IBM

# Business Analytics **Forum**
## @ **Information** On Demand **2011**

*Turn Insight into Action*

**October 23–27, 2011**
Mandalay Bay | Las Vegas, Nevada

**ibm.com**/events/baforum

SAVE $300!
Register before August 31

# Dear Clients and IBM Business Partners,

Economic, organizational and technological forces are colliding, utterly changing the way you conduct business. Ever-increasing volumes of data, pressures exerted on your business and IT processes, emerging competitive threats, and rising customer expectations call for an unprecedented level of organizational speed and agility.

That's why you need to be in Las Vegas in October for Business Analytics Forum at Information On Demand 2011. Here, you will gain the technical expertise and strategic vision you need to build an organization that is driven by pervasive analytics, prepared to understand and respond in real time to what is happening today, and predict what is likely to happen tomorrow.

You'll experience the following:

- More than 200 business analytics breakout sessions, many of them led by customers sharing their real-world experiences

- Examples of innovation across our complete portfolio of business intelligence, financial analytics, reporting and governance, predictive analytics, and analytic applications

- Proven practices to help finance professionals manage risk, boost profits, and anticipate and shape business outcomes

- An expanded onsite showcase with more than 300 exhibitors, IBM experts, and hands-on demonstrations, so you can experience the entire business analytics ecosystem and get one-on-one answers to your toughest challenges

- The Information Management and Enterprise Content Management Forums, with in-depth introductions to IBM solutions for data management, enterprise content management, information integration, master data management and data warehousing

You'll also learn how innovative IBM customers are maximizing the value of their existing business analytics investments and discover new actions they're taking to become analytics-driven and outperform their competitors.

Sincerely,

Rob Ashe
General Manager, IBM Business Analytics

*Rob Ashe*

# Use Analytics to Outperform your Competition

Business Analytics Forum gives you three ways to drive more value from your IBM Cognos and SPSS solutions.

## Education

With more than 200 business analytics breakout sessions across the conference, there's practically no end to the deployment best practices, technical tips and techniques, expert guidance, and success strategies you'll gain from our educational content.
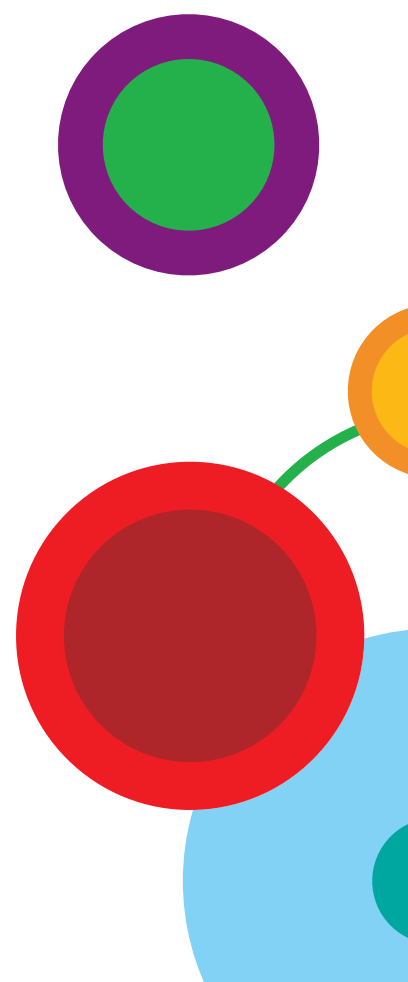
## Networking

Experience the power of fresh viewpoints as you share tips, tricks and insights with more than 3,000 Cognos® and SPSS® experts from other organizations … learn from informal meetings with product experts … meet leaders who have the inside scoop on emerging trends and strategies … all in one place.

## The EXPO

Interact with solutions and ideas at more than 35 different stations in the Business Analytics Center … take advantage of demo theater presentations … get one-on-one answers to your specific challenges … preview our newest innovations and provide feedback on product direction.

## Table of Contents

# Business Analytics Forum Overview

## Four Days of Indispensable Hands-On Knowledge and Expert Advice

If you can only attend one conference in 2011, make it Business Analytics Forum at Information On Demand 2011, the premier learning and networking event for anyone who uses business intelligence, financial analytics, reporting and risk management solutions, predictive analytics or analytic applications.

Offering practical strategies, tips and techniques, vision and innovation as well as expert advice and networking, Business Analytics Forum's rich content delivers the know-how you need to optimize business performance, drive more value from existing business analytics deployments, and learn more about the entire IBM information and analytics portfolio.

### Designed for the Entire Business Analytics Community:

- IT, business intelligence and analytic professionals responsible for IBM Cognos and SPSS deployments
- Finance and line-of-business professionals who need to drive operational performance and improve decision making
- Large companies with enterprise deployments
- Small and midsize businesses across a broad range of industries
- IBM Business Partners and industry analysts
- Cognos and SPSS experts

### What's on your Mind? We Have It Covered!

Business Analytics Forum will connect you to the hot topics and the experts who can help you understand what's happening, and what's coming.

- Advice for managing risk, driving cash flow, creating reliable forecasts, increasing visibility into key business drivers, containing costs, improving profitability, and shaping business outcomes
- Deep-dives into scenario modeling, real-time monitoring, report authoring for mobile devices, advanced techniques for dashboards, reporting and modeling
- New capabilities to help you leverage social business
- In-depth look at predictive analytics that let you detect patterns, gain powerful new insights, predict outcomes and optimize decisions
- Proven practices for implementing and enhancing performance management initiatives, and for building a comprehensive information and analytics strategy
- Insights into the latest product innovations and road maps

### Six Reasons Why It's Smart to Attend with your Coworkers:

- **Bring everyone up to speed**—How to effectively use your business analytics solutions
- **Drive greater adoption**—Help your colleagues realize the value of the investment you have made in Cognos or SPSS solutions
- **Divide and conquer**—There are so many different ways to learn—including hundreds of breakout sessions—and you can't be everywhere at once
- **Maximize networking opportunities**—Gain valuable insight from product experts and other users
- **Experience more of the EXPO**—With hundreds of exhibits, demo theaters, and labs in the Business Analytics Center, there's a lot for you to see and try
- **Bring more, save more**—For every six coworkers registered, *the seventh pass is complimentary*
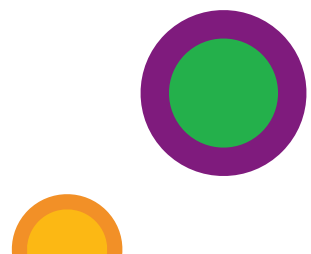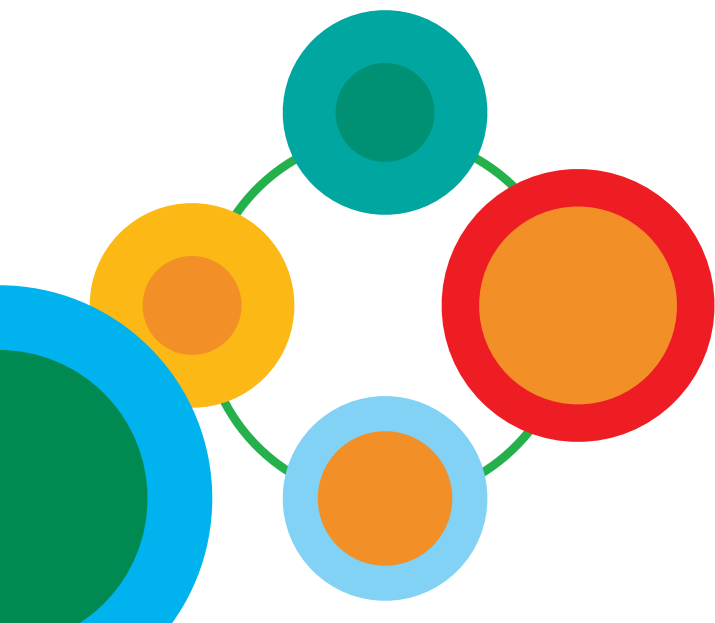
## One Conference for your Entire Analytics and Information Management Strategy!

Business Analytics Forum at Information On Demand 2011 gives you the knowledge and tools to create a comprehensive analytics and information strategy.

- **More opportunities to learn**—Hundreds of additional technical breakout sessions, including cloud, mashups, data governance, unstructured data and more … plus industry-specific business leadership sessions focused on strategic issues and opportunities
- **More professional networking**—This global IBM conference will attract more than 10,000 attendees, all interested in IBM's information and analytics strategy. Imagine the range of expertise, insights and experiences you'll be able to tap into!
- **More experts to meet**—Schedule one-on-one meetings with product experts and discuss your specific business challenges, technical environments, and big-picture strategies
- **An EXPO that features** not only a wealth of business analytics solutions but also more than 100 IBM information management, enterprise content management, Global Business Services and hardware exhibits … more than 200 IBM Business Partners showcasing a full range of information and analytics solutions … and many other ways to learn and network

*"If my organization really realized how much stronger I am as a BA professional by attending IBM Business Analytics Forum, they wouldn't hesitate to let me attend. The results are always excellent."*

— Carl Richardson, Mass Housing

**Want to save up to 41 percent on your registration fees?**
Register seven or more people, and you qualify for our Company Pass … and incredible registration savings! See page 70 for all the details.

Stay in touch with Twitter! Follow @IBMCognos or @IBMSPSS and use the hashtag #IOD11 for real-time updates from our team and to add your voice to the conversation!

# Week at a Glance

### Saturday, October 22

| | |
|---|---|
| 8:30 a.m.–4:30 p.m. | Optional preconference training* |

### Sunday, October 23

| | |
|---|---|
| 8:30 a.m.–4:30 p.m. | Optional preconference training* |
| 6:00 p.m.–8:00 p.m. | Grand opening reception in the EXPO |
| 8:00 p.m.–10:00 p.m. | Community receptions |

*Available for an additional fee.

*"IBM Business Analytics Forum is the one conference I try to attend every year. I have been attending since 1999. The networking opportunities are endless! It gives me a chance to reconnect with the tight knit community of Cognos and SPSS software users I have built over the years."*

— Susan Dean, GE Energy

### Monday, October 24

| | |
|---|---|
| 6:30 a.m.–8:00 p.m. | Registration |
| 6:45 a.m.–7:45 a.m. | Breakfast |
| 8:00 a.m.–7:00 p.m. | EXPO |
| 8:15 a.m.–9:45 a.m. | General session |
| 10:15 a.m.–12:30 p.m. | Breakout sessions |
| 11:30 a.m.–12:30 p.m. | Keynote—Information Management |
| 12:30 p.m.–2:00 p.m. | Lunch (including birds-of-a-feather lunch) |
| 2:15 p.m.–3:15 p.m. | Keynote—Enterprise Content Management |
| 2:15 p.m.–5:00 p.m. | Breakout sessions |
| 3:45 p.m.–5:00 p.m. | Keynote—Business Analytics |
| 5:00 p.m.–7:00 p.m. | EXPO reception |
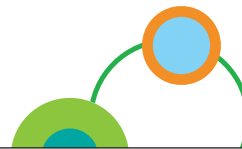
## EXPO Hours

Sunday: 6:00 p.m.–8:00 p.m.
Monday: 8:00 a.m.–7:00 p.m.
Tuesday: 8:00 a.m.–7:00 p.m.
Wednesday: 8:00 a.m.–3:30 p.m.

The EXPO will be fully staffed during these hours:

Sunday: 6:00 p.m.–8:00 p.m.
Monday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.
Tuesday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.
Wednesday: 12:30 p.m.–3:30 p.m.

### Tuesday, October 25

| | |
|---|---|
| 6:30 a.m.–7:00 p.m. | Registration |
| 7:00 a.m.–8:00 a.m. | Breakfast |
| 8:00 a.m.–7:00 p.m. | EXPO |
| 8:15 a.m.–9:30 a.m. | General session |
| 10:00 a.m.–12:15 p.m. | Breakout sessions |
| 11:15 a.m.–12:15 p.m. | Keynote—Business Analytics |
| 12:30 p.m.–2:00 p.m. | Lunch (including birds-of-a-feather and industry lunches) |
| 1:45 p.m.–2:45 p.m. | Keynote— Information Management (InfoSphere) |
| 1:45 p.m.–5:45 p.m. | Breakout sessions |
| 5:00 p.m.–7:00 p.m. | EXPO reception |
| 7:00 p.m.–11:00 p.m. | Evening networking event |

### Wednesday, October 26

| | |
|---|---|
| 6:30 a.m.–7:00 p.m. | Registration |
| 7:00 a.m.–8:00 a.m. | Breakfast |
| 8:00 a.m.–3:30 p.m. | EXPO |
| 8:15 a.m.–9:30 a.m. | General session |
| 10:00 a.m.–12:30 p.m. | Breakout sessions |
| 12:30 p.m.–2:00 p.m. | Lunch (including birds-of-a-feather and industry lunches) |
| **Business Leadership Forum ends** | |
| 2:00 p.m.–5:45 p.m. | Breakout sessions |

### Thursday, October 27

| | |
|---|---|
| 6:30 a.m.–4:30 p.m. | Registration |
| 7:00 a.m.–8:00 a.m. | Breakfast |
| 8:15 a.m.–12:30 p.m. | Breakout sessions |
| 12:30 p.m.–2:00 p.m. | Lunch (including birds-of-a-feather lunch) |
| 2:00 p.m.–4:30 p.m. | Breakout Sessions |

# General Sessions

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, customers, and industry experts. The tone for each day is set with compelling content on turning insight into action, diving into new technologies, and leading change. You won't want to miss these sessions.

## Turn Insight into Action

**Monday, October 24**
**8:15 a.m.–9:45 a.m.**

Industry leaders are turning insight into action through new kinds of information and new approaches to business analytics and optimization. Find out how these leaders are outperforming their competition, tapping into insights revealed through a flexible information management foundation and business analytics. Get an early look at innovations coming from IBM to help you capture today's new opportunities and tomorrow's vast potential.

## Dive into New Technologies, New Possibilities

**Tuesday, October 25**
**8:15 a.m.–9:30 a.m.**

Explore exciting new possibilities created from new technologies. We'll examine the shift toward smarter computing and the role technology and capabilities such as big data, optimized systems, content and predictive analytics play in this transformation. Hear from IBM Research on how Watson, the only computer on the planet that can answer a Jeopardy! question in less than three seconds and compete with the world's best human players, is now solving real-world problems. Get a glimpse into what's possible when capabilities and innovations across information management and business analytics are brought together.

## Leading Change

**Wednesday, October 26**
**8:15 a.m.–9:30 a.m.**

Understand how you can apply insight you've acquired across the conference to lead change in your organization. We'll walk through specific actions you can take to turn that insight into action. You'll also hear from acclaimed author Michael Lewis, whose best-selling book, *Moneyball*, will hit movie screens in September. This award-winning journalist will share the story of the Oakland Athletics manager, Billy Beane. This sports legend developed a breakthrough method of using analytics and statistics to build his roster, assembling a winning team and revolutionizing the game of baseball along the way.

## Special Guest Speakers

**Wednesday, October 26**
**8:15 a.m.–9:30 a.m.**

Michael Lewis,
Author of *Moneyball: The Art of Winning an Unfair Game*
with
Billy Beane,
Vice President and General Manager, Oakland Athletics


*Michael Lewis*

**Michael Lewis**—A shrewd observer of politics, finance and the American scene, Michael is one of today's leading social commentators. A renowned best-selling author, Lewis is also a regular contributor to *The New York Times Magazine, Vanity Fair, Slate and Bloomberg*. His 2003 release, "Moneyball: The Art of Winning an Unfair Game," offers an unprecedented look behind the scenes of a Major League Baseball franchise, detailing how an innovative personnel approach allows the Oakland Athletics, with the lowest budget in baseball, to rank among baseball's best and consistently compete for a playoff spot. Lewis also explores the nature of talent, as well as ways to identify it and maintain an edge in a competitive field.


*Billy Beane*

**Billy Beane** is the mind behind "Moneyball." This sports visionary convinced his bosses to give him the freedom to apply his statistically-driven approach to run the Oakland A's and make them one of the most successful teams in Major League Baseball. Beane's story resonates not only with the sports-minded, but among audiences from financial services, insurance, or any other numbers-driven industry or profession. He has figured out how to succeed with a limited payroll, employing computers and statistics wielded by people who never played baseball. In a down-to-earth, humorous style, Beane offers concrete lessons for business success and the power behind numbers.

# Keynote Sessions

Every day, across your organization, thousands of decisions are made that impact performance in subtle and obvious ways. These presentations set the stage for your Business Analytics Forum experience by giving you an understanding of what happens when every one of those decisions is driven by real insight and can easily be turned into actions that drive improved performance.

## Driving Better Business Outcomes with Business Analytics

*Rob Ashe
General Manager,
IBM Business
Analytics*

**Monday, October 24
3:45 p.m.—5:00 p.m.**

Organizations with a high Analytics Quotient or "AQ" are outperforming their competitors with a broad range of business analytics that drive better business outcomes. Join Rob Ashe as he unveils new capabilities that can help you raise your own AQ and empower everyone in your organization with the freedom to use fast, easy business analytics anytime, anywhere. Rob will demonstrate new platform advances that deliver a business-friendly user experience across all applications and through the latest mobile devices and tablet computers. He will present key innovations that support all your decisions—from highly collaborative strategic decisions to fully automated ones—with the insights needed to drive the ideal course of action.

## IBM Business Analytics—Power to Meet your Priorities

*Deepak Advani
VP, IBM Business
Analytics Products*

*Eric Yau
VP, IBM Business
Intelligence &
Performance
Management*

**Tuesday, October 25
11:15 a.m.—12:15 p.m.**

CEOs rank customer intimacy as a top priority. And in the office of finance, CFOs cite gaining business insight as a top technology opportunity. In this keynote, Deepak Advani and Eric Yau will explain how the rich portfolio of business analytics solutions from IBM delivers on those aspirations. Come and see how technologies like predictive analytics, decision management and in-memory "what if" scenario modeling are powering solutions for different industries and lines of business. You'll hear how advances in business intelligence and deployment platforms ensure that everyone benefits from these technologies to stay better informed and connected. Don't miss this opportunity to learn how Business Analytics solutions can help your organization outperform.
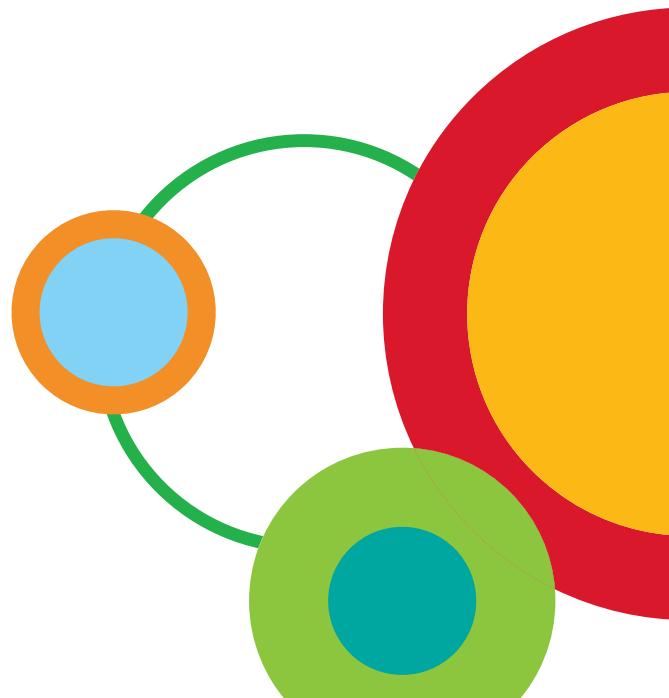
# Networking

Gain inspiration and knowledge from once-a-year, face-to-face networking with your peers.

## Explore Hot Topics

Colleagues outside your company can provide fresh insights and ideas. And there's no better place than the largest annual gathering of business analytics professionals to hear how these like-minded colleagues are using IBM Cognos and SPSS solutions to drive great decision making and business results. With 3,000 Business Analytics Forum attendees—and a total of more than 10,000 attendees—your networking opportunities will seem endless.

### Birds of a Feather Lunches

Exchange challenges, strategies, and success stories during these informal discussions over lunch — Monday through Thursday. This year, topics include:

- Upgrading to IBM Cognos Business Intelligence V10.1
- BI and Cloud Computing
- Self-Service BI, Dashboards and Scorecards
- Professional Report Authoring
- Getting the Most out of IBM Cognos Planning Solutions
- Predictive Analytics
- IBM SPSS Statistics
- Self-Service and Enterprise Training Solutions
- Getting Started with Business Analytics in Midsize Companies
- Optimize your Business Analytics Support Relationship
- How to Get the Most From your IBM Cognos TM1® Solutions

Visit the event website for a full listing of topics: ibm.com/events/baforum

### Ask the Experts

These informal technical discussions are led by you and the other attendees, giving you an hour-long opportunity to have product experts—including experienced product managers—provide detailed answers to any product-related questions you have. Choose from 24 unique sessions, spread across the entire four days of the conference, covering issues on BI and platform, financial and risk analytics, predictive analytics, and more. Sample topics include:

- Collaborative Business Intelligence
- Business Intelligence and Cloud Computing
- Getting the Most out of IBM Cognos TM1 and IBM Cognos Business Intelligence
- Predictive Analytics
- Solutions for Midsize Companies

Visit the event website for a full listing of topics: ibm.com/events/baforum

### Industry Lunches

Join peers from your industry in a stimulating dialogue about the unique challenges facing organizations like yours and learn how others are using analytics to address those challenges. Meet new contacts and renew old acquaintances as you discuss how to apply business analytics solutions to everyday, industry-specific challenges. For complete details, see page 16.

### How to Leverage a User Group Community
**Sunday, October 23**
**4:00 p.m.–5:00 p.m.**

Do you ever feel like you're alone in the big analytics ocean? Are you looking for people to share ideas with or help with similar challenges? Turn to your IBM Business Analytics User Community. And if you don't have one in your area, start one! User groups can have a huge impact on helping you network, learn innovative ways to solve technical problems, and find creative ways to use IBM solutions. This session will introduce you to the new Business Analytics Online Community and highlight all the ways you can stay connected with users just like yourself in your area and beyond.

**Speakers**

Susan Dean, Southeastern User Group
Alex Pataky, Illinois User Group
Carl Richardson, New England User Group
Brendan McGuire, Mid-Atlantic Regional User Group

### IBM Business Analytics SAP User Group Meeting
**Thursday, October 27**
**2:00 p.m.–5:00 p.m.**

Members of the IBM Business Analytics on SAP User Group (IBASUG) will meet to share experiences and discuss strategies of best practices and adoption of IBM Business Analytics on SAP in their organizations. With a mix of customer and IBM presentations and discussions, this is a great opportunity to network with others that are implementing IBM Business Analytics on SAP. To join IBASUG, visit tinyurl.com/IBASUG.

## Grand Opening Reception in the EXPO

**Sunday, October 23**
**6:00 p.m.–8:00 p.m.**

Join us for the official Information On Demand 2011 kickoff. Enjoy light refreshments as you get reacquainted with people you've met, introduce yourself to new friends, and get a "first look" at the EXPO, which features more than 200 Business Partners, 100 IBM solutions, and industry solutions to meet your specific business needs.

## Business Analytics Community Reception

**Sunday, October 23**
**8:00 p.m.–10:00 p.m.**

This is your opportunity to meet attendees interested in business intelligence, predictive analytics, financial and risk analytics, and other topics in a community setting. Join us and start your networking on day one!

## Client Reference Lounge

Stop by the IBM Client Reference Lounge, located in the EXPO, during the event to:

- Share with us how you use IBM business analytics solutions
- Learn more about the benefits of the Business Analytics Performance Leader Program
- Join the Performance Leader Program or if you are already a member, give us an update on your story and receive a complimentary gift
- Mingle with our topic experts onsite to gain advice on maximizing your business performance while networking with peers and experts

## EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday to experience the entire Solutions Center while networking with your peers, IBM Business Partners and solution experts!

**Monday, October 24 and Tuesday, October 25**
**5:00 p.m.–7:00 p.m.**

## Evening Networking Event

**Tuesday, October 25**
**7:00 p.m.–11:00 p.m.**

Join the fun at the Networking Event located in the Mandalay Bay Events Center on Tuesday evening. In addition to the hands-on entertainment and activities, your palate will be pleased by the array of sumptuous treats and beverages. This event will bring the entire conference community together for fun and relaxation! Some of the event highlights will include: a walkthrough of IBM's Centennial and visual celebration of IBM's 100 years of progress, complete with Interactive games and artifacts. The arena will be brought to life with today's most "hip" DJ and a live band!

# EXPO: Business Analytics Center

Familiarize yourself with literally hundreds of real-world solutions, powerful innovations and hands-on demos at the EXPO. If you have questions about products, training, technical support, industry-specific solutions, what it means for you to be an IBM customer, or any other aspect of your IBM Cognos or SPSS solution, you'll find knowledgeable and actionable answers here.

## Every Expert you Need, All in One Place

In the EXPO, you'll find experts—from across IBM and from our many Business Partners—who can talk about and demonstrate the value of the products, training, support and services we offer you. Be sure to set aside plenty of time to take advantage of this once-a-year opportunity!

## IBM Exhibits

Visit any of our three dozen demo stations for a one-on-one presentation of the analytics solutions that interest you most. Take a deep-dive into the latest products, features, support, services and thinking when it comes to IBM Cognos and SPSS solutions. See an expert-led demonstration at these business analytics exhibits:

### Analytic Applications
- IBM Cognos Analytic Applications: Packaged Business Intelligence and Analytics, on the IBM Cognos Platform

### BI & Platform
- IBM Cognos Business Intelligence Query and Reporting
- IBM Cognos Business Intelligence Analysis
- Self-Service BI, Dashboards and Real-time Monitoring
- IBM Cognos Business Intelligence Data Sourcing and Modeling
- IBM Cognos 8 Business Intelligence
- BI Upgrade and Administration
- BI Excellence
- Business Intelligence on SAP and Oracle
- BI Deployment, Cloud and Optimized Systems
- Mobile BI
- Collaborative BI

### Financial & Risk Analytics
- Profitability Modeling and Optimization
- Planning, Analysis and Forecasting
- Upgrading and Extending IBM Cognos Planning
- Management Reporting and Financial Statement Report Automation
- Consolidation, Disclosure Management and XBRL
- Governance, Risk and Compliance
- Metrics, Scorecarding and Financial Insight
- IBM Cognos Performance Blueprints

### Industry
- IBM Business Analytics Industry Solutions

### Mid-Market
- BI and Planning for Midsize Companies—IBM Cognos Express

### Predictive & Advanced Analytics
- Driving Smarter Decisions, Improved Outcomes and Higher Returns
- Predictive Analytics Tools and Technologies
- Survey and Research Analytics
- Services and Education

### Social Media & Customer Analytics
- Social Media Analytics

### Support, Services & Education
- Business Analytics Software Support
- Business Analytics Services and Education

### Other
- IBM Business Analytics Performance Leaders

## IBM Business Partner Solutions

More than 200 experienced Business Partners will be here, sharing solutions that can help you extract even more value from your business analytics investment. Here's a sample of the exhibitors who'll be waiting to meet with you:

- Application Consulting Group
- Aviana Global Technologies, Inc.
- Breakaway Technologies, Inc.
- BrightStar Partners, Inc.
- Deloitte
- Environmental Systems Research Institute, Inc.
- JCB Partners
- Mellmo
- NEC Corporation of America
- QueBIT Consulting LLC
- Teradata Corporation

Many more IBM Business Partners will be added to enhance your experience. Visit ibm.com/events/baforum for an up-to-date list.

## Demo Theater Presentations: Essential Learning in Just 30 Minutes

These 30-minute sessions provide demo-based, quick opportunities to learn about a topic or solution that you may not find in a breakout session. You'll see revealing looks at products and features, including some of our newest solutions. Demonstrations will run the spectrum of business analytics topics, including:

**Business Intelligence & Platform**
- Top 10 Reasons to Upgrade to IBM Cognos Business Intelligence V10.1

**Financial & Risk Analytics**
- Smarter Planning & Analysis with IBM Cognos TM1
- Financial Statement Report Automation

**Predictive & Advanced Analytics**
- IBM SPSS Decision Management

**Social Media & Customer Analytics**
- Integrating IBM Cognos Consumer Insight and IBM SPSS Predictive Analytics

**Mid-Market**
- Integrated Business Intelligence and Planning for Midsize Companies

**Support, Services & Education**
- Navigating IBM for Business Analytics Software Support

## Meet Business Analytics Technical Support

Schedule time with an IBM Cognos or SPSS technical product expert, and you'll get 30 minutes of one-on-one attention to help you solve your toughest technical challenges. The specialists onsite will have deep expertise with the entire IBM Cognos and SPSS portfolio, from IBM Cognos BI and TM1® to SPSS Modeler and Decision Management.

**What Topics Can you Bring to your Technical Support Session? That's up to You!**

You'll be working with our most experienced technical experts, so nothing is off limits. When you schedule your meeting, indicate the product and the related issue or challenge you want to discuss. Here's a brief sample of topics previously covered:

• Integrating BI with Active Directory authentication
• Recommendations for fail-over while building cubes
• Report aggregation techniques at the reporting level and the model level within FM
• Predictive modeling tips, techniques and best practices

## Business Analytics Center Labs: The Place for your Hands-On Experience

When you want to learn about a new solution or capability, or find out how to do more with a tool you already use, there's just no substitute for rolling up your sleeves and actually trying it yourself. And our labs are dedicated to letting you get as "hands-on" as you want.

**Products Lab**

Stop by whenever your schedule allows; no appointment needed. Drop in and evaluate new products or capabilities at your own pace, on machines loaded with the actual software. Take a test drive using step-by-step instructions—created by some of our most experienced product experts—that will help you discover new features and functionality as well as how to apply the software to your business problems. Product experts are always on hand to answer any questions or help you work through the exercises.

This is your opportunity to actually work with all the solutions you'll hear about and see elsewhere at Forum. From IBM Cognos Business Intelligence, Cognos TM1 and Cognos Express to IBM SPSS Decision Management, SPSS Modeler, and more, you'll be able to explore all the features and functionality and get a real sense for the business benefits they deliver.

**Services and Education Lab**

Whatever your preferred learning style, our Education team offers an approach that will suit you. Stop by at your convenience and explore training options—including several innovative new approaches—to effectively transfer critical product knowledge to you and your team. You'll be able to try:

• Web-based training courses
• Self-paced virtual class delivery options
• Instructor-led online training
• Cognos 10 embedded learning videos
• Cognos 10 consumer learning library
• SPSS statistics learning library

This lab also gives you the opportunity to work one-on-one with our consulting services team, and learn more about their Proven Practice modules.

## EXPO Hours

Sunday: 6:00 p.m.–8:00 p.m.
Monday: 8:00 a.m.–7:00 p.m.
Tuesday: 8:00 a.m.–7:00 p.m.
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Wednesday: 12:30 p.m.–3:30 p.m.

## "Navigating IBM"—What you Need to Know

A new feature at Information On Demand 2011! This drop-in area lets you talk one-on-one with subject matter experts who can act as "guides," helping you understand the programs, processes, policies and systems you need to use for Support and Training as an IBM client. Demonstrations and discussions will be geared toward addressing customer satisfaction issues, including:

- Navigating for online support and knowledge resources
- Demonstrations of the support request tool
- How to search and enroll for training courses
- How to find training schedules, locations and offerings
- How to create a Web ID or find an IBM Customer Number (ICN)

Complimentary Certification Testing—A US$600 Value! Demonstrate your expertise to the world. IBM Software Certification provides an industry-standard, technical competence benchmark and validation for professionals working with Cognos or SPSS software.

Certification exams are available to registered attendees throughout the conference. Take up to three exams at no charge, (the normal fee is US$200 per exam) and as many additional exams as you like for 50 percent off the normal fee. For a list of available certification exams, visit **ibm.com**/certify



## Accelerated Value Program Red Carpet Lounge

If you're a member of the Accelerated Value Program (AVP), be sure to join us in your Red Carpet Lounge, located in the EXPO and open during all EXPO hours. In this quiet, exclusive space, you can do the following:

- Network with your AVP peers from other organizations
- Schedule meetings with your Accelerated Value Leader or IBM executives
- Consult with AVP experts
- Take a break from the conference and relax with light refreshments

**Not a Member Yet? Find Out What you're Missing!**

Come by the Lounge to learn about the program. AVP experts will be waiting to explain the value and benefits of the program, which provides personal service above and beyond the standard Software Subscription and Support program.

# Industry Events

Share challenges and solutions with leaders in your industry.

Learn how others in your industry are outperforming with analytics, despite tremendous competitive pressure and ongoing economic volatility. Networking lunches, face-to-face meetings with experts and case study presentations offer practical tips and proven strategies for maximizing profitability, getting closer to your customer and improving organizational performance.

## Ask the Industry Experts

These informal technical discussions are led by the attendees, giving you an hour-long opportunity to have experts from Financial Services, Retail, Manufacturing, Government, Telecommunications, and Healthcare industries answer your product-related questions.

## Industry Lunches

Industry-focused lunches are a great way for you to make new contacts within your industry, or renew old friendships. Discuss topics relevant to your business and critical to your success with peers in other organizations, facilitated by IBM industry experts.

**Potential Topics of Discussion**

**Banking and Financial Marketplaces**
- Risk and Financial Management
- Customer-Centricity

**Insurance**
- Claims Optimization
- Channel Management

**Telecommunications**
- Customer Churn Prediction
- Revenue, CAPEX and OPEX Planning

**Retail**
- Customer Analytics
- Merchandising Planning and Supply Networks

**Manufacturing, Industrial and Distribution**
- Supply Chain Management
- Integrated Operations and Planning

**Government and Education**
- Smarter Cities and Government
- Public Safety
- Student Lifecycle Management

**Healthcare and Life Sciences**
- Provider and Payer Analytics
- Clinical Trials Analytics

## Learn from your Peers

Throughout Business Analytics Forum, IBM Cognos and SPSS clients will lead breakout sessions, sharing their real-world experiences with business intelligence, financial and risk analytics, predictive analytics and other solutions. You'll hear and learn from business analytics leaders from a wide range of industries and companies:

**Aerospace & Defense**
- Alliant Techsystems
- The Boeing Company
- NASA
- Science Applications International Corp.

**Automotive**
- BMW AG
- Daimler Trucks North America
- Gates Corporation

**Banking**
- Banco Galicia
- Bank of America Merrill Lynch
- Banco Itaú Argentina

**Chemicals & Petroleum**
- Chevron Corporation

**Communications**
- Cellular South, Inc.
- I-bridge, a Ranstad company
- The Nielsen Company
- Three UK
- XO Communications, Inc.
- Ipsos

**Consumer Products**
- North American Breweries
- Spyder Active Sports

**Education**
- Board of Cooperative Education Services (W-S-W-H-E BOCES)

**Electronics**
- Intel Corporation
- Qualcomm Inc.

**Energy and Utilities Services**
- Atwood Oceanics
- CEDINT
- CPFL
- ENDESA
- GE Power Generation Services

### Financial Markets
- Argos Risk LLC
- Ontario Municipal Employees Retirement System (OMERS)
- Prudential Financial
- State Street Corporation
- UCOP
- The Hartford Financial Services Group
- Volkswagen Financial Services Brazil

### Government
- Alameda County California Dept. of Social Services
- Chickasaw Nation Division of Commerce
- DC Water
- NYPD Real Time Crime Center

### Healthcare
- Abbott Labs
- Amedisys Home Health Services
- Baxter Healthcare
- Kaiser Permanente
- Martin's Point Health Care
- McKesson
- North York General Hospital
- Southeast Texas Medical Associates

### Industrial Products
- Ceco Door Products
- eCapital Advisors
- Jabil
- JD Irving, Ltd.
- Mueller, Inc.
- Printpack
- Termomecanica So Paulo S.A.
- Uponor

### Information Technology and Services
- Accelrys Inc.
- Automatic Data Processing, Inc. (ADP)
- Corporate Executive Board

### Insurance—General
- ACE INA
- American Modern Insurance Group
- Assurant Solutions
- Chartis Insurance
- Infinity Property & Casualty Insurance
- MetLife Auto & Home
- Suncorp
- Westfield Insurance

### Insurance—Health
- Blue Cross Blue Shield of Florida
- Blue Cross Blue Shield of Tennessee

### Life Sciences
- Canadian Blood Services
- Johnson & Johnson
- Merial, Ltd.

### Media & Entertainment
- Cincinnati Zoo & Botanical Garden
- DIRECTV
- Time Warner Cable
- Walt Disney Company

### Retail
- Elie Tahari, Ltd.
- Golub Corporation
- Knowledge Universe
- Mentoring Minds
- Office Depot
- Rakuten, Inc.
- The Donna Karan Company LLC
- TOP-TOY A/S

### Travel & Transportation
- Pillar Hotels & Resorts

## Business Leadership Forum

**Newly Enhanced!** The Business Leadership Forum is an industry-specific curriculum for executives, managers and key decision makers. This comprehensive Forum offers you customer case studies, panel discussions and industry solution overviews focused on business issues facing organizations today.

Attend this Forum and you'll learn how business leaders are using business analytics and optimization to make better, faster decisions, optimize processes and improve business outcomes.

The first day, choose from 34 sessions exploring customer, finance, operational efficiency and strategic foundation themes related to analysis and optimization of data. On the second day, 60 additional sessions will explore how analytics are used to improve customer care and insight, risk and compliance, and operational efficiency in nine different industries.

Presenters will share innovative ideas and proven strategies for using business analytics, information management and enterprise content management to address critical issues:

- Banking and Financial Marketplaces
- Telecommunications and CSP
- Consumer Products
- Energy and Utilities
- Government
- Healthcare and Life Sciences
- Insurance
- Manufacturing and Process (Industrial)
- Retail

Visit page 54 for full business analytics session abstracts.
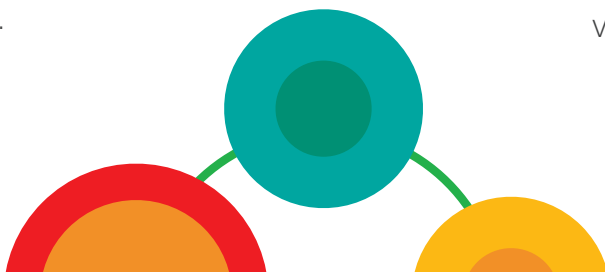
# Business Analytics Preconference Training

Kick off Business Analytics Forum at Information On Demand 2011 with two full days of hands-on training specially priced for Business Analytics Forum registered attendees. Preconference training is a great way to supplement your learning at the conference. You're already traveling to Las Vegas — so come early and get two more days of hands-on training in small classes taught by our professional instructors.

**Dates:** Saturday, October 22, and Sunday, October 23
**Duration:** 2 days
**Cost:** US$1,200 (15 percent off)
**Registration:** Requires separate class enrollment and payment, visit ibm.com/training/us/baforum

B51C9
## IBM Cognos Report Studio V10.1: Author Professional Reports Advanced

This instructor-led course builds on the topics learned in the Fundamentals course. It is designed for professional report authors who want to learn advanced report building techniques using relational data models, and methods of enhancing, customizing and managing professional reports. You will participate in hands-on demos and workshops that illustrate key concepts while learning how to use Cognos Report Studio V10.1.

**Level:** Advanced
**Who Should Attend:** Professional Report Authors

B51C1
## IBM Cognos Report Studio V10.1: Author Reports with Multidimensional Data

In this advanced, instructor-led course, you will build on your experience with Cognos Report Studio by applying dimensional techniques to reports. Through hands-on demos and workshops, you will learn how to author reports that navigate and manipulate dimensional data structures using specific dimensional functions and features available in Cognos Report Studio V10.1.

**Level:** Advanced
**Who Should Attend:** Professional Report Authors working with dimensional data sources

P65C7
## IBM Cognos TM1 V9.5: Analyze Data

Learn how modelers can use Cognos TM1 to analyze data, and create reports and templates. Through lectures and hands-on exercises, this instructor-led course will teach participants how to enter data into cubes, create custom views of the data, build reports and forms in Microsoft Excel that communicate with Cognos TM1, and create applications for Web access.

**Level:** Basic
**Who Should Attend:** Modelers who create reports, templates, and applications in addition to building models

P65C5
## IBM Cognos TM1 V9.5: Administer the Technical Environment

This instructor-led course combines lectures with hands-on practice in installing and administering the Cognos TM1 environment. The course shows you how the architecture can be customized to fit into various infrastructures. You will learn how to perform replication and synchronization, monitor system performance and secure Cognos TM1 applications.

**Level:** Advanced
**Who Should Attend:** Administrators who manage the technical deployment of applications, review hardware and software requirements, plan and support the overall system infrastructure, and manage users, groups, and security
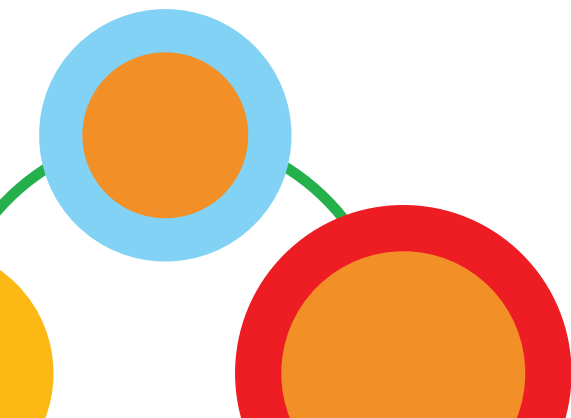
## 0G5C9
## Data Management and Manipulation with IBM SPSS Statistics

This two-day course focuses on a wide range of transformation techniques, ways to automate your work, manipulate data files and results, and send your output to other Microsoft Windows applications. You will gain an understanding of the various options for operating IBM SPSS Statistics and learn how to use syntax to perform data transformations efficiently.

**Level:** Intermediate
**Who Should Attend:** Anyone working with IBM SPSS Statistics who wants to explore additional data management and manipulation features and increase general efficiency

## 0ACG2
## Automated Data Mining with IBM SPSS Modeler

This class will show you how to use SPSS Modeler to automate the building of predictive models. You will see how to build predictive models for customer behavior and build customer segmentation using various cluster models. You will learn how to read data from various sources and automatically prepare data for modeling using a variety of methods. Scoring new data using the model will also be discussed.

**Duration:** 1 day
**Cost:** US$600
**Level:** Basic
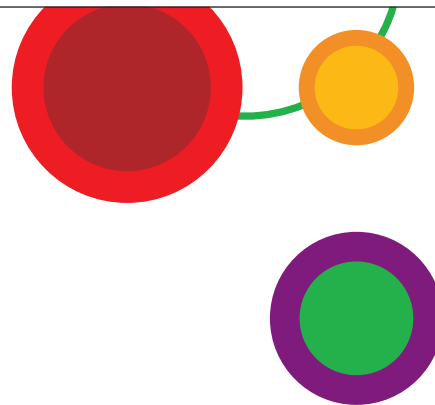**Who Should Attend:** This basic course is for anyone with little or no experience using IBM SPSS Modeler or with data mining in general

*"I have attended Business Analytics Forum many times and it consistently provides valuable takeaways that optimize our deployment and improve our adoption rates."*

— Amy M. Nugent,
TechTarget, Inc.

# Business Analytics Forum Sessions

## Choose from More Than 200 Business Analytics Sessions and Workshops to Enhance your Skills and Knowledge

This year's Business Analytics Forum features a wealth of information spanning all products, solutions, and levels of expertise from novice to expert. You'll learn from in-depth, interactive discussions and presentations, relevant case studies, and practical advice.

## Hot Topics

- Deep-dives into scenario modeling, real-time monitoring, report authoring for mobile devices, advanced techniques for dashboards, reporting and modeling
- Expert advice for managing risk, driving cash flow, creating reliable forecasts, increasing visibility into key business drivers, containing costs, and improving profitability in "the new normal" economy
- Technical insights and real-world know-how for the IBM business analytics platform and architecture
- In-depth look at predictive analytics that let you detect patterns, gain powerful new insights, predict outcomes and optimize decisions
- Information on the very latest releases and products
- Proven practices for implementing and enhancing analytics initiatives, and for building a comprehensive information and analytics strategy

## Learn from the People Who Know Cognos and SPSS Software Best

Presenters include:

- The experts who design, build, and support the products
- Consultants who specialize in implementing the software
- Clients and IBM Business Partners who use IBM Cognos and SPSS solutions every day, including speakers from Disney, The Hartford, Del Monte, Volkswagen Financial Services, Bank of America Merrill Lynch, and Kaiser Permanente
- Industry-leading analysts, including Claudia Imhoff from Intelligent Solutions Inc., and R "Ray" Wang of Constellation Research.
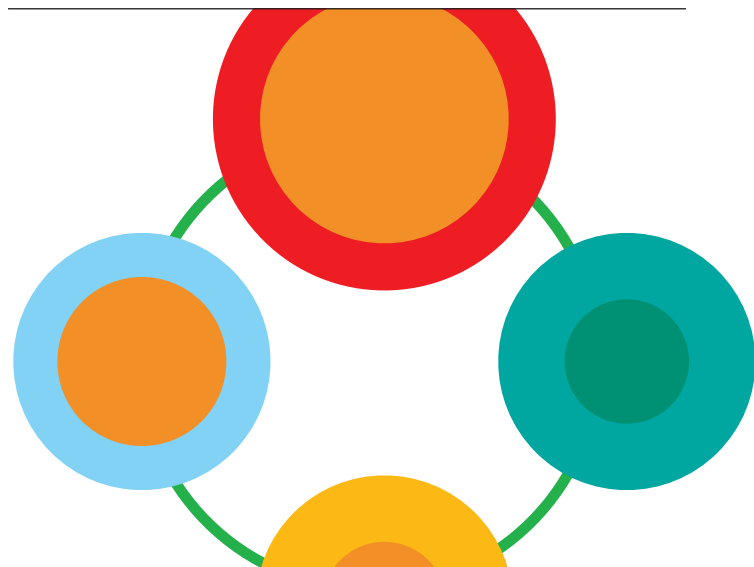
## Breakout Session Types

- **Business overview:** how organizations use technology to improve business strategies, processes, results and objectives
- **Technical overview:** a broad technical discussion of a product or solution
- **Technical deep-dive:** focus on a specific feature or product to improve performance and results
- **Deployment and best practices:** what worked (and what didn't) with tangible best practices you can immediately implement in your environment
- **Product overview:** the latest features and functions of current or future products
- **Technical tips and techniques:** practical tips and troubleshooting techniques you can start using right away
- **Panel discussions:** candid conversations among expert practitioners—including customers—on critical topics
- **Workshops:** interactive environments that focus on solutions

## Session Abstracts

# Take Advantage of Much More— at Information On Demand 2011

Business Analytics topics are featured prominently across the Information On Demand 2011 conference:

## Hands-On Labs Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from 30 unique three-hour sessions that cover a wide range of products. Full details begin on page 63.

## Usability Sandbox Sessions

Use your experience with specific IBM Cognos and SPSS products to help shape product direction. Usability experts will lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements. Full details begin on page 67.

## Information Management Forum

Build your technical skills across a wide array of IBM technologies, learn about new software products and releases and get behind-the-scenes views of how others are solving their toughest information management challenges.

## Enterprise Content Management Forum

We'll explore several key areas including: advanced case management; content analytics; document capture and imaging; information lifecycle governance; and social content management. In these sessions, attendees can learn new technical and business skills that they can take back to their organizations and immediately improve efficiency and apply innovation.

## Business Leadership Forum

The Business Leadership Forum is a curriculum for executives, managers and key decision makers. This comprehensive program offers you customer case studies, panel discussions and solution overviews focused on business issues facing organizations today. Full details begin on page 54.

## See the IBM Smart Analytics System

IBM has the most comprehensive portfolio of data management, hardware, software, and services capabilities on the market today. The IBM Smart Analytics System provides the ideal delivery vehicle for rapid deployment of these capabilities, and accelerates delivery of new analytic innovations including those from IBM Research. The IBM Smart Analytics System is an integrated platform that provides broad analytics capabilities on a powerful warehouse foundation with IBM server, storage, and software. Deeply integrated and optimized, the IBM Smart Analytics System provides a single point of support for end-to-end analytics solutions. The IBM Smart Analytics System family offerings span multiple hardware platforms and architectures providing maximum flexibility for deployment. They are preintegrated and optimized to ensure quick implementation with rapid delivery of value. Whether your requirements are for solutions on an System x®, Power Systems™ or System z®, the IBM Smart Analytics System has an offering matched to your need. Look for sessions featuring the IBM Smart Analytics System at Information On Demand 2011.

## Create a customized agenda with the Sample Agenda Builder

This simple tool helps you get a complete look at all the conference sessions and activities available to you. Search sessions by date, track or industry, view the details and build a personal agenda that meets your interests and goals. Save your sample agenda and share it directly with colleagues for review. Visit sampleagendasite.com
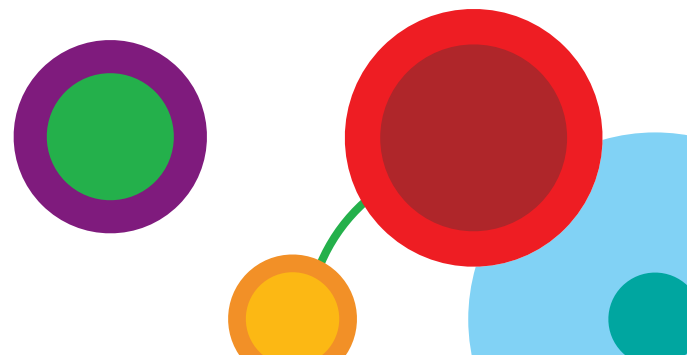
# Business Intelligence

Learn about powerful and exciting new business intelligence capabilities from IBM, including advances in business self-service, enhancements to administration and performance, and the ease of upgrading to IBM Cognos 10. Product experts and your customer peers will offer sessions specifically for business audiences and IT professionals on implementing IBM Cognos Business Intelligence solutions for reporting, analysis, dashboards and scorecarding. Increase your knowledge and learn about expanding BI topics that will help you drive business performance, such as collaboration, mobile and disconnected use.

**BBI-1096**

### IBM Cognos Business Intelligence—Improve Performance for Interactive Relational Data Access

This session offers guidelines and techniques that will help improve performance when authors and analysts deal interactively with relational data sources within the IBM Cognos Business Intelligence studios. The session applies to Cognos Query Studio, Cognos Analysis Studio, Business Insight Advanced, and Cognos Report Studio Express.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Armin Kamal, IBM

**BBI-1168**

### Attraction Insight Business Analytics at the Cincinnati Zoo

The Cincinnati Zoo implemented IBM Business Analytics software to link all points of sale and membership programs together for a complete 360-degree view of guest and member behavior. By consolidating information from various source systems into an enterprise data warehouse, the Zoo has used the power of IBM Cognos Business Intelligence V10.1 to find new and dramatically better ways to market, increase revenues and improve management efficiency. Since going live with this solution, the Cincinnati Zoo has already realized a return on its investment in the software, and identified ways to measure and report on key aspects of the business never before thought possible.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** John Lucas, Cincinnati Zoo and Botanical Garden; Andrew Rachmiel, BrightStar Partners, Inc.

**BBI-1312**

### Lessons Learned at NASA: Optimizing IBM Cognos Business Intelligence Performance with SAP BW

Discover the techniques used at NASA's Enterprise Applications Competency Center to improve performance of its IBM Cognos 8 Business Intelligence dashboards and reports in some cases by more than 500 percent using SAP BW. Learn about optimization techniques that supplement and expand on the IBM proven practices document (also known as the SAP cookbook). Topics covered in this session include: using SAP BW variables effectively, speeding up reports by eliminating prompt pages, creating FM models to maximize SAP BW performance, and common pitfalls to be avoided.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Randy Pearson, NASA

**BBI-1313**

### Building IBM Cognos Business Intelligence V10.1 Reports for your Apple iPad Users

The Apple iPad is one of the next generation of tablet devices that are creating a new information interaction paradigm. Yet many organizations are struggling to deliver business intelligence content to these devices. This session will describe how to use the combination of BI report authoring and the IBM Cognos Mobile server to deliver highly interactive reports to your community of iPad users for insight and exploration. In addition, a portion of this session will be devoted to report-authoring techniques for building highly consumable reports for iPad users.

**Session type:** Technical Deep-Dive
**Level:** Intermediate
**Speaker:** Stewart Winter, IBM; Mike Iles, IBM

**BBI-1364**

## How TOP-TOY Deploys a Single Report in Multiple Languages and Bursts Reports

In a multinational company, it is not always enough to distribute reports in a single corporate language. The solution is an IBM Cognos feature that allows you to produce a single report in multiple output languages. TOP-TOY, the largest toy retailer in Scandinavia, has used this solution to deploy and distribute reports to more than 280 shops in six countries. In this session, you will learn how easily you can set up your reporting environment to support multiple languages without creating new reports. You will understand the Multilanguage feature using IBM Cognos Framework Manager and IBM Cognos Report Studio, and see how bursting can be used to provide each shop with its own data.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Lars Andersen, TOP-TOY A/S

**BBI-1459**

## Creating and Utilizing Unique Concepts in IBM Cognos Active Report

IBM Cognos Active Report introduces many new concepts that build off of existing IBM Cognos Report Studio features. These concepts let you organize content and allow a much greater level of interactivity than most developers and users are familiar with in IBM Cognos solutions. You can fit dramatically more information into one attractive, self-contained report, streamlining both development and distribution. This session will review these new features, showing you how to build a sample report and discussing the ways in which Cognos Active Report can be utilized both online and offline in a typical reporting environment.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Todd Nappi, ACE INA; Jeff MacDonald, IBM

**BBI-1497**

## Creating Self-Service Dashboards with IBM Cognos Business Intelligence

Learn how IBM Cognos Business Intelligence empowers any user to assemble, personalize and interact with data from any time horizon. This session will explore the unified workspace of IBM Cognos Business Insight, and show you how users can move seamlessly from exploration to more advanced ad hoc query and analysis.

**Session type:** Product Overview
**Level:** Intermediate
**Speaker:** Jane Farquhar, IBM; Michael McGeein, IBM

**BBI-1541**

## How IBM Cognos Lifecycle Manager Improves BI Application Releases at Canadian Blood Services

IBM Cognos Lifecycle Manager is an application designed to assist in verifying BI platform upgrades. Whether you are moving up to IBM Cognos Business Intelligence V10.1, or applying a fix pack to your current implementation, Cognos Lifecycle Manager can streamline the upgrade process by automating many testing and QA tasks. But it can also help streamline your BI application release process. This session shows how Canadian Blood Services uses Cognos Lifecycle Manager to validate their BI applications every time they release new BI content, helping them identify potential problems before they affect the production environment. Attend this session to see how you can reduce testing effort, cost, and downtime with Cognos Lifecycle Manager.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** John Mazerall, Canadian Blood Services;
              John Evasuk, Canadian Blood Services

**BBI-1652**

## Advanced Visualization in IBM Cognos Business Intelligence V10.1

IBM Cognos Business Intelligence V10.1 offers a rich set of new features for creating visualizations. This session will explore things like the bullet chart, summarizing small slices in a pie chart and the matrix chart. In addition to new features and capabilities, you will learn about design and development principles that will help you create powerful visualizations for your report consumers.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Stephen Gibson, IBM

**BBI-1669**

## IBM Cognos Business Intelligence Scalability Managing Distributed Deployments

In this session, you will learn how to manage the performance of a distributed IBM Cognos Business Intelligence installation, taking advantage of the flexibility of IBM Cognos platform architecture along with native administration features.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Dean Browne, IBM

**BBI-1672**

### Implementing the System Management Methodology (SMM) for IBM Cognos Administration

This session will introduce you to the components and principles of the System Management Methodology (SMM) for IBM Cognos Administration. The SMM is a collection of examples and methods for managing and trending the health and performance of your IBM Cognos Business Intelligence installation. This session will walk you through the process of implementing the SMM and review sample objects included with the package.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Dean Browne, IBM

**BBI-1704**

### Creating Dynamic Dashboards with IBM Cognos Business Insight

In this session, you will learn how Ceco Door Products uses IBM Cognos Business Insight to get a quick overview of the organization's operational and financial status. This session will show you how to create quick and effective dashboards and how Cognos Business Insight can provide analysis for both operational and financial managers.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Lalitha Bhojanapalli, Ceco Door Products;
        Douglas Webb, Ceco Door Products

**BBI-1724**

### IBM Cognos Framework Manager Unleashed: An Innovative Approach to Modeling for Complex BI Projects

The Boeing Company faced a multitude of challenges managing the many IBM Cognos Framework Manager models it generated for the Finance community. Attend this session to see the solution that meets these Primary Design Principles: 1) Everything is modeled once and only once, 2) Multiple developers can easily develop in Cognos Framework Manager simultaneously, 3) Model complexity and the need for regression testing are minimized, 4) Design is optimized for maintainability 5) All applicable content can be made available to a given user group in a single package.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Larry Bob, The Boeing Company

**BBI-1811**

### Business Intelligence Production Workloads in the Cloud

"Cloud" may be a popular buzzword, but the value you get from successful cloud computing is universal: lower costs and faster implementations. Join this session to hear how you can deploy IBM Cognos Business Intelligence as a cloud-friendly BI platform. Come and get a "sneak peek from the labs" of IBM Workload Deployer used in combination with Cognos Business Intelligence. You'll learn how the power of virtualization and cloud computing deliver benefits such as self-healing, dynamic scaling and fast deployments to production-ready environments in mere minutes. Join author and Cloud expert Stephan Jou, to learn how to use the Cloud for your BI deployments and hear about the exciting innovations coming from IBM in the future.

**Session type:** Product Overview
**Level:** Intermediate
**Speaker:** Mario Daigle, IBM; Stephan Jou, IBM

**BBI-1846**

### Performance Tuning: SAP Business Information Warehouse, IBM Cognos Business Intelligence and IBM Cognos TM1

Discover best practices for reporting with SAP Business Information Warehouse (SAP BW) and IBM Cognos Business Intelligence. This presentation will provide its audience with a technical review of configurations, tips and techniques for a successful implementation when using these solutions together. You'll learn how to maximize your performance and improve the user experience, and hear recommendations for enterprise-wide configuration as well as more granular topics specific to SAP BW reporting. Additional topics will include prompting considerations, variable usage, troubleshooting, studio usage, drill through and more.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Pierre Valiquette, IBM; Linda J. Whitney, IBM;
        David L. Freriks, IBM; Rich Borucki, IBM

**BBI-2006**

### Resources and Practices for Upgrading to IBM Cognos Business Intelligence V10.1

This session will outline proven practices for upgrading to IBM Cognos Business Intelligence V10.1. You will learn about resources that are available before and during an upgrade, including IBM Cognos Lifecycle Manager, which will help you during the upgrade process.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Greg McDonald, IBM; Jim Mathews, IBM

**BBI-2267**

### Advanced Reporting Techniques with IBM Cognos Business Intelligence V10.1

This session will explore advanced reporting techniques with IBM Cognos Business Intelligence V10.1. You will learn how to solve both common and tricky problems in reporting. In addition, you will see how to perform advanced reporting tasks with new Cognos Business Intelligence V10.1 features such as External Data (Personal Data), Active Report and Business Insight Advanced.

**Session type:** Tips & Techniques
**Level:** Advanced
**Speaker:** Stephen Gibson, IBM

**BBI-2473**

### Implementing Ad Hoc Reporting at Nike with IBM Cognos Business Insight Advance on a Teradata Platform

The power to unveil hidden patterns coupled with the ability to analyze data in a pure ad hoc environment is an obvious next step for many organizations. This session will provide you with insights into the challenges of a pure ad hoc environment and show how the Nike Enterprise Business Intelligence team, with the help of the IBM Cognos Lab Services team, provided a flexible and scalable BI environment leveraging the functionality of the Teradata platform.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Javed Rahman, Nike

**BBI-2477**

### Extending Business Capabilities at Bank of America Merrill Lynch with IBM Cognos Solutions

The Business Intelligence Services Technology (BIST) group at Bank of America Merrill Lynch supports the reporting and data needs of several hundred users in the firm's Global Wealth and Investment Management business division. But satisfying the unique requirements of disparate user communities has been a challenge. This session will show you how the BIST group meets the business requirements of users and improves processes within its Reporting team, using practices developed with IBM Cognos Event Studio, Microsoft Visual Basic Scripting and Microsoft .NET applications. Also learn how BIST improved scheduling and reporting for the business community using the capabilities of IBM Cognos SDK.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Mukundan Rengaswamy, Bank of America Merrill Lynch; Kern Teoh, Bank of America Merrill Lynch; Raghavendran Vasudevan, Bank of America Merrill Lynch

**BBI-2535**

### Around the World in 180 Days: Implementing BI in a Global Company with Dozens of ERP Systems

Gates Corporation is a leading manufacturer of automotive and industrial products, with a 100-year history and locations in nearly every region of the world. As a result of growth through acquisition, Gates uses a large number of systems for enterprise resource planning, which sometimes makes corporate reporting of detailed information a daunting task. So Gates recently launched an effort to deploy business intelligence globally. After just 90 days, its two largest regions were integrated into the IBM Cognos Business Intelligence system, with invoice-line details. This session will focus on best practices and lessons learned for deploying BI globally.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Curtis Kowalski, Gates Corporation
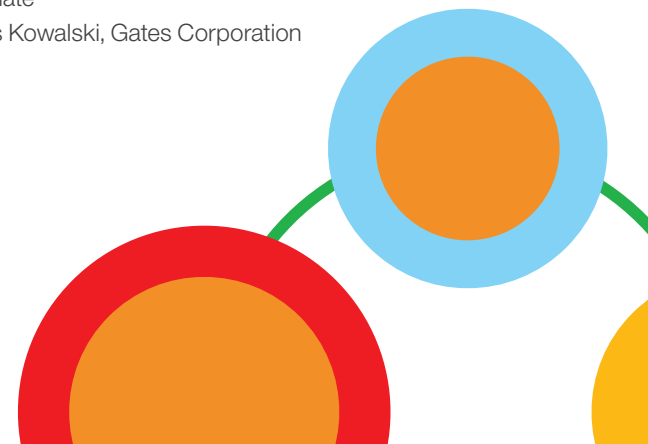
### BBI-2550

## Using IBM Cognos Workforce Performance to Drive HR Analytics Internally at ADP

Automatic Data Processing, Inc. (ADP), with nearly $9 billion in revenues and more than 45,000 employees, is one of the world's largest providers of business outsourcing solutions. ADP offers a wide range of HR, payroll, tax, and time and attendance solutions. Learn how ADP uses IBM Cognos Workforce Performance to help manage employee data on its global workforce, providing insight into workforce issues such as capacity, acquisition, development, retention, performance and compensation, with consolidated analytic reporting from multiple data sources. You'll understand how HR professionals at ADP accelerate decision making using BI reports and dashboards that can be quickly configured to meet rapidly changing business needs.

**Session type:** Business Overview
**Level:** Intermediate
**Speaker:** Craig Nelson, Automatic Data Processing, Inc. (ADP);
	Jane Bradley, Automatic Data Processing, Inc. (ADP);
	Andrew Peralta, IBM

### BBI-2552

## How Amedisys Uses BI Dashboards to Deliver Insight Across the Organization

Amedisys is a leading provider of home healthcare and hospice services, providing professional, personalized care for patients in the comfort of their own homes. Each day Amedisys delivers services to more than 35,000 individual patients and their families, employing more than 16,000 skilled clinicians across the country. In much the same way, the Amedisys IT department delivers best-of-breed BI solutions to the company's own internal stakeholders. In this session, you'll learn how Amedisys designed and deployed BI dashboards and other solutions that draw data from many sources, including their IBM Cognos Workforce Performance application.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Wendy Melancon, Amedisys Home Health Services;
	Andrew Peralta, IBM

### BBI-2564

## Using IBM Cognos Customer Performance Sales Analytics to Drive Sales at Spyder Active Sports

For 30 years, Spyder Active Sports, Inc., has focused on engineering superior skiwear by integrating high-tech fabrics, fashion and functionality. They're obsessed with keeping customers dry, comfortable and warm, and they approach their own internal performance with the same passion and rigor. In this session, you'll learn how Spyder implemented IBM Cognos Customer Performance Sales Analytics for JD Edwards in less than three months, with only one part-time resource. You'll see how easy it is for Spyder's small IT department to manage and extend the application, getting data out of their source system, into the data warehouse and out to their business users.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Michael Mougin, Spyder Active Sports;
	Nicolas Leduc, IBM

### BBI-2669

## Using IBM Cognos Express to Deliver Tangible ROI at Uponor

To address a large backlog of report requests, Minnesota-based Uponor, a leading supplier of plumbing, fire safety, and radiant heating and cooling systems, needed to upgrade its reporting solution. The company wanted to enable end users to customize reports for themselves and adopt a single, reliable platform that would be more cost-effective and do a better job of analyzing sales and financial data. In this session, you'll hear how IBM Cognos Express provided Uponor with the powerful solution they needed.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Chris Moore, Uponor; Matt Frederick, eCapital Advisors

**BBI-2695**

## Best Practices and Lessons Learned in a Global Multiserver BI Environment at Merial

In this session, you will hear a case study about a very large global implementation of IBM Cognos Business Intelligence presented by Merial, a world-leading animal healthcare company. Numerous best practices and "gotchas" will be explored in an interactive format. Audience participation is welcomed! A detailed analysis of Merial's upgrade to Cognos Business Intelligence V10.1 will be included, with a strong focus on security best practices.

**Session type:** Technical Deep-Dive
**Level:** Intermediate
**Speaker:** David Bergeron, Merial, Ltd.

**BBI-2714**

## Extending the Value of your SAP Applications with IBM Business Analytics

Discover how your organization can capitalize on its existing investment in SAP systems with IBM Business Analytics. This session will show you how to unlock the value in your existing SAP infrastructure, applications, and other data sources to maximize overall business performance. You'll see how enhancements to IBM Cognos Business Intelligence V10.1 can help you embrace, enhance, and extend the value of your existing investment in SAP applications.

**Session type:** Product Overview
**Level:** Introductory
**Speaker:** Rich Borucki, IBM; Pierre Valiquette, IBM

**BBI-2723**

## Streamlining the Lifecycle of your Business Intelligence Solution

Streamlining the lifecycle management of your business intelligence solution is critical to responding quickly to the business while controlling costs. Join this session to hear how IBM Cognos addresses the discipline of lifecycle management, and ensures that you can cost-effectively manage your BI solution when initially deployed and as it changes over time. This session will include demonstrations of IBM Cognos Business Intelligence capabilities and show you how to handle the lifecycle management of your deployment.

**Session type:** Technical Overview
**Level:** Introductory
**Speaker:** Andreas Coucopoulos, IBM

**BBI-2732**

## Value and Performance on the Netezza Platform at Blue Cross Blue Shield of Massachusetts

Performance, performance, performance! This is Blue Cross Blue Shield of Massachusetts' (BCBSMA) mantra when it comes to using IBM Cognos software on a platform from Netezza, an IBM Company. Hear Shikanth Vangala, Manager and Chief Solutions Architect of Business Intelligence for BCBSMA, describe how the company realized new performance gains that enabled them to embed more and more data into dashboards to extend visibility into trends that they otherwise could not see. Learn how BCBSMA's users adopted these dashboards to support the organization's requirements to measure and analyze financial performance, clinical risk, and operational efficiencies, as well as to identify new opportunities for strategic and competitive advantage.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Shikanth Vangala, Blue Cross Blue Shield of Massachusetts (BCBSMA); Karina Bernier, IBM

**BBI-2908**

## BI Analytics Drive Daily Performance at Terex Corporation

Terex Corporation is a diversified global manufacturer of heavy equipment for a variety of industries including construction, infrastructure, quarrying, recycling, surface mining, shipping, transportation and more. The economic downturn both increased competition and decreased demand for their products, and the need for better management and reporting became evident. The company needed to better analyze customers, vendors and its own operations to improve profitability. In this session, you'll learn how Terex is embarking on a journey of creating an analytics-focused organization with IBM Cognos Business Intelligence and IBM Cognos Analytic Applications.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Terry Layo, IBM; Steve Johnson, IBM

**BBI-2961**

## Reducing the Cost and Complexity of your Business Intelligence Deployments

As organizations strive to deliver high-value business intelligence solutions to users, they are realizing that the incremental costs and complexity of scattered, departmentalized BI deployments are adding up. Join us as we share insights on the cost drivers and show you how new approaches to technology deployment, processes and team organization can streamline delivery while still providing high-value, successful BI across your organization. We will discuss tips and tricks on how to get started, how to quantify the cost savings, and how to sustain long-term success. This session will help you uncover ways to lower your total cost of ownership (TCO) and maximize BI success for your business.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Rebecca Wormleighton, IBM;
         Andreas Coucopoulos, IBM

**BBI-2972**

## Easing the Transition to Enterprise Business Analytics

Preparing for a successful enterprise-wide business analytics (BA) initiative means careful planning by both business and IT. If BA is to extend beyond tactical deployment and become a broader strategic solution, it requires more aligned, managed and predictable processes. Join us as we discuss the practical steps your organization can take to grow and evolve as a team to deliver a world-class BA strategy. This session will outline a clear process for sharing best practices and gaining necessary internal approvals. We will discuss how to drive excellence and create a culture of performance. You will hear practical advice on how IT can address the most critical issues for immediate business value while building for the long-term.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Rebecca Wormleighton, IBM;
         Krista Colby-Wheatley, IBM

**BBI-3003**

## Best Practices in Self-Service Reporting at Office Depot

Self-service reporting can be a blessing or a curse to a business. If business users are properly trained and motivated, self-service can help them provide more directed reports in a timelier manner. Self-service reporting allows business experts to focus on developing reports while freeing up IT resources to focus on providing direction and a solid foundation and framework for the reporting environment. The downside can be uncoordinated and duplicate reporting which wastes time and critical business resources. In this session, you will learn about the successes that Office Depot has had in this area with its upgrade to IBM Cognos Business Intelligence V10.1.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Ranjith Chelasani, Office Depot;
         Dale Fritts, Office Depot

**Special Analyst Feature! BBI-3017**

## Expanding Business Analytics for *All* Information Workers

Business intelligence is in its third decade of supplying valuable information to enterprise decision makers. BA implementers now realize that everyone in the enterprise is a decision maker at some point in their work activities. So all employees must be considered and need to have appropriate access to the right information to make the best decisions. These workers are not all the same; in fact, they can be classified into three categories, each having specific needs. Join us as we discuss the key characteristics of these three categories of workers, the key BA capabilities each will need and the deployment options and technological considerations for creating a truly world-class, all-encompassing enterprise BA environment.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Claudia Imhoff, Intelligent Solutions Inc.;
         Rebecca Wormleighton, IBM
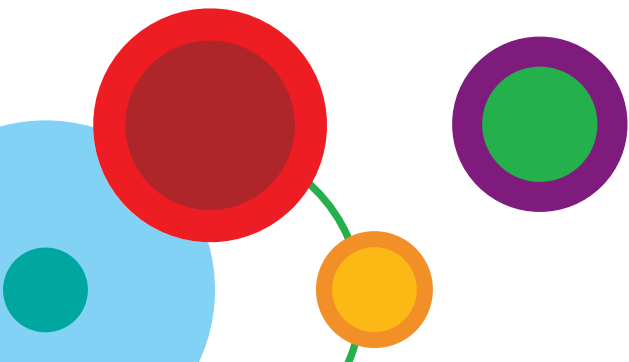
**BBI-3148**

## Business Intelligence That Matters: Creating Actionable Insights That Drive Results

Business intelligence continues to gain momentum as organizations seek to capitalize on the enormous amount of data flowing through the enterprise. However, many BI initiatives ultimately die quiet deaths when they get mired in data and fail to produce the expected business outcomes. This session will review the Corporate Executive Board's ongoing BI transformation toward the delivery of new insights that drive targeted, high-ROI actions in the executive suite as well as on the front lines. This session will review key principles of successful BI such as usability, client needs analysis, data visualization, commercial impact and specific calls to action.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Bruce Rebhan, Corporate Executive Board

**BBI-3174**

## Providing Insight Through a Simple, Secure and Flexible Customized Front-End Solution

Providing meaningful information through a secure, easy-to-use interface requires a powerful solution that includes a flexible reporting model. This informative session will guide you through the American Modern Insurance Group's innovative reporting solution, which seamlessly integrates into the company's website. You will learn how to use IBM Cognos Business Intelligence security features through bursting, customize the Cognos portal to fit the needs of various users, and provide flexible reporting that is capable of handing inevitable changes in the business.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Blair Meiser, American Modern Insurance Group;
Sandy Wagner, American Modern Insurance Group

**BBI-3244**

## Game Changing Strategies: Z Linux and IBM Cognos Business Intelligence V10.1

Today's analytic platforms are powerful, scalable, and effective. They can bring order to pure chaos. Yet, in some cases the ROI and total cost of ownership (TCO) are disappointing. The root of the problem lies not in the technology but in the application of the technology. In this session, you'll learn how to inventory your BI spectrum, leaving no stone unturned: licensing, platform, metadata management, administration, training, human resources, and information benefits. The sum of these determines both ROI and TCO. You'll learn how to deploy IBM Cognos Business Intelligence V10.1 and System z for increased ROI, lower TCO, and greater competitive advantage.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Travis Neel, Chartis Insurance;
Rebecca Wormleighton, IBM

**BBI-3282**

## The Power of User Interface, Interactivity and Design Standards in IBM Cognos Business Intelligence V10.1

This session will explore the user interface aspect of BI, the new modern look of the Cognos portal, unified design and standardization techniques, and tips and tricks for designing reports using IBM Cognos Report Studio. You will see a demo of interactive features integrating JavaScript, flash, and interactive menus to improve the UI. An interactive session will show tips and tricks that can help you perform tedious tasks in only minutes, using Cognos Report Studio objects and Microsoft Excel macros. The new features in Cognos Business Intelligence V10.1 will also be highlighted, with a live display of features in Cognos Report Studio.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Nitin D'Souza, DIRECTV

## BBI-3383
### IBM InfoSphere MDM Server and BI Integration—Potentials and Case

This presentation will explore and discuss potential performance improvements that companies can realize from integrating IBM InfoSphere MDM Server or IBM InfoSphere MIH Workbench with IBM Cognos Business Intelligence or IBM SPSS Predictive Analytics. The session will include a real case example in building MDM-BI integration solution for managing customer satisfaction in telecom industry.

**Session type:** Technical Overview
**Level:** Introductory
**Speaker:** Wenjie Lin, IBM

## BBI-3441
### Turning Data into Customer Insight: Using SPSS to Predict Customer Buying Behavior

IBM SPSS solutions provide organizations with the capability to effectively mine large volumes of data from source systems and data warehouses. This session will detail how Knowledge Universe effectively uses SPSS in conjunction with IBM Cognos Business Intelligence V10.1 to predict customer buying behavior and gain insights previously not possible. You will hear about key lessons learned and best practices for a successful deployment in your organization.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Wade Anderson, Knowledge Universe;
　　　　　 Maryann Burns, Knowledge Universe

## BBI-3478
### Migrating from IBM Cognos Series 7 to IBM Cognos Business Intelligence V10.1

In order to take advantage of the many valuable and exciting features available in IBM Cognos Business Intelligence V10.1, IBM Cognos Series 7 customers must first migrate their applications. But understanding the various options and supported paths for such an activity can be a challenge. This session provides an overview of the various ways Cognos Series 7 customers can move to Cognos Business Intelligence V10.1 and the technology and methodologies available to make the move a success.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Greg McDonald, IBM; Alex Jones, IBM

## BBI-3479
### How to Enable a Mobile Workforce

IBM Cognos Mobile offers a highly interactive report and dashboard user experience for a broad range of mobile platforms and devices. This session will provide an overview of the Cognos Mobile offering and present enterprise-wide use cases in mobile BI across different industries. Attendees will hear success stories, see demos and learn about various factors that need to be considered for a sound mobile strategy and pervasive mobile BI implementation.

**Session type:** Product Overview
**Level:** Intermediate
**Speaker:** Muhammad Sarwar, IBM

## BBI-3484
### Standardizing Reports at Kaiser Permanente with Centrally Controlled Templates Used by Multiple Developers

Creating a consistent look and navigation to your reports can be a powerful advantage. In this session, you will learn about IBM Cognos Report Studio techniques you can use to standardize items that all reports need, while having a team of developers and business owners produce diverse requirements for those reports. This presentation will show you how to manage headers and footers for all your documents from one template using standard Cognos features. You will see how your team can maintain a unified presentation through naming conventions, standard layout components, style guides and centralized resources. You'll learn how to reduce the work, brand your reports, and empower your users.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Karen Brooks, Kaiser Permanente

**BBI-3496**

## Chevron's Journey with IBM Business Analytics

Over the past two years, energy giant Chevron has embarked on a journey to standardize its business analytics around the IBM Business Analytic framework, including InfoSphere and IBM Cognos solutions. One business unit is now live on Cognos 8.4, integrated with InfoSphere. Another business unit has successfully deployed IBM Cognos Business Intelligence atop the SAP Business Warehouse. All deployments are being hosted in a new, private cloud offering which is managed centrally in San Ramon, California. Come to this session and hear why Chevron selected this framework, how they made it work, and what lessons were learned along the way.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Mark Miller, Chevron

**BBI-3639**

## Improving Decision Making by Enabling Users with IBM Cognos Analysis Capabilities

To be truly successful in meeting goals for profitability, revenue, cost reduction and risk management, organizations need to create a culture of confident decision making. Learn how IBM Cognos solutions can satisfy the analysis needs of all the users in your company from the knowledge worker who wants to drill into detail and slice and dice information, to the business analyst who needs to understand inferences and combine information in new ways, to the advanced analyst who needs to apply algorithms and build models to validate observations and predict outcomes. In this session, you will see demonstrations that show how every user can be well served by the latest IBM Cognos analysis capabilities.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Brent Winsor, IBM

**BBI-3640**

## Implementing and Managing a Robust Security Model in IBM Cognos Business Intelligence

This session offers guidelines and techniques that will help you implement a robust security model in an IBM Cognos environment. Going beyond the securing of reporting objects, this session will focus on ways you can reduce the total cost of ownership and manage and monitor user activity as well as use some of the new security features in IBM Cognos Business Intelligence V10.1.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Scott Masson, IBM

**BBI-3642**

## Driving Better Decisions with Collaborative Business Intelligence

Business intelligence software helps you understand and gain insight into your business. But driving better business outcomes requires the engagement and alignment of many people to put that insight into action. Join this session to hear how the built-in collaboration and social networking features of IBM Cognos Business Intelligence V10.1 can help. By supporting the natural cycle of uncovering an issue to deciding what to do about it, Cognos Business Intelligence can help you attach annotations to provide context for information, find the right people to engage in discussion and form decision networks. Then you can build a repository of decision history invaluable for improving decision making across your organization.

**Session type:** Technical Deep-Dive
**Level:** Intermediate
**Speaker:** Tina Groves, IBM
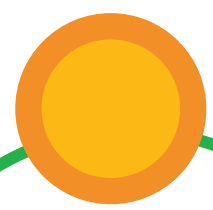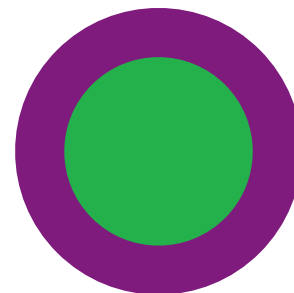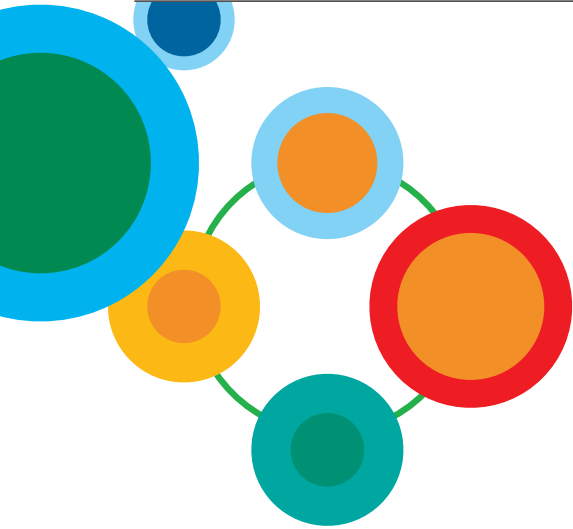
### BBI-3643
## Build and Buy? IBM Cognos Analytic Applications and IBM Cognos Application Workbench

As an IT department, how do you manage the business demand for information trapped in transaction systems, ERPs and other data sources? Are you able to deliver continuous, relevant BI reporting and business analysis to your users? Attend this session to learn about the IBM Cognos Analytic Applications family of packaged BI solutions, including the newly released IBM Cognos Application Workbench. These products enable users to implement a warehouse and BI reporting quickly, then manage and extend the solution. Learn how you can build and manage your own applications for custom content areas and choose one or more of our prepackaged applications in the areas of HR, finance, customer sales and supply chain procurement.

**Session type:** Product Overview
**Level:** Intermediate
**Speaker:** Nicolas Leduc, IBM; Steve Johnson, IBM

### BBI-3645
## The Value of IBM Cognos Mobile: From a Customer's Point of View

These days, you never know where an executive or a sales representative will be when a decision needs to be made. So it's up to IT organizations like yours to enable those decisions to be made on the go, with relevant, timely information. Attend this session to hear a first-hand customer account of the value that IBM Cognos Mobile can bring to an organization. You will learn how IBM Cognos Mobile helps this company deliver decision-ready information to anyone, anywhere, at any time, with an experience that is fully interactive and personalized, while ensuring the security, reliability and performance that IT expects.

**Session type:** Product Overview
**Level:** Intermediate
**Speaker:** Jennifer Schmitz, IBM

### BBI-3646
## Overview of IBM Cognos Business Intelligence

Many organizations are operating with blind spots. Decision makers often use "gut feel" and anecdotal evidence to make even the most critical decisions. The data needed to drive informed decisions exists—but in disparate sources across the organization and it may be hard to access, explore, analyze and share. With today's global economy and ever faster business cycles, business intelligence has expanded to include real-time data, collaboration, what-if analysis, mobile and other capabilities to help fuel the decision-making process. Join this session for a complete overview of IBM Cognos Business Intelligence and discover new ways your organization can realize the full promise of BI.

**Session type:** Product Overview
**Level:** Introductory
**Speaker:** Harriet Fryman, IBM; Becky Smith, IBM

### BBI-3647
## Emerging Trends in Business Intelligence

Business intelligence is at the heart of a healthy, analytics-driven organization. It supplies the lifeblood of information for every individual and workgroup at every level in every role in the organization helping to drive better business outcomes. This session discusses the trends in BI, shares the IBM statement of direction for BI, and highlights some of our "in the labs" research and development. Topics will include new interaction styles, visualization and agile approaches to self-service BI. You will hear about unstructured and big data, and about optimized systems and cloud for IT flexibility in deployment. Attend this session for practical guidance on how you can plan to take advantage of what the BI future has to offer.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Becky Smith, IBM; Gene Villeneuve, IBM

Business Intelligence
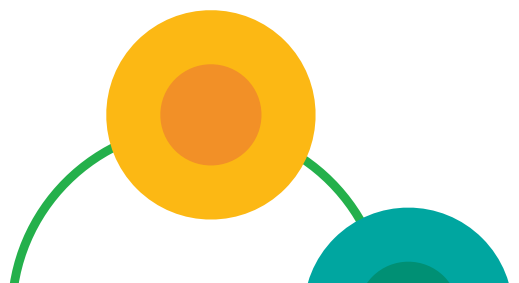
**BBI-3648**

## The Five Ws of Dynamic Query Mode in IBM Cognos Business Intelligence V10.1 - Part 1

Designed for performance from the ground up, Dynamic Query mode in IBM Cognos Business Intelligence V10.1 introduces exciting new technologies and features that promise to bring greater performance and scalability to your business analytics. This two-part session will focus on architecture, caching, cache configuration and management, and hardware requirements of Dynamic Query mode, and show you how to get the most out of your available resources. The session will present the five Ws that can help you drive the very best performance from this new technology. You'll learn, 1) When to use Dynamic Query; 2) Why; 3) What needs to be done in upgrading to Dynamic Query; 4) Who should deploy it; and 5) Where.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Mike Armstrong, IBM

**BBI-3649**

## The Five Ws of Dynamic Query Mode in IBM Cognos Business Intelligence V10.1 - Part 2

Designed for performance from the ground up, Dynamic Query mode in IBM Cognos Business Intelligence V10.1 introduces exciting new technologies and features that promise to bring greater performance and scalability to your business analytics. This two-part session will focus on architecture, caching, cache configuration and management, and hardware requirements of Dynamic Query mode, and show you how to get the most out of your available resources. The session will present the five Ws that can help you drive the very best performance from this new technology. You'll learn, 1) When to use Dynamic Query; 2) Why; 3) What needs to be done in upgrading to Dynamic Query; 4) Who should deploy it; and 5) Where.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Mike Armstrong, IBM

**BBI-3650**

## Creating Better Reports with IBM Cognos Report Studio: Improving Layout with Skins, Style Sheets and JavaScript

This session will present best practices in report layout developed by I-bridge, the shared services center for IT development and support of the Dutch division of Randstad Holding. This session, which is tailored for those with knowledge of IBM Cognos Report Studio and JavaScript, will focus on report page and prompt page layout and usability. A selection of developed reports, including a dashboard, will be shown in a live demo. The session will describe how the answers to business questions are translated into actual reports, and why specific choices in report layout have been made. The session features technical information, but also presents useful best practices for non-IT users.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Jochem Van Galen, I-bridge, a Ranstad Company;
          Dennis Houtman, I-bridge, a Ranstad Company

**BBI-3651**

## Future Trends: In-Memory Analytics for Line-of-Business Self-Service

Business users in many organizations struggle with spreadsheets to determine the best way to move their businesses forward. Marketing teams, for example, try to determine the impact of lower promotional spending on lead generation, while customer service managers will try to model the impact of increased calls and claims on costs. Join this session to hear use cases and see a "sneak peek from the labs" to learn about the direction of self-service, in-memory analytics for your line-of-business users. Learn how users can create personal analysis and what-if scenarios that blend trusted information with input of local data all within the same business intelligence environment.

**Session type:** Product Overview
**Level:** Intermediate
**Speaker:** David Clement, IBM; Dan Potter, IBM

**BBI-3690**

Creating an IBM Cognos Active Report
Intermediate to Advanced - Part 1

Join this session to learn about IBM Cognos Active Report, a new
report output type available in IBM Cognos Report Studio V10.1
which enables you to create rich, disconnected and distributable
dashboard reports. This session, designed for intermediate to
advanced report authors, will show you how to use this powerful
new report feature. The session will also include demonstrations of
techniques in recommended design and performance practices
that will help you create more compelling, interactive reports.

**Session type:** Tips & Techniques
**Level:** Advanced
**Speaker:** Matthew Chmiel, IBM; Craig Taylor, IBM

**BBI-3691**

Creating an IBM Cognos Active Report
Intermediate to Advanced - Part 2

Join this session to learn about IBM Cognos Active Report, a new
report output type available in IBM Cognos Report Studio V10.1
which enables you to create rich, disconnected and distributable
dashboard reports. This session, designed for intermediate to
advanced report authors, will show you how to use this powerful
new report feature. The session will also include demonstrations of
techniques in recommended design and performance practices
that will help you create more compelling, interactive reports.

**Session type:** Tips & Techniques
**Level:** Advanced
**Speaker:** Matthew Chmiel, IBM; Craig Taylor, IBM

**BBI-3731**

Step-by-Step Guidance to Building End-to-End
Business Intelligence - Part 1

Come to this session if you are tasked with designing and
constructing business intelligence applications in your
organization. Hear from experts how to build end-to-end BI
applications that provide critical capabilities for the decision
makers in your organization. You'll see how to build dashboards
that make business users an integral part of the decision-making
process; analytics to drive powerful what-if scenario modeling;
and more. See what it takes to achieve true breakaway
performance with IBM Cognos Business Intelligence. Armed with
this knowledge and a little creativity and imagination on your part
you'll leave this session with the ability to create and present IBM
Cognos Business Intelligence content that really sizzles.

**Session type:** Best Practices/Deployment
**Level:** Advanced
**Speaker:** Andrew Popp, IBM; Jason Salares, IBM

**BBI-3732**

Step-by-Step Guidance to Building End-to-End
Business Intelligence - Part 2

Come to this session if you are tasked with designing and
constructing business intelligence applications in your
organization. Hear from experts how to build end-to-end BI
applications that provide critical capabilities for the decision
makers in your organization. You'll see how to build dashboards
that make business users an integral part of the decision-making
process; analytics to drive powerful what-if scenario modeling;
and more. See what it takes to achieve true breakaway
performance with IBM Cognos Business Intelligence. Armed with
this knowledge and a little creativity and imagination on your part
you'll leave this session with the ability to create and present IBM
Cognos Business Intelligence content that really sizzles.

**Session type:** Best Practices/Deployment
**Level:** Advanced
**Speaker:** Andrew Popp, IBM; Jason Salares, IBM

**BBI-3735**

IBM Cognos Framework Manager: Modeling
Best Practices - Part 1

The metadata modeling step is the cornerstone of a successful BI
application. Preparing useful and intuitive models for report
authors and ad hoc users to consume in the IBM Cognos Studios
is key to creating a successful BI application. This presentation
will introduce users to modeling concepts and best practices that
will ensure a successful modeling effort and a solid foundation for
their application. Techniques discussed will be relevant to IBM
Cognos Framework Manager modeling in general, and to working
with innovative new capabilities.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Chris McPherson, IBM

**BBI-3736**

IBM Cognos Framework Manager: Modeling
Best Practices - Part 2

Part 2 of this session will dive deeper into metadata modeling with
IBM Cognos Framework Manager and different capabilities will
be demonstrated. Discussions will also include leveraging the
strengths and performance benefits of innovative new capabilities
in Cognos Framework Manager.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Chris McPherson, IBM

# Financial and Risk Analytics

Learn about the latest management processes and best practices in financial and risk analytics. Hear your fellow software users and IBM product experts and Business Partners describe their experiences in implementing solutions for enterprise planning, budgeting, forecasting, consolidation, scorecarding, profitability modeling and related analysis. In addition, you will get a firsthand look at IBM OpenPages governance, risk, and compliance management solutions and IBM solutions for financial governance, "last mile" financial statement reporting and integrated XBRL capabilities (eXtensible Business Reporting Language).

**BFR-1333**

## IBM Cognos TM1: Creating a Successful Enterprise-Wide Deployment at The Hartford

This presentation will outline an operating model developed at The Hartford, which enabled the insurance giant to support a number of enterprise-wide applications. The session will highlight the company's use of business analytics, development, project management and change control processes and present an overview of current applications, focusing on architecture, the user base and applications. This session will also cover governance and master data management strategies that are essential to the successful deployment of the company's applications enterprise wide.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Bruce Conklin, The Hartford Financial Services Group

**BFR-1530**

## Future Trends: Building Better Models in IBM Cognos TM1

The accelerating pace of change has put business modelers in a nearly impossible position compelling them to build models faster and make those models more responsive. With use cases and a "sneak peek from the labs," this session will show you how to cope with the pressure of change more effectively, and outline our future direction for performance management modeling applications. You'll see how rule and process generation will help you make the most of your investment in IBM Cognos TM1 models.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Robin Stafford, IBM

**BFR-1712**

## Jabil Case Study: Transforming the Office of Finance

At this session, you will learn about the experience of $12B electronics manufacturer, Jabil, in working with IBM Cognos Business Intelligence V10.1, IBM Cognos TM1 and IBM Cognos Controller to drive efficiency and reduce cycle times in the office of finance. You will hear how this company, with more than 85,000 employees and facilities in 22 countries, is using Cognos solutions to provide access to analytical financial information for more than 3,000 users and improve decision making for better performance.

**Session type:** Best Practices/Deployment
**Level:** Advanced
**Speaker:** Mark Bagley, Jabil; Jeff Porter, JCB Partners

**BFR-1732**

## Financial Reporting for a $53 Billion+ Pension Portfolio at OMERS

With more than $53 billion in assets, the Ontario Municipal Employees Retirement System (OMERS) is one of Canada's largest pension funds. But its complex accounting structure made financial reporting a challenge. So OMERS turned to IBM. In this session, you'll learn how OMERS coordinates information across 41 sets of books and nine charts of accounts, and performs last-minute reconciliations using IBM Cognos Business Viewpoint to manage hierarchies and master data, IBM Cognos Business Intelligence V10.1 for reporting and IBM Cognos TM1 to streamline financial reporting and planning. You'll also hear how this coordinated solution helped OMERS accelerate reporting by 60 percent and automate planning, while still meeting governance requirements.

**Session type:** Best Practices/Deployment
**Level:** Advanced
**Speaker:** Imad Jawadi, Ontario Municipal Employees Retirement System (OMERS); Anna Lynch, IBM

### BFR-1813
### Cellular South Adds Complex What-If Revenue Modeling to the Planning Environment with IBM Cognos TM1

This session details how wireless service provider Cellular South was able to quickly resolve a complex revenue planning problem with IBM Cognos TM1. In the wireless industry, modeling multiple versions of new service plans and analyzing the cannibalization effect of these plans on existing customers is a critical part of the planning process. This session explains how Cellular South developed a system that enabled users to simulate the creation of new service plans and analyze the impact of these plans on the existing business. Capabilities included toggles to add or remove the simulated plans and instantly see the detailed revenue impact on the business.

**Session type:** Business Overview
**Level:** Advanced
**Speaker:** Peter Edwards, Application Consulting Group; Justin Croft, Cellular South, Inc.

### BFR-2329
### Understanding IBM Cognos TM1: Performance and Scalability

IBM Cognos TM1 is the leading in-memory read/write ROLAP server on the market. But how does one optimize it for performance and scalability? In this session, you will learn the key factors that will help ensure that your Cognos TM1 applications are performing as fast as possible. You'll learn how rules and locking can affect your applications from a query standpoint, and how to scale Cognos TM1 for a large user community. In addition to explaining long-standing optimization techniques, this session also describes how to employ new enhancements such as Parallel Interaction in your Cognos TM1 environment.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Thomas Baldwin, IBM

### BFR-2561
### Managing Risks and Controls with IBM Cognos Financial Performance Analytics

J.D. Irving, Limited, (JDI) is a diverse group of enterprises with business units in forestry, transportation, shipbuilding, retail, industrial equipment, construction services and building materials, and consumer products. Join the company's CIO as he shares how JDI consistently manages risks and controls, while providing employees with more transparent access to information and better reporting in procurement, finance and other areas of the business with IBM Cognos Analytic Applications. Learn how JDI gains insight into financial data with packaged reports in standard formats and see how JDI has integrated these applications with other BI capabilities and improved financial analysis with self-serve management reports.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Doug MacAskill, JD Irving, Ltd.; Steve Johnson, IBM

### BFR-2576
### Driving Smarter Business Decisions with Analytics for Maximo Enterprise Asset Management

As a long-time Maximo® user for their Enterprise Asset Management processes, Atwood Oceanics successfully upgraded their Maximo environment from Maximo 5 to 7 and implemented the IBM Cognos Supply Chain Procurement Analytic Application to gain insight into their Procurement Spend and Supplier Performance. Learn how the combination of Maximo Enterprise Asset Management with IBM Cognos BI and Analytic Applications provides organizations with insight into their core operations to drive cost efficiencies, improved supplier performance and greater visibility into inventory and work management. Atwood is now on the journey to deliver Analytics beyond Procurement and into Inventory and Work Management (Maintenance).

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Francois Blais, Atwood Oceanics; Steve Johnson, IBM

**BFR-2628**

## Extended Analytics from IBM Cognos Controller

Learn how you can enhance your reporting from IBM Cognos Controller data by integrating with IBM Cognos TM1 and IBM Cognos Business Intelligence. This session will draw on the extensive experience of IBM to help you to identify the issues you need to consider in integrating Cognos products into your financial processes, as well as walking you through the steps required in a successful deployment of IBM Cognos Controller Financial Analytic Publisher (FAP). You will learn what changes and modifications are required in Cognos Controller, Cognos TM1 cube enhancement tips and security considerations. See how you can use Cognos TM1 and Cognos Business Intelligence to bring Cognos Controller data to life.

**Session type:** Technical Deep-Dive
**Level:** Intermediate
**Speaker:** Mark Cracknell, Aramar

**BFR-2702**

## Applying your Spreadsheet Skills to a Complete Business Analytics Platform: IBM Cognos Express

Microsoft Excel is a great tool but it's overused as an analytics platform. In this case study, you'll learn how Accelrys Technologies, a developer of software for the life sciences industry, was able to migrate a number of spreadsheet models and interfaces into Cognos Express, creating a single application for all of its forecasting and analytic needs. Hear how areas such as financial reporting, revenue forecasting and analysis of operations, as well as customer and product analytics were all migrated to Cognos Express.

**Session type:** Business Overview
**Level:** Intermediate
**Speaker:** Fred Hawkins, Accelrys Inc.; Larry Stell, Applied Analytix

**BFR-2733**

## Smarter Planning and Analysis with IBM Cognos TM1

See how IBM Cognos TM1 provides all the necessary capabilities to meet the diverse needs of enterprise planning and analysis across your organization. In this session, you'll learn how using Cognos TM1 in combination with IBM Cognos Business Intelligence enables dynamic, reliable planning and analysis that connects operational and financial performance management to help you better anticipate and act on business risks and opportunities.

**Session type:** Product Overview
**Level:** Intermediate
**Speaker:** Christopher Ilacqua, IBM

**BFR-2778**

## Gaining Daily Insight with IBM Cognos TM1 and IBM Cognos Business Intelligence at Pillar Hotels and Resorts

In this session, you'll learn how Pillar Hotels and Resorts, a property management company with a portfolio of more than 230 hotels in 37 states, joined forces with IBM business partner LPA Systems to replace a manual, spreadsheet-based process with a robust budgeting and forecasting system built on IBM Cognos TM1 and IBM Cognos Business Intelligence. You'll hear how Pillar Hotels improved performance by moving from a monthly, summary-level plan to a detailed, daily operational and financial plan, using drivers to measure the business and simplify the planning experience for more than 300 users in the first month of rollout. Pillar will also review the success of its IBM Cognos reporting solution and show how the system reduces costs.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Lance Kobza, Pillar Hotels & Resorts;
Chad Erman, LPA Systems

**BFR-2795**

## Disney Magic: Tips, Tricks and Tales of Upgrading to IBM Cognos Planning V10.1

Upgrading 120+ planning models and keeping 1000+ users around the globe happy is no easy feat especially when you have three unique environments (development, quality assurance and production), some with more than 50 job servers. Join us as we pull back the magic curtain and show you some of the lessons learned and improvements found in the new IBM Cognos Planning V10.1. Learn about the Walt Disney Company's upgrade of a three-year-old installation of Cognos 8 Planning and hear how Disney now keeps more than 100 developers in their respective areas while new projects are coming online, with minimal effect on other groups projects.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Chris Lebedeff, Walt Disney Company;
Kevin Meyer, Walt Disney Company
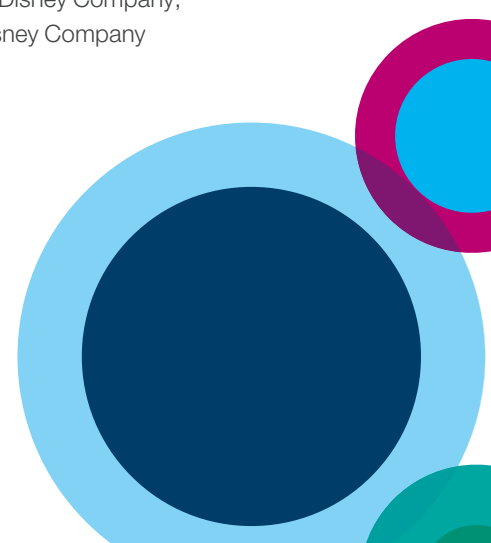
**BFR-2918**

## Extending Planning and Analysis with IBM Cognos TM1 at DIRECTV

Join this session to share the experience of DIRECTV in developing and extending new planning and analysis applications with IBM Cognos TM1 while the company was simultaneously running established IBM Cognos Planning applications. This session will cover topics such as preparation, training, hardware requirements, deployment and modeling considerations, and managing end user expectations. You will learn about the benefits that DIRECTV realized from its transition to IBM Cognos TM1 and gain valuable insights from the company's experience with building and effectively deploying its planning and analysis models.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Robby Meyers, DIRECTV

**BFR-2970**

## North American Breweries Enables Acquisitions with IBM Cognos Technology

North American Breweries (NAB) owns and operates four U.S. breweries and six retail locations in five states. NAB's growth has been enhanced by its acquisition of multiple brands in recent years. But this strategy has placed stress on the company's planning and reporting processes. So NAB implemented both IBM Cognos TM1 and IBM Cognos Business Intelligence to help streamline these processes and ease the burden created by the rapid growth of the organization. This session describes how Cognos Business Intelligence increased visibility of shipments, invoices and financial trends, while Cognos TM1 was used to create a much more effective sales planning solution more accurately and timely than any plan the organization had in the past.

**Session type:** Business Overview
**Level:** Intermediate
**Speaker:** Breanna Penque, North American Breweries;
            Jeff Matthews, LPA Systems

**BFR-2974**

## Valuable Know-How and Techniques to Maximize your Planning Processes with IBM Cognos Planning V10.1

This session will help you understand the improvements in performance and functionality in IBM Cognos Planning V10.1 that will help you achieve better results in planning, budgeting, forecasting and reporting. Learn about a full range of proven practices that can help you define your planning dimensions in IBM Cognos Business Viewpoint and execute a planning cycle that includes updates to dimensions, data collection and publishing. Also learn how to collect the published data in IBM Cognos TM1 to build dynamic business intelligence reports. In addition, this session includes an update on helpful web resources such as the Proven Practices Center and the Planning and Analytics Champions Kit.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Ronnie Rich, IBM; Charlotte Locke, IBM

**BFR-3129**

## Navigating with the CFO's Compass: IBM Cognos TM1

With all the challenges faced by the CFOs today, it's imperative to have a powerful planning tool to serve as a trustworthy compass. CFOs need to educate managers on the financial aspects of achieving strategic goals, monitor progress on plans and identify changes that require business realignment. This session describes how Brazilian metals company Termomecanica uses IBM Cognos TM1 to track performance indicators to get a better understanding of planning process variables and inform decision makers quickly and accurately.

**Session type:** Business Overview
**Level:** Intermediate
**Speaker:** Mauro Brant, Termomecanica So Paulo S.A.

## BFR-3490

### Enterprise Planning at Kaiser Permanente

Attend this session to learn how health insurance provider Kaiser Permanente Northwest (KPNW) used iterative development and deployment techniques to design and implement flexible and nimble planning models. With 9000+ cost centers and 5000+ account codes, KPNW moved its planning to a higher level, which led to a change in the type of discussions the company had during the planning cycle and a change from variance to trend analysis reporting. This session will review the lessons learned from past implementations, and outline the future path as KPNW moves toward Beyond Budgeting Roundtable methodology.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Ryan Henderson, Kaiser Permanente

## BFR-3522

### IBM Cognos Planning and IBM Cognos TM1 Provide a Global Advantage for Abbott International

Abbott Laboratories' international pharmaceutical business has been a long-term user of IBM Cognos Planning for several different financial planning applications. In 2011, the company decided to extend the benefits of its existing implementation by introducing the analytic capabilities of IBM Cognos TM1. This session will describe that initiative and tell about an extensive package of IBM Cognos Business Intelligence reports and graphs that allow budget owners to interact with data in a visual presentation format, saving time by quickly regenerating standard reports. The presentation will focus on key Cognos TM1 evaluation criteria, the challenges faced and lessons learned by Abbott, and best practices to follow in a global implementation.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Peggy Mathias, Abbott Labs; Mark Thompson, Abbott Labs; Liliana Marchueta, Abbott Labs; Diego Machena, Knowledge Management

## BFR-3664

### Nike's Global Implementation of IBM Cognos TM1

With an integrated, driver-based planning model as its #1 business priority, Nike chose IBM Cognos TM1 for its speed and scalability. This session will describe Nike's phased rollout of Cognos TM1, which started with North America, the company's largest region. You'll learn how Nike replaced a cumbersome, spreadsheet-based process that required significant data validation, took more than four days to consolidate, and was not able to handle even the company's less complex North American business. You'll hear how Nike then deployed Cognos TM1 in Europe with little impact on ongoing operations. You'll also hear about Nike's plans to roll out the solution to the company's Emerging Markets GEO, and to China and Japan in October 2011.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Ron Duckworth, Nike Inc.; Phil Baker, Nike Inc.; Barannon Halvorsen, Nike Inc.

## BFR-3665

### IBM OpenPages GRC: Customer Case Study

Governance, risk and compliance have never been more important to leaders in the office of finance and beyond. In this session, you'll learn how IBM OpenPages customers are using the powerful capabilities of the IBM OpenPages GRC Platform to reduce their risk and compliance burden and improve their decision making, resulting in better business outcomes.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** TBD

## BFR-3666

### Driving Better Business Outcomes with IBM OpenPages GRC Solutions

The application of governance, risk and compliance (GRC) solutions, which developed out of the tactical, departmental deployment of SOX-related software and other compliance and risk management solutions, is clearly entering a new phase. Companies are now beginning to use business analytics in conjunction with their GRC programs to derive insight about business operations and manage effectively through a constantly changing regulatory environment. This session will explain how the IBM OpenPages GRC solution meets the need for reliable risk management, while using those insights to drive better performance.

**Session type:** Product Overview
**Level:** Introductory
**Speaker:** John Kelly, IBM

**BFR-3667**

## Financial Governance and Disclosure with IBM Cognos Financial Statement Reporting (FSR)

IBM Cognos Financial Statement Reporting (FSR) is an integrated reporting and disclosure management platform that automates the creation of content-rich internal reports, and complex regulatory and statutory disclosures, including reports in XBRL format. Cognos FSR provides a single, secure, multi-author environment. It integrates with existing data sources to automate report creation and eliminate the risks and bottlenecks caused by unsecure emails, complex spreadsheets and multiple versions of word processing files. In this session, you'll learn how Cognos FSR increases efficiency with automatic updates of report data and enhances visibility and control for timely, accurate financial reporting, analysis and XBRL-tagged disclosure.

**Session type:** Product Overview
**Level:** Introductory
**Speaker:** John Colthart, IBM

**BFR-3668**

## SEC Reporting and XBRL Tagging at Intel with IBM Cognos Financial Statement Reporting (FSR)

Like many other companies, Intel's SEC reporting process was a collection of complex and manual activities that over-relied on spreadsheets, word processing files, and emails to create, edit and review critical SEC reports. The process had multiple bottlenecks, report version complications and required lengthy review processes to ensure that report data and XBRL tags were accurate and consistent. Attend this session to learn how Intel successfully implemented IBM Cognos Financial Statement Reporting (FSR) to automate SEC reporting and integrate XBRL tagging into the reporting process. You'll hear how Intel significantly enhanced control and visibility over the process, and automated many of their manual activities and data checks.

**Session type:** Product Overview
**Level:** Introductory
**Speaker:** Kyle Schlabach, Intel Corporation

**BFR-3669**

## IBM Cognos TM1 for Experienced Users and Future Trends in Application Management

This session is designed for experienced users and highlights the key features in IBM Cognos TM1 that routinely distinguish our most successful customers. You'll hear use cases and get a "sneak peek from the labs," as we discuss the means to improve your management of data movement processes, workflow and contribution-centric applications, as well as methods for promoting model changes across development, test and production environments, and more.

**Session type:** Tips & Techniques
**Level:** Advanced
**Speaker:** Thomas Baldwin, IBM; Stephen Brook, IBM

**BFR-3670**

## Transforming Finance with Analytics: Panel Discussion

As the global recession slowly fades, it leaves behind a legacy of greater risk and uncertainty. But with the right tools and disciplines, risks can be anticipated, identified and managed effectively. Attend this panel discussion to hear from three customers whose finance teams are using analytics to prosper in spite of an environment of heightened risk. Representatives from Mueller, Inc., Alliant Techsystems, and Volkswagen Financial Services will discuss the ways they are using performance management technology to transform their financial processes, manage risk, and drive efficiency and performance.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Mark Lack, Mueller, Inc.; Renata Theil, Volkswagen
            Financial Services Brazil; Mike Varecka, ATK
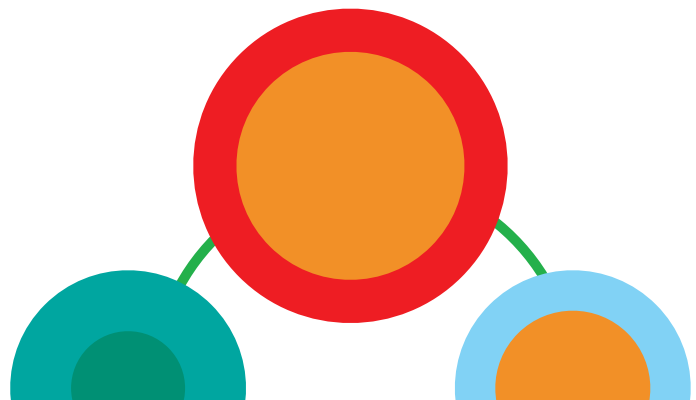
# Predictive and Advanced Analytics

Explore how leading organizations across a variety of industries use predictive analytics to drive customer loyalty and profitability, enhance operational effectiveness, and minimize risk and organizational threats. Discover the latest techniques in data and text mining, statistical analysis, market research, decision management and social media analysis. See how to leverage analytic platforms to optimize decision making at the point of business impact.

### BPA-1225

### Predictive Analytics Improve Inspection Accuracy and Energy Recuperation at CPFL Energia in Brazil

With the help of IBM SPSS Modeler, energy losses suffered by Brazilian energy company CPFL Energia, due to fraud or metering problems, were dramatically reduced, resulting in savings and 325 gigawatt hours of electricity. This session explains how CPFL Energia analyzed data from inspections and used IBM SPSS Modeler to identify cases of fraud and spot the alteration of records. You'll learn how, because of this analysis, overall efficiency of electrical distribution was increased by an average of 13 percent to as high as 24 percent.

**Session type:** Best Practices/Deployment
**Level:** Advanced
**Speaker:** Airton Florido, CPFL

### BPA-1427

### Making Segmentation Actionable by Predicting Migration and Scoring Databases

If segmentation is so valuable, why is it so often ignored? A review of twelve segmentation studies commissioned by *Fortune 500* firms and non-profits offers guidelines for customer segmentation that guarantee actionable results. Learn why clever analytics are necessary to identify attractive target segments, but not sufficient to take action on them. You'll hear evidence which confirms that customer segments are not stable, but are made up of members who are constantly migrating between segments. This session shows you how to identify segment cores and predict migration patterns and the keys to successful scoring of custom segments into secondary databases.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Larry Anderson, Ipsos

### BPA-1728

### Leading the Way with an Information-Led Transformation at Elie Tahari

At high-fashion retailer Elie Tahari Ltd., investments in business intelligence, performance management and predictive analytics were motivated by the need to ensure that the company had the right mix of products on the floor at any given time, and could sense changes in selling patterns. In this session, you'll learn how Elie Tahari started with a near-real-time enterprise BI solution called TREND (Tahari Real Time ENvironment for Data), which is based on IBM Cognos Business Intelligence, that provided information for strategic and tactical decision making. You'll also learn how the company improved a labor intensive and error-prone financial planning process by implementing an IBM Cognos solution for budgeting, planning and forecasting.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Nihad Aytaman, Elie Tahari, Ltd.

### BPA-2140

### Big Data Mining for Business–Customer Segmentation for Retailer Rakuten Ichiba

Rakuten Ichiba is an online-shopping mall which has 7,000 subscribers and 38,000 online shops that carry 7.3M SKUs. This retailer has maintained 20 percent growth for years and this session will show you how the Rakuten Group uses analytical capabilities to benefit from the huge quantity of data being generated through Rakuten Ichiba, Rakuten Travel, Rakuten KC and other parts of the business.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Shunsuke Kikuchi, Rakuten, Inc.
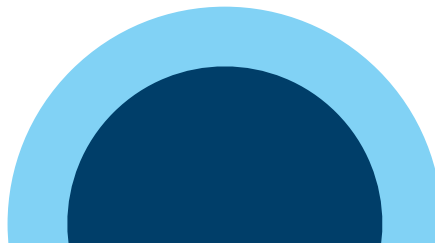
### BPA-2410

## Detecting Unusual Internet Banking Transactions with Predictive Analytics

This session will outline the threats faced in Internet banking, the limitations of the traditional methods used to monitor, identify and deal with them, and how predictive analytics can help keep Internet banking safe. This case study will show you how Banco Galicia uses predictive analytics to build an understanding of the typical behavior of customers and transactions and how unusual behavior can then be immediately identified and investigated before serious problems arise.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Diego Esteve, Banco Galicia, CISO

### BPA-2430

## McKesson's Supply Chain Model and Advanced Analytics–A Road Map to $1B in Working Capital Savings

McKesson, the world's largest healthcare services company, has partnered with IBM in the use of advanced analytics to optimize supply chain performance. To date, the McKesson/IBM collaboration has reduced working capital by more than $65M, created a new air freight supply chain and enabled the creation of a road map that is leading the company to an expected $1B savings in working capital. In this session, you'll hear the McKesson story and learn about the four analytics engines that have been created and are now being generalized for broad, cross-industry use, including IBM's own Integrated Supply Chain, which is using the sustainability engine to track carbon emissions.

**Session type:** Business Overview
**Level:** Intermediate
**Speaker:** Donald Walker, McKesson; Bob Gooby, McKesson;
　　　　　Dave Lubowe, IBM

### BPA-2439

## Talent Journey from Reporting to Predictive with IBM Cognos Workforce Performance and IBM SPSS Analytics

With more than 47,000 employees, Time Warner Cable (TWC) knows that developing, managing and retaining key talent is critical to business success in a constantly changing marketplace. In this session, you will learn how TWC has successfully deployed IBM Cognos Workforce Performance and is now utilizing its rich foundation to integrate innovative IBM SPSS workforce analytics capabilities developed by IBM Research. By following the TWC journey, you will see how to couple BI and predictive analytics to address workforce challenges in your organization and learn how to integrate analytics into key business processes to make informed decisions and take the best actions on a consistent, repeatable basis.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Aleksandra Mojsilovic, Time Warner Cable;
　　　　　John Fries, Time Warner Cable; Steve Johnson, IBM

### BPA-3139

## Old Dogs Can Learn New Tricks: How Quant Specialists and Traditional Credit Analysts Can Help Each Other

Can you teach an old dog new tricks? The answer is, absolutely yes. And old dogs, having learned new tricks, can in turn teach new tricks to new dogs! This session uses recent research performed with IBM SPSS Statistics to describe how traditional credit analysts can take advantage of statistical tools to improve their credit risk assessment skills. The session will illustrate how model developers can benefit from the experience and know-how of a traditional credit analyst. You will hear two examples of how the proper integration of quantitative expertise and traditional credit know-how has helped Prudential Fixed Income gain a better understanding of credit risks.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Masaru Kakutani, Prudential Financial

**BPA-3155**

## Dig Deeper: How to Find Gems in the Data Rubble and Facilitate Student Achievement

IBM SPSS Predictive Analytics helps provide school districts with information they can use for early intervention to improve student achievement and graduation rates. The analyses provided help districts set their priorities so that programs and services are targeted to those who need them most, saving time and money. In this session, you'll hear how the Board of Education Cooperative Services applies predictive models to current students so districts can anticipate what the outcomes would be if no intervention was provided. You'll also learn how IBM solutions are helping to identify predictors of early literacy skills and dropouts, and create profiles of students who are in career and technical programs from high school to college.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Nicole Catapano, W-S-W-H-E BOCES

**BPA-3168**

## Reducing Customer Churn Rates through Predictive Analytics and Proactive Communication

In the intensely competitive telecommunications industry, a fundamental tenet is that it costs much less to retain an existing customer than it does to acquire a new one. The challenge is to identify customers who are at the highest risk of churn before they switch to another carrier. This is something that Virginia-based XO Communications does extremely well, using the power of IBM SPSS Statistics and IBM SPSS Modeler to significantly improve customer retention with only a small in-house staff. This presentation will show you how XO uses IBM technologies to reduce churn rates, preserve revenue, and create successful, proactive, targeted communication and marketing programs.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Cris Payne, XO Communications, Inc.;
              Trent Taylor, XO Communications, Inc.

**BPA-3351**

## Predictive Maintenance: Prediction of Repeat Repairs at BMW

In the automotive sector, customer satisfaction is highly correlated with vehicle repairs, especially repeated repairs. This session describes how BMW created a model that can be scored while a car is at a dealership for service. The model predicts the probability of a repeat repair within the next 30 days. And if a given threshold is reached, the dealer is urged to investigate further, thereby preventing a repeat repair. (Among the model's

predictors are repair history and, if available, telematic data.) This session will tell how the scores of the model in a repair quality improvement tool have been used at dealerships to generate significant ROI for BMW.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Stefan Meinzer, BMW AG; Olav Laudy, IBM

**BPA-3467**

## High Performance Meets Predictive Analytics: IBM Netezza and IBM SPSS Modeler Integration

IBM Netezza and IBM SPSS Modeler combine to provide in-database predictive analytics in high-performance, high-capacity, easy-to-administer data warehouse appliances. This technical deep-dive session will show you how SPSS Modeler extends the analytics capabilities of the Netezza analytics platform. You'll see how high-performance, scalable, in-database predictive analytics processing enables more data to be used when building and deploying analytic models, delivering faster insights and reducing cycle times from analytic innovation to production. Specific modeling streams for various industries will be demonstrated and explained in detail.

**Session type:** Technical Deep-Dive
**Level:** Intermediate
**Speaker:** Kurt Peckman, IBM; Thomas Dinsmore, IBM;
              Darlene Knafelz, IBM

**BPA-3675**

## Serving Those who Served Our Country: Longitudinal Research on PTSD with IBM SPSS Data Collection

Managing Post Traumatic Stress Disorder (PTSD) in an ever-growing community of war veterans is no small feat. Attend this session to hear how the Veterans Affairs Center for Integrated Healthcare in Syracuse, NY used IBM SPSS Data Collection to study the functional impact of self-medication for combat-related PTSD among OEF/OIF veterans. Learn how a secure data-entry portal and easy-to-navigate surveys addressing thousands of health-related variables helped serve affected veterans undergoing intense observation. With the ability to host and manage huge amounts of data and script complex survey logic in ways that minimized errors and allowed seamless navigation during data entry, the Center gained critical insights in a truly worthy cause.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** TBD

**BPA-3676**

## Predictive Analytics to Improve Customer Insight, Decision Making and Profitability

Recent technology advances have not only changed the way people purchase products and services, but have also raised the bar in terms of customer support. B2B and B2C customers today expect a more personalized buying experience—and they're leaving volumes of digital fingerprints behind that provide valuable clues about their needs and preferences. By embedding predictive customer analytics within your business processes, you can deliver a positive customer experience that builds greater customer loyalty. In this session, you'll hear how innovative organizations are optimizing operations, attracting and retaining highly profitable customers, and using social media to capture new markets and improve the customer experience.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Scott Groenendal, IBM; Anuj Marfatia, IBM; Heena Jethwa, IBM

**BPA-3677**

## In the Age of Social, Market and Survey Research Is More Important than Ever: IBM SPSS Data Collection

A true competitive edge is hard to find and hold, and the competitive stakes are always getting higher. Fully knowing customers, employees and stakeholders is the expected norm in the age of social networks, and this knowledge won't come from transactional and operational data alone. Attitudes and opinions must be captured to generate true insight. This session walks through IBM SPSS Data Collection, the market and survey research platform in the IBM SPSS Predictive Analytics portfolio. You'll learn how SPSS Data Collection drives greater accuracy in the analysis of the choices people make, leading to greater success in customer acquisition, retention, satisfaction and loyalty.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Nick Read, IBM; Lance Nichols, IBM

**BPA-3678**

## Predictive Analytics Process Governance: Monitoring and Managing the Lifecycle of Predictive Analytic Assets

Properly managing and monitoring analytical assets is a challenge for most organizations. Analysts must continually update their predictive models and meeting Analytical Process Governance requirements is time-consuming and difficult if done manually, and can therefore constrain the deployment of predictive analytics to the people, who have the responsibility to maximize revenue or profit, decrease risk, identify or prevent fraud or otherwise achieve successful results. This session explains how IBM SPSS Collaboration and Deployment Services enables the monitoring, managing and auditing of analytical artifacts throughout their lifecycle, from creation, through validation to deployment into operational systems.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Rodney Reicks, IBM

**BPA-3679**

## Introduction to IBM SPSS Decision Management

IBM SPSS Decision Management allows companies to combine the power of predictive analytics with the organization's own policies to anticipate and act on customer behavior in real time. This solution employs a decision process framework and analytics to optimize and automate decisions, enhance outcomes and solve specific business problems. This session will provide an introduction to SPSS Decision Management, showing you how it is being used to help organizations attract more customers, better retain and grow business from existing customers and mitigate fraud and risk. You'll also learn from IBM product managers about the strategic direction for the use of SPSS Decision Management at IBM.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** David Pugh, IBM
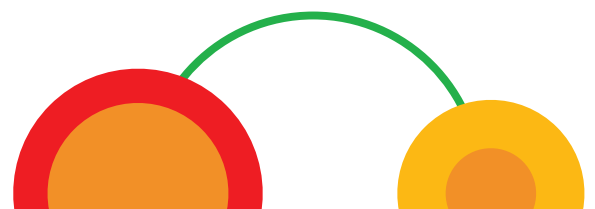
**BPA-3680**

## Decision Management: Orchestrating Consistent Enterprise-Wide Decisions

Many organizations rely on ad hoc, inefficient, disconnected processes to make crucial decisions, often with no means to understand the impact of those decisions. A coherent and agile decision-management discipline can help you optimize and automate operations, attract and retain profitable customers, and capture new market segments. This session introduces a decision-management framework that takes a unified approach to decision making, bringing together a comprehensive set of technologies including predictive analytics, business intelligence, business rules, complex-event processing and collaboration systems.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Erick Brethenoux, IBM; Pierre-Henri Clouin, IBM

**BPA-3681**

## Better Marketing Programs through Predictive Analytics

The customer experience lifecycle has changed radically in the last five years. Customers have higher expectations of personalization and leave their digital fingerprints in many locations. Optimizing operations, attracting and retaining highly profitable customers, capturing new markets and leveraging social media conversations now rely on coherent and agile decision and customer experience management strategies. Predictive customer analytics embedded within business processes can increase operational agility while providing actionable customer insights. Join us to learn how IBM SPSS solutions work together with Unica to increase visibility into customer intentions and needs, and help you automate highly effective marketing programs.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** Erick Brethenoux, IBM; Jay Henderson, IBM

**BPA-3682**

## The Cornerstone of Predictive Analytics: IBM SPSS Statistics and IBM SPSS Modeler

For several decades, predictive analytic solutions have helped businesses transform themselves into predictive enterprises. And the products at the leading edge of the predictive analytics movement are IBM SPSS Statistics and IBM SPSS Modeler. Used apart or together, these two solutions deliver compelling, accurate and accessible statistical analysis, text analytics and predictive modeling, giving organizations unprecedented insight into the past, present and future. This session will reveal how any small step down the path with these market-leading and award-winning tools can reveal a wealth of information locked away in the data you already have.

**Session type:** Technical Deep-Dive
**Level:** Intermediate
**Speaker:** Darlene Knafelz, IBM; Kurt Peckman, IBM

**BPA-3683**

## Combating Fraud and Improving Customer Service with Predictive Analytics and BI

Infinity Property and Casualty Insurance and IBM have formed a strong, mutually beneficial partnership over the past five years. But it was vision and purpose that started Infinity down the path to becoming a predictive enterprise. The company recognized that it needed to fundamentally change the way it did business in order to stay competitive and keep its customers happy. For Infinity, the critical challenges were to identify and combat fraud while improving service to good customers. This session offers a primer on how to build a strategic plan that will be embraced for the long term by both vendor and customer as Infinity has, using IBM SPSS Predictive Analytics and IBM Cognos solutions.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Bill Dibble, Infinity Property & Casualty Insurance
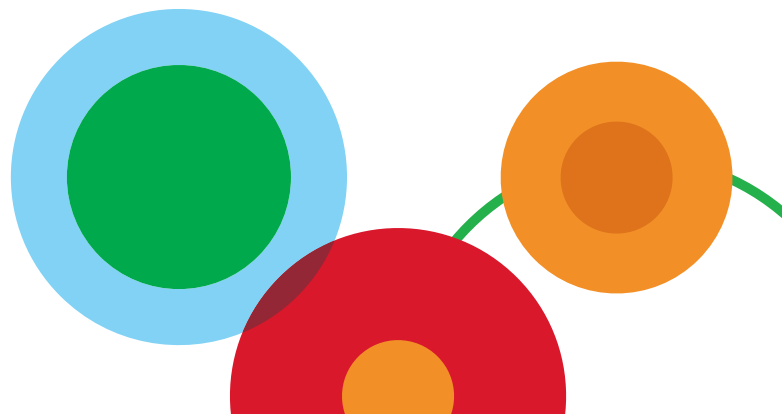
# Social Media & Customer Analytics

Not only are social media driving customer purchasing decisions, they are also changing the way that companies listen to and market to those customers every day. This largely technical track examines how forward-thinking companies can use analytics to track and measure customer behavior and the sentiments that customers express through social media. Sessions in this track will examine how the perceptions and relationships of customers with the brands, products and services that companies provide can help inform and shape business strategy. These sessions will showcase IBM technologies that apply business analytics to social media data to deliver insight and help drive increased revenue and customer loyalty.

**BSC-1539**

### Predictive Social Media Analytics

Predictive text analytics enable companies to augment traditional structured inputs into predictive models, such as demographic, transactional or behavioral factors, with sentiments or facts gleaned from text content, such as call center notes, open-ended surveys or emails. In addition, social media has introduced an entirely new source of insight into the consumer sentiments that drive shopping and purchasing behavior. In this session, you'll learn how organizations can proactively monitor and manage consumer-generated content about brands, categories and products. You'll see how to combine this information with customer data to inform marketing strategies and predictive models and to optimize campaigns.

**Session type:** Best Practices/Deployment
**Level:** Advanced
**Speaker:** Graham Macintosh, IBM; Olivier Jouve, IBM

**BSC-1665**

### Social Media and IT: What IT Needs to Know

IT can play an important role in providing a reality check on the hype associated with social media. IT can guide the corporate conversation toward a more holistic business approach that marries the impact of social media to the underlying business and operational processes that measure organizational performance. Attend this session to hear what IT needs to know about social media.

**Session type:** Business Overview
**Level:** Intermediate
**Speaker:** Christopher Wright, IBM

**BSC-1784**

### Socialytics: Improve Pharmacovigilance by Considering Social Media Content

This session will explore the role that social media can provide in biomedical research. Social media can be considered as a new biological data source, at the same level as public databases such as NCBI and EMBL. It can generate meaningful and timely insights from a biomedical research perspective. To demonstrate the potential benefits, this session will present the results of a project done by IBM Italy, applying a social media analytics system to the problem of pharmacovigilance (detection of drug side effects) for obesity-related drugs. The system is able to keep a real-time watch on potential adverse drug reactions not yet directly considered by the official reporting systems but discovered through faint signals on social media.

**Session type:** Technical Overview
**Level:** Introductory
**Speaker:** Pietro Leo, IBM

**BSC-2149**

### Embedding Actionable Insights in the 24/7 Customer Operation

Listen to examples from the many industries where stand-out organizations are using the power of analytics to bridge the structured-unstructured data gap to improve customer retention and optimize operations. During this session, you'll hear about the best practices that can benefit your organization by deriving business insights from unstructured data sources. You'll learn how companies gain insight into customer dissatisfaction, sales drivers, agent performance, and other interaction attributes. And you'll learn how companies are using actionable insights to improve operations and increase customer satisfaction, loyalty, and sales through VOCA-driven business optimization.

**Session type:** Best Practices/Deployment
**Level:** Advanced
**Speaker:** Kevin English, IBM
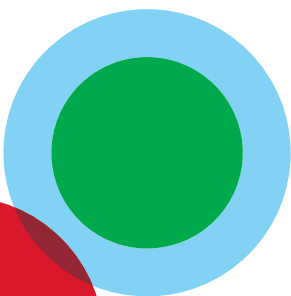
**BSC-2761**

## Using IBM Cognos Business Intelligence V10.1 and IBM Cognos Consumer Insight

Join this session to learn how you can integrate IBM Cognos Business Intelligence V10.1 with IBM Cognos Consumer Insight. You'll understand how to address all aspects of your social media investment, view historical, real-time and predictive information, perform scenario modeling and planning to investigate issues, and use real-time alerts, workflow and mobile applications to monitor the pulse of the business.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Christopher Wright, IBM

**BSC-2765**

## Social Marketing Automation: An Integrated View of Customer Analytics

Attend this session to gain insight into how IBM social media analytics and applications work together. Learn how IBM Cognos Consumer Insight, IBM SPSS, Coremetrics and Unica can deliver an integrated view of the customer through social media and drive insight into customer and business processes. The session will also include customer use cases that demonstrate the value of social marketing.

**Session type:** Technical Deep-Dive
**Level:** Advanced
**Speaker:** Mark Heid, IBM; Jay Henderson, IBM

**BSC-2993**

## Evolving the Business of Hollywood: Applying Social Media Analytics for Smarter Investments

Technology has never played a more central role in both disrupting and driving innovation in the entertainment industry. From the explosive growth of connected devices, to piracy, unexpected new entrants in the business, and the ability of a tweet to make or break a movie on an opening weekend, the pace of change is dizzying. As technology marches relentlessly forward, today's industry leaders need to be well-versed in how social media analytics can improve performance throughout the content lifecycle. From green-lighting a project to digital delivery, this session will show you how social media analytics are enabling smarter investments, optimizing marketing and distribution decisions and creating more engaging consumer experiences.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Richard Maraschi, IBM

**BSC-3556**

## Watson Update: After Victory on TV's Jeopardy!, What Comes Next?

The success of IBM Watson on the TV quiz show Jeopardy! marks a new era of what is possible for natural language analytics. The innovations embodied in Watson will advance the way organizations apply social media analytics to optimize their business outcomes. This session will provide a basic overview of Watson technology and show you how it relates to the exciting things that companies are doing with natural language analytics today, as well as the potential for the future.

**Session type:** Technical Overview
**Level:** Introductory
**Speaker:** Bernard Spang, IBM
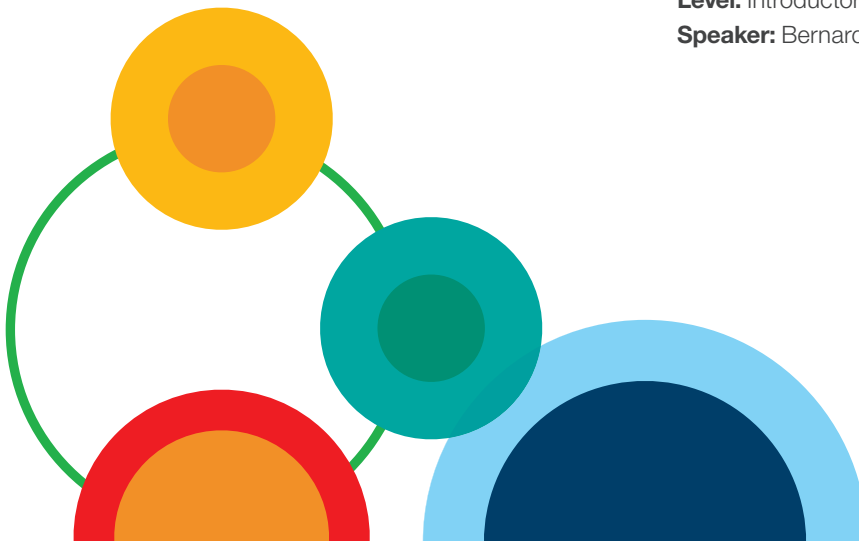
# Delivering Customer Success

Learn how you can take advantage of IBM's unmatched business analytics expertise, best practices and implementation accelerators to deliver faster and improved impact on your business. Hear how IBM business analytics clients and subject matter experts have implemented proven practices, leveraged BA communities or forums, and built successful frameworks for achieving customer success.

### BDS-1103

### Creating an Internal BI Certification Program and Business Partnership at Martin's Point Health Care

In organizations that have a centralized Business Intelligence Competency Center (BICC) as well as decentralized or department-based analysts, there is a great need to make sure that the quality, look and feel of data is consistent throughout the organization. To achieve this, Martin's Point Health Care's BICC created and implemented a BI Certification Program coupled with a Business Partnership Program. Join this session to learn about the Certification Program, a customized curriculum followed by an assessment that all department analysts must pass in order to have access to data. You'll also hear about the Business Partnership program, which connects BICC members with department-based analysts and acts as a liaison.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Jeff Guevin, Martin's Point Health Care;
Rodger Kanis, Martin's Point Health Care

### BDS-1250

### Driving End User Adoption of Business Analytics

The end users of your business analytics software will determine the success of your implementation. So understanding and motivating those end users to infuse business analytics into their daily processes should be a major goal of your project plan. In this session, you'll learn how you can measure a user's intention to adopt new technology and prepare a plan to address those intentions. You'll hear how to identify those who will resist change and those who will be early adopters and what to do with both audiences. You'll also gain a better understanding of training as a change management tool and leave this session with research-proven techniques for motivating your user community to adopt business analytics in their daily work.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Roger Johnson, IBM

### BDS-1261

### Business Analytics Strategy: Aligning with a Performance Management Framework

Many companies ask themselves, "What is our business analytics vision?" "How do we foster alignment on that vision with key stakeholders?" "How do we determine our most valuable business analytics and performance management investments?" and "How do we establish our business analytics strategy and road map?" In this session, you will learn how a performance management framework can help you align and enable your business strategy based on the value of and demand for information. You will learn about innovative concepts such as "decision areas" to link business goals, metrics and information sources using a value-based approach that ensures a focus on high-impact areas of the business while optimizing IT investment decisions.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Forrest Palmer, IBM

### BDS-1334

### IBM Cognos 10 Migration and Upgrade for the U.S. Marine Corps

Research and engineering firm SAIC was supporting the U.S. Marine Corps Total Force Data Warehouse (TFDW) using a combination of IBM Cognos Series 7 and IBM Cognos Business Intelligence version 8.2. This solution housed data that provides a comprehensive view of a Marine's career via time-series analysis and ancillary reporting capabilities. In this session, you'll hear how SAIC engaged the IBM Business Analytics Lab Services to lead the technical aspects of an upgrade to IBM Cognos Business Intelligence V10.1. The IBM team's deep product and technical expertise ensured a successful migration, which proved critical, as senior executives viewed this project as a key differentiator in contract renewal discussions with the U.S. government.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Yuli Jin, Science Applications International Corp.;
Mark Enslin, IBM

**Delivering Customer Success**

## BDS-1670
### Panel Discussion: How to Deliver BI Program Excellence

Join the coauthors of the book, "Business Intelligence Strategy" to learn about their most recent findings on the keys to managing and executing successful BI programs. In this panel discussion, leaders from business intelligence programs at The Boeing Company, Johnson and Johnson, The Nielsen Company and Blue Cross Blue Shield of Tennessee will discuss: how to manage changing BI strategy and requirements, successful organizational structures, BI departments and BI Centers of Excellence, must-have processes, how to build a value portfolio and how to deliver an agile technology program to keep innovation in your portfolio.

**Session type:** Panel Discussion
**Level:** Intermediate
**Speaker:** Kay Van De Vanter, The Boeing Company; Bill Frank, Johnson & Johnson; Brian Green, Blue Cross Blue Shield of Tennessee; John Boyer, The Nielsen Company; Tracy Harris, IBM

## BDS-2081
### Marching a Large Enterprise Up the Performance Management Maturity Curve

With so many organizations laboring so hard to develop basic business intelligence capabilities, a frequent question, once basic competency is achieved, is what's next? Without a strategic vision or framework in place, organizations can lose their way. In this session, you'll learn about the steps taken by the Boeing Company Finance Data Warehouse team to adopt a performance management framework to move from BI basics up the performance management maturity curve to BI leadership.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Mark McDaniel, Boeing

## BDS-2257
### Techniques in BICC Scalability: Methods to Scale your BICC while Increasing User Adoption and Buy-In

While the benefits and successes of Business Intelligence Competency Center (BICC) programs are well known, questions soon arise, such as "How do I scale my BICC?" and "How do I meet increasing BI user demands without continually increasing the size of my central BICC?" This session will investigate methods of scaling a BICC to meet business requirements and other techniques to increase BI user adoption and business buy-in for the BICC.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Andy Kruse, IBM

## BDS-2466
### Customer Advisory Boards and User Groups: How They Help your People and Help Create Better Products

Customer advisory boards drive business success. This session describes how building a close connection between IBM development and product management groups and successful customers have led to new features being constantly developed. The session will also show you how local user groups pay big dividends by bringing together people with a common vision, and helping them find close-to-home expertise to provide the spark to improve techniques, share great ideas and add new colleagues to their networks.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Thomas Marks, Daimler Trucks North America

## BDS-2545
### Becoming a Business Analytics Champion at Chickasaw Nation Division of Commerce

The Chickasaw Nation Division of Commerce (CNDC) is the largest revenue-generating hospitality and gaming provider in the state of Oklahoma, providing revenue that supports the administrative functions for the entire Chickasaw Nation. Join Rob Jacks, CIO of CNDC, as he describes his role as a business analytics champion within the organization, and tells how CNDC has successfully driven user adoption of many IBM solutions, technologies and tools. As CIO, Jacks feels that the value of IT lies not in building reports or driving analytics, but in helping the organization drive revenue. Hear how CNDC identified the best combination of services, support and training to enable users to effectively manage their own business areas.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Rob Jacks, Chickasaw Nation Division of Commerce; Myron Weber, Kurt Salmon (formerly Ineum Consulting)
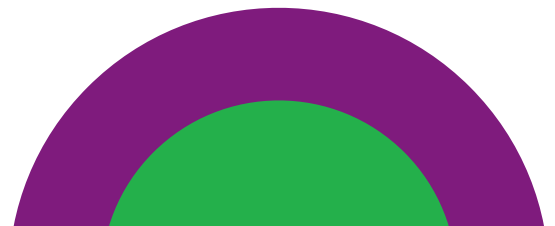
**BDS-2955**

## Turning Data into Sales Using IBM Cognos Express and SPSS Predictive Analytics

In this session, you'll learn how Tyler, Texas-based Mentoring Minds, one of the premiere U.S. educational publishers, was able to combine the power of IBM Cognos Express and IBM SPSS Predictive Analytics to make confident predictions about customer buying propensities and shape personalized marketing campaigns that increased sales. Using this technology, Mentoring Minds pulled customer data from two different systems to build a complete picture of customer behavior and purchasing history. You'll hear how, as a result, they have been able to create campaigns that, in one market, generated 250 percent more sales than traditional generic mailings.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Gavin Rasco, Mentoring Minds;
        Chad Erman, LPA Systems

**BDS-3385**

## Five Ways to Increase Business Analytics Success

IBM offers a number of accelerators to lead you on the path to success. Understanding that many factors can influence your level of success from technology, to people, to process, IBM offers workshops, guides and fast-start tools to help you create more business impact for your organization. Join this session to learn about five ways you can create a compelling event in your organization to spur a more strategic business analytics program and what tools are available from IBM to help you achieve better outcomes.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Tracy Harris, IBM; Lars Milde, IBM

**BDS-3471**

## Harness the Power of IBM Business Analytics

There is tremendous power in the breadth of IBM Business Analytics (BA), much of which may be untapped within your organization. Learn from the BA Platform Architect Leadership to improve your company's analytics quotient (or AQ) and drive more actionable insights from data both inside and outside your organization. This session will show you how to effectively and easily get the most from your current investment and extend your BA platform to harness additional insight from your data. You will see how to use a common infrastructure to share information, and the session will include a panel discussion with some of our BA platform experts to answer any questions you may have.

**Session type:** Product Overview
**Level:** Intermediate
**Speaker:** Michelle Birdwell, IBM; Martin Finlay, IBM; Ted Morris, IBM

**BDS-3629**

## Navigating IBM: What Cognos, SPSS, OpenPages and Clarity Customers Should Know

Do you interact with Business Analytics Support for support on your BA software? Do you want to ensure that your support maintenance isn't disrupted? Does your team need training on Cognos, SPSS, OpenPages and/or Clarity products and solutions? If you are experiencing issues logging support cases, registering for training, downloading product, navigating ibm.com or have other questions about IBM processes and systems, this session is for you. Come to get tips and gain insight that will help you and your organization better understand how to "navigate IBM."

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Krista Shibata, IBM

**Special Analyst Feature! BDS-3630**

## The Future of Business Analytics: Smarter Decision Making

The pace of change continues to accelerate. As organizations harness massive amounts of data to gain critical insight, new integrated analytical techniques provide the competitive edge required for market success. Consequently, discovery, planning, modeling, and collaboration take center stage in an organization's decision-making strategy. Join Principal Analyst and CEO, R "Ray" Wang, of Constellation Research, as he discusses how organizations are making the shift from business intelligence to business analytics, delivering information in right time and real time, freeing up business from the shackles of traditional IT approaches, and applying the analytical quotient (AQ) maturity model for success.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** R "Ray" Wang, Constellation Research

# Complementary Technical Sessions

The Information Management and Enterprise Content Management Forums have a variety of additional breakout sessions, delivering content on some of the hottest topics in IT. The following is a sample of what you will see.

## IDW-1622
### Data Warehousing on DB2 for z/OS Outperforms Oracle Exadata: Hear How!

In this session, you will hear about the competitive benchmark results on a complete business intelligence solution (ETL and reporting steps) between DB2® on z/OS® and Exadata. Learn best practices and recommendations for implementing a data warehouse solution on System z196 by using the IBM Smart Analytics Optimizer solution and how hear this architecture can beat an Exadata solution.

**Session type:** Tips & Techniques
**Level:** Intermediate
**Speaker:** Cedrine Madera, IBM; Alain Maneville, IBM

## IDW-1353
### A Behind the Scenes Look at the IBM Smart Analytics System 9600

The IBM Smart Analytics System 9600 offers an integrated hardware, software and services solution that enables customers to quickly and cost-effectively capitalize on game-changing analytics across the enterprise. This session will offer a unique view into how the solution was built, the processes that were used, and the proof points that were created.

**Session type:** Technical Deep-Dive
**Level:** Intermediate
**Speaker:** Gary Crupi, IBM

## IDZ-1018
### QMF 10—The Business Analytics Version

QMF 10 brings an entirely new look and feel to its workstation and WebSphere® features as well as new features and functions for its core components. QMF also announced QMF VUE as an option to acquire the new, powerful analytics version.

**Session type:** Technical Overview
**Level:** Intermediate
**Speaker:** John Biere, IBM

## IDW-1469
### Numius Platform Services: Bringing Secure Business Intelligence Services to the Cloud

Lately, cloud technologies have been the hottest topic with respect to where the tech industry is going. However, delivering software solutions on the cloud requires careful planning and decision making in areas ISVs may be unfamiliar with. Gain insight into a cloud deployment by learning about one of IBM's most successful Business Partners, Numius, and their journey to bring secure business intelligence services to the cloud. This session will dive into the business and technology collaboration between Numius and IBM by discussing topics such as: The business drivers to secure business analytics as a service; Design, development, and deployment; The technology: IBM Cognos, InfoSphere Warehouse; Challenges; Numius and IBM Success.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Katja Van der Vekens, FOST; Adriana Carvajal, IBM

## IMS-3602
### IMS and IBM Cognos Solutions

Support for IMS in IBM Cognos solutions enables you to monitor business events and integrate those events with contextual data from operational data stores in real time, including IMS! Come to this session to learn how your business analytics can be supported with near-real-time data from IMS.

**Session type:** Product Overview
**Level:** Introductory
**Speaker:** Kiran Challapalli, IBM
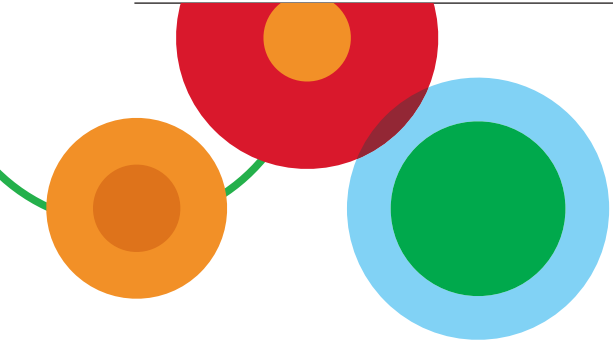
### ISA-2324
### Improving Enterprise Data Quality Using a Disciplined Community-Driven Solution Pattern

Enterprise data quality is business critical but often challenging to maintain when various stakeholders, processes, and data owners contribute. Besides identifying data quality issues for correction, effective communication and disciplined collaboration within the user community are equally as important. In this session, we will present a solution pattern that enables a disciplined, community-driven data quality improvement process through the integration of: IBM InfoSphere DataStage®/QualityStage™ to identify and fix quality issues, IBM Cognos Business Intelligence to communicate unresolved issues with role-based reports, Rational Team Concert to track and resolve issues, and Rational Asset Manager to manage and collaborate on issues reports.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Heng Chu, IBM; Mike Freiburger, IBM

### ISA-2848
### Accelerating the Information Management Lifecycle Through Integrations with InfoSphere Data Architect

Whether a project is focused on Master Data Management, Business Intelligence Reporting, Data Governance, or Data-Driven Software Development, data modeling is a core activity in successfully developing and deploying solutions. IBM has focused on integrating many software offerings in order to enable enterprise users in various roles to communicate effectively and to be more efficient in Information Lifecycle Management initiatives. This presentation will focus on leveraging InfoSphere Data Architect and its integrations across the IBM software portfolio to accelerate data integration and business intelligence solutions, data privacy initiatives, and the development and deployment of data-driven applications.

**Session type:** Product Overview
**Level:** Introductory
**Speaker:** Steven Tsounis, IBM; Clive Hannah, IBM

### IDS-3104
### Easy ROI and Implementation with IBM Cognos Express and IBM Data Products

This is a customer success story for Superior Manufacturing's implementation of IBM Cognos Express, Informix® Warehouse, Informix 11.7, and Four J's Genero. Due to its long-term commitment to Informix and One Point Solutions, Superior purchased CX via One Point, which helped them implement it in an all IBM environment including the above products and server, showing a very quick ROI and ability to provide turnkey reporting to its execs and users. This session will include best practices and a demonstration.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Ron Flannery, One Point Solutions;
                Jim Wood, Superior Manufacturing

### IMD-1982
### Unleash the Power of IBM Cognos Business Intelligence V10.1 with the IBM InfoSphere Identity Insight Active UI

The exciting latest release of IBM InfoSphere Identity Insight includes a new user experience called Active UI. Active UI is an IBM Cognos and ILOG-based user interface that drives Identity Insight deeper into enterprise business intelligence applications. These systems can discover and leverage the insights from Identity Insight but this only scratches the surface on what you can do. Hear from the InfoSphere Identity Insight product management team about this new capability and from IBM Cognos experts to learn about the power of IBM Cognos Business Intelligence V10.1 that can be unleashed across the enterprise.

**Session type:** Product Overview
**Level:** Advanced
**Speaker:** Jeffrey Huth, IBM

**EGN-2519**

## Bharti Airtel: A Success Story of Shared Services Implementation

Bharti Airtel is the largest GSM Telecom operator in India. With a customer base of more than 120 million, Bharti Airtel has identified technology as a key business enabler to ensure sustained, rapid growth in the face of ever-increasing competition. In this session, presenters will share why Bharti Airtel decided to move toward a Shared Service Platform, how the IBM Enterprise Content Management platform helped in automating the key processes like Procure to Pay, HR On-boarding, Tracking Revenue Reporting using FileNet® P8, and how IBM Cognos analytics are used for process tracking and people efficiency. Customer objectives and expectations will be shared and you will learn how IBM, as a strategic technology solutions partner, helped them to meet their business/internal objectives.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Deep Shikha, IBM; Hemant Sindhi, IBM



*"There is no better place to bring your business analytics technical or business questions and come away with real answers."*

— Carl Richardson, Mass Housing

# Business Leadership Sessions

The Business Leadership Forum is an industry-specific curriculum for executives, managers and key decision makers. This comprehensive Forum offers you customer case studies, panel discussions and industry solution overviews focused on business issues facing organizations today. Attend these sessions and learn how business leaders are using business analytics and optimization to make better, faster decisions, optimize processes and improve business outcomes.

### LFM-2334

### Transforming Data into Information to Facilitate Executive Decision Making

Through a close partnership with IBM, State Street was able to bring together information from State Street Global Center's suite of tools leveraging IBM Cognos software. This technology allowed us to move from providing data to delivering rich information to key executives. This new reporting supports our executives, relationship and sales managers with understandable, professional-looking reports and a streamlined, automated, report creation and communication process. IBM's solutions and expertise enabled us to get it right.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Patricia Parcellin, State Street Corporation

### LFM-2609

### How Banks Can Improve Customer-Centricity with Advanced Customer Profitability Analytics

Today's banks need to rebuild customer trust and drive stable, long-term growth. Many banks believe a customer-centric approach is the best path to building and sustaining profitability and the only way to grow wallet share, increase retention and reduce service costs. Learn how IBM Customer Performance Sales Analytics can help business users understand and manage the interconnected factors that influence profitability such as: profit and loss at the individual account level, demographics, relationships, product, and sales and marketing responses. Attend this session to discover how business analytics, deployed in a self-service, highly visual portal, can provide competitive advantage and larger returns for your bank.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Frank McKeon, IBM

### LFM-2899

### Build Quantifiable Business Value with Smarter Risk Management

Banks and regulators want risk and capital implications incorporated into every decision. To achieve this ideal, banks need to provide clear risk guidelines and make the risk implications of decisions easily understood. A smarter risk approach can enhance the allocation of capital and resources and turn risk management into a value-generating activity, both in terms of optimizing the risk/return equation and making profits more predictable and repeatable. Based on industry research and case studies, IBM has developed a model to quantify the value of becoming a more risk-aware enterprise. Join this session and learn how you can quantify the business value and benefits of better risk management.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Laurence Trigwell, IBM

### LCS-2356

### Customer Experience Analytics Case Studies

With the increasing use of social media and collaboration, the customer experience is becoming more public and more driven by the needs and preferences of the customer. This session will explore how organizations are using knowledge of the customer experience as an asset to drive the development of new products and new sources of revenue.

**Session type:** Technical Overview
**Level:** Introductory
**Speaker:** Arvind Sathi, IBM

**LCS-2405**

## Driving Revenue and Profits with Real-Time Personalized Campaigns

This session will feature multiple customer case studies that show how you can run smarter real-time campaigns with IBM industry solutions. You'll learn how: IBM InfoSphere Streams analyzes different types of data records, like CDRs or location data records, to process, correlate and detect business events that make customers suitable for promotions; Liquid analytics, based on IBM Cognos Real-time Monitoring, analyzes service usage to detect patterns and alerts that determine the need for a campaign; IBM SPSS Predictive Analytics help you to segment customers based on churn prediction and the likelihood of campaign response; and IBM ILOG provides the rules engine to build personalized campaigns and deliver them through the most effective channel.

**Session type:** Business Overview
**Level:** Intermediate
**Speaker:** Roger Rea, IBM

**LCS-2643**

## Business Insights Gained Through Industry Data Models at Three UK: Supporting the Smart Phone Data Explosion

Three UK, a leading wireless provider, implemented the IBM Telecommunications Data Warehouse Model, along with IBM InfoSphere Foundation Tools to solve challenges of data quality and consistency and a lack of trusted information for business intelligence reporting. This session will describe the benefits gained at Three UK, including a centralized metadata and data model that was faster at delivering valuable insights into network and subscriber behavior. This session will also cover recent updates to the IBM Telecommunications Data Model.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Darren Silvester, Three UK; Milind D. Tamaskar, IBM

**LSA-2268**

## Driving B2B Sales with Predictive Analytics

With nine million domestic prospects alone, ADP, one of the world's largest providers of business outsourcing solutions, needed a better way to identify sales opportunities. Now, with several successful B2B predictive selling applications built and deployed, the results are in. In this session, you will get an understanding of the business issues faced by ADP, the people, process and tools used to address these issues and the successes and difficulties encountered when deploying predictive analytics in a large-scale, B2B sales environment.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Thomas Miller, ADP

**LSA-2731**

## Maximizing Customer Profitability and Marketing ROI Through Multichannel Sales Campaign Optimization

Banco Itaú Argentina launched an aggressive new customer acquisition program and set the goal of simultaneously increasing its retail bank's profitability. To achieve this, the bank had to maximize existing customers' profitability and the return on its marketing investments. Using predictive analytics and optimization tools, the bank ran multichannel sales campaigns to increase customer cross-selling and profitability. In this session, you'll hear how, by offering the right campaign, to the right customer, through the right channel, the bank grew its existing customer profitability by 40 percent in just one year. You'll also learn how the project evolved to find the right price for each customer, adding even more profitability for the bank.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Mauricio Botto, Banco Itau Argentina

**LSA-2925**

## Combining Social Media Analytics with Predictive Modeling and Other Data Sources

This session will provide an overview of IBM Cognos Consumer Insight and show how it can be used to perform analysis of content found in publicly available social media, such as blogs, news sites, and message boards. You'll learn how social media data can be integrated into broader customer analytics activities, using IBM SPSS solutions to drive more effective marketing.

**Session type:** Product Overview
**Level:** Introductory
**Speaker:** Christer Johnson, IBM

**LSA-2999**

## Contact Centers: Enhanced Relationships Lead to Solid Financial Results

Increasing customer retention, customer revenue, customer satisfaction and agent satisfaction are an ongoing challenge for today's customer contact centers. IBM has developed an optimized, analytics-based contact center solution that matches agents to customers based on the highest probability of success. This session will demonstrate how such a contact center delivers an identifiable improvement in business performance, unique new customer and agent insights and personalized agent/customer interactions that ultimately lead to greatly increased sales, retention and collections.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Cameron Hurst, Assurant Solutions; Toby Cook, IBM

Business Leadership Sessions
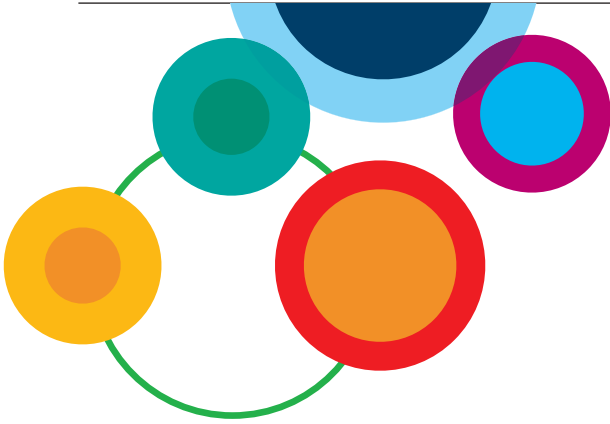
## LSA-3008
## Getting Business Value from IBM Watson

Will the innovative algorithms and natural language processing capabilities of IBM Watson analytical computing system have a significant impact on how businesses use and apply analytics? And if so, what kind of impact will that be, and when will it happen? In this presentation, you will hear about the analytical innovations behind Watson and learn how they might change the way companies use descriptive, predictive and prescriptive analytics to improve performance. You will also see how deep question-and-answer technology correlates with the results of a study that asked 3,000 corporate executives how they see analytics evolving over the next few years.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Christer Johnson, IBM; Radhesh Nair, IBM

## LEU-2406
## How to Provide Insight into Eco-Efficiency: The SmartCity Malaga Case

SmartCity Malaga is a technology project that involves 11 companies (with IBM as a technology partner) under the leadership of Spanish electrical utility Endesa. SmartCity set out to become a global model in cutting-edge technology for smart grids, smart cities and energy efficiency. SmartCity introduces a new urban energy management model to improve efficiency (with a goal of cutting energy consumption by 20 percent) and reduce $CO_2$ emissions (with a goal of cutting 6,000 tons of $CO_2$ each year). This session will describe the business analytics environment that is being deployed to manage information and KPIs for consumption and emissions, integrating data from sources such as AMM, renewals, smart grids and electric vehicles.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Enrique Diaz Plaza Sanz, IBM; Antonio Castellanos de Toro, ENDESA; Carmen Lastres, CEDINT

## LEU-3314
## Case Study: Using Advanced Analytics to Optimize Utility Operations

Reliability and low costs are essential for public utilities. Deployment of advanced analytics and optimization capabilities can drive operational efficiencies and informed decision making through the insights gained from asset data. That's what you'll learn about in this presentation by DC Water, the District of Columbia Water and Sewer Authority.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Charles Kiely, DC Water; Nitin Kapoor, IBM

## LFA-3589
## Transforming Finance Through Analytics

While signs of recovery from the global recession abound, heightened uncertainty is now part of the normal course of business. Surviving and thriving in the recovery means anticipating and shaping business outcomes, while driving transparency to manage risk and improve decision making. This session will highlight the success of Qualcomm, a world leader in wireless communications, in using a range of IBM solutions. You'll learn about their recent shift from IBM Cognos Planning to IBM Cognos TM1, and hear how Qualcomm has increased visibility into the drivers of revenue, profit and working capital, and improved the management of capital expenditures, project cost planning and consolidated reporting for divisional P and Ls.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Douglas Barton, IBM; Robert Loreto, Qualcomm Inc.

## LFA-3637
## Enabling Risk-Based Decisions: Case Studies in Risk Management

Risk management has typically been the responsibility of the office of finance, but as business and economic complexity accelerates, business users in every department now need a better understanding of the real and potential impacts of risk on their decisions. But how do you get departmental users to incorporate risk insights into daily decisions? This session will explore how the University of California and Argos Risk have engaged business users in the risk management process by building a customized, easy-to-use, risk dashboard and reporting solution. You'll hear about the key success factors in driving adoption and learn how system-wide visibility, combined with user flexibility, can drive quantifiable ROI for the business.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Robert Torok, IBM; Grace Crickette, UCOP; Steve Foster, Argos Risk LLC

## LFA-3657
### Fighting Fraud with Advanced Analytics

Fraudulent claims are becoming one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Learn how advanced analytics and modeling can help identify patterns, behaviors and the bad guys in submitting fraudulent claims. In this session, you'll learn how MetLife is using IBM SPSS and IBM Netezza predictive analytics solutions to identify and fight fraud, and you'll hear how the State of North Carolina has saved millions of dollars through more effective identification of fraudulent claims.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Shaun Barry, IBM; David McMichael, MetLife Auto & Home

## LFA-3671
### Embracing Analytics to Transform Financial Management: A Case Study on the IBM Office of Finance

In today's complex business environment, the office of finance is being called upon to play a greater role in making critical business decisions. Leading finance organizations are using business analytics to improve their ability to assess performance gaps, manage risk, provide transparency, shape and anticipate business outcomes and improve decision making. In this session, you'll learn how the IBM Office of Finance is embracing Business Analytics and Optimization to help them progress on their journey to becoming a true value integrator.

**Session type:** Best Practices/Deployment
**Level:** Advanced
**Speaker:** Carlos Passi, IBM

## LGV-1999
### Fighting Fraud in Government Services

Government services' modernization programs seek to improve citizen experiences, optimize business processes and improve analytics. A winner of multiple industry awards, the Social Services Integrated Reporting System (SSIRS) in Alameda County, California, generated real, measurable, business value for the county and state by delivering a single, unified view of citizens and their relationships to government. Alameda County is now expanding the system's value by tackling multiple new programs including fraud identification. Learn what made Alameda County successful and hear about ways that your state, local or federal government agency can follow a single citizen view road map and reap similar rewards.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Don Edwards, Alameda County California Dept.
       of Social Services; Jacqueline L. Ryan, IBM;
       Allen Dreibelbis, IBM

## LGV-2194
### Advances in Law Enforcement Technology at NYPD

Information technology is helping law enforcement organizations globally to enhance officer safety, automate back office operations and drive investigative efficiency. Join this panel of experts representing law enforcement organizations across North America as they discuss how information technology supplied by IBM, including IBM InfoSphere Identity Insight, is working in their departments. The panel will discuss not only how they are applying technology today but also where they see it going in the future. You will have an opportunity to interact with the panel to see how your information strategies align with these industry leaders.

**Session type:** Panel Discussion
**Level:** Intermediate
**Speaker:** Reuben Beltran, NYPD Real Time Crime Center

## LHC-1745
### Hospital Links Strategy to Operational Execution Through Business and Clinical Analytics

North York General Hospital (NYGH) in Toronto, Canada, successfully implemented an enterprise business intelligence system from IBM to link strategy to operational execution, monitor performance and enable better decision making. In this session, you'll learn how NYGH implemented IBM InfoSphere Clinical Analytics, an enterprise business intelligence and data warehousing system, as a foundation for an enterprise-wide approach to performance management. The system provides the tools and information that allows NYGH leaders to make better decisions at the operational, strategic and governance levels. The session will also provide an overview of the capabilities and road map of IBM Healthcare Provider and Payer Data Models.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Maria Muia, North York General Hospital;
       Milind D. Tamaskar, IBM

### LIN-1891

## An Integrated Approach to Delivery and Adoption of Business Intelligence at Westfield Insurance

Westfield Insurance takes an approach to delivering business intelligence that integrates a number of key elements: a collaborative, iterative process for technical development; an enterprise-focused data governance discipline; an Analytics Resource Center as a center of excellence; and a formal change management program. While many BI implementations include one or more of these elements, what sets Westfield's BI efforts apart is that the company integrated all four to drive successful adoption of BI in their organization. This presentation will outline Westfield's approach and describe how they achieved outstanding results, delivering and adopting an enterprise-wide business intelligence solution.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Elizabeth Riczko, Westfield Insurance

### LMP-2433

## Operational Excellence with Dashboards, Predictive and Prescriptive Analytics, and Lean Manufacturing

Daimler Trucks North America installed a key performance dashboard for management action in late 2010. The results have been improved quality, management awareness of manufacturing pipeline, better cash flow, reduced inventory and improved customer satisfaction, with better assembly quality and more timely deliveries. The dashboard and detailed drill-through reports keynote a daily conference call between plant management, the COO and key supply chain personnel. Join this session to learn how predictive analysis provides insight for Lean Manufacturing Continuous Improvement efforts along with early warnings of supply issues and diagnostic analysis that defines action.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Thomas Marks, Daimler Trucks North America
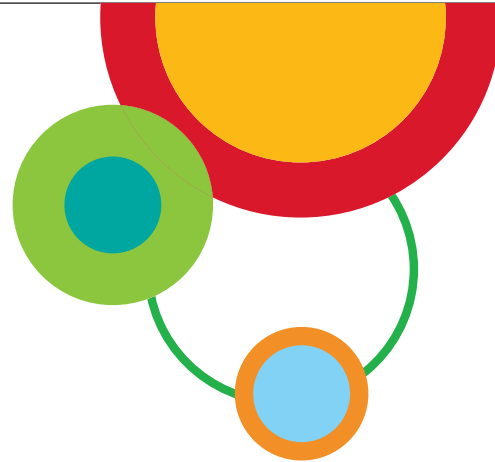
### LOE-3211

## Driving Operational Excellence Through an Optimized S&OP Process

The challenge of meeting customer demand while balancing operational constraints and meeting financial goals has never been greater. Organizations all over the world struggle to align demand, supply and finance plans. This session explores best practices in Sales and Operations Planning and demonstrates how business analytics solutions can enable a collaborative S&OP process. Come to this session and hear how progressive manufacturers utilize S&OP solutions from IBM to link strategy to execution in order to meet customer demand, reduce cost, and drive competitive differentiation.

**Session type:** Best Practices/Deployment
**Level:** Introductory
**Speaker:** Paul Hoy, IBM

### 2952

## IBM Performance Management Sides of Business at Donna Karan

The Donna Karan Company LLC (DKI) is one of the world's leading fashion design houses. It designs, markets and distributes its collections of apparel, sportswear, accessories and shoes under the Donna Karan and DKNY brand names. Learn how DKI uses IBM performance management solutions to streamline the budgeting cycle and gain greater visibility into the financial plans of its three business channels: retail, wholesale and licensing. See the development of key performance and merchandise planning indicators that help drive a growing retail network. DKI will highlight how a business analytics-driven environment has helped the global organization manage a complex business model and remain competitive.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Christopher Gaffney, The Donna Karan Company LLC (DKI)

### LSF-1800

## IBM Watson, Big Data and Better Business Outcomes: A Strategic Foundation for Analytics

As the IBM analytical computing system Watson demonstrates, today's winners are those who can analyze large volumes of information in real time. In business, such organizations can find insights, answer questions and take action faster than their competitors. To ingest huge amounts of both new and emerging information types, Watson uses the Hadoop framework, the same technology now available to IBM customers through the IBM Big Data platform. Join Anjul Bhambri, the Vice President of IBM Big Data Initiatives, to learn how organizations are applying big data management strategies to realize the IBM Watson vision today.

**Session type:** Technical Overview
**Level:** Introductory
**Speaker:** Anjul Bhambhri, IBM

### LSF-3280

## Business Intelligence Center of Excellence Case Study

In this session, speakers will share a customer case study of implementing a business intelligence Center of Excellence at manufacturer Printpack Inc., using IBM P-series hardware and Oracle ERP applications. The session will show you the value of a BI Center of Excellence (CoE) and how to strategize and implement it. The crawl, walk and run steps will be discussed in detail, and you will follow the journey of BI and performance management maturity assessments to determine the proper focus of the BI CoE. The focus of this session is on the people, process and tools required to lay a solid foundation for CoE success.

**Session type:** Best Practices/Deployment
**Level:** Intermediate
**Speaker:** Shyam Nath, IBM; Luba King, Printpack Inc.

### LFA-2039

## Driving Actionable Business Insight Through a CFO Dashboard

Join us at this session to learn how the IBM Business Analytics and Optimization CFO Performance Dashboard—Advanced Edition can help finance organizations gain increased visibility and control over the levers of performance. You'll see how this CFO dashboard links relevant KPIs to critical transactional and decision-support processes.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Mark Gosnell, IBM; Tony Levy, IBM

### LSA-1921

## Linking Customer and Social Media Data to Increase Revenues and Reduce Response Times

Suncorp is a diversified financial services organization in Australia, whose customers make up 40 percent of the Australian population. In the midst of unprecedented floods and cyclones across the country, Suncorp is experiencing rapid change in the buying patterns of consumers. Growth in the online channel has increased by 20 percent in the past two years and continues to grow sharply. While an expensive and untargeted promotional strategy drove growth previously, it was an unsustainable strategy. Future revenue growth can only come from a fine-grained understanding of customer behavior over time. Find out how Suncorp was able to integrate a number of IBM products to dramatically increase revenue while responding to a wide-scale human crisis.

**Session type:** Business Overview
**Level:** Introductory
**Speaker:** Richard Delisser, Suncorp

### LRL-2377

## Strategic Inventory Controls with FIFO Cost: Using IBM Netezza and IBM Cognos Solutions

At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and IBM Cognos technologies contributed to the implementation of a unique FIFO cost inventory control system. You'll learn how the project team used two IBM technologies and several IBM Business Partners to reduce project risk and gain business unit commitment and acceptance.

**Session type:** Business Overview
**Level:** Intermediate
**Speaker:** Sam Wagar, Golub Corporation

# Business Analytics Workshops

Business Analytics Forum offers a series of highly-interactive workshops designed to build your knowledge of key topics step-by-step, through interaction and exchange of ideas in a small group environment. Topics include: "raise your analytics quotient," performance management, midsize market segment, SPSS solutions and developing the skills to be a product champion—your organization's go-to expert on a specific product or process.

### BAW-3805
## Champion Workshop: Raise your Analytics Quotient

Driving a higher analytics quotient in an organization requires champions of change across people, process and technology. In this interactive, discussion-based workshop, participants will share best practices and understand the key success factors that drive organizations to higher AQ levels. You'll learn how to prepare a strategy and create an organizational design and technology platform for success.

**Speaker:** Tracy Harris, IBM; Krista Colby-Wheatley, IBM; Andreas Coucopoulos, IBM

### BAW-3806
## Business Analytics Experience

Business Analytics Experience Workshops are hands-on events that place participants into executive roles in a fictitious company. Workshop attendees participate in a business simulation in which they have to meet aggressive revenue targets, while learning to use business analytics tools that make decision making easier. Workshop attendees will learn how to use business analytics to establish a business plan, weigh different options, assess impacts, make decisions, and understand the outcomes. Can your team help the company outperform?

**Speaker:** Lars Milde, IBM; Chris Kaderli, IBM

### BAW-3807
## Business Analytic Experience Workshop for Finance

The Financial Performance Management Business Analytics Experience is a hands-on workshop for finance executives and other executive decision makers. It places attendees into the role of a CFO of a fictitious company to experience being a Value Integrator, and it shows how effectiveness against the CFO agenda contributes to superior financial performance. Business insight and finance efficiency drive smarter decisions and better outcomes in this sophisticated business simulation. Using integrated enterprise information, participants will see how to achieve better alignment across strategic, financial and operational plans and learn to apply powerful variance and what-if scenario analysis based on the Performance Management Framework.

**Speaker:** Lars Milde, IBM; Chris Kaderli, IBM

### BAW-3808
## BICC Primer Workshop

How do you organize for success in a business analytics initiative? In this interactive workshop, participants will learn about a successful organizational design for a business intelligence competency center (BICC) that will help propel an analytics endeavor forward. Learn about virtual and structured teams, reporting structures within an analytics context and the roles and functions that can ensure success in your initiative.

**Speaker:** Andy Kruse, IBM
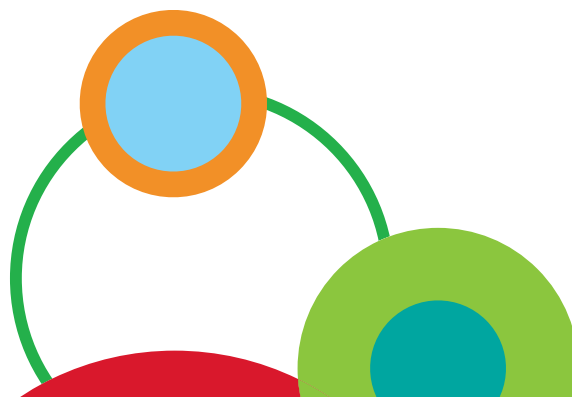
### BAW-3809

## Planning an Analytics Champion Workshop

If you are looking for practical steps to improve your planning process, close gaps in planning or launch a new planning process, sign up for the Planning and Analytics Champions Workshop. This workshop is designed to help directors, managers and vice presidents of FP&A achieve greater success with their planning and analytics processes and provide a timely, accurate understanding of the future course of the business. Different from other planning workshops that are heavy on theory and light on practical skills, this seminar walks you through exercises and experiences to help you flesh out your planning initiatives and put them on paper.

**Speaker:** Charlotte Locke, IBM

### BAW-3810

## Agile Business Intelligence Workshop

What is agile BI? How do you meet the speed of business while creating a successful platform of information that provides consistency, security and delivers trusted information? At this workshop, you'll discuss methodologies for agile BI deployment with your peers and understand how to overcome key challenges that can hinder a BI program as it grows.

**Speaker:** Tracy Harris, IBM

### BAW-3811

## Statistics in Everyday Life

From determining the likelihood of an event (e.g. sales churn) to making statements about confidence and significance, statistics permeate our daily lives. We use them repeatedly to make decisions without even realizing it. In this workshop, you will explore how statistics can be used to drive better decision making, how to distinguish correlation from causation, and how to use inferential statistics to make predictions on a small scale.

**Speaker:** Kyle Weeks, IBM; Kurt Peckman, IBM

### BAW-3812

## An Introduction to Data Mining and Text Analytics

What is data mining? What is text analytics? What types of problems do these technologies solve? And how can you use predictive analytics today? These and other topics will be covered in this interactive workshop. Attendees will be introduced to and will interact with the terminology and technologies; you'll hear about the problems they address and the ROI they deliver; and you'll see demonstrations that visualize the benefits of data mining and text analytics. The intended audience for this workshop is business users and analysts looking to get more value out of their data.

**Speaker:** Darlene Knafelz, IBM; Kurt Peckman, IBM

### BAW-3813

## Market Survey and Research Workshop

IBM SPSS Data Collection delivers an accurate view of customer attitudes and opinions. This enables organizations to develop survey approaches to augment internally captured data with sentiment and opinion data and use this combination as an input into the analytic process. In this workshop, we will show you how to create and deploy a survey that reaches all constituents, regardless of language or location. The instructors will also demonstrate how easy it is to build reusable analytical survey assets.

**Speaker:** Lance Nichols, IBM; Nick Read, IBM
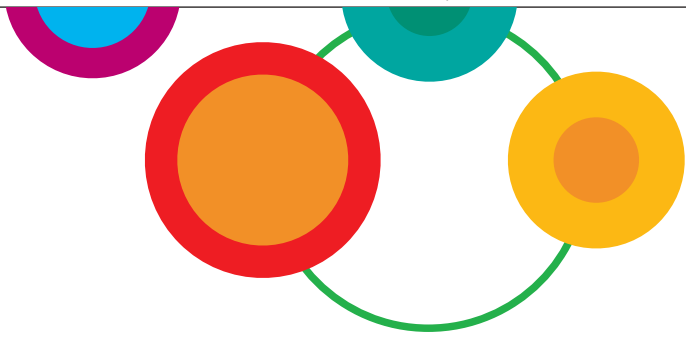
**BAW-3814**

## Optimization and Predictive Analytics

Like everyday decisions, any business problem deals with multiple possible outcomes and scenarios. Choosing the best possible outcomes within a given time frame, among a vast set of possibilities, while dealing with multiple constraints, can lead to highly complex problems. Making the right choice requires the application of optimization techniques. And in this workshop you'll learn how predictive analytics can help you see through the complexity and make the choice that carries the greatest likelihood of success.

**Speaker:** Erick Brethenoux, IBM; Jean Francois Puget, IBM

**BAW-3815**

## Decisions That Drive Success: Focusing on the Point of Interaction

Analytics only provide value if they help your decision makers. In this interactive workshop, you will take a look at why decision-making processes sometimes fail and see how analytics can add insight at the point of interaction. Learn some key skills to take home to identify where analytics could help and gain an understanding of how analytics drives action.

**Speaker:** Robert Risany, IBM

**BAW-3816**

## Designing your Predictive Analytics Journey

This workshop will open your eyes to the potential of predictive analytics and provide a unique opportunity to design a step-by-step journey, tailored for your organization. You'll examine the key elements of strategic planning with predictive analytics, including: identifying point-of-impact business processes; matching predictive analytics capabilities with specific business needs; connecting disparate processes for maximum impact; and understanding which types of data are critical to your objectives. You'll also get experience in measuring and demonstrating value in each phase of the implementation and identifying the entry point that will produce a quick win and engender support from your leadership team.

**Speaker:** Theresa Morelli, IBM

**BAW-3817**

## Business Analytics Journey for a Midsize Company

For midsize companies or departments of large enterprises that are just starting their business analytics journey, we'll discuss a pragmatic think big, start small approach. Topics include, organizing your data, deploying new in-memory server technologies, and strategies for how to successfully deploy reporting, analysis and planning applications to the work group or the enterprise.

**Speaker:** Marti Walsh, IBM; Mark Morton, IBM

# Hands-On Lab Sessions

Here's a unique opportunity for you to get intensive, classroom-quality training delivered by our highly experienced professional instructors. Choose from nearly 20 different sessions—many added at the request of last year's attendees—covering a wide range of topics. Each three-hour session lets you take a deep-dive, exploring and interacting directly with live software through well-proven, hands-on training exercise and workshops. Every year, customers who attend these sessions tell us they can't wait to get back to their workplace and apply what they've learned.

**BGN-3469**

## Foundations of Predictive Analytics: IBM SPSS Statistics

This lab will provide an instructor-guided, hands-on experience using IBM SPSS Statistics to find patterns and test ideas on real data. Beginners will learn how to use simple descriptive statistics, graphical methods and regression analysis to explore a data set of current interest. Advanced SPSS Statistics users will have the option to learn about extension commands, which can extend or modify the built-in capabilities of SPSS Statistics through the use of the Python or R languages, without the user having to learn new technology. No previous experience with SPSS Statistics is required. Users with all levels of experience are encouraged to attend.

**Session type:** Best Practices/Deployment
**Level:** Introductory

**BGN-3631**

## Overview of New Capabilities in IBM Cognos Business Intelligence

This session provides a high-level overview of the latest improvements in IBM Cognos Business Intelligence. You will observe its simplified user experience and streamlined interface for the personalized assembly and display of information. You'll learn about advanced search and seamless editing of report objects as well as the single, user-friendly environment for self-service query, exploration and report authoring. As well, the session covers a wide range of important new workflow and collaboration features, including improved annotations, multi-version coexistence, third-party application server enhancements, server virtualization support (VMware) and improvements to IBM Cognos Framework Manager, including Model Design Accelerator.

**Session type:** Best Practices/Deployment
**Level:** Introductory

**BGN-3632**

## New Self-Service Reporting Capabilities in IBM Cognos Business Intelligence

This session will showcase the new streamlined interface for the personalized assembly and display of information in IBM Cognos Business Intelligence. The session will focus on the solution's rich interactivity, advanced search, and seamless, on-the-fly report editing. Business authors who attend will learn how to create new reports and explore hierarchical data by drilling, sorting, filtering, and grouping. You'll also see new ways to easily build and work with BI dashboards.

**Session type:** Tips & Techniques
**Level:** Introductory

**BGN-3633**

## IBM Cognos Report Studio: Adding Conditional Formatting to your Reports

In this session, designed for professional report authors, you'll see a demonstration of IBM Cognos Report Studio and learn how to render different languages and formats in your reports, based on conditions in the report. You will learn how to show and hide report data and highlight exceptional data. You'll also see fast, efficient methods for creating multi-lingual reports and learn how to conditionally render report objects.

**Session type:** Tips & Techniques
**Level:** Intermediate

### BGN-3634
### Advanced Troubleshooting Tools and Special Task Logging in IBM Cognos Business Intelligence

Attend this advanced session for an overview of troubleshooting tools and task logging in IBM Cognos Business Intelligence. This session will provide you with the skills and information you need to identify installed IBM Cognos troubleshooting utilities, extract a model from the content store using CM Tester, and perform a portal trace. You will also learn the details of garbage collection, core dump files, Perf QFS and URL commands.

**Session type:** Technical Deep-Dive
**Level:** Advanced

### BGN-3635
### Optimizing and Tuning Metadata Models in IBM Cognos Framework Manager

Learn techniques for optimizing and tuning your IBM Cognos Framework Manager models. This advanced session is for users who have experience in fundamental modeling tasks, such as importing metadata, modifying query subject and item properties, and modifying relationships. The session provides an overview of materialized views and minimized SQL, and shows you how to use governors to set limits on query execution. You'll also learn how to use filters and reuse data when running reports; how to reduce database connections and control where queries are processed and how aggregation is handled. The session also covers the Run Time Model (RTM) and metadata caching.

**Session type:** Technical Deep-Dive
**Level:** Advanced

### BGN-3636
### Working with Query Subject Types in IBM Cognos Framework Manager

If you have experience performing fundamental modeling tasks, this advanced session will expand your skills by showing you how to identify key differences and make recommendations for data source, model and stored procedure query subjects. This session provides an overview of modeling with different query subject types, and it also shows you how to identify the effects produced on generated SQL when modifying query subjects, SQL settings or relationships.

**Session type:** Technical Deep-Dive
**Level:** Advanced

### BGN-3696
### Advanced Generated SQL Concepts and Complex Queries

Metadata model developers and other users who have experience with advanced modeling tasks, such as creating virtual star schemas, consolidating metadata and specifying determinants, should join this session for an opportunity to examine the runtime structured query language (SQL) generated by IBM Cognos Business Intelligence. You'll learn about governors that affect SQL generation, conformed and non-conformed dimensions in generated SQL and see how to stitch query SQL. You'll also learn about variances in IBM Cognos Report Studio-generated SQL and how to cross-join SQL.

**Session type:** Technical Deep-Dive
**Level:** Advanced

### BGN-3697
### Introduction to IBM Cognos Statistics

This session introduces professional report authors to the powerful capabilities of IBM Cognos Statistics. You'll learn how to create various statistical reports and interpret the results within the context of specific business use cases, and how to use Cognos Statistics objects in IBM Cognos Report Studio. You'll also learn about managing quality with statistical process control charts, how to examine data distribution with statistical charts, and see how advanced reporting techniques can be used to enhance your statistical reports.

**Session type:** Tips & Techniques
**Level:** Intermediate

### BGN-3698
### Interactive Reporting in IBM Cognos Business Intelligence V10.1

This session will showcase the new capabilities and report output types that allow users to consume and interact with reports while disconnected from the enterprise network. In this session, professional authors will learn how to create interactive reports, explore interactive tools to build active reports, build reports containing dynamic data objects and filter data using interactive controls.

**Session type:** Best Practices/Deployment
**Level:** Introductory
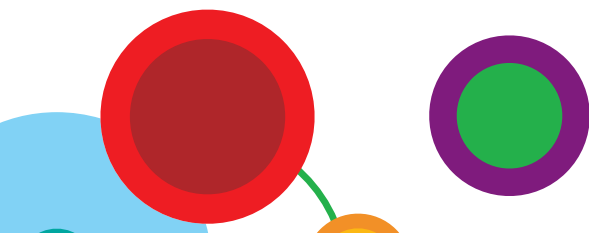
**BGN-3699**

### Designing and Developing Models with IBM Cognos TM1 V9.5

Business and IT users who will be developing new models should join this session to learn how to identify the tasks required to create and populate models in IBM Cognos TM1. You'll see how Cognos TM1 makes it easy to create dimensions, build cubes and views, and load data for superior analysis and planning applications.

**Session type:** Best Practices/Deployment
**Level:** Introductory

**BGN-3700**

### Integrating IBM Cognos Business Intelligence V10.1 with IBM Cognos TM1

Modelers who attend this session will see how they can use data from Cognos TM1 models with Cognos Business Intelligence tools, such as IBM Cognos Report Studio. You will also learn how to examine the integration of Cognos TM1 and portals built for Cognos Business Intelligence V10.1.

**Session type:** Tips & Techniques
**Level:** Introductory

**BGN-3701**

### IBM Cognos TM1 Advanced Performance Techniques

This advanced session will teach modelers who have experience developing models in IBM Cognos TM1 how to recognize performance and scalability problems and how to apply techniques to address them effectively. Data, content, or information architects will learn how to optimize rules and feeders, materialize rule calculations and set up separate read-only cubes and servers in Cognos TM1.

**Session type:** Technical Deep-Dive
**Level:** Intermediate

**BGN-3702**

### Analyze Data with IBM Cognos TM1

Attend this session to learn about the analysis capabilities of IBM Cognos TM1. You will see how you can customize your analysis by creating new views and graphs, and also learn how to easily navigate and explore data in a web environment.

**Session type:** Best Practices/Deployment
**Level:** Introductory

**BGN-3703**

### IBM Cognos Express V9.5 Overview

In this session, you will review IBM Cognos Express V9.5, the latest release of the integrated business intelligence and planning solution specifically designed for midsize organizations. You will learn how to use Cognos Express to analyze data and managed planning applications. You will also have the opportunity to create reports using Cognos Express Reporter.

**Session type:** Tips & Techniques
**Level:** Introductory

**BGN-3704**

### Moving Data with IBM Cognos Business Viewpoint V10.1

In this session, modelers with basic knowledge of dimensional modeling will learn how links can be used to move fact data from a source such as an IBM Cognos TM1 cube or IBM Cognos Business Intelligence name space to another Cognos TM1 cube. You will learn how to describe and match dimensions in your source and target data stores, how to describe fact data and then create and run links to move fact data.

**Session type:** Tips & Techniques
**Level:** Intermediate

**BGN-3705**

### Integrating IBM Cognos Business Intelligence V10.1 with IBM Cognos Planning

In this session, modelers will see how they can use data from Cognos Planning applications with Cognos Business Intelligence tools, such as IBM Cognos Report Studio. You will learn how to quickly identify and configure the administration extensions in Cognos Planning and examine the steps required to make data from analyst libraries and contributor applications available for use with Cognos Business Intelligence.

**Session type:** Best Practices/Deployment
**Level:** Intermediate

**BGN-3706**

### Generating Profitable Offers with IBM SPSS Decision Management for Customer Interactions

Front-line business managers and marketers who attend this session will get practical experience in using IBM SPSS Decision Management for Customer Interactions to aid in managing their day-to-day customer interactions. You will become familiar with key concepts such as campaigns, offers and what-if analysis and learn how to define global selections, campaigns, offers and data sources for a project. You'll learn how to build models and simulate results, and then prioritize marketing campaigns based on your findings.

**Session type:** Tips & Techniques
**Level:** Introductory

**BGN-3707**

### Using JavaScript with IBM SPSS Data Collection Surveys 101 and Beyond

This hands-on session delves into the world of JavaScript and showcases its ability to create more engaging and functional IBM SPSS Data Collection surveys. The session will start with the basics and work its way up to more involved and complex solutions. Attendees will get a solid grasp of JavaScript language, ready-to-go solutions and the knowledge needed to apply solutions to their survey requirements. You'll learn key scripting techniques and best practices for creating JavaScript solutions, as well as how to use IBM SPSS Data Collection HTML controls to build dynamic JavaScript solutions.

**Session type:** Tips & Techniques
**Level:** Intermediate

**BGN-3708**

### Automated Data Mining with IBM SPSS Modeler

This session will enable attendees, even those who have little or no experience, with data mining or IBM SPSS Modeler to use IBM SPSS Modeler to automate the building of powerful predictive models. The session will show you how to read in data and automatically prepare that data for modeling. You'll also learn how to build predictive models that can help you anticipate and respond to changing customer behavior.

**Session type:** Best Practices/Deployment
**Level:** Introductory

**BGN-3709**

### Deploying Manageable Business Intelligence Using the IBM Cognos Application Workbench

Ever wonder how to manage business demand for the information trapped in transaction systems? Are you able to deliver continuous, relevant BI reporting and analysis that is sustainable and manageable to your line-of-business users? If you answered no to any of these questions, come and join us in a hands-on lab to learn how the IBM Cognos Application Workbench can help you deliver relevant, scalable and manageable BI to various line-of-business departments. Understand how the prepackaged content and connectors to tier-1 transaction systems can accelerate your BI deployment.

**Session type:** Technical Deep-Dive
**Level:** Advanced
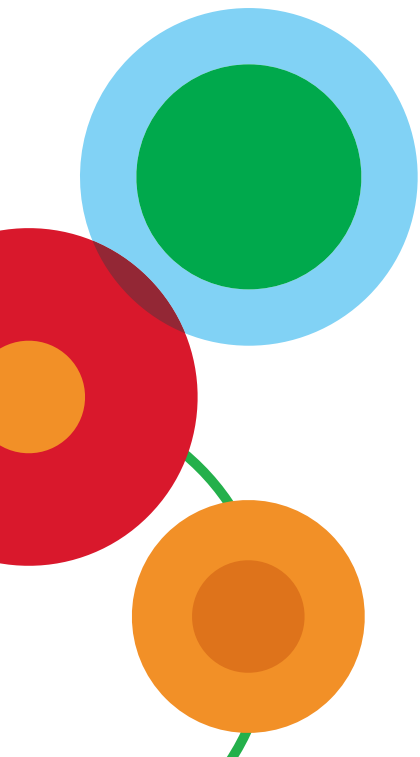
# Usability Sandbox Sessions

Use your experience with IBM Cognos and SPSS products to help us shape future product direction. Usability experts will lead you through a variety of interactive sessions, including test-driving prototypes, small group design review and feedback sessions, and opportunities to vote on user requirements and prioritize them. Due to the confidential nature of these sessions, participants will be required to sign a non-disclosure agreement.

**BGN-1545**

## IBM Cognos Business Intelligence—Interactive Dashboards and Unified Consumption Across Platforms

Does your company have a dashboard for business users? Do you want to view your content on different platforms? In this session, you will have the opportunity to preview our latest ideas for interacting with widgets in a dashboard and exploring and navigating content in a unified manner, whether on mobile, web or desktop. The session will focus on business user interactions.

**Speaker:** Kirsten Carroll Somoza, IBM

**BGN-1547**

## IBM Cognos Big Data Analytics—Harnessing the Predictive Potential of High-Volume Distributed Data

Organizations are amassing vast quantities of data, much of it unstructured. From tracking behavior on websites, to social content to transaction and device data, it's being collected at ever-faster rates. Low-cost scalable tools such as Hadoop are often used for storage, but getting actionable insights from the information is difficult, given the volume and dynamic nature of the data. "Big Analytics" seeks to efficiently extract predictions and recommendations from large stores of dynamic structured and unstructured data. Join this discussion to share your experiences and your vision of the future of "big data."

**Speaker:** Gabriella Nagy, IBM

**BGN-1548**

## IBM Cognos Business Intelligence—Sharing Insights About your BI

Information can be captured and shared via mobile, email, PowerPoint and even web conferencing. But which is the best way and why? How do you want to share your business intelligence to make decisions with colleagues and experts? Join this discussion to influence the way that Cognos Business Intelligence will enhance your ability to collaboratively make decisions, using your tool of choice.
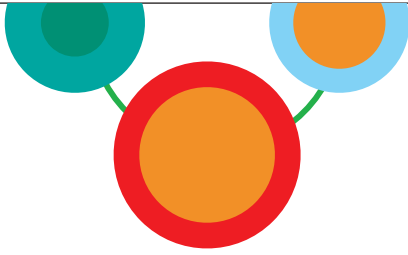
**Speaker:** Lonny Cameron, IBM

**BGN-1549**

## IBM Cognos Business Intelligence—The Future of Mobile BI

Visit the Usability Sandbox and participate in a group discussion about your needs, user community, and technical requirements for mobile BI solutions at your company. Attendees will have the opportunity to preview potential designs and workflows for a mobile user experience for business users. Join us and help drive the future of this exciting area!

**Speaker:** Lonny Cameron, IBM

**BGN-1550**

## IBM Cognos Business Analytics—Bringing Advanced Data Modeling to Business Planners

Join us in the Usability Sandbox for a group discussion about options and alternatives for enhancing the power and usability of new IBM Cognos planning tools. Help us determine the future direction of these exciting products!

**Speaker:** Roy Ballantine, IBM

**BGN-1551**

## IBM Cognos Business Intelligence and End-User Ease of Use

Are your end users able to use the IBM Cognos products that are assigned to them? Visit the Usability Sandbox and participate in a group discussion on strategies for empowering your end users. What features are too hard for them? What are the core features, charts, and interactive data visualizations that must be there to provide value? And what level of self-service do they require? Attendees will have the opportunity to identify their requirements and join group discussions on this important topic.

**Speaker:** Gabriella Nagy, IBM

**BGN-1552**

## IBM SPSS Decision Management—The Future Direction of Decision Management

Visit the Usability Sandbox and join a group discussion about the future direction of IBM SPSS Decision Management—the framework that provides custom-configured business user applications for automating and optimizing high-volume, repeatable operational decisions through a combination of business rules, predictive models and optimization techniques. In this session, you will have the opportunity to preview and give feedback on upcoming optimization features.

**Speaker:** Vikki Paterson, IBM

**BGN-1553**

## IBM SPSS Consumable Analytics—Bringing Statistical Analytics to the Masses

Participate in a discussion about new ways to gain insights from your data. Do you want to improve your confidence in the insights you gain from business intelligence? Are you interested in using statistical methods to analyze your data, but overwhelmed by the time and learning necessary to apply statistical tests? The IBM SPSS Application Research Lab is creating new ways to deliver valuable intelligence in plain language. Experience this new technology and offer your feedback on the best ways to gain reliable insights into business data.

**Speaker:** Meg Vais, IBM

**BGN-1554**

## Social Network Analysis for IBM SPSS Modeler Premium—The Future of Customer Churn Prediction and a lot More

Are you a mobile telecommunications company suffering from high customer defection in spite of customer retention campaigns? Are you worried about the side effects of bad word of mouth from recent churners? Are you interested in generating a sufficiently long horizon forecast to identify possible churners—and becoming more proactive in persuading them to stay? In this session, you will get a sneak peak at state-of-the-art algorithms that can help you achieve these goals. Visit the Usability Sandbox and participate in a group discussion to help drive the future of social network analysis (SNA) into other potential areas.

**Speaker:** Bhupinder Juneja, IBM

# Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining and the world-famous Shark Reef Aquarium, an exciting array of entertainment options await you.

## Hotel Information

Register and reserve your room before August 31 to get the conference hotel of your choice.

### Mandalay Bay Resort

Early Bird Rate: $209/night until August 31, 2011
$249/night beginning September 1, 2011
$15.00 resort fee per room, per night plus tax

### THEhotel

Early Bird Rate: $229/night until August 31, 2011
$279/night beginning September 1, 2011
$15.00 resort fee per room, per night plus tax

### Luxor Hotel & Casino

Early Bird rate: $129 (Pyramid Rooms) / $149 (Tower Rooms) per night until August 31
$144 (Pyramid Rooms) / $164 (Tower Rooms) night beginning September 1, 2011
$12.95 resort fee per room, per night plus tax

### Excalibur Hotel & Casino

$109 Friday, October 21 & Saturday, October 22.
$59 Sunday, October 23–Thursday, October 27
$12.95 resort fee per room, per night plus tax

**NOTE:** Excalibur Hotel offers weekend rates higher than the weekday rates. Please check that your arrival/departure rates match what is noted above.

Visit **ibm.com/events/baforum** for more information or to register and reserve your room now.

# Registration Information

*Register before August 31 and save $300!*

### Conference Registration Fees

Early Bird Fee: US$1,895 per person
Ends August 31 (save $300!)

Standard Fee: US$2,195 per person
September 1—October 22

On Site Fee: US$2,395 per person
October 23—27

### Full Conference Pass Includes:

- Access to all keynotes, breakout sessions, , networking events, and lunches at Information On Demand 2011
- Access to the EXPO
- Access to all evening events including the networking event on Tuesday night located in the Mandalay Bay Events Center
- Food and beverages at all scheduled events, including breakfast and lunch
- Online access to available conference materials including session presentations

### Company Pass (for Large Groups)

With a Company Pass, you could be saving up to 41 percent off the price of registration! Administrators for your company participation should contact IOD2011@meetingconsultants.com to set up a Company Pass and discuss payment options. You must obtain an applicable promo code prior to registering for conference. Promo codes will not be added or changed retroactively. Only members of your company can be included.

| Up to # Attendees | Fixed Price | Add'l Cost (per Attendee) | Approx. Savings (%) (off $2,195) |
|---|---|---|---|
| Up to 7 attendees | $13,160 | $1,880 | 14 percent |
| Up to 14 attendees | $24,500 | $1,750 | 20 percent |
| Up to 20 attendees | $32,000 | $1,600 | 27 percent |
| Up to 30 attendees | $42,000 | $1,400 | 36 percent |
| Up to 40 attendees | $52,000 | $1,300 | 41 percent |

### Education Packs

We accept Education Pack prepaid training accounts (Edpacks) as a payment option toward registration (US clients only). Get details on how to purchase Education Packs at **ibm.com**/training/us/savings. Online Edpack training dollars can only be used for payment of the Standard Rate registration fee ($2,195). They cannot be combined with any other discounts, offers, programs, coupons or promotions. For questions, please contact: edpack@us.ibm.com

### Optional Conference Activities

| Preconference training | Two days | $1,200 |
|---|---|---|

*See page 18 for complete course and enrollment details.*

### Refund and Cancellation Policy

- Full Refund, no cancellation fee before August 31, 2011.
- Full Refund less $200 cancellation fee after August 31, 2011.
- No refund after September 23, 2011.
- No refunds will be made for No-shows. No-shows may also incur a charge for one night's hotel room rate if hotel accommodations are not cancelled in advance. Cancellations must be received in writing only via:
  E-mail: IOD2011@meetingconsultants.com Fax: 770-399-3170.

### Policies

For information regarding our payment, substitution and refund / cancellation policies, please visit ibm.com/events/informationondemand for full details.

### Questions?

For all questions concerning registration, hotel and group discounts, please contact the Registration / Housing Line at 800-227-4374 or 770-359-6591. The hours of operation are Monday through Friday from 9:00 a.m. to 6:00 p.m. (EST). Or send an e-mail to IOD2011@meetingconsultants.com

**IBM**

SAVE $300!
Register before August 31.*
**ibm.com**/events/baforum

*Reference code 101CE77D
 when you register.*

# Business Analytics **Forum**
## @**Information**On Demand**2011**

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**October 23–27, 2011**
Mandalay Bay | Las Vegas, Nevada

**Become an analytics-driven organization. Outperform your competitors.**