

BRUNEL: Welcome to another edition of Getting the Most out of IBM U2. This is Kenny Brunel, and I'm your host for today's episode. And today we're going to examine what IBM U2 has to offer in terms of education and training.

I have several guests with me today, and first of all I'd like to introduce Joan Dunn. Joan has been involved in education, and specifically with U2 for over 14 years and I know she's been teaching in general far longer than that. Joan also pioneered one of our new offerings which is Instructor Led Online Training.

And my next guest is Mike Ryan. Mike, another long-time U2 family member and also very experienced in education. He's been doing it for over 13 years. And Mike is our U2 certification specialist.

And finally Janet Oswald, she is our manager of Data Server Portfolio Marketing and she's been part of IBM U2 for over 12 years.

So first of all, I'd like to just get a broad overview of what U2 Education has to offer. And I'm going to turn my attention first of all to you Joan, but one of our main offerings is of course the traditional education. So can you give us some details on that, please?

DUNN: Certainly. What we do with our traditional education is of course schedule a course, have people come to that location wherever that might be. And you have an instructor stand up and teach you that way. Usually our courses involved hands on participation also from labs and exercises.

But again traditional being the fact that the instructor is in front of you and you have come to one location with several other students.

We have these scheduled in many different locations throughout the country. We tend to offer many in Denver just because it is a very central location for people.

And we try to offer courses across our wide range of subjects. Our primary courses of course of the UniData and Universe Administration Fundamental courses, our programming courses. We actually do have some administration and fundamental courses being offered in May and June timeframes. So, very soon.

BRUNEL: Okay and you mentioned Denver. Is Denver the only venue where we offer these classrooms?

DUNN: It's not our only venue. We also have scheduled classes in Westborough, Massachusetts, and New

York, and San Jose. In fact, if you contact us and say that you'd like us to try and schedule something in your location, we will certainly try go ahead and try and get that scheduled and see if we have enough students to participate.

BRUNEL: Okay, great, and how about our international users? Is there something available outside of the states?

DUNN: There are other offerings outside the United States. They are usually delivered by other partners in the different parts of the world.

BRUNEL: Thank you Joan. And now I'd like to talk about another offering we have, which is customized onsite training. And I'm going to turn my attention to you Mike, what can you tell us?

RYAN: Kenny, our courses are very comprehensive. Often times our customers would like to have a portion of one course mixed in with a portion of another course. We're happy to do that.

We call that our customized training, and that's when we come to your location and we actually pull from various courses, chapters or modules that you would like to be taught and then we don't waste time on parts you don't

necessarily need.

We like to see a minimum of four students on those occasions, but it is both a cost advantage for you and is also a way by which your employees can stay on site and be available for problems if they have those going on at your office.

BRUNEL: All right, thanks, Mike. And now I'd like to talk about our, what I think is our newest offering, if I'm not mistaken, which is instructor led online. And of course, Joan, I know that's your specialty so why don't you give us some details on that please?

DUNN: And you are correct, Kenny, that the ILL or Instructor Led online is something new in the U2 world. IBM's had this for a couple of years and we've finally gotten our courses adjusted to work in this format.

What happens with the Instructor Led Online is that you as a student you will go to a Web site and at the Web site you will see the class being presented to you and you will hear the instructor who is live at that point in time.

You will also be able to interact with other students who might be located anywhere in the country. And then you'll be able to also sign into another Web site and actually do

your hands on exercises or labs through that Web site and the instructor can watch you and help you as you're going through that process.

So it's as if you were in the classroom but you haven't had to travel and you're in the comfort of your own office or home. So it saves you the cost of travel, as well as the hardship of travel.

BRUNEL: So we do have offerings for this available currently. Is that correct?

DUNN: That's true. We have three different courses now that are available as an ILL. We have our two fundamental courses, Universe and UniData. And we also have our basic extensions for advanced programmers.

The newer one, the Basic Extensions for Advanced Programmers, is something that concentrates on our new interfaces the XML, the SSL and this is going to be offered in the next couple of months again as an ILL so that you can take that course that way.

And our philosophy now is to continue on and all the courses that we develop will go with an ILL factor. So they can either be offered as a traditional class or as an ILL. So the things that we're working on like our .NET development

course or our SBXA courses will all be offered both traditionally and as the ILL. Our goal of course is to keep on doing this as quickly as new courses come out.

BRUNEL: Okay. Well now I'd like to turn my attention over to Janet Oswald. And she is going to tell us about something that I know she's very passionate about. It's actually an annual event now that Janet put together, and it was an enormous success in 2007. So Janet, give us an overview of U2 University.

OSWALD: Thanks Kenny. U2 University -- or, U2U for short -- is our premiere technical conference where you can learn very indepth information on the entire U2 product line. We're very excited. It was a big success last year, and we feel that it really reinvigorated the U2 market space.

It's a two and a half day event, and there are three technical tracks associated with it. it will be launched with a keynote by [Susie Siegesmund].

Some of the type of sessions we'll be offering are sessions on XML, database tuning, Services-Oriented Architecture, SBXA which is our newest revolutionary release of System Builder. And of course, we'll have many more topics.

This year some changes, we'll have some chargeable preconference tutorials focused on very in depth topics such as System Builder XA and also on the data server products. We'll also add vendor tables this year where you can go around and meet with some of our third party vendors and learn about their technology as well.

Again, we're really excited to be offering this wonderful event again this year and hope that you'll all plan on attending.

BRUNEL: Okay, and something that I think we do offer at U2 University is certification. So I'd like to ask Mike to give us an overview of certifications.

RYAN: All right. Presently we have seven exams available. One is for a developer or programmers and that is spans both UniData and Universe, that exam does.

We also have three UniData admin certification exams based on release levels. So it would behoove a user to go to the latest release, of course, to take that one exam. And the same is true also for Universe.

We have three available certifications; the last one just being completed a month ago will be available and published probably within four to five weeks from right now. And the

cost of these exams is \$150, and there are over 5,000 offices around the world where you can take these exams. So it's quite easy.

OSWALD: Did I mention that certification is free at the U2 University events? So that'll save you \$150 per test. They've been real popular with our U2 University attendees.

BRUNEL: Thanks Janet. Now I'd like to look a little more in depth on how to get the most out of U2 education. It seems to me that the benefits of education are pretty self evident. But Mike maybe you could expand on that just a bit for us here.

RYAN: Yes, I'd be happy to do that. At a recent conference a person was sharing with me her greater understanding of U2 following an administration course. And much to her employees' happiness, she became more productive.

So I decided to put some math to her in increased productivity and determined that the ROI of U2 education course taking into consideration the following.

Flying to Denver, cost of the course, student's salary while at the course and loss of production while in class now at a low increased production of only 20 percent. For example,

being able to process 12 contracts instead of 10 prior to the class. The ROI is about 17 weeks. So the company reaps better profit from the education of the individual and the rest of the calendar year of course is pure profit.

Now we have seen the beginning programmer come to class and oh my gosh, they leave with far greater than 20 percent, perhaps hundreds of percents more productive.

So it really behooves companies to get their employees educated not to mention a happy, productive, challenged employee is a loyal employee.

BRUNEL: What kind of feedback do you get from your customers?

RYAN: Well, you know, we are very cognizant of our evaluation system at IBM. We want to make sure that our courses are challenging and very good.

On one occasion I received a letter and this letter reads, thanks again for teaching the class on IBM U2 Extensions for advanced programmers. The course covered many important subjects, and I am already working with the XML and encryption techniques you taught. I am recommending the course for all of the programmers in my organization. We love to hear those kind of things.

DUNN: I actually got some nice comments, too, where they've come back and told us that the instructor was extremely knowledgeable and helpful, they helped create a classroom environment that made people want to participate.

They also have said that the course covered everything expected and more, and answered all the questions that they came with. So again, we really prove our worth as far as giving them the information they need to go back and be more productive and actually give it a great return on investment.

BRUNEL: And now I'd like to open it up actually to any one of you to cover any more items you might have on getting the most out of education.

DUNN: Well, I think that getting the most out of education would require that you actually find the best course for yourself. And to again, study the Web site, understand the different types that we have, look at the different traditional classes you might go to, look at what Instructor Led Online can do for you, or maybe even investigate the fact that you could have a customized course come and train several employees at one time in exactly what you need so that you don't waste any of your time at all.

I'd like to point out, too, that it's important to know when you have an instructor come and teach you or come to a traditional class or even go to the ILL, that interaction with somebody increases your attention level and that you will be able to learn better from that situation than you could from any of the standard Web-based classes in which there is no active participation.

OSWALD: I really want to encourage all of you to attend U2 University. You'll learn all the ins and outs and technical details of all of our U2 products.

This year we have the event in four locations. Our first will be in Sydney in August. Our second location will be in the US. We're doing two in the US, one in San Diego, California, in September and the second one will be in Atlanta, Georgia, in October.

And lastly we will be hosting an event in the UK with the dates TBD. We are in the process of a broad range of sessions and planning for that and the sessions are almost finalized and will be up on the Web site shortly.

Another thing I want to point out is that for this event, you'll be out of the office less than a week. And so it will be a very productive time for you and your colleagues, bring many colleagues to cover the variety of sessions we'll

have to offer. And also make sure to take advantage of our free certification testing.

We really think that the event will really be a positive event for you and you will learn lots of things about U2. so please come.

DUNN: I thank we want to pick up on that fact that Janet mentioned about the certification testing. It's so important for you all to be certified.

When you are certified you will actually get to have a logo that you can put on your signature, on your e-mails, on your business card that says that you are IBM certified and U2 certified.

It's going to be something that will help not only the end users but our partners because for our partners it's a requirement that they need to meet with us and so it's going to be so easy to do if you attend [U] and take your certification test there for free.

BRUNEL: A question that I have for each of you -- and actually I want to direct this towards Mike -- is that I know many of our customers use a number of our products. So if they're wanting education and I know you said you can do customized training but I'm thinking in terms of budget and

what we might offer that if one of our customers wanted to buy more than one education offering at a time.

RYAN: Yes, absolutely. In 2008, IBM came up with a new way of offering what we call education packs. These packs are a method by which you can save as low as five percent or as high as 10 percent on courses you would like to take.

And how you go about that is going to www.ibm.com/training.

And it introduces you to a method by which you can invest and get big discounts on any number of courses you wish to attend.

BRUNEL: Okay, and Joan, perhaps you can tell us how a customer would go about buying education.

DUNN: All right there's several ways to do that. First off by going to the Web site as Mike mentioned, you'd see that description of the program but you'd also be able to buy that education pack at that point with a credit card.

You can also buy the individual courses that way. So from the Web site again, you can sign up for the course and pay for them right there.

You also can go through your partner if you deal with your

partner. And they can set up the attendance for you that way and you can pay through the partner.

Additionally, there is an 800 number that's on the Web site that you could call if you'd like to speak to somebody specifically. There's also a place where you'd actually enter a request so that you can send a note to us if you are interested in some customized training or if you just have some questions about the different courses and which one you should take. We'll be more than glad to answer those questions for you and to help you sign up for the course that you need.

BRUNEL: Okay. Well, I would like to thank each of my guest speakers today, Janet, Mike and Joan. And I would also like to thank our listeners for tuning in. We hope that you have found today's podcast useful.

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