



SQL Server® **LIVE!**

TRAINING FOR DBAs AND IT PROS

December 10-14, 2012
Royal Pacific Resort, Orlando, FL
sqllive360.com

IT EVENTS WITH PERSPECTIVE



5 DAYS OF BUILDING, DEVELOPING AND MANAGING SQL SERVER

TRACK TOPICS:

- Friends of SQL Server
- Recovery and High Availability
- Monitoring, Maintaining, and Tuning
- What's New in SQL Server 2012
- Business Intelligence and Big Data with the Microsoft Stack
- SQL Server Virtualization and In the Cloud



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WHO SHOULD ATTEND SQL SERVER LIVE!

**Database Administrators
(DBAs)**

**Business Intelligence
Professionals**

IT Professionals

Developers

Consultants



A LETTER FROM THE CONFERENCE CO-CHAIRS

With this year's release of SQL Server 2012, Microsoft's database platform is more relevant and exciting than ever before. SQL Server 2012 adds incredible high-availability features, powerful new data warehousing and business intelligence capabilities, richer automation through Windows PowerShell and even offers connectivity to Big Data juggernaut Apache Hadoop.

At SQL Server Live!, we're highlighting these and other important aspects of SQL Server – including the 2012 release, prior versions (which we know you'll have in production for some time) and Windows Azure SQL Database too. We've assembled some of the industry's top experts to present hard-hitting, information-packed sessions that focus on real-world utilization and take-it-

home-and-use-it techniques and tips.

We've also aligned the content at SQL Server Live! with that of the many co-located technology tracks at Live! 360. This gives you an unprecedented opportunity to focus on not just SQL Server, but also SharePoint, Cloud and Virtualization, .NET development with Visual Studio, and more – all in a single venue.

Whether you need to dive deep into a particular technology, or hit a broad range of sessions that address your specific business and operational needs, you should find everything you need at Live! 360.

We look forward to seeing you there.



Andrew J. Brust
Founder and CEO,
Blue Badge Insights



Don Jones
Partner and Principal Technologist,
Concentrated Technology

Microsoft MVP Award recipients and
conference co-chairs, SQL Server Live!

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Reasons to Attend SQL Server Live!

1. REAL-WORLD APPLICATIONS FOR SQL SERVER.

Learn what companies are *really* doing with SQL Server, with sessions suitable for all levels of DBAs and IT pros – you'll learn what YOU need to know at this event.

2. THE GANG'S ALL HERE. Literally. We have all the top SQL Server experts that you want to hear from in one location, including: Andrew Brust, Kevin Goff, Don Jones, Lynn Langit, Leonard Lobel and Craig Utley.

3. BUY 1, GET 3 FREE! And we mean FREE. SQL Server Live! is a part of **Live! 360** – a unique conference built for the IT and Developer community.

Live! 360 is comprised of four co-located events: **SQL Server Live!**, **Cloud & Virtualization Live!**, **SharePoint Live!** and **Visual Studio Live!**. By registering for just 1 event, you have access to ALL FOUR. Pick and choose from whatever sessions interest you across the entire Live! 360 conference – for just 1 price!

4. ONE-OF-A-KIND NETWORKING EVENTS. What separates this conference from the rest are the multiple opportunities we provide you with to chat and mingle with the speakers and your fellow attendees.



Get those tough questions answered or hear what your colleagues are up to during meals and networking activities taking place throughout the week – it's fun AND educational!

Don't forget – with 4x the conferences, you have 4x the people to network with and learn from!

5. YOUR VERY OWN TECH-CATION. In addition to the awesome education, top-ranked speakers and networking opportunities, we haven't even mentioned that it's all taking place in sunny Orlando, Florida! Who doesn't need a little warmth in December?

EVENTS AND ACTIVITIES

Your attendance at SQL Server Live! / Live! 360 is about learning from your peers as well as the experts; make the most of your time with us and add these events and activities to your itinerary!

SQL SERVER LIVE! / LIVE! 360 EXHIBITOR RECEPTION

Tuesday, December 11
5:30 – 7:30 p.m.

You won't want to miss the SQL Server Live! / Live! 360 exhibitor reception on Tuesday, December 11! Take advantage of the dedicated time with sponsors and exhibitors who bring you the products and services you'll rely on in the coming year as you enjoy complimentary drinks and hors d'oeuvres.

LUNCHEON ROUND TABLE

Wednesday, December 12
12:15 – 1:45 p.m.

Plumb the knowledge and experience of your colleagues and conference speakers by participating in one of the Luncheon Round Tables. These tables are designated with a sign and seating is on a first-come basis.

EXHIBITOR EXPO

Monday, December 10
Wednesday, December 12

Browse the Exhibitor Expo! Gather information on the latest product updates and new technologies you can use to build solutions faster and gain productivity. Visit all booths and become eligible for the grand prize drawing!

LIVE! 360 DEMONSTRATION THEATER

The Live! 360 Demonstration Theater provides a great way to learn more about products and solutions offered by our 2012 sponsors. Located in the Expo Hall, the demonstrations are easy to drop in on for a quick dose of interesting tech talk.

EXPO HALL PRIZE HUNT

Wednesday, December 12
3:30 p.m.

Upon entering the Exhibitor Reception on Tuesday evening, you'll be handed a prize hunt card. Visit booths and collect a stamp from the exhibitors. Turn in your completed card and you'll be entered to win a variety of great prizes. We'll select winners beginning on Wednesday at 3:30 p.m. You must be present in the Expo Hall to win.

Visit the [SQL Server Live! Website](http://www.sqllive360.com) at www.sqllive360.com for the demo theater schedule, prize information, and the growing list of exhibitors.



VENUE & TRAVEL

Venue Information

Combine business and pleasure! Make your time at SQL Server Live! even better by bringing the family and staying at the Royal Pacific Resort at Universal Orlando, home to all conference sessions and activities. The Royal Pacific Resort at Universal Orlando is a perfect retreat with its exotic South Seas flavor for parents and kids alike.

Hotel Information

Royal Pacific Resort at Universal Orlando

6300 Hollywood Way
Orlando, Florida, 32819
Phone: 866.360.7395



The Royal Pacific Resort at Universal Orlando provides comfort and relaxation in an ideal location. Situated just a short water taxi ride away from thrilling Universal CityWalk and the Universal Theme Park, this well-situated property makes visiting this sunny locale easy.

Special SQL Server Live! Attendee Rate: \$119

Book by: November 16, 2012

Rates are based on availability, so book your accommodations today.

Rooms at the Royal Pacific Resort in the SQL Server Live! Room Block include complimentary in-room Internet connectivity and complimentary use of the Health Club.

Make your hotel reservation online or by calling Reservations at 866.360.7395 and ask for the SQL Server Live! Room Block. (link: <http://www.loewshotels.com/en/Royal-Pacific-Resort/GroupPages/live360>)

COMPLETE CONFERENCE & HOTEL PACKAGE

If you select the Complete Conference & Hotel Package when registering, a hotel room at the Royal Pacific Resort at Universal Orlando will be reserved for you.

Travel

AIR TRAVEL DISCOUNTS

American Airlines is offering a 5% discount to SQL Server Live! attendees for travel to Orlando International Airport between December 9 and 15, 2012. Mileage members can receive credit for all American miles flown to attend this conference. To take advantage of these discounts, please call toll-free, or have your travel agent call American Airlines: 800.433.1790 and reference number A22N2AZ. To book your discounted ticket online go to www.aa.com and use the discount reference number above as the promotion code.

CAR RENTAL DISCOUNTS

Avis Rent-a-Car is offering a discount on car rental for SQL Server Live! attendees. To receive the discounted rates, call Avis at 800.331.1600 and use the Avis Worldwide Discount (AWD) number D005872, or [click here](#) to make your reservation online.

AIRPORT TRANSPORTATION

Orlando International Airport

The Royal Pacific Resort at Universal Orlando does not provide airport transportation, but there are several options:

MEARS TRANSPORTATION

800.759.5219

Mears provides convenient and affordable transportation between the Orlando International Airport and the Royal Pacific Resort. One way fares start at \$18. This is a shuttle service that will have other stops along the way.

Mears can also assist with sedan reservations or advance taxi reservations.

TAXI

One way fares from Orlando International Airport (MCO) average \$45-\$50

December 10-14, 2012 • Royal Pacific Resort at Universal Orlando®

Friends of SQL Server	Recovery and High Availability	Monitoring, Maintaining, and Tuning	What's New in SQL Server 2012	Business Intelligence and Big Data with the Microsoft Stack	SQL Server Virtualization and In the Cloud
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START TIME	END TIME	SQL Server Live! Pre-Conference Workshops: Monday, December 10, 2012 <i>(Separate entry fee required)</i>		
6:30 am	8:00 am	Pre-Conference Workshop Registration - Coffee and Morning Pastries		
8:00 am	12:00 pm	SQM1 - Workshop: Being a SQL Server DBA - Even If You'd Rather Not - Don Jones	SQM2 - Workshop: Developer Dive into SQL Server 2012 (Part 1) - Leonard Lobel	SQM3 - Workshop: SQL Server High Availability and Disaster Recovery Deep Dive (Part 1) - Edwin Sarmiento
12:00 pm	1:00 pm	Lunch		
1:00 pm	5:00 pm	SQM4 - Workshop: T-SQL for the Report Writer - David Dye	SQM2 - Workshop: Developer Deep Dive into SQL Server 2012 (Part 2) - Leonard Lobel	SQM3 - Workshop: SQL Server High Availability and Disaster Recovery Deep Dive (Part 2) - Edwin Sarmiento
5:00 pm	7:00 pm	EXPO Preview		
7:00 pm	8:00 pm	Live! 360 Keynote		

START TIME	END TIME	SQL Server Live! Day 1: Tuesday, December 11, 2012			
7:00 am	8:00 am	Registration - Coffee and Morning Pastries			
8:00 am	9:00 am	SQL Server Live! Keynote			
9:15 am	10:30 am	Live! 360 Keynote			
10:30 am	11:00 am	Networking Break • Visit the EXPO			
11:00 am	12:15 pm	SQT1 - The SQL Server 2012 Delta Guide: What's New, What's Changed - Don Jones	SQT2 - Building Robust SSIS Packages - David Dye	SQT3 - Trimming Indexes, Getting Your Database in Shape - Bradley Ball	SQT4 - Introducing SQL Server Data Tools - Leonard Lobel
12:15 pm	2:00 pm	Lunch • Visit the EXPO			
2:00 pm	3:15 pm	SQT5 - Transparent Database Encryption Inside and Out in SQL Server 2012 - Bradley Ball	SQT6 - What's New in SQL Server Integration Services 2012 - Kevin Goff	SQT7 - Index Tuning and Maintenance Demystified - Don Jones	SQT8 - Programming the T-SQL Enhancements in SQL Server 2012 - Leonard Lobel
3:15 pm	4:15 pm	Networking Break • Visit the EXPO			
4:15 pm	5:30 pm	SQT9 - Page & Row Compression Deep Dive with SQL Server 2012 - Bradley Ball	SQT10 - Getting the Most Out of PerformancePoint Services - Kevin Goff	SQT11 - Introduction to Auditing - David Dye	SQT12 - Possible Musics: Choosing Between Analysis Services 2012 Multidimensional and Tabular - William Pearson
5:30 pm	7:30 pm	Exhibitor Reception			

START TIME	END TIME	SQL Server Live! Day 2: Wednesday, December 12, 2012			
7:00 am	8:00 am	Registration - Coffee and Morning Pastries			
8:00 am	9:00 am	SQL Server Live! Keynote			
9:15 am	10:30 am	SQW1 - Utilizing Knowledge Bases with Data Quality Services in SQL Server 2012 - Arie Jones	SQW2 - Virtualizing SQL Server - Don Jones	SQW3 - Monitoring Databases in a Virtual Environment - Thomas LaRock	SQW4 - Why OLAP? Building SSAS Cubes and Benefits of OLAP - Kevin Goff

AGENDA AT-A-GLANCE

10:30 am	11:00 am	Networking Break • Visit the EXPO			
11:00 am	12:15 pm	SQW5 - Change Data Capture in SQL Server 2012 - <i>Kevin Goff</i>	SQW6 - Intro to Windows Azure SQL Database and What's New - <i>Eric D. Boyd</i>	SQW7 - SQL Performance Tuning Made Easy - <i>Thomas LaRock</i>	SQW8 - Serene Velocity: Reporting Services and Analysis Services Data - <i>William Pearson</i>
12:15 pm	1:45 pm	Round Table Lunch • Visit the EXPO			
1:45 pm	3:00 pm	SQW9 - Master Data Services in SQL Server 2012 - <i>Arie Jones</i>	SQW10 - Storage Strategies in Windows Azure - <i>Eric D. Boyd</i>	SQW11 - SQL Server 2012 on Server Core: Benefits and Considerations - <i>Allen White</i>	SQW12 - An Overview of PowerPivot 2012 - <i>William Pearson</i>
3:00 pm	4:00 pm	Networking Break • Visit the EXPO • Expo Raffle			
4:00 pm	5:15 pm	SQW13 - SQL Server 2012 Columnstore Index - <i>Kevin Goff</i>	SQW14 - What DBAs Need to Know About SQL Azure - <i>Arie Jones</i>	SQW15 - To Be Announced	SQW16 - Real-World SQL Server 2012 Analysis Services BISM models - <i>Lynn Langit</i>

START TIME	END TIME	SQL Server Live! Day 3: Thursday, December 13, 2012			
7:00 am	8:00 am	Registration - Coffee and Morning Pastries			
8:00 am	9:15 am	SQTH1 - BI in the Cloud with SQL Azure Reporting - <i>Eric D. Boyd</i>	SQTH2 - Sleeping While the Wind Blows: Lessons from Real-Life Disasters for Database Administrators - <i>Adrian Porter</i>	SQTH3 - Database Design: Size DOES Matter - <i>Thomas LaRock</i>	SQTH4 - Power View from the Data Visualization Perspective - <i>Jennifer Stirrup</i>
9:30 am	10:45 am	SQTH5 - Add It Up: Analysis Services Aggregations - <i>Craig Utley</i>	SQTH6 - Gone Clustering in 60 Minutes - <i>Edwin Sarmiento</i>	SQTH7 - Database Backups for the Accidental DBA - <i>Grant Fritchey</i>	SQTH8 - Microsoft's Big Play for Big Data - <i>Andrew Brust</i>
11:00 am	12:15 pm	SQTH9 - Why Business Intelligence Projects Fail (And What You Can Do About It) - <i>Craig Utley</i>	SQTH10 - To Be Announced	SQTH11 - Maintain SQL Server System and Performance Data with PowerShell - <i>Allen White</i>	SQTH12 - Hadoop and its Ecosystem Components in Action - <i>Andrew Brust</i>
12:15 pm	1:30 pm	Lunch			
1:30 pm	2:45 pm	SQTH13 - Avoid Slow SSAS Queries: MDX Query Troubleshooting - <i>Craig Utley</i>	SQTH14 - Database Recovery Techniques to Keep Handy - <i>Edwin Sarmiento</i>	SQTH15 - SQL Server 2012 Query Performance and Load Testing - <i>Grant Fritchey</i>	SQTH16 - NoSQL for the SQL Server Professional - <i>Lynn Langit</i>
3:00 pm	4:15 pm	SQTH17 - Secure SSAS Data Without Tying Yourself Up in Knots - <i>Craig Utley</i>	SQTH18 - Providing Database Availability with SQL Server 2012 AlwaysOn - <i>Edwin Sarmiento</i>	SQTH19 - Manage SQL Server 2012 on Windows Server Core Using PowerShell - <i>Allen White</i>	SQTH20 - Mobile Business Intelligence for Everyone, Now! - <i>Jennifer Stirrup</i>
4:30 pm	5:45 pm	Live! 360 Conference Wrap-up			

START TIME	END TIME	SQL Server Live! Post-Conference Workshops: Friday, December 14, 2012 <i>(Separate entry fee required)</i>	
7:00 am	8:00 am	Post-Conference Workshop Registration - Coffee and Morning Pastries	
8:00 am	12:00 pm	SQF1 - Workshop: The Data Warehousing Process in a Day: Design, Build, and Deliver (Part 1) - <i>Craig Utley</i>	SQF2 - Workshop: Big Data and NoSQL in Microsoft-Land (Part 1) - <i>Andrew Brust and Lynn Langit</i>
12:00 pm	1:00 pm	Lunch	
1:00 pm	5:00 pm	SQF1 - Workshop: The Data Warehousing Process in a Day: Design, Build, and Deliver (Part 2) - <i>Craig Utley</i>	SQF2 - Workshop: Big Data and NoSQL in Microsoft-Land (Part 2) - <i>Andrew Brust and Lynn Langit</i>

Speakers and sessions subject to change

SESSION DESCRIPTIONS BY TRACK

FRIENDS OF SQL SERVER

SQL Server is about more than just SQL Server. There's Integration Services, Reporting Services, and more – the "friends of SQL Server" help you accomplish critical tasks and meet important business needs. Sessions in this track help you leverage these tools and technologies more effectively.

■ SQM3 Workshop: SQL Server High Availability and Disaster Recovery Deep Dive – Intermediate / Advanced

Edwin Sarmiento

Monday, December 10

8:00 a.m. – 6:00 p.m.

High Availability and Disaster Recovery (HA/DR) is an area that every SQL Server DBA needs to be comfortable with. In this full-day workshop, learn what needs to be considered when embarking on a HA/DR project, the different features and technologies available in SQL Server, and implement them accordingly to meet service level agreements of mission-critical databases.

You will learn:

- What requirements need to be met when implementing an HA/DR project
- How to identify different SQL Server features and technologies – backup, recovery, database mirroring, log shipping, clustering, AlwaysOn – that can be used in addressing HA/DR requirements
- How to implement the appropriate technology to meet HA/DR service level agreements

■ SQM4 Workshop: T-SQL for the Report Writer – Introductory

David Dye

Monday, December 10

1:00 p.m. – 5:00 p.m.

This four hour workshop is targeted for the analysts who are required to create reports against SQL Server databases. The workshop focuses on writing efficient T-SQL queries to return data sets for any reporting solution, SSRS, Crystal Reports, Active Reports, etc. This workshop will serve as an introduction to T-SQL's DQL, Data Query Language, and is meant for anyone who has a general knowledge of SQL Server.

The workshop will cover:

- An introduction to T-SQL
- T-SQL querying tools
- Basic T-SQL syntax
- Basic SELECT statements
- Filter results
- Joining tables
- Aggregating values
- String functions

■ SQT2 Building Robust SSIS Packages – Intermediate

David Dye

Tuesday, December 11

11:00 a.m. – 12:15 p.m.

Typical SSIS package development focuses on the known, the data source, transformations, and destinations, but often fails to address the unknown, schema changes, data type mismatches, and change within the network environment. Development must come from a starting point, the known, but should also insure that an SSIS package provides portability, stability, and resilience.

You will learn:

- The tasks and techniques used to make an SSIS 2012 package portable, stable, and record and report package metrics. We will focus on three primary topics and how each can be met with the tools available inside SSIS.



SESSION DESCRIPTIONS BY TRACK, continued

- Portability: SSIS Parameters, Deployment paths
- Stability: Dynamic Error Handling, Control Flow, Data Flow, Storing task and package errors
- Reporting: Capturing package metrics, Storing metrics, Reporting package metrics

This session focuses on SSIS 2012 as well as SSRS 2012, which is used to provide in-depth reports for all package metrics.

■ **SQT4 Introducing SQL Server Data Tools - Introductory / Intermediate**

Leonard Lobel

Tuesday, December 11

11:00 a.m. – 12:15 p.m.

Application developers just got a brand new database development environment! With the release of SQL Server 2012, the new SQL Server Data Tools (SSDT) serves as your primary development environment for building Windows and Web applications on top of SQL Server. While SQL Server Management Studio (SSMS) continues to serve as the primary tool for database administrators, SSDT plugs in to Visual Studio as a new database project type designed specifically for the .NET application developer.

With SSDT, developers can finally enjoy building database applications without constantly switching between Visual Studio and SSMS. In this session, Lenni will demonstrate how SSDT can be used to develop for (and deploy to) on-premise and SQL Azure databases. In addition to replicating most of the functionality found in SSMS, you will learn how to use features such as code navigation, IntelliSense, and refactoring with your database models indispensable tools previously available only for application development in Visual Studio. We'll also cover the new declarative model that allows you to design databases offline and under source control right from within solution in Visual Studio. Don't miss out on this demo-centric information-packed session on the new generation of database tools for application developers!

You will learn:

- The declarative model-based approach used in the new generation of SQL Server tools for developers
- The various services that power the new tools (explorer, designers, schema compare, local database runtime, language services, debugging, and buffered editing)
- See live demonstrations of how to design, test, and deploy on-premises databases, offline database projects,

and SQL Azure databases in the cloud all from inside Visual Studio

■ **SQT6 What's New in SQL Server Integration Services 2012 – Intermediate**

Kevin Goff

Tuesday, December 11

2:00 p.m. – 3:15 p.m.

SSIS has always been a good ETL product. In SQL Server 2012, SSIS got even better. Microsoft simplified certain ETL tasks to help new developers learn SSIS more quickly, and added new features that will be a hit to experienced ETL developers. In this presentation, I'll cover all the new features in SSIS 2012: parameters, new tasks, simplified tasks, new expression functions, data taps for dynamically "tapping" into a data flow pipeline, better handling of invalid metadata references, and a greatly improved deployment model. SSIS 2012 also uses the new SQL Server Data Tools interface (the Visual Studio 2010 shell). After participating in this presentation, you might very well agree with me that SSIS has gone from "good" to "great" in 2012.

You will learn:

- Overall improved UI and workflow in SSIS 2012
- The new SSIS project deployment model and the benefits
- How to incorporate stored procedures and staging tables into ETL scenarios

■ **SQT10 Getting the Most Out of PerformancePoint Services – Intermediate**

Kevin Goff

Tuesday, December 11

4:15 p.m. – 5:30 p.m.

Many people know that you can use PPS 2010 to create KPI scorecards. But PPS has a wealth of other features for creating an integrated dashboard environment. In this presentation, I'll demonstrate a 6-page dashboard that incorporates KPI scorecards, PPS analytic charts and grids, as well as content from Excel and Reporting Services. I'll also show how developers can use MDX to extend PPS content. By the end of the session, you're likely to learn at least one (and hopefully more than one) capability in PPS that you didn't know existed!

You will learn:

- How PerformancePoint Services is more than just a "scorecarding" tool – it's a specialized dashboard

- designer that can incorporate content from other BI tools
- How MDX skills are often needed to extend the capabilities of PerformancePoint

RECOVERY AND HIGH AVAILABILITY

Is SQL Server mission critical? Is Paul Allen a sci-fi geek? Obviously, yes, and the sessions in this track will help you keep SQL Server online and running at all times, help you learn new techniques for protecting and recovering data, and all the other tasks that support SQL Server's mission-critical nature.

■ SQTH2 Sleeping While the Wind Blows: Lesson for Real-Life Disasters for Database Administrators – Introductory

Adrian Porter

Thursday, December 13

8:00 – 9:15 a.m.

What do plane crashes and other disasters have to do with our lives as Database Administrators? The answer might surprise you! Most accidents and disasters are not caused by one action, but rather a series of small factors that snowball into a situation that can have devastating consequences.

It's the same in our work environments: complacency and failure to create or follow established guidelines can lead to heartbreaking scenarios in our professional lives.

In this session, Adrian will discuss real-life disasters, what the underlying causes were and how these lessons can have an impact on how we approach our day jobs. He will explore the similarities between the situations these individuals faced and the tension filled circumstances that we find ourselves in at work. Adrian will discuss some of the most common 'disaster-causing' attitudes and behaviors, show real world examples of how they caused tragedy, and likewise discover some mitigating attitudes and how they can be implemented in our work environments.

You will learn:

- About common attitudes and behaviors in various disasters
- Identify and discuss those behaviors in yourself, your team, and your organization
- Leave with ideas on how to mitigate and quell these attitudes in your individual work situations

■ SQTH6 Gone Clustering in 60 Minutes – Intermediate

Edwin Sarmiento

Thursday, December 13

9:30 – 10:45 a.m.

Deploying a SQL Server Failover Cluster on Windows Server 2008 has become a lot easier with the availability of online resources. However, making it easy does not mean ignoring the basic principles of the underlying technology. In this session, learn the fundamentals and principles behind how Windows Failover Clustering works and how SQL Server leverages on the technology, allowing you to build highly available database infrastructures.

You will learn:

- A basic understanding of how Windows Failover Clustering works
- A basic understanding of how SQL Server leverages on the Windows Failover Clustering feature to provide high availability
- To implement a multi-node, multi-instance SQL Server Failover Cluster on Windows Server 2008/R2

■ SQTH14 Database Recovery Techniques to Keep Handy – Advanced

Edwin Sarmiento

Thursday, December 13

1:30 – 2:45 p.m.

Nothing is more frightening to a DBA as getting that wake-up phone call that the system is down, especially when it's a mission critical one. This session will focus on being prepared for, and dealing with, a recovery situation for a SQL Server 2005/2008/2012 database, an instance or an entire server. Topics covered will be backup schemes, partial backups and piecemeal restores, and page-level recovery.

You will learn:

- The different database recovery techniques available
- The different database recovery techniques using different scenarios
- New database recovery techniques in SQL Server 2012

■ SQTH18 Providing Database Availability with SQL Server 2012 AlwaysOn – Intermediate

Edwin Sarmiento

Thursday, December 13

3:00 – 4:15 p.m.

SQL Server 2012 will have quite a few features aimed

SESSION DESCRIPTIONS BY TRACK, continued

towards providing High Availability for database architectures. In this session, we will explore the new AlwaysOn Availability Groups feature for high availability and disaster recovery and the increased productivity created by read-only access to secondary database mirror replicas.

You will learn:

- An understanding of the new SQL Server 2012 AlwaysOn feature
- Provide database availability using SQL Server 2012 AlwaysOn Availability Groups
- How to convert existing log shipping and database mirroring configuration to SQL Server 2012 AlwaysOn Availability Groups

MONITORING, MAINTAINING, AND TUNING

This track focuses on SQL Server's day-to-day operations – the stuff you need to keep SQL Server running smoothly. It isn't sexy, but these are the techniques and technologies that make you a real DBA, and help you truly align SQL Server with your organization's needs.

■ SQM1 Workshop: Being a SQL Server DBA – Even If You'd Rather Not – Introductory / Intermediate

Don Jones

Monday, December 10

8:00 a.m. – 12:00 p.m.

Are you stuck being a database administrator just because you're the "Microsoft person" in your environment? Less concerned with writing queries than just maintaining SQL Server and getting back to your "real" job? Congratulations: You're a Reluctant DBA, and this half-day workshop is made for you! Microsoft expert, author, and MVP award recipient Don Jones introduces you to everything you'll need to know to make SQL Server work better, longer, and faster. You'll learn how SQL works under the hood, learn the basics of the T-SQL query language, and learn how to perform critical tasks like backup and recovery. You'll learn about core performance troubleshooting and tuning techniques, including how to use SQL Profiler and the Database Engine Tuning Advisor. You'll learn about your options for high availability, and peek into techniques and technologies for multi-server administration. Administer-

ing a SQL Server that supports a prepackaged application? You'll also learn what's generally safe and unsafe to do, so that you can focus your efforts on where they'll make the most difference.

This is not a hands-on workshop and power for laptops will not be provided in the session room.

■ SQT3 Trimming Indexes, Getting Your Database in Shape – Intermediate

Bradley Ball

Tuesday, December 11

11:00 a.m. – 12:15 p.m.

Indexes are a wonderful thing. We should be using them, and we should be maintaining them. But over time our production databases start to look a little pudgy around the mid-section. Maybe they are a little bloated with Unused Indexes, maybe they have Duplicate Indexes, and possibly even Reverse Indexes. The first step to fixing these problems is to see if you have them and if you do the second is to set about fixing them. You could be costing yourself CPU cycles, I/O's, and space and never even know it.

You will learn:

- A General understanding of the B-Tree structure of Indexes and how SQL Server navigates them
- The difference between a Clustered Index and Non-Clustered Indexes
- An understanding of what Duplicate Indexes, Reverse Indexes, and Un-used Indexes are, and how to identify them. Scripts that will assist in identifying them for you.

■ SQT7 Index Tuning and Maintenance Demystified – Introductory / Intermediate

Don Jones

Tuesday, December 11

2:00 p.m. – 3:15 p.m.

Dig deep into SQL Server index tuning. Learn exactly how SQL Server builds, maintains, and uses indexes under the hood, and review best practices for building and maintaining indexes. You'll also walk through a complete index performance-tuning example using SQL Profiler, giving you a practical scenario that you can put to use as soon as you get home. You'll learn about all of the ins and outs of indexes, including file placement, read vs. write workload, statistics maintenance, fragmentation and page splits, rebuilding and reorganizing, and much more. If you're just getting started as a DBA, or need a quick review of index tuning essentials, this is the perfect session for you.

■ SQT11 Introduction to Auditing – Introductory / Intermediate

David Dye

Tuesday, December 11

4:15 p.m. – 5:30 p.m.

The ability to audit in SQL server has been available for quite some time using different tools and techniques. This session will outline several methods to implement auditing, but will focus primarily on SQL Audit. SQL Audit provides the ability to track and log activities and changes at the instance or database level built upon Extended Events. SQL Audit provides both synchronous and asynchronous capabilities. The granularity of events that can be monitored and tracked with SQL Audit can only be matched by means of using a SQL Profiler trace, but provides reduced overhead. This presentation will provide insight into the internals of SQL Audit, along with how to plan, create, and monitor instance and database level audits.

You will learn how to evaluate the most efficient method to audit SQL Server with the understanding of:

- Benefits and drawbacks to using SQL Server Trace:
- Benefits and drawbacks to using DML triggers
- Benefits and drawbacks to DDL Triggers
- Benefits and drawbacks to SQL Audit

■ SQW3 Monitoring Databases in a Virtual Environment – Intermediate / Advanced

Thomas LaRock

Wednesday, December 12

9:15 a.m. – 10:30 a.m.

When moving databases to a virtual environment the performance metrics DBAs typically use to troubleshoot performance issues such as O/S metrics, storage configurations, CPU allocation and more become unreliable. DBAs no longer have a clear, reliable view of the factors impacting database performance. Understanding the difference between the physical and virtual server environment adds a new dimension to the DBA tasks. This presentation describes the changes that DBAs need to make in their performance and monitoring practices.

You will learn:

- Understanding virtualization concepts
- How to monitor database running in a virtual environment
- How to troubleshoot performance problems for databases running in a virtual environment

■ SQW7 SQL Performance Tuning Made Easy – Intermediate / Advanced

Thomas LaRock

Wednesday, December 12

11:00 a.m. – 12:15 p.m.

Performance tuning is hard, everyone knows that. Attend this session and learn how to define, measure, and analyze performance issues as well as implementing changes and how to make sure those changes continue to have the desired effects. In short, Thomas will break down performance tuning into pieces that anyone can understand. Leave this session knowing what actions to take when you get back to work on Monday.

You will learn:

- How to define and recognize performance issues
- How to analyze performance issues in order to take action
- How to take the right steps to tune and improve queries using SQL Diagramming

■ SQW11 SQL Server 2012 on Server Core: Benefits and Considerations – Intermediate

Allen White

Wednesday, December 12

1:45 – 3:00 p.m.

SQL Server 2012 is supported on Server Core, and Core is the default installation option on Windows Server 2012, and is a markedly different beast than its strictly limited, difficult-to-manage predecessors. In this session we'll show you what SQL Server 2012 needs to run on Server Core in both 2008 and 2012, and the tools you can use to effectively manage SQL Server 2012 on Server Core, so you can get the most out of both. Don't get left behind – make sure you catch this session!

■ SQTH3 Database Design: Size DOES Matter – Intermediate / Advanced

Thomas LaRock

Thursday, December 13

8:00 – 9:15 a.m.

Great database performance starts with great database design. During the database design process it is important to select your datatypes wisely. The wrong choices will often lead to wasted space, increased response times, and less stability. Additionally you run the risk of having your design not scale as well as it should. Leave this session armed with the knowledge you need to help your databases perform at their peak efficiency.

SESSION DESCRIPTIONS BY TRACK, continued

You will learn:

- How to choose the best performing datatypes
- How to measure the effectiveness of the datatypes chosen
- How to identify datatypes that can be adjusted

■ SQTH7 Database Backups for the Accidental DBA – Introductory

Grant Fritchey

Thursday, December 13

9:30 – 10:45 a.m.

Backups and Restores for the Accidental DBA: You've fallen into a job that requires you to manage a SQL Server Database Management System. Now you have to keep these databases on their feet. You've heard of this concept called a backup, and it sounds great, but you sure don't know what it is. This session is for you. We're going to go over backups, right from the beginning, so that when you come out of this session you can go back to your systems and set up backups, log backups, differentials, and anything else you might need. Further, you'll know how to recover your database in the event of an actual failure. We'll introduce the Backup & Restore GUI, including new functionality with SQL Server 2012, as well as TSQL statements. We'll go over how to automate the process through the SQL Agent. The fundamentals you need to get a good backup in place and then be able to restore it will be covered in this session.

You will learn:

- How to run a backup on your own system against your own databases
- How to run a restore of a full database, a differential and a log, all to a specific point in time
- Tools of automation that can help you through all these tasks on your own system

■ SQTH11 Maintain SQL Server System and Performance Data with PowerShell – Intermediate

Allen White

Thursday, December 13

11:00 a.m. – 12:15 p.m.

Maintaining a solid set of information about our servers and their performance is critical when issues arise, and often help us see a problem before it occurs. Building a baseline of performance metrics allows us to know when something is wrong and help us to track it down and fix the problem. This session will walk you through a series of

PowerShell scripts you can schedule which will capture the most important data, and a set of reports to show you how to use that data to keep your server running smoothly.

You will learn:

- How to set up and maintain an administrative database to manage servers
- Performance metrics and how to build a baseline set of counters
- How to use PowerShell to build and maintain your admin database and gather information to ease management of your servers

■ SQTH15 SQL Server 2012 Query Performance and Load Testing – Intermediate

Grant Fritchey

Thursday, December 13

1:30 – 2:45 p.m.

Identifying which queries are running slow on your system is getting easier and easier all the time. But, now that you know which queries are causing the system to slow down and you've made changes to the queries or your indexes, how do you know you've tuned them well enough? SQL Server 2012 has introduced the new utility Distributed Replay as a mechanism for testing your queries to ensure you're getting the performance improvements you planned. This session will walk you through how to set up data collection for Distributed Replay, how to run Distributed Replay, and, most importantly, how to interpret the results that you get from Distributed Replay. You will have more confidence in the performance of your system once you've tested your queries.

You will learn:

- How to gather and prepare data metrics that can be used for Distributed Replay testing sessions
- How to set up your own Distributed Replay environment
- How to run a Distributed Replay playback session and interpret the results from the same

■ SQTH19 Manage SQL Server 2012 on Windows Server Core Using PowerShell – Intermediate / Advanced

Allen White

Thursday, December 13

3:00 – 4:15 p.m.

Windows Server 2008 introduced Server Core, the operating system without the Graphical User Interface.

SQL Server 2012 is the first version of SQL Server to support Server Core. To gain the maximum efficiency from your servers you want to make use of Server Core and with PowerShell you can effectively manage SQL Server in that environment. This session will demonstrate how to manage SQL Server 2012 on Windows Server Core and provide scripts to help you perform the common tasks you need to perform on that platform.

You will learn:

- The benefit of Server Core
- How to install SQL Server 2012 on Server Core
- How to use PowerShell to manage SQL Server 2012 on Server Core

WHAT'S NEW IN SQL SERVER 2012

It's been four years since we've had a major new SQL Server version to play with, and "Denali" is finally here. Learn what's new, what's different, and how to get there from whatever version of SQL Server you're currently on. Leverage your existing SQL Server skills to quickly come up to speed on the latest SQL Server tech.

■ SQM2 Workshop: Developer Dive into SQL Server 2012 – Intermediate

Leonard Lobel

Monday, December 10

8:00 a.m. – 6:00 p.m.

If you are a .NET developer building any kind of application on top of SQL Server, then this intensive demo-packed day is just what you need to advance your skills to the next level. Lenni will get you up to speed on the most significant enhancements in the product—including the latest improvements in SQL Server 2012—as he rips through the many powerful features aimed at developers.

Part 1 — T-SQL Enhancements. After kicking off with a quick introduction to SQL Server Data Tools (SSDT), the new database development environment for SQL Server in Visual Studio, we will examine the many enhancements made to the Transact-SQL language (T-SQL). We'll dive into table-valued parameters, learning how to pass entire sets of rows between stored procedures and UDFs, and even marshal them easily across the network from client to server. We'll then move on to MERGE, a powerful DML statement that combines the capabilities of four (or more) separate operations, and INSERT OVER DML to enhance

your ability to capture change data from the OUTPUT clause of any DML statement. We'll also look at the date and time data types, including support for time zone awareness. Then learn about the newest T-SQL enhancements in SQL Server 2012, such as the powerful windowing (OVER clause) enhancements, running and sliding aggregates, 22 new functions, the THROW statement, server-side paging, the SEQUENCE object, and new metadata discovery techniques.

Part 2 — .NET Data Access. Your .NET applications consume SQL Server data, and so we'll examine the plethora of data access strategies available with the .NET Framework 4. We'll examine the mechanics of language-integrated query (LINQ), and then compare conventional ADO.NET with LINQ To SQL and the ADO.NET Entity Framework. You'll see how these object relational mapping (ORM) technologies work, and also learn how WCF Data Services and WCF RIA Services can be used to extend your data's reach to the world.

Part 3 — Beyond Relational. The powerful "beyond relational" features will get you thinking outside the box with respect to the types of data that can be managed by a relational database system. Learn about the rich XML support in the database engine, including XSD, XPath, and XQuery. With the hierarchyid data type, you will learn how to cast a hierarchical structure over any relational table. Discover how FILESTREAM and FileTable greatly enhance your native ability to store large unstructured data (binary objects) in the database using the file system. We'll also look at the geospatial data types that embeds location-intelligence into the database, and then build several location-aware applications on top of these new data types.

Part 4 — Enterprise Features. We'll conclude with three extremely convenient enterprise-level data warehousing and security features: Change Data Capture (CDC), SQL Server Audit and Transparent Data Encryption (TDE). With CDC, you can monitor and record changes made to transactional tables without requiring any application changes or resorting to triggers. Enabling TDE automatically encrypts the entire database in the background, without increasing database size, and without requiring any code. And with SQL Server Audit, virtually any action taken by any user can be recorded for auditing in either the file system or the Windows event log.

Attend this information-packed day, and you'll learn a ton of new SQL Server features!

SESSION DESCRIPTIONS BY TRACK, continued

■ **SQT1 The SQL Server 2012 Delta Guide: What's New, What's Changed – Intermediate**

Don Jones

Tuesday, December 11

11:00 a.m. – 12:15 p.m.

Join SQL Server enthusiast and author Don Jones for a whirlwind tour of what's new and changed in SQL Server 2012. Don will focus on changes since SQL Server 2008 and 2008 R2, helping you quickly recognize new features – with an emphasis on the business and operational problems these features are meant to help solve. The database engine will feature prominently in this discussion, but you'll also get a high-level overview of new features in SQL Server's "friends:" SSRS, SSAS, and SSIS. Bring your questions and concerns and help make this a lively discussion!

■ **SQT5 Transparent Database Encryption Inside and Out in SQL Server 2012 – Intermediate**

Bradley Ball

Tuesday, December 11

2:00 p.m. – 3:15 p.m.

Security is a very important part of your job and in how data is utilized. We have many tools to make data more secure, and starting in SQL 2008 we were able to add Transparent Data Encryption to that list. Find out what it does and what it doesn't do, how it effects Read-Only Filegroups, Performance, Compression (Backup and Row/ Page), what the X.509 Encryption Standard is and why you should be careful of what you store and where, and other Advance Features as well as some tips on how to manage it.

You will learn:

- What Transparent Data Encryption does and does not do within SQL Server
- Tips and Tricks on how to maintain a large scale SQL Server Environment using Transparent Data Encryption
- Scripts that will allow you to use and manage Transparent Data Encryption in your Environment

■ **SQT8 Programming the T-SQL Enhancements in SQL Server 2012 – Intermediate / Advanced**

Leonard Lobel

Tuesday, December 11

2:00 p.m. – 3:15 p.m.

In this informative and demo-packed session, Lenni will

guide you through the T-SQL enhancements in the very latest release of SQL Server. We'll dive into powerful new windowing enhancements with the OVER clause, new T-SQL functions (all 22 of them!), improved error handling with THROW, server-side paging with OFFSET/FETCH NEXT, sequence generators, rich metadata discovery techniques, and contained databases. If you want to learn the new T-SQL enhancements in SQL Server 2012, you won't want to miss out on this session!

You will learn:

- Learn new T-SQL features in SQL Server 2012
- Examine 22 new T-SQL functions, including 8 new analytic windowing functions
- Explore OVER, THROW, OFFSET, metadata discovery, and contained databases

■ **SQT9 Page & Row Compression Deep Dive with SQL Server 2012 – Advanced**

Bradley Ball

Tuesday, December 11

4:15 p.m. – 5:30 p.m.

Page and Row Compression are powerful new tools. Page & Row with SQL 2008 RTM, and Page & Row with Unicode Compression with SQL 2008 R2, and now Spatial Data in SQL 2012. We can turn it on, we can turn it off, but we want more! What are Access Methods and how in the SQL Engine do they affect Compression? What are the "Gotchas" of Page Compression? How does Compression differ in the way it treats Non-Leaf & Leaf Level pages? What additional functionality did we get in DBCC Page, DMV's, Perfmon Counters, and Extended Events to support our usage of Compression? Come find out!



You will learn:

- A Deep Knowledge of what occurs internally in SQL Server when Page & Row Compression are in use at a record, page, and transactional level in multiple SQL Server Versions (2008, 2008 R2, and 2012)
- A Deep Knowledge of what tools to use to monitor Compression using Perfmon, DMV's, and Extended Events
- A Deep understanding of what types of data are candidates for compression and what types are not, and Scripts to assist you in each

■ SQW1 Utilizing Knowledge Bases with Data Quality Services in SQL Server 2012 – Intermediate

Arie Jones

Wednesday, December 12

9:15 a.m. – 10:30 a.m.

Data operations are not only about getting data in and out of a given system but also ensuring that the data is suitable for usage. We've all heard of the phrase Bad data in, bad data out, and what good is data to us if we cannot ensure that it is correct. Most of the time we write lots of code within stored procedures and functions to compensate for our lack of a system that can help us out with this part of the data food chain. Lucky for us, Microsoft SQL Server 2012 comes with a product known as Data Quality Services (DQS), whose main goals are not only improve your data quality but also to make it much easier to implement and maintain. In this session, we will be looking at what it takes to get DQS up and running in your environment, how to set up Knowledge Bases, and how to utilize the system with tools like SSIS and Master Data Services.

You will learn:

- The basic components involved within the Data Quality Services (DQS) platform in SQL Server 2012
- How to setup, monitor, and utilize Knowledge Bases within the DQS environment
- How to integrate and utilize the DQS environment with Master Data Services and SQL Server Integration Services (SSIS)

■ SQW5 Change Data Capture in SQL Server 2012 – Intermediate / Advanced

Kevin Goff

Wednesday, December 12

11:00 a.m. – 12:15 p.m.

In this session, Kevin will talk about Change Data Capture (CDC) terminology and configuring a database for Change

Data Capture. He will show you how to read CDC log tables and CDC code samples while discussing CDC and SQL Server Agent jobs, and the use of CDC versus database triggers (and where triggers are still needed). Also, the impact of CDC on the transaction log and system performance will be explored. Finally, Kevin will talk about how to deal with schema changes, performance tuning, and using CDC in an ETL (Extract- Transform-Load) environment with SQL Server Integration Services.

You will learn:

- How the database engine in SQL Server can be configured to automatically capture changes to rows in a table
- Performance differences between Change Data Capture and other forms of audit-trail logging (such as triggers)
- How CDC might be used in a data warehousing/ETL scenario

■ SQW9 Master Data Services in SQL Server 2012 – Intermediate

Arie Jones

Wednesday, December 12

1:45 – 3:00 p.m.

Most DBAs at one time or another have been taught the importance of master data management (MDM), which is comprised of a set of processes and tools in order to keep your non-transactional data in a consistent state. However, with today's fast paced environment and tightening budgets most DBAs lack the resources to properly implement it. With the upcoming release of SQL Server 2012, Microsoft has taken their second swipe at providing a tool known as Master Data Services (MDS) to aid the DBA in this endeavor. In this session, you will learn the how Master Data Services is implemented in SQL Server 2012, setting up models, working through the Excel plug-in, and utilizing DQS and business rules to help with that dirty data. This session will definitely be an eye opener for some that were on the fence with the first release, and those that are coming into the platform with a fresh set of eyes!

You will learn:

- The basic principles that revolve around Master Data Management as it pertains to the Master Data Services platform in SQL Server 2012
- How to implement a basic Master Data Services project from setup to model creation
- How to leverage external tools like the Excel Add-in and Data Quality Services (DQS) to enhance the Master Data Services experience

SESSION DESCRIPTIONS BY TRACK, continued

■ SQW13 SQL Server 2012 Columnstore Index – Intermediate

Kevin Goff

Wednesday, December 12

4:00 – 5:15 p.m.

It might seem far-fetched that a company would upgrade to SQL Server 2012 “just” for a database index. But after you see the performance enhancements gained from the new columnstore index in SQL Server 2012, you’ll see why many are calling this one of the most important features in the history of SQL Server. In this presentation, Kevin will talk about the physical aspects of columnstore index in SQL Server 2012, how to create it, and what environments (mainly data warehousing environments) and queries can make use of it. He will show performance benchmarks between columnstore indexes in SQL Server 2012, and compare them to index strategies prior to SQL Server 2012. He will also show how the new Batch execution mode can improve performance as well.

You will learn:

- The tremendous performance boost from columnstore indexes
- What database workflow scenarios will likely benefit from the columnstore index (and which ones won’t)
- Tips for optimizing certain queries to leverage the columnstore index

BUSINESS INTELLIGENCE AND BIG DATA WITH THE MICROSOFT STACK

Since the release of SQL Server 7, Microsoft has been building an industry-leading BI story that includes integration with familiar tools like Excel. With SQL Server 2012, that story keeps building and now includes tie-ins with Apache Hadoop to handle Big Data scenarios. Sessions in this track help you understand these technologies so you can implement them and help you learn how to fine-tune them, to optimize the solutions you’ve deployed.

■ SQT12 Possible Musics: Choosing Between Analysis Services 2012 Multidimensional and Tabular - Introductory / Intermediate

William Pearson

Tuesday, December 11

4:15 p.m. – 5:30 p.m.

Analysis Services 2012 witnesses the introduction of the Business Intelligence Semantic Model (BISM), which unifies Multidimensional (OLAP) and Tabular (relational) options for organizational BI. BI professionals can implement Multidimensional cubes for data warehousing and OLAP; or they can create Tabular models, or enhance PowerPivot models developed by business users, and then deploy them to a dedicated server. Those who have only worked with Multidimensional models in the past, or those embarking upon a BI project for the first time with Analysis Services 2012, may find it difficult to choose between a Multidimensional or Tabular approach.

In this session, BI Architect and MVP Bill Pearson offers insight into determining the best path for a given objective. He first overviews the nature and design goals of each option, comparing Multidimensional and Tabular features. He then offers guidance on selecting the appropriate model, providing real world examples to illustrate the best approaches for given scenarios.

You will learn:

- An understanding of BISM components, and the implementation paths that BISM offers
- An overview of each of the Multidimensional and Tabular models, discussing the respective design goals, and exploring how each model fits underneath

■ SQW4 Why OLAP? Building SSAS Cubes and Benefits of OLAP – Introductory / Intermediate

Kevin Goff

Wednesday, December 12

9:15 a.m. – 10:30 a.m.

While OLAP has been around for many years, some developers/organizations shy away from OLAP, despite the benefits it could bring them. In this presentation, I’ll present an OLAP example, how to build an SSAS (Analysis Services) database, and the benefits of OLAP. I’ll also compare some of the capabilities in the Analysis Services OLAP model with the new Tabular Model in SQL Server 2012. I’m an instructor who has spent years demystifying OLAP in the classroom, and I’ll do the same thing in this presentation.

You will learn:

- How an OLAP database can be created from a data mart or data warehouse, and how Analysis Services handles different types of fact/dimension relationships

(both simple and complex)

- The power of MDX in extending OLAP databases
- The benefits to end users who consume an OLAP database

■ SQW8 Serene Velocity: Reporting Services and Analysis Services Data – Intermediate

William Pearson

Wednesday, December 12

11:00 a.m. – 12:15 p.m.

SSRS 2008, 2008R2 and beyond provide powerful capabilities to help us develop sophisticated reports from Microsoft SQL Server Analysis Services. Unfortunately, many of these features, such as the server aggregation function, are commonly ignored by report developers. The result: redundant work in the reporting layer. In this session, BI Architect and MVP Bill Pearson exposes ways to optimize reporting from SSAS by writing MDX that leverages, rather than replicates, what the cube is designed to do best.

You will learn:

- How to perform an overview of Reporting Services for Analysis Services
- The use of Multidimensional Expressions (MDX) in Reporting Services, focusing upon the challenges that accompany the use of the internal MDX query editor

■ SQW12 An Overview of PowerPivot 2012 – Introductory

William Pearson

Wednesday, December 12

1:45 – 3:00 p.m.

In this presentation, Microsoft BI Architect and SQL Server MVP Bill Pearson explores self-service BI as a concept. He then provides a walkthrough of the primary features of PowerPivot, focusing on how we can exploit its capabilities to offer the benefits of BI to decision makers and analysts throughout our organizations. There's no service like self-service.

You will learn:

- Self-Service BI, including the advantages and the challenges that accompany its introduction into the enterprise
- The architecture and uses of PowerPivot for Excel 2010 within the organization to support self-service

■ SQW16 Real-World SQL Server 2012 Analysis Services BISM Models – Introductory / Intermediate

Lynn Langit

Wednesday, December 12

4:00 – 5:15 p.m.

In this session we will take a deep dive into using the new BI Semantic Model in Analysis Services using examples from multiple industries – i.e. education, healthcare, open source government, etc. Lynn will compare and contrast using the DUM to create OPAL cubes vs. using the new lightweight BISK.

Lynn will also cover client implementations, including Excel, Power Pivot, SharePoint (SIRS and Power View) and custom clients.

You will learn:

- The what, when, why of the BISM
- Compare and contrast using OLAP cubes vs. BISM models
- How to build real-world BISM models
- Understand BISM client choices

■ SQTH1 BI in the Cloud with Windows Azure SQL Reporting - Introductory / Intermediate

Eric D. Boyd

Thursday, December 13

8:00 – 9:15 a.m.

Why maintain infrastructure for operational reporting, when you can do it in the cloud with SQL Azure Reporting? SQL Azure Reporting provides a set of capabilities that are familiar for developers using SQL Server Reporting Services on-premise. Eric will begin this session by considering the benefits and scenarios for BI in the cloud. Next, he will walkthrough what you need to get started using SQL Azure Reporting. He will then develop and deploy some reports to SQL Azure Reporting. Unfortunately, SSRS and SQL Azure Reporting do not have complete feature parity. As a result, he will conclude by reviewing the challenges and limitations of using SQL Azure Reporting over SQL Server Reporting Services.

You will learn:

- The benefits of BI in the Cloud
- The capabilities of SQL Azure Reporting
- How to create and deploy reports to SQL Azure Reporting
- An understanding the limitations of SQL Azure Reporting

■ SQTH4 Power View from the Data Visualization Perspective – Intermediate

Jennifer Stirrup

Thursday, December 13

8:00 – 9:15 a.m.

Power View is Microsoft's Data Visualization tool. Where

SESSION DESCRIPTIONS BY TRACK, continued

does it get it right, and where does it get it wrong? Using demos, we learn about Power View whilst assessing it based on current cognitive research around Data Visualization principles by luminaries such as Stephen Few, Tufte and others. We will:

- Investigate Power View based on current cognitive research around Data Visualization principles
- Look at the features of Power View
- Look at where Power View is supplemented by other parts of the Microsoft Business Intelligence stack

Come to this session if you really want to think about the best ways of presenting data to your Business Intelligence data consumers, and see how to apply these principles in Power View.

You will learn:

- How Power View can be used to effectively visualize data in order to drive strategic enterprise decisions
- SQL Server from the Business User perspective, not the purely technical perspective
- The complexities of Data Visualization as a paradigm

■ SQTH5 Add It Up: Analysis Services Aggregations – Intermediate / Advanced

Craig Utley

Thursday, December 13

9:30 – 10:45 a.m.

Are you looking to maximize the performance of your Analysis Services queries? This session explains what aggregations are and how they work. You'll learn how to create aggregations, tune the aggregations based on actual usage, and design custom aggregations when necessary. You'll discover the benefits and pitfalls of flexible aggregations, when to use rigid aggregations, and the meaning of lazy aggregation processing. You'll dive into queries to see if aggregations are being used and learn when aggregations aren't useful. If you thought aggregation design began and ended with the aggregation wizard, you owe it to yourself (and your cubes) to attend this session.

You will learn:

- How SSAS creates and uses aggregations
- To monitor queries to ensure aggregations are being used
- How to develop a framework to create meaningful aggregations and improve them over time

■ SQTH8 Microsoft's Big Play for Big Data – Intermediate

Andrew Brust

Thursday, December 13

9:30 – 10:45 a.m.

Big Data entails collecting and analyzing large volumes of data obtained from Web, social media, scientific and other pools of fast-growing event-driven data. Relational databases are rarely employed in big data scenarios, so using SQL Server for big data can be tricky. In response, Microsoft has announced its planned implementation of Windows Server and Windows Azure implementations of Hadoop, the open source NoSQL engine widely used in Big Data implementations. And the plot thickens as Microsoft has also announced its plan to fit SQL Server business intelligence (BI) tools on top of Hadoop, to make the analysis part of Big Data work with familiar and accessible Microsoft technologies. Come to this session to get an overview of Big Data, Hadoop and the Microsoft BI stack integration. See how your skills can be applied to this rapidly growing part of the industry.

■ SQTH9 Why Business Intelligence Projects Fail (And What You Can Do About It) – Introductory

Craig Utley

Thursday, December 13

11:00 a.m. – 12:15 p.m.

Is your organization planning to build a data warehouse or BI solution? Data warehousing projects, like many large IT projects, have high failure rates. While the exact rate of failure for data warehousing projects is difficult to pin down, the causes of these failures fall into a small number of categories. It is obviously possible to successfully complete a data warehousing project and deliver value to the business. Craig Utley has seen Microsoft BI solutions in various states of completeness at over 30 companies worldwide and has seen some awesome successes and some spectacular failures. This session addresses the reasons data warehousing projects fail and how you can succeed in overcoming these obstacles.

You will learn:

- The leading causes of failure for BI projects
- What steps can be taken to reduce the impact of problems with BI projects
- What steps to take to avoid problems from the start

■ SQTH12 Hadoop and its Ecosystem Components in Action – Intermediate / Advanced

Andrew Brust

Thursday, December 13

11:00 a.m. – 12:15 p.m.

It's one thing to have a high-level understanding of Big Data, Hadoop and MapReduce; it's quite another to feel comfortable working with the tools. In this demo-heavy session with SQL Server Live! Co-Chair and ZDNet Big Data blogger Andrew Brust, we'll take a look at actual MapReduce code and see Hadoop ecosystem components HBase, Hive, Pig and Mahout in action.

■ SQTH13 Avoid Slow SSAS Queries: MDX Query Troubleshooting – Advanced

Craig Utley

Thursday, December 13

1:30 – 2:45 p.m.

Do you have SSAS queries that you feel should be faster? Multidimensional Expressions, or MDX, is the language used to work with Analysis Services. Similar to SQL for the relational engine, MDX is a language for queries and DDL statements on multidimensional cubes in Analysis Services. Troubleshooting slow MDX queries is often challenging because the level of support provided by the tools and the Analysis Services engine is not as mature as that found in the relational engine. This session covers the methods for examining slow queries using the SQL Profiler and Performance Monitor to determine the need for aggregations, caching problems, memory constraints, and so forth. Best practices for optimizing MDX will be examined, and various server properties will be discussed as necessary to help correct query issues. Attendees will leave armed with a practical approach to locating bottlenecks and strategies for speeding up queries.

You will learn:

- Techniques for analyzing slow MDX queries
- How to analyze and fix slow MDX queries
- The internals of MDX queries against Analysis Services

■ SQTH16 NoSQL for the SQL Server Professional – Introductory / Intermediate

Lynn Langit

Thursday, December 13

1:30 – 2:45 p.m.

In this session you will learn the what, why, how, when,

and where around non-relational (NoSQL) database technologies. Here you will understand the different types of NoSQL data storage options that are in popular use now. These include graph databases, such as Neo4j and Freebase; key-value stores such as DynamoDB and Cassandra, document data stores such as MongoDB and column data stores such as Hadoop. You will learn about both locally hosted versions of these data stores as well as cloud-based versions. Importantly, you'll understand when to use which type(s) of data stores to best suit your business requirements.

You will learn:

- WHEN to use NoSQL (vs. RDBMS) - for which business scenarios
- WHICH type of NoSQL is right for which type of business scenario, i.e. when to use a graph database, when to use a columnstore and will see an example (DEMO) of each type
- The major vendor's cloud noSQL offerings (AWS, Google, Azure) and be able to differentiate between those offerings

■ SQTH17 Secure SSAS Data Without Tying Yourself Up in Knots – Intermediate / Advanced

Craig Utley

Thursday, December 13

3:00 – 4:15 p.m.

Are you looking for the best way to secure the data in your cube? There are several approaches to applying data security, each with its own pros and cons. Learn about the basic built-in security, and then see approaches for extending this through dynamic security, using security dimensions, and SSAS stored procedures. You'll see examples of each as well as a discussion of when to use which approach.

You will learn:

- How security works in SSAS
- How to decide on which security implementations to choose and why
- How to extend the security model with custom security

■ SQTH20 Mobile Business Intelligence for Everyone, Now! – Introductory / Intermediate

Jennifer Stirrup

Thursday, December 13

3:00 – 4:15 p.m.

SESSION DESCRIPTIONS BY TRACK, continued

Microsoft has made serious commitments to mobile Business Intelligence. What is the roadmap? What's available right now, and how can it be implemented at your organization?

During the session, the audience will be invited to try out mobile Business Intelligence on mobile devices so you can maximize your learning experience about this technology.

Using mobile technology, come to this demo-rich session to discover a number of novel ways to implement mobile Business Intelligence from the technical perspective. We will look at a variety of ways to deploy mobile Business Intelligence using Microsoft technologies such as:

- SharePoint
- SQL Server Reporting Services
- SQL Azure
- Excel Services
- Power Pivot

You will learn:

- What's available for mobilizing Business Intelligence in the Microsoft stack
- What's available for mobilizing Business Intelligence using SQL Azure Reporting Services
- Why mobilizing Business Intelligence is important

■ SQF1 Workshop: The Data Warehousing Process in a Day – Design, Build, and Deliver – Introductory / Intermediate

Craig Utley

Friday, December 14, 8:00 a.m. – 5:00 p.m.

Are you interested in starting a data warehousing project but are unsure of the necessary steps, including the pitfalls you'll need to avoid? Join Craig Utley for a full-day workshop that walks through the entire process of data warehousing. You'll learn about designing a dimensional model to address a business issue, design the ETL (extraction, transformation, and loading) to load the dimensional model, build an Analysis Services cube from the dimensional data, and then deliver the data using a variety of tools to support diverse user needs. Craig Utley has been working with the Microsoft BI stack since the betas of SQL Server 7.0 and is a former Program Manager with the Microsoft SQL Server Customer Advisory Team (SQLCAT), where he worked with some of the world's largest SQL Server data warehouses. This workshop will

not only show you how to build a warehouse, but will also discuss best practices and pitfalls.

You will learn:

- How to start a project the right way from the beginning
- Understand the major decision points along the way
- How to create and manage a project to maximize the chances of success

■ SQF2 Workshop: Big Data and NoSQL in Microsoft-Land – Intermediate

Andrew Brust and Lynn Langit

Friday, December 14

8:00 a.m. – 5:00 p.m.

There you are, minding your own RDBMS/BI business when along come the phenomena of Big Data and NoSQL, taking the world by storm. But what kind of world is that? With databases that aren't relational or transactional, a distributed processing engine based on Java, and a zillion open source projects with names like Hadoop, Mongo, Pig and Cassandra, it's a world that may seem pretty alien. It almost wants to make you keep minding your own business.

You shouldn't ignore these technologies and the reality is that you don't have to. While the culture NoSQL and Big Data is different from that of relational and multidimensional technologies, many of the underlying principles and problems are the same. Your RDBMS and BI aptitude has significant value in the NoSQL and Big Data world. To realize that value, you just need an introduction to these technologies given by people with an enterprise data platform sensibility. SQL Server/Microsoft BI/NoSQL/Big Data experts Lynn Langit and Andrew Brust are your humble servants in that very capacity.

In this workshop we'll discuss what Big Data and NoSQL are all about and we'll provide practical demos of the relevant technologies. Specifically, we will:

- Discuss the different types of NoSQL database storage
- Create databases and run queries against them, using NoSQL products including MongoDB and HBase
- Explore the world of Big Data and get a sense of what Hadoop and MapReduce are all about
- Look at Microsoft's own distribution of Hadoop for Windows Azure, and discuss other Hadoop "distros"
- Run MapReduce jobs using not only Java, but also JavaScript, Hadoop add-on tools like Hive and Pig, and even good old C#

We'll finish by reeling things back in to the Microsoft world, and take a look at how tools like Reporting Services, PowerPivot, Power View and even Excel can query Hadoop. We'll also discuss how SQL Server Parallel Data Warehouse Edition fits into the Big Data puzzle. We'll even discuss how various features of SQL Server and other Microsoft products deliver elements of NoSQL functionality while letting you continue your work with relational technology. At the end of the workshop, you won't just understand NoSQL and Big Data; you'll appreciate how they enhance the relational and BI world more than they threaten it, and how you can capitalize on that very synergy.

SQL SERVER VIRTUALIZATION AND IN THE CLOUD

Virtualize SQL Server? Run SQL Server in "the cloud?" Sure, why not? Provided, of course, you do it right – and that's what sessions in this track will help you do. From under-the-hood details to prescriptive advice, this is where to come for the most accurate and up-to-date information in the industry.

■ SQW2 Virtualizing SQL Server – Intermediate / Advanced

Don Jones

Wednesday, December 12

9:15 a.m. – 10:30 a.m.

To virtualize or not to virtualize? When it comes to SQL Server, there sure have been a variety of answers to that question over the years. Come share your thoughts, questions, and experiences in this interactive discussion hosted by Redmond Magazine columnist Don Jones. Don will lay out the "common wisdom" (and rumors and myths) about SQL Server virtualization, and help dispel virtualization misinformation about SQL Server 2008, 2008R2, and 2012. If you're new to SQL Server, you'll learn a bit about how SQL Server has technically supported "virtualization" long before vSphere or Hyper-V came on the scene, and about the different options you've got for virtualizing SQL Server in a modern environment.

■ SQW6 Intro to Windows Azure SQL Database and What's New – Introductory / Intermediate

Eric D. Boyd

Wednesday, December 12

11:00 a.m. – 12:15 p.m.

Windows Azure provides many options for storing data. SQL Azure is Windows Azure's solution for working with relational data. If you are familiar with SQL Server, SQL Azure will be a natural extension of your knowledge and skills.

In this session, you will get introduced to SQL Azure and learn how to get started. We will explore how to migrate an existing on-premise SQL Server database to SQL Azure. We will then walkthrough how to manage and administer your SQL Azure servers and databases. We will take a look at how to connect and build applications using SQL Azure. Next, we will look at more advanced scenarios using new capabilities like reporting with SQL Azure Reporting, scaling and sharding databases with SQL Azure Federations and synchronizing data with SQL Azure Data Sync for hybrid scenarios and global reach. Finally, we will explore some of the things you should consider when using SQL Azure.

You will learn:

- Overview of SQL Azure
- How to Get Started with SQL Azure
- Tools and Techniques when using SQL Azure
- What's New in SQL Azure

■ SQW10 Storage Strategies in Windows Azure – Intermediate

Eric D. Boyd

Wednesday, December 12

1:45 – 3:00 p.m.

The Windows Azure Platform provides a plethora of options for data storage and trying to make sense of it all can be overwhelming. In this session, we will explore the



SESSION DESCRIPTIONS BY TRACK, continued

Windows Azure data services including SQL Azure, Table and Blob Storage, Local Compute Storage and Caching. We will walk through the scenarios that each data service addresses, and we will dive into how to work with each of them. Lastly, we will explore the factors that encourage using one service over another when multiple fit into your solution and how they can complement each other when used together.

You will learn:

- Overview of the Windows Azure data services
- How to work with each Windows Azure data service
- Scenarios for using each data service and when to use them together

■ SQW14 What DBAs Need to Know About SQL Azure – Intermediate

Arie Jones

Wednesday, December 12

4:00 – 5:15 p.m.

Cloud computing is one of the hot topic issues of the day and Microsoft is pushing hard to show that they are in the game to win. As such, SQL Azure is your data storage in the cloud solution. However, the platform is much different from simply a SQL Server that sits in the cloud and needs to be approached in an intelligent manner. In this fast paced session, we will be going well beyond the simple hello world scenario to show you how to leverage the cloud architecture for data storage as well as educate you in how the cloud works differently than your local database instance. Learn all of the functionality as well as the limitations so that you can make an educated decision when looking to move resource to a cloud based environment. This session is going to be an eye opener for sure and will have many of you dreaming of your data sitting in the cloud.

You will learn:

- The basic components of the SQL Azure platform
- How to setup and maintain SQL Azure instances in the cloud
- Best practices and limitations of the SQL Azure platform that impact application design and implementation

WORKSHOPS

Get deep coverage of key topics by registering for SQL Server Live!'s pre- and post-conference workshops. Each workshop, taught by industry experts, offers in-depth insights on hot topics specifically developed to address the most relevant needs of today's DBAs, Developers, and IT Professionals.

Monday, December 10, 2012

■ SQM1 Workshop: Being a SQL Server DBA – Even If You'd Rather Not – Introductory / Intermediate

Don Jones

Monday, December 10

8:00 a.m. – 12:00 p.m.

Are you stuck being a database administrator just because you're the "Microsoft person" in your environment? Less concerned with writing queries than just maintaining SQL Server and getting back to your "real" job? Congratulations: You're a Reluctant DBA, and this half-day workshop is made for you! Microsoft expert, author, and MVP award recipient Don Jones introduces you to everything you'll need to know to make SQL Server work better, longer, and faster. You'll learn how SQL works under the hood, learn the basics of the T-SQL query language, and learn how to perform critical tasks like backup and recovery. You'll learn about core performance troubleshooting and tuning techniques, including how to use SQL Profiler and the Database Engine Tuning Advisor. You'll learn about your options for high availability, and peek into techniques and technologies for multi-server administration. Administering a SQL Server that supports a prepackaged application? You'll also learn what's generally safe and unsafe to do, so that you can focus your efforts on where they'll make the most difference.

This is not a hands-on workshop and power for laptops will not be provided in the session room.

■ SQM2 Workshop: Developer Dive into SQL Server 2012 – Intermediate

Leonard Lobel

Monday, December 10

8:00 a.m. – 6:00 p.m.

If you are a .NET developer building any kind of application on top of SQL Server, then this intensive demo-packed day is just what you need to advance your skills to the next level. Lenni will get you up to speed on the most significant enhancements in the product—including the latest improvements in SQL Server 2012—as he rips through the many powerful features aimed at developers.

Part 1 — T-SQL Enhancements. After kicking off with a quick introduction to SQL Server Data Tools (SSDT), the new database development environment for SQL Server in Visual Studio, we will examine the many enhancements made to the Transact-SQL language (T-SQL). We'll dive into table-valued parameters, learning how to pass entire sets of rows between stored procedures and UDFs, and even marshal them easily across the network from client to server. We'll then move on to MERGE, a powerful DML statement that combines the capabilities of four (or more) separate operations, and INSERT OVER DML to enhance your ability to capture change data from the OUTPUT clause of any DML statement. We'll also look at the date and time data types, including support for time zone awareness. Then learn about the newest T-SQL enhancements in SQL Server 2012, such as the powerful windowing (OVER clause) enhancements, running and sliding aggregates, 22 new functions, the THROW statement, server-side paging, the SEQUENCE object, and new metadata discovery techniques.

Part 2 — .NET Data Access. Your .NET applications consume SQL Server data, and so we'll examine the plethora of data access strategies available with the .NET Framework 4. We'll examine the mechanics of language-integrated query (LINQ), and then compare conventional ADO.NET with LINQ To SQL and the ADO.NET Entity Framework. You'll see how these object relational mapping (ORM) technologies work, and also learn how WCF Data Services and WCF RIA Services can be used to extend your data's reach to the world.

Part 3 — Beyond Relational. The powerful "beyond relational" features will get you thinking outside the box with respect to the types of data that can be managed by a relational database system. Learn about the rich XML support in the database engine, including XSD, XPath, and XQuery. With the hierarchyid data type, you will learn how to cast a hierarchical structure over any relational table. Discover how FILESTREAM and FileTable greatly enhance your native ability to store large unstructured data (binary objects) in the database using the file system. We'll also look at the geospatial data types that embeds location-intelligence into the database, and then build several location-aware applications on top of these new data types.

Part 4 — Enterprise Features. We'll conclude with three extremely convenient enterprise-level data warehousing and security features: Change Data Capture (CDC), SQL Server Audit and Transparent Data Encryption (TDE). With CDC, you can monitor and record changes made to transactional tables without requiring any application changes or resorting to triggers. Enabling TDE automatically encrypts the entire database in the background, without increasing database size, and without requiring any code. And with SQL Server Audit, virtually any action taken by any user can be recorded for auditing in either the file system or the Windows event log.

Attend this information-packed day, and you'll learn a ton of new SQL Server features!

■ SQM3 Workshop: SQL Server High Availability and Disaster Recovery Deep Dive – Intermediate / Advanced

Edwin Sarmiento

Monday, December 10

8:00 a.m. – 6:00 p.m.

High Availability and Disaster Recovery (HA/DR) is an area that every SQL Server DBA needs to be comfortable with. In this full-day workshop, learn what needs to be considered when embarking on a HA/DR project, the different features and technologies available in SQL Server, and implement them accordingly to meet service level agreements of mission-critical databases.

You will learn:

- What requirements need to be met when implementing an HA/DR project
- How to identify different SQL Server features and technologies – backup, recovery, database mirroring, log shipping, clustering, AlwaysOn – that can be used in addressing HA/DR requirements
- How to implement the appropriate technology to meet HA/DR service level agreements

■ SQM4 Workshop: T-SQL for the Report Writer – Introductory

David Dye

Monday, December 10

1:00 p.m. – 5:00 p.m.

This four hour workshop is targeted for the analysts who are required to create reports against SQL Server databases. The workshop focuses on writing efficient T-SQL queries to return data sets for any reporting solution, SSRS, Crystal Reports, Active Reports, etc. This workshop will serve as an introduction to T-SQL's DQL, Data Query

Language, and is meant for anyone who has a general knowledge of SQL Server.

The workshop will cover:

- An introduction to T-SQL
- T-SQL querying tools
- Basic T-SQL syntax
- Basic SELECT statements
- Filter results
- Joining tables
- Aggregating values
- String functions

Friday, December 14, 2012

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CONFERENCE CO-CHAIRS

Andrew Brust

*SQL Server Live! Conference Co-Chair
Founder & CEO, Blue Badge Insights*



Andrew Brust is Founder and CEO of Blue Badge Insights, an analysis, strategy and advisory firm serving Microsoft customers and partners. Brust also serves as CTO for Tallan, a Microsoft National Systems Integrator; is a Microsoft Regional Director and MVP; an advisor to the New

York Technology Council; and co-author of "Programming Microsoft SQL Server 2008".

Don Jones

*SQL Server Live! Conference Co-Chair
Founding Partner, Concentrated Technology*



With more than fifteen years of IT experience, Don Jones is one of the world's leading experts on the Microsoft business technology platform. He's the author of more than 35 books, including Windows PowerShell: TFM, Windows Administrator's Scripting Toolkit, VBScript

WMI and ADSI Unleashed, Definitive Guide to SQL Server Performance Optimization, and many more.

ADVISORY BOARD

Doug Barney

*Vice President, New Product Initiatives and Editor in Chief,
Redmond magazine*



Doug Barney has been a technology journalist for nearly 20 years, serving as a writer, news editor and editor in chief. Barney is Vice President/Editorial Director of the 1105 Enterprise Computing Group. In the space of 25 months,

Barney launched Redmond Magazine, Redmond Channel Partner, and Redmond Developer News. In late 2006 the Redmond Media Group acquired Fawcette Technical Publications, including Visual Studio Magazine. Barney was most recently Editor in Chief of Network Computing, bi-weekly publication with over 220,000 subscribers.

Keith Ward

Editor in Chief, Visual Studio Magazine



Keith Ward is editor in chief of Visual Studio Magazine. He's been a technology journalist for more than a decade. In that time, he's covered all aspects of the industry, from IT administration to virtualization to software development.

He was founding editor of Virtualization Review magazine, editor of Redmond magazine and senior editor of Microsoft Certified Professional magazine. He served as editor in chief of MSDN Magazine before his current role with Visual Studio magazine.

SPEAKERS

Bradley Ball

Sr. Consultant, Pragmatic Works



Bradley Ball is a MCITP SQL 2005 & MCTS 2008 DBA with over 10 years of IT experience. Bradley spent eight years

working as a Defense contractor for clients such as the U.S. Army and The Executive Office of the President of the United States, and as Sr. SQL DBA Staff Specialist for Publix Supermarkets. He is currently a Sr. Consultant with Pragmatic Works specializing in DBA and BI solutions. He has presented at numerous SQL Conferences, including SQL Saturdays, MAGICPASS & OPASS SSUG's, SQL Rally 2011 & 2012, and at the PASS Summit 2011. Bradley can be found blogging on <http://www.sqlballs.com>.

Eric D. Boyd

Founder and CEO, responsiveX



Eric D. Boyd is the Founder and CEO of responsiveX (www.responsiveX.com) and a Windows Azure MVP.

Eric began his technology career by starting a web development firm in the 90's and has served in multiple roles since including developer, consultant, business owner and technology executive. Today, he helps companies create great web, mobile and client experiences, often powered by cloud services. You can find Eric blogging at <http://www.EricD-Boyd.com> and on Twitter at <http://twitter.com/EricDBoyd>.

Andrew J. Brust

Founder and CEO, Blue Badge Insights



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customers and partners. Brust also serves as CTO for Tallan, a Microsoft National Systems Integrator; is a Microsoft Regional Director and MVP; an advisor to the New York Technology Council; and co-author of "Programming Microsoft SQL Server 2008".

David Dye

Sergeant, Cape Coral Police Department



David Dye is a database and SharePoint administrator, instructor, and author specializing in relational database

management systems, business intelligence, reporting solutions, and SharePoint. For the past nine years David's expertise has been focused on Microsoft SQL Server development and administration and his work has earned him recognition as an Microsoft MVP 2009/2010; A moderator for the Microsoft Developer Network for SQL Server forums; and Training Associates Technical Trainer Spotlight April 2011.

David is Microsoft certified as an MCITP for database and SharePoint administration as well as SQL Server business intelligence. In addition to his duties with the City of Cape Coral's Police Department, David currently serves as a technical reviewer and co-author with APress Publishing in the SQL Server 2012 series and as an author with Packt Publishing.

Grant Fritchey

Product Evangelist, Red Gate Software



Grant Fritchey is a SQL Server MVP with over 20 years of experience in IT, including time spent in support and

development. He has worked with SQL Server since 6.0 back in 1995. He has developed in VB, VB.NET, C# and Java. Grant volunteers at PASS and is president of the Southern New England SQL Server Users Group (SNESSUG). He has authored books for Apress and Simple-Talk and joined Red Gate Software as a Product Evangelist in January 2011. Grant blogs at www.scarydba.com.

Kevin Goff

Practice Manager, SetFocus, LLC

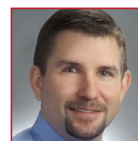


Kevin S. Goff is a Microsoft SQL Server MVP, SQL Server/ Business Intelligence Practice Manager for

SetFocus LLC, author of 2 books, regular columnist for CoDe Magazine on .NET, SQL Server, and Business Intelligence topics, and a frequent speaker at community events in the Mid-Atlantic region. Kevin was a .NET MVP in C# from 2005 to 2009, and has been a SQL Server MVP since 2010. You can find out more about Kevin at www.kevinsgooff.net.

Arie Jones

Principal Technology Manager, Perpetual Technologies, Inc.



Arie "AJ" Jones is the Principal Technology Manager for Perpetual Technologies, Inc. in Indianapolis, IN. AJ is a

frequent speaker at national conferences and local user groups as well as being a PASS Regional Mentor. With over 10 years of experience in application development and database administration on various platforms, he specializes in developing cross-platform solutions with an emphasis on .NET and SQL Server technologies. Additionally, AJ is certified in database administration and development and has written several books including "Learn SQL in 24 Hours" and SQL Functions, and blogs extensively at <http://www.programmersedge.com>.

Don Jones

*Senior Partner and
Principal Technologist,
Concentrated Technology*



With more than fifteen years of IT experience, Don Jones is one of the world's leading experts on the Microsoft business technology platform. He's the author of more than 35 books, including Windows PowerShell: TFM, Windows Administrator's Scripting Toolkit, VBScript WMI and ADSI Unleashed, Definitive Guide to SQL Server Performance Optimization, and many more.

Lynn Langit

Data Wrangler, Lynn Langit



Lynn is a linguist who has been working with data for 10 years. She's published 3 books on SQL Server Business Intelligence and has most recently worked with the SQL Azure team at Microsoft. In Oct 2011, Lynn left Microsoft to work as a voice in the Big Data frontier. She plans to analyze

and write about the state of data in the cloud in her new blog www.lynnlangit.com, to teach, and to build big data solutions.

Thomas LaRock

Technical Evangelist, Confio Software

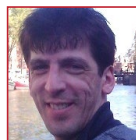


Thomas LaRock is a seasoned IT professional with over a decade of technical and management experience.

Currently serving as a Technical Evangelist for Confio Software, Thomas has progressed through several roles in his career including programmer, analyst, and DBA. Thomas holds a MS degree in Mathematics from Washington State University and is a member of the Usability Professional's Association. Thomas currently serves on the Board of Directors for the Professional Association for SQL Server (PASS), and is also a SQL Server MVP. Thomas can also be found blogging at <http://thomaslarock.com> and is the author of DBA Survivor: Become a Rock Star DBA (<http://dbasurvivor.com>).

Leonard Lobel

CTO, Sleek Technologies, Inc.



Leonard Lobel is a SQL Server MVP and cofounder/CTO of Sleek Technologies, Inc., a New York based

development shop with an early adopter philosophy toward new technologies. He is also a principal consultant at Tallan, Inc., a Microsoft National Systems Integrator and Gold Competency Partner. Programming since 1979, Lenni specializes in Microsoft-based solutions, with experience that spans a variety of

business domains, including publishing, financial, wholesale/retail, healthcare, and e-commerce. Lenni has served as chief architect and lead developer for various organizations, ranging from small shops to high-profile clients. He is also a consultant, trainer, and frequent speaker at local usergroup meetings, Visual Studio Live!, SQL PASS, CodeCamp, and other industry conferences worldwide. Lenni is also lead author in the MS Press book Programming Microsoft SQL Server 2008 which he is currently updating for SQL Server 2012. He can be reached at lenni.lobel@sleektech.com.

William Pearson

*Business Intelligence Architect,
Island Technologies, Inc.*



Bill created Island Technologies, Inc. in 1997, and has developed a large and diverse customer base since. Bill's background as a CPA, Internal Auditor, Management Accountant, and SQL Server MVP (BI) enable him to provide value to clients as a liaison between Accounting / Finance and Information Services. Bill has implemented enterprise business intelligence systems over the years for many Fortune 500 companies, and focuses his practice upon the integrated Microsoft business intelligence solution.

Adrian Porter

*Manager, Database Administration,
1-800 CONTACTS*



Adrian Porter is the Manager, Database Administration at 1-800 CONTACTS. He has been working with SQL

SPEAKERS, continued

Server since 1999 when he was thrust into the exciting world of Database Administration as an 'Accidental DBA'. He quickly developed a love for the intricacies and untapped value of databases and how they are truly the foundation upon which all organizations reside. He is a graduate of Brigham Young University and resides in Salt Lake City with his wife and three children.

Edwin Sarmiento

SQL Server DBA, Pythian



Edwin Sarmiento is a Microsoft SQL Server MVP from Ottawa, Canada specializing in high availability, disaster

recovery and system infrastructures running on the Microsoft server technology stack. He is very passionate about technology but has interests in music, professional and organizational development, and leadership and management matters when not working with databases. Edwin lives up to his primary mission statement: "To help people and organizations grow and develop their full potential."

Jennifer Stirrup

Director, Copper Blue Consulting, Ltd



Jen Stirrup is a SQL Server MVP with a Bachelors degree in Psychology and two Masters in Artificial

Intelligence and Cognitive Science. Jen is Joint Owner of Copper Blue Consulting, delivering data and Business Intelligence solutions to global clients. Jen's focus is on the Microsoft BI stack, with a specific passion for Data Visualization. Jen is a

veteran SQL Server Developer with 15 years SQL experience in delivering end-to-end Business Intelligence solutions. Jen blogs for SQLServerPedia as well as her own blog. She is has presented in many SQL Server User Groups in the UK.

Jen is a TechEd NA and TechEd Europe presenter who is also active in the SQL Server community in the UK, Europe and in the US. In the past year, Jen has presented on these topics in Ireland, the UK, Sweden, Belgium, Portugal, and Poland. She has also held webinars on behalf on Microsoft TechNet and for the Business Intelligence and Performance Virtual Chapters of the Professional Association of SQL Server (SQLPASS). Additionally, Jen holds a Europe-wide volunteer role in helping to coordinate 'Women in Technology' events as a SQLPass volunteer, which covers WIT events in disparate countries from Sweden to Poland.

Jen is passionate about using technology to help people obtain the most benefit from their investment in the Microsoft Business Intelligence stack, believing that data can help to drive enterprises forward.

Craig Utley

Mentor, SolidQ



Craig Utley is a Mentor with Solid Quality Mentors and a former Program Manager with the SQL Server Customer

Advisory Team (SQLCAT) where he focused on Business Intelligence. Craig has been involved in the Microsoft BI space since the betas of SQL Server 7.0, when he helped write Microsoft's first data warehousing course. Since then he has consulted

at a variety of businesses worldwide on their BI solutions as an independent consultant, a ProClarity consultant, and a member of SQLCAT. Thanks to his time on SQLCAT, Craig has seen some of the largest Microsoft data warehouses in the world and has worked directly with the Analysis Services development team. Craig is also a former MVP in SQL and C#. Craig is also a former member of the INETA Speaker's Bureau and is the author of over 35 articles and 3 books.

Allen White

*Practice Manager,
UpSearch Technology Services*



Allen is a Practice Manager for Upsearch Technology Services in Northeast Ohio. He's spent over 35 years in

IT, has been using SQL Server since 1992, and is certified MCITP in SQL Server and MCT. Allen has been awarded Microsoft's MVP Award for the last five years. He's President of the Ohio North SQL Server User's Group and maintains a blog at http://sqlblog.com/blogs/allen_white.

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Veeam® Software develops innovative solutions for VMware backup, Hyper-V backup, and virtualization management. Veeam Backup & Replication™ is the #1 VM Backup solution. Veeam ONE™ is a single solution for real-time monitoring, resource optimization and management reporting for VMware and Hyper-V. The Veeam Management Pack™ (MP) and Smart Plug-in™ (SPI) extend enterprise monitoring to VMware through Microsoft System Center and HP Operations Manager. Veeam also provides free virtualization tools. Learn more by visiting <http://www.veeam.com>.

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Confio Software develops database performance solution for DBAs, IT managers, and database developers, for both physical and virtual server environments. Confio's flagship product, Ignite, helps eliminate bottlenecks, speed problem resolution, and reduce the cost of operations for SQL Server, Oracle, DB2 and Sybase databases and VMware servers. Since the company's founding in 2002, Confio products are developed and supported from the Boulder, CO headquarters. For more information visit www.confio.com.

redgate

ingeniously simple tools

Red Gate Software make ingeniously simple tools for technology professionals working with SQL Server, SQL Azure, .NET, and Oracle. Our product line includes tools for source controlling, comparing, deploying, backing up, and recovering SQL Server databases, understanding and fixing .NET code problems, and comparing and deploying Oracle databases. Free trials available at www.red-gate.com.

SUPPORTED BY:



Visit the SQL Server Live! Website at www.sqllive360.com for the growing list of exhibitors.



REGISTRATION PACKAGES

See Page 34 for Special Alumni Pricing

- The SQL Server Live! 5-Day Package is your 5-day all-access pass to every keynote, session, workshop and event **December 10-14, 2012** for all four co-located Live! 360 events.

SQL SERVER LIVE! 5-DAY PACKAGE

SUPER Early Bird
(by October 10)
\$1,695
Save \$400

Early Bird
(by November 7)
\$1,795
Save \$300

Standard
(after November 7)
\$2,095

PACKAGE INCLUDES:

Access to all SQL Server Live!, Cloud & Virtualization Live!, Visual Studio Live! and SharePoint Live! Sessions and Keynotes • All pre-conference workshops • All post-conference workshops • Reception • Networking Events • Lunch (December 10-14) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey • Proceedings CD of all course notes and sample code for all four conferences

- The SQL Server Live! 5-Day Complete Conference & Hotel Package includes the 5-day all-access pass to every keynote, session, workshop and event **December 10-14, 2012** for all four co-located conferences PLUS five nights at Lowes Royal Pacific Resort.

SQL SERVER LIVE! 5-DAY COMPLETE CONFERENCE & HOTEL PACKAGE

SUPER Early Bird
(by October 10)
\$2,445
Save \$400

Early Bird
(by November 7)
\$2,545
Save \$300

Standard
(after November 7)
\$2,845

PACKAGE INCLUDES:

SQL Server Live! 5-Day Package • 5 nights at the Lowes Royal Pacific Resort (Room and tax only) - only available Sunday night (December 9) through Thursday night (December 13), departing Friday (December 14)

- The SQL Server Live! 3-Day Conference Package grants you access to all sessions and activities **December 11-13, 2012** for all four co-located Live! 360 events.

SQL SERVER LIVE! 3-DAY CONFERENCE PACKAGE

SUPER Early Bird
(by October 10)
\$1,395
Save \$300

Early Bird
(by November 7)
\$1,495
Save \$200

Standard
(after November 7)
\$1,695

PACKAGE INCLUDES:

Access to all SQL Server Live!, Cloud & Virtualization Live!, Visual Studio Live! and SharePoint Live! Sessions and Keynotes • Reception • Lunch (Dec. 11-13) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey • Proceedings CD of all course notes and sample code for all four conferences

The SQL Server Live! 3-Day Conference & Hotel Package is your 3-day all-access pass to every keynote, session and event **December 11-13, 2012** for all four co-located Live! 360 events PLUS four nights at the Lowes Royal Pacific Resort.

SQL SERVER LIVE! 3-DAY CONFERENCE & HOTEL PACKAGE

SUPER Early Bird
(by October 10)
\$1,995
Save \$300

Early Bird
(by November 7)
\$2,095
Save \$200

Standard
(after November 7)
\$2,295

PACKAGE INCLUDES:

SQL Server Live! 3-Day Package • 4 nights at the Lowes Royal Pacific Resort (Room and tax only) - only available Monday night (December 10) through Thursday night (December 13), departing Friday (December 14)

The SQL Server Live! Workshop Pass grants you access to one full-day workshop at SQL Server Live! on either **Monday, December 10 OR Friday, December 14, 2012**.

ONE-DAY WORKSHOP PASS

\$495

PASS INCLUDES:

Pre-Conference Workshop – Monday, December 10, 2012
OR
Post-Conference Workshop – Friday, December 14, 2012

Book includes Conference session slides and space for taking notes.

CONFERENCE PROCEEDING BOOK

\$50

All SQL Server Live! attendees will receive the Live! 360 Conference Proceedings CD. The Live! 360 Proceedings CD includes session slides from each of the four co-located events. However, printed proceedings books are also available for \$50 per conference.*

**Separate books are available for each Live! 360 event: Visual Studio Live!, SQL Server Live!, Cloud & Virtualization Live!, and SharePoint Live!*

GROUP DISCOUNTS

Groups Save \$600 per Registrant!

Bring 3 or more colleagues to SQL Server Live! (or any Live! 360 event) & SAVE \$600 off the standard rate!

SQL SERVER LIVE! 5-DAY CONFERENCE GROUP PACKAGE

\$1,495 per attendee
Save \$600 per attendee

PACKAGE INCLUDES:

Access to all SQL Server Live!, Cloud & Virtualization Live!, Visual Studio Live! and SharePoint Live! Sessions and Keynotes • Pre-conference workshops • Post-conference workshops • Reception • Networking Events • Lunch (December 10-14) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey • Proceedings CD of all course notes and sample code

SQL SERVER LIVE! 5-DAY CONFERENCE & HOTEL GROUP PACKAGE

\$2,245 per attendee
Save \$600 per attendee

PACKAGE INCLUDES:

5-Day Conference GROUP package • 5 nights at the Lowes Royal Pacific Resort (Room and tax only) - only available Sunday night (December 9) through Thursday night (December 13), departing Friday (December 14)

December 10-14, 2012 • Royal Pacific Resort at Universal Orlando®

REGISTRATION PACKAGES—SPECIAL ALUMNI DISCOUNTS

Attendees of any previous Visual Studio Live!, TechMentor or SharePoint Virtual Event qualify for Conference packages up to \$700 OFF the standard rate.

- The SQL Server Live! 5-Day Alumni Package is your 5-day all-access pass to every keynote, session, workshop and event **December 10-14, 2012** for all four co-located Live! 360 events.

SQL SERVER LIVE! 5-DAY ALUMNI PACKAGE

SUPER Early Bird
(by October 10)
\$1,395
Alumni Save \$700

Early Bird
(by November 7)
\$1,495
Alumni Save \$600

Standard
(after November 7)
\$1,695
Alumni Save \$400

PACKAGE INCLUDES:

Access to all SQL Server Live!, Cloud & Virtualization Live!, Visual Studio Live! and SharePoint Live! Sessions and Keynotes • All pre-conference workshops • All post-conference workshops • Reception • Networking Events • Lunch (December 10-14) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey • Proceedings CD of all course notes and sample code for all four conferences

- The SQL Server Live! 5-Day Complete Conference & Hotel Alumni Package includes the 5-day all-access pass to every keynote, session, workshop and event **December 10-14, 2012** for all four co-located conferences PLUS five nights at Lowes Royal Pacific Resort.

SQL SERVER LIVE! 5-DAY COMPLETE CONFERENCE & HOTEL ALUMNI PACKAGE

SUPER Early Bird
(by October 10)
\$2,145
Alumni Save \$700

Early Bird
(by November 7)
\$2,245
Alumni Save \$600

Standard
(after November 7)
\$2,445
Alumni Save \$400

PACKAGE INCLUDES:

SQL Server Live! 5-Day Alumni Package • 5 nights at the Lowes Royal Pacific Resort (Room and tax only) – only available Sunday night (December 9) through Thursday night (December 13), departing Friday (December 14)

- The SQL Server Live! 3-Day Conference Alumni Package grants you access to all sessions and activities **December 11-13, 2012** for all four co-located Live! 360 events.

SQL SERVER LIVE! 3-DAY CONFERENCE ALUMNI PACKAGE

\$1,195
Alumni Save \$500

PACKAGE INCLUDES:

Access to all SQL Server Live!, Cloud & Virtualization Live!, Visual Studio Live! and SharePoint Live! Sessions and Keynotes • Reception • Lunch (Dec. 11-13) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey • Proceedings CD of all course notes and sample code for all four conferences

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SQL LIVE! 3-DAY CONFERENCE & HOTEL ALUMNI PACKAGE

\$1,795
Alumni Save \$500

PACKAGE INCLUDES:

SQL Server Live! 3-Day Package • 4 nights at the Lowes Royal Pacific Resort (Room and tax only) – only available Monday night (December 10) through Thursday night (December 13), departing Friday (December 14)

The SQL Server Live! Workshop Pass grants you access to one full-day workshop at SQL Server Live! on either **Monday, December 10 OR Friday, December 14, 2012**.

ONE-DAY WORKSHOP PASS \$495

PASS INCLUDES:

Pre-Conference Workshop – Monday, December 10, 2012
OR
Post-Conference Workshop – Friday, December 14, 2012

Book includes Conference session slides and space for taking notes.

CONFERENCE PROCEEDING BOOK \$50

All SQL Server Live! attendees will receive the Live! 360 Conference Proceedings CD. The Live! 360 Proceedings CD includes session slides from each of the four co-located events. However, printed proceedings books are also available for \$50 per conference.*

**Separate books are available for each Live! 360 event: Visual Studio Live!, SQL Server Live!, Cloud & Virtualization Live!, and SharePoint Live!*