



"It is a great cost effective event that allows your staff to pick up information on the latest technology improvements within Sybase without being told about things you already use and are aware of. I always try to attend the high-level briefing at the start of the event and then catch up with fellow managers during the first break."

John McGuire, DBA Manager,
Nomura International PLC

TechSelect* 2009

Sybase User Technology Forum

UNITED KINGDOM



Sybase User Group



The Annual Meeting for
Sybase Professionals, DBAs,
Architects and Developers

A must attend event for anyone
working in the Sybase arena

Thursday 5 November 2009,
CBI Conference Centre, London

Major Event
Sponsor:



TechSelect*2009 Sybase User Technology Forum

Join around 170 professional Sybase DBAs, database designers, developers, architects and managers at this dynamic annual user group event which includes a partner exhibition.

This year we have seen the event grow and we are pleased to bring you three full day tracks covering Data Management, Business Intelligence & Analytics, Development Tools, plus a session on Mobility. The agenda has been structured so that delegates can use the hour before lunch to hear about some of the 'other' exciting technologies that they may be interested in thus giving them a chance to get in depth technical training in their specialist tracks as well as the opportunity to broaden their knowledge of other Sybase products and their implementations. This is a 'must attend' event for all professionals working in the Sybase arena.

DATA MANAGEMENT METHVAN ROOM

BUSINESS INTELLIGENCE & ANALYTICS ROOM 1

This event has been Sponsored by the Sybase Developer Network

09:00	REGISTRATION AND COFFEE	
09:30	Plenary Session, Keynote Address: The Future of Data management <i>Rob Verschoor, Senior Technology Evangelist</i> For those of us in IT today, Dickens' quote "it was the best of times, it was the worst of times" certainly rings true. While all of us dread the reality of doing more with less, data management is, in many ways, undergoing several rapid and seminal shifts – from exploding data volumes to sub-millisecond data access; from grid & cloud computing to the singular view of geographically distributed data centers. It's an exciting time to be involved in Data Management. This session will provide a look into Sybase's unique, yet pragmatic, vision for Data Management in the coming years along with roadmaps for our upcoming ASE and Replication Server releases to meet these needs while making it simpler and easier for you to perform your roles as Developers and DBAs.	
10:30	DBA & Developer Top 10s <i>Chris Brown, Technical Evangelist</i> We have collected some of the trips, traps and pitfalls that DBAs run into along their data management journey and have organized them into our own Top Ten Lists. This session will examine and discuss the impacts of the following and more: connect parameters, ANSI SQL defaults, JDBC, ODBC, chained, auto commit, isolation level, ASE server configuration, ASE server defaults, general configurations, memory defaults, commit frequency, timeouts, blocking timeouts, prepared statements, and networking configurations.	Introductory Session <i>Richard Soundy, IQ Technical Evangelist</i> This session will include a review of progress made with IQ in the last year and introduce the new capabilities of the two new releases IQ15 and IQ15.1.
11:30	COFFEE AND PARTNER EXPO	
12:00	Exploring RAP - the Trading Edition through customer use cases <i>Zach Dover, Principal Solutions Consultant and Stuart Grant, Business Development Manager, Sybase</i> During this session Zach and Stuart will explain Why RAP was developed and, with the help of use cases, discuss solutions towards real time data movement and execution and show how to support interconnected workflows saying who should be using them and why. The session will finish with a look at Architectural Patterns pertinent to each case.	ASE or IQ?, or ASE to IQ? <i>Mark Hamer, Senior Consultant, Sybase Professional Services UK</i> During the session delegates will find out where it is best to use ASE or where it is best to use IQ with reference to a potential migration from ASE to IQ.
12:30	Customer Services & Support; ASE 15 Migration experiences, discussion with Q&A <i>Simon Ogden and Niklas Andersson, Senior Product Support Engineers, Sybase</i> Sybase Technical Support is committed to helping customers have a successful migration. This session will discuss and share migration issues; it will help delegates identify what is useful for support to help diagnose a problem quickly and it will open the floor to any other CS&S related issues delegates may wish to discuss.	
13:00	LUNCH AND PARTNER EXPO	
14:15	UKSUG AGM Business	
14:30	Practical Applications of ASE Cluster Edition <i>Chris Brown, Technical Evangelist</i> Learn how to design a clustered infrastructure based on the underlying Network and Storage System configuration (SAN), hardware necessary to implement ASE Cluster Edition. Learn how to connect physical nodes, install the Sybase software required and maintain the clustered state. Other topics include: client applications and Client/Server interaction, security, using Monitoring Tables, managing the workload, cluster cache configuration, using temporary databases, the sybcluster utility, and troubleshooting. Includes a live demonstration of ASE Cluster Edition.	Using Sybase IQ Effectively <i>Richard Soundy, IQ Technical Evangelist</i> In this session, we'll review the column-based indexing system used by Sybase IQ and how to use it to advantage. We'll discuss the types of indexes and show how the Index Advisor simplifies initial setup.. We'll also cover rich new administration features and data back-up processes used with Sybase IQ15.
15:30	TEA AND PARTNER EXPO	
16:00	ASE 15: New Feature Tips and Tricks <i>Rob Verschoor, Senior Technology Evangelist</i> This session will continue Rob's traditional "Tips and Tricks" series and will include content from recent releases of ASE, including 15.0.2 and 15.0.3. Areas such as security, monitoring and system commands will be covered with focused discussions on how to make the most of these simple, yet often little known, gems in your daily jobs.	Using Sybase IQ Effectively <i>Continued ...</i>
17:00	Ask The Experts Panel	
17:30	Meet The Engineers - bonfire night networking event	
18:30	CONFERENCE CLOSE	

TO REGISTER: UKSUG MEMBERS/NON MEMBERS www.uksug.com/events_reg.htm Email: sandra@uksug.com Tel: +44 (0)7792 649195

TECHSELECT* 2009 WILL GIVE YOU:

- Latest Technology updates across the product range
- Networking time to connect with your peers
- Information to assist you with your IT planning
- Solutions to your business needs from exposure to new technologies and techniques
- Face to face time with Sybase's experts and executives
- Free technical support from Sybase engineers
- Opportunities to share technical knowledge with other Sybase Users and Developers
- Time to learn about the latest product features
- A chance to meet Sybase Partners and visit their exhibits

EVENT ATTENDANCE FEES

UKSUG Members: No charge

STUN Members: No Charge

Non Members: £165 + VAT*

*includes a year's membership of UKSUG

TO REGISTER FOR TECHSELECT

UKSUG MEMBERS/NON MEMBERS

www.uksug.com/events_reg.htm

Email: sandra@uksug.com

Tel: +44 (0)7792 649195

STUN MEMBERS/NON MEMBERS

www.stun.org.uk

Email: admin@stun.org.uk

Tel: +44 (0)20 8421 3533



DEVELOPMENT TOOLS ROOM 4

MOBILITY ROOM 2

This event has been Sponsored by the Sybase Developer Network

09:00	REGISTRATION AND COFFEE	
09:30	Plenary Session, Keynote Address: The Future of Data management <i>Rob Verschoor, Senior Technology Evangelist</i> For those of us in IT today, Dickens' quote "it was the best of times, it was the worst of times" certainly rings true. While all of us dread the reality of doing more with less, data management is, in many ways, undergoing several rapid and seminal shifts – from exploding data volumes to sub-millisecond data access; from grid & cloud computing to the singular view of geographically distributed data centers. It's an exciting time to be involved in Data Management. This session will provide a look into Sybase's unique, yet pragmatic, vision for Data Management in the coming years along with roadmaps for our upcoming ASE and Replication Server releases to meet these needs while making it simpler and easier for you to perform your roles as Developers and DBAs.	
10:30	PowerBuilder 11.5 Solve Your Top Development Problems Today <i>John Strano, Sybase Evangelist</i> See how simply using PowerBuilder enables you to quickly respond to critical business requirements all the while being cost effective. We will update the look and feel of applications, produce .NET components for other teams and vendors to consume, show different ways that you can move a large, rich, client/server environment to the Web. We will show you how your PowerBuilder skills are all you need to leverage AJAX, build Web Services, and deploy .NET applications.	
11:30	COFFEE AND PARTNER EXPO	
12:00	Rich Internet Applications Made Easy <i>Armeen Mazda, Appeon</i> Rich Internet Applications (RIA) can satisfy both the need for Web accessibility while delivering the rich interactivity of the desktop. There are clear business benefits of RIA in the enterprise, and the software industry is moving towards this adoption trend with AJAX, Microsoft's Silverlight, Adobe's Flex, etc. This presentation will demonstrate how PowerBuilder and Appeon work together to make building RIA a breeze. Specifically, you will be able to leverage existing PowerBuilder IDE, skills, code, and third-party add-ons to build RIA at PowerBuilder speed.	The world's largest mobile data collection project, a case study <i>Adnan Erriade, Business Development Manager EMEA</i> During this session Adnan will present a case study describing how Sybase has powered the world's largest mobile data collection project with over 140,000 remote users. Adnan will show how Sybase technology was used to overcome some of the key environmental and architectural challenges that this project posed. He will then take this story to the next level to demonstrate how Sybase enables the Rapid Mobilisation of strategic business applications ranging from SAP to Remedy to any other application that leverages databases or Service Oriented Architecture (SOA). You will learn how the 'design once, deploy to many devices' approach can reduce your long term costs and increase your ROI. Adnan will also review some of the key challenges currently faced by all mobile enterprises including future proofing of platform support and ensuring the secure delivery of information anytime, anywhere, to any number of employees.
12:30	Introducing a New Application Suite for PowerBuilder Developers <i>Christophe Dufourmantelle, Novalys</i> During this session Christophe will present a new set of tools dedicated to PowerBuilder developers. They will include Visual Guard for User Authentication, Application-level Permissions and Auditing features; PBProtect for safeguarding PB applications against reverse-engineering and decompilation; Customization Studio to perform dynamic changes in PB applications without modifying source code and Visual Expert for simplifying the maintenance of large and complex applications.	
13:00	LUNCH AND PARTNER EXPO	
14:30	PowerBuilder 12 - Functionality update re Beta 2 in Progress <i>John Strano, Sybase Evangelist</i> We will show how simple and familiar a PowerBuilder experience it will be to develop WPF applications with PowerBuilder 12. We'll build a simple application from scratch and migrate an existing client/server application to WPF; and in so doing, will take a tour of the PowerBuilder 12 .NET IDE functionality.	
15:30	TEA AND PARTNER EXPO	
16:00	PowerBuilder is .NET - Underscoring how PB12 users will be using the same technology as VS users in 2010 <i>John Strano, Sybase Evangelist</i> XAML, control templates, skins, 3rd party WPF controls; we'll examine "off the street" WPF functionality that PowerBuilder 12 users will implement as full .NET citizens.	
17:00	Ask The Experts Panel	
17:30	Meet The Engineers - bonfire night networking event	
18:30	CONFERENCE CLOSE	

TO REGISTER: **STUN MEMBERS/NON MEMBERS** www.stun.org.uk Email: admin@stun.org.uk Tel: +44 (0)20 8421 3533



"Last year was my first TechSelect, it was quite an experience meeting other people who are using Sybase IQ to a degree I did not imagine existed"*



WHAT IS UKSUG?

UKSUG is the user group for Sybase professionals based in the UK. The group exists to educate the Sybase user community and they do this through a program of Masterclasses, LiveMeetings, regular copies of the Server Magazine and TechSelect* the annual conference.

For many of our members one of the most valuable benefits of membership is the chance to network with fellow professionals and the direct contact they have with the Sybase engineers.

UKSUG - JOIN TODAY

Membership benefits include*:

- Joining fee waived to attend TechSelect* 2009
- Gold membership of ISUG
- Free entry to TechSelect* plus a full calendar of "LiveMeetings" and Masterclasses
- Online subscription to the ISUG Technical Journal
- Access to members only area of the UKSUG and ISUG Web Sites
- Downloads of past presentations & event replays
- 10% Discount on Sybase Training
- Free 'NFR' software and much more

** the committee reserve the right to change these benefits at any time*

UKSUG MEMBERSHIP FEES FOR 2009 FOR 1 YEAR ARE:

Individual:	£165
Corporate 5 names:	£775
Corporate 10 names:	£1,390
Corporate 15 names:	£2,000

All prices are subject to VAT at 15%

To join, contact the UKSUG Office:
email: sandra@uksug.com or
telephone: +44 (0)7792 649195

WHAT IS STUN

STUN is the 'Sybase Tools User Network' it exists to help you expand your knowledge of Sybase Technology through a networking forum supported by Sybase. Free membership of the group is open to anyone with a current PowerBuilder Licence.

STUN - JOIN TODAY FREE

Free membership benefits include:

- Priority invitations to events during the year
- Web site with members only facility (archive area)
- 10% discount on Sybase training courses*
- 20% discount on Sylvan Prometric certified exams *
- Regular email updates from Sybase

* Sybase Education training discounts are only available to companies who are actively using and have a license for the following products - PB, PD or ASA.

For more information on free membership please visit www.stun.org.uk

TO REGISTER FOR TECHSELECT 2009

UKSUG MEMBERS/NON MEMBERS

www.uksug.com/events_reg.htm
Email: sandra@uksug.com
Tel: +44 (0)7792 649195

STUN MEMBERS/NON MEMBERS

www.stun.org.uk
Email: admin@stun.org.uk
Tel: +44 (0)20 8421 3533

EVENT ATTENDANCE FEES

UKSUG Members: No charge
 STUN Members: No Charge
 Non Members: £165 + VAT*

*includes a year's membership of UKSUG



VENUE AND TRAVEL DETAILS

CBI Conference Centre, Centre Point

103 New Oxford Street
 London WC1A 1DU
 Tel: +44 (0) 20 7395 8096

The CBI Conference Centre is an impressive venue set in the heart of London's West End.

Ideally situated just off Oxford Street, it is next door to Tottenham Court Road (take exit 4), and within walking distance of Oxford Circus and Leicester Square Underground stations.

By Car:

There are 4 public car parks within easy walking distance of the venue.

By Underground:

Centre Point Tower is directly above Tottenham Court Road Underground station. From inside the station take exit 4 marked Centre Point. At the top of the stairs take the first exit on the left; then at the top of the next staircase, turn left onto the forecourt of Centre Point.

Nearest Mainline Stations:

Euston & Charing Cross