LIVE! 360
TECH EVENTS WITH PERSPECTIVE

Driving Data Forward

SQL Server LIVE!

TRAINING FOR DBAs AND IT PROS

ROYAL PACIFIC RESORT AT UNIVERSAL
November 16-20

CONNECT WITH LIVE! 360

#live360

Take the Tour

5 Great Conferences
1 Great Price

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

Visual Studio LIVE!
EXPERT SOLUTIONS FOR .NET DEVELOPERS

TECHMENTOR
IN-DEPTH TRAINING FOR IT PROS

SharePoint LIVE!
TRAINING FOR COLLABORATION

ModernApps LIVE!
MOBILE, CROSS-DEVICE & CLOUD DEVELOPMENT

GO!

SQLLIVE360.COM

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 - 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

2

Contents

SQL SERVER LIVE! CONFERENCE CO-CHAIRS

Andrew Brust
SQL Server Live! Conference Co-Chair
Senior Director, Datameer

Don Jones
SQL Server Live! Conference Co-Chair
Curriculum Director for IT Pro Content,
Pluralsight

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

3

SQL SERVER LIVE!: A PART OF LIVE! 360

LIVE! 360 IS A UNIQUE CONFERENCE WHERE THE IT AND DEVELOPER COMMUNITY CONVERGE TO TEST-DRIVE LEADING EDGE TECHNOLOGIES AND FUEL UP ON CURRENT ONES.

These five co-located events incorporate knowledge transfer and networking, along with finely tuned education and training, as you create your own custom conference, mixing and matching sessions and workshops to best suit your needs. Whether you are a developer who uses Visual Studio, SQL Server, and SharePoint; or an IT Pro looking for ways to modernize your datacenter or assistance with your SharePoint administrative duties; or a DBA focused on building and supporting successful applications using SQL Server, the agendas are crafted for (almost) every IT title.

ATTENDEES OF ANY OF THE LIVE! EVENTS WILL HAVE UNLIMITED ACCESS TO ALL FIVE. MIX-AND-MATCH SESSIONS TO CREATE A CUSTOM CONFERENCE!

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

SQL Server Live! will leave you with the skills needed to **DRIVE DATA FORWARD**, whether you are a DBA, developer, IT Pro, or Analyst.

Visual Studio LIVE!
EXPERT SOLUTIONS FOR .NET DEVELOPERS

CODE IN THE SUN and experience unbiased and practical development training on the Microsoft Platform.

TECHMENTOR
IN-DEPTH TRAINING FOR IT PROS

This is **IT TRAINING THAT'S WORTH THE TRAVEL**, focused entirely on making your datacenter more modern, more capable, and more manageable.

SharePoint LIVE!
TRAINING FOR COLLABORATION

CHART THE BEST COLLABORATION COURSE with SharePoint Live!, providing leading-edge SharePoint knowledge and training

Modern Apps LIVE!
MOBILE, CROSS-DEVICE & CLOUD DEVELOPMENT

Presented in partnership with Magenic, this unique conference **LEADS THE WAY TO LEARNING** how to architect, design and build a complete Modern App.

REGISTER NOW AT
SQLLIVE360.COM

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

4

Top

REASONS TO ATTEND
Live! 360 Orlando

1

THE ULTIMATE EDUCATION DESTINATION. Located at the beautiful (and attendee favorite) Royal Pacific Resort at Universal Orlando, the setting and time of year are perfect for bringing the family along to enjoy all that Orlando has to offer.

2

SO MANY OPTIONS; SO LITTLE TIME. These forward-thinking and educational events are geared toward both the IT and Developer community. Whether you are a developer who uses Visual Studio and SQL Server, or an IT Pro who is looking to improve your technical skills or just getting into your SharePoint administrative duties, or a DBA looking to maintain, tune and consolidate, the agendas are crafted for (almost) every IT title.

3

5 GREAT CONFERENCES; 1 GREAT PRICE! Attend any one of the Live! 360 events and you'll have unlimited access to all five—and it's all included in one low price!

4

CREATE YOUR OWN AGENDA. Mix and match sessions and workshops from any of the five events to best serve your needs. Because of the convenient co-location, there will be even more opportunities to access 75+ speakers, 900+ fellow attendees, and a robust exhibit floor—all enhancing your event experience.

5

GET TO KNOW YOUR NEIGHBOR. Incorporating knowledge transfer, networking and leading-edge training into five intense days, these conferences will get you up-to-date on current technologies with a look to the future, while connecting you with your peers from around the world.

6

PERSPECTIVE FROM EVERY ANGLE. We feature both unbiased industry experts and Microsoft insiders, so you'll hear every side of the story on the most recent software and industry updates.

REGISTER NOW AT
SQLLIVE360.COM

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

5

A MESSAGE FROM THE CO-CHAIRS
Andrew Brust & Don Jones

SQL SERVER CONTINUES TO BE A BIG DEAL for many organizations. And even as SQL Server itself moves into new versions, we continue to rely on a variety of versions to run all of our mission-critical line-of-business applications. It makes a DBA's job messy, creates complications for developers, and fosters an overall environment of data chaos. But we're here to help you reign in the crazy, make better use of your existing resources, and leverage new technologies as appropriate.

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," to sessions designed for hardworking developers, through to performance optimization and even business intelligence and analytics, you'll find it all. Whether you're an administrator, developer, or curious about Analytics and Data Science, 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 not just on SQL Server, but also IT Pro content, SharePoint, .NET development with Visual Studio, and cross-platform mobile development—all in a single venue. In fact, SQL Server Live! itself 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 Orlando.

We look forward to seeing you there.

Andrew Brust
Senior Director, Datameer
SQL Server Live! Conference Co-Chair

Don Jones
Curriculum Director for IT
Pro Content, Pluralsight
SQL Server Live! Conference Co-Chair

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

2015 Orlando

6

The Fun Stuff:

LIVE! 360 ORLANDO EVENTS & ACTIVITIES

YOUR ATTENDANCE AT 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 15
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. Attendees 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 16
5:00pm – 6:00pm
Expo Hall
Join us on Monday evening for drinks, snacks and to get a "sneak peek" at the Live! 360 exhibitors before the Live! 360 Keynote at 6:00pm. 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 WELCOME RECEPTION
Tuesday, November 17
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.

BIRDS-OF-A-FEATHER LUNCH
Wednesday, November 18
12:15pm – 1:45pm
Plumb the knowledge and experience of your colleagues, conference speakers, and exhibitors by participating in one of the Birds-of-a-Feather 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.

We will also have designated speaker tables—noted with the speakers name. Join your favorite speaker for a lunchtime discussion or just to ask questions or clarify anything from their sessions. All seating is on a first come basis. Enjoy!

LIVE! 360 DESSERT LUAU
Wednesday, November 18
8:00pm – 10:00pm   *Sponsored by:*
Wantilan Pavilion

amazon
web services
The AWS Cloud supports
Microsoft Windows Server

Come celebrate the South Pacific with delectable desserts, drinks, and fabulous entertainment courtesy of Live! 360 and Amazon Web Services! Mingle with fellow attendees and speakers while enjoying the warm Florida winter weather. Settle down under the stars to enjoy a delicious dessert buffet, complete with cocktails, and an authentic Polynesian performance including dancers and fire throwers.

Dine-A-Round Dinner

Welcome Reception

Live! 360 Dessert Luau

Birds of a Feather Lunch

Live! 360 Keynotes

Get the lowdown on current Microsoft strategy—and learn to "keep up" with where the company is going. Strengthen your career and sharpen your mind with awesome "insider" keynotes and general addresses.

Monday, November 16
6:00pm - 7:00pm

KEYNOTE: Microsoft 3.0: New Strategy, New Relevance

Mary Jo Foley,
Journalist and Author

Andrew Brust
*Senior Director,
Datameer*

The past year-plus was one of huge changes for Microsoft—perhaps the most tumultuous in its history.

Microsoft has moved from a devices and services company to a productivity and platforms one. Following on the heels of its "One Microsoft" reorg, the company has largely made good on its "One Windows" promise. It has refocused on its software/services core. And it has become a true cross-platform vendor and open-source participant.

All these moves have created some new challenges and questions for the company, not the least of which is how it will move to new business models to support its new charter and structure.

These changes don't just impact Microsoft employees. They affect every single developer and IT Pro using Microsoft technologies in ways that are just as profound as the changes themselves. But how can you track these changes and make intelligent decisions about your skills and career choices, especially at a technical conference?

Easy! Come to our Visual Studio Live! New York keynote, with ZDNet's "All About Microsoft" blogger Mary Jo Foley. Mary Jo will be interviewed by Visual Studio Live! Co-Chair and Visual Studio Magazine columnist Andrew Brust, who will ask Foley about Microsoft's future product roadmaps, leadership outcomes, big technology bets and more.

Gaining context from this discussion will enhance your Visual Studio Live! experience, and audience questions will be welcome. So come with your best Microsoft-centric questions, quibbles and insights, and get ready to supplement your developer skills with some serious industry analysis.

Wednesday, November 18
8:00am - 9:00am

KEYNOTE: DevOps—What it Means to You and How to Get There

Sponsored by

PLURALSIGHT

Don Jones,
*MVP
Curriculum Director
for IT Pro Content,
Pluralsight*

Brian Randell
*Partner,
MCW Technologies*

Seems like everyone's talking about DevOps these days. But is it just another marketing term? A way to sell tools? An extension of Agile development? Well... yes, it's all of those things, but also none of them. Join Live 360! Presenters Brian Randell and Don Jones for a unique look at the IT management philosophy that's uniting Development and Operations, and changing the way we think about application quality, delivery, and lifecycle. Learn what DevOps actually means, and what you and your organization will need to change if you're going to embrace the approach. Learn about the advantages, the potential pitfalls, and the definite stress points that are all wrapped up in the DevOps world.

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 - 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

8

Conference Keynotes

Tuesday, November 17 • 8:00am – 9:00am

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

KEYNOTE: Microsoft's Data Platform Landscape

Scott Klein
Senior Technical Evangelist
Microsoft

This keynote session will look at Microsoft's data platform landscape, discussing everything you want to know about the exciting next generation SQL Server to the big data and IoT technologies in the cloud. We'll begin by taking a deep-dive into the evolution and mission-critical investments of SQL Server, investments in Transaction Processing and Data Warehouse to Enterprise Business Intelligence and Hybrid Cloud Scenarios. We'll then take a look how Microsoft thinks about the data platform in cloud for solving some of the challenges presented by today's era of big data.

Visual Studio LIVE!
EXPERT SOLUTIONS FOR .NET DEVELOPERS

Modern Apps LIVE!
MOBILE, CROSS-DEVICE & CLOUD DEVELOPMENT

KEYNOTE: The Future of Application Development— Visual Studio 2015 and .NET 2015

Jay Schmelzer
Director of Program Management,
Visual Studio Team,
Microsoft

The next release of Visual Studio and .NET include a rich set of new capabilities for desktop, device, web and cloud app developers. See how this release will increase your productivity building the apps you work on today and the new opportunities available to you in the future.

TECHMENTOR
IN-DEPTH TRAINING FOR IT PROS

KEYNOTE: How To Get Your Company Moving Forward in Technology

Jason Helmick
Author,
Pluralsight

Greg Shields
MVP, vExpert
Author Evangelist,
Pluralsight

Feeling ignored at your company - screaming and shouting about impending technology advances that could help your business perform better? Many IT Ops professionals lack the "language" of the business, to get those stakeholders to pay attention and realize that if they don't spend money now, it costs more trying to catch up in the future. Join industry experts Greg Shields and Jason Helmick for a conversation about how to have a conversation and get your company to move forward. You will have a chance to participate and ask questions in this interactive forum as Greg and Jason share key points in talking with your business stakeholders and sharing their own experiences in the field.

SharePoint LIVE!
TRAINING FOR COLLABORATION

KEYNOTE: Conference Welcome & State of SharePoint & Office 365

Andrew Connell
MVP
Independent Contractor, Instructor, Author,
Andrew Connell Inc.

Matthew McDermott
Founder and Director,
Aptillon, Inc.

It's a big year for Microsoft, Office 365 & SharePoint! We are going to see the next on-premises version of SharePoint start to make it's way into customers hands. This new version, SharePoint 2016, has been heavily influenced by Microsoft's experience in hosting it in Office 365. In this keynote you'll see conference chairs Andrew & Matt not only give you an overview of the sessions that you'll find at the conference, but also get an update on where we are today. This includes SharePoint for those who are & will stay on-premises as well as those in Office 365 and beyond. Think of it as a State of the SharePoint / Office 365!

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 - 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

9

AGENDA AT-A-GLANCE

BI, Big Data, Data Analytics, and Data Visualization	SQL Server Administration & Maintenance	SQL Server Features & Components	SQL Server for Developers	SQL Server Performance Tuning and Optimization

START TIME	END TIME	SQL Server Live! Pre-Conference: Sunday, November 15, 2015		
4:00 PM	9:00 PM	Pre-Conference Registration • Royal Pacific Resort Conference Center		
6:00 PM	9:00 PM	Dine-A-Round Dinner @ Universal CityWalk		

START TIME	END TIME	SQL Server Live! Pre-Conference Workshops: Monday, November 16, 2015	
8:00 AM	5:00 PM	SQM01 - Workshop: SQL Internals, Optimization, and Indexing Deep Dive - Bradley Ball	SQM02 - Workshop: Big Data, Analytics and NoSQL: Everything You Wanted to Learn But Were Afraid to Ask - Andrew Brust
5:00 PM	6:00 PM	EXPO Preview	
6:00 PM	7:00 PM	LIVE! 360 KEYNOTE: Microsoft 3.0: New Strategy, New Relevance - Mary Jo Foley, Journalist and Author; with Andrew Brust, Senior Director, Datameer	

START TIME	END TIME	SQL Server Live! Day 1: Tuesday, November 17, 2015		
8:00 AM	9:00 AM	SQL SERVER LIVE! KEYNOTE: Microsoft's Data Platform Landscape — Scott Klein, Senior Technical Evangelist, Microsoft		
9:00 AM	9:30 AM	Networking Break • Visit the EXPO		
9:30 AM	10:45 AM	SQT01 - Designing and Managing a SQL Server Replication Topology - Chad Churchwell	SQT02 - Encrypting Data in SQL Server - David Dye	SQT03 - Big Data with SQL Server and Hadoop - Andrew Brust
11:00 AM	12:15 PM	SQT04 - Hacking Expose: Using SSL to Secure SQL Server Connections - Chris Bell	SQT05 - SQL Server Reporting Services: Attendees Choose! - Kevin Goff	SQT06 - Predictive Analytics and Azure Machine Learning - Andrew Brust
12:15 PM	2:00 PM	Lunch • Visit the EXPO		
2:00 PM	3:15 PM	SQT07 - Introduction to SQL Server Clustering - Chad Churchwell	SQT08 - Implementing Auditing in SQL Server - David Dye	SQT09 - Using Integration Services 2014 (SSIS) to Load a Data Warehouse - Thomas LeBlanc
3:15 PM	4:15 PM	Networking Break • Visit the EXPO		
4:15 PM	5:30 PM	SQT10 - The Spy Who Loathed Me: An Overview of SQL's Security Features - Chris Bell	SQT11 - Advanced SSIS Techniques - David Dye	SQT12 - Skills Needed to Transition From DBA to Data Warehouse Architect - Thomas LeBlanc
5:30 PM	7:30 PM	Exhibitor Reception		

Sessions and speakers subject to change.

Continued next page

REGISTER NOW AT
SQLLIVE360.COM

AGENDA AT-A-GLANCE (continued)

BI, Big Data, Data Analytics, and Data Visualization	SQL Server Administration & Maintenance	SQL Server Features & Components	SQL Server for Developers	SQL Server Performance Tuning and Optimization

START TIME	END TIME	SQL Server Live! Day 2: Wednesday, November 18, 2015		
8:00 AM	9:00 AM	**LIVE! 360 KEYNOTE:** DevOps—What it Means to You and How to Get There - *Don Jones, Curriculum Director Curriculum Director for IT Pro Content, Pluralsight; Brian Randell, Partner, MCW Technologies* *Sponsored by* **PLURALSIGHT**		
9:15 AM	10:30 AM	**SQW01** - SQL Server on Azure VMs: The Important Details - *Thomas LaRock*	**SQW02** - Kick Start! SQL Server 2014 Performance Tips and Tricks - *Pinal Dave*	**SQW03** - Implementing Data Warehouse Patterns with the Microsoft BI Tools - *Kevin Goff*
10:30 AM	11:00 AM	Networking Break • Visit the EXPO		
11:00 AM	12:15 PM	**SQW04** - SQL Server High Availability and Disaster Recovery - *Chad Churchwell*	**SQW05** - Monitoring Databases in a Virtual Environment - *Thomas LaRock*	**SQW06** - Getting Started with Analysis Services 2012 Tabular - *William E. Pearson III*
12:15 PM	1:45 PM	Birds-of-a-Feather Lunch • Visit the EXPO		
1:45 PM	3:00 PM	**SQW07** - Just Enough SQL Administration to Keep it Running - *Don Jones*	**SQW08** - Ancient Problems and Modern Solutions: Troubleshooting CPU in SQL - *Pinal Dave*	**SQW09** - Introducing Forensic Analytics with PowerPivot for Excel - *William E. Pearson III*
3:00 PM	4:00 PM	Networking Break • Visit the EXPO • Expo Raffle @ 3:30 p.m.		
4:00 PM	5:15 PM	**SQW10** - To Be Announced	**SQW11** - Configuring SQL Server for Performance... Like a Microsoft Certified Master - *Thomas LaRock*	**SQW12** - Power BI 2.0: Analytics in the Cloud and in Excel - *Andrew Brust*
8:00 PM	10:00 PM	Live! 360 Dessert Luau *Sponsored by* **amazon** web services The AWS Cloud supports Microsoft Windows Server		

Sessions and speakers subject to change.

Continued next page

AGENDA AT-A-GLANCE (continued)

BI, Big Data, Data Analytics, and Data Visualization	SQL Server Administration & Maintenance	SQL Server Features & Components	SQL Server for Developers	SQL Server Performance Tuning and Optimization

START TIME	END TIME	SQL Server Live! Day 3: Thursday, November 19, 2015		
8:00 AM	9:15 AM	SQH01 - Managing SQL Server at Scale - Joey D'Antoni	SQH02 - Indexes - the Unsung Heroes of SQL Server 2014 - Pinal Dave	SQH03 - Database Development with SQL Server Data Tools - Leonard Lobel
9:30 AM	10:45 AM	SQH04 - A Lap Around Multi-Site Clustering for SQL Server DBAs - Edwin Sarmiento	SQH05 - Dealing with Bad Roommates—SQL Server Resource Governor - Joey D'Antoni	SQH06 - Exploring T-SQL Enhancements: Windowing and More - Leonard Lobel
11:00 AM	12:15 PM	SQH07 - Change Data Capture in SQL Server 2008/2012 - Kevin Goff	SQH08 - Top 10 Wait Types Everyone Should Know - Janis Griffin	SQH09 - Python and R for SQL and Business Intelligence Professionals - Jen Stirrup
12:15 PM	1:30 PM	Lunch on the Lanai		
1:30 PM	2:45 PM	SQH10 - Geekin' Out on Extended Events— The System Health Session - Janis Griffin	SQH11 - Troubleshooting SQL Server Performance using Wait Statistics - Edwin Sarmiento	SQH12 - Business Intelligence Barista: What DataViz Tool to Use, and When? - Jen Stirrup
3:00 PM	4:15 PM	SQH13 - Building Perfect SQL Servers, Every Time - Joey D'Antoni	SQH14 - Proactively Identifying and Dealing with SQL Server Database Corruption - Edwin Sarmiento	SQH15 - Eye Vegetables and Eye Candy: How to Visualize Your Data - Jen Stirrup
4:30 PM	5:45 PM	Live! 360 Conference Wrap-Up - Andrew Brust (Moderator), Andrew Connell, Don Jones, Rockford Lhotka, Matthew McDermott, Brian Randell, & Greg Shields		

START TIME	END TIME	SQL Server Live! Post-Conference Workshops: Friday, November 20, 2015	
8:00 AM	5:00 PM	SQF01 - Workshop: Windows Server Failover Clustering for the SQL Server DBA - Edwin Sarmiento	SQF02 - Workshop: SQL Server 2014 for Developers - Leonard Lobel

Sessions and speakers subject to change.

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK

BI, Big Data, Data Analytics, and Data Visualization

As organizations increasingly turn to SQL Server and related technologies to make better decisions about their businesses, SQL Server Live! presents a full track to help you master the complex world of BI, Big Data and Analytics. From Analysis Services to Power BI, from Data Warehousing to Big Data and Data Visualization, you'll find it all!

■ SQM02 Workshop: Big Data, Analytics and NoSQL: Everything You Wanted to Learn But Were Afraid to Ask

Intermediate

ANDREW BRUST

Monday, November 16, 8:00am – 5:00pm

So much has happened in the worlds of Big Data and NoSQL in the past year it's hard to know where to begin. The open source Hadoop project introduced a completely new architecture, making it far more usable. NoSQL databases like HBase, Cassandra and MongoDB have taken on new features and pulled ahead of the pack. Amazon's DynamoDB has become far more capable in terms of indexing and its integration with other AWS data services. Microsoft introduced its own NoSQL database called DocumentDB and added HBase to HDInsight, its Hadoop distribution, which now runs on Linux as well as Windows.

Meanwhile, enterprise developers are still getting real work done with relational databases and Enterprise BI tools. Who has time to learn about Big Data, Analytics and NoSQL? Take a day for this workshop and you'll break the ice with all of these. You'll see the technologies running before your eyes, working across multiple clouds and on-premises. Most important, you'll get a sense of where these technologies fit in and complement the database products you've been working with for years.

■ SQT03 Big Data with SQL Server and Hadoop

Intermediate

ANDREW BRUST

Tuesday, November 17, 9:30 – 10:45am

As Big Data starts to move beyond its hype cycle, Hadoop is reaching critical mass as a true enterprise computing tool. Microsoft's flavor of Hadoop, Azure HDInsight, has matured a great deal as well. It's been fortified with many of the new Hadoop-compatible processing engines that have come on the scene and it's now available in Linux versions as well as its original Windows distribution. This session will also cover the new PolyBase technology in SQL Server 2016 that lets you query Hadoop using SQL Server and T-SQL.

Come to this session to learn what Hadoop is, how it works, what to do to get it running on the Azure cloud and how to integrate it with SQL Server BI, Excel and third party tools.

■ SQT06 Predictive Analytics and Azure Machine Learning

Intermediate

ANDREW BRUST

Tuesday, November 17, 11:00am – 12:15pm

"Predicting future outcomes through the construction of statistical or heuristic models, based on past observations." It all sounds very lofty, doesn't it? Because of that, maybe it sounds irrelevant to your production work. Throw in newer names like "deep leaning" and older ones like "artificial intelligence" and the whole discipline can seem downright esoteric and meaningless to your skill set.

But cut through the fancy names and you'll see that predictive analytics based on well-documented machine learning algorithms is useful, approachable and can be very developer-friendly. Azure Machine Learning

(ML) ties right into this. It provides a visual design canvas for building your models and a straightforward Web API for imbuing your applications with predictive capabilities. Want your applications to predict future revenues, alert users to potential fraud or help determine which consumers are most likely to be high-spending customers? Come to this session to learn the fundamentals of predictive analytics and see how to make it real in Azure ML.

You will learn:

• Learn the fundamentals of predictive analytics, including which algorithms work best for specific scenarios
• Learn how to build Azure Machine Learning experiments and models
• Get exposed to the R programming language and see how to integrate R code into Azure ML experiments

■ SQT09 Using Integration Services 2014 (SSIS) to Load a Data Warehouse

Introductory / Intermediate

THOMAS LEBLANC

Tuesday, November 17, 2:00 – 3:15pm

Need to ramp up your SQL Server Integration Service (SSIS) skills for a Data Warehouse implementation? Get everything you need to learn in this session for loading data from various sources into Dimensional Model data marts using SSIS 2014.

This session will walk you through the process of importing data from various data sources with new features like the Change Data Capture component for incremental loads. Data Quality Service can cleanse data before importing. Package Logging and Reporting has been enhanced with Projects and their deployment to a single container. During package development, the new organization of the environment will feature improved usability with copy and paste of components, display and execution flow. The Project parameters and connections help with configuration execution for development

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

testing and production. You'll leave the session with resources for everything covered, plus the project packages used throughout the demonstration.

You will learn:

• Understand the new features in SSIS 2012/2014 that make this product and Enterprise Level ETL/ELT tool
• Develop ETL at the project level rather than a package level
• Optimize SSIS to import data from various data sources and succeed in loading quality data into a dimensional model

■ SQT12 Skills Needed to Transition from DBA to Data Warehouse Architect

Intermediate

THOMAS LEBLANC

Tuesday, November 17, 4:15 – 5:30pm

Whether you're a development or administrative DBA, there's always room to expand your technical skills. Data Warehouse careers have certain skills that can develop from existing DBA skills. Dimensional Modeling is a re-tooling of your existing database normalization knowledge. T-SQL and coding knowledge can transfer to ETL (Extract, Transform and Load) using Integration Services (SSIS). Report Writing has been around for decades and learning Analysis Services (SSAS) can save days of work that custom report writing has taken teams.

Development today requires the design and analysis of Online Transaction Processing (OLTP) to take into account Data Warehousing/OLAP (Online Analytical Processing) output. My personal transition from Sr. DBA to DW Architect has been a process of sanding the rough edges of my passion from fully normalized databases. The Dimensional Modeling started a re-tooling of my mind to look at end results analytically. These lessons have molded me into a DW Architect.

You will learn:

• Updating skill set for transition from DBA to BI Developer/Architect
• What is the difference between Database Normalization and Dimensional Modeling
• The future of the Data Analyst Big Data, Analytics, and so on

■ SQW03 Implementing Data Warehouse Patterns with the Microsoft BI Tools

Introductory / Intermediate

KEVIN GOFF

Wednesday, November 18, 9:15 – 10:30am

You've read some of the content of well-known Data Warehousing books—now what? How do you take the structures and disciplines inside such books as the Ralph Kimball series and implement them? This session will take several of the key concepts in Data Warehousing and demonstrate some implementations using SQL Server Integration Services and Analysis Services. You'll examine items such as Type 2 Changing Dimensions, Confirmed Dimensions, Dimension Outriggers, Role-Playing Relationships, Many-to-Many Bridge table relationships, Factless Fact tables, Handling of NULL foreign key values and more.

You will learn:

• Techniques for Populating Fact Tables and Dimension tables using T-SQL MERGE statements
• Special considerations for managing Type 2 Slowly Changing dimensions
• Tips for implementing many of the patterns found in the Kimball methodology

■ SQW06 Getting Started with Analysis Services 2012 Tabular

Introductory

WILLIAM E. PEARSON III

Wednesday, November 18, 11:00am – 12:15pm

The Analysis Services 2012 Business Intelligence Semantic Model (BISM) unifies Multidimensional (OLAP) and Tabular (relational) options for organizational BI. In this session, BI Architect, SQL Server MVP and Analysis Services Maestro Bill Pearson introduces Microsoft Business Intelligence 2012 and the Business Intelligence Semantic Model ("BISM"). He'll provide an overview of the Tabular model, beginning with the creation of a project with SQL Server Data Tools (SSDT), and continuing from the data import steps to the creation and management of calculations, measures and Key Performance Indicators (KPIs). Finally, he'll give you insight into creating and maintaining of perspectives and hierarchies, as well as other considerations involved in working with Tabular.

You will learn:

• About Microsoft Business Intelligence 2012 and gain a general understanding of the Business Intelligence Semantic Model ("BISM")
• About the Tabular model, discussing design goals and features, and observe the creation of a new Tabular model project in SQL Server Data Tools (SSDT), the import of data into the model, and the creation and management of relationships between tables in the model
• Examine the creation and management of calculations, measures and Key Performance Indicators (KPIs) to assist consumers in the reporting and analysis of data, and gain insight to creating and managing perspectives and hierarchies to provide business and application contextual "viewpoints" for user-friendly data browsing

REGISTER NOW AT
SQLLIVE360.COM

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

■ SQW09 Introducing Forensic Analytics with PowerPivot for Excel

Introductory

WILLIAM E. PEARSON III

Wednesday, November 18, 1:45 – 3:00pm

Despite the wealth of analytical technologies available today, 65 percent of fraud at public companies is detected through tips, management review or simple accidents. Forensic Analytics combine human intuition and leading-edge technologies, and can provide superior detection methods to significantly improve the detection and investigation of illegal or unethical activities.

This session will explore Forensic Analytics: a set of techniques you can use to uncover irregularities in financial data. You'll gain an understanding of goals of Forensic Analytics: to help you find out how and why these irregularities exist, and to find out their source(s) especially when you suspect fraudulent activity. You'll learn guiding principles that are key to isolating data anomalies, and outline a standard, repeatable process to Forensic Analytics. Throughout the session, you'll see examples of how you can employ PowerPivot for Excel to drive Forensic Analytics via various tests and reviews.

You will learn:

• The definition and objectives of Forensic Analytics
• Discuss approaches to detecting data anomalies, particularly when fraudulent activity is involved, within organizational data
• Outline methodology, and a standard, repeatable process, to support the successful employment of Forensic Analytics
• Introduce, and discuss examples of, the use of PowerPivot for Excel to drive Forensic Analytics via various tests and reviews

■ SQW12 Power BI 2.0: Analytics in the Cloud and in Excel

Intermediate

ANDREW BRUST

Wednesday, November 18, 4:00 – 5:15pm

Version 2 of Power BI adds new visualizations, developer APIs and an improved mobile story. It offers a free cloud service along with a Professional subscription for $10 a month, and the version 1 requirement of an Office 365 subscription is gone, gone, gone.

However, using Power BI doesn't mean you have to go to the cloud at all. Power BI components like Power Pivot, Power View, Power Query and Power Map provide massive analytics power, right inside Excel. Power BI gives you a lot to take in, so come to this session to get up to speed quickly on what Power BI has done since version 1 and sink your teeth into everything that's new for version 2.

■ SQH12 Business Intelligence Barista: What DataViz Tool to Use, and When?

Intermediate

JEN STIRRUP

Thursday, November 19, 1:30 – 2:45pm

Choosing a data visualization tool is like being a barista serving coffee: everyone wants their data, their way, personalized, fast, and perfect. Many organizations have a cottage industry of data visualization tools, and it's difficult to know what tool to use, and when. Different tools exist in different departments, and if it doesn't meet the user requirements, the default position is to go back to Excel and move the data around there.

This session will examine data visualization tools such as SSRS Excel, Tableau, QlikView, Datazen, Kibana and PowerBI, in order to craft and blend your data visualization tools to serve your data customers better.

■ SQH15 Eye Vegetables and Eye Candy: How to Visualize Your Data

Intermediate

JEN STIRRUP

Thursday, November 19, 3:00 – 4:15pm

What's your data visualization vegetables? What's your candy? This session will look at data visualization theory and practice of hot data visualization topics such as:

• How can you choose which chart to choose and when?
• How can you best structure your dashboard?
• What about pie charts? What is the fuss about, and when are they best used?
• Color blindness how can you cater for the 1 out of 12 color blind males (and not forgetting the 1 out of 100 color blind females?)
• To 3D or not to 3D? Why is it missing in Power View? And any other data visualization topics you care to mention! Come along for dataviz fun, and to learn the "why" along with practical advice.

"THE WORKSHOPS AND SESSIONS. I HAVE GAINED SO MUCH KNOWLEDGE; IT IS GOING TO TAKE WEEKS TO PROCESS IT ALL."

- Joe Szyszka, HP

LIVE! 360 TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 - 20
ROYAL PACIFIC RESORT AT UNIVERSAL

2015 Orlando

15

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

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!

■ SQM01 Workshop: SQL Internals, Optimization, and Indexing Deep Dive

Intermediate / Advanced

BRADLEY BALL

Monday, November 16, 8:00am – 5:00pm

Congratulations you're a SQL Server DBA/Developer/BI Developer. How does SQL Server work? We have tables, views, and indexes. We write queries. How do the queries and the tables work together? Have you ever wondered? Why should you? Understanding how SQL Server works internally helps you understand how and when to use SQL Server to solve business problems. We need to understand the relational engine, index, transaction log, data, and locking internals. We need to know how these apply to business decisions that we make every day! Most importantly we need demos! Join SQL Server MVP Bradley Ball as we dive into the SQL Server Internals spanning from the Query Processor, through the Storage Engine, the Plan Cache and everything in between.

You will learn:

• Five key areas that will give hands on learning and key concepts or why an attendee should understand Internals and how they apply to every day administration and maintenance of SQL Servers
• A deeper understanding of the query optimizer, plan cache, and indexes to deliver better performing queries
• How locking, blocking, and deadlocks affect SQL Server performance. Plus how to identify and fix them

■ SQT01 Designing and Managing a SQL Server Replication Topology

Introductory / Intermediate

CHAD CHURCHWELL

Tuesday, November 17, 9:30 – 10:45am

This session is focused on design and architectural decisions when choosing replication technology for your organization. We'll cover all the moving pieces involved with replication, the internal architecture of how replication works, as well as describing the agents in detail. You'll also learn what replication is intended to do as well as what it is not a good fit for. We'll cover the new SQL 2014 support enhancements as well as combining with AlwaysOn Availability groups to protect your replication environment to ensure minimal downtime; also 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

■ SQT04 Hacking Expose: Using SSL to Secure SQL Server Connections

Intermediate / Advanced

CHRIS BELL

Tuesday, November 17, 11:00am – 12:15pm

You know all the ways to protect your database when it is at rest, but what about when someone connects and starts running some queries? What if they connect and don't do anything? Just how exposed is that data?

In this session, we'll assume the role of a hacker and using a simple technique, we'll sniff packets on a network to reveal what data is being sent. You may be shocked! Then we'll secure our database connections with a simple self-signed SSL certificate.

Once secured, we will resume the role of the hacker once more and look inside the packets once more to see what has changed.

Warning Do not try these demos at work without proper permissions as actual hacking techniques are used.

You will learn:

• What is exposed when using the default, unprotected connections to SQL Server
• How to configure SQL Server to use an SSL certificate to encrypt connections
• How, with proper permission, to capture and check network packet to confirm data in transit is protected

■ SQT07 Introduction to SQL Server Clustering

Introductory / Intermediate

CHAD CHURCHWELL

Tuesday, November 17, 2:00 – 3:15pm

This session will introduce you to clustering SQL Server for high availability. We'll cover the architecture of what all is needed to create a cluster, the piece each component plays with regards to SQL Server. The differences between a clustered SQL instance and a stand-alone SQL instance will be discussed. We'll also cover quorum models, shared storage requirements and also have a full clustering demo. Finally, we'll cover clustering enhancements released with SQL Server 2012 as well as SQL Server 2014.

You will learn:

• The use case to use failover clustering with SQL Server
• The components needed to create a SQL Server cluster
• How to administer a SQL Server cluster as well as install a new SQL Server cluster

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

■ SQT10 The Spy Who Loathed Me: An Overview of SQL's Security Features

Intermediate

CHRIS BELL

Tuesday, November 17, 4:15 – 5:30pm

You've painstakingly saved a lot of data over the years. How do you ensure all your hard work is protected from hackers, spies and other ne'er-do-wells? Having knowledge of the vast array of security features available in SQL Server is the first step in helping determine what actions you need to take to protect your data.

This session will quickly go through a majority of the security features in SQL Server, to help you learn what each does, and let you determine which features work best for your situation.

Note: This session is demo-free.

You will learn:

• What security features are available in SQL Server
• How each works at a high level
• How to determine which security features to combine to protect your data

■ SQW01 SQL Server on Azure VMs: The Important Details

Intermediate

THOMAS LAROCK

Wednesday, November 18, 9:15 – 10:30am

Microsoft Azure Virtual Machines is a robust infrastructure for Microsoft SQL Server, providing the full benefits of infrastructure-as-a-service offering in Microsoft data centers. SQL Server in a Microsoft Azure Virtual Machine has a low overall TCO and makes an efficient platform for enterprise level workloads. This session examines the critical facets beyond the mere provisioning of the SQL VM, and looks at the characteristics and considerations for tuning, optimizing,

and the key indicators for monitoring performance. We look at special considerations for High-Availability and Disaster Recovery, and pay special attention to scalability.

You will learn:

• How to configure SQL Server running in an Azure VM
• How to performance tune SQL Server in an Azure VM
• How to weight cost, benefits, and risk with regards to HA/DR options when using SQL Server in an Azure VM

■ SQW04 SQL Server High Availability and Disaster Recovery

Intermediate

CHAD CHURCHWELL

Wednesday, November 18, 11:00am – 12:15pm

This session will cover the different methods used to make SQL Server highly available, as well as to protect your SQL Server instance in the event of a disaster. We'll compare the pros and cons of each technology and discuss design decisions when choosing a technology. We'll cover clustering, log shipping, mirroring, and AlwaysOn Availability groups.

You will learn:

• The different technologies available in SQL Server
• The limitations and use cases for each technology
• Information to take back to your organization to make recommendations for a solid HA/DR plan

■ SQW07 Just Enough SQL Administration to Keep it Running

Introductory

DON JONES

Wednesday, November 18, 1:45 – 3:00pm

Are you a "reluctant DBA?" Have you been tasked with keeping SQL Server up and running—but haven't actually been taught how? MVP Don Jones takes you through a concise tour that shows you exactly what, when and where you need to do to keep SQL Server

happy—and shows you how. You'll pick up standard practices as well, and be on your way to becoming a less-dangerous SQL Server administrator.

You will learn:

• Index maintenance strategies
• How to use SQL Server maintenance plans
• How to configure SQL Server and database options

■ SQH01 Managing SQL Server at Scale

Intermediate

JOEY D'ANTONI

Thursday, November 19, 8:00 – 9:15am

Being a DBA is hard enough work, but when your team manages more than 500 servers you will encounter some unique challenges. In this session, you'll learn techniques employed by a large enterprise to simplify deployments and manage performance, including:

• Automation, Standardization and Exceptions
• Private Cloud techniques
• Tools
• Scale Out versus Scale Up
• Hybrid solutions
• DevOps, Teamwork, Negotiation, Collaboration and War
• Finally 10 Tips on scaling SQL Server within your organization

You'll learn:

• How to reduce overall effort level of managing SQL Server in your environment
• Techniques for automating common SQL Server tasks to reduce daily workload
• Best approaches for scaling SQL Server, both on premises and in the cloud

REGISTER NOW AT
SQLLIVE360.COM

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

■ SQH04 A Lap Around Multi-Site Clustering for SQL Server DBAs

Intermediate / Advanced

EDWIN SARMIENTO

Thursday, November 19, 9:30 – 10:45am

Deploying a Windows Server Failover Cluster (WSFC) on Windows Server 2008/2012 has become a lot easier thanks to numerous online resources. And with more advanced features in WSFC, it is now both a high availability and disaster recovery solution for SQL Server databases—whether using failover clustered instances or Availability Groups. In this session, you'll learn the underlying concepts and principles when designing a multi-subnet cluster to address both high availability and disaster recovery requirements. After this session, you'll be able to properly design a multi-subnet WSFC stretched across multiple data centers that meet your overall recovery objectives.

You will learn:

• About network considerations when designing a multi-subnet cluster
• WSFC dependencies that are outside the scope of the SQL Server database but impacts the availability
• How to properly design and deploy a multi-subnet cluster for both failover clustered instances and Availability Groups

■ SQH07 Change Data Capture in SQL Server 2008/2012

Intermediate

KEVIN GOFF

Thursday, November 19, 11:00am – 12:15pm

This session covers Change Data Capture (CDC) terminology and configuring a database for Change Data Capture. You'll learn how to read CDC log tables, and examine CDC code samples. You'll also be exposed to CDC and SQL Server Agent jobs, the use of CDC versus database triggers (and where triggers are still needed) and the impact of CDC on the transaction log and system performance. The session concludes with how to deal with schema changes, performance tuning, and using CDC in an ETL (Extract-Transform-Load) environment with SQL Server Integration Services. It may also cover some of the SSIS 2012 enhancements in dealing with CDC.

You will learn:

• How Change Data Capture differs from traditional database triggers
• How Change Data capture fits into a Data Warehouse Model
• Some of the "gotchas" with Change Data Capture and how to avoid them

■ SQH10 Geekin' Out on Extended Events—The System Health Session

Intermediate

JANIS GRIFFIN

Thursday, November 19, 1:30 – 2:45pm

Extended Events gather a wide range of performance information to help troubleshoot performance problems in SQL Server. The system_health session is an Extended Events session included by default with SQL Server. This session starts automatically whenever you start the SQL Server database engine, and runs without any noticeable performance effects. This session will take you on an in-depth tour of the data provided in the system_health event session and how to use it to troubleshoot performance issues. You'll learn tips and tricks from case studies from real-life examples.

You will learn:

• How to get performance information out of the system health session in order to quickly tune or fix issues
• How to shred XML using XPath in order to take advantage of many diagnostic metrics
• What has changed in the 2014 system health session versus the 2012 session

■ SQH13 Building Perfect SQL Servers, Every Time

Introductory / Intermediate

JOEY D'ANTONI

Thursday, November 19, 3:00 – 4:15pm

Some of the biggest challenges in any large SQL environment are maintaining consistent configurations and meeting the pressures from the business for rapid server deployments. In this session, you'll learn best practices for system settings, file system layout and scheduling maintenance tasks.

By default, SQL Server doesn't install with best practices for every environment. You'll learn the best practices for most SQL Server configurations, and how to automate your SQL Server builds in both physical and virtual worlds. As you may know, completely automating the build process has great benefits, but it also has great trade-offs. You'll benefit from the lessons learned from building a private cloud at a Fortune 100 telecommunications company with thousands of servers.

You'll also learn how use these same methods to ensure your own server build consistency, whether your SQL Servers are in the cloud or on-premises.

You will learn:

• Best practices for installing SQL Server
• How to automate SQL Server installations to enforce standards and reduce workload
• Best practices for building a virtual cloned environment for SQL Servers

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

■ SQH14 Proactively Identifying and Dealing with SQL Server Database Corruption

Intermediate / Advanced

EDWIN SARMIENTO
Thursday, November 19, 3:00 – 4:15pm

There is corruption on every SQL Server database, whether you like it or not. And the only way to minimize downtime and data loss when it occurs is to proactively identify and deal with database corruption. In this session, you'll learn how to identify and detect database corruption. You'll learn how to incorporate these different approaches in proactively identifying corruption in your regular database maintenance routines. You'll also look at how to deal with database corruption using restore or repair that is appropriate to your edition of SQL Server.

You will learn:

• How and database corruption occurs
• How to proactively identify and detect database corruption
• Different techniques on how to deal with database corruption to minimize downtime and data loss

■ SQF01 Workshop: Windows Server Failover Clustering for the SQL Server DBA

Intermediate / Advanced

EDWIN SARMIENTO
Friday, November 20, 8:00am – 5:00pm

Recent releases of SQL Server have depended a lot on Windows Server Failover Clustering for high availability and disaster recovery. This has made Availability Group (AG) and Failover Clustered Instance (FCI) deployments more complicated and challenging to maintain. In this day-long workshop, you'll learn the underlying infrastructure that is Windows Server Failover Clustering, how it works and how SQL Server leverages the technology to help you build highly available database infrastructures. This workshop will cover the following topics:

• Successfully planning and installing a WSFC for SQL Server workloads
• Understanding impacts of networking in SQL Server high availability and disaster recovery solutions
• Proper configuration of quorum
• Installing and configuring FCIs and AGs

You will learn:

• The fundamentals of WSFC
• How to successfully plan and deploy SQL Server FCIs and AGs
• Tips, tricks and best practices in planning and deployment of WSFC to support SQL Server workloads

> **"OVERALL, I FOUND THE SESSIONS VERY INFORMATIVE. I AM ANXIOUS AND INSPIRED TO RESEARCH AND DEVELOP WITH THESE NEW TECHNOLOGIES."**
>
> *- Tom Beall, Polk County Clerk of Courts*

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.

■ SQT02 Encrypting Data in SQL Server

Introductory / Intermediate

DAVID DYE
Tuesday, November 17, 9:30 – 10:45am

What steps do you take to secure your data at rest in SQL? Are you bound by governance or oversight that requires you to secure data in SQL? Do you store credit card numbers, social security numbers, medical information, or any other sensitive private information? If you answered yes to any of these questions, then this session is for you.

Cryptographic services were integrated into SQL Server in 2005. With this functionality, we were first introduced with the ability to natively encrypt data within a SQL Server database. This session will focus on the technologies native to SQL Server that help you protect your data "at rest." You'll get an overview of SQL Cryptographic Services, as well as step-by-step instructions on encrypting column level data as well as transparent data encryption for an entire database.

You will learn:

• About Cryptographic Services in SQL Server
• How to backup and alter the service master key
• How to create asymmetric keys, symmetric keys, and certificates
• How to encrypt and decrypt column level data
• How to enable and disable transparent data encryption

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 - 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

19

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

■ SQT05 SQL Server Reporting Services: Attendees Choose!

Introductory / Intermediate

KEVIN GOFF

Tuesday, November 17, 11:00am – 12:15pm

Even with all the options for self-service Business Intelligence, SQL Server Reporting Services (SSRS) remains a popular reporting tool in application development environments.

In this session, I'll present more than a dozen different topics and let attendees select which topics to cover. Everything from sparklines to heat maps, from Tablix-drilldown reports to advanced charts, from performance gauges to subreport/drilldown reports to new page/group control features in R2....and even topics like data-driven subscriptions, reports against OLAP cubes, and deploying to SharePoint. Since no presentation can cover all the topics, the audience will decide which to cover.

You will learn:

• About advanced SSRS features "in action", as implemented in actual SSRS client applications
• The implementation of mass-automated report delivery of data driven subscriptions in SSRS (and also see .NET code used in SSIS scripts for customized delivery of reports)
• A general understanding of Microsoft's current and future offerings for SSRS in the Cloud

■ SQT08 Implementing Auditing in SQL Server

Introductory / Intermediate

DAVID DYE

Tuesday, November 17, 2:00 – 3:15pm

A common requirement for database administrators is to be able to track activity within a SQL instance. Based on governance, oversight or policy, most organizations require some means of tracking and recording specific events such as:

• Failed logins
• DDL events
• Data access

Ideally, the front end application will have a means of capturing these day-to-day events. If not though, SQL provides a number of tools that will audit SQL events and activity. This session will begin outlining the methods, native to SQL, to audit SQL events including:

• C2 Auditing
• Common Criteria Compliance
• SQL Trace
• DDL Triggers
• DML Triggers
• SQL Audit

This session will outline and demonstrate each method and pay particular attention to the resources required for each technique. Much of this session will be spent examining SQL Audit and looking into the internal workings of this technology.

You will learn:

• Enable C2 auditing
• Enable Common Criteria Compliance

• Create and configure a client and server side trace
• Use DDL/DML triggers to audit activity
• Configure SQL audit

■ SQT11 Advanced SSIS Techniques

Intermediate / Advanced

DAVID DYE

Tuesday, November 17, 4:15 – 5:30pm

This session will focus on advanced techniques used in SSIS and what it means for the experienced SSIS developer. We will focus on tasks and techniques native to SSIS 2005-2014, as well as some of the more advanced and vague properties.

Attendees must have a good working knowledge of SSIS, as well as familiarity with VB.NET or C# as we'll take some time looking at extending SSIS with script tasks and components.

You will learn:

• Import/export multiple sources/destinations
• Use an execute SQL task with variables to replace dynamic SQL within a package
• Dynamically handle errors within any part of a package
• Use custom logging to capture execution events and counts
• Use script tasks and components to extend SSIS

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 - 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

20

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

SQL Server for Developers

Developers have an incredible amount of impact on the overall performance of a database application. SQL Server Live! shines a spotlight on processes to help developers deliver more. From T-SQL enhancements and SQL Server Data Tools to coding in Python and R, and a day-long workshop on SQL Server 2014 for developers, there's plenty of content to keep you busy—or supplement your Visual Studio Live! agenda!

■ SQH03 Database Development with SQL Server Data Tools

Intermediate

LEONARD LOBEL

Thursday, November 19, 8:00 – 9:15am

SQL Server Data Tools (SSDT) is a powerful integrated development environment for designing, testing and deploying SQL Server databases—whether you're working locally or remotely, connected or offline, or in the cloud on Microsoft Azure all from right inside of Visual Studio. While SQL Server Management Studio (SSMS) continues to serve as the primary tool for database administrators, SSDT plugs in to Visual Studio as a special database project type designed specifically for the application developer.

In this session, Lenni Lobel describes the various difficulties you'll face, and demonstrates how SSDT can be used to remedy those pain points. You'll learn how to use features such as code navigation, IntelliSense, and refactoring with your database model indispensable tools traditionally available only for application development in Visual Studio. You'll also learn the declarative model that lets you design databases offline and under source control right from within solution in Visual Studio, as well as how to deploy to SQL Database on Microsoft Azure. Don't miss out on this demo-centric information-packed session on the current generation of database tools for application developers.

You will learn:

• The benefits of database development with SSDT's declarative model-based architecture
• The various SSDT features and capabilities (explorer, designers, schema compare, local database runtime, language services, debugging, and buffered editing)
• How to design, test, and deploy on-premises databases, off-line database projects, and Microsoft Azure SQL databases in the cloud all from inside Visual Studio

■ SQH06 Exploring T-SQL Enhancements: Windowing and More

Intermediate

LEONARD LOBEL

Thursday, November 19, 9:30 – 10:45am

SQL Server 2014 doesn't add much to T-SQL, but SQL Server 2012 enhanced the database's native programming language with numerous features. If you're not up to speed, this informative and demo-packed session will guide you through the powerful 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 genera-tors, rich metadata discovery techniques and contained databases. If you want to program the latest T-SQL enhancements in SQL Server, you won't want to miss 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 data-bases

■ SQH09 Python and R for SQL and Business Intelligence Professionals

Intermediate

JEN STIRRUP

Thursday, November 19, 11:00am – 12:15pm

When it comes to analyzing data, Hadoop or the R statistical language come to mind. Python is yet another of your secret power tools for SQL Server, data analysis and business intelligence. This session will examine both Python and R and how to use them in the Microsoft SQL Server, with a focus on the Business Intelligence stack.

Come to this session to see examples of data analysis using both R and Python, and learn how to use these open source power tools to rock your data world in SQL Server. You'll look at how these data tools complement each other, with guidance on when to use what. The session assumes no knowledge of either tool, and is aimed at people with a healthy interest in data analysis and SQL Server who would like to know more about what is out there.

■ SQF02 Workshop: SQL Server 2014 for Developers

Intermediate

LEONARD LOBEL

Friday, November 20, 8:00am – 5:00pm

This full-day workshop will get you up to speed on powerful features for developers in SQL Server 2014. Lenni Lobel pulls 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): You'll start with an introduction to SQL Server Data Tools (SSDT), a powerful integrated development environment for designing, testing, and deploying SQL Server databases—whether you're working locally or remotely, connected or offline, or in the cloud on Windows Azure all from

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

right inside of Visual Studio. Then you'll dive right into extensive demos that showcase the most important SSDT features. Lenni will demonstrate how to use SSDT to develop for (and deploy to) on-premises and Azure SQL databases. You'll 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. You'll also learn the declarative model that lets you design databases offline and under source control right from within Visual Studio.

Part 2—T-SQL Features: Next, you'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: Next, you'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. You'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. You'll learn about the rich XML support provided by the relational engine, including XSD, XPath, and XQuery.

Part 4—In-Memory OLTP: Next You'll move on to with the new in-memory OLTP capabilities (code name "Hekaton") added in SQL Server 2014. Learn how to achieve impressive performance gains (up to 30x!) by identifying those tables that can improve performance simply by implementing them as memory-optimized tables in the database. These tables are fully durable and function as ordinary tables, but don't require the same latching and locking mechanisms as disk-based tables, which boosts performance significantly. You'll also see how to create natively compiled stored procedures (which actually converts T-SQL to C and then compiles to a DLL) to achieve even greater performance when accessing memory-optimized tables.

Part 5—Enterprise Features: You'll wrap up your full-day session 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.

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

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!

■ SQW02 Kick Start! SQL Server 2014 Performance Tips and Tricks

Intermediate

PINAL DAVE

Wednesday, November 18, 9:15 – 10:30am

Every new release of SQL Server brings new features you can add to your arsenal for greater efficiency. SQL Server 2014 has introduced many new features. This 75 minute session will cover quite a few of the new features of SQL Server 2014. Here is the glimpse of the features we will cover in this session.

• Live plans for long running queries
• Transaction durability and its impact on queries
• New cardinality estimate for optimal performance
• In-memory OLTP optimization of superior query performance
• Resource governor and IO enhancements
• Columnstore indexes and performance tuning
• And many more tricks and tips
• This session will be the most productive time for any DBA and Developer, who wants to quickly jump start with SQL Server 2014 and its new features.

You will learn:

• The ability of SQL Server 2014 to overcome of the issues of the earlier version
• Understand the difference from previous version to current version of SQL Server
• Working examples of the latest performance related features of SQL Server

REGISTER NOW AT
SQLLIVE360.COM

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

2015 Orlando

22

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

■ SQW05 Monitoring Databases in a Virtual Environment

Intermediate

THOMAS LAROCK

Wednesday, November 18, 11:00am – 12:15pm

When moving databases to a virtual environment, the performance metrics DBAs typically use to troubleshoot performance issues such as O/S metrics, storage configurations and CPU allocation are no longer unreliable. DBAs no longer have a clear, reliable view of the factors impacting database performance. Understanding the difference between the physical and virtual server environment adds a new dimension to the DBA tasks.

You will learn:

- A clear understanding of virtualization architecture
- Virtualization configuration options and recommendations
- Awareness of common performance issues; how to spot them and how to fix them

■ SQW08 Ancient Problems and Modern Solutions: Troubleshooting CPU in SQL

Intermediate / Advanced

PINAL DAVE

Wednesday, November 18, 1:45 – 3:00pm

DBAs are in a challenging situation when they see CPU running at 100 percent. There are many solutions of this situation, but very little time to implement those solutions. In this critical situation, developers need a sure solution that gives stability to their system and buys more time to troubleshoot the problem. Many believe Performance Tuning and Troubleshooting is an art that has been lost in time. The truth is that art has evolved with the time and there are more tools and techniques to overcome ancient troublesome scenarios. There three major resources when bottlenecks create performance

problems: CPU, IO, and Memory. This session will focus on some of the common performance issues and their resolution. Developers will walk out with scripts and knowledge that can be applied to their servers, immediately post the session.

You will learn:

- Understand how each of the three important resources impact SQL Server Performance. We will focus on CPU, IO and Memory
- The CPU is a very critical resource for the SQL Server and it is often spotted at very high consumption level. We will understand the true meaning of the high consumption and its significance
- Tricks and tips which keep the CPU under reasonable baseline and ensures smooth transactions of query performance

■ SQW11 Configuring SQL Server for Performance… Like a Microsoft Certified Master

Intermediate

THOMAS LAROCK

Wednesday, November 18, 4:15 – 5:30pm

Great database performance starts with great database design. That design includes both the logical and physical design details. The best DBAs tune SQL Server for performance at the server, instance and database layers. This allows for both the logical and physical database designs to meet performance expectations. However, it can be difficult to know which configuration options are better than others. Attend this session and learn which options are right for which workloads.

You will learn:

- How to detect non-optimal SQL Server configurations
- How to configure SQL Server for maximum performance
- The configuration options available at the server O/S, SQL instance, and database layers

■ SQH02 Indexes—The Unsung Heroes of SQL Server 2014

Intermediate / Advanced

PINAL DAVE

Thursday, November 19, 8:00 – 9:15am

Slow Running Queries are the most common problem that developers face while working with SQL Server. While it's easy to blame SQL Server for unsatisfactory performance, the issue often persists with the way queries are written and how Indexes are set up. The session will focus on the ways of identifying problems that slow down SQL Server and Indexing tricks to fix them. There will be a quiz during the session to keep the conversation alive. Developers will walk out with scripts and knowledge that can be applied to their servers, immediately post the session.

You will learn:

- SQL Server 2014 has introduced an updatable column store index. We will have story built around columnstore indexes (usage, needs, limitation and advantages)
- A crash course of indexes in very first few minutes of the session which will cover all the basics like excessive indexes, missing indexes, unused indexes, etc.
- SQL Server 2014 has new feature of in-memory tables. Lots of DBA's and developers do not know how indexes work along with in-memory tables. In this session we will clear the idea

■ SQH05 Dealing with Bad Roommates—SQL Server Resource Governor

Intermediate / Advanced

JOEY D'ANTONI

Thursday, November 19, 9:30 – 10:45am

Do you manage systems with a wide variety or workloads? Given budgeting and licensing constraints,

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 - 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

23

SQL SERVER LIVE! SESSION DESCRIPTIONS BY TRACK (continued)

database servers have seen dramatic amounts of database consolidation. Managing performance in densely consolidated environments is always a challenge. You have some users who are trying to run reports, while you have other uses that are trying to execute OLTP workloads. What if there was a way to do load balancing between these workloads, while putting your feet up on your desk? There is and it's called the Resource Governor. The Resource Governor was introduced in SQL Server 2008, and has progressively improved since then. New features include SQL Server 2014 so you can limit I/O use. In this session, you'll learn how the Resource Governor works, as well as best practices and use cases. You'll learn how to profile your workloads and keep your users and applications happy.

You will learn:

• Understanding of use cases for the resource governor
• How to implement the resource governor to manage disparate workloads in a converged SQL Server environment
• How to manage runaway IO workloads with Resource Governor in SQL Server 2014

■ SQH08 Top 10 Wait Types Everyone Should Know

Introductory / Intermediate

JANIS GRIFFIN

Thursday, November 19, 11:00am – 12:45pm

Analyzing Wait Types is a newer method for tuning SQL Server instances. As a result, there's often confusion on exactly what the data means. This presentation will focus on the top 10 most frequently seen Wait Types and review several real-life case studies of using SQL Server Wait Type data coupled with Response time performance analysis to solve the most difficult performance related issues.

You will learn:

• How to view and capture wait types for SQL Statements in order to gather clues on how to tune them
• The top ten most common wait types in a SQL Server instance. In addition, several solutions will be shown so the participant can quickly reduce the time spent on each one
• Why Response Time Analysis is the best method for finding and fixing the queries impacting your application / database users

■ SQH11 Troubleshooting SQL Server Performance using Wait Statistics

Intermediate / Advanced

EDWIN SARMIENTO

Thursday, November 19, 1:30 – 2:45pm

Have you ever scratched your head trying to figure out what is causing performance issues in your SQL Server databases? This session will uncover your SQL Server's performance issues by learning about wait statistics. You'll 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:

• What SQL Server wait statistics are
• The SQL Server query execution model and how it affects query performance
• How to identify and troubleshoot performance issues using SQL Server Wait Statistics

"I PARTICULARLY ENJOYED THE EMPHASIS ON NETWORKING AND KNOWLEDGE-SHARING, AS WELL AS, THE ENCOURAGEMENT TO ENGAGE THE SPEAKERS AND PRESENTERS."

- Christopher Eberhard, University of South Florida - Health Informatics Institute

SQL SERVER LIVE! ADVISORY BOARD AND CONFERENCE CO-CHAIRS

SQL Server Live! Advisory Board:

Michael Desmond
Editor in Chief, MSDN Magazine

Michael Domingo
Editor in Chief, Visual Studio Magazine

Lafe Low
Editor, Live! 360 Events

Jeffrey Schwartz
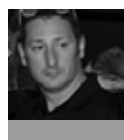*Editor, Redmond Magazine*

Conference Co-Chairs:

Andrew Brust
Senior Director, Datameer
SQL Server Live! Conference Co-Chair

Don Jones
Curriculum Director for IT Pro Content, PluralSight
SQL Server Live! Conference Co-Chair

SQL SERVER LIVE! CONFERENCE SPEAKERS

Bradley Ball
Data Platform Management Lead, Pragmatic Works

Chris Bell
Founder / Lead SQL Consultant, WaterOx Consulting, Inc.

Andrew Brust
Senior Director, Datameer
SQL Server Live! Conference Co-Chair

Chad Churchwell
Premier Field Engineer, Microsoft

Joey D'Antoni
Principal Consultant, Denny Cherry and Associates Consulting

Pinal Dave
Evangelist, Pluralsight

David Dye
Sergeant, Cape Coral Police Department

Kevin Goff
Practice Manager, SetFocus, LLC

Janis Griffin
Database Performance Evangelist, Solarwinds

Don Jones
Curriculum Director for IT Pro Content, PluralSight
SQL Server Live! Conference Co-Chair

Scott Klein
Senior Technical Evangelist, Microsoft

Thomas LaRock
Head Geek, SolarWinds

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

25

For full speaker bios, go to live360events.com/orlando

SQL SERVER LIVE! CONFERENCE SPEAKERS (continued)

Thomas LeBlanc
*Data Warehouse Architect,
eQHealth Solutions*

Leonard Lobel
CTO, Sleek Technologies, Inc.

William E. Pearson III
*Business Intelligence Architect, Island
Technologies Inc.*

Edwin M. Sarmiento
Principal Consultant, 15C

Jen Stirrup
Industry Analyst / Author

**"I LIKE THE TECH EVENT "WITH
PERSPECTIVE" ASPECT OF THIS
CONFERENCE. I FOUND IT VERY
REFRESHING AND INNOVATIVE, AND
APPRECIATED THE INTIMATE NATURE;
LOTS OF AVAILABILITY TO SPEAK
WITH SPEAKERS AND PRESENTERS."**

- Pamela James, VVM - College of Medicine

LIVE! 360 TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

26

Sponsors & Exhibitors

Live 360! Orlando would like to recognize and thank our sponsors and partners.

EVENT PARTNERS

The AWS Cloud supports Microsoft Windows Server

Amazon Web Services

In 2006, Amazon Web Services (AWS) began offering IT infrastructure services to businesses in the form of web services—now commonly known as cloud computing. One of the key benefits of cloud computing is the opportunity to replace up-front capital infrastructure expenses with low variable costs that scale with your business. With the Cloud, businesses no longer need to plan for and procure servers and other IT infrastructure weeks or months in advance. Instead, they can instantly spin up hundreds or thousands of servers in minutes and deliver results faster. To learn more, visit our web site at **aws.amazon.com**.

Magenic

Founded in 1995 by the same technical minds that still run the company, Magenic is the leading modern application development firm that can address your organization's most complex development challenges and deliver software results. As a full-service, professional services partner that has local consultants and a proven process, Magenic will get your projects to market sooner by using premier technical talent in a flexible way that best suits your organization. Learn more at **www.magenic.com**.

Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. Microsoft offers a wide range of innovative products and services designed to help individuals and organizations realize their full potential.
www.microsoft.com

PLATINUM SPONSORS

Gridstore

Gridstore™ is the leader in hyper-converged infrastructure purpose-built for Microsoft workloads and designed to accelerate applications in virtualized environments. Gridstore's hyper-converged infrastructure is the industry's first all flash version of HyperConverged Appliances that include both compute and storage in a single system, and Storage Nodes that provide external storage and work with any Windows servers and the HyperConverged Appliance, all driven by Gridstore's patented software. Gridstore software architecture delivers native Windows integration, per-VM I/O control, and elastic and independent scaling of resources. Benefits include easy deployment, predictable and controllable high performance, scaling that fits your needs, and up to 50% lower TCO.
www.gridstore.com

Pluralsight

Founded in 2004, Pluralsight is the global leader in online learning for professional software developers, IT specialists and creative technologists. As the world's largest curated professional development platform for professionals, the company offers instant access to nearly 4,000 courses authored by top experts. With customers in more than 150 countries, Pluralsight serves as a career catalyst, delivering hands-on, practical training for the most in-demand and understaffed jobs of today. For more information, visit **Pluralsight.com.**

Visit live360events.com to see our growing list of partners.

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

2015 Orlando

27

SPONSORS & EXHIBITORS (continued)

GOLD SPONSORS

GitHub

GitHub

GitHub is the best way to build software together. Whether it's your company's app, your favorite open source library, or a weekend side project, GitHub helps everyone work better by providing tools for easier collaboration and code sharing on any device. Start collaborating today—open source project hosting is free!
https://github.com

e-SignLive™ by Silanis

e-SignLive

Businesses of all sizes choose e-SignLive™ by Silanis when electronic signatures matter. Nearing one billion documents processed each year, e-SignLive is the most widely used e-signature solution in the world and ranked a leader by analyst firms. Organizations of all sizes, including top banks, insurers, credit providers, pharmaceutical and government agencies, trust e-SignLive to run their core business processes and take their businesses digital through innovations in mobile technology, electronic evidence, analytics and personalization. On premises or in the cloud, e-SignLive delivers the best customer experience while providing the strongest legal protection and regulatory compliance.

SILVER SPONSOR

PrinterLogic

PrinterLogic

PrinterLogic is the world's leading Enterprise Printer Management solution for server-less remote site printer deployments. With more than 1,500 customers in over 120 countries, PrinterLogic enables organizations of all sizes to eliminate print servers. PrinterLogic's single integrated printer management platform is an on-premise web application that simplifies the management, migration, and deployment of printers while drastically reducing cost.
www.printerlogic.com

PREMIER MEDIA PARTNERS

NETDA
.NET DEVELOPERS ASSOCIATION

.NET Developers Association

The .NET Developers Association is an Eastside community oriented group aimed at furthering the education of .NET developers.
www.meetup.com/NET-Developers-Association/

CENTRAL OHIO CLOUD COMPUTING USER GROUP

Central Ohio Cloud Computing User Group

The Central Ohio Cloud Computing User Group is a monthly meeting to discuss a wide range of ideas, problems, solutions, and technologies which compromise cloud computing. If it is cloud computing related, we're into it! **http://coccug.com**

CHICAGO STYLE DNN

Chicago DNN Users Group

The Chicago Area DotNetNuke Users Group supports users, developers, and organizations that use and develop websites for DotNetNuke within the Chicagoland area.
www.chicagodnn.org/

UserGroup.tv

UserGroup.TV

Watch technical User Group presentations online for FREE
http://usergroup.tv

ALLIANCE MEDIA PARTNER

Windows Developer User Group

www.meetup.com/windowsdevug

Visit live360events.com to see our growing list of partners.

SPONSORS & EXHIBITORS (continued)

EXHIBITORS

Dynatrace

Dynatrace is the innovator behind the new generation of Application Performance Management. Our passion: helping customers, large and small, see their applications and digital channels through the lens of end users. Over 5,800 organizations use these insights to master complexity, gain operational agility, and grow revenue by delivering amazing user experiences.
www.dynatrace.com

Falafel Software

Falafel Software is a Microsoft Gold Certified partner that that has been providing custom software development, consultation, and training services worldwide since 2003. Whether you need a suite of mobile applications, help moving to the cloud, or assistance with any of our partner's technology, our team of Microsoft Certified Professionals will exceed your expectations.
falafel.com

SolarWinds

Database Performance Analyzer (DPA) from SolarWinds (NYSE: SWI) provides the fastest way to identify and resolve database performance issues. DPA is part of the SolarWinds family of powerful and affordable IT solutions that eliminate the complexity in IT management software for customers worldwide from Fortune 500 enterprises to small businesses. DPA's unique Multi-dimensional Database Performance Analysis enables you to quickly get to the root of database problems that impact application performance with continuous monitoring of SQL Server, Oracle, SAP ASE and DB2 databases on physical, Cloud-based and VM ware servers.
www.solarwinds.com

Veeam

Veeam has pioneered a new market of Availability for the Modern Data Center™ by helping enterprises meet recovery time and point objectives (RTPO™) of less than 15 minutes for all applications and data. Veeam Availability Suite leverages virtualization, storage, and cloud technologies that enable the modern data center to help organizations save time, mitigate risks, and dramatically reduce capital and operational costs. Visit **www.veeam.com**.

Visit live360events.com to see our growing list of partners.

Venue & Travel

FOR MORE TRAVEL INFORMATION, VISIT: https://live360events.com/events/orlando-2015/information/travel.aspx

COMBINE BUSINESS AND PLEASURE! MAKE YOUR TIME AT LIVE! 360 ORLANDO EVEN BETTER by bringing the family and staying at Loews Royal Pacific Resort at Universal Orlando®, home to all Visual Studio Live!, SharePoint Live!, Modern Apps Live!, SQL Server Live!, and TechMentor Orlando sessions and activities. Loews Royal Pacific Resort is a perfect retreat with its exotic South Seas flavor for parents and kids alike.

Loews Royal Pacific Resort

6300 Hollywood Way
Orlando, Florida, 32819
Phone: 866.360.7395

Special attendee rate: $155*
Book by: October 20, 2015

BOOK YOUR ROOM ONLINE or by calling Reservations at 866.360.7395 and ask for the Live! 360 Room Block. The offer is subject to room availability, so make sure to book early.

Rooms at the Loews Royal Pacific Resort in the Visual Studio Live! Room Block also include complimentary in-room internet connectivity and use of The Gymnasium, fitness center.

* Rooms are subject to availability and applicable state, local and occupancy taxes.

Travel

AVIS RENT-A-CAR IS OFFERING 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, or go to the travel page at live360event.com to reserve online.

Discover Orlando and the Universal Orlando areas

Loews Royal Pacific Resort provides comfort and relaxation in an ideal location. Situated just a short walk or water taxi ride away from Universal's two amazing theme parks, Universal Studios Florida® and Universal's Islands of Adventure®, and Universal CityWalk®, this well-situated property makes visiting this sunny locale easy.

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/convention for more information on Universal Orlando® Resort.

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

30

Registration Packages

SIGN UP for the conference package that best meets your schedule and needs!

Register now at **live360events.com**

Live! 360 5-Day Conference Package

The Live! 360 5-Day Package is your five day all-access pass to every keynote, session, workshop and event November 16–20, 2015 for all five co-located conferences.	SUPER EARLY BIRD BY SEPTEMBER 16	EARLY BIRD BY OCTOBER 14	STANDARD AFTER OCTOBER 14
5-DAY PACKAGE INCLUDES: • All Sessions and Keynotes • Pre-conference workshops • Reception • Networking Events • Lunch (5 days) • Laptop Computer Bag • T-shirt with Completed Survey • Proceedings CD of all course notes and sample code	**$1,895** Save $400	**$1,995** Save $300	**$2,295**

Add the Hotel package to your Live! 360 5-Day Conference Package

The Live! 360 5-Day Hotel Package includes five nights at the Royal Pacific Resort (Room and tax only)—*available Sunday night (November 15) through Thursday night (November 19), departing Friday (November 20).*

Add 5-Day Hotel Package: $950

"HAVING MULTIPLE CONFERENCES IN ONE IS GREAT! I WAS ABLE TO ATTEND SESSIONS IN EACH CONFERENCE."

- Colin Webster, Medtronic

REGISTER NOW AT
SQLLIVE360.COM

LIVE! 360 TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

31

REGISTRATION PACKAGES (continued)

Live! 360 3-Day Conference Package

The Live! 360 3-Day Package is your three day all-access pass to every keynote, session and event November 17–19, 2015 for all five co-located conferences.

3-DAY PACKAGE INCLUDES:

- All Sessions and Keynotes
- Reception
- Networking Events
- Lunch (3 days)
- Laptop Computer Bag
- T-shirt with Completed Survey
- Proceedings CD of all course notes and sample code

SUPER EARLY BIRD BY SEPTEMBER 16	EARLY BIRD BY OCTOBER 14	STANDARD AFTER OCTOBER 14
$1,395	**$1,495**	**$1,795**
Save $400	Save $300	

Add the 3-Day Hotel package to your Live! 360 3-Day Conference Package

The Live! 360 3-Day Hotel Package includes four nights at the Royal Pacific Resort (Room and tax only)—*available Monday night (November 16) through Thursday night (November 19), departing Friday (November 20).*

Add 3-Day Hotel Package: $770

Workshop Pass (1 Day)

Live! 360 Orlando on either Monday, November 16 OR Friday, November 20, 2015 (lunch included).

STANDARD THROUGH NOVEMBER 16
$550

REGISTER NOW AT
SQLLIVE360.COM

LIVE! 360 — TECH EVENTS WITH PERSPECTIVE

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

November 16 – 20
ROYAL PACIFIC RESORT AT UNIVERSAL

Orlando 2015

32

REGISTRATION PACKAGES (continued)

GROUP DISCOUNTS are available for companies who bring 3 or more people.

For question or to register your group, please call 972.304.5380

Live! 360 5-Day Group Package

	EARLY BIRD BY OCTOBER 14	STANDARD AFTER OCTOBER 14
The Live! 360 5-Day Group Package is your five day all-access pass to every keynote, session and event November 16–20, 2015 for all five co-located conferences.	**$1,595**	**$1,695**

5-DAY PACKAGE INCLUDES:

- All Conference Sessions and Keynotes
- Pre-conference workshops
- Reception
- Networking Events
- Lunch (5 days)
- Laptop Computer Bag
- T-shirt with Completed Survey
- Proceedings CD of all course notes and sample code

Add the Hotel package to your Live! 360 5-Day Group Package

The Live! 360 5-Day Hotel Package includes five nights at the Royal Pacific Resort (Room and tax only)—*available Sunday night (November 15) through Thursday night (November 19), departing Friday (November 20).*

Add 5-Day Hotel Package: $950

"I LIKE THE TECH EVENT "WITH PERSPECTIVE" ASPECT OF THIS CONFERENCE. I FOUND IT VERY REFRESHING AND INNOVATIVE, AND APPRECIATED THE INTIMATE NATURE; LOTS OF AVAILABILITY TO SPEAK WITH SPEAKERS AND PRESENTERS."

- Pamela James, VVM - College of Medicine

REGISTER NOW AT
SQLLIVE360.COM

REGISTRATION PACKAGES (continued)

We love our Alumni and have special rates just for you!

Live! 360 Alumni 5-Day Conference Package

The Live! 360 5-Day Package is your five day all-access pass to every keynote, session, workshop and event November 16–20, 2015 for all five co-located conferences.

5-DAY PACKAGE INCLUDES:

- All Sessions and Keynotes
- Pre-conference workshops
- Reception
- Networking Events
- Lunch (5 days)
- Laptop Computer Bag
- T-shirt with Completed Survey
- Proceedings CD of all course notes and sample code

SUPER EARLY BIRD BY SEPTEMBER 16	EARLY BIRD BY OCTOBER 14	STANDARD AFTER OCTOBER 14
$1,595	**$1,695**	**$1,795**
Alumni Save $700	Alumni Save $600	

Add the Hotel package to your Alumni Live! 360 5-Day Conference Package

The Live! 360 5-Day Hotel Package includes five nights at the Royal Pacific Resort (Room and tax only)—*available Sunday night (November 15) through Thursday night (November 19), departing Friday (November 20).*

Add 5-Day Hotel Package: $950

Live! 360 Alumni 3-Day Package

The Live! 360 3-Day Package is your three day all-access pass to every keynote, session and event November 17-19, 2015 for all five co-located conferences.

STANDARD THROUGH NOVEMBER 16
$1,295

Add 3-Day Hotel Package to Alumni 3-Day Package: $770

(same conditions apply as Hotel package on p. 31)

REGISTER NOW AT
SQLLIVE360.COM