

IBM TechXchange 2025

Know Before You Go

Explore how to make the most out
of your experience before you GO/!



Orlando, FL
October 6-9

Explore.
Build.
Launch.

GO/

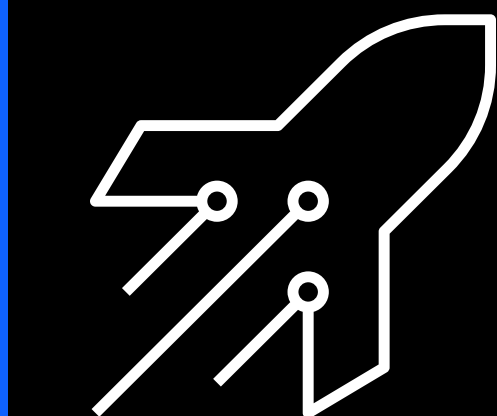
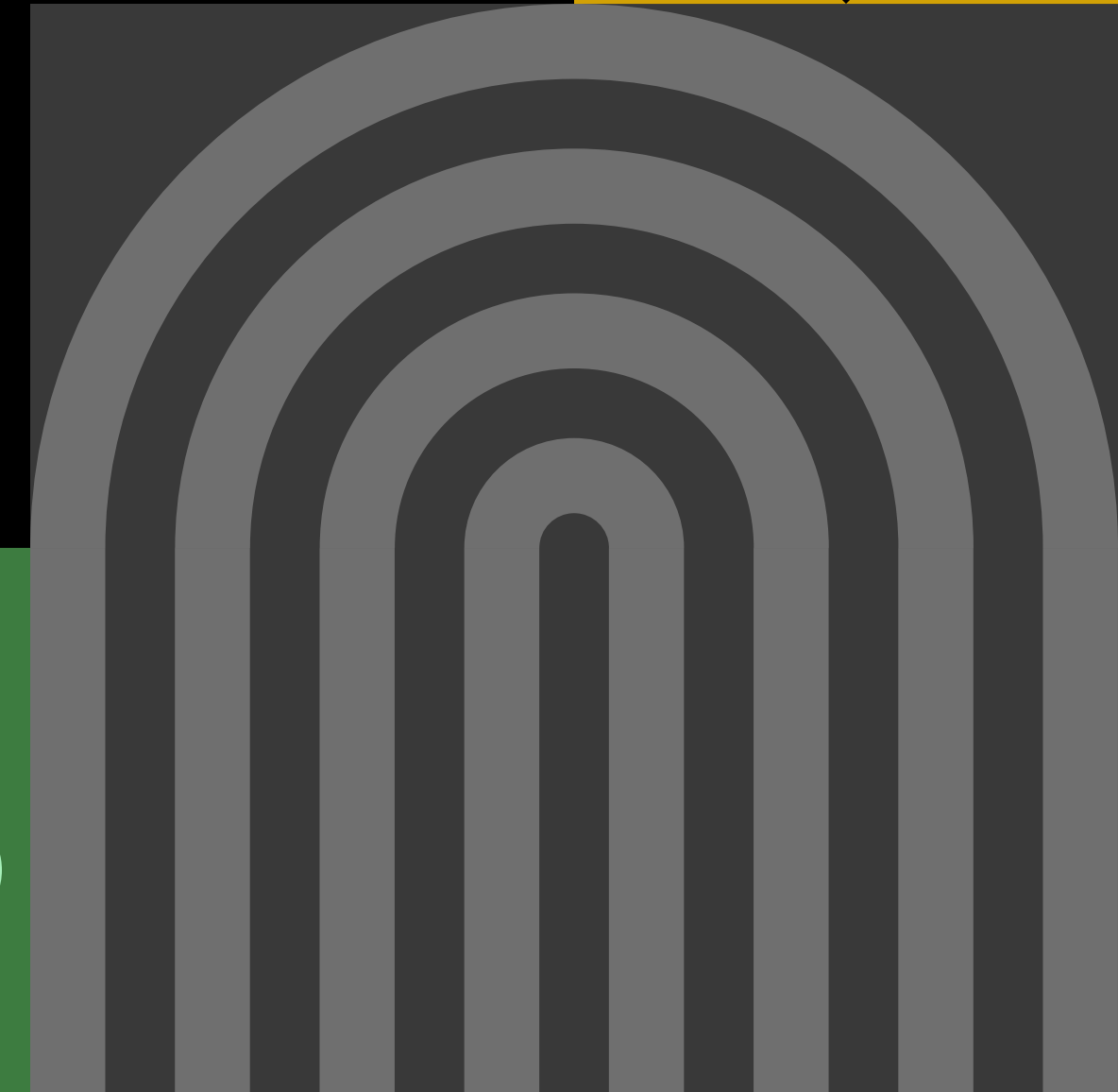
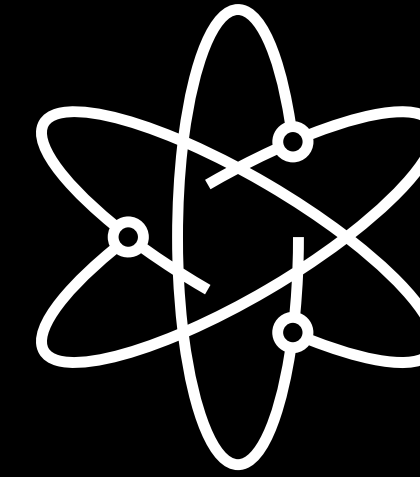
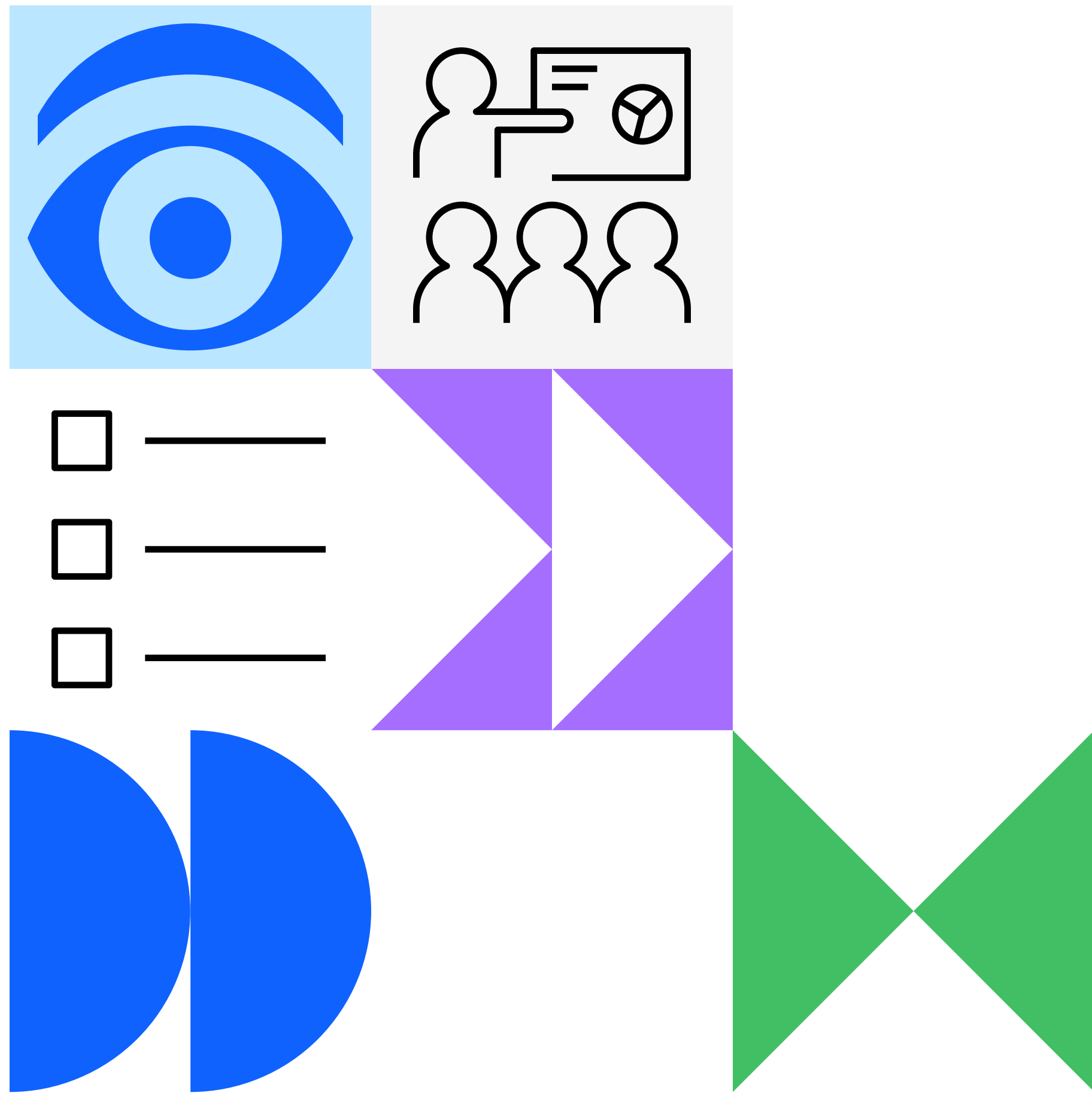


Table of Contents

IIUG Session Highlights + App	3-4
Orlando Convention Center	5
On-Site Registration	6
Dedicated Session Room	7
IIUG Informix Certification	8
Week at a Glance	9-12
Map of Sandbox + UG Pavilion	13-14
Social Tool Kit	15
On-Site Contact Details	16
Speaker Prep	17-18



IIUG Agenda

- 13 Technology Breakout Sessions
- Informix Certification
- **Dedicated Session Room:** Lake Florence at The Hilton

IIUG led sessions

[1325] Managing and Optimizing IBM Informix Server using the Sysmaster Database

Lester Knutsen, Retired DBA, Advanced DataTools Corporation

[2008] Text to SQL Agent powered by Informix and Watsonx

Xavier Escote, Software Developer, DEISTER
Vicente Salvador Cubedo, Software Architect, DEISTER, S.A.

[1914] Database Operations (DbOps)

Davorin Kremenjas, DevOps/DbOps/SRE/DBA,
Sveucilisni Racunski Centar

[2000] Externalize smartblob documents using new release of IBM Informix 15

Vicente Salvador Cubedo, Software Architect, DEISTER, S.A.

[2196] Proactive Informix Administration

Mike Walker, President & Consultant, xDB Systems, Inc

[2251] Turn Your Informix Data in Data Products

Scott Norris, Advanced Field Engineer, Actian,
a division of HCLSoftw

[2142] Next-Gen Informix: Leveraging Cloud-Native Capabilities with Kubernetes and Containers

Kevin Mayfield, Director of Informix Engineering
at HCLSoftware, HCL

[2123] Upgrading versions and/or migrating platforms for your Informix Database

Joseph Veleparambil, HCL

[2145] All About Onconfig Parameters for Informix and PFSC (Partition Free Space Cache) Boost

John Lengyel, Informix Architect, HCL

[2078] IDS 15.0 - Unlimited and Future Proof

John Lengyel, Informix Architect, HCL

[2085] Informix 4GL Futures

John Lengyel, Informix Architect, HCL

[2373] Informix Encryption Everywhere Everyway

Thomas Beebe, Vice President, xDB Systems, Inc

[2270] Informix: Detecting and Avoiding Performance Issues Related to Storage and Multinode Systems

Vladimir Kolobrodov, Software Engineer, HCL America

And more...

Register now



Explore session catalogue



Download IBM Events App

Download the app from Google Play or App Store

Steps:

- 1) Tap on “IBM TechXchange 2025”
- 2) Sign-in with IBMid
- 3) Start Planning IBM TechXchange 2025 Experience!

Improved session scheduling:

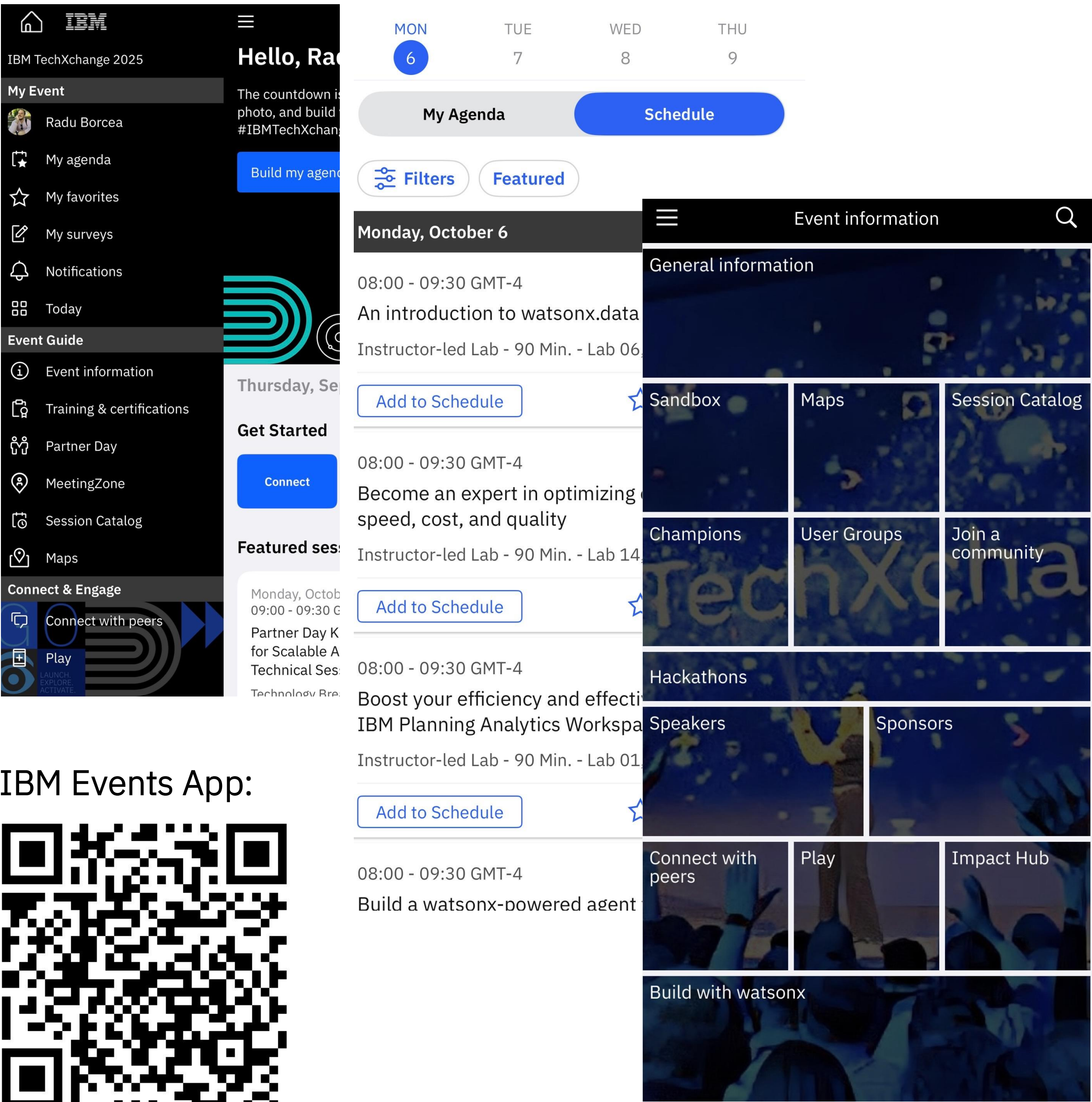
The new “drop and swap” feature makes it easier to manage conflicts.

Personalized navigation:

A streamlined menu provides easier navigation and content discovery.

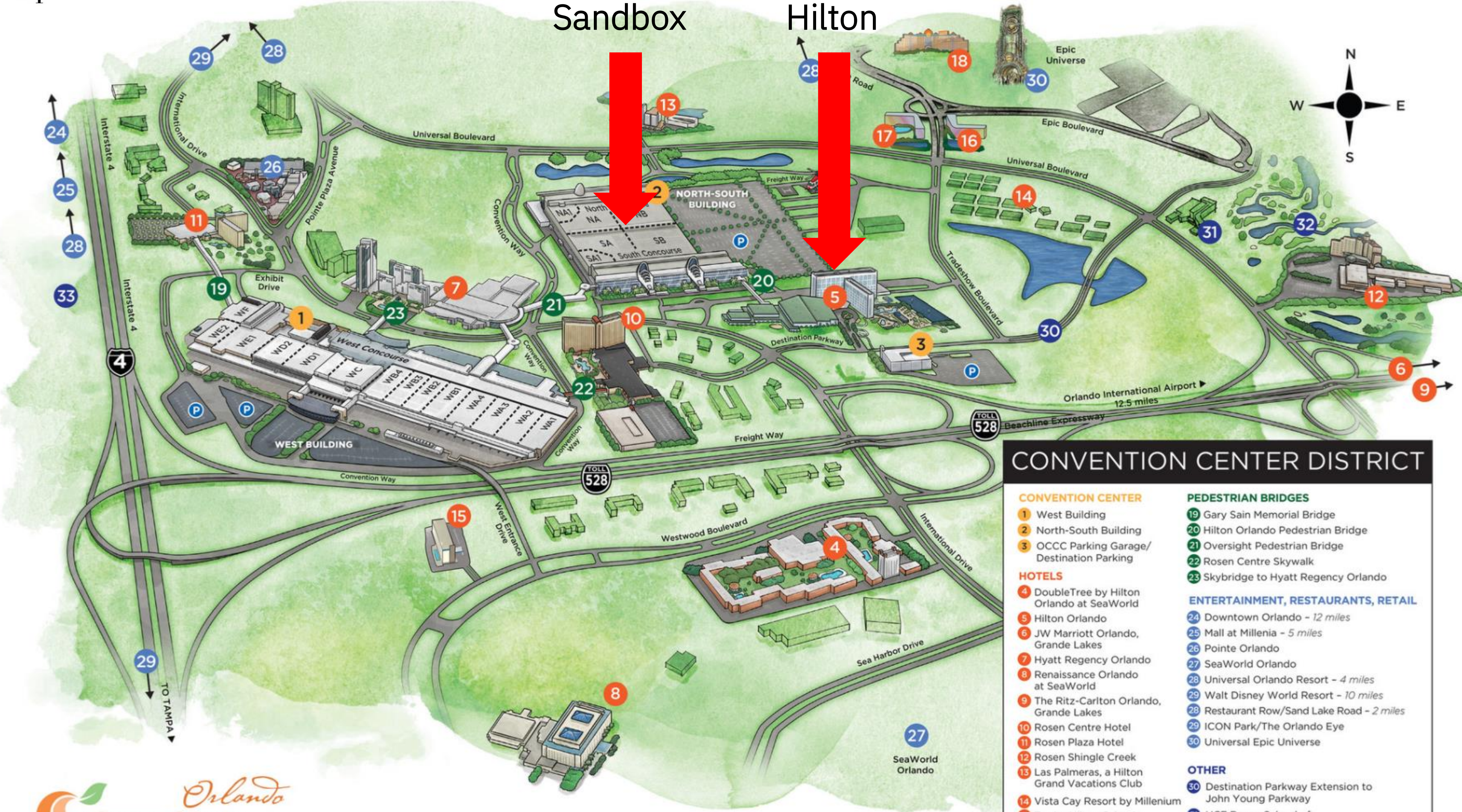
Enhanced networking:

A new networking feature (Connect with Peers) enables users to message each other, favorite each other, and even set-up informal meetings throughout the conference space.



IBM Events App:





CONVENTION CENTER DISTRICT

- CONVENTION CENTER**

 - 1 West Building
 - 2 North-South Building
 - 3 OCCC Parking Garage/ Destination Parking

HOTELS

 - 4 DoubleTree by Hilton Orlando at SeaWorld
 - 5 Hilton Orlando
 - 6 JW Marriott Orlando, Grande Lakes
 - 7 Hyatt Regency Orlando
 - 8 Renaissance Orlando at SeaWorld
 - 9 The Ritz-Carlton Orlando, Grande Lakes
 - 10 Rosen Centre Hotel
 - 11 Rosen Plaza Hotel
 - 12 Rosen Shingle Creek
 - 13 Las Palmeras, a Hilton Grand Vacations Club
 - 14 Vista Cay Resort by Millenium
 - 15 Tru by Hilton Orlando Convention Center
 - 16 Universal Stella Nova Resort
 - 17 Universal Terra Luna Resort
 - 18 Universal Helios Grand Hotel
- PEDESTRIAN BRIDGES**

 - 19 Gary Sain Memorial Bridge
 - 20 Hilton Orlando Pedestrian Bridge
 - 21 Oversight Pedestrian Bridge
 - 22 Rosen Centre Skywalk
 - 23 Skybridge to Hyatt Regency Orlando

ENTERTAINMENT, RESTAURANTS, RETAIL

 - 24 Downtown Orlando - 12 miles
 - 25 Mall at Millenia - 5 miles
 - 26 Pointe Orlando
 - 27 SeaWorld Orlando
 - 28 Universal Orlando Resort - 4 miles
 - 29 Walt Disney World Resort - 10 miles
 - 28 Restaurant Row/Sand Lake Road - 2 miles
 - 29 ICON Park/The Orlando Eye
 - 30 Universal Epic Universe

OTHER

 - 30 Destination Parkway Extension to John Young Parkway
 - 31 UCF Rosen School of Hospitality Management
 - 32 Shingle Creek Golf Club
 - 33 Orlando Health Dr. P. Phillips Hospital

On-Site Registration

Check-In for IBM TechXchange 2025 (Get Conference Badge)

Registration Location: OCCC, South Concourse, Level 2, Room 230 BCDE

Address: 9899 International Drive, Orlando, FL 32819

IBM TechXchange 2025

Registration

Sunday	10:00 AM–6:00 PM
Monday	7:00 AM–8:30 PM
Tuesday	7:00 AM–6:00 PM
Wednesday	7:30 AM–5:00 PM
Thursday	7:30 AM–12:00 PM

Collect conference giveaways during these hours



Room Location Could Still Change



Location: Lake Florence Room, Lobby Level

HOTEL LAYOUT HILTON ORLANDO

LOBBY LEVEL (L)

LOWER LEVEL (LL)

KEY

- Escalator
- Stairs
- Elevators
- Restrooms

WALKWAY TO ORANGE COUNTY CONVENTION CENTER

LAKE MEETING ROOMS

MEETING PLANNER OFFICE/REGISTRATION DESK

24-HR. MARKETPLACE

GIFT SHOP

ROOMS UPS STORE

LAKE MEETING ROOMS

MAIN ENTRANCE/VALET PARKING

MAIN LOBBY

FRONT DESK

GUEST ROOM ELEVATORS

DAVID'S CLUB

LOBBY BAR

24-HR. MARKETPLACE

SELF-PARKING GARAGE

BOARDROOMS

SPENCER'S FOR STEAKS & CHOPS

LOADING DOCK

GROUP PICK-UP & DROP-OFF

MEETING PLANNER OFFICE/REGISTRATION DESK

KEY LARGO

KEY WEST

FLORIDA BALLROOM

ORANGE BALLROOM

ORLANDO BALLROOM

THE PROMENADE

LOAD-IN ACCESS

GUEST ROOM ELEVATORS

EFOREA SPA

24-HR. FITNESS CENTER

THE BISTRO



IIUG Informix Certification Opportunity

Led by IBMer: Anup Nair

Bring your own device!

- **Location:** Hilton Orlando, Florida 1, Lower Level
- **Address:** 6001 Destination Pkwy, Orlando, FL 32819
- **Time:** Thursday 8am - 11am
- **Test Period 1:** 8-9:30am
- **Test Period 2:** 9:30-11am

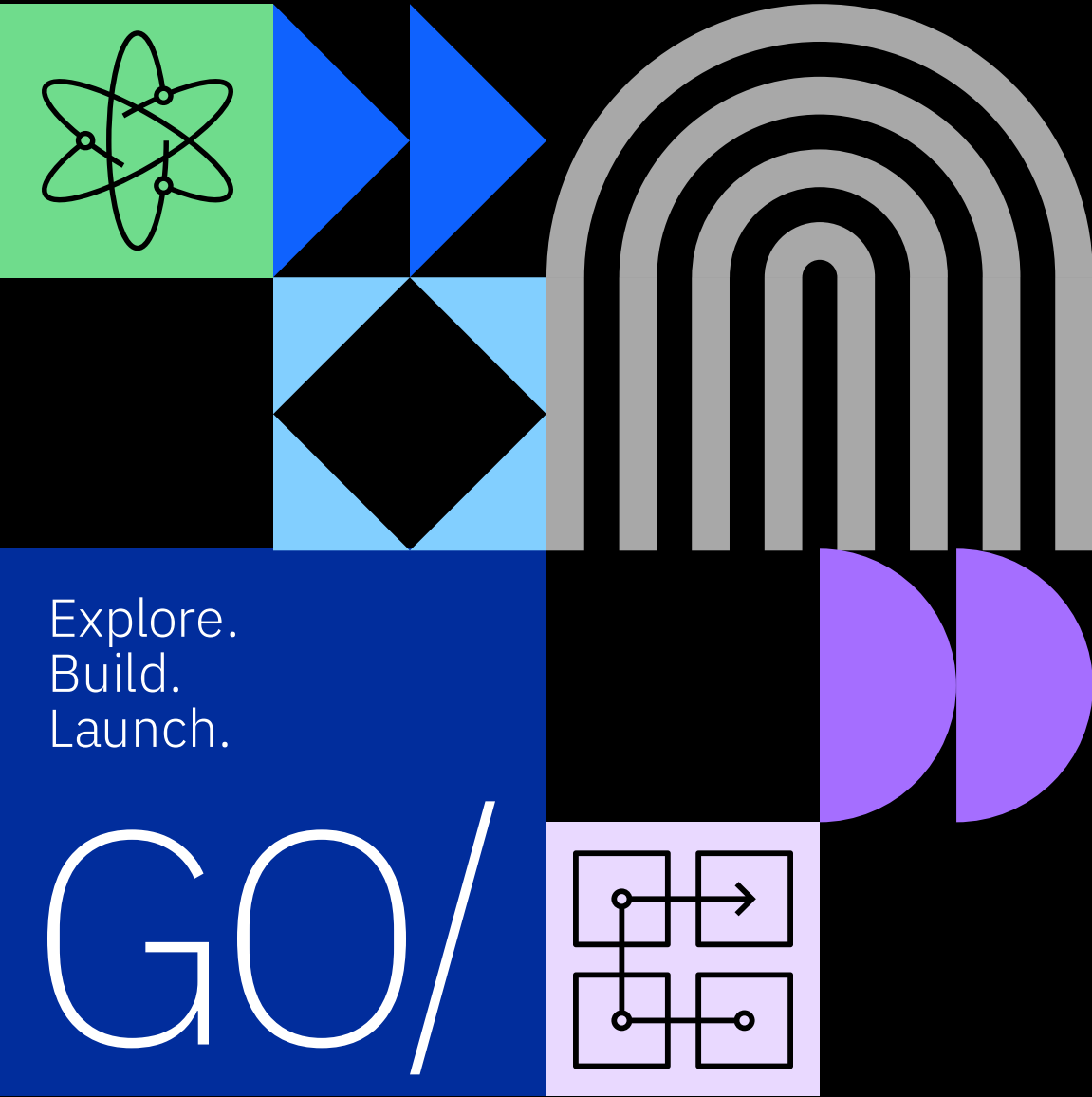


IBM TechXchange 2025

Week at a Glance

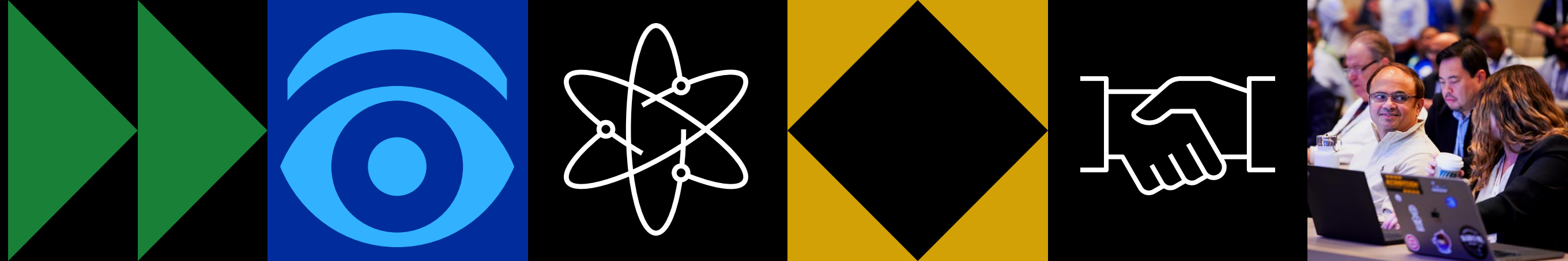
October 6–9, 2025
Orlando, FL

[Link to this file on Seismic](#)



Sat & Sun – 4 & 5 Oct		Monday – 6 October		Tuesday – 7 October		Wednesday – 8 October		Thursday – 9 October	
8:30 AM 6:00 PM	IBM Hands-on Enablement Event	8:30 AM 5:00 PM	IBM Hands-on Enablement Event	7:30 AM 8:30 AM	Peer Roundtables including continental breakfast	7:30 AM 8:30 AM	Peer Roundtables including continental breakfast	7:30 AM 8:30 AM	Peer Roundtables including continental breakfast
				7:30 AM 5:45 PM	Instructor-led Labs & Workshops	7:30 AM 5:45 PM	Instructor-led Labs & Workshops	7:30 AM 1:30 PM	Instructor-led Labs & Workshops
		8:00 AM 5:00 PM	Early access Instructor-led Labs	9:00 AM 6:00 PM	Sandbox Expo open	9:00 AM 6:00 PM	Sandbox Expo open	8:00 AM 1:30 PM	Sandbox Expo open
		8:00 AM 5:00 PM	Certification Testing open (Last seating at 3:30 PM)	9:00 AM 10:00 AM	Opening General Session @ Sandbox Expo	9:00 AM 10:00 AM	Wednesday General Session @ Sandbox Expo	8:00 AM 12:30 PM	Certification Testing open (Last seating at 11:00 AM)
		8:00 AM 12:00 PM 12:00 PM 1:00 PM	Partner Day Program including Opening Session Partner Day Networking Lunch	9:00 AM 5:30 PM	Student Dev Day including Opening General Session	10:00 AM 10:30 AM	Break & Networking	8:00 AM 12:00 PM	Technology Breakouts, Meet the Experts, Live Demos & Tech Talks
		1: 00 PM 1:30 PM	Community Day Opening Kickoff Rally	10:00 AM 10:30 AM	Break & Networking	10:30 AM 6:00 PM	Technology Breakouts, Meet the Experts, Live Demos & Tech Talks	10:00 AM 10:30 AM	Break & Networking
12:30 PM 5:30 PM	Champions Program	1:30 PM 6:00 PM	Community Day Program	10:30 AM 6:00 PM	Technology Breakouts, Meet the Experts, Live Demos & Tech Talks	10:30 AM 6:00 PM	Certification Testing open (Last seating at 4:30 PM)	11:30 AM 1:00 PM	Grab & Go Lunch Bring your lunch to the Sandbox
5:30 PM 7:00 PM	Champions Welcome Reception	7:00 PM 9:30 PM	Opening Night Block Party @ Sandbox Expo	10:30 AM 6:00 PM	Certification Testing open (Last seating at 4:30 PM)	11:30 AM 1:30 PM	Lunch & Networking	12:30 PM 1:30 PM	Closing General Session & Awards Ceremony @ Sandbox Expo
				11:30 AM 1:30 PM	Lunch & Networking	3:00 PM 3:30 PM	Break & Networking		
				3:00 PM 3:30 PM	Break & Networking	7:00 PM 11:00 PM	Annual Champions Celebration		
				7:30 PM 11:30 PM	Evening Entertainment at Universal Orlando Resorts Islands of Adventure				

Partner Day





Partnering for speed, simplicity, and impact


Chart your IBM TechXchange 2025 journey with Partner Day—an exclusive, technical experience designed to supercharge your success, spark new ideas, and accelerate AI-driven outcomes. Whether you're looking to scale innovation, expand automation, or fast-track deals, this is your launchpad.


Kick off the day with Kareem Yusuf, PhD, IBM’s Senior Vice President of Ecosystem, Strategic Partners & Initiatives, as he opens Partner Day with a practitioner-first look at how IBM’s integrated software stack—including Fusion, Storage, and z Systems—empowers partners to build and scale Agentic AI solutions. Tailored for developers, engineers, and solution architects, this session explores the tools, platforms, and real-world use cases driving partner growth in areas like FinOps, automation, and infrastructure modernization.

What to expect

- 

Actionable strategies to drive success
- 

Exclusive networking with IBM leaders & peers
- 

High-value technical AI sessions tailored for partners
- 

A dynamic environment to collaborate and innovate

Be sure to reserve your spot for Partner Day during registration or update in the conference attendee portal.

Partner Day sponsored by:



Agenda, Monday, October 6th

9:00am - 9:30am	Partnering for Scalable AI Innovation: A Technical Kickoff Presented by Kareem Yusuf, PhD, Senior Vice President, Ecosystem, Strategic Partners & Initiatives, IBM
9:30am - 10:00am	AI and your clients: From Raw Data to Autonomous Agents Delivering Client-Centric Solutions Jason Gartner, GM, Build Engineering, IBM
10:00am -10:30am	Zero to done in 30 minutes: easy integration with watsonx Orchestrate and Agentic AI Trent Gray-Donald, IBM Fellow
10:30am -10:45am	TechXchange Partner Day Stretch
10:45am -11:30am	Maximizing Success with the Power of IBM Automation Al Martin, VP, Sales Engineering Soumitra Limaye, Director, WW Ecosystem Engineering Leader
11:30am -12:00pm	AI hot topics from the day: panel discussion with AI experts from TD SYNnex and Arrow Paul Zikopoulos, VP Technical Sales, Skills Vitality & Enablement, IBM
12:00pm - 1:00pm	VIP Networking & Lunch RSVP for the exclusive partner-only lunch and networking session here .

[Register now](#)

[Add the Partner Day session to your conference Agenda](#)

Opening Night Block Party

This is more than just another networking reception, this is a *community reunion* set within a unique *technical playground*

Monday 10/6, 7:00-9:30 PM:

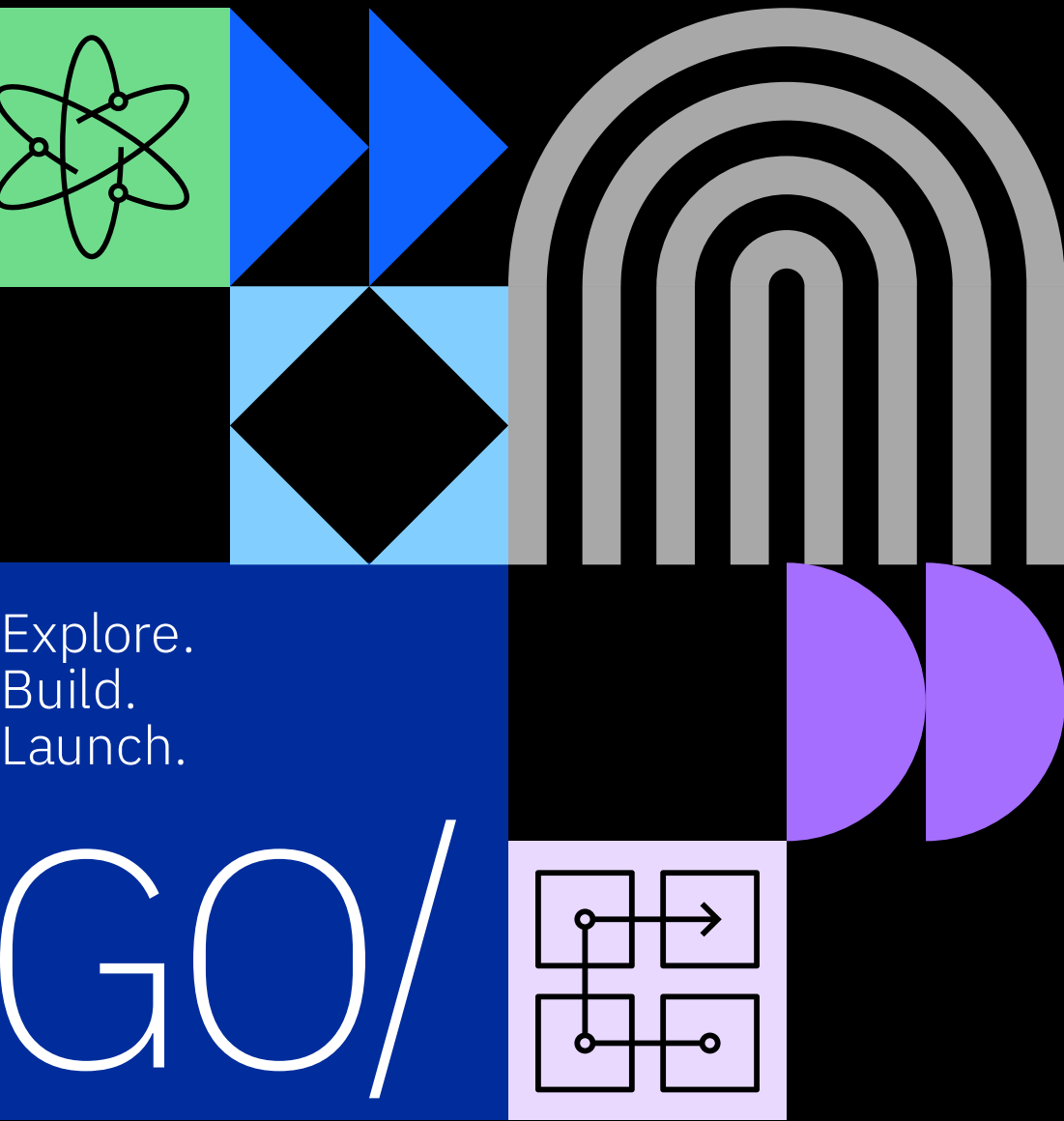
- Exciting countdown prior to doors opening
- First full immersion in the expanded Sandbox
- Live DJ performance starts at the entrances
- Specialty food and drinks provided
- Lots of exciting giveaways and prizes
- Dozens of video games, lawn games, and more
- Hands-on activities and technical challenges
- Delightful surprises scattered throughout the space
- Plenty of characters available for fun and selfies
- Hundreds of IBM Champions, Partners, and Sponsors
- Staff ready to introduce the experience and preview the week ahead in and around their communities



Universal Studios:
Islands of Adventure

October 6–9, 2025
Orlando, FL

[Link to this file on Seismic](#)



- Tuesday 7:30 – 11:30pm
- Your TechXchange conference badge is your ticket. You must bring it for special event check-in and access to private IBM event spaces.
- No need to pre-register for this event
- Complimentary food and drinks available
- Guests must have +1 ticket
- Complimentary shuttles will be available starting at 7:00 PM from the designated pick-up and drop-off locations.



The following attractions will be open:

- Skull Island: Reign of Kong™
- Jurassic World VelociCoaster™
- Harry Potter and the Forbidden Journey™
- Hagrid’s Magical Creatures Motorbike Adventure™
- Flight of the Hippogriff™
- The Amazing Adventures of Spider-man®
- The Incredible Hulk Coaster®
- Doctor Doom’s Fearfall®
- Storm Force Accelatron®
- Dudley Do-Right’s Ripsaw Falls®
- Jurassic Park River Adventure™
- The Cat in the Hat™
- One Fish Two Fish, Red Fish Blue Fish™
- Caro-Seuss-el™

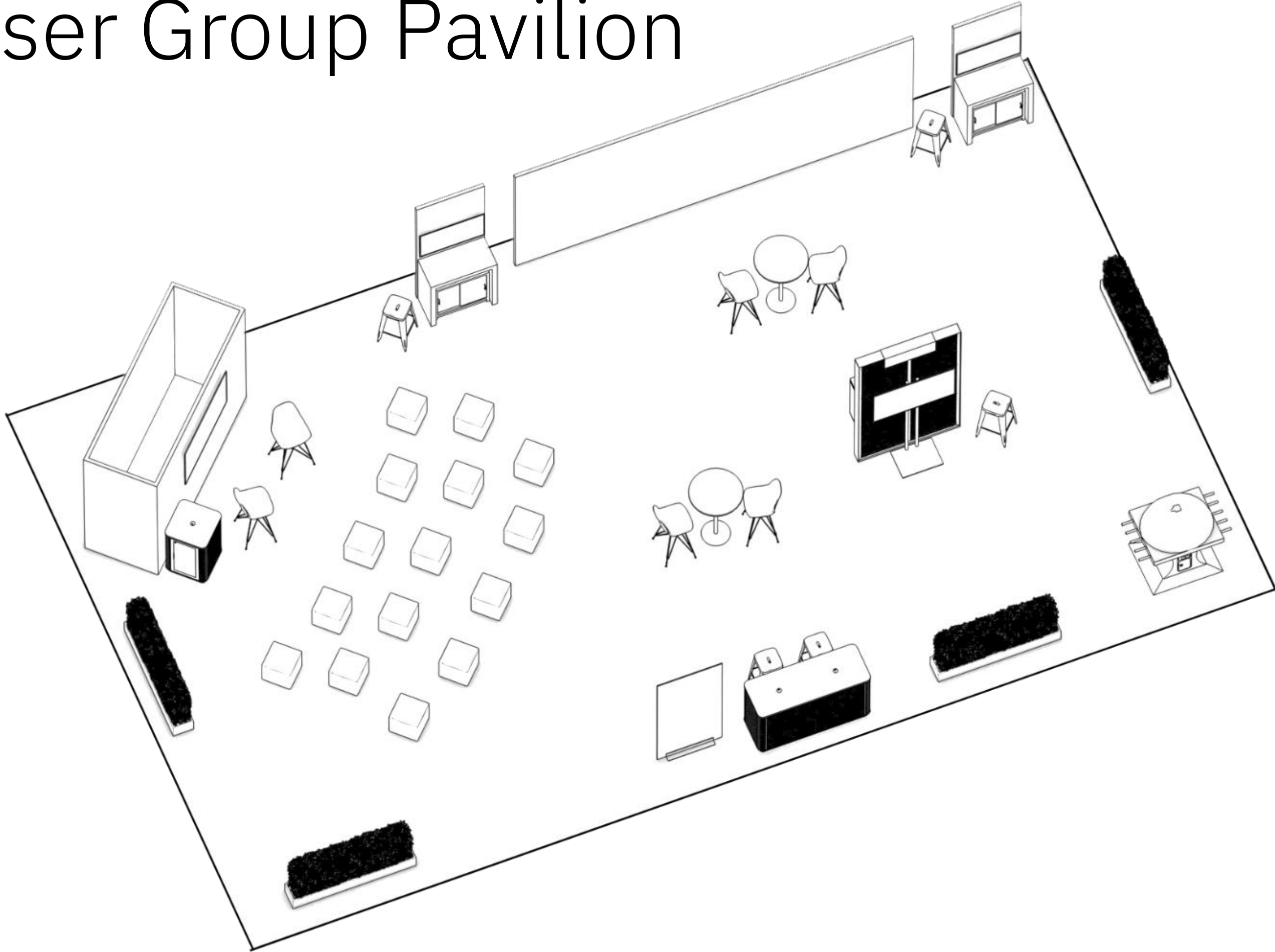


Sandbox Floorplan

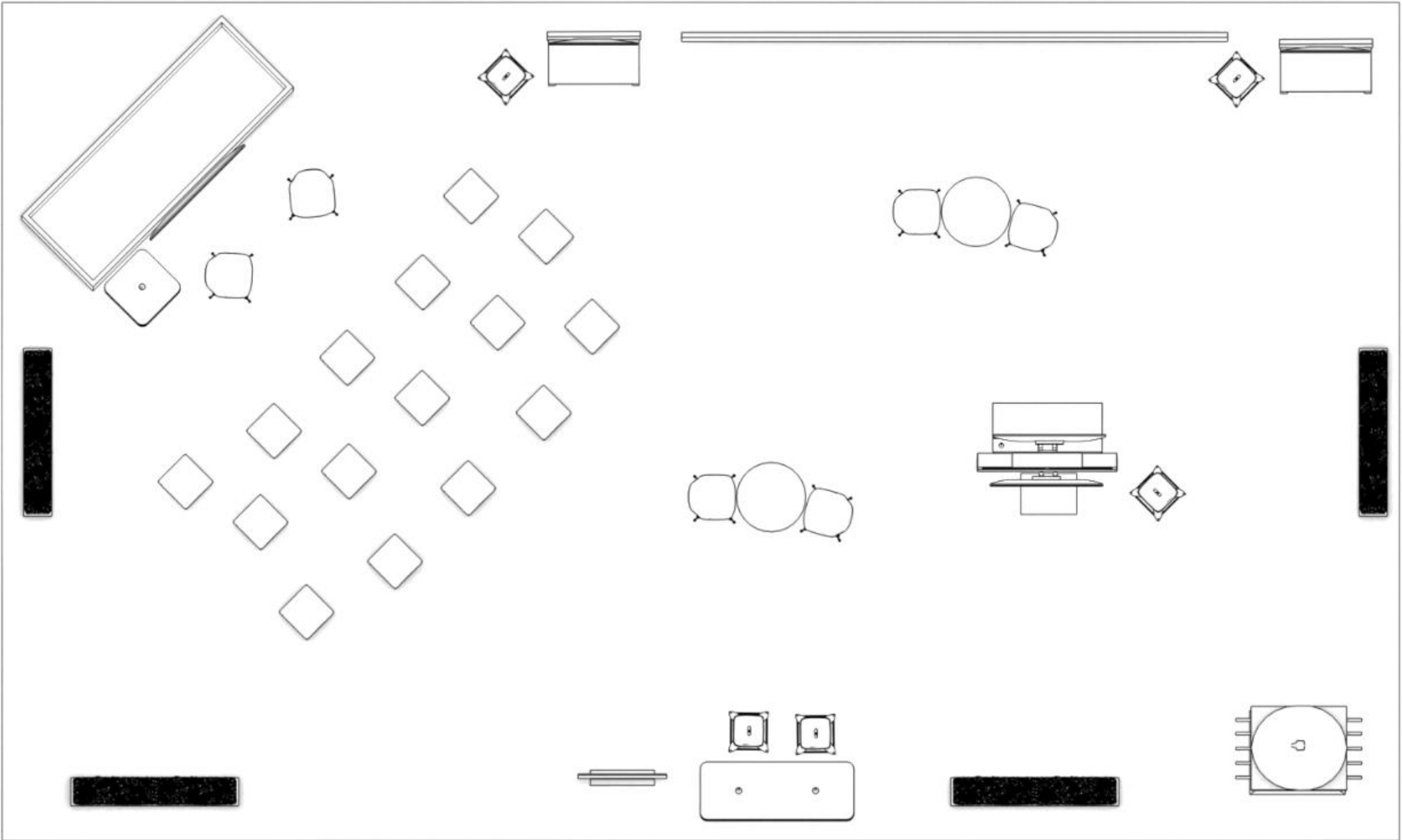
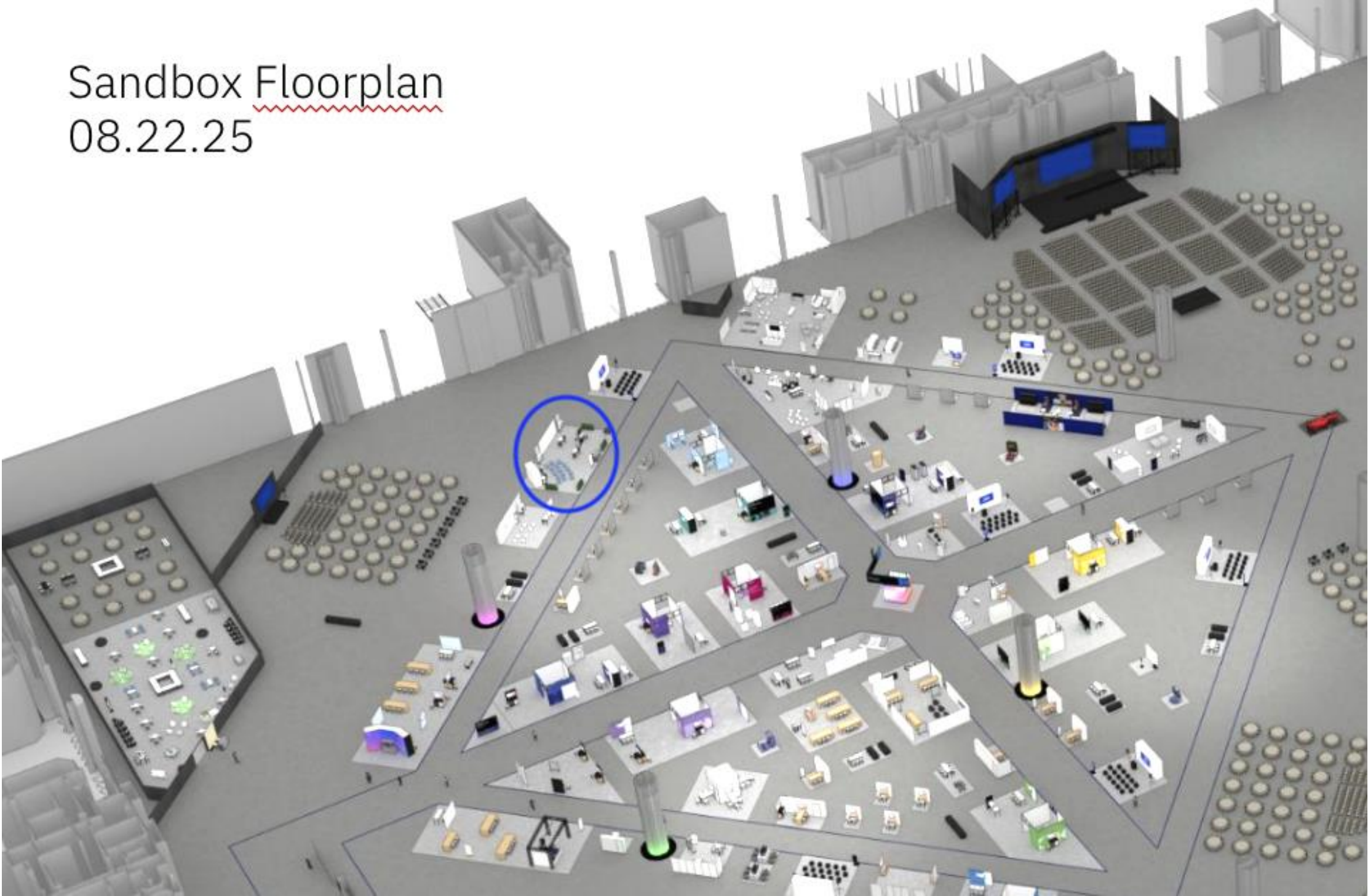
Hall A South



User Group Pavilion



Sandbox Floorplan
08.22.25



IBM TechXchange 2025 Social Tool Kit

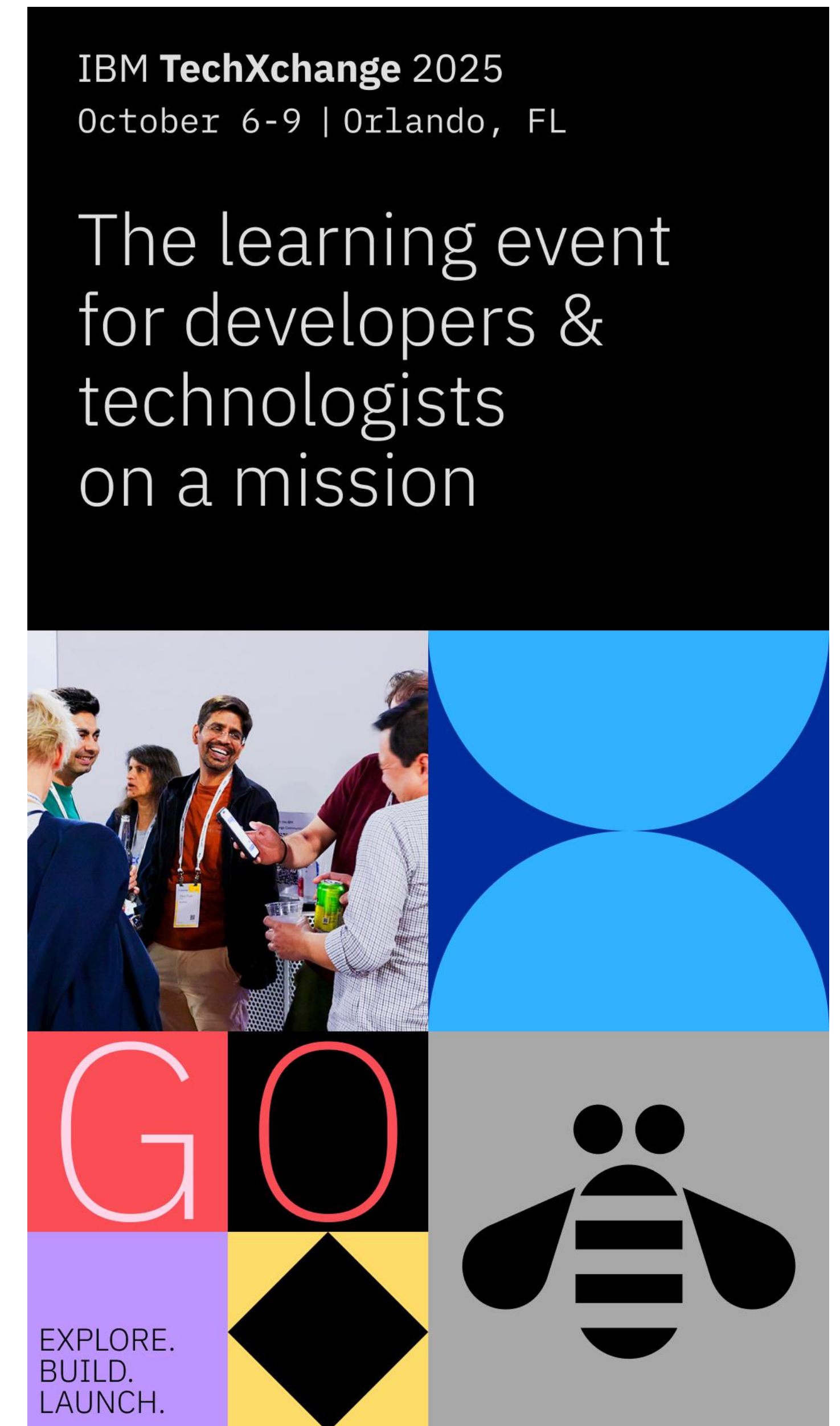
Promote your sponsorship and your sessions too! Get Social!

This **Social Kit** provides a collection of assets specifically created for IBM TechXchange 2025 to help promote your involvement in the conference across your social media channels.

In the kit, you will find assets ready to use across platforms such as Instagram, LinkedIn, Facebook, X, blogs and more to help drive awareness and increase engagement leading up to the conference.

Social Tiles:

- [Square Tiles](#)
- [Vertical Tiles](#)
- [Speaker Promotion](#)



On-Site Contact Details

Ben Castle

Phone: 416-948-6533

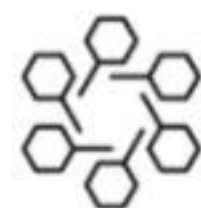
Email: ben.castle@ibm.com

Join the IIUG Speaker WhatsApp Group!

[https://chat.whatsapp.com/LkCQBxcq7XU731T
MpOE4Yh?mode=ems_copy_t](https://chat.whatsapp.com/LkCQBxcq7XU731TMpOE4Yh?mode=ems_copy_t)

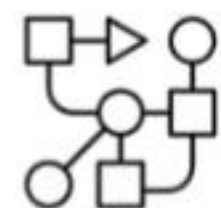


From Dongle to Spotlight, Your AV Survival Guide



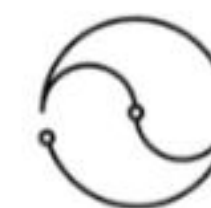
Getting Technically Set Up

- You'll be presenting directly from your own laptop. At the speaker table, you'll find:
 - An HDMI cable
 - A multi-port adapter (dongle) that supports both PC and Mac
 - An audio jack (3.5mm) for sound
 - A slide advancer (clicker)



Connecting your Laptop

- Plug the HDMI cable into the USB-C dongle (we have others available upon request to your AV tech)
- Connect the dongle to your laptop
- Select your preferred display setting (e.g., "Duplicate" or "Extend" screen)



Demo or Video with Sound?

- Plug the audio jack into your laptop's headphone port. This ensures your audio plays properly through the room's speakers.



It's Mic Time!

- Each room has a handheld mic with a table-top stand (preferred) and a wireless lavalier (clip-on) mic
- All mics are pre-configured.
- Simply switch on the mic using the power button located at the bottom.
- Please plan to use the handheld microphone unless you've requested the lavalier. To request one, text your AV tech



Text Your Tech

- The Audio Board is pre-configured, please don't touch
- If something isn't working, flag an AV tech, they'll fix it fast. [Need extra help or a lavalier mic?](#) Text your room's AV contact:
 - OCCC (Orange County Convention Center)
 - Greg Brown – 386-679-9098
 - Hilton – Lower Level
 - Jamie Kim – 305-962-0847
 - Hilton – Lobby Level
 - Adam Prostrullo – 210-324-9023



Before You Start & Before You Go

- If you need assistance in advance, please stop by the Speaker Ready Room adjacent to Registration in room S230 F-H, OCCC South, Level 2.
- After your session, please leave all equipment (HDMI cable, dongle, audio jack and clicker) at the table for the next speaker.

Don't Worry, You Got This!

Your all-in-one speaker hub for prep, practice & peace of mind

- **Where:** Room S230 F-H, OCCC South Level 2
Hours: Sun 11AM-5PM, Mon-Wed 8AM-5PM, Thur 8AM-12PM
- **What to expect:** Speaker management team and professional speaker coaches ready to assist. Comfortable space to prep, tech-check, rehearse, or just relax.
- **Practice & Tech Check:** Full mock setup: projector, screen, microphone, audio. Test your presentation & AV in advance.
- **Speaker Coaches' Breakout Sessions:** Attend one or more of their breakout sessions on Speaker Effectiveness. [Details here](#).
- **Individual Coaching:** Schedule a 15-minute coaching session to fine tune your presentation. For more info, see the "Speaker Coaching" task in the [Speaker Portal](#).
- **Bonus:** Step into the photo booth and grab a fresh headshot.

