



# IDUG

The Worldwide  
DB2 User Community



International DB2 Users Group

## A Letter From the IDUG President

Joe Borges, IDUG President

Dear IDUG Membership,

Let me start by wishing you all a happy and healthy 2013! What a year we have in store for you ... there has never been a better time to be an IDUG member.

As I highlighted last month, 2013 is IDUG's 25th Anniversary and IBM DB2's 30th Birthday, and this in itself is a significant milestone. This year is going to be more than just a noteworthy milestone, but also a year of reinvention for IDUG. IDUG has always been (and will continue to be) the place DB2 professionals go for the best DB2 technical training and networking. What you will experience over the next year is an IDUG with a heightened focus on delivering relevant and timely DB2 CONTENT via existing and new delivery channels ... *and more frequently!*



Confused about Big Data? What is it? Should I care? How does it impact me? If you have asked these questions, then you need to read this month's feature article by Dan Luksetich titled "[IDUG'S DB2 and Big Data Primer](#)." This article is an excellent example of the type of 'Thought Leadership' you can expect from IDUG.

[Click here to read more.](#)

## IDUG's DB2 and Big Data Primer

By Daniel Luksetich

Have you been hearing about Big Data recently in advertisements, webcasts or magazine articles? Maybe you've seen it mentioned in a blog post. I don't think I've witnessed the advent of the "new thing" surrounded by as much excitement and as much vagueness as big data. You aren't cool if you're not harnessing the power of big data! You're missing out if you don't know what it is. You'll be going out of business if you're not into Big Data. Confused? You're certainly not alone.

Search properly for information concerning big data, and you will find a lot of content, much of which doesn't make sense. With this article, I'm going to attempt to get the inexperienced started with an understanding of what big data might be, how in some ways it can be utilized and point to additional resources. Just as with all the new concepts that have emerged in the past, this one is going to continue to evolve as time goes on and will eventually be just a part of our everyday existence.

[Read the full article here.](#)

For more information on Big Data, visit [MailScanner has detected a possible fraud attempt from "r20.rs6.net" claiming to be www.IDUG.org/Blogs/BigData.](#)

January 8, 2013  
Issue 1



Join Today

Forward to a Colleague

Calendar of Events

[IDUG DB2 Tech Conference in Orlando, Florida](#)

## IDUG DB2 Tech Conferences

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Register for these can't-miss DB2 events today!

**Orlando, Florida, April 29 - May 3, 2013:** Registration is open for the IDUG DB2 Tech Conference in Orlando, Florida! Check out the full list of sessions on the comprehensive session [agenda](#). You can also deep dive into the DB2 content you need to know with [One Day Seminars](#) offered on April 29.

**Melbourne, Australia, 11-13 September 2013:** Plan to attend the 2013 IDUG DB2 Tech Conference in Melbourne, Australia, representing great value by offering hours of technical presentations plus the right to attend one full-day or two half-day Education Seminar(s) from some of the leading speakers in the DB2 community. [Find out more](#) and mark your calendar today!

**Barcelona, Spain, 13-18 October 2013:** Save the date for next year's IDUG DB2 Tech Conference in Barcelona. If you are interested in speaking, you can [submit a presentation proposal today!](#)

## Don't Miss this Upcoming Webcast on the IDUG DB2 Tech Channel!

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The IDUG DB2 Tech Channel has a series of upcoming and replay webcasts that are an ideal way to extend your knowledge on the DB2 platform. These webcasts are offered in a format that makes it fast and easy to expand your skill set.

**January 31, 2013 - DB2 and Big Data:**  
DB2 in a Big Data World - No SQL, XML and More

Presenters: **Rav Ahuja**, a DB2 on cloud expert and Big Data evangelist; **Mario Briggs**, the developer for the RDF technologies in DB2 10

Big Data is a hot topic today because it is now possible to analyze 'all' available data and derive meaningful insights. This includes a massive volume of both structured and unstructured data from standard relational databases to internet chatter, to device-derived data such as sensors and more.

This Tech Talk will hit on features in DB2 10 that make it suitable for certain types of Big Data applications. It will also cover capabilities in other product offerings in the IBM Big Data portfolio and how they integrate with and compliment DB2.

[Find out more and register today!](#)

## Additional Big Data Presentations

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**David Barnes** from IBM Corporation recently spoke at the IDUG DB2 Tech Conference in Berlin on "What Matters Next in Big Data?"

David explores the recent focus on Big Data and technologies that have emerged to help deal with the massive growth of structured and unstructured information. But what does this mean for the future of traditional database technologies? How do we prepare for it? And how might it affect our careers as data professionals?

[View the presentation here.](#)

**Jeff Jonas**, Chief Scientist, IBM Entity Analytics presented "Sensemaking on Streams and What Makes Smart Systems Smart!" at the IDUG DB2 Tech Conference in Anaheim, California.

Jeff gives an overview of the series of macro trends playing out that are going to force organizations to re-think how they make sense of data and

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Say goodbye to wasting CPU and hello to faster response times

Delay costly upgrades and improve DB2 performance and availability.

[Read the white paper](#)

bmcsoftware

The advertisement features a stack of blue disks on the right side, symbolizing data storage or database performance. The text is white and blue on a dark blue background.

compete. While organizations already recognize that information overload is driving inefficiency, missed opportunity and missed risk, it is going to get so much worse that it is safe to say "no army, of any size, is going to remedy this trend by brute force."

[View the presentation here.](#)

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