

# TechSelect\* 2010

## Sybase User Technology Forum

Wednesday 10 November, CBI Conference Center, London

### Five Reasons to Attend TechSelect\* 2010

- Technical training & education at a fraction of the usual cost
- Find out what Sybase's plans are as a company
- First look at new product features and roadmaps
- Tabletop exhibits from key Sybase partners
- Extensive networking opportunities

UNITED KINGDOM



Sybase User Group

Major Event Sponsor:



### EVENT Attendance fees

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

\*includes a year's membership of UKSUG and ISUG.

For more information about UKSUG and the benefits of membership visit [www.uksug.com](http://www.uksug.com)

### To Register

Complete the online booking form at:

[www.uksug.com/events\\_reg.htm](http://www.uksug.com/events_reg.htm)

email: [sandra@uksug.com](mailto:sandra@uksug.com)

telephone: 07792 649195

### 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 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.

Photographs may be taken during UKSUG events. By attending the event you are consenting to the subsequent use of photographs of you in any printed or online media for editorial or promotion purposes by the UKSUG, their affiliates and sponsors.

### Keynote Address

This year's Keynote Address will be given by Irfan Khan, VP and Chief Technology Officer, Sybase. Irfan will share Sybase's views on the next generation of distributed data and device center technologies that permit the storage, access and distribution of information. He will also discuss the SAP acquisition and how this will bring new and exciting solutions to the unwired marketplace.

### What is TechSelect\*?

TechSelect\* is the quintessential technical conference for new and experienced Sybase professionals alike. It is the main UK Sybase User Group meeting of the year.

### Why should I attend?

Investing one day of your time in this event will bring you up to date on all that is happening in and around Sybase. You will learn how the recent acquisition by SAP will affect Sybase and its future. You will speak to top Sybase engineers, meet Sybase partners in the exhibition booths, network with fellow Sybase professionals and get

in-depth technical training on a wide range of Sybase's products learning first-hand from technical experts, including some of the principal software engineers responsible for them.

### What Products are covered?

This is a multi-stream event with specialist tracks for Data Management (ASE and Rep Server), Analytics (IQ), Development Tools (PowerBuilder) and Mobile/SUP.

See agenda overleaf for full details.

### What will I come away with?

- Information to assist you with your IT planning
- Solutions to your business needs from exposure to new technologies and techniques
- Answers to any technical problems direct from top Sybase engineers
- New technical knowledge from shared experiences with other Sybase Users and Developers
- Knowledge about the latest product features
- New contacts in Sybase's expert and executive teams

## TO REGISTER FOR TECHSELECT\* 2010

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**SYBASE**  
An SAP Company

Time	Data Management Methvan Room	Business Intelligence & Analytics - IQ Room 1	Mobility SUP Room 2	Development Tools PowerBuilder Room 4
08:30	REGISTRATION AND COFFEE			
09:00	Welcome Mark Diamond, Chair, UKSUG			
09:10	<b>Keynote Address: Sybase - Distributed data and the Unwired Enterprise</b> <i>Irfan Khan, VP and Chief Technology Officer, Sybase an SAP Company</i> Flexibility, scalability and the new classes of transactional, analytics and message-based applications are of ever-growing importance to business users and consumers. As part of the evolution of the Unwired Enterprise vision, Sybase continues to make strategic investments in a wide spectrum of foundational technologies to address these needs. Irfan Khan Sybase CTO, will share Sybase's views on the next generation of distributed data and device center technologies that permit the storage, access and distribution of information. Irfan will also discuss the SAP acquisition and how this will bring new and exciting solutions to the unwired marketplace.			
10:00	<b>What's New in Replication Server 15.5 and Future Directions</b> <i>Rob Verschoor, Senior Technology Evangelist</i> The two most recent releases of Replication Server, 15.2 and 15.5, have added several unbelievably significant performance enhancements. This session will dive into the technical details of these releases and the key product direction and release roadmaps.	<b>PowerBuilder 12 Overview</b> <i>Dave Fish, Technical Evangelist, Sybase US</i> This session introduces you to all the features introduced in PowerBuilder 12 and the recently released 12.1 update.		
11:00	COFFEE AND PARTNER EXPO			
11:20	<b>Future Directions and Release Roadmaps for Adaptive Server Enterprise</b> <i>Rob Verschoor, Senior Technology Evangelist</i> Curious to know what new innovations ASE R&D will bring to you in the near future? Come and learn about new capabilities being introduced in ASE. We will share highlights around key product directions and release roadmaps.	<b>PowerBuilder .NET IDE Features</b> <i>Dave Fish, Technical Evangelist, Sybase US</i> This session will highlight many of the IDE's new features and provide tips on using these new features.		
11:50	<b>Sybase IQ Future Directions</b> <i>Richard Soundy, IQ Technical Evangelist</i> This session will review the major initiatives underway to sustain Sybase IQ's technical leadership in the analytics and data warehousing market. Attendees will get an early look at key future focus areas with Sybase IQ covering features, use cases and platform competitiveness.	<b>Unwiring your enterprise the Sybase way</b> <i>Mike Oliver, EMEA Mobility Marketing Manager</i> Get an overview of trends and changes in the mobile enterprise space, and how Sybase and our partners are delivering technology to overcome the challenges and make the most of the opportunities.	<b>Digging into the .NET Framework to enhance your PowerBuilder WPF applications</b> <i>Dave Fish, Technical Evangelist, Sybase US</i> This session will show you what you need to know about the .NET Framework so you can take your PowerBuilder applications to the next level.	
12:20	<b>Customer Services &amp; Support - ASE 15 Migration experiences discussion with Q&amp;A</b> <i>Steven Allen UK Support Centre Manager &amp; Bart Van Kuijk Principal Technical Support Engineer</i> Sybase Technical Support is committed to helping customers have a successful migration. The purpose of this session is to share some of our experiences and provide an opportunity for attendees to ask questions and put forward their experiences/concerns with migrating to ASE 15 whether that is pre or post migration. During this question and answer session Bart will also give tips on how to proactively monitor post migration, he will highlight some useful known issues and clarify the ASE 15 electronic bug fix and release schedule.	<b>iPhone in the enterprise</b> <i>Ian Thain, Senior Technical Evangelist</i> The iPhone has amazing features, but most of them are aimed towards personal use. Learn how to overcome these challenges and integrate the iPhone into the corporate environment	<b>Is there anybody out there? Communication via WCF and PowerBuilder</b> <i>Dave Fish, Technical Evangelist, Sybase US</i> Windows Communication Foundation (WCF) is the standard for communication in .NET. Gain real world, hands on experience using the WCF Client Proxy wizard to invoke web services from your PowerBuilder WPF applications.	
13:00	LUNCH AND PARTNER EXPO			
14:15	UKSUG AGM Business			
14:30	<b>The Art of Tuning an ASE In-Memory Database</b> <i>Rob Verschoor, Senior Technology Evangelist</i> While Sybase recently released its new version of ASE with support for "In-Memory Databases", some customers had already learned that memory residency through named caches has an effect on task management within the ASE scheduler. When disk i/o is totally eliminated, DBAs must rethink some of their approaches to tuning ASE for both OLTP and mixed workloads. In addition, SMP contention issues could surface with IMDBs that didn't occur previously. This session discusses the side effects of memory residency and how to keep your servers "humming" for all their users.	<b>P&amp;T and monitoring: debugging performance issue in Sybase IQ &amp; Operating Systems?</b> <i>Richard Soundy, IQ Technical Evangelist</i> This course will explain how Sybase IQ. This session offers a step-by-step overview of the process for chasing down IQ performance and stability issues using IQ and underlying operating systems tools and capabilities.	<b>Mobilize SAP</b> <i>Dennis Richards, Principle Systems Consultant</i> Discussion of co-innovation partnership, products (Mobile Sales and Mobile Workflow), architecture (creating bespoke SAP apps using SUP), and market opportunities	<b>Taking a Win32 application to .NET</b> <i>Dave Fish, Technical Evangelist, Sybase US</i> We are going to roll up our sleeves and take a Win32 application and migrate it to WPF using PowerBuilder .NET. Come examine the substantial work that PowerBuilder .NET performs for you in converting some Win32 features to their WPF equivalents. We'll also discuss what modifications and decisions you may need to make when an aspect of your application has no immediate WPF counterpart. Finally we'll see how easy it is to modernize the look and feel of your application once it is migrated to WPF.
15:30	TEA AND PARTNER EXPO			
16:00	<b>Real-time Loading of ASE into Sybase IQ</b> <i>Javier Cuerva, Evangelism Director, Sybase</i> Historically, data warehouses have been loaded in batch periodically through tools like ETL. With today's businesses clamouring to increase agility, most organizations are seeking ways to move transactional data into their data warehouses and analytic databases in real-time. This session explores the technical details of how to use Replication Server to load data directly into Sybase IQ as a standard replication target. This session will be useful for Rep Server, ASE & IQ professionals.	<b>Developing Applications on Your Real Time Analytics Platform: Writing Custom Functions and Using the New Time Series Analytics in RAP</b> <i>Richard Soundy, IQ Technical Evangelist</i> This session describes the UDF infrastructure and how to write applications using it. It also describes the Roguewave/VNI functions in RAP Store, and how to use them for doing real time analytics.	<b>The "ever" changing device management world</b> <i>Dennis Richards, Principal Systems Consultant</i> With so many mobile operating systems and devices choices available, you need a solution that can manage—and secure—all your critical enterprise data, mobile applications and devices. Discover how Sybase can help you to do the job.	<b>PowerBuilder Roadmap</b> <i>Dave Fish, Technical Evangelist, Sybase US</i> In this session you will find out about the features planned for upcoming releases of PowerBuilder. Get a sneak preview of the enhanced 12.5 IDE which includes support for the .NET 4.0 Framework and learn how you can create custom visual user object assemblies for use in .NET applications written in other languages. We'll also discuss our plans for enhanced web application support in a future version of PowerBuilder and demonstrate some technology from our research and development lab.
17:00	<b>Ask The Experts Panel</b> Your chance to ask questions and express your larger, more strategic business and technical needs directly to the Sybase team responsible for ASE, Rep Server, IQ and PowerBuilder.			
17:30	Meet The Engineers Networking Drinks Reception			
18:30	CONFERENCE CLOSE			