

# The CE Times

Dear friends of COMMON Europe ®

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**common**  
EUROPE



Common Europe had just held our annually congress (also called the CEC) – this year in Milano - May 22<sup>nd</sup> to 25<sup>th</sup>, where the Power community was together to get the latest information, networking and be educated for ensuring and developing their companies.

We are pleased to have more than 390 registrations and our exhibition had 25 vendors and supporters which made it huge and fully sold out. Common Europe is very happy which this renewed support for our core service, which we see as a new believe in our user community based on our new strategy, which is just unanimously decided and already under implementation.

Therefore we are looking forward to CEC 2012 in Vienna – with huge expectations as this will be our 50 years anniversary, which we surely will talk much more about in the months to come – but I will encourages you and a core partner of the Power community to spread the news.

Thanks for reading our newsletter and please let us know, what is on your mind for *your* user community in Europe – Common Europe - and as always you can follow us at our newly developed website.

**Jan Leth-Kjaer**

President  
Common Europe



## About the CEC 2011 – Milan/Italy

This year's CEC attracted 390 attendees. COMMON Europe being an umbrella user group, it was organized this year in Milan, Italy, South Europe, giving opportunity to local and surrounding area participants to attend without lodging costs. Italy was also chosen as it is also a Power i hotspot, after the US, with the second largest number of Power i (System i/ iSeries/AS/400) installations in the world.

The congress had a new form with a big mix of Italian and English language speakers and also offered simultaneous translations. The high quality agenda (see attachment), put together by an expert team (IBM Italy, IBM North America and COMMON Europe), offered the "Systems and Technology" and "Advanced Application Development and Database" streams with IBM and industry experts on Power system and IBM i. There was a full stream on "Lotus and Websphere" and a free stream on "Open Source Software" to target non System i participants. The stream on "Power Systems and IBM i for beginners" was also new for our annual congress. It was also free of charge to attract non IBM, non Power and non i customers.

Along with our COMMON Italy organizers, we had targeted the Business Partner community right from the beginning. There were 25 BPs and sponsors in the exhibition. A prime time BP round table showed how to cope up with the current economical crisis. The BPs could showcase their solutions in a full no charge stream of "Business Solutions".



Another highlight was the presence of 22 European students receiving full free participation. This is the 3<sup>rd</sup> year that COMMON Europe invites last year Bachelors or Masters degree students to the congress. Creating IBM Power and Power i awareness in the younger community that will just enter the professional market is the main aim of this offering. They receive an attendance certificate adding value to their curriculum vitae. Another first of this year's CEC was the COMMON Business Computing Associate certification exam for students and professionals.

IBM Italy also organized its popular annual DB2 for i Forum back to back with the CEC. It was a high level 2 day's theory and 1 day lab event where CEC participants received very attractive prices.

The social events included a Welcome Party on the eve of the congress, a Happy Hour and Meet the Experts on the first evening and a Gala Dinner with entertainment on a medieval farm on the second evening. A surprise feature of this evening was a karaoke from Steve Will, the Chief Architect of the IBM i that you can watch [here](#):

<http://www.youtube.com/user/commoneurope?feature=mhee#p/a/u/0/Z0oiQKLVoq4>

## About the CEC 2011 – Milan/Italy (cont.)

To sum up, COMMON Europe is on the way to reverse the trend of low attendance leading to a smaller program and smaller exhibition and go towards a virtuous cycle of a high value event with increasing attendance and more exhibitors. Our goal is to make it an annual "must attend" congress for the European and non European IBM Power and Power i community.

Some questions to the Event manager:

### **How have you developed CEC under your stewardship?**

We can already state – that our CEC in May – in Milano was huge – as you could also see from the agenda at [www.comeur.org](http://www.comeur.org). We are very proud of this new form – including many new streams, topics and enlarged exhibition. In addition we have added certification program and special students program, which will expand the scope of our audience and delegates.

### **You had CEC 2011 coming up in Milan in May. Why Italy this time?**

COMMON Europe being an umbrella organization, we try to privilege all the regions. Last year's CEC was in UK, in the north (the NE IOT for IBM) and this year it is in South, Italy (the SW IOT for IBM) giving opportunity to local and surrounding areas participants to attend without lodging costs.

### **Is Italy still a Power i hotspot and why?**

It is indeed a Power i hotspot as it has, after the US, the second largest number of Power i (System i/ iSeries/AS/400) installations in the world. This fact is for many reasons and one of them is historical. AS/400 was the first system dedicated to SMBs and could fast take a stronghold there. Its integrated nature helped the installations even without IT personnel where the only thing needed was to change the daily backup tape. Even today, customers are choosing it because of its performance, reliability, high availability and the solid roadmap. An additional reason is ACG, the local ERP package from IBM Italy. It was developed in the late eighties and early nineties and has helped to spread and maintain the Power i. (this paragraph with help from IBM Italy).

### **Ranga Desphande**

Vice President & Events Manager  
COMMON Europe



## COMMON Europe & IBM Innovation Award

### Go for prestige!



*The Crystal Award – IA 2011*

Since a few years already, COMMON Europe and IBM recognizes best practices for POWER Systems solutions, with the **“Innovation Award”**

Award winners exhibit excellence in utilizing new technologies to create significant business value by delivering new solutions faster, improving the quality and capability of existing solutions or improving the economics around solution implementation. New technologies deployed cover a wide variety such as virtualization, web-based solutions and services, open source solutions, the performance of POWER7, data analytics, or enhancing core business solutions.

Like every year, judges from IBM, COMMON NA and COMMON Europe choose the 2 most outstanding solutions, to find a winner and a runner up.

Both receive a free registration to the CEC and a certificate, as well as the winner receives a Crystal.

### **And the IA2011 winners are.....**

#### 1<sup>st</sup> Place:

HT BENDIX A/S is a Danish distributor of fittings and accessories for the furniture-, kitchen-, and wood industry. Our product program has more than 6.000 different article numbers among them handles, hinges, screws, castors, drawer extensions, table legs, wire articles, lighting and many more.



Webpage: <http://www.ht-bendix.dk>

#### ...and the solution:

'VMware ESX 4.0 on a IBM POWER environment using Integrated IBM X Servers - A Business Case'

A Virtualization / consolidation solution using existing IBM Power hardware with IBM i 7.1 combined with new IBM x-servers. Using a virtual storage space on IBM i 7.1 with iSCSI connected HBA adapters and IBM x-servers without HDD's, we were able to install VMware 4.0 ESX.



## COMMON Europe & IBM Innovation Award (cont.)

### The runner up:

Die Pober GmbH – This company creates individual software, educates and accompanies the customer over the whole lifecycle of the solution. “We are passionate about enabling customers to focus on their strengths, confident in the knowledge that their IT systems will reliably support them in their business pursuits. This is our focus since the beginning. A pool of experts with experience for years and actual IT-knowledge is available for you.”

Webpage: <http://www.diepober.at>

### ... with the solution:

TheCube - This tool allows to accumulate data from different systems on one database which can dynamically be analyzed and printed with excel in intranet. Data from various systems, external data and transforming components are gathered for the warehouse system located on a power system. Target for the customer is the knowledge of all figures to allow better operative or strategic decisions to reach the company goals. All conclusions enable our customer to improve the relationship to his customers and suppliers and also to minimize costs and risks and to enlarge the added value for the company.

Find also information in Steve Will's blog:

[http://ibmsystemsmag.blogs.com/you\\_and\\_i/2011/06/ht-bendix-as-innovation-with-ibm-i.html](http://ibmsystemsmag.blogs.com/you_and_i/2011/06/ht-bendix-as-innovation-with-ibm-i.html)

**Die Pober.**  
IT Consulting Group



## Top Concerns 2011



COMMON Europe carried its sixth global TOP CONCERNS survey. It is a strategic feature of COMMON Europe for revealing i community concerns and sharing them with members, IBM and its channel partners to seek best of the breed IT infrastructure and solutions and to set future conferences' agenda. It is a global, multilingual survey addressing the whole Power i community in Europe, Americas, Australasia and Africa as well as the worldwide IBM i clients through the web.

The 2010 survey with 573 participants showed that "Satisfy internal customers", "Data security is a business risk", "Ensure IT security and continuity" and "Keep my skills current" were the global Top priorities. They were followed by "Attract the younger generation to IBM i", "Fast application development" and "Ensure high availability".

This year's survey relates to security, application development, infrastructure issues and Cloud computing. There are demographic questions, an open space for writing a golden concern and questions on current economic and POWER / IBM i migration issues. It closed on 24 June with 524 participants. The preliminary results will be available during the first half of July.

For more information and to fill out your form, please go to [www.comeur.org](http://www.comeur.org)

Also for more information on Top Concerns:  
Project Leader - Ranga Deshpande, [ranga@comeur.org](mailto:ranga@comeur.org)

## Frank Soltis – Live on Stage – CE tour



During the BoD meeting May 2011 in Milano, the Board agreed to establish a new service for COMMON Europe, created by the Marketing Director, Christoph Cuscoleca.

A specialist tour "Live on stage", touring one leading person through the member countries as a special event for their members.

And how could we better start this service as with THE leading person in IBM i market – Dr. Frank Soltis.

For the first tour, as there was not much time to plan – already 5 countries showed their interest – so the tour plan for the "Frank Soltis – Live on Stage – CE tour" will have the following dates:

COMMON GB	Sept. 15 <sup>th</sup> 2011
COMMON Sweden	Sept. 19 <sup>th</sup> 2011
COMMON Netherlands	Sept. 21 <sup>st</sup> 2011
COMMON Switzerland	Sept. 22 <sup>nd</sup> 2011
COMMON Austria	Sept. 27 <sup>th</sup> 2011

The Topic of the session will be:

**"The Future of Business Computing"**

## CEC 2012 – The Golden Jubilee

Common Europe celebrates the 50th Common Europe Conference (CEC) next year!

The board of Common Europe decided to hold the jubilee conference 2012 in Vienna the capital of Austria. COMMON Austria is very happy and very proud to be the host of the COMMON Europe Conference 2012 (CEC2012). Alexander Schaefer, President of COMMON Austria says that it is a great honour for the small, but very active, user-group in Austria.

The team of COMMON Austria already started the work on the CEC2012. This CEC will be a very special one, because of the 50<sup>th</sup> jubilee of Common Conference. The City of Vienna is always a very nice place for conference and it is always a visit worth! Vienna is located in the center of Europe, has best infrastructure for travel and accommodation, high-quality Conference Center and a lot of historical places to visit. Last but not least the Austrian people are very friendly!

The CEC2012 will have a very extensive program with actual technical and also management topics to attract a lot of members! The exhibition will be very attractive for the participants.

COMMON Austria works together with COMMON Europe, IBM and the sponsors very hard to organize a very special event with a lot of highlights during the conference!

This will be the top event of COMMON Europe for the next 50years!

Don't miss it!

**Save the date: 9<sup>th</sup> – 12<sup>th</sup> June 2012 CEC in Vienna**

See you next year in Vienna

Alexander Schaefer

President COMMON Austria



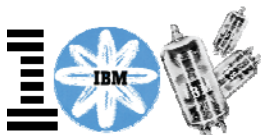
## Academic Initiative and YiP

For the 3rd time now, COMMON Europe invited POWER related Students from all over Europe to the COMMON Europe Congress. The students got free entry to the whole conference, as well as free housing for international students.

This time 25 students from member countries, 10 students from Italy plus 5 students from non member countries were invited.

Beside attending the regular sessions there was also a special AI program including a Round table with Frank Soltis plus a lab for taking the new designed COMMON Certification CBCA for free.

It was a special honour for the students that Frank Soltis agreed to be their proctor for the certification.



**Congratulations to IBM for the first 100 years!**

## Malcolm Haines at COMMON GB

### Back to the Future - Malcolm Haines

On the 12<sup>th</sup> May 2011, Common GB held their Spring event at IBM's offices in Warwick.

As usual, a top class agenda was compiled and the main guest presenter for the day was none other than renowned industry speaker **Malcolm Haines**.



Malcolm worked at IBM for many years in 8 different roles across two continents, starting off his career as an engineer in 1973. His most recognized contributions however have been in marketing and in 1993, as Head of IBM UK's AS/400 marketing team, he was responsible for the blanket coverage of London with colourful AS/400 adverts on buses, taxis and billboards. He has been hailed as a genius by many in the industry and one of the most creative people at IBM. After leaving IBM, he worked at a start-up business, Lazy Software, which invented a way of challenging Oracle's way of holding data and he now helps small companies sell their technology to small and medium businesses.

Because most of us are so busy "fire-fighting" and have little time to consider where technology is leading, Common GB invited Malcolm to gaze into his crystal ball and talk about emerging technologies that few people have heard of, and about the astonishing ways in which genuinely innovative companies run themselves.

It was Malcolm's first presentation in the UK for a number of years and his first ever presentation at a Common GB meeting. However he needed little introduction to the packed audience of around 60 delegates and received a warm welcome.



Using animated slides and in his usual laid back but very entertaining style, Malcolm began by explaining IBM's origins and the machines they made back then. This was very appropriate considering that 2011 is IBM's centenary year. He continued by highlighting some of the major technological achievements and milestones made in the IT industry through the years, right up to today's latest technology. He then focused the remainder of his presentation on new advances which might be just on the horizon and how they may be deployed in the commercial world. He also gave examples of some of the surprising sources of inspiration where these ideas originate from. After this event, members of the audience will certainly look more closely at some of the futuristic "gizmos" on show in movies as they may well be available in the shops quicker than you might imagine.

The only down side of the presentation was that Malcolm was only allocated an hour to give his presentation. However this has left the door open for him to return to a future Common GB event to conclude his wonderful presentation.

Whether you were from a managerial or technical background, this presentation gave everyone a small entertaining glimpse into the not too distant future of technology.

Colin Spofford, NiSUG – COMMON GB

## Membership of over 8.000 companies and professionals around Europe

### **Headquarter - Common Europe®**

Zugerstrasse 47  
CH-6330 Cham  
Switzerland  
Phone: +41 41 748 70 32  
Fax: +41 41 748 70 35  
E-Mail: [office@comeur.org](mailto:office@comeur.org)  
Reg. org. number: F8448 (Lux.)

Postal address:  
COMMON EUROPE  
Zugerstrasse 47  
P.O. Box 2223  
CH-6330 Cham 2  
Switzerland

Website: [www.comeur.org](http://www.comeur.org)

### **Core market values**

- Networking.
- Education.
- Experience-sharing.
- Savings & efficiencies.
- Influence.

CE Times is published by Common Europe® at non regular interval and serves as core communication to all partners of Common Europe® and a core source of information to the IBM Power community.

We invite everyone in relation to Common Europe® to contribute with information to be published in this newsletter.

### **Contact:**

Editor: Christoph Cuscoleca – Marketing Director.  
Email: [christoph@comeur.org](mailto:christoph@comeur.org)

