

MARCH 26-29, 2012 • MGM GRAND, LAS VEGAS

Join your colleagues from around the world  
as they celebrate the release  
of SQL Server 2012.



We are excited  
to host one of the  
SQL Server 2012  
launch events!

**2012 LAUNCH**

CONFERENCE AND EXPO

Microsoft & SQL Server

# TAKE THE JOURNEY INTO SQL SERVER 2012

AT ONE OF THE PREMIERE LAUNCH EVENTS HAPPENING  
DURING THE SQL SERVER 2012 LAUNCH SEASON

DAC  
Fx

SQL SERVER  
DATA TOOLS

WINDOWS  
8

SQL  
AZURE

DATA  
QUALITY  
SERVICES

COLUMNSTORE  
INDEXES

BI  
SEMANTIC  
MODEL

ALWAYSON

DBAs, DEVELOPERS,  
BI INFORMATION WORKERS,  
TDM/BDM, CIOs,  
AND IT MANAGERS  
**KEEP YOUR  
COMPETITIVE  
EDGE!**

## KEYNOTES



**SCOTT GUTHRIE**  
MICROSOFT  
CORPORATE  
VICE PRESIDENT,  
SERVER & TOOLS  
BUSINESS



**SHAWN BICE**  
MICROSOFT  
DIRECTOR  
OF PROGRAM  
MANAGEMENT  
OF THE DATABASE  
SYSTEMS GROUP



**STEVE FOX**  
MICROSOFT  
DIRECTOR,  
MICROSOFT  
CONSULTING  
SERVICES

STREAMINSIGHT

HIGH  
AVAILABILITY



**Kimberly  
L. Tripp**  
SQLSkills.com



**Paul S.  
Randal**  
SQLSkills.com



**Brad  
McGehee**  
Red Gate  
Software



**Michael  
Otey**  
Windows IT Pro  
& SQL Server  
Magazine

Check online for speaker bios and additional keynotes to be announced.

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Make CONNECTIONS the CONFERENCE you bring your whole team to this year!

For over 10 years, SQL Server Connections, SharePoint Connections and Microsoft have collaborated to bring you the premiere developer and IT events in our industry.

## Join your colleagues from around the world as they celebrate the release of SQL Server 2012.

Our March Connections conference is one of the premiere SQL Server 2012 launch events. We'll have almost twice as many SQL Server sessions. If your team members include SQL Server DBAs, SQL Server system architects, SQL Server technical decision makers, BI information workers or SQL/BI developers, you and your team should attend this conference.

Keep your competitive edge as Microsoft takes you inside of SQL Server 2012 and SharePoint. Only Microsoft and industry experts speak at Connections.

## Conference Highlights

- Celebrate ten years of INETA and Microsoft building our community
- Find new products and services in our partner expo hall
- Learn the strategies for building successful applications at keynotes, panels and technical sessions
- Train with 150+ Microsoft & industry experts
- Over 250 in-depth sessions
- Exciting networking party opportunities

**SharePoint** **BONUS:** Attend the co-located  
**CONNECTIONS** SharePoint Connections sessions  
at no additional charge.

A UNIQUE OPPORTUNITY TO GET YOUR TECHNOLOGY AND TRAINING  
FROM MICROSOFT AND INDUSTRY EXPERTS!

THANK YOU TO OUR SPONSORS



## SESSIONS PRESENTED BY TEAMS FROM MICROSOFT

**SMS07: BUILDING THE PERFECT BI SEMANTIC MODEL FOR CRESCENT**

**SMS01: DATABASE DEVELOPMENT WITH SQL SERVER DATA TOOLS (PROJECT JUNEAU)**

**SMS05: DEEP DIVE INTO THE NEW FEATURES OF POWERPIVOT IN SQL SERVER 2012**

**SMS04: STREAMINSIGHT: ADDING A REAL-TIME TOOL TO YOUR BELT**

**SMS08: INTRODUCING SQL SERVER 2012 DATA QUALITY SERVICES**

**SMS03: LEAVE THE 90S BEHIND: NEW WAYS TO DEVELOP, DEPLOY, UPGRADE AND MIGRATE YOUR DATABASE**

**SMS09: SQL SERVER 2012 ALWAYS ON SOLUTION OVERVIEW**

**SMS10: SQL SERVER 2012 DATABASE ENGINE IMPROVEMENTS FOR THE DBA**

**SMS11: SQL SERVER 2012 INTEGRATION SERVICES OVERVIEW**

**SMS12: UPGRADING TO SQL SERVER 2012**

**SMS02: WHAT'S NEW FOR APPLICATION DEVELOPERS IN SQL SERVER 2012 AND SQL AZURE**

**SMS06: WHAT'S NEW IN SQL SERVER 2012 REPORTING SERVICES**

Sessions will be added and updated that are currently under wraps. Check the website for final session titles, abstracts and speakers.

## KEYNOTE

**KEYNOTE: SQL SERVER 2012: THE CLOUD-READY INFORMATION PLATFORM**  
SHAWN BICE

## SQL SERVER TRACK

**SQL307: DEADLOCKING FOR MERE MORTALS**  
JONATHAN KEHAYIAS

While troubleshooting deadlocking in SQL Server has gotten easier in SQL Server 2005 and 2008, it continues to be a constant source of questions in the forums online. This session will look at the most common deadlocks asked about on the forums, and how to troubleshoot them using the various methods available to DBAs in SQL Server 2005 and 2008; including Trace Flags, SQL Trace, Event Notifications and Extended Events.

**SQL302: DMV EMERGENCY ROOM!**  
GLENN BERRY

If you have ever been responsible for a mission critical database, you have probably been faced with a high stress, emergency situation where a database issue is causing unacceptable application performance, resulting in angry users and hovering managers and executives. If this hasn't happened to you yet, thank your lucky stars, but start getting prepared for your time in the hot seat. This session will show you how to use DMV queries to quickly detect and diagnose the problem, starting at the server and instance level, and then progressing down to the database and object level. Based on the initial assessment of the problem, different

## SQL Server Sessions

types of DMV queries will help you narrow down and identify the problem. This session will show you how to assemble and use an emergency DMV toolkit that you can use to save the day the next time a sick database shows up on your watch in the database ER!

**SQL335: ENRICHING THE DESIGN OF A SQL SERVER 2008 R2 ANALYSIS SERVICES UDM**  
PETER MYERS

Join Peter Myers as he describes and demonstrates how to enrich the design of the Unified Dimensional Model (UDM) beyond the data itself. In the most basic way, the UDM combines the best aspects of traditional OLAP analysis and relational reporting. In doing so it presents a "single version of the truth" that can satisfy multidimensional analysis and relationship reporting. But that's just the tip of the iceberg! The UDM can also define server-side calculations, Key Performance Indicators (KPIs), actions, perspectives, and translations to provide a richer experience than just querying for results from a database. So beyond storing your data, the UDM can store information about how your data is represented and how it should be delivered and presented to the business user. This presentation is targeted at IT professionals with experience developing UDMs and equally for non-IT professionals interested to understand and evaluate the UDM.

## SQL Server Workshops

PRE-PRE-CONFERENCE WORKSHOPS  
**SUNDAY, MARCH 25, 2012 9AM - 4PM**

**SPR301: ADVANCED DIAGNOSTICS WITH SQL SERVER 2012 EXTENDED EVENTS**  
JONATHAN KEHAYIAS

**SPR202: THE FOUNDATIONS OF A HEALTHY SQL SERVER DATABASE**  
PAUL S. RANDAL & KIMBERLY L. TRIPP

PRE-CONFERENCE WORKSHOPS  
**MONDAY, MARCH 26, 2012 9AM - 4PM**

**SPR203: LEVERAGING SQL SERVER 2012 FEATURES AND TOOLS**  
KIMBERLY L. TRIPP & JONATHAN KEHAYIAS

**SPR304: AUTOMATE AND MANAGE SQL SERVER WITH POWERSHELL**  
ALLEN WHITE

**SPR305: ZERO TO BI WITH SQL SERVER 2012**  
PETER MYERS

POST-CONFERENCE WORKSHOP  
**FRIDAY, MARCH 30, 2012 9AM - 4PM**

**SPS201: VIRTUALIZATION AND STORAGE BASICS FOR DBAS**  
BRENT OZAR

**SPS202: OPTIMIZING PROCEDURAL CODE: UNDERSTANDING PLAN CACHE, PROCEDURAL CODE AND RECOMPILATION**  
KIMBERLY L. TRIPP

## SQL Server Sessions

### **SQL321: FILTERED INDEXES AND FILTERED STATISTICS: THE GOOD, THE BAD**

#### **AND THE UGLY**

**KIMBERLY L. TRIPP**

SQL Server 2008 introduced a new type of index/statistic that has some unbelievable power. However, it also has some troubles. In this session, I'll show you when, why and how to leverage this powerful feature on SQL Server 2008 and higher. And, I'll also show you where they're a bit problematic with regard to updates. I'll give you solutions you can use to eliminate the problems! I'll focus on SQL Server 2008 and higher and give some insight into any new features/changes that are available.

### **SQL218: FOLLOW THE RABBIT: WRAP-UP Q&A**

**KIMBERLY L. TRIPP**

**PAUL RANDAL**

Now a conference staple, Kimberly and Paul come loaded with slides and highlights from all of their sessions of the conference. If attendees don't ask questions, they'll start adding to the content discussed previously by diving deeper and tying in discussions they've had in breaks, after their sessions and with your questions. This is really YOUR time to ask questions! This session seems unfocused but is often not only informative but highly interactive and fun.

### **SQL303: HARDWARE 301: DIVING DEEPER INTO DATABASE HARDWARE**

**GLENN BERRY**

Making the right hardware selection decisions is extremely important for database scalability. Having properly sized and configured hardware can both increase application performance and reduce capital expenses dramatically. Unfortunately, there are so many different choices and options available when it comes to selecting hardware and storage subsystems, it is very easy to make bad choices based on outmoded conventional wisdom. This session will give you a framework for how to pick the right hardware and storage subsystem for your workload type. You will learn how to evaluate and compare key hardware components, such as processors, chipsets, and memory. You will also learn how to evaluate and compare different types of storage subsystems for differ-

ent database workload types. This session will give you the knowledge you need to make sure you get the best performance and scalability possible from your hardware budget!

### **SQL219: PERFORMANCE TUNING THROUGH INDEXING**

**KIMBERLY L. TRIPP**

Nonclustered indexes are the key to a server's overall health and performance, but how do you create them? Do you trust the tools to tell you which indexes to create? What do they tell you? And, are they always right? Moreover, why isn't SQL Server using a nonclustered index on a column that you have in the WHERE clause? Why does SQL Server choose one index (or one strategy) over another? How does all of this come together and how can you make the best of it? I'll start with a list of base table best practices but quickly move into how the optimizer chooses certain strategies as well as discuss how to get the most out of the tools. Finally, I'll end with demos that show how to best decide what types of indexes to create along with index consolidation best practices.

### **SQL226: SCALABLE APPLICATION DESIGN WITH SERVICE BROKER**

**ALLEN WHITE**

How your business applications interact with the corporate database directly can have a dramatic impact on how successful you are, and one of the biggest issues is performance with large databases. By designing the application to use asynchronous messaging for non-critical updates you can focus performance concerns to where the timeliness is critical. SQL Server Service Broker handles the asynchronous requests quickly and efficiently, and minimizes the conflicts with your critical updates. This session will walk you through the steps to get Service Broker up and running and providing a consistent delivery of your business data.

### **SQL301: SCALING SQL SERVER 2012**

**GLENN BERRY**

How can you scale SQL Server 2012? Scaling up is relatively easy (but can be expensive), while scaling out requires significant engineering time and effort. If you suggest hardware upgrades you may be accused of simply "throwing hardware at the problem," and if you try to scale out, you may be thwarted by a lack of development resources or 3rd-party software restrictions. As your database

server nears its load capacity, what can you do? This session gives you concrete, practical advice on how to deal with this situation. Starting with your present workload, configuration and hardware, we will explore how to find and alleviate bottlenecks, whether they are workload related, configuration related, or hardware related. Next, we will cover how you can decide whether you should scale up or scale out your data tier. Once that decision is made, you will learn how to scale up properly, with nearly zero down-time. If you decide to scale out, you will learn about practical, production-ready techniques such as vertical partitioning, horizontal partitioning, and data dependent routing. We will also cover how to use middle-tier caching and other application techniques to increase your overall scalability.

### **SQL320: STATISTICS: WHAT, WHY AND HOW THE OPTIMIZER USES THEM**

**KIMBERLY L. TRIPP**

Even if you have the right indexes that doesn't mean that SQL Server's going to use them. Regardless of whether we're talking about adhoc queries, prepared statements or stored procedures – every system has to have accurate statistics in order to function. In this session, I'll explain what statistics are, how they get created, why you might want to add more and how statistics are updated. We'll also look at and understand what is stored with statistics and why it might become out of date as well as how to keep it up to date. I'll focus on SQL Server 2008 and higher and give some insight into any new features/changes that are available.

### **SQL104: T-SQL: BAD HABITS TO KICK**

**AARON BERTRAND**

Bad habits: we all have them. SELECT \* is the obvious one; but in this session you will learn about various other habits and why they can be bad for performance or maintainability. Come learn how these habits develop, what kind of problems they can lead to, and how you can avoid them. Eliminating these habits will lead to more efficient code, a more productive work environment, and - in a lot of cases - both.

### **SQL313: TUNING T-SQL BY ANALYZING THE PROCEDURE CACHE**

**BRENT OZAR**

SQL Server stores tons of data about SQL statements and execution plans in memory, but unfortunately a lot of it is hard-to-query

XML. I've got the fix: we'll treat it like a BI project. We'll build an ETL process to get the data out, normalize it into a reporting structure, and then make smart tuning decisions based on the aggregated findings. You'll step off the boat armed with ready-to-go scripts to do consultant-style analysis right away.

**SQL322: VISUAL REPORT DESIGN: BRINGING SEXY BACK**  
**PAUL TURLEY**

Do your users have the same old, mundane table reports they've been using for decades? Stop living in the past and make your reports pop. Learn to use design patterns, best practices and visuals that pack more usable information into fewer, more usable reports. Use Reporting Services and other Microsoft BI tools to create dynamic, browse-able reports that answer important business questions at a glance and then let them explore the details to gain business insight and take action. Sure, Business Intelligence is all the rage but you don't have to invest in an entire BI platform to have fresh, usable reports. These design techniques apply to enterprise analytic solutions and smaller-scale operational reporting.

**SQL416: WAIT STATISTICS: AVOIDING "KNEE-JERK" PERFORMANCE TUNING**  
**PAUL RANDAL**

One of the first things you should check when investigating performance issues are wait statistics - because SQL Server has a good idea what the problem is. Unfortunately many people misinterpret what SQL Server is telling them and jump to conclusions about how to solve the problem - what Paul calls "knee-jerk performance tuning." In this detailed session, Paul will explain and demo many of the most common wait types and show you what they REALLY mean. After attending this session you'll be able to make proper use of this powerful performance tuning technique.

**PERFORMANCE**

**SQL230: INTRODUCTION TO SQL SERVER PERFORMANCE ENGINEERING**  
**THOMAS GROHSE**

This session will show you the techniques and methods a performance engineer will use to improve the performance of a SQL Server infrastructure. Learn how to create a synthetic workload that mimics your own and how to reproduce this workload over and

over again so that you can compare changes in your infrastructure or test environment using dynamic management views and performance counters.

**SQL332: TOP 10 QUERY OPTIMIZER TOPICS FOR BETTER PERFORMANCE**  
**BENJAMIN NEVAREZ**

This session will show you how a better understanding of how the Query Optimizer works can help you to improve the performance of your queries. I will show you the top 10 Query Optimizer topics that can give you the most benefit by focusing both on the concepts and practical solutions. The SQL Server Query Optimizer is a cost-based optimizer and its job is to analyze the possible execution plans for a query, estimate the cost of these plans and select the one with the lowest cost. So a better knowledge of how the Query Optimizer works can help both database developers and administrators get better performance from their databases. Several areas of the query processor will be covered including troubleshooting query performance problems and identifying what information the Query Optimizer needs to do a better job to the extreme cases where, because of its limitations, the Query Optimizer may not give you a good plan and you may need to take a different approach.

**REPORTING**

**SQL223: DATA VISUALIZATION CHOICES**  
**PAUL TURLEY**

PowerPivot, PowerPoint, PerformancePoint, Excel and Power View - geez, Louise! How do I choose among all the reporting options? Get the scoop behind Reporting Services, PowerPivot, Tabular Semantic Models, Report Builder, BIDS, SharePoint, PerformancePoint, Excel, Excel Services and the new Power View reporting tool. Which one should I choose and can they work together? What's the best choice now and later? Do I use data stored in a relational ODS, data warehouse, SSAS cubes or semantic model? We will distill all these choices to simple selection criteria and help to make sense of it all.

**SQL324: POWER VIEW AND POWERPIVOT: HIGH-OCTANE SELF-SERVICE REPORTING**  
**PAUL TURLEY**

The next-generation analytic, self-service reporting tools will knock your socks off! The Power View reporting experience in SQL Server 2012 and SharePoint 2010 takes user

**SQL Server Sessions**

reporting to the next level and makes data exploration fun without writing queries and code. Come see the impressive performance capabilities of BI Semantic Tabular models used with high-volume, enterprise data. Two great things that go great together!

**SECURITY**

**SQL231: SECURE YOUR WAY TO AN EASIER JOB**  
**MIKE WALSH**

Some may call it lazy, I call it efficient. Secure your environment, enforce standards and work fewer hours. In this session we'll talk about least privilege, group- and role-based security and learn to make the new fixed server roles in SQL Server 2012 work for us.

**SQL228: TRANSPARENT DATA ENCRYPTION INSIDE AND OUT IN SQL SERVER 2012**  
**BRADLEY BALL**

Security is a very important part of your job and in how data is utilized. We have many tools to make data more secure, and starting in SQL 2008 we were able to add Transparent Data Encryption to that list. Find out what it does and what it doesn't do, how it effects read-only filegroups, performance, compression (backup and row/page), what the X.509 encryption standard is and why you should be careful of what you store and where, and other advance features as well as some tips on how to manage it.

**POWERSHELL**

**SQL325: MAINTAIN SQL SERVER SYSTEM AND PERFORMANCE DATA WITH POWERSHELL**  
**ALLEN WHITE**

Maintaining a solid set of information about our servers and their performance is critical when issues arise, and often help us see a problem before it occurs. Building a baseline of performance metrics allows us to know when something is wrong and help us to track it down and fix the problem. This session will walk you through a series of PowerShell scripts you can schedule which will capture the most important data and a set of reports to show you how to use that data to keep your server running smoothly.

## SQL Server Sessions

### SQL427: MANAGE SQL SERVER 2012 ON WINDOWS SERVER CORE WITH POWERSHELL ALLEN WHITE

Windows Server 2008 introduced Server Core, the operating system without the Graphical User Interface. SQL Server 2012 is the first version of SQL Server to support Server Core. To gain the maximum efficiency from your servers you want to make use of Server Core and with PowerShell you can effectively manage SQL Server in that environment. This session will demonstrate how to manage SQL Server 2012 on Windows Server Core and provide scripts to help you perform the common tasks you need to perform on that platform.

### BUSINESS INTELLIGENCE AND SHAREPOINT

#### SQL334: CREATING SELF-SERVICE ANALYTIC BI APPLICATIONS WITH SHAREPOINT 2010 PETER MYERS

Join Peter Myers as he introduces how business users can be empowered to create self-service analytic applications by harnessing the power of SharePoint Server 2010. The session will include an introduction to the Chart and Status List Web Parts and the three SharePoint service applications: Excel Services, PerformancePoint Services and Visio Services. Numerous compelling demonstrations will explore how dashboards can be assembled using the Office productivity tools and designers, and SharePoint Web Part pages - and notably, without the need to produce any queries or code. This is truly a session that will appeal to business users and IT professionals alike looking to understand and evaluate SharePoint Server 2010 as a productive, self-service BI platform.

This session is targeted at IT professionals with an interest in data analysis and equally for non-IT professionals interested to understand and evaluate the self-service BI capabilities of SharePoint Server 2010. There is no requirement to have any experience with the SharePoint Server.

### TROUBLESHOOTING

#### SQL422: ADVANCED RECOVERY TECHNIQUES PAUL RANDAL

The best way to be able to recover from a disaster is to be prepared! This means you must have practiced some disaster-recovery

techniques before being asked to help a customer who is struggling. In this session, Paul will go beyond the simple corruption examples you've already seen and look at some of the less frequently seen issues and advanced techniques, including showing examples of when SQL Server's tools fail.

### SQL SERVER 2012

#### SQL333: DEVELOPING A TABULAR PROJECT BI SEMANTIC MODEL IN SQL SERVER 2012 ANALYSIS SERVICES PETER MYERS

Join Peter Myers as he presents the know-how required to develop and deploy a Tabular Project BI Semantic Model - a new data modeling approach made available to developers in SQL Server 2012 Analysis Services. SQL Server PowerPivot, first released with SQL Server 2008 R2, empowers business users to create their own tabular data models in Excel 2010. In this session you will learn how the features of PowerPivot have been enhanced to support the creation of more sophisticated data models, and that these and additional features are available to the developer to create and secure larger scale solutions. This session is targeted at IT professionals with an interest in data analysis and equally for non-IT professionals interested to understand and evaluate the new data modeling capabilities delivered in SQL Server 2012 Analysis Services. Those with a background in PowerPivot and/or developing Analysis Services Unified Dimensional Models will benefit from a comprehensive overview of the new data modeling capabilities, theory and discussion to understand when each modeling choice is appropriate. All theory and demonstrations will be based on the latest publicly available beta version of SQL Server 2012 which for Analysis Services is considered to be feature complete.

#### SQL208: DISTRIBUTED REPLAY IN SQL SERVER 2012 JONATHAN KEHAYIAS

Testing the impact of changes and upgrades for SQL Server has always been a complex problem for database administrators. This session will look at the Distributed Replay Utility in SQL Server 2012 and how it can be used to replay workloads to test changes to SQL Server in a scalable manner that exceeds the previous capabilities provided by SQL Server Profiler and the RML Utilities. Come

learn how to replay workloads using multiple systems to better simulate mission critical workloads in SQL Server 2012.

#### SQL215: MYTHBUSTERS 3: EVEN MORE MISCONCEPTIONS ABOUT SQL SERVER PAUL RANDAL

It's amazing how many myths and misconceptions have sprung up and persisted over the years about SQL Server - after 10 years helping people out on forums, newsgroups, and customer engagements, Paul's heard it all. Building on the success of the first two DBA Mythbusters sessions, Paul brings another 75 minutes of myth debunking of a third new set of myths and misconceptions in this fast-paced session on how SQL Server operates and should be managed and maintained. Come and see how many YOU get right!

#### SQL314: SAN FEATURES FOR SENIOR DBAS BRENT OZAR

SAN snapshots and SAN replication can be the DBA's best friend. They bring one-click disaster recovery options to antiquated SQL Server 2000 instances, and one-minute backup options to even the largest data warehouses. In this session, we'll cover how my clients have saved time, money, and manpower with these features. We'll briefly dig into the "how" using NetApp as an example SAN, and then cover the SQL Server management techniques that work regardless of the SAN vendor.

#### SQL212: SCALING SQL WITH SOLID STATE BRENT OZAR

SSD prices are coming down and adoption is going up. My clients have used them to solve all kinds of performance problems, and we've found some surprising results. In this session, I'll explain the internals of these fast drives and show the pros and cons of the various connection methods (SATA, PCI Express, SAN). Then we'll switch over to the SQL Server world to see how to tell when and where you need SSDs. You'll even get real-world before-and-after metrics to help make the case to management.

#### SQL206: SQL SERVER 2012 HIGH AVAILABILITY ENHANCEMENTS JONATHAN KEHAYIAS

SQL Server 2012 offers enhancements to the database engine that make it the most highly available version of SQL Server to date. This session will show you the new features used

to build highly available SQL Server 2012 database systems using Availability Groups and Failover Clustering enhancements to provide a very predictable failover configuration for your critical line of business systems.

**SQL329: WHAT? NO GUI? IMPLEMENTING SQL SERVER 2012 ON WINDOWS SERVER CORE**

**EDWIN SARMIENTO**

SQL Server DBAs have relied so much on graphical user interface (GUI) to administer and manage database servers. So, why take away the GUI? If you're more into using the command-line and PowerShell to manage your servers, come to this session to learn how to implement SQL Server 2012 on Windows Server Core.

**SQL104: WHAT'S NEW IN SQL SERVER 2012 – ENGINE AND TOOLS**

**AARON BERTRAND**

SQL Server 2012 delivers many highly anticipated features that some feel are long overdue. In this session you will get a first-hand look at many of these new features relating to the engine (contained databases, AlwaysOn, and T-SQL enhancements), client tools (Management Studio, Books Online, and "Juneau"), and changes to setup and system requirements. You'll also learn about some features that will not be present in SQL Server 2012, deprecated functionality that will stop working, and how to submit feedback to Microsoft about bugs and feature suggestions for current and future versions of SQL Server.

**SQL SERVER TDM TRACK**

**STDM201: KEY BENEFITS OF SQL SERVER 2012**

This session provides an overview of the most important new features in SQL Server 2012. You'll learn how these features add value to your business operations as well as seeing see how these features contribute to your ROI.

**STDM202: MAXIMIZING SQL SERVER 2012 AVAILABILITY**

This session covers the different availability features that are included in SQL Server 2012. You'll learn about all of the different SQL Server options and will learn which availability option is best suited for your own situation. You'll learn about failover clustering, database mirroring, log shipping, replication and the new AlwaysOn Availability Groups feature.

**STDM203: EVALUATING SQL SERVER FOR THE PUBLIC AND PRIVATE CLOUD**

SQL Server is typically thought of as a stand-alone server but SQL Server can also take part in both the public and the private cloud. This session explains the differences in the public and the private cloud and shows how you can incorporate SQL Server into the private cloud with VMM 2012. It will also discuss how you can use SQL Azure to give your applications global reach.

**STDM204: MAXIMIZING DEVELOPER PRODUCTIVITY WITH SQL SERVER DATA TOOLS**

The new SQL Server Data Tools revolutionize SQL Server database development. This session introduces the new SQL Server Data Tools. You'll see how SSDT can improve your developer productivity and application quality by enabling model-based database development and allowing developers to work with multiple project types using a single development environment.

**STDM205: EMPOWER YOUR USERS WITH SELF SERVICE BI AND DATA VISUALIZATION**

This session explains how self-service BI extends the reach of BI to users that might not normally have access to BI information. It will explain how PowerPivot for Excel can be managed by IT to enable collaboration and provide management for your important decision support spreadsheets. You'll also see how the new Power View feature can enable end-users to create their own graphical data driven reports and publish them to the web or the organization's SharePoint sites.

**STDM206: SQL SERVER 2012 LICENSING SCENARIOS**

This session introduces the new editions in SQL Server 2012 and it also discusses the new licensing changes. In addition, it explains how virtualization influences SQL Server in licensing. Different examples will be presented illustrating the licensing cost for multiple scenarios including small, medium and large businesses.

**SQLPANEL01: RUNNING MISSION CRITICAL APPLICATIONS ON SQL SERVER 2012**

In this panel, experts will field questions from the audience regarding using SQL Server as a relational database for mission critical applications. The panel will cover a range of topics including performance, scalability, security and availability.

**SQL Server Sessions**

**SQLPANEL02: BI: TURNING DATA INTO INFORMATION**

In this panel, experts will answer questions from the audience about using SQL Server Business Intelligence features. The panel will discuss topics ranging from Analysis Services and Reporting Services to PowerPivot and Power View.



**SQLSERVERCENTRAL.COM TRACK**

**SSQ107: AN ENCRYPTION PRIMER FOR SQL SERVER**

**STEVE JONES**

SQL Server has a number of encryption features that allow you to better secure your data. This session will examine the basics of encryption and cover the various ways in which you can encode and decode your data to protect it from unauthorized access. Cell level encryption, Transparent Data Encryption, and backup encryption will all be discussed. This session is designed for those who want to learn the basics of how to protect their data.

**SSQ104: COMMON BACKUP PROBLEMS AND HOW TO DEAL WITH THEM**

**GRANT FRITCHEY**

SQL Server backups can be burdensome to set up and maintain. All sorts of different problems can occur. This session targets the most common problems encountered while working with SQL Server backup and shows you how to identify these issues in your environment. In fact, I'll walk you through how to prevent these common issues from ever cropping up within your systems in the first place. Be prepared for information you can take back to the office and put to work right away making your system backups more reliable. With backups running correctly all the time, you'll be protecting your systems better, and feeling a lot less stress when it times to perform an emergency restore.

## SQL Server Sessions

### SSQ203: HOW TO CONFIGURE DATABASE OPTIONS FOR OPTIMAL PERFORMANCE BRAD MCGEEHEE

Each database has a collection of individual properties, many of which can have a significant effect on a database's behavior, performance and availability. Most of the time you want to leave these settings at their defaults, but there are some cases where you might need to make some changes. As the DBA, you should be familiar with all of the settings and what they do. In this session, we will explore every database setting, spending extra time on those settings that are most critical to SQL Server databases. In addition, you will be provided with a script you can use to identify your current database settings, which can be used to help you determine if your database settings are optimally set for your environment. This session is designed for all DBAs who still have yet to master the specifics of database configuration settings.

### SSQ202: HOW TO DEFRAGMENT INDEXES FOR PEAK PERFORMANCE BRAD MCGEEHEE

Over time, as indexes experience INSERTS, UPDATES, and DELETES, a normal process called index fragmentation typically occurs in OLTP databases. Index fragmentation takes two forms. First, it can cause gaps on data pages that waste disk and data cache space. Second, it can scatter pages throughout the database as the logical and physical order of the pages get out of synch. Added together, both of these can result in heavy index fragmentation which can reduce query performance. In this session you will learn the best ways to identify and correct index fragmentation. This includes learning how to identify which indexes need defragmentation using `sys.dm_db_index_physical_stats`, how to determine if rebuilding or reorganizing indexes is the best approach, and how to create index defragmentation jobs. The session will include many demos to show how fragmentation occurs, how to detect it, and how to remove it. This session is designed for all DBAs who still have yet to master the fundamentals of index defragmentation.

### SSQ205: TOP TIPS FOR WRITING BETTER T-SQL STORED PROCEDURES GRANT FRITCHEY

T-SQL provides many different ways to accomplish the same task, and as you might expect, some ways are better than others. In this session, you will learn specific techniques, that if followed, will make you a better T-SQL developer. The session is jam-packed with practical examples and is designed for administrators and developers who want to bring their T-SQL skills to the next level. In fact, you will be able to immediately implement these tips in your current projects once you get back to your office.

### SSQ101: HOW TO MONITOR YOUR SQL SERVER FOR PERFORMANCE AND HIGH AVAILABILITY BRAD MCGEEHEE

Is your phone ringing off the hook at the first sign of SQL Server performance or availability problems? Let's hope not. As a proactive DBA, it is your job to regularly and thoroughly monitor your servers. In some cases, close monitoring can help you detect small problems before they become big problems. In cases outside of your control, you will want to be notified immediately of the problem so you can take quick action to resolve it. In this session, you will learn what aspects of your SQL Servers you should monitor and how best to monitor them. In fact, you will be presented with a checklist that you can follow to help ensure that you are monitoring the right things in the most efficient manner. This session is designed for novice or accidental DBAs who are still learning how to best administer their SQL Server instances.

### SSQ208: HOW TO TAKE ADVANTAGE OF CONTAINED DATABASES IN SQL SERVER 2012 STEVE JONES

One of the problems with databases in SQL Server is the dependency of the database on various parts of the host instance. In SQL Server 2012 there is an enhancement to the database format that allows for partial containment of your database, and will make the movement, migration, and management of the databases much simpler. This session, which includes many demos, introduces the new database structure and explains how it can be used in your environment.

### SSQ209: HOW TO MANAGE UNSTRUCTURED SQL SERVER DATA STEVE JONES

More and more of our data does not fit neatly into a structured, relational model of rows and columns of data. In this session, you will learn about how SQL Server stores unstructured data, with a special emphasis on how to use Filestream, which integrates SQL Server with the NTFS file system by storing varbinary(max) binary large object data as files stored within the file system. You will also learn about the new SQL Server 2012 filetable feature, which builds on Filestream and provides the ability to read, write, and update Filestream objects directly through the file system. This session is designed for DBAs and developers who need to learn how to manage large quantities of unstructured data.

### SSQ206: T-SQL DEPLOYMENT AND CONTINUOUS INTEGRATION BEST PRACTICES GRANT FRITCHEY

While most T-SQL developers focus on writing quality T-SQL code and efficient queries, what they often forget is how it should best be deployed. This includes deployment of new applications, as well as upgrades and bug fixes. In this session, you will learn many best practices involving the principles of continuous integration, such as maintaining a code repository, automating builds, self-testing, auditing, automated deployment, and much more. This session is designed for both DBA administrators and developers who want to optimize their T-SQL deployment process.

## PANNELS AND Q&A SESSIONS

### SQLPANEL01: RUNNING MISSION CRITICAL APPLICATIONS ON SQL SERVER 2012 MODERATOR: MICHAEL OTEY

### SQLPANEL02: BI: TURNING DATA INTO INFORMATION MODERATOR: MICHAEL OTEY

**CHECK ONLINE FOR ABSTRACTS AND SPEAKERS AS THEY ARE ADDED.**

## SharePoint Sessions

### SESSIONS PRESENTED BY TEAMS FROM MICROSOFT

**HMS02: BE A NO-CODE JUNKIE: EASY-TO-BUILD SOLUTIONS FOR SHAREPOINT**

**HMS06: GETTING BEYOND THE SANDBOX RESTRICTION: DEVELOPING CLOUD-BASED SOLUTION FOR OFFICE 365**

**HMS01: GETTING STARTED WITH JQUERY AND SHAREPOINT**

**HMS03: GETTING STARTED WITH SHAREPOINT ONLINE DEVELOPMENT**

**HMS04: IMPRESS YOUR BOSS WITH GREAT, NO-CODE BUSINESS INTELLIGENCE SOLUTIONS FOR SHAREPOINT**

**HMS05: OVERVIEW OF SQL SERVER 2012 AND SHAREPOINT INTEGRATION: TAKING YOUR BUSINESS INTELLIGENCE TO THE NEXT LEVEL**

**HMS08: SHAREPOINT AND WINDOWS AZURE FOR THE DEVELOPER**

**HMS07: SHAREPOINT AND WINDOWS AZURE FOR THE IT PRO**

Sessions will be added and updated that are currently under wraps. Check the website for final session titles, abstracts and speakers.

### SHAREPOINT ADMINISTRATION

**HAD206: BUILDING A SHAREPOINT 2010 EXTRANET**  
**MICHAEL NOEL**

Organizations planning for Extranet access to SharePoint 2010 or faced with providing access to an intranet from multiple internal authentication platforms often find it challenging to properly architect SharePoint for extranets, to isolate content, and to manage identities across disparate systems. The complexity involved in understanding how to isolate content from a security perspective but still provide for a collaborative space for end users is complex, and if not done correctly can lead to security breaches and confusion. This session focuses on understanding the various extranet models for SharePoint 2010 and providing real-world guidance on how to implement them. Covered are extranet content models and extranet authentication options, including claims-based authentication and also cover-

ing advanced options using tools such as Microsoft's Forefront Identity Manager (FIM) 2010 to centralize identity management to SharePoint 2010 farms, allowing for better control, automatic account provisioning, and synchronization of profile information across multiple SharePoint authentication providers.

- Review Extranet design options with SharePoint 2010
- Understand the need for identity management across SharePoint farms
- Examine real-world deployment guidance and architecture for SharePoint environments using multiple authentication providers

**HAD305: END TO END SECURITY FOR SHAREPOINT FARMS**  
**MICHAEL NOEL**

One of the biggest advantage of using SharePoint as a Document Management and collaboration environment is that a robust security and permissions structure is built into the application itself. Authenticating and authorizing users is a fairly straightforward task, and administration of security permissions is simplified. Too often, however, security for SharePoint stops there, and organizations don't pay enough attention to all of the other considerations that are part of a SharePoint security stack, and more often than not don't properly build them into a deployment. This includes such diverse categories including Edge, Transport, Infrastructure, Data, and Rights Management Security; all areas that are often neglected but are nonetheless extremely important. This session discusses the entire stack of Security within SharePoint, from best practices around managing permissions and ACLs to comply with Role Based Access Control, to techniques to secure inbound access to externally-facing SharePoint sites. The session is designed to be comprehensive, and includes all major security topics in SharePoint and a discussion of various real-world designs that are built to be secure.

- Understand how to use native technologies to secure all layers of a SharePoint environment, including Data, Transport, Infrastructure, Edge, and Rights Management.
- Examine tools and technologies that

can help secure SharePoint, including AD Rights Management Services, Forefront Unified Access Gateway, SQL Transparent Data Encryption, and more.

- Understand a Role-Based Access Control (RBAC) permissions model and how it can be used to gain better control over authorization and access control to SharePoint files and data.

**HAD308: HEAVY METAL POWERPIVOT**  
**JASON HIMMELSTEIN**  
**CORNELIUS J. VAN DYK**

PowerPivot is the shiny new toy in the SharePoint toolbox, but installing and configuring this powerful new addition can be a daunting task. This session will help you navigate through the pitfalls and traps to a successful implementation. We'll show you the best practice for configuration and discuss some implementation choices and the reasoning behind them. When it's all said and done, you'll see some flashy examples of PowerPivot in action.

**HAD309: PAIN FREE SHAREPOINT UPGRADES AND PATCHING**  
**JASON HIMMELSTEIN**  
**CORNELIUS J. VAN DYK**

In the modern SharePoint environment, administrators and developers are all too aware of the perpetual cycle of updates and service packs. SharePoint has a bi-monthly upgrade cycle known as the Cumulative Updates or CUs for short. Unfortunately, as every battle scarred admin can attest, there is NO undo functionality with these patches. Unlike Exchange, SharePoint patches and updates cannot be uninstalled which means if the patch didn't work, or worse yet, broke something in your environment, you're in for a world of hurt.

Having lived through such experiences multiple times, we've developed a method that takes the pain out of the SharePoint upgrade process. Come and let us share our battle-tested approach to upgrading your farm without the pain, hassle and most importantly, without the risk that is usually associated with SharePoint upgrades.

## SharePoint Sessions

### **HAD202: SHAREPOINT GOVERNANCE, PART I: BUSINESS, PEOPLE AND PROCESS** **DAN HOLME**

SharePoint Governance is a buzzword, but why? Governance itself is not new. SharePoint, however, is a platform for delivering business solutions. As such, SharePoint shines a spotlight on everything that's good and bad about your business processes, project management, change management, information management policies, and IT service delivery. SharePoint forces organizations to realize that governance—from the business strategic to the technical level and everywhere in between—is critical.

In this comprehensive discussion of business and service governance, SharePoint MVP Dan Holme brings together elements of respected management, project and development frameworks, informed by his experience with and lessons learned from enterprises around the world. Dan identifies the critical factors for successful governance, including vision, roles & responsibilities, accountability, measurability, process, and iteration. You come away with messages you can use to understand and communicate the role of SharePoint to your organization, an invaluable framework with which to translate requirements to design, guidance for avoiding requirement gathering spin-cycles, and an understanding of the strategic, cultural and procedural components of a successful SharePoint implementation.

### **HAD303: SHAREPOINT GOVERNANCE, PART II: ARCHITECTING SHAREPOINT FOR SCALABILITY AND ENFORCEABLE GOVERNANCE** **DAN HOLME**

You've read the white papers, you've "Binged" governance. But how, exactly, do you design a SharePoint implementation that allows you to enforce your governance policies for IT assurance, information management, and information architecture? What is the relationship between architecture and governance? How can you ensure that your architecture will scale with the growing and changing needs of your business without becoming unmanageable? In this session, SharePoint MVP and governance thought leader Dan Holme explores the technical side

of governance, and shares the secrets for creating a logical and physical SharePoint architecture that effectively supports the information and service management requirements of your governance plan. You will learn how to enforce your governance policies with the optimal model of SharePoint farms, Web applications, site collections, and other components. You will gain a deeper understanding of the intricacies and challenges of designing the logical and physical structure of SharePoint. And you will take away practical, blueprint-like guidance to what a governable SharePoint model might look like in your enterprise.

### **HAD207: SHAREPOINT LOGGING & DEBUGGING: THE TROUBLESHOOTER'S BEST FRIEND**

**JASON HIMMELSTEIN**  
**CORNELIUS J. VAN DYK**

Troubleshooting and debugging issues in Enterprise SharePoint farms is a daunting task at best. SharePoint 2010 provides the tools to tackle the task, but not the roadmap. Come and join us as we lift the veil on the new and exciting features in SharePoint 2010, providing the roadmap to save you a ton of time every time you troubleshoot or debug an issue in SharePoint. Reclaim your evenings and weekends once and for all by taming the SharePoint debugging beast!

### **HAD304: USING SQL SERVER 2012 DATABASE MIRRORING FOR SHAREPOINT CONTENT DATABASES** **MICHAEL NOEL**

SQL Server 2012, known previously as code-name "Denali" includes some major improvements in Database mirroring concepts, allowing for up to four copies of SharePoint databases to be created on local or remote SQL Servers. In addition, SQL Server 2012 allows for those copies to be a mixture of both synchronous and asynchronous replicas, allowing for SharePoint administrators to utilize both high availability and remote disaster recovery at the same time. These incredibly powerful features allow SharePoint architects the ability to have unprecedented flexibility in designing a disaster recovery plan for SharePoint. This session focuses on a discussion of the changes in SQL Server 2012 Database mirroring and how they can be used to build more redundancy into a

SharePoint environment. Covered are functional implementations steps and best practices for implementation, as well as any caveats associated with the process.

- Understand the new Database mirroring options with SQL Server 2012, including advanced multi-copy synchronous and asynchronous models
- Examine Best Practice architecture and detailed design options for SharePoint databases with SQL Server 2012
- Gain prescriptive advice on the specific steps required to enable database mirroring for SharePoint databases with SQL Server 2012

### **HAD201: WISH I'D HAVE KNOWN THAT SOONER: SHAREPOINT INSANITY DEMYSTIFIED**

**DAN HOLME**

After years of helping organizations around the world to deploy and implement SharePoint, Dan Holme has found that there are certain pain points that almost everyone encounters. Some are confusing concepts. Some are bad decisions driven by Microsoft's UI and documentation. Some are due to unnecessarily complex terminology. And some because there are things that SharePoint should do, but can't. In this session, Dan will share the most common and problematic scenarios, and their solutions, with the goal of saving you pain, time, and money. Think of this session as "Lessons Learned," "Best Practices," or "From the Field" on steroids. Whether you're new to SharePoint or a seasoned veteran, in this grab-bag session there will be treasures for you! Among the topics in this session: Remote BLOB Store, managed accounts, claims-based authentication, alternate access mappings, and application pools.

## **SHAREPOINT DEVELOPMENT**

### **HADV311: BUILDING CUSTOM APPLICATIONS (MASHUPS) ON THE SHAREPOINT PLATFORM**

**TODD BAGINSKI**

Custom applications that combine components from several different systems, services, and data sources are more commonplace in today's world than ever before. And they are usually the most fun to build! This session shows how to combine Business

## SharePoint Sessions

Connectivity Services, the SharePoint client object model, SharePoint Search, Silverlight, Bing Maps, Twitter, the Digital Assets Library (Images & Videos), SharePoint list data, and even SharePoint's new rating functionality to create a "mashup" application that provides a wide variety of functionality. You will learn how to combine all of these components to create eye-catching applications built on the SharePoint framework.

### **HDV307: CORE SHAREPOINT LIST DEVELOPMENT** **WOUTER VAN VUGT**

The SharePoint List is a remarkable piece of technology. Using its multi-layered design you can easily define interesting new ways for people to interact with data. Given its pervasiveness there are many different ways you can trick out a list for users, IT pros and developers. This session is all about using Visual Studio to provide impressive new views and business-driven forms using out-of-the-box technology. Meaning, no InfoPath or other forms designers, but pure C&C (Code and CAML, the breakfast of champs) to provide the most tuned integration into your user's world. You will leave this session able to create the very best LOB integrated forms using rich dynamic pickers without the need for BCS. You will also be able to enhance views to a degree you didn't think possible using the example of a Bing maps integrated list view Web Part. Complete with Fluent Ribbon support. All in all, SharePoint Lists will never be a boring topic for you again.

### **HDV310: CREATING INTERNET FACING WEBSITES WITH SHAREPOINT 2010** **TODD BAGINSKI**

This session will demonstrate how to create compelling Internet facing websites with SharePoint 2010. In this session, you will learn how to use the web content management capabilities SharePoint provides, as well as custom components built on the SharePoint framework, to create unique user interface and navigation components. You will also learn how to optimize page load performance, enable anonymous users to rate content in your websites, and fine tune your sites for maximum search engine optimization. This session will showcase techniques used on the official Microsoft SharePoint, Visio, and Lync marketing websites.

### **HDV308: ENTERPRISE DEVELOPMENT WITH SHAREPOINT** **WOUTER VAN VUGT**

One of the many mistakes for a new SharePoint developer to make is misunderstanding the common deployment scopes for projects. Apart from the apparent need for sharing code because of this site collection deployment scope, commonly sound software design principles also move you towards sharing code versus copying it (hopefully). The difficulty then becomes how to facilitate this code sharing. Code sharing is not easy. It creates headaches related to versioning, building your products, installation, and upgrades without breaking stuff. Basically, in this session we will show you how to share code the right way. Based on real-world examples, this session will show you how to structure projects, how to build them and how to keep developers happy with useful new tools and scripts.

### **HDV312: GETTING STARTED WITH BCS DEVELOPMENT** **TODD BAGINSKI**

In this session, developers will learn what Business Connectivity Services (BCS) is, why they would want to use it to build line-of-business applications, and the common components that make up a BCS solution. This session shows how to use External Content Types, External Lists, Associations, Business Data Web Parts, .NET Assembly Connectors, and SharePoint Search integration to create line-of-business application functionality with the BCS. This session also demonstrates how to brand user interface components and shows how all of the BCS and SharePoint APIs may be used to build custom user interfaces that integrate with the BCS.

### **HDV306: MAXIMIZING THE BENEFITS OF IN-PLACE RECORDS MANAGEMENT** **JOHN HOLLIDAY**

SharePoint 2010's In-Place records management features offer users great flexibility to declare records wherever they are without having to move or copy them to a separate Records Center site, but these features can create headaches for IT when it comes to managing record storage. It can also be problematic for professional records managers who need finer control over record classification, security and e-discovery. In

this session, we'll explore ways to extend the out-of-the-box records management architecture to build custom in-place records management solutions that are extensible and fully scalable.

### **HDV309: REAL WORLD SANDBOXED SOLUTIONS** **WOUTER VAN VUGT**

You've been hearing about the various ways that the SharePoint Solution Sandbox limits your ability to develop software. Things like lacking support for the SPGridView, no SPWebPartManager and hey, you can't create Web Part connections either. That is not the full sandboxed picture. Come learn the many ways in which the SharePoint Solution Sandbox enables you to build software capable of reaching the masses. Explore interesting ways to build multi-page wizard-like forms. Learn how to build rich master-detail views using connected Web Parts. Find ways to handle sending emails with grace. And best of all, provide the infrastructure for timer-based operations similar to the SharePoint timer jobs. When this session is over, you will have the tools necessary to build the sandboxed software your client wants.

## **SHAREPOINT NO-CODE SOLUTIONS**

### **HNC301: DATA VISUALIZATION MADE SIMPLE** **PAUL J. SWIDER**

One key factor driving the self-service BI market is the growing volume and complexity of data. As a result, enterprises will adopt new interactive reporting tools designed to put more data analytics capabilities into the hands of business users. In this session you will learn what self-service reporting tools are available in SharePoint and how they can be used to create business solutions.

### **HNC302: BUSINESS PROCESS MANAGEMENT USING CONTENT TYPES, INFOPATH AND WORKFLOW** **PAUL J. SWIDER**

Organizations tend to have many business processes. Discovering and automating business processes can be useful to organizations for a number of reasons including better overall process management and maintenance.

## SharePoint Sessions

nance. In this session you will learn how to extend the content type, InfoPath and workflow features of SharePoint to automate real-world business processes.

### **HNC303: DOCUMENT MANAGEMENT SOLUTIONS**

**PAUL J. SWIDER**

Do you know how to fully leverage the rich set of tools SharePoint provides for building document management solutions? Lists, Web Parts and Features can be used to extend the functionality and create customized document management solutions. In addition, SharePoint 2010 introduces the Managed Metadata store as the enterprise tool for managing taxonomy. In this session you will learn how to add rich document management functionality to your SharePoint sites using the managed metadata service and document management Features.

### **HNC304: SHAREPOINT IN THE CLOUD: NO-CODE SOLUTIONS FOR SHAREPOINT ONLINE**

**CRAIG YELICK**

What can you accomplish when it's not your server and you can't write code? Despite being in the cloud, individuals or Site Managers still have ample opportunities to develop solutions involving lists and workflows. In this session you can learn how, in just a few minutes, you can start from nothing and have a SharePoint site collection up and running in a Microsoft datacenter, for just a couple of bucks per user per month. Even if you do in fact control your own server, being able to develop, deploy and test no-code solutions is a great skill to master.

### **SHAREPOINT DEVELOPMENT / IT PRO**

#### **HDV305: RECORD CLASSIFICATION, ROUTING AND GROUPING STRATEGIES** **JOHN HOLLIDAY**

Like it or not, manually setting up a Records Center to process records requires a lot of steps. Wouldn't it be easier to use a PowerShell script? Even with a script, there are lots of ways to slice and dice your file plan to get the configuration just right. In this session, we'll explore the ins and outs of Records Center configuration using a variety of tools (including PowerShell) to setup content types, retention formulas and routing rules correctly.

#### **SEARCH**

#### **HDV304: LEVERAGING SHAREPOINT SEARCH FOR RECORDS MANAGEMENT** **JOHN HOLLIDAY**

Search applications are all the rage nowadays, and they are particularly useful when designing records management solutions. Whether enabling records managers to quickly find and declare records, or providing litigation support and e-discovery tools, SharePoint search technologies offer a powerful platform for enhancing the records management user experience. In this session, you'll learn how to integrate the out-of-the-box search components with the full range of records management capabilities provided by the SharePoint platform.

#### **FUNDAMENTALS OF SHAREPOINT DEVELOPMENT**

#### **HDV203: CUBES, SCORECARDS, CHARTS, AND DASHBOARDS START TO FINISH IN SHAREPOINT 2010** **SCOT HILLIER**

SharePoint has many powerful business intelligence features that help display and analyze data. However, SharePoint assumes that all of the data storage structures are created already. In this introductory session, we'll examine business intelligence from start to finish. We'll go over the basics of data warehouse design and cube creation. Then we'll use that data to create beautiful dashboards in SharePoint. Attendees will leave the session with a good understanding of the process for creating the artifacts found in a BI solution.

#### **HDV202: DATA ACCESS START TO FINISH IN SHAREPOINT 2010**

**SCOT HILLIER**

SharePoint has many different sources of data that you can access in your solutions. These sources include list data, document libraries, databases, and Web services. In this introductory session, we'll take a tour of all the different available data sources and show how to perform basic CRUD operations against them. Along the way, attendees will learn the basics of server-side data access, client-side data access, and Business Connectivity Services. Attendees will exit with a good overview of the various data sources and data access techniques.

#### **HDV201: PAGES AND NAVIGATION START TO FINISH IN SHAREPOINT 2010**

**SCOT HILLIER**

SharePoint is built on top of ASP.NET, which means it makes use of the ASP.NET page model when processing. In this introductory session, we'll examine and explain the ASP.NET page model and then leverage it to understand how to create custom pages and navigation systems. Along the way, we'll learn a little bit about branding SharePoint sites. Attendees will exit the session with a good overview of how page processing and navigation are handled in SharePoint sites.

#### **SHAREPOINT ONLINE**

#### **HSO201: LIGHTNING STRIKES - MOVING GROUND TO CLOUD WITH OFFICE 365 AND SHAREPOINT ONLINE** **CHRIS MCNULTY**

Microsoft's cloud-based version of SharePoint 2010, Office 365, can present a challenge to traditional SharePoint implementers. In this session, we'll review the major strategic pros and cons in moving to the cloud. Office 365 simplifies infrastructure planning but also constrains traditional solution techniques used for on-premises SharePoint. In this session, we'll review:

- Overview, capabilities and weaknesses of Office 365
- Planning and techniques for content migration
- Development best practices for Office 365
- How to administer a cloud solution

Afterwards, you'll have a roadmap for what to do in cloud, how to get there, and what NOT to do.

**CSP12: IN THE CLOUD: INFORMATION ARCHITECTURE MATTERS**  
**JASON BATCHELOR**

Clouds are everywhere, everyone sees them, and eventually most people will be using them - but can you retain their cost savings? "Outsourcing" to the cloud makes financial sense, but just because you are moving your technical architecture to the cloud does not remove the liability placed upon the organization to have a thoughtful Information Architecture in place. In this session we will go over key design considerations that must be made when developing a cloud-based Information Architecture.

**CSP13: SHAREPOINT ONLINE: DATA AND APPLICATION INTEGRATION STRATEGIES**  
**CRAIG YELICK**

Every organization has important transactional data, like customers, sales, accounting, manufacturing and so on, that can't be migrated to SharePoint. Each of these data sources is served by a line of business application that probably knows nothing about SharePoint. Attend this session to discover the many options you have for integrating data and applications with SharePoint Online. You'll be pleasantly surprised to find that being "in the cloud" doesn't mean isolation

and separation. With varying degrees of effort, SharePoint Online can be integrated with your existing data sources and applications.

**CSP15: HYBRID SHAREPOINT ENVIRONMENTS: KEEPING YOUR FEET ON THE GROUND WHILE BEING IN A CLOUD**  
**JASON BATCHELOR**

Hybrid environments are a reality, often driven by technology and business drivers, but what about the Information Architecture, is it business driven? If not, it should be. Utilizing a hybrid environment might make sense for your organization, both technically and financially. However, information fragmentation is a realistic problem that if not planned for appropriately will turn the "black" to "red". In this session we will review real-world examples that have proven successful in hybrid environments with design considerations towards eventually moving completely into the cloud.

**SharePoint Sessions**

**SHAREPOINT WORKSHOPS**

**THE PRICE TO ATTEND A WORKSHOP IS AN ADDITIONAL \$399. YOUR WORKSHOP FEE INCLUDES LUNCH.**

**MONDAY, MARCH 26, 2012**

**CPR203: BUILDING SOLUTIONS FOR SHAREPOINT ONLINE**  
**RANDY WILLIAMS**

**HPR01: INTRODUCTION TO SHAREPOINT DEVELOPMENT**  
**ROBERT BOGUE**  
**ERIC SHUPPS**

**HPR02: REAL WORLD INFORMATION ARCHITECTURE, ECM AND GOVERNANCE: DISCOVER, PLAN, DESIGN, AND DEPLOY**  
**BEN CURRY**

**FRIDAY, MARCH 30, 2012**

**HPS01: PROFESSIONAL SHAREPOINT DEVELOPMENT**  
**ROBERT BOGUE**  
**ERIC SHUPPS**

**HPS02: SHAREPOINT DISASTER AVOIDANCE FOR LARGE SCALE ENTERPRISES**  
**JASON HIMMELSTEIN**  
**CORNELIUS J. VAN DYK**

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**Aaron Bertrand**  
SQL Sentry, Inc.



**Robert Bogue**  
Thor Projects



**Ben Curry**  
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**Grant Fritchey**  
Red Gate Software



**Thomas Grohser**



**Scot Hillier**  
Scot Hillier Technical Solutions, LLC



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1-3 registrants	\$1,595 per person
Additional registrants after the 3rd (4th, 5th, 6th...)	\$1,395 per person (\$200 off each)

**Notes & Policies:** The Conference Producers reserve the right to cancel the conference by refunding the registration fee. Producers can substitute speakers and topics and cancel sessions without notice or obligation. Updates will be posted on our Web site at [www.DevConnections.com](http://www.DevConnections.com). Tape recording, photography is not allowed at any session. Conference producers will be taking candid pictures of events and reserve the right to reproduce. By attending this conference you agree to this policy. You may transfer this registration to a colleague by notifying us before the start of the event. Please inform us if you have any special needs or dietary restrictions when you register. The conference registration includes the following subscriptions. This is not an additional expense and subtraction from prices listed is not permissible. Visual Studio Connections and ASP & Silverlight Conference registration includes a one-year (12 issues) digital subscription to *DevProConnections* for Visual Studio Conference and ASP & Silverlight conference attendees only. Current subscribers will have an additional 12-months added to their subscription. Subscriptions outside of the United States will be served in digital; \$12.50 of the funds will be allocated toward a subscription to *DevProConnections* (\$34.99 value). SQL Server Conference registration includes a one-year (12 issues) digital subscription to *SQL Server Pro* for SQL Server Conference attendees only. Current subscribers will have an additional 12-months added to their subscription. Subscriptions outside of the United States will be served in digital; \$12.50 of the funds will be allocated toward a subscription to *SQL Server Pro* (\$49.95 value).

**Registration & Cancellation Policy:** Registrations are not confirmed until payment is received. Cancellations before February 24th, 2012 must be received in writing and will be refunded minus a \$100 processing fee. After February 24th, 2012 cancellations and no shows are liable for full registration; it can be transferred to the next Conference within 12 months or to another person. Microsoft, Microsoft .NET, ASP.NET, Visual Studio.NET, Microsoft SQL Server, Exchange and Windows are either trademarks or registered trademarks of Microsoft Corporation. All other trademarks are property of their owners.

# Join us!

## MGM Grand, Las Vegas

The MGM Grand is undergoing a \$200,000,000 room transformation and DevConnections attendees are the first to see it. If you are one of the first 1,500 to register for DevConnections and make your hotel reservation through our conference, you'll get one of the gorgeous renovated rooms.

Choose from over 30 restaurants at the MGM Grand, shows, the casino, the Grand Pool, the Grand Spa and Fitness Center, plus all that Las Vegas offers is just a short walk or cab ride or hop on the monorail to travel to some of the highest rated restaurants and best shows in the world. As you walk around the iconic MGM Grand, you're right in the heart of what's happening on the Las Vegas Strip.

The special conference rate will be honored starting two days before the start of conference through two days after the end of the conference, based upon availability. Space is limited so reserve your room early by calling the conference hotline at 800-438-6720 or 203-400-6121. All reservations must be guaranteed with a major credit card to confirm room.

**ATTIRE**

The recommended dress for the conference is casual and comfortable. Please bring along a sweater or jacket, as the ballrooms can get cool with the hotel's air conditioning.

**Sponsorship/exhibit information** For sponsorship information, contact Rod Dunlap 480-917-3527 or [rod@devconnections.com](mailto:rod@devconnections.com) See Web site for more details: [www.SQLConnections.com](http://www.SQLConnections.com)

