



TEST DRIVE INVITATION

Turning Data into Knowledge at the Speed of Thought

Netflix® states that 75% of their viewed videos are chosen based on their recommendation engine to their members. They tell us what we think we will like – and it works.

Do you want to this level of foresight into your business?

Challenges abound in today's business environment. From unpredictable consumer spending and increased competition to rising costs and employee attrition, organizations of all types face considerable challenges to achieving growth across traditional and new channels while trying to deliver great customer experiences. Most

organizations already have most of the data they need to respond to changes but it's locked up "in the warehouse" where it takes minutes to hours to get answers back to any question.



Would you like your organization to be able to access data as fast as they can think of the question...then the next question...and the next? Would you like to ask questions any time of day or night without having to wait for rebuilds to occur? Is it important that this speed and functionality be at a price point that won't break your budget?

Join us for a free, one-day hands-on-lab experience to test-drive IBM's Warehouse Accelerator that utilizes in-memory, columnar technologies. Warehouse Accelerator technology has a proven track record of providing hundreds to thousands percent improvement in query performance. It produces answers in seconds or less without the penalties associated with current BI technologies. There is no pre-requisite knowledge needed to be part of this one-day experience.

The labs take place in the local IBM office and upon registering; you will receive the logistics for the test drive.

<u>City</u>	<u>Date</u>	<u>Registration URL</u>
New York City	June 21, 2012	http://bit.ly/NYC-Accelerator
Atlanta	June 25, 2012	http://bit.ly/ATL-Accelerator
Minneapolis	June 28, 2012	http://bit.ly/MSP-Accelerator
Toronto	July 9, 2012	http://bit.ly/TOR-Accelerator
Phoenix	July 16, 2012	http://bit.ly/PHX-Accelerator
Washington DC	July 19, 2012	http://bit.ly/DC-Accelerator
Denver	July 24, 2012	http://bit.ly/DEN-Accelerator
Dallas	July 31, 2012	http://bit.ly/DFW-Accelerator
Chicago	August 8, 2012	http://bit.ly/CHI-Accelerator

Memory speed is measured in nanoseconds. Come and find out how that translates into offering performance and concurrency like never before.