BBBT Roundup

IBM

Twitter:	**#bigdatamgmt**
Event Date:	**May 28, 2013**
Event Type:	**On Demand Event - Remote Only, No NDA Material**
Podcast:	**Audio** **Transcript**
Video:	**Event Video**
Press Release:	**Press Release**

Company Short Profile:

IBM Information Management solutions deliver trusted information throughout your information supply chain and help you analyze your information to gain insights, identify breakdowns, and make better decisions that will optimize your business.

Presentation Topic:

Big Data at the Speed of Business

Leading companies are acutely aware that their continued relevance, and even survival, depends on harnessing big data for operational systems and new systems of engagement. IBM is helping clients across all industries enrich their data environments by taking advantage of data that was once considered too big or complex to economically analyze and use.

IBM will discuss new innovations that provide enhanced performance, consumability and exploration capabilities to accelerate the business value of big data.

Subject areas include:

- New big data analytics systems (hardware and software)
- New big data software enhancements and new database software
- Customer and industry success stories

Presenter(s):

Reed Meseck
Senior Competitive Executive
IBM Information Management

Tracey Mustacchio
Director of Product Marketing, Big Data
IBM Information Management

Nancy Kopp-Hensley
PureData and Netezza Product Marketing
IBM Information Management

Case Studies:

Kent Collins of BNSF Railways on DB2 with BLU Acceleration

Andrew Juarez of Coca-Cola Bottling Co. Consolidated on DB2 with BLU Acceleration

John Schlesinger of Temenos on DB2 with BLU Acceleration

Dr. Michael Kowolenko of North Carolina State University on InfoSphere BigInsights

Dr. Jesse Harriott of Constant Contact on InfoSphere BigInsights

Pricing Model:

BLU is part of DB2 10.5, which will be released soon, so pricing is currently not available.