulting, leading research and analytics to identify and forecast market trends, guide go-to-market strategies, gain insight into digital marketing and commerce effectiveness, and support healthcare and pharmaceutical research studies. Michele has been featured in The Wall Street Journal, Forbes, Inc., Cybertrend, Information Week, Analytics Week, and ITWorld.

Technical Program Overview

- **100+ Technical Sessions [Monday – Thursday]**

- Seven Tracks
- DB2 for z/OS
- DB2 for Linux, Unix, Windows
- DB2 App Dev
- Ala Carte

- **Speaker Variety**

- User
- IBM
- Consultants and Vendors

- **Special Interest Groups (SIGs)**

- **Vendor Solution Presentations**

- **Complimentary Certification Exam (up to 2)**

- **Complimentary IBM Workshops [Thursday – May 3rd]**

- Planning for Db2 12 and continuous delivery
- Development Simplified : Leverage a single DB for structured and unstructured data.

- **Educational Seminars [Sunday 8:00 – 5:00]**

- Db2 11.1 for Linux, UNIX, and Windows Database Administration Certification
- Db2 11 for z/OS Database Administration Crammer Course
- Db2 12 for z/OS System Administration Certification Crammer Course
- Db2 and SQL Optimization for Developers
- How to be successful implementing Agile even in a Mainframe environment

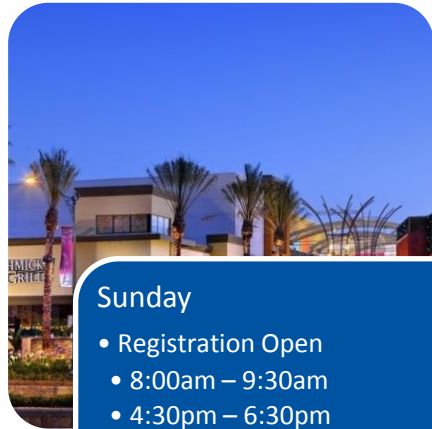
- **Hands-On Labs**

- Db2 Warehouse in a Hybrid Environment Lab
- Db2 Event Store – Deriving deep insights from Fast Data
- IBM Db2 Analytics Accelerator : Modern Application Acceleration
- Experience Machine Learning with Db2 for z/OS Data

IDUG Db2 Tech Conference NA

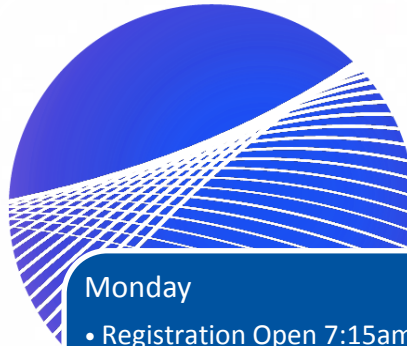
Philadelphia, PA | April 29 - May 3, 2018

Schedule At A Glance



Sunday

- Registration Open
 - 8:00am – 9:30am
 - 4:30pm – 6:30pm
- Educational Seminars
 - 8:00am – 5:00pm



Monday

- Registration Open 7:15am
- Grand Opening / Keynotes
- Spotlight sessions
- Technical sessions
- Hands-On Lab
- Certification Exams
- First Time Attendee Lunch
- Solutions Center Opening Reception



Tuesday

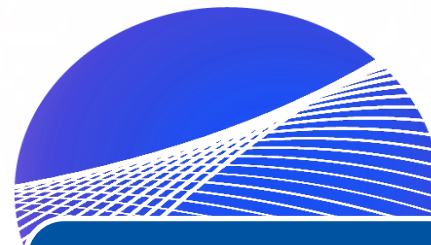
- Certification Exams
- Technical Sessions
- Hands-On Labs
- Vendor Solution Presentations
- Solutions Center Lunch– IDUG Call for Volunteers
- Special Interest Group Sessions (SIGs)
- RUG Lunch
- Solutions Center Reception – Meet the RUGs and IDUG Annual Business Meeting

Schedule At A Glance Cont'd



Wednesday

- Certification Exams
- Technical Sessions
- Hands-On Labs
- Vendor Solution Presentations
- Mini Panels
- Solutions Center Open – Meet the New IDUG Board!
- Passport to Prizes Drawing
- Speaker Feedback Lunch



Thursday

- Technical Sessions
- Complimentary IBM Workshops
- Explore Philadelphia !!

Conference Sponsors

- Platinum - **IBM**
- Gold - **CA Technologies**
- Silver - **BMC & DBI**
- Bronze - **Correlog & Rocket Software**

Maximize Your IDUG Experience

- Leveraging the Event Site
 - Attendee Information



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Conference at a Glance

- These links are available on many pages
 - Details and Attendee

Conference At-a-Glance

- eBrochure - Coming in April 2018
- [Keynotes](#)
- [Spot Lights](#)
- [Twitter Feed](#)
- [Educational Seminars](#)
- [Hands on Labs](#)
- [Complimentary Workshops](#)
- [Complimentary IBM Certification Exams](#)
- [Agenda](#)
- [Special Interest Groups \(SIGs\)](#)
- [Moderator Sign-Up](#)
- [DB2 Expert Mini Panels](#)

Get Involved

- Ask the Experts (z/OS, LUW and Application Development)
 - Submit questions for the Mini Panels
- Moderator Signup
 - An excellent networking opportunity

Session Evaluations

- Complete Session Evaluation at end of each session
- Simple paper evaluation form
- Set out at each place setting
- Used to determine Best Speaker

Spotlight Sessions

Spot Lights

Db2 for z/OS...and Beyond

This session will be focused on Db2 11 and Db2 12. Db2 12 for z/OS is the most recent release of IBM's flagship relational DBMS product for the mainframe. It includes many innovations that improve application performance and lower costs, without application changes. It also includes ease of use and simplification improvements that reduce management costs and improve availability. New application and security features are also included. Along with cloud, DevOps, Db2aaS, and hybrid analytics, Db2 12 provides the basis for continuous delivery whereby new features can be delivered more quickly, in a more controlled way for customers.

This presentation gives a technical overview of Db2 12, and offers an update on customer experiences, recent CD deliveries, and the technical strategy roadmap. A focus will be on how Db2 capabilities can be used to help enterprises meet the expectations, and demands of their internal and external customers.

Featured Speakers:

- Jeff Josten, Chief Architect Db2 for z/OS
- Maureen Townsend, Db2 for z/OS Development Director

Spotlight Sessions

- **Empower Your Business with a Db2 Hybrid Cloud Data Architecture**

Among the best ways to deliver a business advantage are to be more efficient at new application development, and to leverage all your data sources for deeper insights. Success depends on your ability to converge data on the right data architecture for increased responsiveness. We will explain the benefits of a common database and data warehouse strategy so you can land transaction data, then easily analyze or move it without application rewrites. Hear examples of clients who have built an enterprise hybrid cloud platform for industry-leading insights into audience preferences. Find out how to get your development projects off to a solid start on this flexible hybrid cloud platform that puts data to work for you.

Speakers:

Daniel Hernandez, Vice President, IBM Analytics Offering Management

Albert Martin, Vice President, IBM Analytics Hybrid Platform Development

Agenda Viewer

Conference Agenda

Below is a listing of all of the sessions to be presented at this year's conference. Click any tab to change how you view the sessions select a specific session to access more information.

Click here for a PDF version of the [Pocket Program Guide Agenda](#)

Title	Track	Time	Room
Ala Carte - I			
• <i>Making JSON with SQL functions</i> Apr 30, 2018 (12:45 PM - 01:45 PM)			
• <i>Best Design and Performance Practices for Analytics</i> Apr 30, 2018 (02:00 PM - 03:00 PM)			
• <i>Open-Source Monitoring and Visualization for Db2 with the Elastic Stack</i> Apr 30, 2018 (03:20 PM - 04:20 PM)			
• <i>Using Event Publishing for near real time, Hadoop data ingestion</i> Apr 30, 2018 (04:35 PM - 05:35 PM)			
• <i>Automating Accelerator Batch Loads in Single Instance Environments</i> May 01, 2018 (08:00 AM - 09:00 AM)			
• <i>Copy Smarter - Unload/Load, DSN1COPY and beyond</i> May 01, 2018 (09:20 AM - 10:20 AM)			
• <i>Let's archive a huge table</i> May 01, 2018 (10:35 AM - 11:35 AM)			
• <i>DB2 12 for z/OS Performance and Availability: What Can I Take Advantage Of?</i> May 01, 2018 (02:20 PM - 03:20 PM)			
• <i>The best of both worlds: SQL and NoSQL from a single database</i> May 02, 2018 (08:00 AM - 09:00 AM)			
• <i>Using the IBM cloning tool to make everyone's life a little better.</i> May 02, 2018 (09:20 AM - 10:20 AM)			

Special Interest Groups (SIG's)

SIGs

- *Db2 + Spark and Machine Learning*
May 01, 2018 (03:30 PM - 04:45 PM)
- *Db2 and Open-Source*
May 01, 2018 (03:30 PM - 04:45 PM)
- *Db2 LUW for beginners -- 3 in 75 minutes*
May 01, 2018 (03:30 PM - 04:45 PM)
- *Db2 z/OS for beginners*
May 01, 2018 (03:30 PM - 04:45 PM)
- *Fun With SQL*
May 01, 2018 (03:30 PM - 04:45 PM)
- *SQL and NoSQL*
May 01, 2018 (03:30 PM - 04:45 PM)

Hands-On Labs

Hands on Labs

- *Db2 Warehouse in a Hybrid Environment Lab*
Apr 30, 2018 (02:00 PM - 05:30 PM)
- *Db2 Event Store - Deriving deep insights from Fast Data*
May 01, 2018 (08:00 AM - 11:30 AM)
- *IBM Db2 Analytics Accelerator: Modern Application Acceleration*
May 01, 2018 (02:15 PM - 04:45 PM)
- *Experience Machine Learning with Db2 for z/OS Data*
May 02, 2018 (01:00 PM - 04:30 PM)

DB2 for z/OS, LUW and . . .

- Two z/OS Tracks
- Two LUW Tracks , *Plus*
- DB2 App Dev Track
- One and a half Ala Carte Tracks
- Data Tech Summit days
- App dev day

Education Seminars for 2018

- Educational Seminars On Sunday – 8:00 am – 5:00 pm
 - No conflict with regular sessions
 - Lunch Included
 - \$250 additional fee
- Mobile App
 - Stay up to date with session changes, conference proceedings, etc.

IBM Champions

- Many IBM Champions Speakers
 - Great opportunity to network with Industry Leaders



Certification Exams

- Numerous Certifications are available
 - DB2 (DBA, App Dev, z/OS and LUW)
 - WebSphere, InfoSphere
 - Optim, Netezza,
- Take the first complimentary exam without cost. Additional exams just \$25.00, Second exam also complimentary if you pass the first.
- Exam dates and times: (Just over 26 hours of available testing)
 - Monday, May 1: 12:45 - 6:00
 - Tuesday, May 2: 8:00 – 6:00
 - Wednesday, May 3: 8:00 - 4:00
 - Thursday, May 4: 8:00 - 11:00
 - **closing times listed are the last seatings for each day

Mini Panels

- LUW Mini Panel
- Z/OS Mini Panel

****Submit your questions to the panels via the Details, Schedule, Attendee Pages, or via the Mobile App**

Mini Panel Links

Conference At-a-Glance

- eBrochure - Coming in April 2018
- [Keynotes](#)
- [Spot Lights](#)
- [Twitter Feed](#)
- [Educational Seminars](#)
- [Hands on Labs](#)
- [Complimentary Workshops](#)
- [Complimentary IBM Certification Exams](#)
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- [DB2 Expert Mini Panels](#)

Also Available on the Mobile App!

Moderator sign-up process

- Session moderators are essential to the success of each and every IDUG conference and you can help. It is also an excellent way to volunteer with minimal impact on your time.
- ***Why not moderate a session that you are already planning on attending? No previous experience is necessary.***
- The moderator duties are simple and they include introducing the speaker, keeping the speaker on time and reminding the attendees to complete an evaluation. It's an excellent way for you to make a new friend or to make a new networking contact.
- Interested in volunteering to moderate a session at this year's conference? Simply use the [Moderator Signup](#) to choose all of the sessions that you'd like to moderate!
 - Sign-up is through an online dropdown selection

Moderator Sign-Up Process



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NA 2018 Moderator Application Form

Moderator Application Form

Please select sessions you would like to moderate.

Technical Session 1

Apr 30, 2018 (12:45
PM - 01:45 PM)

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A01 - Overlooked Db2 V12 Enhancements Damon Anderson

B01 - How Do I Get 10 Kilos of LOB into a 5 Kilo Bag? Jim Dee

C01 - Moderator assigned

D01 - Advanced Performance Diagnostics for SQL David Kalmuk

E01 - Using JSON in Db2 to Manage Complex Financial Instruments Mona Eldam

F01 - Making JSON with SQL functions David Churn

G01 - Machine Learning on z for Beginners Nigel Slinger

-

Technical Session 2

Apr 30, 2018 (02:00
PM - 03:00 PM)

Technical Session 3

Apr 30, 2018 (03:20
PM - 04:20 PM)

Tuesday May 1, 3:30pm – 4:45pm

- **Db2 LUW for beginners -3 in 75 mins**
 - Mike Winer, IBM Toronto
 - Ember Crooks, Xtivia
 - Dale Mcinnis, IBM Toronto
- **Fun with SQL**
 - Kurt Struyf, Sudasoft
- **Db2 z/OS for beginners 3 in 75 mins**
 - Patrick Bossman, IBM Corporation
 - Chris Crone , IBM Corporation
 - Tony Andrews, Themis
- **Db2 and Open Source**
 - Chris Eaton, IBM Corporation
 - Larry Sokoloski, Davita Medical Group
 - Ian Bjorhovde, DataProxy LLC
 - Fred Sobotka, FRS Consulting
- **Db2 + Spark and Machine Learning**
 - Tomas Johannsson, Icelandic Banks Data Centre
 - Mark Ryan, IBM Corporation
- **SQL and NoSQL**
 - George Baklarz, IBM Corporation
 - Paul Bird, CA

Solution Center Hours

- The Solutions Center Grand Opening and reception is on Monday evening at 6:00pm and ends at 8:00pm.
- The Solutions Center is open on Tuesday from 11:30am to 1:00pm and again at 4:45pm until 6:15pm.
- On Wednesday the Solutions Center is open from 11:30am until 1:00pm.

Please be sure to take advantage of the opportunity to meet the vendors and see the many products in action! Don't forget to get your passport stamped!

Passport to Prizes

- IDUG Passports are distributed to every attendee at registration in your bag.
- In order for an attendee to be eligible for a passport prize they must get their passport stamped by each participating vendor.
- Prizes are provided and given away by the sponsoring vendors.
- The drawing will be held at 12:40pm on Wednesday in the IDUG HUB booth.

Maximize Your IDUG Experience

- Networking Events
- Stay Connected
 - On-Site
 - CoreApps Mobile App
 - As It Happens

Evening Networking Events by our Sponsors

- IBM / Rocket Software/DBI Software 30th Anniversary Celebration
- Wednesday, May 2, 7:00 PM
 - An evening of incredible fun and entertainment
 - Visit IBM or DBI in the Solutions Center to get your ticket for an amazing night
 - Event will take place at The Trocadero (2 blocks away from hotel)
 - Multiple bars with serving stations
 - - The band Fusion ATX will be performing
 - This is the same band that played at last years IBM / DBI evening event in Austin, TX



How to stay connected?

- On Site

- Mobile App
- Signs outside session rooms
- In the IDUG HUB

- As it Happens

- Twitter @IDUGDB2
- facebook.com/IDUGDB2

- IDUG Facebook



- <https://www.facebook.com/IDUGDB2>

- IDUG Twitter



- @IDUGDB2

- IDUG YouTube



- <http://www.youtube.com/user/IDUGDB2>

- IDUG BrightTalk Channel



- <https://www.brighttalk.com/channel/7637>

2018

North America Planning Committee



2018 Chair

Lenin Thandapani

American RedCross

Show Bio

Email

Profile



Presentation Team Lead

Dustin Ratliff

Progressive Insurance

Show Bio

Email

Profile



Core Member

Mary Dever

Texas Education Agency

Show Bio

Email

Profile



Core Member

SMike Toppins

SMike Toppins

Email

Profile



2019 Chair Elect

Mike Inman

Fedex Services

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Core Member

Pavan Kristipati

Huntington Bank

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Core Member

Ryan Mullaney

BlueCross BlueShield of South Carolina

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Core Member

Jonathan Humphrey

Wells Fargo

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2018

North America Planning Committee



Board Liaison

Terry Johnson

BlueCross BlueShield Of SC

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Vendor Liaison

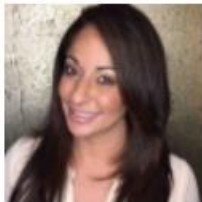
Steen Rasmussen

CA technologies

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Saghi Amirsoleymani

Rocket Software

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Karen Dobkin

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Jim Reed

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Vendor Liaison

Michael Winer

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Vendor Liaison

John Barry

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Thank you!