

Social Networking: Is it Right for You?

Willie Favero

IBM Silicon Valley Lab
Data Warehousing on System z Swat Team
(DB2 SME)

Monday, August 6, 2012
12:15 PM - 1:15 PM

Session Number: 11965



 my TWITTER
#socialnet

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Today's Objective

- ❑ Provide an overview of social networking
- ❑ Discuss why you should care
- ❑ How do you get started
- ❑ Where do you want to go
 - ❑ Personally
 - ❑ Professionally
 - ❑ Corporately

What Do You Want to Accomplish?



- ❑ Establish your social (Internet) footprint

- ❑ Determine how you can use social networking to your advantage

- ❑ Determine how your company can use social networking to their advantage

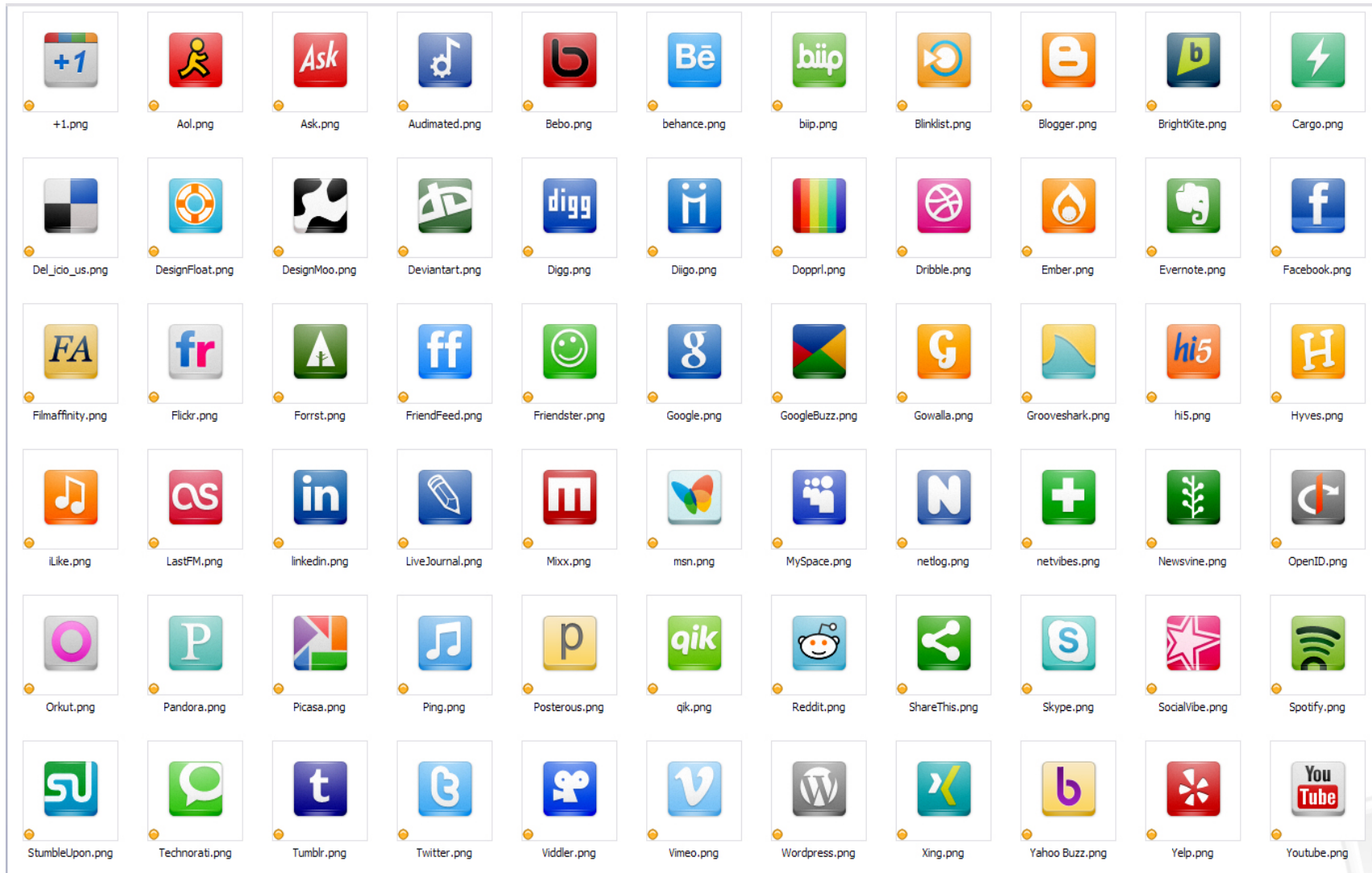
What is Social Networking?



“Social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals.” *

* WhatIs.com at TechTarget.com

Some of What's Out There*



And there are many, many more....

* The "SocialShift" icon set above was designed for iShift readers by Manuel López, a graphic designer from Spain and distributed at no charge.

However, Don't Forget What's Worked



- ❑ Web sites
 - Corporate/private
- ❑ E-Mail
- ❑ Video conferencing
- ❑ Anything you have used up to know successfully
 - You don't throw out the good just because something's new

Also, you need rules to play by....



IBM Social Computing Guidelines – Part 1



- ❑ Know and follow IBM's Business Conduct Guidelines.
- ❑ IBMers are personally responsible for the content they publish on-line, whether in a blog, social computing site or any other form of user-generated media. Be mindful that what you publish will be public for a long time—protect your privacy and take care to understand a site's terms of service.
- ❑ Identify yourself—name and, when relevant, role at IBM—when you discuss IBM or IBM-related matters, such as IBM products or services. You must make it clear that you are speaking for yourself and not on behalf of IBM.
- ❑ If you publish content online relevant to IBM in your personal capacity use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent IBM's positions, strategies or opinions."
- ❑ Respect copyright, fair use and financial disclosure laws.
- ❑ Don't provide IBM's or another's confidential or other proprietary information and never discuss IBM business performance or other sensitive matters publicly.

IBM Social Computing Guidelines – Part 2



- ❑ Don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, link back to the source. Don't publish anything that might allow inferences to be drawn which could embarrass or damage a client.
- ❑ Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in IBM's workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
- ❑ Be aware of your association with IBM in online social networks. If you identify yourself as an IBMer, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
- ❑ Don't pick fights, be the first to correct your own mistakes.
- ❑ Try to add value. Provide worthwhile information and perspective. IBM's brand is best represented by its people and what you publish may reflect on IBM's brand.
- ❑ Do not use IBM logos or trademarks unless approved to do so.

IBM Social Computing Guidelines – Part 3



- The “Guidelines” contain much more detail...
 - “In the spring of 2005, IBMers used a wiki to create a set of guidelines for all IBMers who wanted to blog.”

And that we will share.....

□ IBM Social Computing Guidelines

- for Blogs, wikis, social networks, virtual worlds and social media are available at:

<http://www.ibm.com/blogs/zz/en/guidelines.html>

A Few Last Words Before We Begin



- ❑ **IBM Secure Computing Guidelines:**
10 essential practices for secure computing
 - Has not been externalized...
who knows, may someday

- ❑ One basic rule to always follow though...
Think before you share!

Let's Get Started...





Just something to remind you to use Twitter

Social Networking: Is it Right for You?

Suggested hashtags to use
when posting to Twitter

Willie Favero

IBM Silicon Valley Lab
Data Warehousing on System z Swat
Team (DB2 SME)

Reminder to use Twitter and a link to my
Twitter account: <https://twitter.com/wfavero>

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QR code – Try it



We Just Mentioned Twitter & Hashtags



twitter

twitter 



What is Twitter?

- ❑ From Wikipedia, “**Twitter** is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as “**tweets**”.
- Tweets are posted to your timeline, sent to your followers, and are searchable via [Twitter Search](http://search.twitter.com/) (<http://search.twitter.com/>)
- More than 500,000,000 active users (as of 2012)

Twitter Terminology



- ❑ **@** -- how you refer to another Twitter user. For example, @wfavero means you're either sending a tweet to "Willie Favero" or you're talking about "Willie Favero" in a tweet.
- ❑ **Replies and mentions** both contain the @ symbol. On your Twitter home page, you'll see a @Mentions link, which is where you can find mentions of your username. Replies will have "in reply to" indicated next to their time stamp. If a tweet does not have this, it's a Mention.
- ❑ **Direct message (DM)** is like a private message; replies are public.
 - You can only send a direct message to someone who is following you. To send a DM, start your tweet with "DM @username."
- ❑ **Hashtags** are keywords that provide additional context to your tweets and make them easier for others to find. To create a hashtag, prefix a word with the hash symbol: #. You can track tags on [Twitter Search](#).
- ❑ **Retweeting** on Twitter involves copying an original message, pasting it in a new Twitter message, then adding "RT @username" before the message to denote whom you received the original tweet from.

Managing Tweets



Tweetdeck



TweetDeck v0.37.4

From: [Facebook] [Twitter] [LinkedIn] [Google+]

What's happening? DRAG MEDIA AND LINKS HERE

All Friends

- Just testing out TweetDeck - don't miss DB2 10 webcast 22nd Feb Register Now <http://bit.ly/g6ZmKN>
- IBMDB2, [+] Mon 21 Feb 23:50 via TweetDeck
- Some additional information about tomorrow's DB2 10 migration webcast <http://bit.ly/iia4Nd>
- db2, [+] Mon 21 Feb 23:28 via dlvr.it
- Magic. <http://twitpic.com/42d1mi>
- ArianaGrande, [+] Mon 21 Feb 23:00 via Twitter for iPhone
- Here kickin it with ma homie @Arianagrande and @rock_mafia its goin downnn!!!
- lyazLive, (RT by ArianaGrande), [+] Mon 21 Feb 22:55
- Just did blog post that updates information about a DB2 10 upgrade webcast Roger Miller's doing Feb 22. <http://bit.ly/g83bk4> #db2
- wfaverio, [+] Mon 21 Feb 22:52 via TweetDeck
- Miss an event? You can catch up with the replays... here:<http://ow.ly/3Lxun> #systemz #ibm #tivoli #ims #rational #zEnterprise #mainframe
- SystemZEvents, [+] Mon 21 Feb 22:15 via HootSuite

Scheduled Updates

- Remember DB 2 10 Migration webcast is about to start is 30mins <http://bit.ly/g6ZmKN>
- Scheduled for: Today 15:00

Mentions

- What are the... Move to... More
- IBMDB2, (RT by mnk2551), [+] Feb 16:51
- ...ich, sich für unsere #DB2-... März anzumelden. Und zwar... Website: <http://bit.ly/aB9aF3>
- ... @IBM_ECM
- ... 17 Feb 11:51 via web
- Did you miss our Q1 DB2 for z/OS & DataWarehouse Newsletter? <http://wp.me/pt7OL-4B>
- IBMDB2, (RT by mnk2551), [+] Wed 16 Feb 15:15
- @IBMDB2 I'm going!
- spufidoo, [+] Thu 27 Jan 10:38 via Twitter for iPhone in reply
- @IBMDB2 We provide Migration solutions for "Any Server, DBMS, Language to IBM "migration.EX)Oracle To DB2 visit <http://t.co/3zft4L2>
- migration_club, [+] Thu 20 Jan 05:56 via web
- DB2 for z/OS vs Oracle RAC webcast Jan 22, 2011 ... RT @IBMDB2: IBM Software for System z <http://bit.ly/hxE6rV>
- wfaverio, [+] Mon 20 Dec 22:00 via TweetDeck

Direct Messages

- spufidoo: - glad you are attending
- IBMDB2, [+] Tue 22 Feb 00:14 via Direct Message

Click on screen image for TweetDeck home page.

HootSuite



hootsuite.com/dashboard#/tabs?id=215007

Compose message...

Search Twitter...

wfavero x Featured x Willie Favero (Facebook) x IBM Master the Mainframe Contest (Facebook Page) x

+ Add Stream

Mentions (wifavero)

DB2 Search

Wall Posts IBM Master the M

data warehouse Search

weSRCH 1:16am via StumbleUpon DB2 Data Warehouse Edition V9.1 @ su.pr/2bzGyc

gakupon 1:08am via web db2.geneonuniversal.jp/contents/hp000...

nonozone 1:05am via web mysql--all-databasessqldb1.sql db2.sql..

AngeloParayno 12:54am via web Installing db2 to my desktop computer for the time. -

AdmiralMikey 12:48am via web It's good we got our stuff on Mars know what would've happened if first... db2.stb.s-msn.com/i/D4

techonline2012 12:36am via twitterfeed IBM i Wins Software Pricing Throwdown Versus AIX-DB2 Combo: IBM i Wins

SijessRa6 12:36am via IBM i Wins Software Pricing Throwdown Versus AIX-DB2 Combo: IBM i Wins

electron 12:24am via IBM i Wins Software Pricing Throwdown Versus AIX-DB2 Combo: IT Jungle goo.gl/fb/Q2k1x

IBMRedbooks 12:09am via twitterfeed #IBMRedbooks: Streamline Business with Consolidation and Conversion to DB2 for z/OS: Draft Redbook, last updated... ibm.co/Qo4ht0

Sean P M 1 Jul 30 Awesome Mainframe Contest on the IBM System z on Campus. Mainframe Contest

Millennial Mainframer: The Mainframe on the Cloud www.millennialmainframer.com

Yagarajakumar Ramaswamy Phd Mime Theatre 1 Jul 16, 1:25pm 41 Openings for Mainframe Developer - Freshers - Bangalore, Chennai, Coimbatore http://www.facebook.com/kalaanantarupahconsultants

KalaAnantarupah Consultants: 41 Openings for Mainframe Developer - Freshers - Bangalore, Chennai, Coim www.kalaanantarupahconsultants.com

0 comments

IBM Master the Mainframe Contest 1 Jun 28, 4:07pm Want to star in an IBM System z poster? Upload your picture in the link below by July 30. Spots are limited! Mainframe poster in the poster will receive a free

weSRCH 1:16am via StumbleUpon DB2 Data Warehouse Edition V9.1 @ su.pr/2bzGyc

ArkGroup Aug 05, 10:37pm via Tweet Button I'm involved with Revolutionising the Data Warehouse and Business Analytics, 22nd-24th August 2012 in Melbourne lanyrd.com/2012/dataaust...

EireJobs Aug 05, 10:19pm via twitterfeed Data Warehouse Reporting Analyst in Dublin: Dublin CompetitiveIntroduction Best Buy Enterprise is a multinational... bit.ly/Rr0IBn

HireKW Aug 05, 9:25pm via dlvr.it Data Warehouse Architect - Desire2Learn Incorporated - Kitchener, ON: The Datawarehouse Architect is a... dlvr.it/1yNF2g #hirekw

Zebranet96 Aug 05, 8:43pm via Bullhorn Reach Hiring a Lead Data Warehouse Architect in Irvine, CA bull.hn/L4LS/3 #job

tmj_sea_itdb Aug 05, 7:28pm via SafeTweet by TweetMyJOBS Manager, Engineering (Data Warehouse) Job - Expedia: (#Bellevue , WA) bit.ly/M026ek #Database #Job #Jobs #TweetMyJobs

tmj_NYS_it Aug 05, 7:25pm via SafeTweet by TweetMyJOBS Developer - CyberCoders: (#Syracuse , NY) bit.ly/PZHe2 #IT #cybercoders #Job #Jobs #TweetMyJobs

anshumanch Aug 05, 6:34pm via Microsoft Informative Read RT @puppetlabs: PuppetDB: Get an overview on this Puppet data warehouse and its components: bit.ly/OHubGU #puppetize

mavandides

http://hootsuite.com/

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HEADLINES TECHNOLOGY BUSINESS EDUCATION SCIENCE #IBM #DB2

IBM Systems Magazine - System z Is at the Center of IBM's Smarter Computing Initiative | Mainframe | IBM Systems Magazine | Mainframe, zSeries, System z, z196, zEnterprise System

ibmsystemsmag.com - In 2007, IBM announced project Big Green, designed to address the ever-increasing number of servers deployed in IBM's internal data centers that support core business operations. This project inclu...

[Willie Favero](#)

Robert's DB2 blog: DB2 for z/OS: What's With DDF CPU Time?

robertsdb2blog.blogspot.fr - DB2 for z/OS: What's With DDF CPU Time? Recently I got a question from a mainframer who was seeing rather high CPU times for the DB2 DDF address space. DDF, of course, is the distributed data facil...

[Guillaume Ventre](#)

Mainframe Voice

community.ca.com - To All C-Level Executives; STOP WASTING TIME! Get to DB2 10 for z/OS Now! Our economy is shaky. Wasting time is the last thing anybody should do. But as you read this, there is a lot of time wasted...

[CA Technologies](#)

Top 6 Articles for Information Management on developerWorks (Build your Skill on IM products, including DB2: books, certifications, tutorials, and more)

ibm.com - A tag is a keyword that is used to categorize an entry. To view the entries with a particular tag, click a tag name or enter a tag in the box. The tag cloud indicates the frequency of tag use. Popu...

[Susan Visser](#)

CA expedites required DB2 10 upgrades for z/OS

networkworld.com - Just in time for what will be a large number of required migrations, CA Technologies has updated its software for managing DB2 databases running on IBM z/OS mainframes. "DB2 is a very rich environm...

[All Trends IT](#)

Willie Favero
created 5 months ago
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If You Drive Less Than 37 Miles Per Day, You Are Being Ripped Off By Not Using This One Ridiculously Easy Trick

The Government is forcing drivers to purchase auto insurance. Drivers who use this trick are able to get their insurance for about \$455 less per year. Insurance companies hate the trick because if it got out, it would cost them millions. Don't get ripped off by your auto insurance company, learn the trick.

Click Your Age:

Under 18	19-25	26-35	36-45
46-55	56-65	66-75	Over 75

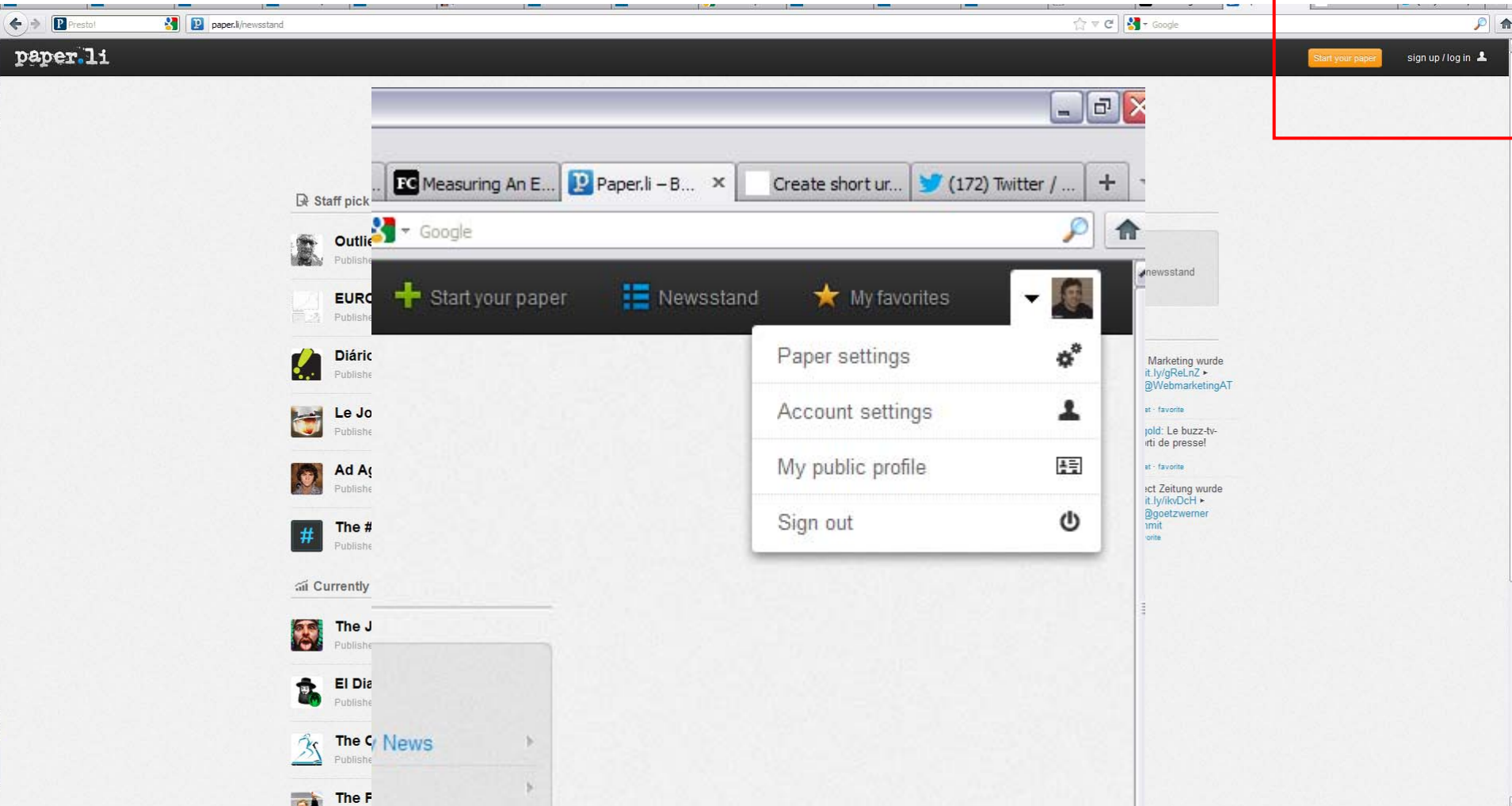
Willie Favero
wfavero

wfavero DB2 for z/OS (plus) Daily News is out! bit.ly/wdT2dd • Top stories today via @wfavero @_FeUR @susvis

47 minutes ago reply retweet favorite

wfavero I'm at Favero Home (Kingwood, Texas) 4sq.com/Nl3ml4

How to Customize



Choosing Feeds and Filters



The screenshot shows the 'Find & select content sources for your paper' dialog box in the Paper 11 application. The dialog is divided into three main sections:

- Left Sidebar:** A navigation menu with categories: My accounts, News (selected), Business, Entertainment, Tech & Science, Sports, and Leisure.
- Featured Sources:** A list of news sources with their logos and descriptions. Each source has a '+' icon to add it.
 - CNN Breaking News @cnnbrk:** CNN.com is among the world's leaders in online news and information delivery.
 - BBC Breaking News @BBCBreaking:** Breaking news alerts and updates from the BBC. For news, features, analysis follow @BBCWorld (our World edition) and @BBCNews (our UK edition).
 - Reuters Top News @Reuters:** Reuters.com brings you the latest news from around the world, covering breaking news in business, politics, technology, and more.
 - NBC News @NBCNews:** A leading source of global news and information for more than 75 years. Have a news tip or question? Ask @Rozzy, @JBaata or @AnthonyQuintano.
 - The New York Times @nytimes:** Where the Conversation Begins. Follow for breaking news, NYTimes.com home page articles, special features and RTs of our journalists.
 - The Independent @Independent:** News, comment and features from The Independent. Also follow: @IndyWorld, @IndyPolitics and our @Independent/journalists-on-twitter
 - Newsweek @Newsweek:** Tweets from @Newsweek magazine. Connecting the dots. (hosted by @moneyries)
 - TIME.com @TIME:** Breaking news and current events from around the globe. Hosted by the staff of TIME. Tweet your questions to our customer service team @TIMEmag_Servic...
 - Los Angeles Times @latimes:** News from SoCal, California and the world, from the L.A. Times. Staffed by latimes.com editors. See latimes.com/twitter for other LAT streams.
 - USA TODAY @USATODAY:** The latest news headlines and interesting stories from USATODAY.com's top news feed, plus tweets from our social media team.
- YOUR SELECTED SOURCES:** A list of sources that have been added to the paper. Each source has a trash icon to remove it.
 - Your tweeted links @wflavero
 - Tweets mentioning "#db2zos"
 - Tweets mentioning "DB2 for z/OS"
 - Posts mentioning "DB2 for z/OS"
 - DB2 @DB2
 - Your timeline links
 - Tweets mentioning "#db2"
 - @wflavero/db2-for-z-os by @wflavero/db2-for-z-os
 - Posts mentioning "DB2"
 - IBM_DB2 @IBM_DB2

At the bottom of the dialog are 'Cancel' and 'Done' buttons.

Putting Twitter to a Business Use



TweetChat # Enter hashtag to follow **Go »** **Sign In**

How to use TweetChat

- 1**
Sign in to TweetChat.
Signup with Twitter if you don't have an account.
Our login securely authenticates you with Twitter. Once authenticated, you will be returned directly to TweetChat.
If you ever want to sign in as a different user, sign out at Twitter and return to TweetChat.
- 2**
Choose hashtag to follow.
Hashtags identify specific topics and those hashtags allow TweetChat to connect you with people talking about similar things.
TweetChat helps put blinders on to the while you move on to one topic.
Choose to follow you
- 3**
Connect in real-time.
Automatically gets and the room
Use the "User Control" to feature people you like or block spammers.
"Smart pausing" has been added so when you scroll down the page, it will not refresh, helping you avoid replying to the wrong person.

Today: @TweetChat | Privacy Policy

Advertise Here

Featured Users
Get more followers and support your favorite Twitter apps by becoming a Featured User!

Get more followers with Featured Users.

What Does a TweetChat Look Like?



TweetChat # shareorg **Go »** **Sign In**

Pause Refresh Speed User Control Toggle Font

gormanly RT @zymbubbles: Waiting for a new SHARE to begin. Happy Birthday VM! #shareorg -10:01 AM Aug 6th, 2012

zymbubbles Waiting for a new SHARE to begin. Happy Birthday VM! #shareorg -10:00 AM Aug 6th, 2012

SHAREhq RT @jasondorsey: Excited to keynote #shareorg 2012! Check out the action photo w/out lighting backstage: <http://t.co/NCFOIRPu> @SHAREhq @mainframemag @fbowen -9:54 AM Aug 6th, 2012

jasondorsey Excited to keynote #shareorg 2012! Check out the action photo w/out lighting backstage: <http://t.co/NCFOIRPu> @SHAREhq @mainframemag @fbowen -9:53 AM Aug 6th, 2012

TRondrey RT @SHAREhq: Not here in-person? Join us virtually with SHARE Live! <http://t.co/BFr2qI81> #SHAREorg -9:52 AM Aug 6th, 2012

fbowen RT @SHAREhq: Not here in-person? Join us virtually with SHARE Live! <http://t.co/FDHqn5Kg> #SHAREorg -9:51 AM Aug 6th, 2012

SHAREhq Not here in-person? Join us virtually with SHARE Live! <http://t.co/BFr2qI81> #SHAREorg -9:51 AM Aug 6th, 2012

DrSteveGuendert RT @SHAREhq: The doors open soon for @jasondorsey's keynote! See you in Grand Ballroom Salon E/F #SHAREorg -9:47 AM Aug 6th, 2012

Windows taskbar: start, AT&T Network Client..., TweetChat - #shareorg..., Mail - IBM Lotus Notes, Google - Windows Int..., IBM SmartCloud Meet..., 100%, 10:28 AM Monday 8/6/2012, Microsoft PowerPoint...

SHARE

Slide 25 of 61

#1 Social Network is Facebook



- ❑ As of May 2012, Facebook has over 900 million active users
- ❑ Facebook users can
 - Create a personal profile
 - Add other users as friends
 - Exchange messages
 - Includes automatic notifications of profile updates users
 - Join common-interest user groups

Work or pleasure?????

LinkedIn – More for the Professional



- LinkedIn's main use is for documenting professional experiences

- Also...

- Professional networking

- ❖ Maintaining contact list

- Professional discussion groups

- Job opportunities

- <http://www.linkedin.com/>

The Social Networks ranked as “Top 5”



□ Based on popularity (Unique Monthly Visitors)

- Facebook
 - Estimated at 750,000,000 (total visit estimated at 1.7 billion)
- Twitter
 - Estimated at 250,000,000
- LinkedIn
 - Estimated at 110,000,000
- MySpace
 - Estimated at 70,500,000
- Google Plus+
 - Estimated at 65,000,000

*From “Top 15 Most Popular Social Networking Sites | August 2012”,
<http://www.ebizmba.com/articles/social-networking-websites>

Also Watch Out For...



- ❑ Youtube (vidoes)

<http://www.youtube.com/ibm>

- ❑ Slideshare (Share presentations.. More later)

<http://www.slideshare.net/wfaverro>

- ❑ Yahoo! Answers (Q&A site)

<http://answers.yahoo.com/>

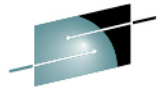
What Else Should Be Considered?*



- ❑ **Bookmarking Sites**
 - [Reddit](#), [Digg](#), [Del.icio.us](#), [StumbleUpon](#), [Technorati](#), and many more
- ❑ **Other Professional-Networking Sites**
 - [Ecademy](#), [Focus](#), [YorZ](#), [Xing](#), [Ziggs](#), [Plaxo](#), and yes there are many more
- ❑ **Job Sites**
 - [CareerBuilder.com](#), [The Wall Street Journal's CareerJournal](#), [CollegeRecruiter.com](#), [Monster](#), [Sologig](#), [AllFreelance.com](#), [Freelance Switch Job Listings](#), [GoFreelance](#), [Yahoo! Hot Jobs](#), and others

* [50 Social Sites That Every Business Needs a Presence on](#)

Would You Like to Network?



Sad to say, there are still many more not listed above.



What Else Do I Mess Around With?



DB2 Listserve

[DB2-L Home Page](#)

[DB2-L@WWW.IDUG.ORG](http://www.idug.org)

<http://listorious.com/wfaver0>

<https://pinterest.com/>

Other Blogs of Interest

[Craig Mullins](#) (DB2 Portal)

[Craig Mullins Data & Tech](#)

[Robert Catterall](#)

[Troy Coleman](#)

[Dave Beulke](#)

[Cristian Molaro](#)

[Triton Consulting](#)

[Chris Eaton](#) (LUW)

[Martin Packer](#) (Mainframe Perf)

[The Mainframe Blog](#)

[Susan Visser](#)

[Surekha Parekh](#)

[Scott Hayes](#) (LUW)



Establishing an Internet Footprint



- ❑ Your personal Web presence
 - ❑ Blogging
 - ❑ Twitter
- ... You'll see.... (smile)....

My Internet Presence



Bio Page for William Favero - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help

Int'l DB2 Users Group (idugdb2) on Twitter x IDUG : Forums : DB2 - L x IBM - Announcing DB2 10 for z/OS x IBMDB2forzOS's Channel - YouTube x ItsMyURLs x Bio Page for William Favero x +

Presto! williefavero.com

tweetdeck

The Evangelizing of DB2 for z/OS

William Favero: Writer, Speaker, Teacher, Technician, DB2 Enthusiast, and DB2 SME

March 14, 2012

Published Articles Presentation History Writing Contributions



William (Willie) Favero
Silicon Valley Lab
Senior Certified Consulting IT Software Specialist
Dynamic Warehousing on z/OS Swat Team
IBM Certified Database Administrator - DB2 Universal Database V8.1 for z/OS
IBM Certified Database Administrator – DB2 9 for z/OS
IBM Certified System Administrator – DB2 9 for z/OS
IBM Certified Database Administrator – DB2 10 for z/OS
IBM Certified System Administrator – DB2 10 for z/OS
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Phone: 713.940.1132 FAX: 713.940.1132
Business E-Mail: w.favero@attglobal.net
Personal E-Mail: w.favero@attglobal.net

Welcome... You've reached the personal web site for William J. Favero, or more commonly referred to as Willie. Thank you for your interest and taking the time to stop by. Since you're visiting here, I assume you would like to know a little about me.

"I'm passionate about family, music, cars, the mainframe, and especially about DB2. I thrive on sharing what I have learned, and learning and messing with the latest technology. If you are looking for a partner, teacher, mentor, technician, or simply someone who can help you solve a problem, you have arrived at the right place."

Do you need to know more about me? What follows is the more traditional bio. I have been, and what I have accomplished over my last 30+ years working in IT. Then just read on...

Bio... Willie Favero is currently a Senior Certified Consultant with BMC Software, Inc., where he works on the Data Warehouse on System z Swat Team at IBM's Silicon Valley Lab. He is also a member of IBM's z/OS User Group, and has been involved with IBM's Academic Initiative, an IBM Certified DBA for DB2 10 for z/OS, DB2 9 for z/OS, and DB2 for z/OS, and a participant in the zNextGeek program. He is also a member of Cincom's Total and Supra, IDMS, and DB2; he has over 30+ years experience working with database. His responsibilities include consulting to IBM's customers on Data Warehouse running on z/OS, DB2 subsystem, performance, and security health checks, performance tuning for the DB2 subsystem, performance analysis, design reviews, data modeling, general DB2 consultation, CritSit resolution, DB2 installation assistance, migration, and testing. He is one of the top DB2 experts in the world. He has written several books, including "Most out of DB2 for z/OS", along with his mainframe blog "Musings of a Life-long Mainframe Guy". He can be contacted via email at w.favero@attglobal.net or through his website <http://williefavero.com/>. He holds memberships with SHARE, IEEE, MBCS, and ACM.

This is Willie Favero, Principal Consultant for BMC Software, Inc. With 7+ years at BMC Software, Inc., Willie's responsibilities include consulting to IBM's customers on Data Warehouse running on z/OS, DB2 subsystem, performance, and security health checks, performance tuning for the DB2 subsystem, performance analysis, design reviews, data modeling, general DB2 consultation, CritSit resolution, DB2 installation assistance, migration, and testing. He is one of the top DB2 experts in the world. He has written several books, including "Most out of DB2 for z/OS", along with his mainframe blog "Musings of a Life-long Mainframe Guy". He can be contacted via email at w.favero@attglobal.net or through his website <http://williefavero.com/>. He holds memberships with SHARE, IEEE, MBCS, and ACM.

Before joining IBM, Willie was a Principal Consultant for BMC Software, Inc. With 7+ years at BMC Software, Inc., Willie's responsibilities include consulting to IBM's customers on Data Warehouse running on z/OS, DB2 subsystem, performance, and security health checks, performance tuning for the DB2 subsystem, performance analysis, design reviews, data modeling, general DB2 consultation, CritSit resolution, DB2 installation assistance, migration, and testing. He is one of the top DB2 experts in the world. He has written several books, including "Most out of DB2 for z/OS", along with his mainframe blog "Musings of a Life-long Mainframe Guy". He can be contacted via email at w.favero@attglobal.net or through his website <http://williefavero.com/>. He holds memberships with SHARE, IEEE, MBCS, and ACM.

Before joining IBM, Willie was a Senior Instructor with IBM education for 11 years. He developed and delivered DB2 training courses for IBM System Engineers, IBM internal sites, and for the DB2 developers and DB2 Level 2 Support team at IBM (now Silicon Valley Labs). Previous to joining IBM (his first IBM career), Willie spent over ten years at IBM customer. During the last two years of this period, he held positions as a Systems Programmer in the Finance industry supporting MVS, VTAM, NCP, and IMS. Prior to that, Willie worked five years as an IMS DB/DC Systems Programmer in both the Finance and Manufacturing industries. He started in IT performing duties as an Application Programmer and Application Analyst using IMS in the Finance industry for three years. He entered the industry in 1973 after receiving a Bachelor of Science degree in Information System Management from the State University of New York College at Buffalo (aka Buffalo State College).

Willie is a recognized worldwide as a highly skilled DB2 professional and is a frequently sought after speaker on a variety of DB2 for z/OS, Client/Server, Object Technology, z/OS, System z, and specialty engine topics. He presents at numerous conferences including the North American, European, and Asian Pacific International DB2 User Group (IDUG) Conferences and the IDUG Canadian Symposiums, GUIDE (an IBM Rep for 4 years), Nordic GUIDE, and SHARE (currently a project leader). In addition, Willie presents at most local DB2 and Database User Groups in the US and Canada, many international DB2 User Groups in Europe, Asia, and Australia, DB2 Vendor Seminars in the US, Asia, Europe, and Australia, and the IBM DB2 Technical Conference, now the IBM DB2 Information on Demand (IOD) Conference, in the US and Canada. He also participated for three years on the Conference Planning Committee (CPC) for the North American IDUG and he is currently the IBM liaison to the IDUG.



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Getting the Most out of DB2 for z/OS and System z
by Willie Favero IBM DB2 for z/OS SME

Welcome to all things DB2 for z/OS. This is your one stop, your only stop, and your final stop to find out all you'll ever want to ... more
[Blog Main](#) | [Archive](#)

Please help me out. What do you call it?
11 hours ago | Comments (3)
(Posted June 17, 2011) Your are correct. I am going to ask more questions; two to be exact. However, this time the question is very easy and everyone sh...

APAR Friday on a Thursday: Patrick Bossman does a RUNSTATS HISTOGRAM
8 days ago | Comments (2)
(Posted June 9, 2011) An APAR closed recently that I was interested in with how DB2 collects RUNSTATS HISTOGRAM statistics. I want to achieve...

Finding everything I have written about DB2
8 days ago | Comments (0)
(Posted June 9, 2011) I was looking for a way to build a list of DB2 9 entries when there was a DB2 9 category in the Comment Box. It seemed like a prett...

What have I been up to. A recap
9 days ago | Comments (0)
(Posted June 8, 2011) This post was suggested by tens of thousands of my followers. Well, actually, it was suggested listing out my DB2 9 blog post similar to what...

The draft of the DB2 10 for z/OS Performance Topics Redbook is available
10 days ago | Comments (0)
(Posted June 7, 2011) The title just about says it all. The draft version, the preview, of the DB2 for z/OS Performance Redbook is now available for download. The...

A recap of my past DB2 10 blog post
14 days ago | Comment (1)
(Posted June 3, 2011) Blogs are pretty cool and very useful in some situations. However, there is one huge flaw in the world of blog, the life span of a blog post. ...

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http://it.toolbox.com/blogs/db2zos/

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What's a Blog?



- ❑ Short for “Web log”
- ❑ Term first used in 1997
- ❑ Easy to publish website that serves as a platform to share specialized knowledge or a unique perspective
 - Allows individuals (or groups) to directly and easily share ideas with others online.
- ❑ A conversation catalyst, not just a publishing medium.
 - Ability of readers to comment encourages discussion, debate and sense of extended community.
 - Results in active interlinking among blogs

Why have blogs become so popular?



- ❑ We are all interested in what bloggers say because we want to:
- ❑ Hear the story behind the document/article
- ❑ Learn from an expert's ideas and opinions
- ❑ Confirm what we think we know
- ❑ Decide what we should pay attention to
- ❑ Keep up with fast-changing information
- ❑ Feel connected to someone who has similar interests and knowledge

Blogs allows us to tap into the power of people: BTE2 “behind the eyes and between the ears”

Why should YOU be interested in blogging?



- ❑ Establish YOUR personal brand. Enhance your career.
- ❑ Establish / strengthen YOUR SME credibility
- ❑ Expand your personal network
- ❑ Improve your communication skills
- ❑ Helps you do your job better:
 - Share news and detailed information
 - Clear up misconceptions in the market
 - Understand the needs of our customers and constituents
 - Refine key messages and selling points
- ❑ Helps IBM sell more products
- ❑ Influence / educate others

DB2 for z/OS Website



IBM - Announcing DB2 10 for z/OS - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help

Int'l DB2 Users Group (idugdb2) on Twitter IDUG : Forums : DB2 - L IBM - Announcing DB2 10 for z/OS

www-01.ibm.com/software/data/db2/zos/db2-10/

tweetdeck

Savings ... right out of the box

IBM DB2 10 for z/OS delivers faster queries and reduced cost with optimized technology

Proven Simple Secure Cuts costs Innovative

Overview DB2 Query Management Facility DB2 Tools for z/OS Customer testimonials

Introducing IBM® DB2® 10 for z/OS

In today's business and economic environment, the challenge for IT is clear: **improve operational efficiencies, reduce costs, and adapt quickly to support business growth** -- all without sacrificing the resiliency required for today's demanding business requirements. IBM DB2 10 for z/OS continues to be the undisputed leader in total cost of ownership (TCO) for z/OS, and delivers innovations in performance, scalability, security, and reliability at the lowest total cost of ownership (TCO) for z/OS.

Improved operational efficiency and savings

DB2 10 delivers great value for your investment. IBM's internal testing and early beta customer results show that, depending on the specific workload, customers could realize up to 20% for specific workloads, when compared to running the same workloads on DB2 9. DB2 reduces its CPU usage by optimizing processor times and memory access, leveraging the latest processor improvements, larger amounts of memory, and z/OS enhancements. Improved scalability and virtual storage constraint relief can add to the savings. Continued productivity improvements for database and systems administrators can drive even more savings.

Rapid application and warehouse deployment for business growth

Staying competitive in today's global economy is tougher than ever, requiring agility, adaptability, and responsiveness. SQL and pureXML enhancements in DB2 10 help extend usability, **improve performance, and ease application portability** to DB2 for z/OS, supporting your efforts to create an efficient, productive application structure with a **sustainable competitive advantage**. **DB2 10 adds unique temporal capabilities** to support business and system time within the database itself, making application development and maintenance significantly simpler and more cost effective.

Critical information

Uniquely integrated technology allows DB2 10 to support your efforts of keeping your data secure, even when things go wrong or you need to make changes. DB2 10 innovations raise the bar on data resiliency through security improvements and fewer outages. This release delivers the ability to support up to five to ten times more concurrent active users in a single DB2 subsystem than in DB2 9, allowing customers to scale-up or scale-out simply, and with less system management. Schema evolution or data definition on demand as well as query performance manageability enhancements support improved availability and performance manageability.

Learn more

- DB2 Product Page
- DB2 Best Practices
- DB2 Events
- DB2 Library

DB2 10 for z/OS Highlights

- DB2 10 Demo
- Why is DB2 for z/OS better than Oracle RAC ?

World of DB2 for z/OS e-community



- Integrated e-community - one stop shop **over 1600 members**
 - Events, conferences, local seminars, webcasts, whitepapers, red books , User Group meetings, blogs etc
- Next Steps after you [join community](#)*
 1. Complete your profile
 2. Connect to colleagues, friends and DB2 experts
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* **Live URL, click through**

World of DB2 for z/OS Main Page



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DB2 for z/OS Seminar 2012 - Italian User Group Rome- 14th March

37 minutes ago

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Max Scarpa replied to John Tobler's discussion 'Instrumentation White Paper'

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Faster, More Efficient, More Resilient DB2 Utility Sorting with DB2 Sort

Dynamic Management of a DB2 for z/OS Client-Server Workload with IBM InfoSphere Optim Configuration Manager

More...

Photos

DB2 10 Launch Party

Integrated blogs

RSS

March 2012 (RSU1202) Service Package has been Tested and is Available
(Posted March 5, 2012) Testing for the latest RSU service package RSU1202 is complete. This 4th quarter 2nd addendum contains PE resolution of HIPER/Security/Integrity/Pervasive PTFs and their associated requisites and supersedes through January 2012. this acce...

APAR Friday: Here's a list of APARs you should be checking out this week
(Posted March 4, 2012) I missed a couple of weeks of posting APARs I think are of interest. Those APARs many of you should be tracking in case they affect you. Because it has

<http://db2forzos.ning.com/>

World of DB2 for z/OS continued...



This network is one stop shop for anyone interested in DB2 for z/OS, hear about upcoming events, webcasts, whitepapers etc & collaborate.

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About



Surekha Parekh created this Ning Network.

Forum



Instrumentation White Paper

Started by John Tobler in General. Last reply by Max Scarpa 5 hours ago.

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Surekha Parekh's Blog



DB2 for z/OS Virtual Conference On Demand

8 hours ago

DB2 10 for z/OS – Justify your upgrade using the IBM Business Value Assessment – 60 minutes REGISTER NOW Topics include: 1. Using the Business Value Assessment Estimator Tool to find your potential savings 2. Upgrade costs versus benefits for various scenarios 3. Minimizing the overall cost of upgrading 4. Reviewing major improvements, such as CPU and elapsed time [...]

DB2 User Groups Recognised at IDUG EMEA 2011 in Prague

27 days ago

Many DB2 for z/OS User Groups are well established and have regular meetings where they share knowledge, experiences and ideas. We recognised many DB2 for z/OS User Groups at IDUG EMEA 2011 in Prague. If you are managing an DB2 for z/OS User Group please let me know so we can support you [...]

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Events

Today



DB2 for z/OS Seminar 2012 - Italian User Group Rome- 14th March

March 14, 2012 all day - Rome, Italy

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March 20
Tuesday



What's new from the Optimizer in IBM DB2 10 for z/OS?

Videos



DB2 10 Customer Experiences - Handlesbanken & Bank Data

Added by Surekha Parekh

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Secure
Trustworthy
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DB2 for z/OS Seminar 2012 - Italian User Group Rome- 14th March
March 14, 2012 all day
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What's new from the Optimizer in IBM DB2 10 for z/OS?
March 20, 2012 from 11am to 12pm
You have not responded.

DB2 10 for z/OS
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IBM DB2 for z/OS Update Seminar 2012 - 26 March 2012 - Nordea, Copenhagen
March 26, 2012 all day
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IBM DB2 for z/OS Update Seminar 2012 - 27 March 2012 - Jyske Finans, Silkeborg
March 27, 2012 all day
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IDUG
DB2 Tech Conference
May 14-18, 2012
Denver, CO USA

IDUG DB2 Tech Conference North America 2012
May 14, 2012 to May 18, 2012
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March 14, 2012 all day - Rome, Italy
DB2 for z/OS Technical Seminar & User Group Meeting -14th March
Top speakers including Cristian Mclaro Register Now
Agenda INPS Education Centre Via Giro il Grande, 21 Roma
Organized by Adrian Collett | Type: local, db2, for, z/os, seminar
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March 2012

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Photos

DB2 10 Launch Party by Surekha Parekh

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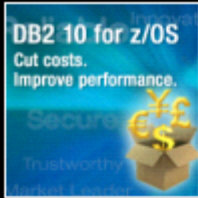
Invitations for Events, Webcasts etc



40 + Webcasts On Demand on replay



April 26
Tuesday



Planning your DB2 Migration Strategy? Hear DB2 10 Customer Experiences from Bank Data

April 26, 2011 from 11am to 12p with Q & A

Broadcast Date: April 26, 2011 at Daylight Time, 3:00 p.m. GMT, and Summer Time This is the first one directly from DB2 10 Beta customer questions....

Organized by Surekha Parekh | also, available, on, demand **You are attending.**

May 16
Monday



DB2 10 Performance - Get the latest Hints & Tips

May 16, 2011 from 10am to 11am - <http://bit.ly/CristianMolaro>

In episode #3 of The DB2Night Show z/OS Edition, we take a look at the DB2 10 Performance. Our special guest Cristian Molaro, MConsulting who has been a co-author of a new Red Book about DB2 performance...

Organized by Surekha Parekh | Type: db2, nightshow, -, live, webcast, with, q&a **You are attending.**

May 3
Tuesday



The impact of high availability performance on business and

May 3, 2011 from 11am to 12pm Don't miss this panel discussion experts in Data Warehousing are including Jo Coutuer, Partner, IBM Goodman, Database Administrator Hospital; and...

Organized by Annette Zawacki **You have not responded.**

May 17
Tuesday



DB2 10 for z/OS Migration Planning and Early Experiences & Best Practices

May 17, 2011 from 11am to 12pm - 4pm - BST 5pm - CET

DB2 10 for z/OS Migration Planning and Early Experiences REGISTER NOW To avoid disappointment this webcast will be oversubscribed - this is the first time John is sharing his experience gained with e...

Organized by Surekha Parekh | Type: webcast, with, q&a

“The World of DB2 for z/OS” on LinkedIn



The screenshot shows the LinkedIn group page for "The World of DB2 for z/OS - Stay In Touch!". The page includes a navigation bar with links like Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. The group name is prominently displayed at the top. Below the name, there are tabs for Discussions, Members, Promotions, Jobs, Search, Manage, and More. A sidebar on the right shows "Manager's Choice" and "Latest Updates". The main content area features a "Start a Discussion" section with a text input field and buttons for "Discussion" and "Poll". Below this, there are "Most Popular Discussions" and a "Free Webinar" announcement. The URL <http://www.linkedin.com/groups/World-DB2-z-OS-Stay-1753547> is highlighted in a red box at the bottom.

<http://www.linkedin.com/groups/World-DB2-z-OS-Stay-1753547>

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World of DB2 for z/OS on YouTube



The screenshot displays the YouTube channel page for 'World of DB2 for z/OS'. The channel has 1,508 video views and a 'Subscribe' button. The 'Uploaded Videos (8)' section shows a grid of video thumbnails. A large red diagonal watermark with the URL 'http://www.youtube.com/user/IBMDB2forZOS' is overlaid across the center of the page.

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Experts	3:25	10 months ago	
Canada Revenue Agency - DB2 for z/OS	3:37	145 views	11 months ago
DB2 10	0:45	218 views	
IBM UK Land Registry	2:42	194 views	11 months ago
DB2 10 Customer Experiences - Han...	3:10	653 views	11 months ago

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IBM System z Technology Summit

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How to Streamline Your DB2 for z/OS Utility Processing

Haakon Roberts
DB2 Development
March 2011

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Most DB2 applications are global non-stop, requiring almost 100% accessibility. Availability demands reduce the amount of time available to perform necessary routine tasks, such as utility

Surekha Parekh's updates

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Learn the methodology for tuning single queries. It includes a sample query to help you understand how to analyze access plans, statistics, predicates, and indexes to ensure IBM DB2 optimizer performs well. [More >](#)

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Spotlight

- Webcast: New features in DB2 10 for z/OS (14 June)
- Webcast: The DB2Night Show z/OS Edition (13 June)
- Redbooks publication: DB2 for z/OS: Using the Utilities Suite
- Demo: pureQuery for DB2 for z/OS

Editor's picks

- Reference tables: Common SQL features for developers of portable DB2 apps
- DB2 for z/OS Examples Trading Post

<http://www.ibm.com/developerworks/data/products/db2zos>

DB2 for z/OS Best Practices



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Introduction

These best practices present advice on the optimal way to use IBM® DB2® for z/OS® to satisfy key business data processing needs. These presentations and articles are authored by leading experts in IBM's development and consulting teams.

Please send any feedback or suggestions for future DB2 for z/OS best practice topics to db2zinfor@us.ibm.com.

Planning

- [DB2 10 for z/OS: Helping you improve operational efficiencies and gain competitive advantage](#) (IBM, April 2010)
by Roger Miller and David Beulke (David Beulke & Associates)
Competitive pressures are common across most enterprise shops. These pressures give rise to challenges such as lowering operating costs through CPU cycle reductions while still

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[DB2 Tools corner: The DB2 for z/OS REORG utility and noncontiguous partitions](#)

By keeping up to date with the IBM DB2 Utilities Suite for z/OS, you can learn about new features that might solve some of your current problems. These additions help you reduce the amount of processor resources expended by the REORG utility, and improve the performance of reorganizing noncontiguous partitions.

[DB2 Tools corner: Prevent DB2 utilities from running with incorrect parameters](#)

Learn about the latest feature in the DB2 Utilities Enhancement Tool for z/OS, the Utility Monitor. The Utility Monitor helps you enforce company-wide best practices for controlling DB2 utilities. By using the Utility Monitor, you can control which DB2 utilities run with the syntax and parameters that you need, saving you valuable time and resources.

Also available in: [Chinese](#)

[DB2 Tools corner: Remain available 24x7 ... Really!](#)

Do you need to undo data changes to a production object? Have you ever needed to reset a test object's data or production data? Do you simply need to create a fresh image copy by using offline resources so that your production Change Accumulation Tool can help you do these tasks and more, all while maximizing the availability of the data?

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Tuning SQL with Optim Query Tuner, Part 2: Tuning individual queries

Learn how to monitor and tune queries and workloads to improve application performance

[Gene Fuh](#) (fuh@us.ibm.com), IBM Distinguished Engineer, IBM
[Kendrick Ren](#) (kren@ca.ibm.com), Advisory Software Engineer, IBM
[Kathy Zeidenstein](#) (krzeide@us.ibm.com), Senior Software Engineer, IBM
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Date: 19 May 2011

Level: Intermediate

PDF: [A4 and Letter](#) (1059KB | 37 pages)

Summary: The first article in this series introduced the concept of access paths and showed you how to read an access path diagram in Optim Query Tuner. In this article, a methodology for tuning individual queries is introduced. Using a sample query, you are shown how you can use Optim™ Query Tuner to go through the process. The process includes using query formatting and annotation, and analysis of the access plan, statistics.

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**Thank You
for Attending!
Willie**

Willie Favero

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