SQL Server® LIVE!
TRAINING FOR DBAs AND IT PROS

ORLANDO, FL | **NOVEMBER 18-22, 2013**
LOEWS ROYAL PACIFIC RESORT
AT UNIVERSAL ORLANDO

LIVE! 360
IT EVENTS WITH PERSPECTIVE

FINE TUNE YOUR DATA

BUILDING, DEVELOPING AND MANAGING SQL SERVER

➤ **SQL Server Administration and Maintenance**

➤ **SQL Server Performance Tuning and Optimization**

➤ **SQL Server Tools, Tricks, and Techniques**

➤ **SQL Server Features and Components**

➤ **BI, Big Data, and Data Visualization**

➤ **SQL Server for the Developer**

➤ **SQL Server in the Cloud**

Visual Studio LIVE!
EXPERT SOLUTIONS FOR .NET DEVELOPERS

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

SharePoint LIVE!
TRAINING FOR COLLABORATION

ModernApps LIVE!
MODERN APPS FROM START TO FINISH

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sqllive360.com

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Database Administrators (DBAs)

Business Intelligence Professionals

IT Professionals

Developers

Consultants

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A Message from the Conference Co-Chairs

SQL Server 2012 still has that new car smell, SQL Server 2014 is waiting in the wings, and data in general continues to become more and more important for organizations of all sizes. We're also seeing an uptake in new professionals entering the SQL Server field, first as "maintainers," but often growing into full DBAs.

At SQL Server Live!, we're continuing our focus on real-world, relevant content that you can use right away. From sessions designed for the "reluctant SQL Server admin" all the way to a dedicated track on business intelligence and Big Data, you'll find it all. Whether you're an administrator, developer, or somewhere in between, SQL Server Live! brings you the information you need: performance tuning, query design, BI architecture and more.

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, .NET development with Visual Studio, and cross platform mobile development – all in a single venue. In fact, SQL Server Live! even includes content of particular interest to developers, SharePoint administrators, and other professionals.

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!

SQL Server Live! Advisory Board

Andrew Brust
SQL Server Live!
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Michael Desmond
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MSDN Magazine

Jeffrey Schwartz
Editor in Chief,
Redmond Magazine

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LIVE! 360
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WHAT IS LIVE! 360?

Live! 360 is a unique conference comprised of four co-located events: **Visual Studio Live!**, **Modern Apps Live!**, **SharePoint Live!**, and **SQL Server Live!**. These forward-thinking and educational events are geared toward both the IT and Developer community. Incorporating knowledge transfer, networking and leading-edge training, these conferences keep attendees up-to-date on current technologies with a look to the future.

Attendees of any of the Live! events will have unlimited access to all four – mix and match sessions to create a custom conference!

Visual Studio LIVE!
EXPERT SOLUTIONS FOR .NET DEVELOPERS

WE'VE GOT YOUR TICKET TO CODE!

Visual Studio Live! Orlando brings developers, software architects, programmers and designers together to learn from industry experts and Microsoft insiders. Attendees will learn how to maximize the development capabilities of Visual Studio and .NET and SO much more in tracks including Mobile, Web / HTML5, Windows 8.1 / WinRT and WPF / Silverlight. **vslive.com/Orlando**

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

FINE TUNE YOUR DATA.

SQL Server Live! provides IT professionals, developers, DBAs and analytics specialists — across a breadth of experience and organizations — comprehensive education and knowledge share for SQL Server database management, data warehouse/BI model design, Big Data analytics, performance tuning, troubleshooting and coding against SQL Server. **sqllive360.com**

SharePoint LIVE!
TRAINING FOR COLLABORATION

COLLABORATE AND LISTEN.

SharePoint Live! provides leading-edge knowledge and training for SharePoint administrators, developers and planners who must customize, deploy and maintain SharePoint Server and SharePoint Foundation to maximize business value. **splive360.com**

Modern Apps LIVE!
MODERN APPS FROM START TO FINISH

THE FUTURE OF SOFTWARE DEVELOPMENT IS BACK.

Modern Apps Live! is back for an encore performance after its well-received event in March! Presented in partnership with Magenic, Modern Apps Live! brings development managers, software architects and development leads together to break down the latest and greatest techniques in low-cost, high-value application development. What sets Modern Apps Live! apart is the singular topic focus; sessions build on each other as the conference progresses, leaving you with a holistic understanding of modern applications. **modernappslive.com**

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Reasons to Attend
SQL Server Live!

1. SOMETHING FOR EVERYONE. Whether you are just starting out in IT, or you've ascended the corporate ladder, SQL Server Live! has sessions covering everything from the basics to advanced BI. Learn what companies are really doing with SQL Server, from every angle!

2. DATA IS BIG. More and more organizations are focusing in on data, and figuring out how to leverage it. SQL Server is becoming increasingly crucial in the Microsoft stack – SQL Server Live! will give you the best training on how to harness it.

3. FOUR-FOR-ONE! By registering for SQL Server Live!, you have access to the other co-located conferences going on during Live! 360 - SharePoint Live!, Visual Studio Live!, and Modern Apps Live! – for one low price!

4. NETWORK. NETWORK. NETWORK. 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!

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 November?

"DEMOS WERE ROBUST. NO ERRORS... KUDOS TO MICROSOFT ON CDC & SSISDB!"
– Brooks Holland, Sr. Architect, DocuTech Corp

LIVE! 360
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Events & Activities

Your attendance at SQL 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!

Dine-A-Round Dinner
Sunday, November 17,
6:00pm – 9:00pm
Universal CityWalk

Join other conference attendees and speakers for a casual, no-host dinner and make a few new friends while enjoying the fun and delicious themed restaurants at Universal CityWalk. This is your opportunity to meet fellow attendees and start friendships that can last for the week or even longer. Groups can break into smaller groups based on where everyone wants to dine and head off to dinner. Everyone is responsible for their own dinner.

EXPO Preview
Monday, November 18,
5:00pm – 7:00pm
EXPO Hall

Join us on Monday evening for drinks and snacks and to get a "sneak peek" at the Live! 360 exhibitors before the Live! 360 Keynote at 7:00 pm. This is a great opportunity to meet and network with your fellow attendees early in the week and to learn about the innovations and latest technologies available from our exhibitors.

Exhibitor Reception
Tuesday, November 19,
5:30pm – 7:30pm
Expo Hall

Enjoy drinks and snacks while you explore the Live 360 exhibits and network with fellow attendees and speakers. This is your chance to check out the latest offerings from our exhibitors to help you in daily life when you return to the office.

Don't forget to visit the Demo Theater during the Expo Preview to hear directly from exhibitors and enter for your chance to win a FREE Live! 360 2014 pass.

Round Table Lunch
Wednesday, November 20,
12:15pm – 1:45pm
Dining Tent

Plumb the knowledge and experience of your colleagues, conference speakers and exhibitors by participating in one of the Luncheon Round Table discussions. These tables are designated with a sign and seating is on a first-come basis. There will be a wide variety of topics covering all Live! 360 events.

Luncheon Rockin' Round Table
Thursday, November 21
12:15pm - 1:30pm
Dining Tent

Live! 360 celebrates 20 years of Visual Studio Live! by rolling back the tunes to 1993. What were you listening to in 1993? Grunge, Hip Hop, Top 40, Alternative? Come join one of our lunch tables for a lively discussion on the top artists and hits of 1993.

Tables will include:
• Whitney Houston
• Snoop Dogg
• Eazy E
• Pearl Jam
• Smashing Pumpkins
• Ace of Base
• Madonna
• Duran Duran
• Tupac
• Spin Doctors
• REM
• Soundgarden

Agenda At-A-Glance | (Sunday and Monday)

SQL Server Administration & Maintenance	SQL Server Performance Tuning and Optimization	SQL Server Tools, Tricks, and Techniques	SQL Server Features & Components	BI, Big Data and Data Visualization	SQL Server for the Developer	SQL Server in the Cloud

START TIME	END TIME	SQL Server Live! Pre-Conference: Sunday, November 17, 2013					
4:00 PM	9:00PM	Pre-Conference Registration - Royal Pacific Resort Conference Center					
6:00 PM	9:00 PM	Dine-A-Round Dinner @ Universal City Walk					

START TIME	END TIME	SQL Server Live! Pre-Conference Workshops: Monday, November 18, 2013 (Separate entry fee required)					
6:30 AM	8:00 AM	Pre-Conference Registration - Coffee and Morning Pastries					
8:00 AM	5:00 PM	SQM01 - Workshop: The Data Warehousing Process in a Day - Design, Build, and Deliver - Craig Utley		SQM02 - Workshop: SQL Server Maintenance and PTO Crash Course - Don Jones		SQM03 - Workshop: SQL Server for Developers - Leonard Lobel	
5:00 PM	7:00 PM	EXPO Preview					
7:00 PM	8:00 PM	Live! 360 Keynote: To Be Announced					

* Speakers and sessions subject to change

"...GETS RIGHT TO THE POINT ON TOPICS THAT ARE IMPORTANT TO A BROAD
AUDIENCE OF SQL PROFESSIONALS."

– Clinton N Stevens, Managing Partner, Syntaltical LLC

Agenda At-A-Glance | (Tuesday)

SQL Server Administration & Maintenance	SQL Server Performance Tuning and Optimization	SQL Server Tools, Tricks, and Techniques	SQL Server Features & Components	BI, Big Data and Data Visualization	SQL Server for the Developer	SQL Server in the Cloud

START TIME	END TIME	Visual Studio Live! Day 1: Tuesday, November 19, 2013				
7:00 AM	8:00 AM	Registration - Coffee and Morning Pastries				
8:00 AM	9:00 AM	SQL Server Live! Keynote: To Be Announced				
9:00 AM	9:30 AM	Networking Break • Visit the EXPO				
9:30 AM	10:45 AM	SQT01 - SQL Server 2012 Enterprise Features That Every Business Should Know - *Bradley Ball*	SQT02 - Introducing SQL Server Data Tools - *Leonard Lobel*	SQT03 - Analysis Services 2012 End-to-End - *Craig Utley*	SQT04 - Everything You Never Wanted to Know About Indexes, but Have to Know Anyway - *Don Jones*
11:00 AM	12:15 PM	SQT05 - SQL Server 2014: A First Look at What's New! - *Bradley Ball*	SQT06 - Programming the T-SQL Enhancements in SQL Server 2012 - *Leonard Lobel*	SQT07 - Add It Up: Analysis Services Aggregations - *Craig Utley*	SQT08 - The Creepy DBA, How to Stalk Your Users - *Jason Strate*
12:15 PM	2:00 PM	Lunch - Visit the EXPO				
2:00 PM	3:15 PM	SQT09 - HSQL Server 2014 "Hekaton" (a.k.a. In-Memory OLTP) Deep Dive - *Bradley Ball*	SQT10 - "What Did I Do?" T-SQL Worst Practices - *Pinal Dave*	SQT11 - Securing SSAS Data Without Tying Yourself in Knots - *Craig Utley*	SQT12 - DBA Task Automation: Unleash the PowerShell Hero in You! - *Michael Wells*
3:15 PM	4:15 PM	Networking Break • Visit the EXPO				
4:15 PM	5:30 PM	SQT13 - Dealing With Errors in SSIS 2012 - *David Dye*	SQT14 - SQL Server Tracing for Developers - *Jason Strate*	SQT15 - An Overview of PowerPivot for Excel - *William E. Pearson III*	SQT16 - Using PowerShell to Quickly Deploy New SQL Server Instances - *Michael Wells*
5:30PM	7:30 PM	Exhibitor Reception				

* Speakers and sessions subject to change

"GREAT MATERIAL! WILL BE USEFUL FOR WHAT I'M DOING AT WORK."

– Michael L Lively, Developer, Gaic

Agenda At-A-Glance | (Wednesday)

SQL Server Administration & Maintenance	SQL Server Performance Tuning and Optimization	SQL Server Tools, Tricks, and Techniques	SQL Server Features & Components	BI, Big Data and Data Visualization	SQL Server for the Developer	SQL Server in the Cloud

START TIME	END TIME	SQL Server Live! Day 2: Wednesday, November 20, 2013				
7:00 AM	8:00 AM	Registration - Coffee and Morning Pastries				
8:00 AM	9:00 AM	Live! 360 Keynote: To Be Announced				
9:15 AM	10:30 AM	SQW01 - Into the Wild...Taming Unstructured Data with Semantic Search - *Christopher Price*	SQW02 - Near Unlimited Scalability with SQL Azure Federations - *Arie Jones*	SQW03 - Through Gardens Overgrown: PowerPivot to Analysis Services 2012 Tabular - *William E. Pearson III*	SQW04 - Database Performance Tricks Every SharePoint Admin Must Know - *Pinal Dave*	
10:30 AM	11:00 AM	Networking Break • Visit the EXPO				
11:00 AM	12:15 PM	SQW05 - Integrating Reporting Services with SharePoint - *Kevin Goff*	SQW06 - Migrating to Windows Azure SQL Database - *Scott Klein*	SQW07 - Exploring Data with Data Explorer - *Steve Hughes*	SQW08 - Inside the Query Optimizer - *Bradley Ball*	
12:15 PM	1:45 PM	Round Table Lunch • Visit the EXPO				
1:45 PM	3:00 PM	SQW09 - Implementing a Tabular Data Model with Microsoft PowerPivot and Analysis Services - *Arman Saffarnia*	SQW10 - Troubleshooting and Monitoring Windows Azure SQL Databases - *Scott Klein*	SQW11 - Excel: An Analytics Superhub - *Andrew Brust*	SQW12 - Ancient Problems and Modern Solutions - Troubleshooting CPU - *Pinal Dave*	
3:00 PM	4:00 PM	Networking Break • Visit the EXPO • Expo Raffle @ 3:30 p.m.				
4:00 PM	5:15 PM	SQW13 - Planning and Configuring SQL and SharePoint 2013 Business Intelligence (PowerPivot and Power View) - *Arman Saffarnia*	SQW14 - The Absolute Beginner's Guide to Windows Azure SQL Database - *Kevin Goff*	SQW15 - Big Data 101 with HDInsight - *Andrew Brust*	SQW16 - To Be Announced	
8:00 PM	10:00 PM	Live! 360 Evening Event				

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LIVE! 360
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SQL Server® LIVE!
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Agenda At-A-Glance | (Thursday and Friday)

SQL Server Administration & Maintenance	SQL Server Performance Tuning and Optimization	SQL Server Tools, Tricks, and Techniques	SQL Server Features & Components	BI, Big Data and Data Visualization	SQL Server for the Developer	SQL Server in the Cloud

START TIME	END TIME	SQL Server Live! Day 3: Thursday, November 21, 2013				
7:00 AM	8:00 AM	Registration - Coffee and Morning Pastries				
8:00 AM	9:15 AM	SQH01 - Peer-to-Peer Replication: Real Life Implementation and Best Practices	SQH02 - Virtualizing SQL Server (Yes, You Can) - *Don Jones*	SQH03 - SSAS 911 - The Field Medic's Guide to Performance Tuning Analysis Services - *Christopher Price*	SQH04 - The Transaction Log and How It Affects High Availability and Disaster Recovery - *Edwin Sarmiento*	
9:30 AM	10:45 AM	SQH05 - Fundamentals of SQL Server AlwaysOn Availability Groups - *Edwin Sarmiento*	SQH06 - Column Level Encryption in SQL Server - *David Dye*	SQH07 - SQL Server 2012 Columnstore Index - *Kevin Goff*	SQH08 - Performance Tuning When It Isn't Your Database - *Don Jones*	
11:00 AM	12:15 PM	SQH09 - Architecting a SQL Server AlwaysOn Availability Groups Topology - *Edwin Sarmiento*	SQH10 - Implementing Auditing in SQL Server 2012 - *David Dye*	SQH11 - What's new in SQL Server Integration Services 2012 - *Kevin Goff*	SQH12 - To Be Announced	
12:15 PM	1:30 PM	Lunch				
1:30 PM	2:45 PM	SQH13 - A Window into Your Data: Using SQL Window Functions - *Steve Hughes*	SQH14 - Designing and Managing a SQL Server Replication Topology - *Chad Churchwell*	SQH15 - Utilizing Knowledge with Data Quality Services in SQL Server 2012 - *Arie Jones*	SQH16 - Troubleshoot SQL Server Performance Issues using Wait Statistics - *Edwin Sarmiento*	
3:00 PM	4:15 PM	SQH17 - O, There's My Data, OData for Data Guys - *Steve Hughes*	SQH18 - Managing SQL Server in the Enterprise - *Chad Churchwell*	SQH19 - MDS in Practice: An Integrated Approach - *Christopher Price*	SQH20 - SQL Server Query Performance Tuning: A 12-Step Process - *Scott Klein*	
4:30 PM	5:45 PM	Live! 360 Conference Wrap-up				

START TIME	END TIME	SQL Server Live! Post-Conference Workshops: Friday, November 22, 2013 (Separate entry fee required)	
7:00 AM	8:00 AM	Registration - Coffee and Morning Pastries	
8:00 PM	5:00 PM	SQF01 - Workshop: Cloud Ready: Preparing Yourself for Azure SQL Databases - *Arie Jones*	SQF02 - Workshop: Big Data and NoSQL for Database and BI Pros - *Andrew Brust*

* Speakers and sessions subject to change

SQL Server Live! Workshops

■ SQM01 Workshop: The Data Warehousing Process in a Day - Design, Build, and Deliver
– Introductory / Intermediate
Craig Utley
Monday, November 18   *8:00am – 5:00pm*

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 session that walks through the entire process of data warehousing. You'll learn to design 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 session will not only show you how to build a warehouse, but will also discuss best practices and pitfalls.

You will learn:
• How to design the dimensional model that is at the heart of you BI solution
• Understand the entire BI creation process
• How to build a BI solution and deliver value to the business

■ SQM02 Workshop: SQL Server Maintenance and PTO Crash Course
– Introductory / Intermediate
Don Jones
Monday, November 18   *8:00am – 5:00pm*

Stuck supporting SQL Server because you're the "Microsoft person" in your shop? Not looking to become a "DBA," but still need to maintain SQL Server? Are you mainly supporting SQL Server as a back-end to a third-party application, and have no control over the application code or queries? This is the (non-hands-on) workshop for you. Longtime

SQL Server instructor Don Jones brings you JUST what you need to know to keep SQL Server up and running – along with a serious look at what you can actually do (and mustn't touch) when supporting a third-party database application. Learn about performance tuning, backup and recovery, indexes and index tuning, storage optimization, and much more. It's a great way to kick off your SQL Server Live! experience, and gain the background information you'll need to really leverage other courses at the conference!

You will learn:
• Learn key maintenance tasks
• Automate maintenance for hands-off, worry-free operations
• Tune indexes and storage for maximum performance

■ SQM03 Workshop: SQL Server for Developers – Intermediate
Leonard Lobel
Monday, November 18   *8:00am – 5:00pm*

Developer Dive into SQL Server 2012
This full-day workshop will get you up to speed on powerful new features for developers in SQL Server 2008, SQL Server 2008 R2, and SQL Server 2012. Lenni will pull no punches as he rips through the most important SQL Server programmability points in this intensive demo-packed tour.

Part 1—SQL Server Data Tools (SSDT). We'll start with an introduction to SQL Server Data Tools (SSDT), the new database development environment for SQL Server in Visual Studio, and then dive right into extensive demos that showcase the most important SSDT features. 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 developer-specific functionality found in SSMS, you will learn how to use features such as code navigation, IntelliSense, and refactoring with your database model—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 Visual Studio.

Part 2—T-SQL Features. Next, we'll explore the many enhancements made to T-SQL. Learn how to use table-valued parameters to marshal entire sets of rows across the network from client to server, and to pass them between your stored procedures and UDFs. Find out about MERGE, a powerful DML statement that combines the capabilities of four (or more) separate operations, and INSERT OVER DML, which enhances your ability to capture change data from the OUTPUT clause of any DML statement. Work with the latest date and time data types, which include support for time zone awareness. Then learn about the newest T-SQL enhancements in SQL Server 2012, such as 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 3—Beyond Relational. Then we'll examine the powerful "beyond relational" features, including the latest additions in SQL Server 2012. These 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 how to use the hierarchyid data type to cast a hierarchical structure over any relational table. Dig into FILESTREAM and FileTable to discover how you can finally enjoy the native ability to store large binary objects in the file system transparently. We'll also cover the geospatial data types that enable you to integrate location-intelligence into the database, and build several location-aware applications on top of these new data types. We'll also cover the rich XML support provided by the relational engine, including XSD, XPath, and XQuery.

Part 4—Enterprise Features. We'll wrap up with powerful enterprise-level data warehousing and security features including Change Data Capture, SQL Server Audit and Transparent Data Encryption. With Change Data Capture (CDC), you can monitor and record changes made to transactional tables without requiring any application changes or resorting to triggers. Enabling Transparent Data Encryption (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.

SQL Server Live! Workshops, continued

You'll learn a ton of new SQL Server features in this information-packed day!

■ SQF01 Workshop: Cloud Ready: Preparing Yourself for Azure SQL Databases – Intermediate
Arie Jones
Friday, November 22   *8:00am – 5:00pm*

The cloud is coming and now is the time for database administrators and developers to embrace this new and exciting platform. This full day session will bring you up to speed on Microsoft's implementation of a cloud based database solution known as Windows Azure SQL Database and the many facets that this data tier encompasses. You will learn not only about all the good things in the Cloud but also some of the possible pitfalls and how you can avoid or get around them. First we will delve into the architecture of the Azure SQL platform and the advantages and disadvantages over more traditional on-premise environments. Next we will take a deep dive into the development, deployment, and administration aspects involved in a typical Azure SQL environment. Then we will look at how you can overcome typical problems with large or multi-tenant environments by utilizing Azure Federations to elastically scale your database solution. Once you understand the database basics, we will look at enhancing your solutions by leveraging other external entities like Storage Services, Data Sync, and Azure SQL Reporting. Along the way we will be using real life code, demos, and use cases to firmly ground your learning in reality and separate fact from fiction in regards to cloud based solutions. If you are looking for a one day event that can get you up to full speed on the entire platform then this is the session for you!

You will learn:
• To be design, deploy, and administer a SQL Azure based solution
• Azure Storage Services(Tables, Blobs, & Queues)
• Advanced tools like Azure Federations, Data Sync, and SQL Reporting in order to scale out solutions

SQL Server Live! Session Descriptions by Track

■ SQF02 Workshop: Big Data and NoSQL for Database and BI Pros
Andrew Brust – Intermediate
Friday, November 22   *8:00am – 5:00pm*

These days, it's difficult to visit a technology Web site – or even a mainstream news site – and not read a story about Big Data. Big Data is at the top of its hype cycle: it's seemingly everywhere, and even Microsoft is getting into the game.

But what is Big Data really about? What about its sidekick, NoSQL? And how is any of it germane to business analytics, especially for database administrators, developers, and business intelligence specialists working in enterprise environments? Can Java-based, open-source software such as Apache Hadoop, which runs mostly on Linux, be relevant to SQL Server professionals supporting their organization's analytics efforts? And if it is relevant, how can we cross-train into this strange new world?

There's good news here, I promise. Much of this technology now runs on Windows, and Microsoft has created tools that make it usable from Visual Studio, Excel, and Microsoft BI. Even more important, working with these technologies in non-Microsoft environments is approachable as well. All you need is a proper introduction to Hadoop, NoSQL, and related technologies that is free of hype and explained in terms a relational database or BI professional can understand.

That's exactly what you'll get in this full-day workshop, as Andrew Brust – a longtime SQL Server author and Microsoft BI influencer who also covers Big Data for ZDNet – shows you the ropes. You'll learn new skills that are in strong demand in the BI/BA world – and actually understand what you learn. It will be exciting, manageable...and fun. You can do this – come see for yourself.

You will learn:
• The four sub-groups of NoSQL database
• How Hadoop works, through looks at three different Hadoop distributions

• How to integrate Microsoft BI with Hive and Hadoop
• How NoSQL and Big Data tie together

SQL SERVER ADMINISTRATION AND MAINTENANCE
Looking to brush up on SQL Server administration fundamentals? Are you a "reluctant DBA" charged with supporting SQL Server – and given no training? SQL Server Live! is here to help, with a complete selection of core maintenance topics: Indexing, backup and recovery, monitoring, task automation, PowerShell, virtualization, and more!

■ SQT04 Everything You Never Wanted to Know About Indexes, but Have to Know Anyway – Intermediate
Don Jones
Tuesday, November 19   *9:30am – 10:45am*

SQL Server indexes are an absolutely crucial part of SQL Server performance - but do you know how they REALLY work? Like, under the hood? Index and PTO geek Don Jones takes you on a backstage tour of indexes. You'll learn about B-trees, clustered and non-clustered indexes (separating myth from fact), how indexes consume storage and become fragmented, and how - over time - index design MUST be revisited and revised on ANY database.

You will learn:
• Choose the right kind of index (there's more than two!)
• Learn WHY and HOW index maintenance becomes necessary
• Get hard numbers on index tuning and maintenance

Session Descriptions by Track

■ SQT08 The Creepy DBA, How to Stalk Your Users – Intermediate
Jason Strate
Tuesday, November 19   11:00am – 12:15pm

Do you know when your users are using the production login accounts from their workstations? Are you aware of changes being made to the development servers that may impact future deployments? Has the new Junior DBA start giving out access like candy? As DBAs, we are responsible for knowing and acting on all of this and much more. Fortunately, SQL Server provides a number of features that you can use to monitor and track user activity. In this session, we'll look at these features and demonstrate how you can use them to the extent that your users find you creepy!

You will learn:
• Define the responsibilities required of DBAs
• Discuss methods to monitor activity on SQL Servers
• Demonstrate tools available to "stalk" your users

■ SQT12 DBA Task Automation: Unleash the PowerShell Hero in You!
Michael Wells
Tuesday, November 19   2:00pm – 3:15pm

As DBAs, we constantly have to stretch our time and budget resources, and the best way to keep up with demands is through process automation. Workflow and PassThru parameters are just two of the features that will allow you to turn complex tasks into simple, repeatable, automated processes easier than you would have ever dreamed possible. And if you've had trouble with PowerShell in the past, the auto-completion and eager loading of modules will make your transition to PowerShell hero even simpler. Come see how mid-tone blue can help take your skills to the next level.

You will learn:
• New features in PowerShell v3 and the new PowerShell ISE
• How those features can be applied to make regular DBA tasks automated and repeatable
• Real-world scripts that they can use within their own environment.

■ SQT16 Using PowerShell to Quickly Deploy New SQL Server Instances
Michael Wells
Tuesday, November 19   4:15pm – 5:30pm

As much as you love SQL Server, do you cringe whenever you hear you'll need to stand up yet another SQL Server instance? Sure it's fun, but who has the time? Maybe you've thought there must be a better way of doing this. You can generate an unattended install file, but what about all the other tasks that will need to be done?

In this session, we'll explore a process that was created to truly automate not just the SQL Server install, but all the configurations and the deployment of your organization's standard objects all using a free, open-source set of PowerShell scripts that you can download and use today. This session will review the process that has saved hundreds of hours and ensures a SQL Server instance that meets your company's standards.

You will learn:
• Multiple methods of automating tasks with PowerShell scripts.
• Detailed explanation of a real-world example of an automation framework
• Have access to the code, which they can take back and immediately begin using within their environment

■ SQH02 Virtualizing SQL Server (Yes, You Can) – Intermediate
Don Jones
Thursday, November, 21   8:00am – 9:15am

Is it safe to virtualize SQL Server? Yes! If you don't screw it up, that is. And just about everyone does. In this concise session, you'll get the hard facts on SQL Server virtualization – whether you're using Hyper-V, vSphere, Xen, or anything else – along with a simple checklist of what to do, and what NOT to do, to maintain SQL Server performance levels. You'll also get monitoring tips and tricks, and some advice about using virtualization for high availability that you may not have previously considered.

You will learn:
• Learn what to NEVER do when virtualizing SQL Server
• Discover hidden benefits of virtualization for SQL Server

■ SQH06 Column Level Encryption in SQL Server – Introductory
David Dye
Thursday, November, 21   9:30am – 10:45am

This session focuses on using T-SQL to natively encrypt data in a SQL Server database. SQL Server 2005 introduced cryptographic services native to SQL Server which provides the ability to encrypt data natively without having to rely on client side code or extended stored procedures. The primary focus of this session will be to provide real life examples of when and how to encrypt data natively in SQL.

You will learn:
• Architecture of cryptographic services in SQL Server
• To create and back up a master key
• To create a certificate using T-SQL
• To encrypt and decrypt data using T-SQL

■ SQH10 Implementing Auditing in SQL Server 2012 – Introductory
David Dye
Thursday, November, 21   11:00am – 12:15pm

SQL Audit provides the ability to track and log activities and changes at the instance or database level built upon SQL Audit Extended Events, which 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:
• Different technologies available in SQL Server to audit
• To implement auditing in SQL Server
• To create a server audit specification
• To create a database audit specification

Session Descriptions by Track, continued

■ SQH14 Designing and Managing a SQL Server Replication Topology
– Intermediate
Chad Churchwell
Thursday, November, 21   *1:30pm – 2:45pm*

This session is focused on design and architectural decisions when choosing replication as a technology to use within your organization. We will cover all the moving pieces involved with replication, the internal architecture of how replication works, as well as describing the agents in detail. One will also learn what replication is intended to do as well as what it is not a good fit for. I will cover the new SQL 2012 support enhancements as well as combining with AlwaysOn Availability groups to protect your replication environment to ensure minimal downtime. I will also cover monitoring and alerting on replication errors and latency to ensure accurate data.

You will learn:
• How replication works behind the scenes and architecturally to better prepare yourself with knowledge to manage a replicated environment.
• How to be proactive and use best practices for monitoring and alerting of replication issues when they arise as well as how to resolve common replication errors.
• How replication can be used with a high availability technology to ensure protection of your mission critical systems

■ SQH18 Managing SQL Server in the Enterprise – Intermediate
Chad Churchwell
Thursday, November, 21   *3:00pm – 4:15pm*

This session is intended to provide insight on how to achieve consistency and provide management with minimal overhead of a large scale SQL Server enterprise environment. Topics discussed will be utilizing a Central Management Server for centralized reporting and administration, utilizing Policy Based Management for enforcement of corporate standards and configurations, as well as installation topics to

provide a consistent SQL Server install from server to server. When your enterprise is consistent, it makes life as a database administrator much easier, even in the largest of enterprises.

You will learn:
• How to use a Central Management Server for registration and centralized reporting and alerting
• How to enforce corporate and coding policies using Policy Based Management, where these are declared once and evaluated across your enterprise
• How to standardize your SQL Server installations for consistency across the enterprise

SQL SERVER PERFORMANCE TUNING AND OPTIMIZATION
Get the most from SQL Server – even if it's hosting a third-party application database! Learn the insider tricks to performance tuning, covering the Query Optimizer, CPU issues, transaction logs, monitoring, and much more. SQL Server Live! helps you maximize your SQL Server investment!

■ SQW04 Database Performance Tricks Every SharePoint Admin Must Know – Introductory / Intermediate
Pinal Dave
Wednesday, November 20   *9:15am – 10:30am*

This session is for all the SharePoint Professionals who want their server to perform at blazing fast speed but want to invest very little time to make it happen. We will go over various database tricks which require absolutely no time to master and practically no SQL coding at all. After attending this session, Developers will only need 60 seconds to improve performance of their database server in their SharePoint implementation.

You will learn:
• Basics of Indexes
• Basics of Performance Tuning
• Advanced Tips and Tricks for Optimization

■ SQW08 Inside the Query Optimizer – Intermediate / Advanced
Bradley Ball
Wednesday, November 20   *11:00am – 12:15pm*

When it comes to SQL Server one of the biggest requests you hear is "How can I make my Query Run FASTER!?" The answer: understanding the first step in that process is understanding the Query Optimizer. Understanding the Optimizer beings with knowing the Rules. The way our queries are written reflect directly on the output that we get. In this session we will look at the rules in SQL Server, write queries to show those rules in action, and walk out with a better understanding of how the Optimizer works.

You will learn:
• The stages and processes involved with Optimization.
• How the Query Optimizer Rules affect Execution Plan outcomes
• How the Optimizer Rules can be used to your advantage

■ SQW12 Ancient Problems and Modern Solutions – Troubleshooting CPU – Introductory / Intermediate
Pinal Dave
Wednesday, November 20   *1:45pm – 3:00pm*

This is the session for you to attend. Many believe Performance Tuning and Troubleshooting is an art which has been lost in time. The truth is that art has evolved with time and there are more tools and techniques to overcome ancient troublesome scenarios. In this session we will focus on High CPU scenarios detection and their resolutions. At the end of the session you will have clear ideas and action items regarding what to do when facing any of the above resource intensive scenarios.

You will learn:
• Basics of Indexes
• Basics of Performance Tuning
• Advanced Tips and Tricks for Optimization

■ SQH04 The Transaction Log and How It Affects High Availability and Disaster Recovery – Intermediate / Advanced
Edwin Sarmiento
Thursday, November 21   8:00am – 9:15am

When choosing the appropriate SQL Server High Availability and Disaster Recovery (HA/DR) solutions, it is important to understand the SQL Server Transaction Log as it affects any solution you choose. In this session, we will look at transaction log basics, how logging and recovery works and how it affects all of the HA/DR solutions available in SQL Server. You'll be surprised to know that the transaction log is the most important part of your database.

You will learn:
• How the transaction log works
• How the transaction log affects all of the SQL Server HA/DR solutions that you choose
• How to properly take care of the transaction log for performance and HA/DR

■ SQH08 Performance Tuning When It Isn't Your Database – Introductory / Intermediate
Don Jones
Thursday, November 21   9:30am – 10:45am

So you're stuck maintaining SQL Server, which is being used as the back-end for an application someone else wrote. You don't have access to the code. You can't change the queries. You're scared to do ANYTHING more complicated than backups, because you don't want to break anything. But... performance is lagging. What can you safely do to tune performance without risking application downtime? Believe it or not... quite a bit! You'll learn all about it in this concise session.

You will learn:
• Discover application self-maintenance routines to determine what's safe to touch
• Tune indexes, server configuration, storage, and other key performance areas

• Learn how to capture critical performance problems to report to the application vendor or developer

■ SQH16 Troubleshoot SQL Server Performance Issues using Wait Statistics – Intermediate / Advanced
Edwin Sarmiento
Thursday, November 21   1:30pm – 2:45pm

Have you ever scratched your head trying to figure out what is causing performance issues in your SQL Server databases? In this session, we will look at uncovering your SQL Server's performance issues by learning about wait statistics. We will look at SQL Server wait statistics and how we can troubleshoot performance problems using this methodology from finding the root cause to resolving the issues.

You will learn:
• The importance of SQL Server Wait Statistics in performance tuning and optimization
• About what wait statistics are
• To apply performance troubleshooting methodology using wait statistics

■ SQH20 SQL Server Query Performance Tuning: A 12-Step Process – Intermediate
Scott Klein
Thursday, November 21   3:00pm – 4:15pm

Performance tuning is complex; it's hard to know which knob to turn or button to press that will give you the biggest performance boost. If you have ever been handed a query and told to "make it go", these 12 steps will help you break down performance tuning easy to digest pieces that anyone can accomplish. You will learn what actions to take when you get back to work and are handed a query to tune for the first time.

You will learn:
• Steps involved in the query tuning process
• How to read an execution plan
• Tips and tricks for writing faster queries

SQL SERVER TOOLS, TRICKS, AND TECHNIQUES
Cement your "guru" status with SQL Server Live! tricks, tips, and techniques for maximizing SQL Server as part of a SharePoint Server installation. Learn about data integration, BI integration and more!

■ SQT02 Introducing SQL Server Data Tools – Intermediate
Leonard Lobel
Tuesday, November 19   9:30am – 10:45am

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 Windows Azure SQL Database. 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 model's 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

Session Descriptions by Track, continued

• Understand the new tooling (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 Windows Azure SQL Database in the cloud all from inside Visual Studio

■ SQT06 Programming the T-SQL Enhancements in SQL Server 2012 – Intermediate
Leonard Lobel
Tuesday, November 19   11:00am – 12:15pm

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:
• 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

■ SQT10 "What Did I Do?" T-SQL Worst Practices – Introductory / Intermediate
Pinal Dave
Tuesday, November 19   2:00pm – 3:15pm

 "Oh My God! What did I do?" Chances are you have heard, or even uttered, this expression. This demo-oriented session will have many examples where developers were dumb-founded by their own mistakes. The goal of this session is to learn which small details can be dangerous to the production environment and SQL Server as a whole. We will talk about

common bad habits and how to avoid them. There is good chance you will remember your early days during the session. Learning some of these tricks may save your current job.

You will learn:
• Writing Optimal Tips and Tricks
• Basics of Indexes
• Basics of Performance Tuning

■ SQT14 SQL Server Tracing for Developers – Introductory / Intermediate
Jason Strate
Tuesday, November 19   4:15pm – 5:30pm

Developers are often on the receiving end for poor database performance. To combat this practice, developers need access to a set of tools that they can use to investigate the problems that they encounter. These can be as simple as investigating queries with simple performance issues to more complex issues, such as identifying the causes for connection timeouts. In this session, we'll explore the tools available for tracing and information on how to get access to those tools.

You will learn:
• Explanation of issues with tracing for developers
• Introduction to extended events platform
• Walk-through to scripting and using GUI to create extended event sessions
• Demonstration of information available through extended events

■ SQW09 Implementing a Tabular Data Model with Microsoft PowerPivot and Analysis Services
Arman Saffarnia
Wednesday, November 20   1:45pm – 3:00pm

Microsoft PowerPivot technologies empower information workers and business intelligence (BI) professionals by delivering in-depth, up-to-date insights through familiar business tools.

PowerPivot for Microsoft Excel empowers information workers and BI professionals to create powerful, sophisticated reports that can dynamically group, sort, and recalculate data at the click of a button. PowerPivot for Microsoft SharePoint 2013 provides a platform for sharing PowerPivot for Excel workbooks with a wider audience, helping to promote collaboration and enable consistent and accurate decision making through central governance of key business information.

With Microsoft SQL Server 2012, you can install Analysis Services in Tabular mode and create Tabular data models that information workers can query with any Analysis Services client, including Microsoft Excel and Power View. This session describes Analysis Services Tabular data models and explains how to develop one using SQL Server Data Tools. It also describes Analysis Services Tabular data model projects, the workspace database, partitions, Tabular data model security and more.

You will learn:
• Key features and benefits of Tabular data models and PowerPivot technologies
• Understand the process of creating a PowerPivot for Excel workbook, and sharing one to a SharePoint PowerPivot Gallery, and querying one directly
• About Analysis Services Tabular data model projects
• Understand the process of implementing an Analysis Services Tabular data model using SQL Server Data Tools

■ SQW13 Planning and Configuring SQL and SharePoint 2013 Business Intelligence (PowerPivot and Power View) – Intermediate
Arman Saffarnia
Wednesday, November 20   4:00pm – 5:15pm

Business Intelligence (BI) continues to be an important area for large enterprise organizations. The key to successful BI is the ability to integrate the components that deliver the right information, to the right people, at the right time. SharePoint Server 2013 Enterprise Edition provides a range

of integrated solutions that enable both users and administrators across an organization to develop BI solutions to fit their business requirements. These BI tools extend beyond SharePoint to provide consistent information management from personal data analysis environments, which use Office Excel, through to departmental or organizational data repositories, which use SQL Server Reporting Services (Power View) and SQL Server Analysis Services (SSAS), and Power Pivot.

You will learn:
• How SharePoint 2013 can deliver BI solutions for your business
• SharePoint BI architecture, its components, and how to identify BI opportunities in your organization
• To plan, deploy, and manage the core SharePoint 2013 BI services
• Review the advanced BI options available with SharePoint 2013 and Microsoft SQL Server 2012

SQL SERVER FEATURES AND COMPONENTS

SQL Server is more than just a database engine – it's a powerful platform for data management. Master its breadth and depth with SQL Server Live! content on enterprise features, "Hekaton" in-memory OLTP, SSIS, Semantic Search, replication, AlwaysOn, and more.

■ SQT01 SQL Server 2012 Enterprise Features That Every Business Should Know – Intermediate
Bradley Ball
Tuesday, November 19   *9:30am – 10:45am*

The latest round of licensing increases has made us examine the use of Enterprise Edition SQL Server closer than ever! Many shops have been using Enterprise Edition for years without ever using any Enterprise Level Features. In this

session we will discuss different SQL Server Enterprise level features, how you would use them, and why you should be using them. AlwaysOn, Online Index Rebuilds, Compression, Encryption, Resource Governor, and more! There are things to consider such as hardware and software support, as well as some built in gotcha's that everyone should know!

You will learn:
• Always On Availability Groups and how they can be utilized at an Enterprise level
• Online Index Rebuilds, Parallel DBCC CheckDB Scans, and Parallel index rebuilds and how they reduce downtime and maintenance windows.
• Data Compression, Transparent Data Encryption, and Resource Governor all at a high level

■ SQT05 SQL Server 2014: A First Look at What's New! – Intermediate / Advanced
Bradley Ball
Tuesday, November 19   *11:00am – 12:15pm*

Microsoft has announced that the next version of SQL Server will be SQL Server 2014. SQL Server 2012 had some major upgrades in AlwaysOn Availability Groups, ColumnStore Indexes, and Resource Governor Caps. SQL 2014 takes those features to the next level and introduces a whole lot more! Rebuild Indexes and Statistics by Partition? Yes! A new Optimizer/Cardinality Estimator that you can choose for your Queries? Yes! Hekaton in memory data tables that exist separate to the buffer pool and use HASH indexes instead of B-TREE? YES! Plus SSD Buffer Pool Extensions, Read-Write ColumnStore Indexes and much more!

You will learn:
• What the new version of SQL Server 2014 will have as available features.
• A very solid understanding of What is currently available for testing in current CTP's and what we can expect in the future
• Hekaton and the architectural changes it will bring to SQL Server

■ SQT09 HSQL Server 2014 "Hekaton" (a.k.a. In-Memory OLTP) Deep Dive – Advanced
Bradley Ball
Tuesday, November 19   *2:00pm – 3:15pm*

Microsoft has announced that SQL Server 2014 (the next version of the product) will finally enter the In-Memory Table market via project "Hekaton:" In-Memory OLTP tables. With this new technology comes a lot of questions! How does it work, how are records stored in memory, how are they stored on disk? Better yet are they stored on disk? What are hash tables, how to do you query them, how do queries work internally, what do we need to change and what are the limitations? How does Hekaton work on SQL restart (Redo & Undo), with Clustering, or with AlwaysOn AG's? You have questions and in this Deep Dive into Hekaton we'll cover all the answers.

You will learn:
• Memory record structures as well as the way that Hekaton is loaded into memory on SQL Restart (Redo and Undo)
• On disk structures for Hekaton, and review Hash Indexes
• How Hekaton works with HA/DR technologies such Clustering and Availability Groups
• How to use Hekaton using regular queries and special memory optimized stored procedures, as well as what transaction isolation levels are compatible with one another

■ SQT13 Dealing With Errors in SSIS 2012 – Introductory
David Dye
Tuesday, November 19   *4:15pm – 5:30pm*

Errors can occur anywhere within an SSIS package and the cause and error message can be somewhat cryptic. This session focuses on identifying error causes and handling them dynamically and proactively. The means of dealing with errors is defined by where the error occurs and we will cover error handling in control flow, data flow, and script tasks in great detail.

Session Descriptions by Track, continued

You will learn:
• To identify the different error handling methods in control flow, data flow, and script tasks
• Be able to utilize event handlers to proactively handle errors
• Be able to redirect data error and proactively handle data flow errors
• Be able to identify error descriptions and log error details

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■ SQW01 Into the Wild...Taming Unstructured Data with Semantic Search – Introductory / Intermediate
Christopher Price
Wednesday, November 20   9:15am – 10:30am

There is runaway growth in the data volumes many organizations are facing today. The bad news is that much of this data is unstructured which means your traditional RDBMS just isn't capability of helping you deal with it. As a result significant emphasis has been put on technologies like Hadoop, No SQL and other distributed databases which are better suited to handling unstructured data. With the latest release SQL Server 2012 however, Microsoft has provided new features which will help tame some of this unstructured data. This session will dive into the new FileTable and Statistical Semantic Search features. We will show you how they work and highlight real world examples for integrating these exciting new features into your organization.

You will learn:
• FileTables and their Use Cases
• Full-Text and Statistical Semantic Search
• Real-world integration options, common patterns and best practices

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■ SQW05 Integrating Reporting Services with SharePoint – Intermediate
Kevin Goff
Wednesday, November 20   11:00am – 12:15pm

Have you ever seen a SharePoint site that integrates reports from SSRS, and wonder how all the pieces fit? If so, this session is for you. I'll cover the necessary integration/configuration steps for integrating SSRS 2008R2/SSRS 2012 with SharePoint 2010/2013, as well as deploying reports to a SharePoint location. Along with that, I'll show how you can define SSRS as a service application inside of Share-Point. I'll also show how to integrate SSRS reports into SharePoint/PerformancePoint Services dashboard pages, as well as how to schedule reports for delivery to SharePoint document libraries. You'll see the improvements from Microsoft that make reporting against SharePoint lists much easier than before. Finally, time permitting, I'll show the new Data Alerts feature in SharePoint.

You will learn:
• The requirements (and differences) in deploying reports using SQL 2008R2 or 2012 with SharePoint 2010 and 2013, as they are different for each combination (I'll have a feature matrix)
• How to schedule reports for delivery to SharePoint document lib

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■ SQH05 Fundamentals of SQL Server AlwaysOn Availability Groups
Edwin Sarmiento
Thursday, November 21   9:30am – 10:45am

Almost every SQL Server DBA wants to get their hands on implementing SQL Server 2012 AlwaysOn Availability Groups. Sure, it's easy to setup and configure. But we can't ignore the basics. In this session, we will look at the underlying concepts behind AlwaysOn Availability Groups – how it works under-the-covers and how you can leverage this information to efficiently design a highly available database.

You will learn:
• How Windows Server Failover Clustering and Database Mirroring works
• How these two technologies form the foundation for understanding AlwaysOn Availability Groups
• How to efficiently design a highly available database using
• AlwaysOn Availability Groups

■ SQH09 Architecting a SQL Server AlwaysOn Availability Groups Topology
Edwin Sarmiento
Thursday, November 21   11:00am – 12:15pm

So, you're tasked to implement SQL Server AlwaysOn Availability Groups but don't know where to start. You have a lot of different topologies to choose from but they're all the more confusing. Creating effective design architecture is key. In this session, we will look at the different topologies – from simple ones to advance – that you can implement and how to build them.

At the end of the session, you will walk away with the knowledge on how to build the right SQL Server AlwaysOn Availability Group topology that will address your high availability and disaster recovery requirements.

You will learn:
• Common design patterns and guidelines that you need to consider when building your architecture
• Proper selection of quorum configuration
• Network configuration for local and geographically dispersed replicas
• Combining SQL Server Failover Clustering with AlwaysOn Availability Groups

Session Descriptions by Track, continued

BI, BIG DATA, AND DATA VISUALIZATION

Organizations are increasingly turning to SQL Server and related technologies to make better decisions about their businesses, and SQL Server Live! presents a full, five-day track to help you master the complex world of BI. From Analysis Services to PowerPivot, from Big Data to Data Quality Services, you'll find it all!

■ SQT03 Analysis Services 2012 End-to-End – Introductory / Intermediate
Craig Utley
Tuesday, November 19   *9:30am – 10:45am*

Are you interested in designing, building, and deploying an Analysis Services database that follows best practices and best delivers value to your organization? This session goes through the process of optimizing cube creation through the proper design of dimensions, measure groups, aggregations, calculations, perspectives, security, and more. The areas of source code control, deployment, promotion from test to production, processing efficiency, and other areas will be discussed. Craig Utley has experience designing, implementing, and troubleshooting Analysis Services databases at dozens of companies worldwide through his more than 11 years of experience with the Microsoft BI stack. Far from a theoretical discussion, this seminar will present real-world lessons learned about what works in production environments. By attending this session, you will learn the proper design and implementation of your Analysis Services databases, allowing you to avoid common pitfalls while delivering the maximum value to your clients.

You will learn:
• How to build an SSAS database using best practices
• Understand the decision points for UDM and Tabula
• To design an SSAS solution for performance and scalability

■ SQT07 Add It Up: Analysis Services Aggregations – Intermediate / Advanced
Craig Utley
Tuesday, November 19   *11:00am – 12:15pm*

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 aggregations work
• How to create aggregations
• To create a plan for creating the right aggregations for your SSAS solution

■ SQT11 Securing SSAS Data Without Tying Yourself in Knots – Intermediate / Advanced
Craig Utley
Tuesday, November 19   *2:00 – 3:15pm*

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 to use role-based security in SSAS
• Discover dynamic SSAS security
• How to create custom SSAS security

■ SQT15 An Overview of PowerPivot for Excel – Introductory / Intermediate
William E. Pearson III
Tuesday, November 19   *4:15 – 5:30pm*

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" This session applies equally to SQL Server and Analysis Services 2008, 2008R2 and 2012 data sources.

You will learn:
• An understanding of Self-Service BI, including the advantages and the challenges that accompany its introduction into the enterprise
• Overview of the architecture and uses of PowerPivot for Excel 2010 within the organization to support self-service BI.
• Explore and demonstrate the assembly of data from diverse sources into models that deliver business intelligence upon demand, including exposure to accessing and relating data, and to employing the Data Analysis Expressions (DAX) language, to construct PowerPivot applications that support analysis and reporting throughout the enterprise

■ SQW03 Through Gardens Overgrown: PowerPivot to Analysis Services 2012 Tabular – Intermediate
William E. Pearson III
Wednesday, November 20   *9:15am – 10:30am*

In this presentation, Analysis Services Maestro and SQL Server MVP Bill Pearson overviews the steps required to "upgrade" an Excel PowerPivot model to an SSAS 2012 Tabular model using SQL Server Data Tools (SSDT). We'll discuss motivations behind moving to SSAS 2012 Tabular, including PowerPivot model size challenges for the client environment, both from the perspective of processing and querying optimization. We will then undertake a walk-

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through of the steps required to convert a model designed in PowerPivot to a server - level Tabular model.

You will learn:
• Understand reasons for "upgrading" a PowerPivot model to an SSAS Tabular model
• Be able to create and configure a new SSAS 2012 Tabular Project using SQL Server Data Tools, and import PowerPivot metadata into the project
• Understand the components of an SSAS 2012 Tabular Project and be able to Deploy and Navigate the newly created SSAS 2012 Tabular Project, as well as to use it as a source with previously created reports and PivotTables

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■ **SQW07 Exploring Data with Data Explorer** – Introductory / Intermediate
Steve Hughes
Wednesday, November 20   *11:00am – 12:15pm*

Data Explorer is a new add-in for Excel. This tool allows users to bring data into Excel and shape it for use in analysis. While similar to PowerPivot, Data Explorer adds the ability to shape and scrub data as it is loaded into Excel. How will putting the power of ETL in the hands of power users change the face of BI?

You will learn:
• Installing and configuring the Data Explorer Add-in
• Understand the basics of what Data Explorer has to offer and what may be coming in the future
• Be able to use the Data Explorer add-in to create their own data solutions

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■ **SQW11 Excel: An Analytics Superhub** – Intermediate
Andrew Brust
Wednesday, November 20   *1:45pm – 3:00pm*

With Microsoft's recent announcement of its "Power BI" self-service cloud Business Intelligence offering, Excel steps into the BI mainstream. The combination of the Excel 2013 Data Model, Power Pivot, Power View, Power Query (formerly

"Data Explorer") and Power Map (formerly "GeoFlow") means the ability to do serious, sophisticated analytics in Excel is here, right now. In this session, we'll look at the analytics capabilities in the core Excel product and the aforementioned add-ins, as well as an investigation into how to use these tools together. We'll also see how to extend these capabilities into SharePoint and Office 365.

You will learn:
• About the Excel Data Model and the BI Semantic Model
• The four Excel analytics add-ins: Power Pivot, Power View, Power Query and Power Map
• Publishing your Excel analytics to SharePoint and Office 365
• Integrating Excel analytics with Big Data technology from Microsoft and other vendors

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■ **SQW15 Big Data 101 with HDInsight** – Intermediate
Andrew Brust
Wednesday, November 20   *4:00pm – 5:15pm*

HDInsight is the name of Microsoft's distribution of Apache Hadoop, the essential and defining technology of the Big Data world. HDInsight runs on Windows Server and Windows Azure alike, and yet provides an environment that users of other Hadoop distributions will find familiar and quickly useable.

But what is "Big Data," really? And why in the world would Microsoft embrace Hadoop, an open source technology, written in Java that customarily runs on clusters of Linux servers? In this session, Microsoft BI expert and ZDNet Big Data blogger Andrew Brust will explain what Big Data is all about and how Hadoop works. He will highlight its advantages and disadvantages and introduce you to HDInsight. Andrew will also discuss HDInsight's developer tools, demonstrate relevant Microsoft BI tools and show how they work together. Most importantly, you'll learn how developers with relational database skills can make the jump into this exciting and opportunity-filled area.

You will learn:
• What Big Data really is, in a beyond-the-hype context
• About Microsoft HDInsight, its .NET SDK for Hadoop, and

LINQ Provider for Apache Hive
• How Microsoft's newest BI technologies work
• Understand how SQL Server Parallel Data Warehouse's PolyBase technology integrates with Hadoop and SQL Server

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■ **SQH03 – SSAS 911 The Field Medic's Guide to Performance Tuning Analysis Services** – Advanced
Christopher Price
Thursday, November 21   *8:00am – 9:15am*

Is your cube causing you headache? Does it take way too long to process your cube? Are you losing sleep over queries or reports that run acceptably slow? Then this session is for you! This session uses field-tested techniques to demonstrate how you can use familiar tools to dig into Analysis Services processing and query handling to identify bottlenecks, isolate issues while understanding how and why they occur and what needs to be done to resolve or fix them.

You will learn:
• Understand high-level MDX and Cube Processing process
• How to use tools such as SQL Server Profiler, PerfMon
• DB Tuning Advisor to identify SSAS performance issues
• Techniques for isolating and resolving common cube issues

■ **SQH07 SQL Server 2012 Columnstore Index** – Intermediate
Kevin Goff
Thursday, November 21   *9:30am – 10:45am*

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, I'll 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. I'll show performance benchmarks between columnstore

Session Descriptions by Track, continued

indexes in SQL Server 2012, and compare them to index strategies prior to SQL Server 2012. I'll also show how the new Batch execution mode can improve performance as well. Finally, I'll show what queries can take advantage of the columnstore index (and which ones can't) and how to use partition switching as a workaround for the fact that the columnstore index is a read only index.

You will learn:
• Where environments can best leverage the columnstore index
• Which queries can take optimum advantage of the columnstore index, and which ones can't
• What a columnstore index really is "under the hood," how SQL Server works with it, and how SQL

■ **SQH11 What's New in SQL Server Integration Services 2012** – Intermediate
Kevin Goff
Thursday, November 21 *11:00am – 12:15pm*

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/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 2010/2012 shell). After watching this presentation, you might very well agree with me that SSIS has gone from "good" to "great" in 2012.

You will learn:
• Examples of the new deployment model and the new dashboard reporting capabilities. For some people, this feature alone is worth the learning curve of the new product, as this feature opens up many new avenues for better ETL management.

■ **SQH15 Utilizing Knowledge with Data Quality Services in SQL Server 2012** – Intermediate
Arie Jones
Thursday, November 21 *1:30pm – 2:45pm*

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:
• An overview of Data Quality Services and how it can fit within their environment.
• To competently decide which projects and processes may benefit from DQS and be able to explain it properly to business stakeholders.
• How to setup, utilize, and administer their first Data Quality Services Knowledgebase.
• How DQS's use can be extended through the use of Integration Services and Master Data Services

■ **SQH19 MDS in Practice: An Integrated Approach** – Intermediate
Christopher Price
Thursday, November 21 *3:00pm – 4:15pm*

Businesses depend on reliable, consistent and correct data that can be managed effectively and shared through-out the enterprise. Master Data Services provides a powerful,

feature-rich platform for arriving at this destination but the successful journey to this end requires a proven integrated approach. This session will discuss how MDS fits in the overall EIM architecture within your organization including real-world strategies for integrating (cleansing, matching and loading) Master Data into MDS and for making it available organization-wide.

You will learn:
• Master Data Management concepts
• Master Data Services (MDS) platform and features
• Proven patterns for integrating MDS into the enterprise

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■ **SQH13 A Window into Your Data: Using SQL Window Functions** – Intermediate
Steve Hughes
Thursday, November 21 *1:30pm – 2:45pm*

Window functions and the OVER() clause are an underused feature in T-SQL. These functions can help you solve complex business problems such as running totals and ranking. If you have never used these functions or are looking to solve ranking and aggregate types of calculations without using GROUP BY, join us for a demo filled session on SQL window functions. We will also look at some of the performance implications of using these functions.

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Session Descriptions by Track, continued

You will learn:
- How to use window functions with the OVER() clause
- Compare the various ranking, aggregation, and analytic functions
- Evaluate the performance impacts of using the OVER() clause

■ SQH17 – O, There's My Data, OData for Data Guys – Intermediate / Advanced
Steve Hughes
Thursday, November 21   *3:00pm – 4:15pm*

In 2012, Mark Souza from the SQL Server product team spoke at the Minnesota SQL Server User Group. During the Q&A I asked about interacting better with Oracle. Mark mentioned that OData would be the best way to handle this. I will be discussing what OData is and what tools are involved. I will also explore how to create an OData feed and how to interact with it using tools such as PowerPivot, SSIS, and SQL Azure. I will also examine the impact of OData for data professionals, both good, bad and ugly. In the end, you should understand how OData works and where it can help us expose our data appropriately to our users.

You will learn:
- How OData fits into the world of data
- How to use OData with SSIS
- How to use OData with Excel and PowerPivot

SQL SERVER IN THE CLOUD
Windows Azure SQL Database (formerly SQL Azure) is becoming an option for more and more organizations, and SQL Server Live! brings you the latest content to help you decide, plan, migrate, and manage cloud-based SQL Server investments. From scalability to monitoring, you'll find virtually everything you need to know – even if you currently know *nothing*!

■ SQW02 – Near Unlimited Scalability with SQL Azure Federations – Intermediate
Arie Jones
Wednesday, November 20   *9:15am – 10:30am*

Putting large database workloads and multi-tenant environments in the cloud is not without its complications. SQL Azure size, configuration, and performance restrictions still require you to hedge your bets when looking at moving to the cloud. With the release of SQL Azure Federations, Microsoft offers you a native SQL Azure based option to possibly unlimited elastic scalability of your cloud based solutions. In this session, we will break down the basics of sharding within SQL Azure Federations, explain what needs to be taken into consideration in terms of database design, what developers need to know, and show you real world solutions using SQL Azure Federations to overcome difficult scenarios.

You will learn:
- How to use Azure Federations to overcome unique challenges of performance, scalability, and security in a cloud based environment.
- How to structure your Azure SQL Database solutions in order to take full advantage of the Federations platform
- The underlying mechanics of the Azure Federations platform so you can intelligently determine whether it is a possible fit for your cloud based solutions

■ SQW06 – Migrating to Windows Azure SQL Database – Intermediate / Advanced
Scott Klein
Wednesday, November 20   *11:00am – 12:15pm*

As the Windows Azure platform becomes more robust the thought of migrating current applications to use Windows Azure SQL Database (WASD) becomes more common. Attend this session and learn when it makes sense to migrate, the options you have available, how to troubleshoot errors, and how to perform maintenance once you are using WASD.

You will learn:
- The new hybrid world for SQL Server DBAs
- How to extract/deploy databases to WASD

- How to troubleshoot and fix migration errors
- How to handle maintenance for WASD

■ SQW10 – Troubleshooting and Monitoring Windows Azure SQL Databases – Intermediate / Advanced
Scott Klein
Wednesday, November 20   *1:45pm – 3:00pm*

Windows Azure SQL Database (WASD) presents unique challenges when it comes to troubleshooting issues and monitoring query performance. Attend this session and understand the options available for WASD users.

You will learn:
- The differences between on-premises and WASD versions
- Common issues seen with WASD
- Query performance tuning options in WASD

■ SQW14 – The Absolute Beginner's Guide to Windows Azure SQL Database – Introductory / Intermediate
Kevin Goff
Wednesday, November 20   *4:00pm – 5:15pm*

Are you brand new to Azure, and are not sure where to start? If so, this session is for you. I will assume the attendees have no prior exposure to Azure, and I'll start at the very beginning - how to create an Azure account, how to create databases and manage them (either with the Azure tools or your local copy of Management Studio), and then how to access Azure databases using SSRS or even .NET applications. This session won't make you an expert, but will make you feel more comfortable about Windows Azure SQL Databases, and make you ready to take the next step forward.

You will learn:
- The limitations and restrictions on Azure SQL Database
- How to access Azure SQL Databases in SSRS and other tools
- The different configuration options when building an Azure account and an Azure database

Conference Speakers

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Andrew Brust
Founder and CEO, Blue Badge Insights

Andrew J. Brust is Founder and CEO of Blue Badge Insights and writes a blog for ZDNet called "Big on Data". (http://www.zdnet.com/blog/big-data). Blue Badge Insights provides strategy and advisory services to Microsoft customers and partners. The company derives from Andrew's background in application software development dating back to 1985, and his industry expertise in Microsoft technologies like .NET, SQL Server and Analysis Services. Andrew is co-author of "Programming Microsoft SQL Server 2012" (Microsoft Press); an advisor to NYTECH, the New York Technology Council; serves as Microsoft Regional Director and MVP; is conference co-chair of Visual Studio Live!; and writes *Visual Studio Magazine*'s "Redmond Review" column.

Don Jones
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, PHP-Nuke Garage, Special Edition Using Commerce Server 2002, Definitive Guide to SQL Server Performance Optimization, and many more. Don is a top-rated and in-demand speaker and serves on the advisory board for TechMentor. He is an accomplished IT journalist with features and monthly columns in Microsoft *TechNet Magazine*, *Redmond* Magazine, and on Web sites such as TechTarget and MCPMag.com. Don is also a multiple-year recipient of Microsoft's prestigious Most Valuable Professional (MVP) Award, and is the Editor-in-Chief for Realtime Publishers.

Michael Desmond
Editor in Chief, MSDN Magazine

Michael is editor in chief of *MSDN Magazine*, Microsoft's flagship developer publication providing expert technical guidance and how-to content for coders working with Microsoft tools and technologies. Previously Michael was editor-in-chief of *Visual Studio Magazine*, senior news editor at PC World magazine and editor-at-large at *Redmond* magazine. He was also founding editor of *Redmond Developer News*, a twice-monthly news publication and related Web site for software developers using Microsoft tools.

From 1998 to 2003 he was principal of Content Foundry LLC, an editorial consultancy serving Fortune 100 technology companies, including Intel, Sun Microsystems, and IBM. He has written four computer books, including the Peter Norton Guide to Upgrading PCs.

Jeffrey Schwartz
Editor in Chief, Redmond Magazine

Jeffrey Schwartz is the editor of 1105 Media's *Redmond* magazine, an editor-at-large and columnist for *Redmond Channel Partner* magazine, and author of a blog covering enterprise cloud computing called *The Schwartz Cloud Report*. Earlier in his tenure with the Enterprise Computing Group of 1105 Media, he held senior editorial postions with *Application Development Trends*, *Visual Studio Magazine* and *Redmond Developer News*. He has covered all aspects of enterprise IT for more than two decades and has spent much of that time writing about mobile computing technology. Before joining 1105 Media's Enterprise Computing group, he held several senior editorial roles with such publications as *VARBusiness* (now part of *CRN*), *InternetWeek* and *CommunicationsWeek*.

SPEAKERS

Bradley Ball – *Sr. Consultant, Pragmatic Works*

Bradley Ball is a SQL MCITP with over 10 years of IT experience. Bradley spent 8 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. He is a Sr. Consultant with Pragmatic Works specializing in DBA and BI solutions. He has presented at SQL Saturdays, MAGICPASS & OPASS, SQL Rally, DevConnections, SQL Live 360, and the PASS Summit. Bradley can be found blogging on http://www.SQLBalls.com

Andrew Brust – *Founder and CEO, Blue Badge Insights*

Andrew J. Brust is Founder and CEO of Blue Badge Insights and writes a blog for ZDNet called "Big on Data". (http://www.zdnet.com/blog/big-data). Blue Badge Insights provides strategy and advisory services to Microsoft customers and partners. The company derives from Andrew's background in application software development dating back to 1985, and his industry expertise in Microsoft technologies like .NET, SQL Server and Analysis Services. Andrew is co-author of "Programming Microsoft SQL Server 2012" (Microsoft Press); an advisor to NYTECH, the New York Technology Council; serves as Microsoft Regional Director and MVP; is conference co-chair of Visual Studio Live!; and writes *Visual Studio Magazine*'s "Redmond Review" column.

Chad Churchwell – *Sr. SQL Server DBA Consultant, Pragmatic Works*

I am a seasoned SQL Server profesional with 15 years experience working with databases. I have managed an enterprise DBA team as well as provided stratigic recommendations around High Availability and Disaster Recovery to major corporations. I am currently serving a consulting role with Pragmatic Works with a focus in SQL Server Replication.

Conference Speakers, continued

Pinal Dave – *Founder, SQLAuthority.com*

Pinal Dave is a Pluralsight Developer Evangelist. He has authored 9 SQL Server database books and have written over 2500 articles on the database technology on his blog at a http://blog.sqlauthority.com. Along with 9+ years of hands on experience he holds a Masters of Science degree and a number of certifications, including MCTS, MCDBA and MCAD (.NET). His past work experiences include Technology Evangelist at Microsoft and Sr. Consultant at SolidQ. Prior to joining Microsoft he was awarded the Microsoft MVP award for three continuous years for his contribution in the community.

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.

Kevin Goff – *Independent Contractor*

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.kevinsgoff.net.

Steve Hughes – *Practice Lead, Magenic*

Steve Hughes is a Practice Lead at Magenic. He works with Microsoft's SQL Server stack to deliver data and business intelligence solutions. He has been working with technology for over 15 years with much of that time spent on creating business intelligence solutions including multidimensional databases, reporting solutions, and data marts. He is passionate about using data effectively and helping customers understand that data is valuable and profitable. Steve also has experience working with a large Software as a Service vendor where he received awards for customer satisfaction and engineering excellence. In 2010, he received Consultant of the Year honors at Magenic. Steve believes the data in the cloud will change how information can be delivered to and consumed by the masses. He also provides insights from the field on his blog at http://www.dataonwheels.com. Steve currently leads the Minnesota SQL Server User Group (PASSMN) and is a PASS Regional Mentor for the Northeast.

Don Jones – *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, PHP-Nuke Garage, Special Edition Using Commerce Server 2002, Definitive Guide to SQL Server Performance Optimization, and many more. Don is a top-rated and in-demand speaker and serves on the advisory board for TechMentor. He is an accomplished IT journalist with features and monthly columns in Microsoft *TechNet Magazine*, *Redmond* Magazine, and on Web sites such as TechTarget and MCPMag.com. Don is also a multiple-year recipient of Microsoft's prestigious Most Valuable Professional (MVP) Award, and is the Editor-in-Chief for Realtime Publishers.

Arie Jones – *Vice President of Emerging Technologies, Perpetual Technologies,Inc*

Arie "AJ" Jones is the Director of Emerging Technologies 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.

Scott Klein - *Windows Azure Technical Evangelist, Microsoft*

Scott Klein is a Windows Azure Technical Evangelist for Microsoft, focusing on Windows Azure data services, including Windows Azure SQL Database, Windows Azure Storage, and SQL Server in a VM. Scott has been working with SQL Server for over 20 years. Prior to Microsoft Scott was one of the first 4 SQL Azure MVPs. Scott is the author of over 1/2 dozen books, including Pro SQL Database for Windows Azure by APress. He can also be found speaking at conferences and events around the world, such as TechEd, TechDays, SQLConnections, SQL PASS, and SQL Saturdays.

Leonard Lobel – *CTO, Sleek Technologies, Inc.*

Leonard Lobel is the chief technology officer (CTO) and co-founder of Sleek Technologies, Inc., a New York-based development shop with an early adopter philosophy toward new technologies that services organizations ranging from small shops to high-profile clients. He is also a principal consultant at Tallan, Inc., a Microsoft Gold Certified Partner. Programming since 1979, Lenni specializes in Microsoft-based solutions, with experience that spans a variety of business domains, including publishing,

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financial, wholesale/retail, health care, and e-commerce. Lenni is also a Microsoft MVP for SQL Server, lead author of the MS Press book "Programming Microsoft SQL Server 2008" (currently being updated for SQL Server 2012), consultant, trainer, and frequent speaker at local usergroup meetings, Visual Studio Live!, SQL PASS, and other industry conferences. He can be reached at lenni.lobel@sleektech.com.

William E.Pearson III – *Architect , Island Technologies Inc.*

William E. Pearson III, is a consultant, author, mentor and business intelligence architect who has been working with business intelligence for over 18 years, and with the integrated Microsoft Business Intelligence solution since its inception. Bill has been awarded the Microsoft Most Valuable Player multiple times for his technical experience implementing Microsoft BI, as well as his contributions to the community as an author and speaker. Bill's recent series include the "Stairway to MDX" and "Stairway to PowerPivot and DAX" columns at SQLServer Central.com, and he presents regularly at SQL Saturdays and other diverse events worldwide. Bill is a member of the Boulder BI Brain Trust.

Christopher Price – *Senior BI Consultant, Pragmatic Works*

Chris Price is a Senior BI Consultant with Pragmatic Works based out of Tampa, FL. He has a B.S. in MIS and a MBA, both from the University of South Florida. He began his career as a developer, programming with everything from Visual Basic and Java to both VB.Net and C# as he worked his way into a software architect role before being bitten by the BI bug. While he is still passionate about software development, his current focus is on ETL, Data Integration, Data Quality, MDM, SSAS, SharePoint and all things Big Data.

He regularly speaks at SQL Saturdays, Conferences Code Camps and other community event. He blogs frequently and has also authored multiple books, whitepapers and served as technical editor for a range of BI and Big Data topics. You can follow Chris on his blog at http://bluewatersql.wordpress.com/ or on Twitter at @BluewaterSQL.

Arman Saffarnia – *Principal Consultant, Neudesic*

Based in Irvine, CA, Arman Saffarnia is a Principal Consultant with Neudesic, one of Microsoft's leading .NET/SQL/SharePoint BI professional services firms and Gold Certified Partners. Arman has a broad technology background with 15 years industry experience in information technology with focus on SQL Server, data warehouse/ business intelligence design and development.

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."

Jason Strate – *Database Architect, Pragmatic Works, Inc*

Jason is a SQL Server database architect with Pragmatic Works. He is also a Microsoft SQL Server MVP and MCM. He has over 15 years of experience developing, architecting, and managing data platforms. He writes, blogs, and presents on SQL Server and has been known to let loose with karaoke and unicorns.

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.

Michael Wells – *Database Administrator, Raymond James*

Michael is a Database Administrator for a large financial firm in the Tampa Bay area. He has been working in IT since 2000 and has been administered all versions of SQL Server from 2000 and up. Michael runs the Sarasota SQL Server User Group located in Sarasota, FL and has presented at numerous SQL Saturday, CodeCamp, and User Group events.

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Combine business and pleasure! Make your time at SQL Server Live! Orlando even better by bringing the family and staying at the Royal Pacific Resort at Universal Orlando, home to all Visual Studio Live!, SQL Server Live!, SharePoint Live!, Modern Apps Live!, and Live! 360 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

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.

And to help make your conference experience more affordable, we've secured a special hotel rate of $155 per night at the Royal Pacific Resort if you register by Tuesday, October 22, 2013.

Special attendee rate: $155
Booked by: October 22, 2013

Make your hotel reservation online, or by calling Reservations at 866.360.7395 and ask for the Live! 360 Room Block.

Royal Pacific Resort at Universal Orlando
6300 Hollywood Way
Orlando, Florida, 32819
Phone: 866.360.7395

Rooms at the Royal Pacific Resort in the Live! 360 Room Block also include the following:
• Complimentary in-room internet connectivity
• Complimentary use of the Health Club

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

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.

Venue Information, continued

Travel

Air Travel Discounts
American Airlines is offering a 5% discount to Live! 360 Orlando attendees for travel to Orlando International Airport between November 15 and 25, 2013. 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 22N2AZ. To book your discounted ticket online go to www.aa.com and use the discount reference number above as the aa.com promotion code.

Car Rental Discounts
AVIS® Avis Rent-a-Car is offering a discount on car rental for Live! 360 Orlando attendees. To receive the discounted rates, call Avis at 800.331.1600 and use the Avis Worldwide Discount (AWD) number D005872.

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

Directions to the Royal Pacific Resort at Universal Orlando:
Located in Universal Studios Florida, Loews Royal Pacific Resort is only 15 minutes from Orlando International Airport.

From Turnpike (North and South):
• Take Exit 259 (I-4 interchange) onto I-4 West (Tampa)
• Take Exit 74B (Universal Studios) and get in the right lane
• At traffic light, turn right onto Hollywood Way.
• Loews Royal Pacific Resort entrance is second entrance on the right

From Downtown Orlando (I-4 West):
• Take I-4 West to Exit 74B (Universal Studios) and get in the right lane
• At traffic light, turn right onto Hollywood Way
• Loews Royal Pacific Resort entrance is second on the right

From Tampa (I-4 East):
• Take I-4 East towards downtown Orlando.
• Take Exit 75A (Universal Studios) and get in the left lane
• At traffic light, turn left on Universal Blvd.
• Turn left at next traffic light (Hollywood Way)
• Loews Royal Pacific Resort entrance is 1/3 mile on your left

From Orlando International Airport:
• Take the North exit out the airport onto Beachline Expressway (SR528) West (International Drive, Convention Center)
• Continue on Beachline and take I-4 East
• Take Exit 75A (Universal Studios) and get in the left lane
• At the end of the exit ramp, turn left onto Universal Blvd.
• At the second traffic light, turn left (Hollywood Way)
• Loews Royal Pacific Resort entrance is 1/3 mile on your left
• *SR528 is a toll road.*

From I-95 South:
• Take I-95 South to Exit 260B (I-4 West towards Orlando)
• Take I-4 West to Exit 74B (Universal Studios) and get in the right lane
• At the traffic light, turn right onto Hollywood Way
• Loews Royal Pacific resort entrance is second on the right

From I-95 North:
• Take I-95 North to Exit 205 (SR528 - Beachline Expressway) heading West
• Continue on Beachline and take I-4 East
• Take Exit 75A (Universal Studios) and get in the left lane
• Turn left on Universal Blvd.
• Turn left at second traffic light (Hollywood Way)
• Loews Royal Pacific Resort entrance is 1/3 mile on your left
• *SR528 is a toll road.*

Hotel self or valet parking for Live! 360 attendees:
Self-parking is $8* per day

Valet parking is $12* per day

* Rates subject to change without prior notice.

Discover Orlando and the Universal Orlando areas
Visit www.orlandoinfo.com for information on places to visit and things to do in the Orlando area. You can also visit www.universalorlando.com for more information on the Universal Orlando theme parks and area.

LIVE! 360
IT EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

Registration Packages

Sign up for the conference package that best meets your schedule and needs!

Register now at sqllive360.com

The SQL Server Live! 5-Day Package is your five day all-access pass to every keynote, session, workshop and event **November 18-22, 2013** for all four co-located conferences.

SQL SERVER LIVE! 5-DAY PACKAGE	SUPER Early Bird (by September 12, 2013) $1,795 Save $400	Early Bird (by October 9, 2013) $1,895 Save $300	Standard (after October 10, 2013) $2,195

PACKAGE INCLUDES:
- Access to all Visual Studio Live!, SQL Server Live!, Modern Apps Live!, and SharePoint Live! Sessions and Keynotes
- All Pre-conference workshops • All Post-conference workshops • Receptions • Networking Events
- Lunch (November 18-22) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey
- Proceedings DVD of all course notes and sample code for all four conferences

The SQL Server Live! 5-Day Conference & Hotel Package is your five day all-access pass to every keynote, session, workshop and event **November 18-22, 2013** for all four co-located conferences; PLUS five nights at the Loews Royal Pacific Resort.

SQL SERVER LIVE! 5-DAY CONFERENCE & HOTEL PACKAGE	SUPER Early Bird (by September 12, 2013) $2,745 Save $400	Early Bird (by October 9, 2013) $2,845 Save $300	Standard (after October 10, 2013) $3,145

PACKAGE INCLUDES:
- SQL Server Live! 5-day Package
- 5 nights at the Loews Royal Pacific Resort (Room and tax only) - only available Sunday night (November 17) through Thursday night (November 21), departing Friday (November 22)

Signing up 3 or more? Group Discounts are available!

Turn to page 31 for pricing details.

Are you a SQL Server Live! or Live! 360 alumnus? Alumni discounts are available!

Turn to page 32 for pricing details.

The SQL Server Live! 360 3-Day Package is your three day all-access pass to every keynote, session and event **November 19-21, 2013** for all four co-located conferences.

SQL SERVER LIVE! 3-DAY PACKAGE	SUPER Early Bird (by September 12, 2013) $1,395 Save $300	Early Bird (by October 9, 2013) $1,495 Save $200	Standard (after October 10, 2013) $1,695

PACKAGE INCLUDES:
- Access to all Visual Studio Live!, SQL Server Live!, Modern Apps Live!, and SharePoint Live! Sessions and Keynotes
- Receptions • Lunch (November 19-21) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey • Proceedings DVD of all course notes and sample code for all four conferences

Registration Packages, continued

Sign up for the conference package that best meets your schedule and needs!

Register now at sqllive360.com

The SQL Server Live! 3-Day Conference & Hotel Package is your 3-day all-access pass to every keynote, session and event **November 19-21, 2013** for all four co-located conferences; PLUS four nights at the Loews Royal Pacific Resort.

SQL SERVER LIVE! 3-DAY CONFERENCE & HOTEL PACKAGE	SUPER Early Bird (by September 12, 2013) $2,165 Save $300	Early Bird (by October 9, 2013) $2,265 Save $200	Standard (after October 10, 2013) $2,465

PACKAGE INCLUDES:
- Live! 360 3-Day Package
- 4 nights at the Loews Royal Pacific Resort (Room and tax only) - only available Monday night (November 18) through Thursday night (November 21), departing Friday (November 22)

The SQL Server Live! Workshop Pass grants you access to one full-day workshop at Live! 360 Orlando on either **Monday, November 18** OR **Friday, November 22, 2013**.

ONE-DAY WORKSHOP PASS	$495

PASS INCLUDES:
Pre-Conference Workshop – Monday, November 18; OR
Post-Conference Workshop – Friday, November 22, 2013

GROUP DISCOUNTS

Group discounts are available for companies who bring 3 or more people.

For questions or to register your group, please call 541.346.3537

SQL SERVER LIVE! 5-DAY GROUP DISCOUNT PACKAGE (3+ COLLEAGUES)	Group Rate $1,495 Save $700 off the Standard Rate per Attendee

PACKAGE INCLUDES:
- Access to all Visual Studio Live!, SQL Server Live!, Modern Apps Live!, and SharePoint Live! Sessions and Keynotes
- Pre-conference workshops • Post-conference workshops • Receptions • Networking Events • Lunch (November 18-22)
- Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey
- Proceedings CD of all course notes and sample code

Registration Packages, continued

ALUMNI DISCOUNTS

The SQL Server Live! or Live! 360 Alumni Best Value Package is your five day all-access pass to every keynote, session, workshop and event **November 18 – 22, 2013**.

SQL SERVER LIVE! OR LIVE! 360 ALUMNI BEST VALUE PACKAGE (5 DAY)	SUPER Early Bird (by September 12, 2013) $1,595 Save $600	Early Bird (by October 9, 2013) $1,695 Save $500	Standard (after October 10, 2013) $1,795 Save $400

PACKAGE INCLUDES:
• Access to all Visual Studio Live!, SQL Server Live!, Modern Apps Live!, and SharePoint Live! Sessions and Keynotes
• All Pre-conference workshops • All Post-conference workshops • Receptions • Networking Events
• Lunch (November 18-22) • Coffee and Morning Pastries • Laptop Computer Bag • T-shirt with Completed Survey
• Proceedings DVD of all course notes and sample code for all four conferences

The SQL Server Live! or Live! 360 Alumni 5-Day Conference & Hotel Package is your five day all-access pass to every keynote, session, workshop and event **November 18-22, 2013** for all four co-located conferences; PLUS five nights at the Loews Royal Pacific Resort.

SQL SERVER LIVE! ALUMNI COMPLETE CONFERENCE & HOTEL PACKAGE (5 DAY)	SUPER Early Bird (by September 12, 2013) $2,545 Save $600	Early Bird (by October 9, 2013) $2,645 Save $500	Standard (after October 10, 2013) $2,745 Save $400

PACKAGE INCLUDES:
• SQL Server Live! 5-day Package
• 5 nights at the Loews Royal Pacific Resort (Room and tax only) - only available Sunday night (November 17) through Thursday night (November 21), departing Friday (November 22)

"[I LIKED] THE NUMBER OF SESSIONS FOR SQL SERVER, THE AREAS OF CONCENTRATION - GREAT FOCUS ON IMMEDIATE AND ADVANCED DBA'S."

- Wilfredo Ortiz, Palm Beach Clerk and Comptroller's Office - IT