

# Speech 1 Transcript: The DB2 on Campus Program

## Slide 1: Cover

Welcome to the speech, the DB2 on Campus Program. This is the first speech in the DB2 on Campus series. My name is Raul Chong and I am the DB2 on Campus Program Manager. The audience I'm expecting for this presentation is students and teachers; of course, everybody else is welcome.

## Slide 2: Agenda

The agenda for today is a brief introduction; then I'll talk about the IBM Academic Initiative; then I'll move on to the DB2 on Campus Program, which is the main section of this presentation. And then I'll provide more details about the different speeches and courses that are part of the DB2 on Campus lecture series. Finally, there's a small section on how to contact us.

## Slide 3: Agenda (Introduction)

So let's start with the introduction.

## Slide 4: Average salaries per year in US dollars

For the introduction, I'd like to show this chart. This chart shows the average salaries per year in US dollars. For five of the main data servers in the market today, as you can see, DB2 and SQL Server are the ones that pay the most, with 77,000 US dollars per year. Of course, SQL Server is from Microsoft; therefore, it's only supported on the Windows platform. On the other hand, DB2 is supported on Linux, UNIX, and Windows and we also have DB2 for z/OS, which is DB2 on the mainframe or system z. And we also have DB2 for i5/OS, which is what we used to call the AS/400. So as you can see, you have a larger market if you learn DB2.

Now, you may also wonder why DB2 pays more than Oracle, my SQL, and postgre SQL according to this source indeed.com. Well, one explanation to this, in my opinion, would be that DB2 is one of the top data servers in the market today. However, many end-users don't know about this for one reason or another and, therefore, many students, or many end-users, are not becoming skilled on DB2. And therefore, if I was an employer, and I'm looking for someone skilled in DB2, and I cannot find that person, I will have to pay a premium for the person that I can find with DB2 skills. So that's one explanation why DB2 may be paying more than the other data servers. Another thing that is interesting here is as you will see from my next speech, speech number 2, DB2 has very new and exciting technologies, especially in the area of XML, and DB2 is fairly easy to learn. So in summary, what we have here is that DB2 is very robust software, it's one of the top data servers in the market today, it pays the most, and it's very easy to learn. So this really gives you a very good opportunity to start learning about DB2 and learning the new technology and making good money.

## Slide 5: Agenda

Moving on to the next section, it's called the IBM Academic Initiative.

### **Slide 6: IBM Academic Initiative for Information Management**

The IBM Academic Initiative is a program from IBM where IBM and universities sign an agreement, and IBM will be providing these universities with free software, free classroom material, free certification preparation material, and all of these will be done as long as the universities use this material and software for research or for teaching purposes. If you want to learn more about the IBM Academic Initiative, you can go to [www.ibm.com/university/data](http://www.ibm.com/university/data).

### **Slide 7: Agenda**

Let's move on now to the next portion of this presentation which is the DB2 on Campus Program.

### **Slide 8: DB2 on Campus Program (1)**

What is the DB2 on Campus Program?

### **Slide 9: DB2 on Campus Program (2)**

Well this program consists of visiting the universities around the world and delivering the speeches and courses. So the first speech is called "The role of DB2 in Web 2.0 and in the IOD world". It's a speech that has a technical section, as well as a motivational section, basically trying to encourage the students to learn more about DB2.

Then on the 2nd row of this chart, we provide, or you can see the different courses that we provide. The course on the right-hand side, DB2 DBA and Developer Workshop is a two-day workshop with exercises and the material for this workshop is actually the same as the other courses, but is in more detail, and the same material as well is used, or was used for the development of the DB2 Express-C book that you see on the 3rd line on the left side. The DB2 Express-C book is titled *Getting started with DB2 Express-C*. It's a free online book and you can download it from [ibm.com/db2/express](http://ibm.com/db2/express). It comes with exercises and it's a very good way to start learning about DB2 if you don't know anything about DB2.

As well, as part of this program we have developed an exam called the DB2 on Campus exam. This exam, if you pass it, will grant you a DB2 on Campus completion confirmation. It's basically a document that confirms that you went through the program and you finished it. And then on the right side, we have some e-learning courses, which are basically the different courses that are part of this DB2 on Campus lecture series, and you are listening to the first speech of the e-learning courses part. Let me emphasize again that all of this is free for you.

### **Slide 10: Local Replication of DB2 on Campus Program**

Moving on to the next slide, we have, as part of the DB2 on Campus Program, a concept called a DB2 Student Ambassador. What is a DB2 Student Ambassador? A Student Ambassador is basically a volunteer from a university who is willing to replicate the speeches and the courses for a minimum period of six months. If you want, you can do it for a longer period, but the minimum period is six months. Again, as I said before, this is

a volunteer program, however, all the activities a student performs while being a Student Ambassador can be highlighted on the IBM DB2 on Campus Web site. Moreover, in the student's resume, he can include all the things the student did for the program. So, for example, if the student was able to replicate the first speech to another 300 students, or if the student was able to teach DB2 to another 200 students, he can add that to his resume. I believe that's very good for the student because once he starts looking for a job he can show this information to his future employer and provide evidence that he has DB2 skills, database skills, and also XML skills, because DB2 also provides very good support on XML. And beside technical skills, he can also prove to the future employer that he has marketing skills because he was able to attract students to these speeches. He has presentation skills, of course, because he will be replicating these speeches and courses and he has very good communication skills as well. So it's a good program for the student to differentiate himself or herself from other students.

**Slide 11: How can I become a DB2 Student Ambassador?**

If you're interested in becoming a DB2 Student Ambassador, feel free to send me a note to [db2univ@ca.ibm.com](mailto:db2univ@ca.ibm.com) and then I will reply to you with more details.

**Slide 12: Join the DB2 on Campus group on facebook.com!**

Now as part of the program, the DB2 on Campus Program, in order to keep in touch with many of the students worldwide, I've created the DB2 on Campus group on facebook.com. For those who don't know, facebook.com is the social network; it's similar to MySpace but it's very popular in university communities.

**Slide 13: Steps to join the DB2 on Campus group in facebook.com**

To join facebook.com you can follow the steps that are mentioned in this slide in facebook.com.

**Slide 14: Looking for volunteers! Projects posted in Facebook.com**

As well, I've posted several projects where I'm looking for volunteers. So for example, I have 3 systems that I'm looking for volunteers for development in any programming language, which could be Java, C, PHP, Ruby on Rails, etc., etc. The projects are:

- The online exam system
- The open-source online test generator system
- The open-source DB2 competition system

If you are interested in contributing to these projects, again, please send me a note to [db2univ@ca.ibm.com](mailto:db2univ@ca.ibm.com) or send me a note through facebook.com.

**Slide 15: DB2 on Campus Program – Results YTD**

This chart just shows you the results of the program year-to-date. It shows the number of students I was able to reach since June 2006 when this program started. So in Brazil I was able to reach 1500 students, Argentina 800 students, China 3000 students, and so on and so on. So the program has been fairly successful thus far.

### **Slide 16: Agenda**

Moving on to the next section of this presentation, we're going to talk about the DB2 on Campus lecture series or the part of the e-learning courses that I mentioned before.

### **Slide 17: The DB2 on Campus Lecture series (1)**

So there are 3 speeches as part of this lecture series. Speech number one is the one you are currently listening to. Speech number two is a technical speech, but is a basic speech that explains the role of DB2 in Web 2.0 and in the Information on Demand world. Speech number three is not a technical speech; it's a speech mainly for students and it explains how they can take advantage of DB2 to advance in their careers. So the title of this speech is "Your opportunity--Ten steps to career success" and I tried to use my own experience to help students to take advantage of these things that I went through so that they could advance in their careers. In terms of e-learning courses, there are 10 courses for database administration and these are all presentations that are not very long. So we will cover from installation all the way to maintenance.

### **Slide 18: The DB2 on Campus Lecture series (2)**

We also have on the next slide some elearning courses for application development and these are six courses from concurrency and locking to Java, Ruby on Rails, and PHP. Again, these are very short courses and they are not complicated. They are basic courses for people who don't know anything about DB2. And finally, we also have one very short e-learning course on troubleshooting tips. So when you finish these courses, you will have a solid basic knowledge on DB2, which will allow you to learn more about DB2 on your own.

### **Slide 19: Agenda**

Let's move on to the last section of the presentation, which is how to contact us.

### **Slide 20: Contact us**

If you need to send an e-mail with topics related to the DB2 on Campus Program, you can send a note to [db2univ@ca.ibm.com](mailto:db2univ@ca.ibm.com). If you want to take a look at the videos and podcasts, you can take a look at [channelDB2.com](http://channelDB2.com) and for blogs, we have [planetDB2.com](http://planetDB2.com). If you need to contact me, you can send me a note at [db2univ@ca.ibm.com](mailto:db2univ@ca.ibm.com) but I would prefer if you send me an e-mail through [facebook.com](http://facebook.com). On the next slide, I show you the one web site that you need to remember, which is [www.ibm.com/db2/express](http://www.ibm.com/db2/express).

### **Slide 21: The DB2 Express-C Web site**

This is basically the main, or the home page of DB2 Express-C and it is the only web site that you really need to remember. From here you can download free software, including DB2 Express-C but also you can download IBM Data Studio, the DB2 drivers, the DB2 clients, and so on. From here you can also download the free book, which is called *Getting started with DB2 Express-C*. You can also have access to the DB2 Express-C forum, which is the place where you can post questions or help other people from the community with DB2 questions. It's a free forum and you can also get more information about DB2 on Campus Program by clicking on the Students tab.

**Slide 22: In Summary...**

So in summary, there was a brief introduction about DB2. It's one of the top data servers in the market today with, you know, very good salary. I talked about the IBM Academic Initiative, I talked about the DB2 on Campus Program, I explained in detail the different e-learning courses as part of the DB2 on Campus lecture series, and I also talked about how to contact us.

**Slide 23: Thank you! What's Next?**

So I thank you very much for listening to this presentation and as to what will be next, it will be checking out Speech number 2 of this lecture series, which is called "The role of DB2 in Web 2.0 and Information on the Demand World." Again thank you very much for listening to the speech, bye-bye.