



## SYBASE TECHDAYS 2011

### PRELIMINARY AGENDA

TIME	VISION & ROADMAP	DATA MANAGEMENT	ANALYTICS	APPLICATIONS
8:30 – 9:00	Registration			
9:00 – 9:45	Welcome & Keynote			
9:45 – 10:45	<b>Sybase Analytics Vision</b>  Sybase has rapidly become a recognized leader in the data warehousing and analytics market through its fast-paced innovations focused on column store, in-memory, and real time technologies. In this session, Sybase will outline its vision and execution plan (including integration plans with SAP BusinessObjects) to continue to introduce state-of-the-art technologies that will transform the way analytics is developed, deployed, and consumed.	<b>ASE 15.5</b>  ASE engineering continues to innovate! ASE 15.5 introduced a fully integrated in-memory databases capability in the traditional disk-based ASE. This session will provide you details on ASE 15.5 capabilities with special focus on IMDBs.	<b>Better Business Intelligence with Information Architecture</b>  As Data Analytics is evolving towards real time analysis, Information Architecture is coming to the forefront to handle extracting knowledge from the IT resources available. This session will explore the importance of Metadata Management as a tool to increase the effectiveness of Business Intelligence.	<b>PowerBuilder Overview &amp; Roadmap</b>  It's a great time to be a PowerBuilder developer and 2010 was a great year for the product. Learn about the major and minor releases we delivered last year, and how we are rebuilding the PowerBuilder community. And, find out what's coming next with an overview of the product roadmap.
10:45 – 11:00	Refreshment Break			
11:00 – 12:00	<b>Data Management Roadmap</b>  The 2010 acquisition of Sybase by SAP opens up very exciting opportunities for ASE. This session will provide an update on the ASE & SAP Business Suite integration, as well as provide a preview of the content in the next ASE release currently in development.		<b>What's New in Sybase IQ 15</b>  Sybase IQ 15.0, 15.1, 15.2 have brought several cutting edge innovations to the data warehousing and analytics market. These releases are packed with transformational features that have proven their mettle in multiple grounds: proof-of-concepts, head-to-head competitive bake offs, standardized benchmarks, and a wide variety of use cases. We will showcase the key acclaimed features from these three releases along with partner solutions that support them.	<b>Managing Data in SaaS-based Applications</b>  Discover Sybase's vision and roadmap for data management, analytics, and mobility products that enable companies to build SaaS-based applications, and examine the key Cloud Computing trends influencing Sybase's strategy. This session will be interactive, with time for discussions between speaker and attendees.
12:00 – 13:00	LUNCH			
13:00 – 14:00	<b>Real-Time Data with CEP</b>  Your users want more analytics, faster, on much fresher data. Real-time analytics can be very difficult to achieve using traditional warehousing techniques. Complex Event Processing or CEP provides a solution for enabling tractable real-time analytics in trading environments, telecoms and communications companies and web analytics environments. With the purchase of Aleri, Sybase offers greatly expanded products for real-time analytics.	<b>ASE Query Tuning</b>  "ASE 15's new optimizer and execution engine brought many new capabilities, all with the goal of executing queries faster. At times, this can mean that understanding and troubleshooting query plans requires more thought and information. This session is focused on helping you understand ASE 15 query execution, interpret query plans and understand how the optimizer came to the conclusions that it did." "	<b>Sybase IQ 15.3 MPP</b>  Sybase IQ 15.3 introduces the PlexQ™ Distributed Query Platform (DQP), a Massively Parallel Processing (MPP) architecture that takes an already superfast Sybase IQ platform to a new level in performance. PlexQ DQP dramatically accelerates highly complex queries by distributing work to many computers in a multiplex grid configuration. Learn how the shared-everything approach in PlexQ provides multiple benefits over the typical shared-nothing MPP approach. Other cool	<b>Migrating to .Net – Pt 1</b>  With PowerBuilder .NET, you can now build applications with a cutting edge User Experience (UX). Using your existing PowerBuilder skills, you can create Window Presentation Foundation (WPF) applications that functionally and aesthetically go toe-to-toe with any other .NET solutions on the desktop. In this session we will discuss the process and the issues involved in taking your existing Win32 PowerBuilder applications to .NET and WPF.

			application enabling features in Sybase IQ 15.3 will also be covered.	
14:00 – 14:15	BREAK			
14:15 – 15:00	<p><b>Enabling Business Transformation through IT with Enterprise Architecture</b></p> <p>For the past decade, there has been a widening gap between how IT implements applications and what the business needs to be successful. With the introduction of Enterprise Architecture, business and IT share a common methodology for defining and planning how to accomplish the next iteration in the lifecycle of applications in IT. This has fundamentally transformed IT into a business unit that makes the company more profitable, rather than a cost center helping to keep the business running. This session will review what PowerDesigner accomplished for this transformation in the 15 release and where we are headed for enabling the next stage in this evolution.</p>	<p><b>Heterogeneous Replication</b></p> <p>"In most IT departments there is more than one database running business applications. To keep those systems available and reusable, Sybase Replication Server has the ability to move data from most of those data sources in real time to other databases, including Sybase ASE, Sybase IQ, IBM DB2 and Oracle. This session will look at the architectures and functionality provided by Replication Server and the enhancements that have recently been introduced."</p>	<p><b>BusinessObjects Overview</b></p> <p>SAP BusinessObjects offers a broad portfolio of tools and applications designed to help you optimize business performance by connecting people, information, and businesses across business networks. This session will cover an overview of the BusinessObjects solutions.</p>	<p><b>Migrating to .Net – Pt 2</b></p> <p>With PowerBuilder .NET, you can now build applications with a cutting edge User Experience (UX). Using your existing PowerBuilder skills, you can create Window Presentation Foundation (WPF) applications that functionally and aesthetically go toe-to-toe with any other .NET solutions on the desktop. In this session we will discuss the process and the issues involved in taking your existing Win32 PowerBuilder applications to .NET and WPF.</p>
15:00 – 15:45		<p><b>Replication Server Real-Time Loading</b></p> <p>Replication Server 15.6 enables fast replication from Oracle and ASE to Sybase IQ without the use of an intermediate staging area. This session will describe the architecture, setup and configuration of this new feature.</p>	<p><b>BusinessObjects &amp; Sybase IQ</b></p> <p>Creating complex and detailed reports from an SAP system can be an onerous task when users want their answers in seconds rather than hours. This session will review how Sybase IQ enables BusinessObjects enhanced query performance for delivering the answers the users need when they need them.</p>	<p><b>PB 12.5 - a Look Ahead</b></p> <p>PowerBuilder 12.5 is scheduled for release in Q3 2011. This exciting new release will allow PowerBuilder developers to take their .NET experience to the next level. This session will demonstrate new features such as:</p> <ul style="list-style-type: none"> <li>- The ability to deploy custom visual user objects as .NET assemblies for use in other .NET applications.</li> <li>- A new WCF Service feature that allows business logic written in PowerBuilder to be deployed as a web service.</li> <li>- New options to make creating, compiling and deploying .NET applications faster and easier than ever before.</li> <li>- DataWindow enhancements for both WPF and PowerBuilder Classic.</li> <li>- Language enhancements and support for .NET events</li> <li>- The ability to call REST based web services</li> <li>- Numerous IDE enhancements and more.</li> </ul>
15:45	CLOSE			