

# Social Networking: Is it Right for You?

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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**



#socialnet

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# Today's Objective

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- ❑ 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?

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- ❑ 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?

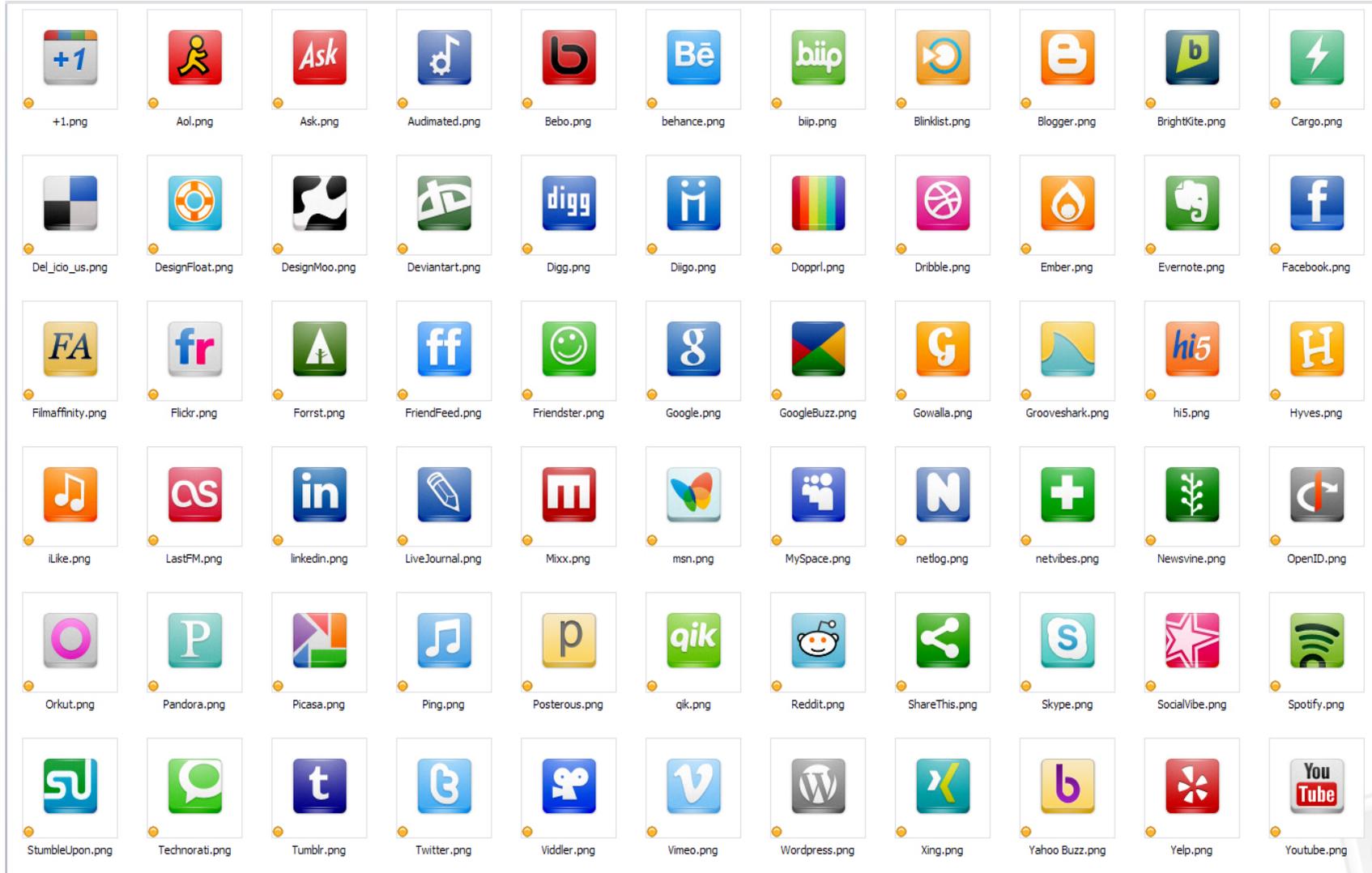
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“Social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals.” \*

\* 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

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- ❑ **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...

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 #SHAREorg

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>

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

**Session Number: 11965**



QR code – Try it

 my TWITTER

#socialnet

# 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

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# Tweetdeck



The screenshot shows the TweetDeck v0.37.4 interface. At the top, there's a navigation bar with icons for home, compose, and search. Below that is a 'From:' section with social media icons for Facebook, Twitter, and LinkedIn. A text input field asks 'What's happening?' with a 'DRAG MEDIA AND LINKS HERE' prompt. Below the input are icons for photo, video, audio, and hashtag.

The main content area is divided into four columns:

- All Friends:** Contains tweets from friends, including one about a DB2 10 webcast and another about a migration webcast.
- Scheduled Updates:** Shows a tweet scheduled for today at 15:00 about a DB2 10 Migration webcast.
- Mentions:** Lists tweets mentioning the user, including one about a DB2 10 Migration webcast and another about a newsletter.
- Direct Messages:** Shows a message from 'spufidoo' saying 'glad you are attending'.

A large, diagonal watermark with the text <http://www.tweetdeck.com/> is overlaid across the center of the interface.

Click on screen image for TweetDeck home page.

# HootSuite



# Aggregate Your Social Feeds



Browser navigation bar with address bar (paper.li/wfavero/1329082459), search bar (paper.li), and social media icons (Twitter, Facebook, LinkedIn, etc.).

Friday, Jul. 13, 2012 1 Like 1 Tweet 171 Share 133

## DB2 for z/OS (plus) Daily News

Published by [Willie Favero](#) - 153 news spotters today

Next update in about 23 hours See all articles

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

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**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

**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

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**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

**Technology**

created 5 months ago  
**Willie Favero**

301 views 5 subscribers

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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

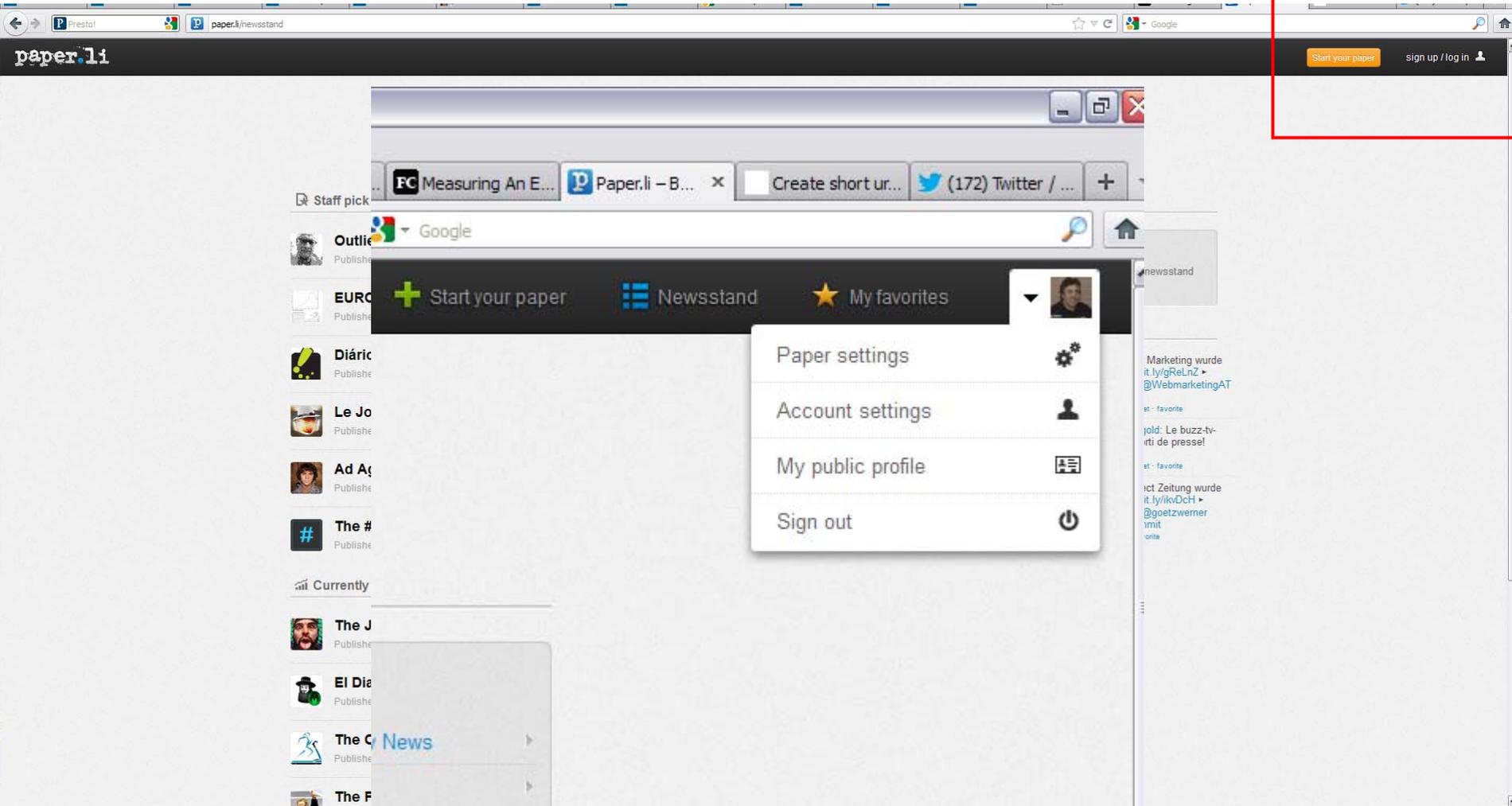
Willie Favero  
**wfavero**

wfavero DB2 for z/OS (plus) Daily News is out! bit.ly/wdTDd \* 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



paper.li

paper.li/~papers/settings/9d6d4d00-82ee-012f-25ad-12313d16b943#content

Google

Your paper settings

Settings

Content

Bookmark

Paper promotion

Appearance

More

My accounts

News

Business

Entertainment

Tech & Science

Sports

Leisure

Find & select content sources for your paper

search for anything...

YOUR SELECTED SOURCES

**FEATURED**

- CNN Breaking News** @cnbrk  
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 @Robzy, @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**

- Your tweeted links @wflavero
- Tweets mentioning "#db2zos"
- Tweets mentioning "DB2 for z/OS" @BBCNews
- 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

Cancel Done

# 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

tweetchat.com/room/shareorg

## 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

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 [fbowen](#) RT [@SHAREhq](#): Not here in-person? Join us virtually with SHARE Live! <http://t.co/FDHqn5Kj> [#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

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

# Participating in a TweetChat



William (Willie) Favero  
IBM Senior Certified IT Software Specialist  
wfavero@attglobal.net (public e-mail)

My Blog:  
<http://it.toolbox.com/blogs/db2zos/>

My Homepage:  
<https://www.WillieFavero.com>

Anthony's Homepage (Grandson)  
<http://anthonyfavero.wordpress.com>

View my profile on [LinkedIn](#) [plaxo](#) [facebook](#)




**TweetChat #shareorg** Go >> Sign out

Message to #shareorg: 130

Pause Refresh Speed User Control Toggle Font Share Link update

 [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

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 [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

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 [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>

start | AT&T Network Client... | TweetChat - #shareo... | Mail - IBM Lotus Notes | IBM SmartCloud Meet... | Microsoft PowerPoint... | 100% | 10:31 AM Monday 8/6/2012

# #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...

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- Youtube (vidoes)

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

- Slideshare (Share presentations.. More later)

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

- Yahoo! Answers (Q&A site)

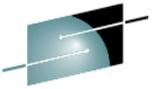
<http://answers.yahoo.com/>



# 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**

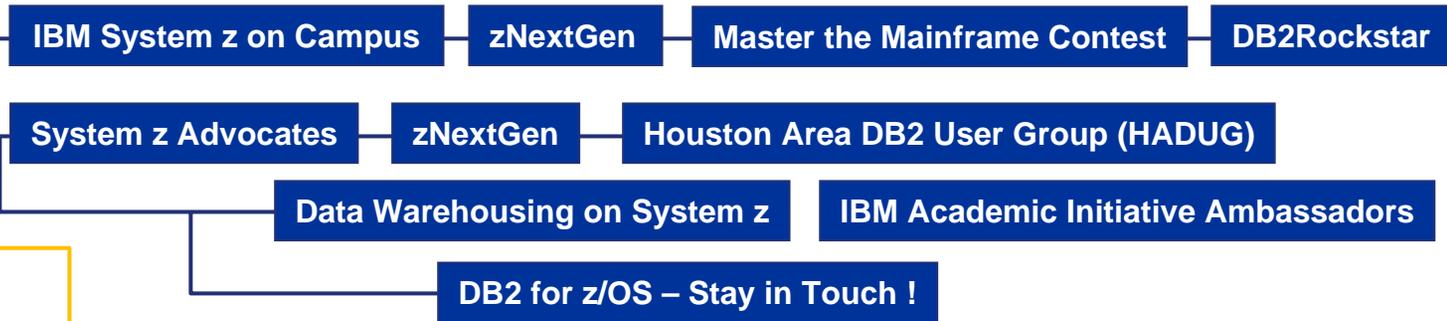
\* [50 Social Sites That Every Business Needs a Presence on](#)



# Would You Like to Network?

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

- ▶ my TWITTER
- ▶ my FACEBOOK
- ▶ my LINKEDIN
- ▶ My slideshare profile
- my TECHNORATI
- ▶ my FLICKR
- my LAST.FM
- STUMBLEUPON
- ▶ my BLOGGER
- ▶ my WORDPRESS
- ▶ my YOUTUBE
- my MYSFACE



QR Code



▶ Not bad for business ▶ Maybe, maybe not ▶ Watch out

# What Else Do I Mess Around With?



I'm a member of:  
**The World of DB2 for z/OS**

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

1516 members



## 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)



DB2 videos, podcasts, blogs, photos, discussions, etc.



# Establishing an Internet Footprint

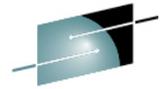
---



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



# My Primary Blog



SHARE  
Technology • Connections • Results



# 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



The screenshot shows the IBM website for DB2 10 for z/OS. The main banner features the text: "Savings ... right out of the box" and "IBM DB2 10 for z/OS delivers faster queries and reduced cost with optimized technology". It also lists benefits: "Proven", "Simple", "Secure", "Cuts costs", and "Innovative". A graphic shows a cardboard box overflowing with gold coins of various currencies (Euro, Yen, Pound, Dollar). Below the banner is a navigation menu with "Overview", "DB2 Query Management Facility", "DB2 Tools for z/OS", and "Customer testimonials". The main content area includes sections for "Introducing IBM® DB2® 10 for z/OS", "Improved operational efficiency and cost savings", and "Rapid application and warehouse deployment for business growth". A sidebar on the right contains "Learn more" links (DB2 Product Page, DB2 Best Practices, DB2 Events, DB2 Library) and "DB2 10 for z/OS Highlights" (DB2 10 Demo, Why is DB2 for z/OS better than Oracle RAC?). A large red diagonal banner with white text "DB2 10 for z/OS Website URL" is overlaid across the center of the page.

# 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
  3. Invite your colleagues and friends to join
  4. Share and collaborate
  5. Feedback so we can improve your community

\* **Live URL, click through**

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

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 acde...

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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Surekha Parekh created this Ning Network.

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#### Instrumentation White Paper

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

14 5

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#### Surekha Parekh's Blog



#### DB2 for z/OS Virtual Conference On Demand

8 hours ago

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#### 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



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Added by Surekha Parekh

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# DB2 for z/OS Upcoming Events



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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  
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**DB2 10 for z/OS**  
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Market Leader

IBM DB2 for z/OS Update Seminar 2012 - 26 March 2012 - Nordea, Copenhagen  
March 26, 2012 all day  
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**DB2 10 for z/OS**  
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Market Leader

IBM DB2 for z/OS Update Seminar 2012 - 27 March 2012 - Jyske Finans, Silkeborg  
March 27, 2012 all day  
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May 14-18, 2012  
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4

**Upcoming Events (7)**

Today



**DB2 for z/OS Seminar 2012 - Italian User Group Rome- 14th March**  
March 14, 2012 all day - Rome, Italy  
DB2 for z/OS Technical Seminar & User Group Meeting -14th March Top speakers including Cristian McClaro Register Now Agenda INPS Education Centre Via Cro il Grande, 21 Roma Organized by Adrian Colett | Type: local, db2, fcr, z/os, seminar  
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Slide 43 of 61

# Invitations for Events, Webcasts etc

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The screenshot shows a social networking page for an event titled "The World of DB2 for z/OS". The page includes a navigation menu with options like "Home", "Invite", "My Page", "Blog", "Events", "Web", "Groups", "Members", "Photos", "Videos", "Forum", "Polls", "Wordpress", and "Links". Below the navigation, there are tabs for "Upcoming Events", "Past Events", and "My Events".

The main content area features a profile picture of a woman and the event title "What's new from the Optimizer in IBM DB2 10 z/OS?". It is noted as being "Added by Surekha Parekh" and includes options to "Send Message" and "View Events".

The "Event Details" section includes a profile picture of a man, the event time "Time: March 20, 2012 from 11am to 12pm", location "Location: Online", website "Website or Map: http://bit.ly/TerryPurcell20thMarch", event type "Event Type: webcast", organizer "Organized By: Surekha Parekh", and latest activity "Latest Activity: 13 hours". There are also options to "Export to Outlook", "Like", and "Share" on Facebook.

The "Event Description" section has a "Highlights" link and a "REGISTER NOW" button with the URL "http://bit.ly/TerryPurcell20thMarch". Below this, there are topics listed: "Database management", "Query optimization", "Improvements to complex OR and IN list processing", and "RUNSTATS management and performance Improvements".

The "Speaker" section identifies Terry Purcell as a "Senior Technical Staff Member, DB2 for z/OS Optimizer Development, IBM Software Group". The "Broadcast date" is "March 20, 2012 at 11:00 a.m. Eastern Daylight Time, 3:00 p.m. GMT / UTC".

On the right side, there is a "Sign Out" button, a list of notifications (Inbox, Alerts, Friends - Invite, Settings), a "New Invites" section showing "1 Group Invite" from "Robert Catterall blog" with a link to "Faster, More Efficient, More Resilient DB2 Utility Sorting with DB2 Sort", and a "Photos" section showing a photo of a group of people at a "DB2 10 Launch Party by Surekha Parekh".

At the bottom right, there is a "Might attend (5)" section with a "View All" link and a "Photos" section with an "Add Photos" button and a "View All" link.

<http://db2forzos.ning.com/events/what-s-new-from-the-optimizer-in-ibm-db2-10-for-z-os-1>

# 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, 4 Summer Time This is the first o directly from DB2 10 Beta custc 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 performa...

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

May 3  
Tuesday



## The impact of high availabil performance on business an

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

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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 shares his experience gained with e...

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**IBM System z Technology Summit**



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

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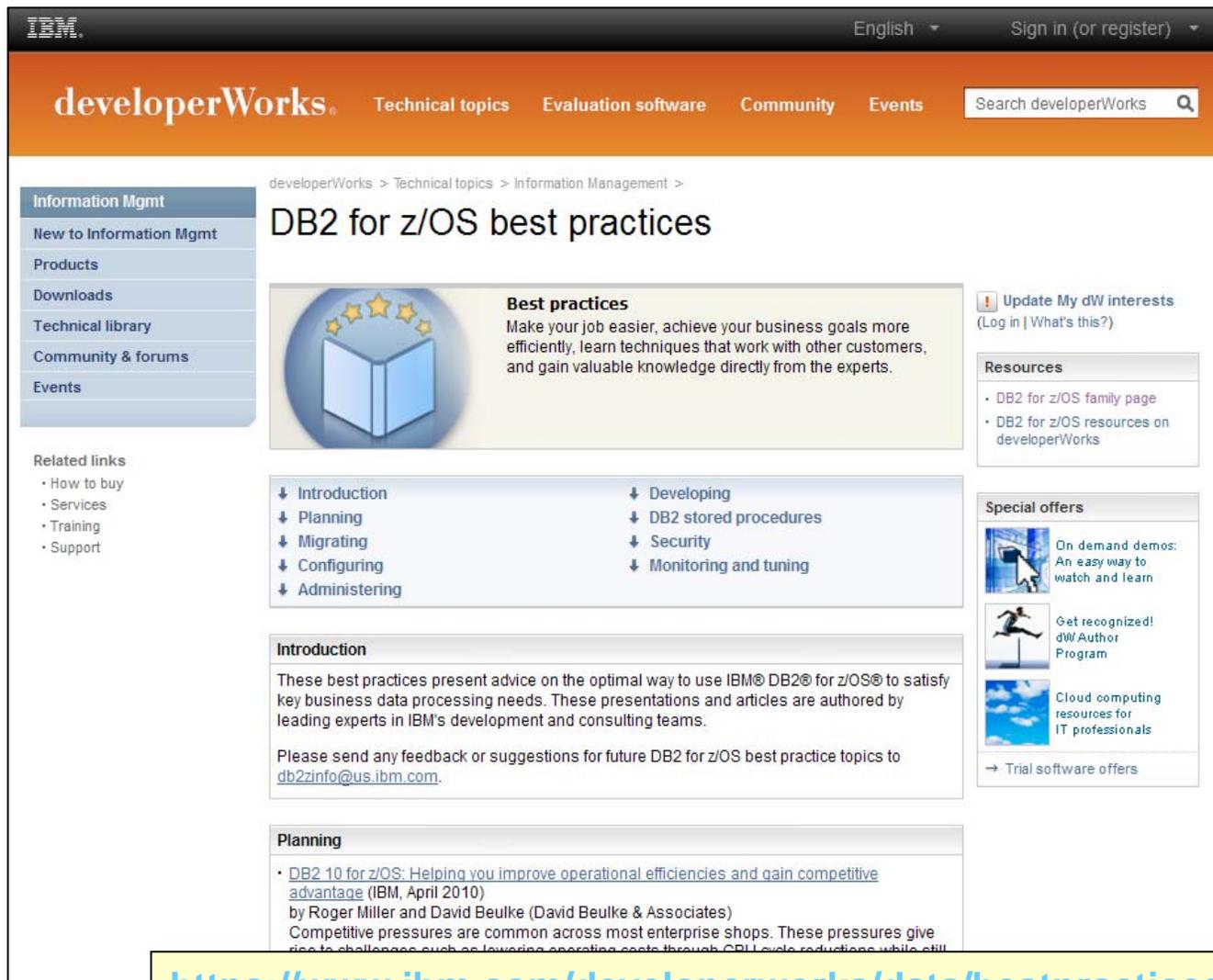
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# DB2 for z/OS Best Practices



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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 [db2zinfo@us.ibm.com](mailto:db2zinfo@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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### 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](mailto:fuh@us.ibm.com)), IBM Distinguished Engineer, IBM  
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 Qiang Song ([songq@cn.ibm.com](mailto:songq@cn.ibm.com)), Advisory Software Engineer, IBM

Date: 19 May 2011  
 Level: Intermediate  
 PDF: [A4 and Letter](#) (1059KB | 37 p)

Activity: 2316 views  
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★★★★★ Average rating

**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.

1 - 3 of 3 results

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 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 additional features help you reduce the amount of processor resources that are expended on unnecessary 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.  
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- ❑ WW IDUG LinkedIn Group <http://linkd.in/IDUGLinkedIn>
- ❑ IDUG.ORG <http://www.idug.org>
- ❑ IBM developerWorks <http://www.ibm.com/developerworks/data/community/>



**Thank You  
for Attending!  
Willie**



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**My DB2 Blog**  
[www.it.toolbox.com/blogs/db2zos/](http://www.it.toolbox.com/blogs/db2zos/)

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