Fuel Your AI
at the ultimate
IBM learning event

IBM TechXchange Conference
October 21-24, 2024
Mandalay Bay - Las Vegas

Join us in October to learn how AI will impact your role and the IBM technology you use

Build the future, today:

- **Explore emerging trends**
  Discover the latest advancements in AI and how they're shaping the future of AI skill-building.

- **Solve real-world problems**
  Develop AI-powered solutions that address critical challenges in various industries and domains.

- **Get immersed in education**
  From the New to gen AI track to watsonx Challenges and plenty of professional development, get everything you need to lead AI adoption at your organization.

- **Network with the pioneers**
  Connect with leading minds in the AI space, find mentors, and form collaborations that accelerate your career.

- **Be a part of the movement**
  Join a community passionate about responsible and ethical AI development, shaping the future of technology for good.

Hear the latest from the greatest working in gen AI

Learn from leading AI experts at IBM. Get exposed to the latest advancements and deepen your skills through hands-on activities with top industry professionals.

Armand Ruiz
VP, AI Platforms
Product Management

Namik Hrle
VP & IBM Fellow,
IBM Z Data & AI

Nicholas Renotte
Chief AI Engineer,
watsonx

Trent Gray-Donald
Distinguished Engineer,
Data & AI

Annamaria Balazs
Senior Manager, AI
Client Engineering

Haakon Roberts
Distinguished Engineer
& CTO, IBM Z Data & AI

Fuel Your Growth
by being part of
something amazing.

1,500+
Sessions and labs

7,000+
Technical peers

13
Technology tracks

"AI is going to be a transformative technology for business...It will allow you to have better insights, better decision making, and better optimization of your processes and operations." **Arvind Krishna** Chairman and Chief Executive Officer, IBM

Book early and save

Standard Pricing

$1,599

Per conference pass

Advance Pricing

$1,359

15% savings
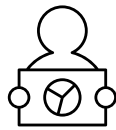
Group Pricing
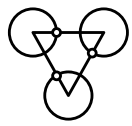
$1,119

up to 30% savings

What to expect

Gain hands-on experience with watsonx Challenges, technology breakouts, and instructor-led labs. Leave with practical skills, industry recognized credentials, and new connections that will advance your career.
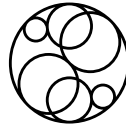
Product Roadmaps

Technology Breakouts

Instructor-led Labs

watsonx Challenges

IBM Professional Certifications

Pre-Conference Activities

Supercharge your skills and earn professional credentials

Dive into specialized tracks by technology area to deepen your skills and expertise, hone your craft, and get better with the best.

- New to gen AI
- AI Software
- Information Architecture Software
- Business Automation Software
- IT Automation Software
- Integration Software
- Application Runtimes Software
- Security Software
- Sustainability Software
- Cloud
- IBM Z & LinuxONE
- Power
- Storage

"There is no better opportunity to get hands-on with the latest technologies and discuss ideas with true experts."

Rowena Parry   AI Conversation Analyst, NatWest

Fuel Your Career with the exciting agenda planned just for you!

Monday, October 21 Pre-conference activities

7:30 AM–9:00 AM	Breakfast & Networking
9:00 AM–5:15 PM	Instructor-led Labs
10:45 AM–11:30 AM	Pre-Conference Welcome
11:00 AM–5:30 PM	IBM Business Partner Program
12:00 PM–1:30 PM	Lunch, Networking, & Event
12:30 PM–5:30 PM	Developer Community Meetups
12:30 PM5:30 PM	User Group Meetups
12:30 PM–5:30 PM	Customer Advisory Boards (CABs) & Customer Advisory Councils (CACs)
2:30 PM–3:15 PM	PM Pitstop
6:00 PM–9:00 PM	Block Party Welcome Reception in the Sandbox Expo Hall

Tuesday, October 22

7:00 AM–8:30 AM	Breakfast & Networking
7:30 AM–6:30 PM	Birds of a Feather Gatherings
8:00 AM–5:15 PM	Instructor-led Labs
8:30 AM–5:30 PM	Technology Breakouts
9:00 AM-6:00 PM	Sandbox Open
10:00 AM–10:45 AM	Opening Kickoff
10:45 AM–11:30 AM	AM Pitstop
11:30 AM–5:30 PM	Product Roadmaps
12:15 PM–1:45 PM	Lunch, Networking, & Event
2:30 PM–3:15 PM	PM Pitstop
6:30 PM–9:30 PM	Sandbox After Hours Poolside Networking Event

Wednesday, October 23

7:00 AM–8:30 AM	Breakfast & Networking
7:30 AM–6:30 PM	Birds of a Feather Gatherings
8:30 AM–5:30 PM	Technology Breakouts
8:30 AM–5:30 PM	Product Roadmaps
9:00 AM–5:15 PM	Instructor-led labs
9:00 AM–6:00 PM	Sandbox Open
10:00 AM–11:00 AM	Hack-a-thon Celebration
10:45 AM–11:30 AM	AM Pitstop
12:15 PM–1:45 PM	Lunch, Networking, & Event
2:30 PM–3:15 PM	PM Pitstop
6:30 PM–8:30 PM	Networking Reception in the Sandbox Expo Hall

Thursday, October 24

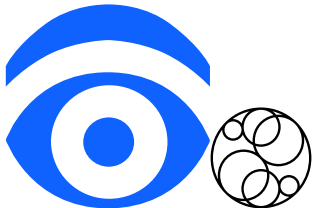|	
7:00 AM–8:30 AM	Breakfast & Networking
7:30 AM–1:15 PM	Birds of a Feather Gatherings
8:30 AM–2:30 PM	Technology Breakouts
9:00 AM–3:00 PM	Instructor-led labs
9:00 AM–3:30 PM	Sandbox Open
10:00 AM–11:00 AM	The AI Alliance – Panel Discussion
10:45 AM–11:30 AM	AM Pitstop
12:15 PM–1:45 PM	Lunch & Networking
3:00 PM–3:30 PM	Fuel Up at the Closing Ceremony and Awards

Artificial Intelligence Software Track

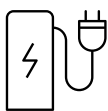**Build, scale and govern AI for your business with watsonx**

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

watsonx
Get hands-on & build with us in the Sandbox

100s
Of deep tech sessions & instructor-led labs

Sample AI Software track topics

Data and AI: Delivering the next generation of data, AI and watsonx capabilities

Foundation model customization using enterprise data with watsonx.ai Tuning Studio

Data to decisions: AI driven Business Analytics in action

Featured products

watsonx.ai   IBM Planning Analytics

watsonx Assistant   IBM Cognos Analytics

watsonx Code Assistant   watsonx.governance

Featured IBM speakers

Nicholas Renotte
Chief AI Engineer, Client Engineering-watsonx

Bill Primerano
WW Technical Sales Leader, IBM Data & AI Business Analyst

Elena Lowery
WW Technical Sales Leader, IBM Data & AI - watsonx.ai

Annamaria Balazs
Senior Client Engineering Manager, IBM AI Engineering

Lena Woolf
IBM Distinguished Engineer, Business Analytics Software

Andre Tost
IBM Distinguished Engineer, IBM watsonx Client Engineering

Join your peers

Connect with AI peers and experts from around the world.

Business Analysts   AI Engineers   Data Scientists

Risk & Compliance Analysts   Financial Systems Admins

IBM

Register now →

IBM TechXchange Conference 2024
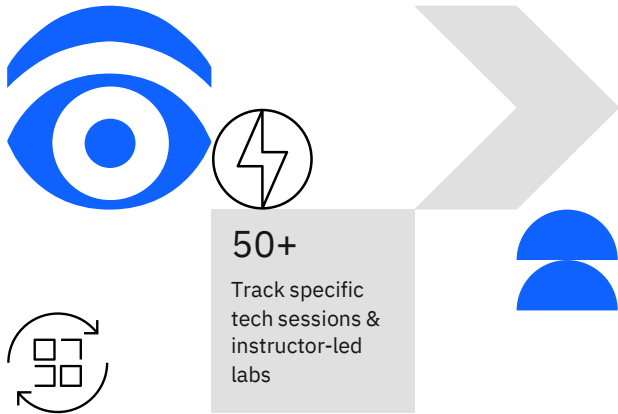
October 21-24, 2024   Mandalay Bay, Las Vegas

Application Runtimes Software

Move smarter and faster with AI and automation to drive your business

Deep learning experience.
Specific. Hands-on. Real.
Explore; Network; Have fun.

50+
Track specific tech sessions & instructor-led labs

Topics that fuel Java and DevOps innovation

AI-infused tooling

Continuous modernization

Hybrid cloud development

Embrace the future with Liberty and Quarkus

Java Runtime technologies

Platform Engineering

Java for Rapid cloud delivery

DevOps Automation

Join your peers

Connect with software engineers and architects from around the world who are building applications.

Expert IT Analysts   Solution Architects

IT Operations Managers   Senior Software Architects

Application Operation Managers

IBM®

Featured IBM speakers

Jason Gartner
GM, Application Modernization Software Product Management

Ian Robinson
Distinguished Engineer & CTO, Application Runtimes Software

Madhu Kochar
VP, Development, IBM Automation

Dana Price
Distinguished Engineer & Global CTO, Application Modernization Software

Raghuram Tadipatri
VP, Application Modernization Software Product Development

Featured products

Cloud Pak for Applications

featuring Liberty, Quarkus, OpenShift

DevOps Automation

featuring Plan, Test, Deploy, & Velocity

Register now →

Business Automation Software

Transform your work with AI-powered business automation

Deep learning experience.
Specific. Hands-on. Real.
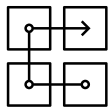99% would be curious. You'll be thrilled.

20+
Track specific tech sessions & instructor-led labs

21
Certification tests
3 free with conference pass

Sample Business Automation track topics

IBM Business Automation Strategy and Directions: Expert Insights into the Product Roadmap

How to apply Process Mining Intelligence for Business Operations Excellence

Featured products

watsonx Orchestrate   Process Mining

IBM Operational Decision Manager

Workflow   watsonx Assistant

Featured IBM speakers

Steve Brazil
VP Product Development, Digital Labor Software

Stephane Mery
IBM Distinguished Engineer & CTO, Decision Intelligence Software

Parul Mishra
VP Product Management, Digital Labor

Matt Warta
Director Product Management, Business Automation and watsonx Orchestrate Software

Gargi Dasgupta
Management and AI Leader, Digital Labor Software

Kevin Trinh
Cloud Integration Chief Architect, Business Automation Software

Join your peers

Connect with peers from around the world who are serious about business automation.

Business Application Architects   Operations Managers

Business Application Owners   Enterprise Architects

Business Application Developers

IBM®

Register now   →

IBM TechXchange Conference 2024
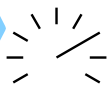
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Cloud

Scale AI and modernize with
IBM's enterprise cloud platform

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

45+
Track specific tech sessions & instructor-led labs

14
Certification tests
3 free with conference pass

Sample Cloud track topics

Extend enterprise: VMware, SAP, PowerVS

Performance intensive HPC, AI-enabled infrastructure

Regulated industries: trade finance, payments, core banking

Modernize with OpenShift: application modernization, data, security, observability, DevOps

Featured products

AI Infrastructure & HPC	IBM Power Virtual Server

IBM Cloud for Financial Services

IBM Cloud for VMware Solutions

Red Hat OpenShift on IBM Cloud

Featured IBM speakers

Rohit Badlaney
GM, IBM Cloud Product & Industry Platforms

Jason McGee
IBM Fellow, CTO IBM Cloud, GM, Platform and Common Services

Briana Frank
VP, Product & Design for IBM Cloud

Nataraj Nagaratnam
IBM Fellow, CTO, Cloud Security

Dinakaran Joseph
IBM Distinguished Engineer, IBM Cloud

Ana Biazetti
IBM Distinguished Engineer and Master Inventor

Join your peers

Connect with your Cloud peers and SMEs.

Developers   Infrastructure Executives and Managers

Software Engineers   Systems Reliability Engineers

Architects (Application, Cloud, Enterprise, Data, Storage)
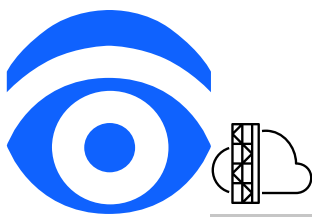
System Administrators   DevOps

Register now →

IBM Z & LinuxONE

Modernize for hybrid cloud, extend with AI

Deep learning experience. Specific. Hands-on. Real.

150
Track specific tech sessions & instructor-led labs

Experience our Sandbox

− IBM z16 Plexi
− IBM Mainframe LEGO Brick Model
− Demos, SMES and AMA's

Sample IBM Z & LinuxONE track topics

IBM Z: AI-powered, hybrid cloud platform roadmap

IBM Z and gen AI – what's ahead

What's next? zNext preview

Featured products

IBM Z Enterprise AI   Watsonx Code Assistant for Z

IBM Z AI-Assisted Application Modernization   IBM Z Skills

IBM Z AIOps   IBM Z Security   IBM Z Hybrid Cloud

IBM Z DevOps   IBM Z & LinuxONE Sustainability

Featured IBM speakers

Marna Walle
Senior Technical Staff, IBM z/OS

Michael Jordan
Distinguished Engineer, IBM Z Security, Product Management

Elpida Tzortzatos
IBM Fellow & Global CTO, IBM Z Enterprise AI

Anne Dames
Distinguished Engineer, Product Development, IBM Z Security

Join your peers

Connect with mainframe technologists and thought leaders from around the globe.

Enterprise Architects   AI Engineers   IT Management

Application Developers   Application Programmers

System Administrators

Don't miss user group-led sessions in collaboration with

SHARE
EDUCATE · NETWORK · INFLUENCE

Register now →

Information Architecture Software

Unleash AI excellence through trusted Data

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

150+
Track specific sessions & instructor-led labs

5
Certification tests
3 free with conference pass

Featured IBM speakers

Deepak Rangarao
Distinguished Engineer & Global CTO

Ernie Ostic
Chief Evangelist

Dale McInnis
Principal Data & AI Technical Specialist

Dan Hancock
Principal WW Data & AI Technical Specialist Global Sales (WW)

Sample Information Architecture track topics

AI-ready data stores

Data fabric

Data governance

Are today's LLM's really open source?

IBM's take on data integration

Join your peers

Connect with peers and experts from around the world who are serious about data.

Data Architects   Data Engineers

Database Administrators   Data Stewards

Featured products

watsonx.data   Cloud Pak for Data   Db2

Netezza   DataStage   Informix

Don't miss user group-led sessions in collaboration with

IDUG
Leading the Db2 User Community since 1988

IBM.

Register now →

Integration Software

Deliver AI-infused automation with your hybrid integration platform

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

api

65+

Track specific tech sessions & instructor-led labs
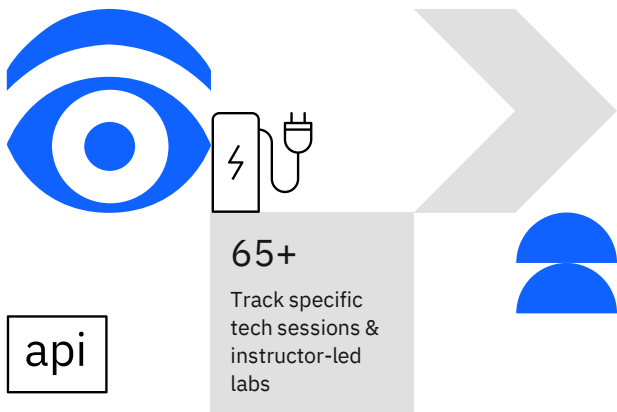
Sample Integration track topics

AI-infused data & application integration

Connect & automate business potential through modern integration patterns & technologies

Hybrid integration platform that delivers efficiency, reliability, observability & security

Featured products

IBM MQ   IBM App Connect   IBM DataPower

IBM API Connect   IBM Event Automation

IBM Cloud Pak for Integration   IBM Aspera

Featured IBM speakers

David Ware
Distinguished Engineer & Global CTO, IBM MQ

Raghuram Tadipatri
VP, Application Modernization Software Product Development

Rashmi Kaushik
Director, Integration Software Product Management

Matt Roberts
Distinguished Engineer & Global CTO, IBM Integration

Madhu Kochar
VP, Development, IBM Automation

Jason Gartner
GM, Application Modernization Software Product Management

Join your peers

Connect with Software engineers and architects from around the world who are building applications.

API / App Developers   Integration Developers

Enterprise Architects   IT application Developers

Integration Architects   Software security technologists
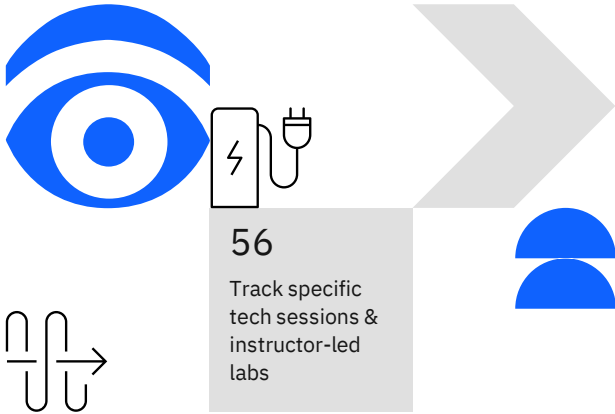
IBM

Register now →

IT Automation Software

Power IT automation with AI

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

56
Track specific tech sessions & instructor-led labs

Sample IT Automation track topics

Observability, Sustainability

Gen AI for IT Operations, TBM, Network operations

FinOps, AIOps

APM, NPM, SDN, Elasticity, Automation

AI for IT, Resource Management

Featured products

| Turbonomic | Instana | Apptio One | SevOne |

| NS1 | Cloud Pak for AIOps | Apptio Cloudability |

Featured speakers

Phil Alfano
Field CTO, Apptio

Bill Lobig
VP, IBM Automation Product Management

AJ Nish
Director for Product Management, Turbonomic

Michael Kwok
VP of Product Development, IT Automation

Kyle Kruszewski
Product owner for Turbonomic at Discover Financial Services

Isabell Sippli
Distinguished Engineer, AIOps

Join your peers

Connect with technology professionals from all around the world. Meet new faces and greet old friends.

| SRE Teams | Developers/Devops | FinOps |

| IT Operations | Cloud Operations | Network Operations |

| Incident Managements |

Register now →

Power

Accelerate data-intensive applications
and AI using the flexibility of hybrid cloud
with IBM Power

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

125+
Track specific
deep tech
sessions

20+
Instructor-led
labs

Featured IBM speakers

Rebecca Gott
CTO, IBM Power

Steve Sibley
VP, Product Management,
IBM Power

Bill Starke
Distinguished Engineer,
IBM Power

Bargav Balakrishnan
VP, Banking and Industry
Modernization Infrastructure
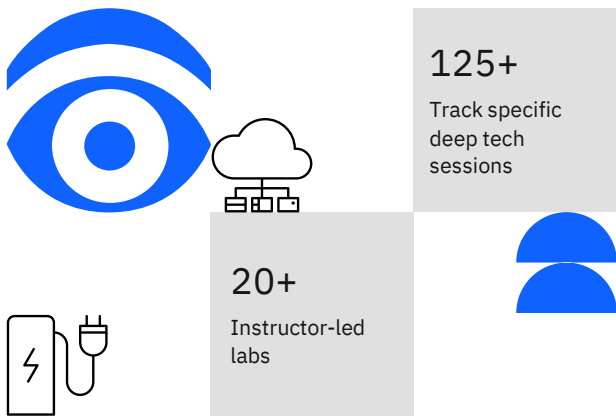
Sample IBM Power track topics

AI acceleration with IBM Power & watsonx

Hybrid cloud XaaS on IBM Power

Infrastructure automation on IBM Power

SAP on IBM Power

Join your peers

Connect with IBM Power experts.
Meet new faces and greet old friends.

Infrastructure Architects   Systems Architects

IT Managers   Systems Engineers   Cloud Engineers

Featured products

AI on IBM Power   IBM PowerVS   SAP on IBM Power

OpenShift   IBM Power Private Cloud   AIX/Oracle

Linux on IBM Power   IBM i   Automation/Ansible

Don't miss user group-led sessions
in collaboration with

COMMON
LEARN. ENGAGE. GROW.

IBM.

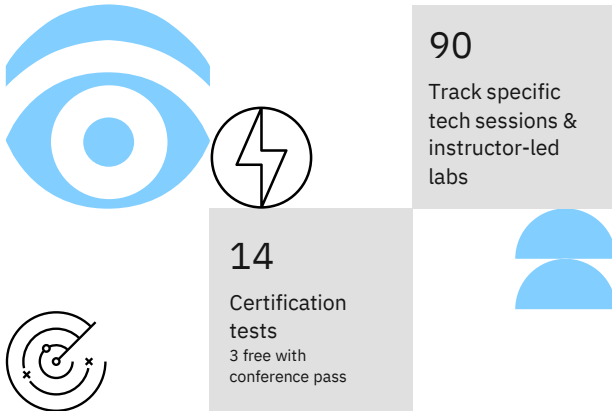Register now   →

Security Software

Fuel your security with automation and gen AI

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

90
Track specific tech sessions & instructor-led labs

14
Certification tests
3 free with conference pass

Security track topics

Technical roadmaps including Threat Detection and Response, Data Security and Identity and Access Management solutions

Transformation of security operations with gen AI

Regulatory compliance and visibility into the data activity

Identity fabric: eliminate silos and improve the security posture

Featured products

IBM Security QRadar Suite (SIEM, SOAR, EDR, ASM)

IBM Security Guardium (Data Protection, Insights)

IBM Security Verify (Verify SaaS, Verify Governance)

Featured IBM speakers

Matt Simons
Senior Product Manager – Data Security

Chris Meenan
Vice President, Product Management – Threat Management

Devan Shah
Chief Software Architect – Data Security

Sridhar Muppidi
IBM Fellow, Vice President & Global Chief Technology Officer

Suja Viswesan
Vice President, Product Development

Patrick Wardrop
Director, Product Development – Identity & Access Management

Join your peers

Connect with experts who are staying ahead of cybersecurity threats and thwarting attackers who are exploiting AI. Meet new faces and greet old friends.

Security Analysts   Cloud Security Architects   CISOs

Security Engineers / Architects   Developers   DPOs

IBM

Register now →
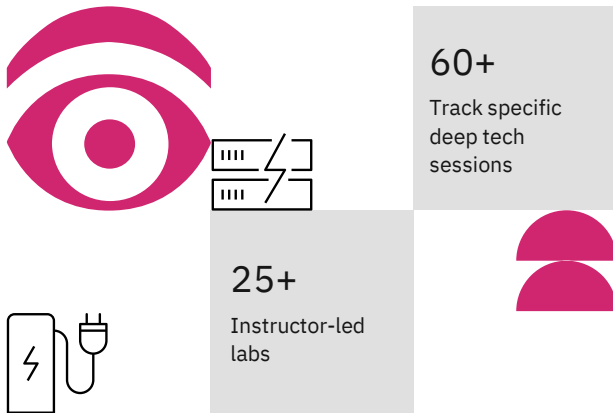
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Storage

Solve data challenges for hybrid cloud & AI

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

60+
Track specific deep tech sessions

25+
Instructor-led labs

Sample Storage track topics

FlashSystem and Virtualization Roadmap Revealed

Storage Defender / Cyber Resilience Roadmap

App Modernization with Storage Fusion

Storage for Data and AI (Storage Scale, Storage Ceph)

Featured products

Storage FlashSystem   Storage Defender

Storage Scale   Storage Ceph

Storage Fusion   Storage DS8000

Featured speakers

Rulan Patel
MBA, DTM CITGO

Barry Whyte
Principal Technical Specialist, IBM FlashSystem, IBM Storage

Jake Carroll
Director, University of Queensland, Research Computing Centre

Brian Sherman
Distinguished Engineer, IBM Storage

Shailesh Shenoy
Assistant Dean IT Technology, Albert Einstein College of Medicine

Sam Werner
VP Product Management, IBM Storage

Join your peers

Connect with Storage peers from around the world.
Meet new faces and greet old friends.

Systems & Storage Administrators   Platform Managers

Enterprise Infrastructure Architects   Cyber Security Experts

Systems & Modernization Leaders

Register now →

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Sustainability Software

Transform enterprise operations
and sustainable supply chains
through AI-driven intelligent
insights and execution

Deep learning experience.
Specific. Hands-on. Real.
99% would be curious. You'll be thrilled.

125+
Track specific sessions & instructor-led labs

16
Certification tests
3 free with conference pass

Featured IBM speakers

Alex Donatelli
IBM Distinguished Engineer, Sustainability Software

Janki Vora
IBM Distinguished Engineer & Chief Technology Officer, Sustainability Software

René Bostic
Vice President, Tech Sales, Sustainability Software

Suzanne Livingston
Vice President, Engineering, Sustainability Software

Sample Sustainability track topics

How to enhance your asset management with Maximo Application Suite and watsonx

Be Sustainability compliant! Streamline your Engineering process with traceable documentation

Fortify your Sterling Data Exchange with IBM Security

Featured products

IBM Maximo Application Suite

IBM Sterling Supply Chain

IBM TRIRIGA Application Suite

IBM Envizi

IBM Environmental Intelligence Suite

IBM Sterling Data Exchange

IBM ELM Application Suite

Join your peers

Connect with application owners, systems administrators and IBM experts who are transforming Sustainability ambition into actionable insights with data and AI.

Don't miss user group-led sessions in collaboration with

MaximoGroups.org

IBM

Register now →