

DAY 1		
TRACKS	VISION AND ROADMAP	APPLICATIONS
9:00 AM	Registration & Coffee	
10:00 AM	Welcome and Keynote	
	David Jonker	
10:45 AM	<p><b>Analytics Vision and Roadmap</b></p> <p>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.</p>	<p><b>PowerBuilder Overview &amp; Roadmap</b></p> <p>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.</p>
	David Jonker	Dave Fish
11:45 AM	Break	
12:00 PM	<p><b>Data Management Vision and Roadmap</b></p> <p>The 2010 acquisition of Sybase by SAP opens up very exciting opportunities for ASE. This session will provide an update on the ASE &amp; SAP Business Suite integration, as well as provide a preview of the content in the next ASE release currently in development.</p>	<p><b>Managing Data in SaaS-based Applications</b></p> <p>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.</p>
	Rob Verschoor	Dave Fish
1:00 PM	Lunch	
2:00 PM	<p><b>Real Time Data with CEP</b></p> <p>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.</p>	<p><b>PowerBuilder: Migrating to .Net (Part 1)</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>
	Javier Cuerva	Dave Fish

3:00 PM	Break		
TRACKS	DATA MANAGEMENT	ANALYTICS	APPLICATIONS
3:15 PM	<p><b>ASE 15.5</b></p> <p>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.</p>	<p><b>IQ 1: What's New in IQ 15</b></p> <p>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.</p>	<p><b>PowerBuilder: Migrating to .Net (Part 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>
	<b>Rob Verschoor</b>	<b>David Jonker or Courtney Claussen</b>	<b>Dave Fish</b>
	<p><b>ASE15.5 Cluster Edition: Reduce the Extreme Pressures from Business Demands</b></p> <p>Isn't it time you gained the upper hand on your data? Join the many global enterprises that are already taking advantage of this winning virtualization and shared-disk cluster technology to ignite effective control over extreme IT environments. ASE Cluster Edition's failover capabilities and faster recovery speeds provide unprecedented reliability and availability, while reducing your hardware footprint and lowering IT costs. So, when failure is not an option, your best option is ASE Cluster Edition.</p>	<p><b>IQ 2: IQ 15.3 MPP</b></p> <p>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 application enabling features in Sybase IQ 15.3 will also be covered.</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>
	<b>Rob Verschoor</b>	<b>Courtney Claussen</b>	<b>Dave Fish</b>
4:45 PM	END OF DAY 1 SESSIONS		
5:00 PM	Drinks reception		

DAY 2			
TRACKS	DATA MANAGEMENT	ANALYTICS	MOBILITY
9:00 AM	<b>Customer Success Stories</b>		
10:00 AM	<b>Heterogeneous Replication</b>  In most IT departments there is more than one database running business applications. To keep those systems available and re-usable, 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.	<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>Mobilizing Banking Services with Sybase mBanking 365</b>  Sybase mBanking 365 version 3.0 provides richer customer experience offering a single connection to complete, multi-channel mobile banking solutions combining SMS, mobile browser, and rich-client on a single platform. This session will overview the latest offering which significantly enhances functionalities and simplifies the deployment process, enabling financial institutions to more quickly create a richer mobile banking experience and increase customer satisfaction.
	<b>Javier Cuerva</b>	<b>David Dichmann</b>	<b>Yves Khoneisser</b>
11:00 AM	<b>Break</b>		
11:15 AM	<b>Replication Server Real-Time Loading</b>  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.	<b>Enabling Business Transformation through IT with Enterprise Architecture</b>  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 15 accomplished for this transformation and how we will be enabling the next stage in this evolution.	<b>How to Use Smarter Analytics to Improve Business Performance</b>  Many financial institutions think that using business analytics is costly, and requires lengthy implementation but it's not the case. Using a range of case studies across the world, this presentation will demonstrate how retail banking analytics can deliver a clear and fast approach to improve operational performance, reduce time to market and increase ROI.
	<b>Javier Cuerva</b>	<b>David Dichmann</b>	<b>Sengul Tasdemir</b>
12:15 PM	<b>Lunch</b>		

TRACKS	DATA MANAGEMENT	ANALYTICS	MOBILITY
<p>1:15 PM</p>	<p><b>ASE15.5 Options</b></p> <p>This session provides insight into the wide range of options offered by Sybase to extend the power of ASE to meet specific requirements for performance, availability, efficiency and security.</p> <ul style="list-style-type: none"> <li>• Performance: In-Memory Database</li> <li>• Availability: ASE Cluster Edition</li> <li>• Efficiency: Partitions, ASE Advanced Backup Services Tivoli Storage Manager</li> <li>• Security: Encrypted Columns and ASE Security &amp; Directory Services</li> </ul>	<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>Mobilizing Applications and Devices</b></p> <p>Mobilizing business applications makes a difference, in this session we present the different methods and technologies that make it easy to get the most of your deployment. This session also discusses why MDM is much more than Managing Devices.</p> <p><b>1:15 PM - 2:30 PM</b></p>
	<p><b>Roman Miller</b></p>	<p><b>Walter Muellner</b></p>	<p><b>Franz Pacha</b></p>
<p>2:00 PM</p>	<p><b>ASE Query Tuning</b></p> <p>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.</p>	<p><b>BusinessObjects and 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>Stephen Hookings</b></p>	<p><b>Richard Soundy</b></p>	<p>-- END OF TRACK --</p>
<p>3:00 PM</p>	<p><b>END OF EVENT</b></p>		