



Lunch & Learn

IBM Invites You To:
**Extreme performance for complex
business analysis: IBM DB2 Analytics
Accelerator powered by Netezza
Technology**

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Speakers:

Patric Becker
IBM Boeblingen Germany Lab
Data Warehouse on System z Center of Excellence,

Gary Crupi
IBM Senior Certified Executive IT Specialist
IBM Smart Analytics System 9700 Technical Lead

Date: Thursday, February 9th, 2012
Time: 10:30am to Noon CST (presentation)
Noon to 1:00pm (buffet lunch provided and IDAA demo)
Location: Silver Spring Golf and Banquet Center
N56 W21318 Silver Spring Dr.
Menomonee Falls, WI 53051
www.silverspringgolf.com

Please RSVP to Jim Pagel jcpagel@us.ibm.com
Seating is Limited

Everything seems to be taking too long - from tuning complex queries to giving executives access to the right analytics. The world of data and information has changed and organizations are looking for new ways to quickly exploit the explosion of information available. However, yesterday's approach to decision systems is not meeting the need.

Imagine a platform that is optimized for OLTP, analytics and consolidation within a single footprint. IBM has it today with a combination of the IBM Smart Analytics System 9700 and the IBM DB2® Analytics Accelerator, merging System z® and Netezza technology - the best of all worlds. This solution makes data warehouse modernization much simpler and more robust. It creates an environment for operational data store, data warehouse and analytic marts on the same platform as operational systems, such as IMS™, CICS®, Java™, the web and more. This combination brings the right information at the right time to drive smarter business outcomes. The IBM DB2 Analytics Accelerator enables front-line business leaders to find new revenue opportunities and identify the products or services that are most likely to address market requirements.

Join us for this "lunch & learn" as we discuss these innovative new solutions from IBM. You'll learn how IBM is enabling organizations to deliver high-performance business analytics that help use information to change business results. This event is applicable to any IT or business personnel who would like to understand how you can use the IBM DB2 Analytics Accelerator to:

- Enable decision-makers to perform business analysis on trends, predict outcomes and produce better business results
- Substantially reduce operational costs by removing the need for complex query tuning
- Drive immediate value to the bottom line by rapidly adding new applications and user requirements
- Extend the qualities of service in security and availability of System z, enabling operational business intelligence (BI) to deliver business-changing analytics
- Reduce complexity by extending System z manageability across the entire system and improving the service of BI applications