

BRUNEL: Welcome to another episode of Getting the Most out of IBM U2. This is Ken BRUNEL, and I will be your host for today's episode, which focuses on getting the most out of our upcoming U2 University events.

Here to explain the concept of U2 University is Susie SIEGESMUND. Susie is the Director of U2 Data Services and heads up the entire U2 business worldwide for IBM. Welcome, Susie.

SIEGESMUND: Thank you, Kenny.

In the past we participated in the Greater IBM Information Management Technical Conferences. When we were reviewing the feedback from the customers who attended those events, they told us that there were problems. They felt the cost was too high and that they had to be out of the office for too long because it was a week long event.

So we listened to their feedback and decided to offer focused, indepth technical training that is just for our U2 customer base. This allows us to provide more sessions than we were able to have at the Greater IBM Information Management Conference, and it also allowed us to decide to have five events in different regions that will allow customers to schedule them at their time and their flexibility and hopefully have less travel time to the events.

So now we're at the point where we're looking forward to getting our customers to register for these events so that we can be successful and repeat this in the future.

BRUNEL: Thanks, Susie.

Another guest with me today is Janet Oswald. Janet is the Senior Manager of U2 Marketing Strategy. She manages all marketing programs and communications for the U2 team.

Janet, can you give us an overview of U2 University?

OSWALD: Absolutely. As Susie mentioned, we needed to offer a really focused U2 educational conference, so we put together U2 U, which is short for U2 University. The goal of U2 U is to help customers maximize their U2 investment by learning even more U2 skills.

Each event will be two and a half days of extremely technical information. We have 45 sessions offered and three tracks for you to pick from and mix and match -- the first being data servers. The second track is application development. And last but not least is emerging technologies.

Again, we'll be in five different locations and our first is really quickly approaching. And we'll be in Denver, Colorado, on August 28th through the 30th.

The next event is September 11th through 13th in Sydney, Australia. We'll then go to London, England, on October 2nd through the 4th, and then back to the states featuring New York on November 13th through the 15th. And lastly, in San Francisco on November 27th through the 30th -- right after Thanksgiving.

So we'd love it if you'd go online and get some more information and register today. So go to www.ibm.com/software/data/u2, and click on the beautiful U2 University graphic.

BRUNEL: Sounds really interesting, Janet. Can you give us an idea of who should attend U2 University?

OSWALD: Well, this is a great opportunity for all U2 education. So really any customer or partner who wants to increase their technical knowledge of U2 data servers and associated tools products. That includes developers, DBAs, support and Power users.

BRUNEL: That sounds great. So perhaps now both of you could go into a little more detail on the types of sessions that will be offered.

SIEGESMUND: Sure. In the data servers track we're going to have sessions on high availability for both Unidata and

Universe. And on data encryption both of Data at Rest and Data in Flight, as you might think of it, so the Secure Socket Layer support.

And then sessions on problem determination and trouble shooting and tuning your data servers, all good information for both the support team and for developers who are having to debut their applications.

OSWALD: All right. In the application development track, there will be sessions on things like developing high-performance applications. We're releasing some new .NET tools, and I'm sure you're going to want to attend the sessions on those so you can learn all about the new features offered.

And we have a new release of System Builder Version 6.0 coming out. The new name of this product will be System Builder Extensible Architecture, and we'll talk about [XAML] as well.

SIEGESMUND: And then in the emerging technologies track we're going to have sessions on XML and on Web Services both publishing and consuming Web Services from U2. And on Web development with AJAX. As a matter of fact we're even offering a session that is titled U2: A Geek's Delight. And that will focus on a lot of the different technologies that

our developers have been working with.

We're going to have the actual engineers of these products and the specialists in our training offering the sessions, so it's a real opportunity to learn about the technology from the people who are developing it.

OSWALD: And don't forget, we're offering free certification at all of the U2 University events.

BRUNEL: So what advice can you give our listeners today on getting the most out of U2 University.

OSWALD: Well, I'd love it if they registered now. Space is limited, and you can find more information on the U2 page at ibm.com/software/data/u2. And as mentioned, we have all kinds of information that will intrigue you and get you to register today.

SIEGESMUND: And one of the things that's posted out there is the schedule and the abstracts for the different sessions. So my advice would be to plan your agenda ahead of time so that you can make sure you hit all of the pertinent sessions needed to build the U2 skills to further your application development needs.

BRUNEL: It sounds like our listeners probably want to bring along a colleague or two to get maximum coverage of

the sessions.

OSWALD: That's right, and don't forget to get certified -- it's free.

SIEGESMUND: And one of the other things we're providing is some Birds of a Feather sessions. We have a couple topics in mind, if you have something you'd like us to address please feel free to send in a suggestion to u2askus@us.ibm.com.

And then we're also going to be setting up one on one sessions to talk to either the U2 management team members or to the developers. When you register there will be a sign-up sheet that allows you to request an audience with someone. So be sure that you take advantage of that opportunity.

BRUNEL: Susie, Janet, thanks for joining me here today. Are there any other final points you'd like to make for U2 University?

OSWALD: Yes, Kenny. We hope you found this podcast valuable and enough information to get you to register today. And we'd like it if you could bring your colleagues to the event as well. We think there's plenty of information that you can find to justify your attendance. And we hope to see you at one of the U2 University events

soon.

BRUNEL: Wonderful. Well, for our listeners, transcripts of today's podcast which include all relevant links, are available on our Web site by following the U2 podcast link from the main page.

You can also e-mail us with your feedback, any comments and any suggestions you may have for future episodes. Be sure to join us for our next episode and learn all about how to get the most out of our U2 Early Adopter Programs.

[END OF SEGMENT]