IN-MEMORY: NEXT GENERATION ARCHITECTURE

Date	**Mardi 19 novembre 2013**
Lieu	**Hôtel de la Paix** 5, AV. BENJAMIN-CONSTANT **1003 Lausanne** www.hoteldelapaix.net
Parking	Parking souterrain sur place à l'Hôtel Parking Mon Repos
Frais d'inscription (frais de repas inclus)	**Membre** — **Gratuit** **Non membre** — **Gratuit** *Vous avez la possibilité d'adhérer à COMMON Romandie.* *Cotisation annuelle 480.- CHF*
Inscriptions	Avant le 17 novembre 2013 dernier délai, en nous informant de votre inscription par e-mail à l'adresse ci-dessous: **info@common-romandie.ch**
Informations	**COMMON Romandie** Jean-Charles Finidori 30 Chemin de la Chevillarde CH-1208 Genève **www.common-romandie.ch**

COMMON Romandie

L'association romande des utilisateurs de systèmes IBM

IBM
&
COMMON Romandie

vous invitent à

In-Memory :
Next Generation
Architecture

Mardi 19 Novembre 2013

Hôtel de la Paix
Lausanne

Dear Members of COMMON Romandie, Dear Friends,

IBM, in association with COMMON Romandie, are pleased to invite you to an exceptional event, during which five eminent subject-matter experts will share their experiences, vision and the latest technologies on a current hot topic - In-Memory: next Generation Architecture!

Are these some of your client needs?

- *Are your databases growing faster than anticipated?*
- *Are your BI people complaining about performance?*
- *Is it more and more challenging to prepare data overnight for next day analysis?*
- *Should you simply boost your current environment or should you rather add FLASH Storage or leverage in-memory technology?*
- *Can you objectively decide which technology will solve the issue at the right cost?*

Which topics does this event address?

- Instantly access information at the right time to make impactful decisions.
- Move beyond intuition and instinct to gather and act on information of all types across the business and supply chain.
- Tune business scope, course and speed using real-time decision-making.
- Deliver insights at the highest point of impact.
- Combine relevant structured and unstructured data with advanced analytics to create insights into customer preferences.
- Use real-time analysis to predict business outcomes.
- Quickly respond to business ebbs and flows to improve productivity and operational efficiency.
- Enable cost-effective scalability required to handle delivery of new IT services, data growth and usage spikes.
- Leveraging the variety of opportunities to engage customers through speed, social, mobile and traditional sources requires scale, security and accessibility.
- Technology infrastructure must be available to all applications and data from anywhere to anywhere in the world.

If you struggle to answer one or several of the above questions then we are sure that this event will interest you! Do not miss this **exceptional event** dedicated to all IT Managers!

We are looking forward to the participation of our COMMON Members and Friends!

Massimo LUCREZIA   Jean-Charles FINIDORI
Event manager   President of COMMON Romandie

A G E N D A

08h30 – 09h00   *Welcome*

09h00 – 09h15   **Introduction**   JC Finidori / Etienne Grosjean

09h15 – 10h00   **Key-Note Speech ANALYST**   Martin Hingley

Market situation, business impact and opportunities of In-Memory Technologies, Market Outlook

10h00 – 10h45   **IBM Strategy**   John Easton
Position Technology versus Data Growth Trends & Directions

10h45 – 11h15   *Coffee Break*

11h15 – 12h00   **What's the secret behind In-Memory?**
                                         Dr. Dietmar Wierzimok
Strengths of IBM Technology for HANA Comparison with DB2 BLU

12h00 – 14h00   *Lunch*

14h00 – 14h45   **DB2 with BLU Acceleration and Power Systems deliver clear advantages**   Gürşad Küçük

14h45 – 15h30   **IBM Flash solutions on Power Systems**
                                         Ronan Bourlier
Why Flash?
Flash Storage improves response time of analysis, tiering and optimization places often-used data closer to the applications

15h30 – 16h00   *Coffee Break*

16h00 – 16h30   **Wrap-up/next generation technology**   John Easton
Data Centric Deep Computing Technology Trends and Challenges

16h30 – 16h45   **Conclusion**

Presentations will be given in ENGLISH.

Martin Hingley
CEO, ITCandor Limited

In September 2013 Martin celebrated 30 years as a market researcher. He particularly enjoys tracking the complexity and dynamism of the ITC market and helping vendor, channel and user business planners with their challenges.
He is the author of 'Martin Hingley's Blog' (http://www.itcandor.com) - dedicated to analysing the ITC Industry and unique in its inclusion of detailed market data, sizing and forecasts in its posts.

He also publishes the 'ITCandor Market Model', which sizes the whole ITC industry each quarter, across multiple dimensions. Recent reports include research into the storage hypervisor market and, most recently, the future of converged infrastructure and integrated systems.

He has a collaborative approach to management, leading through example and building consensus amongst his peers. As an analyst he believes in employing strong methodologies and accurate measurement as the basis for informed opinion and guidance.
Before launching his own company Martin held senior positions in IDC, as Group VP and Chief Research Officer in Europe: before that running IDC's European Systems Group, which accounted for a third of the company's profits in EMEA.

Before joining IDC in 1986, Martin began his computer market research career at Inteco a privately owned business eventually purchased by Gartner Group.
Martin holds an MA in Classics from Corpus Christi College, Oxford University. He attended the Strategic Leadership course at Templeton College, Oxford University in 2000 as well as a number of other management training events.

John Easton
IBM Distinguished Engineer – Advanced Analytics Infrastructure
Member, IBM Academy of Technology

John is an IBM Distinguished Engineer and the Chief Technology Officer for IBM Systems and Technology Group in the UK & Ireland. He is internationally known for his work helping commercial clients exploit large scale distributed computational infrastructures, particularly those utilising new and emerging technologies.   He is currently building the next generation of systems infrastructures to support Big Data and Analytics workloads.

He has worked with clients in a wide range of industries with a particular focus on banks and financial markets firms.   He also has significant experience in the telecommunications & public sectors. Previous to his current role, John was the UK Technical Leader for Cloud Computing shaping IBM strategy in this key business area and helping clients with their implementation and adoption of cloud technologies.

Over his time at IBM before this, John has led IBM initiatives around hybrid systems, computational acceleration technologies, grid computing and mission-critical systems. John is a member of the IBM Academy of Technology and a Senior Technologist in the IBM Innovation Network

Dr. Dietmar Wierzimok
IBM SAP Leader Europe
Manager IBM SAP Infrastructure Solutions Germany

After his PhD in Physics in Heidelberg and San Diego, Dr. Dietmar Wierzimok, an expert in Digital Image Analysis in 1993 joined the IBM Scientific and Technical Computing and High Performance Computing Group.

He has, since then, held several management positions in IBM's System and Technology Group and Global Business Solutions, and was rewarded with the IBM Technical Sales Manager Leadership Award in 2007. Dr. Wierzimok has been leading the IBM SAP Infrastructure Solution Architects in Europe for the last 3 years, helping customers to build and optimize their infrastructure in order to best run SAP workloads.

Gürşad Küçük
Client Technical Specialist Leader of DB2 for SAP
IBM Software Group Europe

Gürşad Küçük is an IBM certified IT Architect and IT Specialist. He is located at the IBM SAP International Competence Center in Walldorf, Germany. Mr. Kücük studied computer science, specializing in artificial intelligence, database, processor and robotics at the University of Karlsuhe.

He joined IBM in 1997 and has supported many projects in different industries and was responsible for SAP application and database programming, database and SAP Basis administration and customer/partner education and project management.

In 2005 he began leading IBM DB2-SAP experts in Austria, Germany and Switzerland. In 2010 he took responsibility for the European DB2-SAP team.
With his knowledge of high-availability, HW sizing and IT system-design, Mr. Kücük supports customers, partners and IBM in international projects.

Ronan Bourlier
IT Architect, IBM STG Europe
Power and Competitive Leader @ IBM Oracle Center

Ronan Bourlier is an IT Architect with over 15 years of IT experience. He has two engineering diplomas from "Ecole Centrale Paris" and from the "Institut Supérieur d'Informatique et d'Automatique".

He worked as a developer for 3 years in Detroit, USA for Mecalog, a car-crash simulator developer. Mr. Bourlier subsequently worked 4 years as developer and IT architect for FullSIX, a web agency. For 8 years he worked for Total, a major French oil company, as IT architect for Unix servers and Oracle databases.

In 2011, he joined the IBM Oracle Center in Montpellier, France, as Power and Competitive Leader working in pre-sales support in any customer-facing situation, critical situations, and competitive business, demonstrating the added-value of IBM technology.