

U2 University 2009 - Boosting your bottom line

Join us for U2 University, a conference that addresses the real world challenges you face:

Regulatory: Learn techniques for complying with key standards (FIPS 140-2, PCI DSS, etc)

Security: Protect your customers and your business with U2 encryption and SSL/SSH

Competitive: Modernize your application's look and feel, up to and including live video feeds, web services and custom-styled forms using XAML, SBXA, and .NET

Administrative: Understand file tuning, performance, and system processes to diagnose system problems quickly, effectively, and inexpensively

Real ROI on your conference fee investment!

	Standard Cost	U2U Conference Price	Your Savings	
1/2 Day Tutorial Sessions	300.00	199.00	101.00	
Certification Prep Classes	unavailable	included		
Unlimited Certification Exams <i>5 U2-specific topics and up to 30 other IT topics)</i> <i>Free re-takes only at U2U</i>	400.00	free!	400.00	2 tests
	200.00	free!	200.00	1 retake
Three-Day Education Event	1,800.00	875.00	925.00	early bird price
	2,700.00	1,074.00	1,626.00	

40% Savings!

Note: Savings based on early-bird signup and an average of 2 certification exams and 1 retake (you can take many more of both if they apply). Non-early birds add \$100 to cost.

Find everything you need in one jam-packed event

Over 45 unique sessions on the latest U2 products and features – 30 Brand-new!

Learn about the new U2 database and tools features and how they can reduce costs or increase opportunities. Expand your technical knowledge and practical skills so you can expand the functionality of your U2 application.

Deep technical skill building

U2U is the premier U2 technical event for IT executives, managers, professionals, DBAs, developers and business partners. With over 45 unique information-packed sessions running in 3 simultaneous tracks, you'll want to bring your colleagues in order to take full advantage of the breadth of content.

Hands-on labs – New for 2009!

Take the opportunity to learn by doing in a lab setting.

A wealth of networking opportunities

Speakers include leading developers, architects and specialists dedicated to providing technical training. Talk with U2 product experts and management. Establish new technical contacts, and share experiences with your fellow professionals.

Complimentary certification exams – a \$200 value per exam

Take advantage of our no-charge U2 certification with your paid conference fee. Take one or more exams.

On-site support kiosk – New for 2009!

- Meet the people behind U2 Support in person
- Learn how to get the most out of U2 Support and the Support website
- Understand the benefits of the U2 Premium Support offering

Long-term Savings for Your Business

Reduce costs and improve revenues with our new product features

The better you understand our products' new and upcoming features, the better you are at using them to reduce costs and enhance revenues. Our Product Roadmap sessions introduce you to what's new, what's in plan, and help you get the most out of U2 University.

Understand key standards to reduce compliance costs, avoid penalties, reduce or eliminate business stoppages, or eliminate the need for 3rd party solutions

Depending on your business, compliance standards can seriously affect the bottom line. We help you to understand some of the key standards (FIPS 140-2, PCI DSS, etc), how they might affect your business, and how U2 functionality can address them.

Modernize your application's look and feel to increase sales

Wow your prospects and increase sales by modernizing your application's look and feel, up to and including live video feeds, web services and custom-styled forms. We'll present customer case studies to highlight real-world results using XMAL, SBXA, and .NET.

Add new functionality to your application at very low cost

Learn how to integrate with Windows software and with devices like credit card readers, bar code scanners, and more.

Diagnose system problems quickly and inexpensively

Understand file tuning, performance, and system processes to diagnose system problems quickly, effectively, and inexpensively.