

# Smarter Analytics Live 2013

Wellington

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, IBM Australia &amp; New Zealand</i>			
	<b>Insight in Action for IT Professionals</b>	<b>Marketing Effectiveness for Customer Understanding</b>	<b>Analytics for Business Decision-Making</b>	<b>Roundtables</b>
10.00 - 10.45	Visualisation Tools to Make Analytics Consumable	Harness the Power of Big Data for Improved Business Outcomes	Automate Decision-making to Accommodate your Business and Customers' Needs at the Point of Impact	How Do You Leverage the Value of Your BI Investment? Exploring the Strategic value of Information Governance
10.45 - 11.10	<b>Morning Tea</b>			
11.10 - 11.50	Stop the Fraud and Keep the Bottom Line	More Effective Management Through Business Intelligence – <b>NIWA client case study</b>	Big Data Analytics: Finding Opportunity in Chaos	CDP Insights: Today's revolution in Information Management and Business Analytics – straight from TWDI!
11.50 - 12.30	The Real World Use of Big Data	Improving the Customer Experience with Big Data Analytics - <b>Two Degrees Mobile Limited Case Study</b>	A Roadmap to the Future: The Six Stages of Social Media Analysis Maturity	Public Sector: The Art of the Possible with Big Data and Analytics
12.30 - 1.30	<b>Lunch</b>			
1.30 - 14.10	Delivering Trusted Information for Big Data and Business Analytics	Analytics in the Cloud: Accelerate Your Time to Value	What IF? Learn how <b>Australia Post</b> used analytics to create the ultimate forecast	Improve Your Client Experience with a Single Customer View
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 14th October 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 scepticism 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

### 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 organisation to discover new insight into your business faster.

*James Rowntree, Client Technical Manager, IBM*

## Marketing Effectiveness for Customer Understanding

### Harness the Power of Big Data for Improved Business Outcomes

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 and 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 organisations a solution that is designed specifically with the needs of enterprise in mind.

*Michael Kearney, Worldwide Big Data Executive, IBM*

## Analyt

### Automate decision making to accommodate your business and customers' needs at the point of impact.

Your customers want you to engage with them in a consistent, personalised and yet timely manner. Whether deciding to immediately accept an insurance claim or to proactively upgrade a customer's service, by combining business rules, optimisation and predictive analytics, organisations can automate decision making despite variations in circumstance. Analytics for business decision is empowering organisations to align thousands of every day tactical decisions to business strategy resulting in improved efficiency and effectiveness.

*David Pirie, IBM Technical Specialist*

## Roundtable

### Bringing Cinderella to the Ball: Committing to Information Governance for more BI ROI

Mobile, Big Data, self-service, new visualisations, integrating new sources of data, upskilling resources and moving up the BI value chain to analytics are all exciting and effective ways to deliver more strategic value to your BI users. But establishing a "right-sized" Information Governance program is a reliable, high-impact means to provide lower risk, lower TCO and greater ROI across all of these BI investments as well as your enterprise information assets. Join this roundtable for essential insights on how to stand up an IG program, scope it properly, resource it, get buy-in, provide the proper tools and create value for stakeholders.

*Hosts: Gary Blumgart, Principle Consultant and Practice Manager, Jeff Turin, Practice Lead for Information Delivery and Management and Kevin Fong, Information Management Specialist, Theta*



## Breakout Streams

11:10am – 11.50pm

### Insight in Action for IT Professionals

#### Stop Fraud and Keep the Bottom Line

Fraud costs billions each year across the world—and organisations today view it as a real and growing threat. With organisations confronting cost-cutting measures or competitive pressure, there is growing pressure to investigate fraud and enforce compliance. Join this session to find out how organisations today across government, financial services and insurance industries are leveraging solutions from IBM to gather information more easily than ever before, analyse it to spot trends and make connections, and drive investigations using their findings to more reliably investigate fraud.

*Adrian Barfield, Senior Consultant, IBM Enterprise Content Management Solutions*

### Marketing Effectiveness for Customer Understanding

#### More Effective Management Through Business Intelligence

National Institute of Water and Atmospheric Research (NIWA) is a Crown Research Institute that turns over \$121 Million and have 627 full-time employees in the business. NIWA has a number of source systems that was difficult to navigate through. The business needed to improve effectiveness and efficiency in the information flow. The business needed the right information to the right people on the right time. NIWA has used a journey in Business Intelligence to achieve more effective management. NIWA will share how they have practically achieved moving data to information in the business through self-service reporting.

*Rachael Hayton, Group Business Analyst, National Institute of Water and Atmospheric Research Limited*

### Analytics for Business Decision-Making

#### 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 examples of how you can get started now!

*Chris Howard, Big Data Architect, IBM*

### Roundtable

#### CDP Insights: Today's revolution in Information Management and Business Analytics – straight from TWDI!

The way we have delivered Information to the business over the last 20 years is undergoing a fundamental revolution. CDP are back from The Data Warehousing Institute conference – lets discuss how the Global Financial Crisis has affected how and what we deliver, how the latest tools and technologies are being used by organisations to create real competitive advantage, and how we need to change our thinking to take advantage of the revolution happening in Information Management.

*Darren Beauchamp and Nick Bates Principal Consultant, Data Warehousing and Business Intelligence, CDP*



# 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, IBM*

## Marketing Effectiveness for Customer Understanding

### Improving the Customer Experience with Big Data Analytics - Two Degrees Mobile Limited

Two Degrees Mobile (2degrees) is New Zealand's newest and fastest growing mobile communications provider in New Zealand. Its approach has been embraced by more than a million consumers seeking greater flexibility and lower costs. However, in what has become an extremely competitive market, 2degrees must closely monitor the customer experience as consumers can easily switch to another provider if they're not satisfied. Find out how, using a high-performance big data analytics platform from IBM, 2degrees is gaining new insight into its network and business operations.

*Huw Ringer, Consultant, Smart Associates*

## Analytics for Business Decision-Making

### 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 shares stories on how a few organisations are experiencing success on this journey.

*Karen Hardie, Senior Technical Sales Consultant, IBM*

## Roundtable

### Public Sector: The Art of the Possible with Big Data and Analytics

Big data combined with advanced analytics are reshaping the world today and creating a smarter tomorrow. Turn the challenge of volume, variety and velocity of data into an opportunity for your industry to find insight in existing and emerging types of data and content, to make your business more agile, and to answer questions that, in the past, were beyond reach. IBM's platform for big data uses state of the art technologies including patented advanced analytics to open the door to a world of possibilities.

*Megan Kennedy, Public Sector Industry Solutions Lead, IBM*



## Breakout Streams

1.30pm – 2.10pm

### 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 is 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, and to help formulate and evaluate policy,

*Gavin Fernandes, Data Integration and Data Quality Specialist, IBM*

### Marketing Effectiveness for Customer Understanding

#### 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*

### Analytics for Business Decision-Making

#### What IF? Learn how Australia Post used analytics to create the ultimate forecast

What if you could start your forecast with a prediction of what is likely to happen? What if you could adjust the predicted forecast to factor in known conditions? What if you could optimise the forecast to determine the best outcome? This session will discuss how companies are bringing together the power of analytics to help answer the "What If?" questions.

*Armand Mizan, Manager Business Systems and Development, Australia Post*

### Roundtable

#### Improve Your Client Experience with a Single Customer View

Having a single view of your customer is a key component for addressing big data challenges. Big data really means all data - both structured and unstructured. Join this roundtable to discuss the latest developments in using Master Data Management and emerging big data technologies to provide a 360-degree view of customers and products, to help provide a better client experience.

*Devin Deen, Regional Manager and James Mitchell, Principle Consultant, Altis Consulting*

