

# Smarter Analytics Live 2013

Canberra

Time	Session			
9.00 - 9.15	<b>Welcome</b>			
9.15 - 10.00	<b>IBM® Keynote – Big Data, Real Solutions, Big Impact</b> <i>Graham Kittle, Practice Leader, Strategy and Transformation, Australia &amp; New Zealand</i>			
	<b>Insight in Action for IT Professionals</b>	<b>Analytics for Effective Citizen Services</b>	<b>The Business of Government</b>	<b>Roundtable and Breakout Sessions</b>
10.00 - 10.45	Delivering Trusted Information for Big Data and Business Analytics	Harness the Power of Big Data for Citizen Services	Client Case Study: <b>Australian Trade Commission</b>	Big Data and analytics for threat and fraud prevention
10.45 - 11.10	<b>Morning Tea</b>			
11.10 - 11.50	Targeting the Investigation	Client Case study	Big Data Analytics: Finding Opportunity in Chaos	Citizen Service Delivery Optimisation
11.50 - 12.30	The Real World Use of Big Data	Client Case Study	A Roadmap to the Future: The Six Stages of Social Media Analysis Maturity	Cyber: Harnessing Big Data to combat the ever-changing nature of cyber attacks
12.30 - 1.30	<b>Lunch</b>			
1.30 - 14.10	Visualisation Tools to Make Analytics Consumable	Analytics in the Cloud: Accelerate Your Time to Value	Client Case Study	How Watson helps Governments answer big questions with Big Data.
14.10 - 14.30	<b>Thank you and close</b> <b>Afternoon Tea &amp; networking</b>			

*Please note agenda is subject to change  
Current as at 27 September 2013*



## Keynote Sessions

9.15am – 10.00am

### IBM® Keynote – Big Data, Real Solutions, Big Impact

“Big data” is a frequently heard buzzword...is it really new? There is real value to be found in the application of big data however, the associated hype can cause anxiety and even skepticism for some IT and business executives trying to decipher fact from chatter.

For those organisations wise enough to capitalise on big data, this abundance of information offers a major opportunity to gain competitive advantage. Big data and the powerful analytics solutions now being used to analyse it are fundamentally changing the way organisations manage their daily operations, where they direct new investments and even how they are structured.

This keynote will give you a real-world perspective on big data, and will explore:

- How Smarter Analytics can transform big data into big results
- The role of legacy Information Management systems in big data
- Integrating analytic insights from big data into day-to-day operations
- The advantages of being an analytics driven organisation
- Inhibitors to success given the veracity of today's data
- Data latency and timely access to your big data
- The strengthening partnership between CIO and CMO and the impact

*Graham Kittle, Practice Leader, Strategy and Transformation, IBM Australia & New Zealand*



# Breakout Streams

10:00am – 10:45am

## Insight in Action for IT Professionals

### Delivering Trusted Information for Big Data and Business Analytics

Government leaders' confidence in data is decreasing as the volume, variety and velocity of information increases. Chief among their concerns is trustworthiness and whether their data are adequately protected. Today, one in three business and government leaders do not trust the information available to support decisions. Many organisations use analytics on big data to find breakthrough insights, but big data increases the risk of basing decisions on unreliable information. For governments to gain confidence in information to act upon it, data must be trusted and protected. Learn how leaders are leveraging integrated IBM Cognos® and InfoSphere® software to ensure they're armed with reliable, accurate information, to confidently filter through huge volumes of data (from multiple sources) to gain insights & to help formulate and evaluate policy,

*Jill MacMurchy and Chris Day, Data Integration and Data Quality Specialists, IBM*

## Analytics for effective citizen services

### Harness the Power of Big Data for Improved Citizen Services

Everyday, we create 2.5 quintillion bytes of data—so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: from sensors used to gather climate information, posts to social media sites, digital pictures and videos posted online, transaction records of online purchases, and from cell phone GPS signals to name a few. This data is big data. Big data is more than a challenge; it is an opportunity to find insight in new and emerging types of data, to filter through huge volumes of data (from multiple sources) to gain insights & to help formulate and evaluate policy. Until now, there was no practical way to harvest this opportunity. In this session learn how IBM's platform for big data opens the door to a world of possibilities, giving government organisations a solution that is designed specifically with the needs of citizens in mind.

*Michael Kearney, Worldwide Big Data Executive, IBM*

## The Business of Government

### Client Case Study: Australian Trade Commission

See how the Australian Trade Commission (Austrade) has transformed its TM1 implementation over 18 months to reflect significant changes in the organisations objectives and operating structure. Demands for quality information by senior management and an increasingly complicated operating environment spanning an international network of over 50 countries and 90 locations, has seen Austrade implement a solution for integrating planning, reporting and analysis across all aspects of its enabling business. See how Austrade overcame source system issues, disparate data sources and working with a diverse range of cultural backgrounds to implement a Management Information System that includes a comprehensive workforce planning solution and capital budgeting model with high levels of data matching and automation. Along the way, Austrade will discuss the lessons learnt, particularly through stakeholder engagement and the project methodologies of 'rapid prototyping' and 'agile development' that have led to adoption of TM1 throughout the business.

*Greg Freeman, Manager, Financial Planning & Analysis and Helen Bellato, Budget and Reporting Systems Controllers Finance Division - Australian Trade Commission*

## Roundtable and Breakout Session

### Big Data and analytics for threat and fraud prevention

Fraud, waste and error continues to cause major productivity lags and cost overruns in all areas of government – and they continue to grow as the number and type of transactions expand. In addition national security and public safety organisations need to understand how to better predict and prevent threat and crime, as well as enforce border security. Join this roundtable to discuss how big data and analytics can help agencies attack these issues in a consolidated way.



## Breakout Streams

11:10am – 11.50pm

### Insight in Action for IT Professionals

#### Targeting the Investigation

Whether you work in Law Enforcement, Tax, Customs, Immigration, Intelligence, Human Services or Finance carrying out an investigation into an individual or an organisation is a complex and protracted exercise. The activities surrounding an investigation involves data collation, complex analysis and the investigative skills to conclude on a desired outcome. In conducting investigations, an organisation needs to ensure their teams' actions comply with standard operating procedures and regulations, meet agreed service levels, produce the required intelligence assets and audit trails of all their actions for evidentiary purposes. In this session you can learn how IBM Intelligent Investigation Management can enhance your organisation's investigative capabilities through forensic analysis of structured and unstructured information; and structure and automate your investigation processes with case collaboration management and investigation governance.

*Mark Ploszay Global Defence, National Security and Law Enforcement Specialist and Adrian Barfield, Senior Consultant, IBM*

### Analytics for effective citizen services

#### Client case study

### The Business of Government

#### Big Data Analytics: Finding Opportunity in Chaos

This session delves into the world of big data analytics, focusing on where to start and what to analyse. We look at how government organisations and agencies can start to gain insight from data they already own and have access to, whether this be enterprise transaction data or machine generated data like systems log files. Big data doesn't need to be overly complex and we will give example of how you can get started now!

*Chris Howard, Big Data Architect, IBM*

### Roundtable and Breakout Session

#### Citizen Service Delivery Optimisation

Agencies at all levels of Australian Government are under pressure to do more with less. Improving government program outcomes with less resources can be achieved through the effective use of data to better understand individual citizen needs and pro-actively engage with citizens in an optimised way. By analysing data from client interactions, external data, and leveraging social media, service delivery and citizen satisfaction can be improved whilst at the same time increasing staff productivity. Join this roundtable to find out how agencies can use big data analytics to improve citizen service delivery.



## Breakout Streams

11.50– 12.30pm

### Insight in Action for IT Professionals

#### The Real World Use of Big Data

Big Data" is more than just dealing with "lots of data". It represents an information management challenge beyond traditional solutions, and delivering outcomes in an effective and responsive time frame. When dealing with the volumes and varieties of content now available, turning information into insight requires a new level of capability. Decision makers are asking "how fast is the answer returned" as well as "how accurate is this answer?". IBM is unique in delivering a Big Data platform that is governable and consumable for analytics at rest and in motion. In this session we will look at the IBM Big Data platform, how it hangs together, and explore some practical use cases that are already delivering results to our clients.

*Timothy Brown and Aruna Kolluru, Big Data Specialists, Information Management, IBM*

### Analytics for effective citizen services

#### Client Case Study

### The Business of Government

#### A Roadmap to the Future: The Six Stages of Social Media Analysis Maturity

While social media itself is a recognised channel, social analytics is an emerging specialisation. This session proposes a social analytics maturity process that government organisations go through and share how a few organisations are being successful on this journey.

*Dev Mookerjee, Senior Consultant - Business Analytics and Global Technical Ambassador, IBM*

### Roundtable and Breakout Session

#### Cyber: Harnessing Big Data to combat the ever-changing nature of cyber attacks

There were 1250 "known" cyber attacks against Australian government systems in the year to September 2012, according to the Defence Signals Directorate. While all government organisations have some type of cybersecurity and operations technology, the analysis it produces often isn't adequate for today's threats. Big data analytics can greatly improve on traditional cybersecurity technology by helping organisations integrate large and growing repositories of at-rest security meta-data. Consider the concept of correlating this security meta-data from a range of user stores, networks, applications and databases with streaming data coming off the wire. The benefit you obtain, is real-time predictive analysis that can help predict future attacks, along with when and where they may happen.



## Breakout Streams

1.30pm – 2.10pm

### Insight in Action for IT Professionals

#### Visualisation Tools to Make Analytics Consumable

Real-time data. Social data. Big data. The world produces more than 2.5 exabytes of data every day. Visualisation is key to unlocking insight and discovering answers from the overwhelming data available to us. With visualisation, we can easily spot the patterns in data, such as trends, gaps and outliers. This session will provide a glimpse into the visualisation technology, expertise and community assets IBM provides to help you visualise your data and discover answers. From intelligent discovery capabilities, such as Smart Metadata and Smart Visualisation that guide users to meaningful insights to the IBM Rapidly Adaptive Visualisation Engine and Many Eyes visualisation community to help the business easily and quickly grasp insights, you'll enable your entire organization to discover new insight into your business faster.

*James Rowntree, Client Technical Manager, IBM*

### Analytics for effective citizen services

#### Analytics in the Cloud: Accelerate Your Time to Value

Your analytics infrastructure is already up and running. This session will look at the IBM predictive and social analytics platforms that are available to you NOW.

*Karen Hardie, Senior Technical Sales Consultant, IBM Business Analytics*

### The Business of Government

#### Client Case Study

### Roundtable and Breakout Session

#### How Watson helps answer big questions with Big Data

IBM Watson Engagement Advisor helps agencies know their citizens better based on their past history, engage them wherever, whenever, and however they choose and empower them at the point of action. As a result, they can drive better decisions and faster outcomes through personalised, contextual and evidence-based interactions Watson has demonstrated that even the most complex analytics challenges can be successfully overcome. So, perhaps the most important question is "How can you put Watson to work?" Join this roundtable to discover the possibilities.

