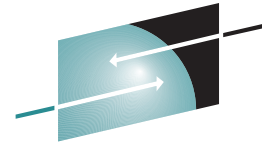


DRIVING

Enterprise IT Content, Networking and Innovation

AUGUST 3-8

David L. Lawrence Convention Center
Pittsburgh, PA



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The background consists of a dense pattern of overlapping circles in various shades of orange and yellow. The circles are semi-transparent, creating a layered effect. The text is centered horizontally and vertically on the page.

Learn from Top Industry Experts

SHARE in Pittsburgh Presents...



Beyond Silicon: Cognition and Much, Much More

Dr. Bernard S. Meyerson, IBM Fellow, Vice President, Innovation, IBM Corporation

Monday, August 4

When questioned as to what drives technical and financial success in a global enterprise, the term “Innovation” invariably appears. There are many aspects to innovation, both from the perspective of how one best equips an organization to excel, as well as to how one provides a framework for such innovation to have the desired positive impact on clients, society and the organization. The imperative to innovate stems from the reality that this capability is at the heart of an organization’s ability to survive, particularly in a technology-centric enterprise where the world moves forward at a blistering pace. Dr. Meyerson will discuss strategies employed to ensure the simultaneous availability of the right people, infrastructure and motivation to sustain innovation in a global enterprise, and give examples of the outcomes that can result.



Security Trends — Looking to Future Threats

Robert Andrews, Co-Founder, CISO – Mainstream Security

Tuesday, August 5

As this year unfolds, it is critical for organizations to point their vision forward and look to the challenges they will face to their network infrastructure security over the next 6 to 12 months. For IT/IS teams, it brings another year of constant research and evaluation of the latest trends in threats and attacks that will be making their way to our clients’ or our organizational networks. Join us as we discuss some of the latest threat trends and what the threats of the future will look like. We will also strategize on ways to be better prepared for these threats for a more secure environment.

Technical Track Highlights

HOT TOPICS

Big Data — Big Analytics — Big Needs

z/OS Hybrid Batch Processing and Big Data

What's Happening to the Mainframe? Mobile? Social? Cloud? Big Data?

Big Data Strategies with IMS

Cloud in the Enterprise

Overcoming the Challenges of Running Linux and the Cloud on System z

z/OS Connect: Opening up z/OS Assets to the Cloud and Mobile Worlds

How Does Cloud Computing Impact the Data Center?

Mobile and Social Networking in the Enterprise

Introduction to Managing Mobile Devices Using Linux for System z

Implementing a Performing Mobile Environment with WebSphere Application Server on Linux on System z

IBM's Mobile Platform – Mobile for System z

Security in the Enterprise

Good Enough Security? Deep Thoughts from a Simple Detective

Real Life Cybercrime from the Trenches: Ask the Experts

Cybercrime from the Carnegie Mellon CyLab

The Dark Side of Virtualization

Introduction to Virtualization

Experiences With IBM Wave Customer Panel

z/VM 6.3: Changes in Memory Management

AREAS OF INTEREST

Application Development

Accessing IMS Data from Your Java Environments

Modern Environment for z/OS Development

How to Take Advantage of the New COBOL V5 Compiler – Migration

CICS Systems Management

CICS Extreme Debugging

CICS Nuts, Bolts and Gotchas

CICS and WLM

IT Services Delivery

The Reality of Rehosting

Governance, Risk, and Compliance in an Interconnected World

Predictive Analytics and IT Service Management

Database Administration

At Your Service: Optimizing DB2 for z/OS for Client-Server Applications

User Experience: The ABC's of DB2 Application Performance Management

How to Save REAL Dollars with SQL Tuning

IMS

Big Data Strategies with IMS

Using the IMS Enterprise Suite for Mobile Access to IMS Hands-on Lab

IMS in the Connected World - Why You Should Pay Attention!

For all 500+ sessions, visit www.SHARE.org/PittsburghSchedule.

AREAS OF INTEREST

Linux Systems Management

Automation Scenarios for a z/VM Cluster and Linux on System z Guests

Increasing Application Density with Linux Containers

Cross-Server Sizing in the Linux (and zLinux) World

Middleware

Worlds Together: IMS and .NET

First Steps with IBM Integration Bus: Application Integration for a New World [z/OS & Distributed]

All About the New MQ V6 [z/OS & Distributed]

Network Systems

SAN and FICON Long Distance Connectivity

Buzz Fibrechannel – To 16G and Beyond

User Experience: Nordstrom IPSec Enterprise Deployment

Performance Capacity Planning

System z Performance: More Than You Think

System z Processor Consumption Analysis, or What is Consuming All the CPU?

User Experience: The ABCs of DB2 Application Performance Management

Security and Compliance

The State of Mainframe Security – or Lack Thereof

Dealing with the Uncertainty of Big Data Security

Securing Your Data at Rest with Encryption

Software Architecture

Technology Architects: Bridging the Gaps between Technology and Requirements

DevOps: Multiplatform Application Deployment

Mainframe Integration Making the Right Connections

Storage

DFSMS Security: Unveiling the Inner Truth

The Next Generation Storage Technology Today

DS8000 and System z Synergy

User Experience

Experiences with Linux and System z – Customer Panel

zAware User Experiences

DB2 for z/OS Profiles: Customer Experience

CICS V5 User Experience

z/OS Systems Programming

z/OS 2.1 User Experiences

Level 2 Insight: Common z/OS Problems You Can Avoid

Learn the Latest Problem Solving Solutions for z/OS and Storage Subsystems with OMEGAMON

z/VM Systems Programming

What's New in the z/VM 6.3 Hypervisor

z/VM 6.3: Changes in Memory Management

Advanced z/VM Systems Management with IBM Wave for z/VM

zNextGen

Introduction to MQ [z/OS & Distributed]

Introduction to Mainframe Networking

Introduction to GTF trace – Swiss Army Knife in the MVS Professional's Toolbox



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Unable to attend in person? You can still take part in SHARE in Pittsburgh with SHARE Live!, our virtual attendance option. A sampling of sessions available as part of the Pittsburgh SHARE Live! program is available online. If you think your colleagues might be interested in this option, let management at your company know by sharing the following link:
www.SHARE.org/PittsburghLive.



On Your Level

More Advanced z/OS Content

Don't miss the robust schedule of z/OS content throughout the full week at SHARE in Pittsburgh. Sessions include:

System z Processor Consumption Analysis, or What is Consuming All the CPU?

Performance Monitoring and Autonomic Computing

DFSMSHsm CDS Deep Dive

How to Use Hidden RMF Features to Ensure Storage Availability

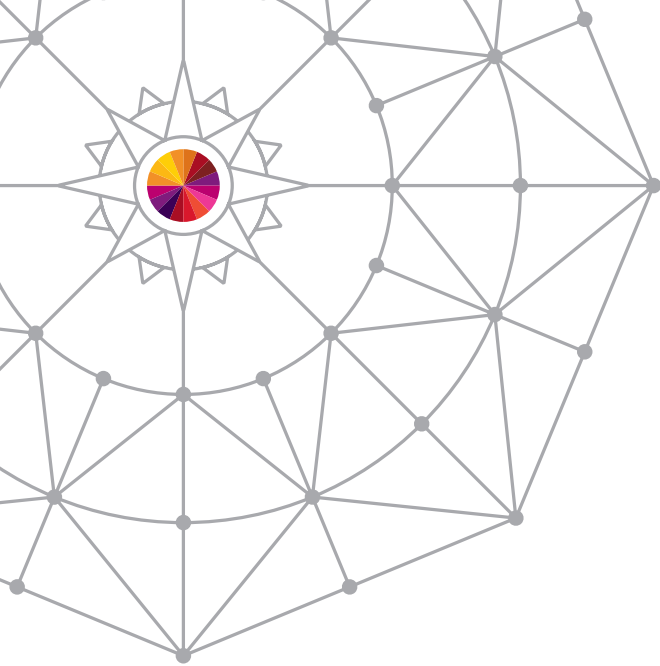
z/OS Virtual Storage Debugging: How to solve 80A, 878 and Related Abends

For all 500+ sessions, visit
www.SHARE.org/PittsburghSchedule.

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Battle to Continue to Deliver
Value in Today's World!**



#Mainframe50



“One thing that excites me about the mainframe is the speed and capacity of the systems [today]. When I first started in 1985, we used a cartridge that held 2GB of data...”

— *SHARE in Anaheim 2014 attendee*

For 50 years, IBM has helped companies make the extraordinary possible since they introduced the mainframe.

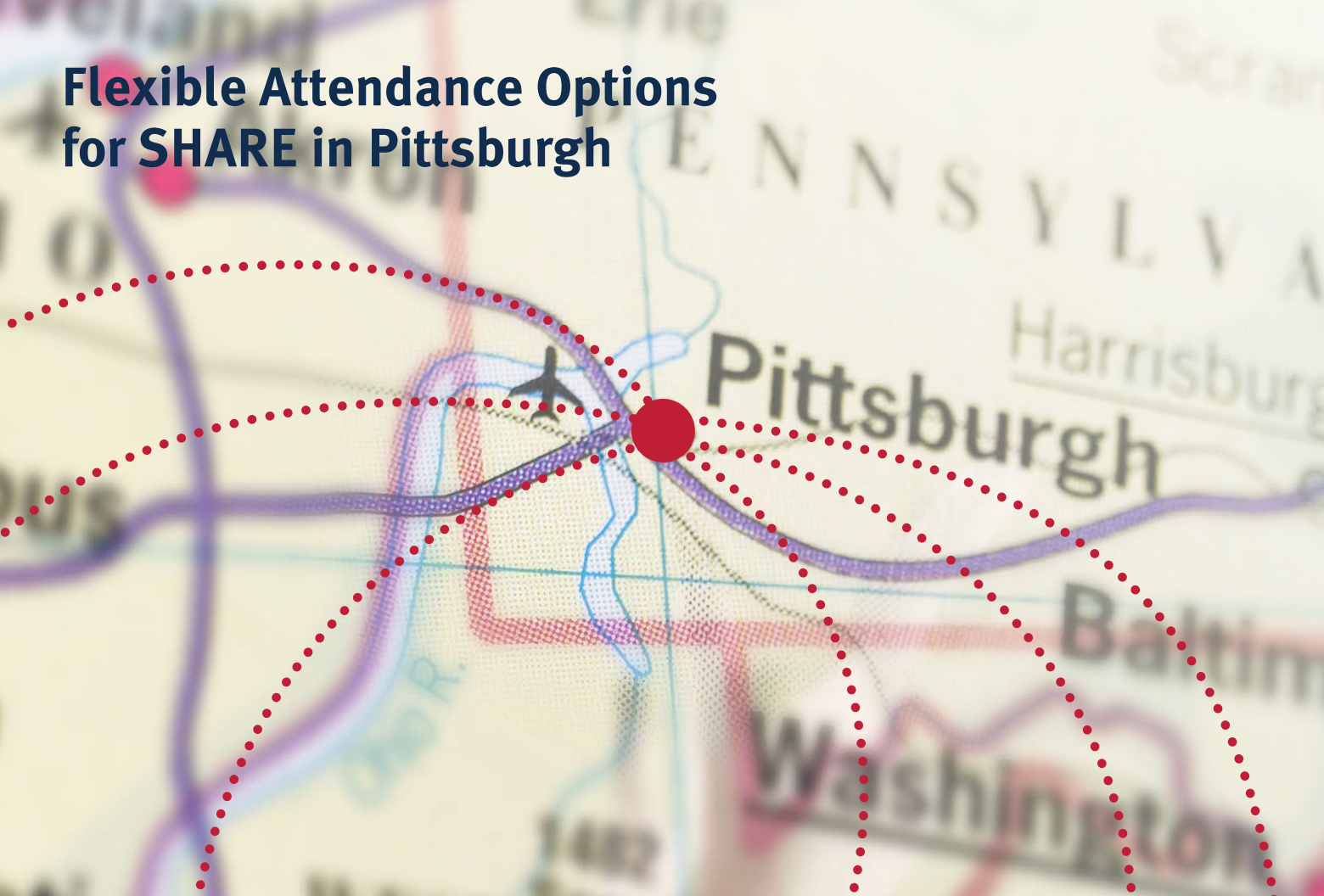


SHARE in Pittsburgh is one of the best places where you can learn about IBM's latest mainframe announcements, including new cloud offerings, mobile solutions and Hadoop for Linux on System z.

Don't miss IBM and user presentations such as:

- Hadoop and Data Integration with System z
- Cutting Through the Hype: Straight Talk About Mainframe and Cloud Computing
- IBM's Mobile Platform – Mobile for System z

Flexible Attendance Options for SHARE in Pittsburgh



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Choose the Registration Option that Suits You

SHARE offers multiple registration options to help meet your needs — whether that means full event, one-day or remote attendance through the virtual **SHARE Live!** option. Find the registration that best fits your busy schedule below. (*Don't forget to register by **June 20** to save on full-event registration with the early-bird discount!*)

Registration Type	Before June 20, 2014	After June 20, 2014
Full Event (Member)	\$1,650	\$1,850
Full Event (Non-Member)	\$2,100	\$2,300
One-Day Registration	\$550 (\$400 Friday only)	
Passport to Education* (5-pack discount)	\$7,000	
SHARE Live!	\$550	
SHARE Live! add-on to full event registration	\$400	

For a complete list of registration options and to register today, visit www.SHARE.org/PittsburghRegistration

**If you have colleagues that are also attending SHARE events, consider the Passport to Education option to save as a group! This bundle of five, full-conference member individual registrations is good for two years from the date of purchase and can be used for all conferences brought to you by SHARE. Please contact us at SHAREhq@SHARE.org for more information.*

Rest Your Head at One of Two SHARE Event Hotels



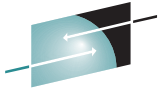
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