IBM Software
Information OnDemand 2011
Turn Insight Into Action

October 23-27, 2011
Mandalay Bay | Las Vegas, Nevada

Business Leadership Forum
Retail Roadmap

Turn your valuable information into insight and create new business opportunities with Business Analytics and Optimization.

At the Information on Demand Conference 2011, the Business Leadership Forum will feature business leaders presenting their stories of success with Business Analytics and Optimization (BAO). Learn from them, and be inspired by the latest practical ideas and best practices from their experience.

The Forum is organized along two dimensions: Theme Tracks include cross-industry themes where clients have invested considerably to address common problems, while Industry Tracks include industry-specific topics on BAO.

In addition to Forum sessions, this roadmap also lists additional sessions of interest to Retail attendees featured across the entire Conference – providing a wealth of education and experience to Retail participants.

Roadmap table of contents for Retail:

Please note: This document is accurate at the time of publication, but is subject to change.
Please check the conference website for the most current agenda.

Sunday, October 23

8-10PM Mandalay Bay North Convention Center - South Pacific D-F	**Business Leadership Forum Welcome – Community Reception** The Industries Community Reception immediately follows the Expo Grand Opening and provides the opportunity to meet and chat with diverse conference attendees. Nibble on delicious desserts and sip beverages while you meet IBM industry executives and industry speakers in the various industry tracks. Specific industry roadmaps will be available to help you finalize your conference schedule. This is a great start to your week, and we look forward to sharing insights on how to maximize your conference experience.

Monday, October 24 – Theme Tracks

8:15AM Mandalay Bay Events Center – Events Center **CGS-3790**	**Opening General Session – Turn Insight into Action.** 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.

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10:15AM Mandalay Bay South Convention Center – Jasmine A-G LGN-3554	**Business Leadership Forum Keynote** **Business Analytics & Optimization: Outpace your Competition and Deliver Break Away Results** Business leaders today understand the future requires heightened intelligence and awareness - leveraging the growing velocity, variety, and volume of data to deliver valuable and actionable insights that drive faster and better decisions. Join business and IT executives for the keynote session of the Business Leadership Forum and learn how leading organizations are embracing analytics to transform their business and outpace the competition. Explore compelling new findings from the IBM and MIT Sloan Management Review study on how organizations are achieving break away results and hear from a panel of executives on how they have successfully charted a course for Business Analytics and Optimization to improve performance across their company. **Speaker:** • Fred Balboni, Global Leader, Business Analytics and Optimization, IBM Global Business Services • Adam Braff, SVP, Head of Customer Data and Analytics, JPMorgan Chase & Co • Mark Clare, SVP, Senior Vice President Technology, JPMorgan Chase & Co *This session launches the 2.5 day Business Leadership Forum at IOD Global Conference. It is followed by a day of sessions organized by theme (Customer, Finance, Operational Efficiency and Strategic Foundation) and then a day organized by Industry. Details follow.*
11:30AM Mandalay Bay South Convention Center – Palm A LSA-3547	<u>Customer Track Kickoff</u>: **Applying Science to the Art of Marketing** In this session, which leads off the Customer Track, you will join leading companies and IBM experts as they explore how you can apply analytics to the art of marketing for greater insight into the behavior and preferences of your customers. In addition, you will hear how IBM customer, marketing and sales analytics solutions help companies transform to achieve greater customer loyalty, revenue, margins and agility. **Speakers:** • Katharyn White, IBM VP Marketing; IBM Global Business Services • Mauricio Botto, Chief Operating Officer, Banco Itau • Thomas Miller, VP Marketing, ADP
11:30AM Mandalay Bay South Convention Center – Palm C LFA-3546	<u>Financial Analytics Track Kickoff</u>: **The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes** In this session, which leads off the Finance Track, hear from leading experts about new tools and disciplines that can help finance organizations improve the way they measure and monitor business performance. In addition, they will explain how data and process standards and business analytics can improve finance efficiency, one of the key components of becoming a value integrator. **Speakers:** • Susan Cook, VP - Risk, Fraud and Finance, IBM Global Business Services • Robert Loreto, Senior Director, IT Finance, Qualcomm Inc • Steven Thomson, Senior Director Finance Transformation, Jabil Circuit Inc • Carlos Passi, Assistant Controller, Business Transformation, IBM
11:30AM Mandalay Bay South Convention Center – Palm D LOE-3548	<u>Operational Efficiency Track Kickoff</u>: **Achieving Operational Efficiencies with Business Analytics and Optimization** This session kicks off the Operational Efficiency Track. For the past 30 to 40 years, businesses differentiated themselves based on process efficiency. Those with more streamlined supply chains, less inventory and quicker turnaround times saw higher profit margins that enabled them to invest in business growth. Today, while efficiency remains essential, it is no longer sufficient to create differentiation. Most, if not all, competitors have the same focus on bottom line growth. With ERP systems and packaged software, they are using the same or similar systems and processes to achieve comparable levels of efficiency. Learn from industry leaders and experts on how new operational efficiency tools, such as real-time data and analytics can help anticipate, shape and optimize your business outcomes. **Speakers:** • Gary Cross, IBM, GBS Partner BAO • Donald Walker, McKesson, SVP Business Process ReDesign • Sam Wagar, Golub Corporation, Manager Information Integration

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11:30AM Mandalay Bay South Convention Center – Palm B **LSF-3549**	**Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes** In this session, you will learn about the importance of building a flexible and scalable Information Management Foundation (IMF) required to deliver real business benefits through data and analytics. In addition, speakers will describe their Company's experiences in having implemented strategic information management solutions and the resultant business value. You will also learn about emerging trends in areas such as: "Big Data", Information Governance, Enterprise Content Management (ECM), etc. **Speakers:** • Michael Schroeck, VP, Global Information Management Foundation Leader, IBM Global Business Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance • Herb Berger, Cardinal Health, Director Enterprise Architecture
2:15PM Mandalay Bay South Convention Center – Palm A **LSA-2731**	**Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability** In this session, you will learn how Banco Itau Argentina used predictive analytics and optimization tools to implement multi-channel sales campaigns that increased customer cross-selling and profitability. The bank will describe how offering the right campaign, to the right customer, using the right channel helped it increase its existing customer profitability by 40 percent in just one year and how the project evolved into a mission to find the right price for each customer, which has yielded further profitability gains. **Speakers:** • Mauricio Botto, Banco Itau, Chief Operating Officer • Katharyn White, VP Marketing, IBM Global Business Services
2:15PM Mandalay Bay South Convention Center – Banyan C **LSA-2925**	**Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources** In this session, you will learn how you can use IBM Cognos Consumer Insight to analyze content found in publicly available social media, such as blogs, news sites and message boards. In addition, you will see how social media data can be integrated into broader customer analytics activities with IBM SPSS solutions for more effective marketing **Speaker:** • Christer Johnson, Partner, BIPM, IBM Global Business Services
2:15PM Mandalay Bay South Convention Center – Banyan D **LSA-2999**	**Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results** In this session, you will learn about an optimized, analytics-based contact center solution from IBM that matches agents to customers based on the highest probability of success and how it can provide new customer and agent insights and the personalized interactions that ultimately lead to greatly increased sales, retention and collections. **Speakers:** • Cameron Hurst, Assurant Solutions, VP, Targeted Solutions • Toby Cook, IBM, BAO CMS Practice Leader
2:15PM Mandalay Bay South Convention Center – Banyan B **LFA-3589**	**Financial Analytics Breakout: Transforming Finance With Analytics** In this session, you will hear how Qualcomm, a world leader in wireless communications, successfully used IBM Cognos TM1 to increase the visibility of the drivers of revenue, profit and working capital. With this visibility, Qualcomm was able to improve the management of capital expenditures, project cost planning and consolidated divisional profit and loss reporting. **Speakers:** • Robert Loreto, Qualcomm Inc., Senior Director, IT Finance • Douglas Barton, IBM, Worldwide Financial & Risk Analytics Product Marketing
2:15PM Mandalay Bay South Convention Center – Palm C **LFA-3657**	**Financial Analytics Breakout: Fighting Fraud with Advanced Analytics** Join this session to learn how advanced analytics and modeling can help identify patterns, behaviors and the individuals involved with submitting fraudulent claims - one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Hear how organizations are using IBM solutions to combat fraud and save their organization millions of dollars. **Speakers:** • Shaun Barry, IBM, Global Leader for Fraud Management Solutions

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2:15PM Mandalay Bay South Convention Center – South Seas C **LFA-3671**	<u>**Financial Analytics Breakout**</u>**: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study** In this session, the IBM Office of Finance will share how they have embraced IBM Business Analytics and Optimization solutions to help them to improve their ability to assess performance gaps, manage risk, provide transparency, shape and anticipate business outcomes and make decisions. **Speakers:** • Carlos Passi, IBM CHQ, CFO, Assistant Controller, Business Transformation • Susan Cook, IBM Partner & VP, Risk, Fraud and Finance , GBS BAO
2:15PM Mandalay Bay South Convention Center – South Seas D **LOE-2430**	<u>**Operational Efficiency Breakout**</u>**: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap 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 roadmap that is leading the company to an expected $1B savings. 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 **Speakers:** • Donald Walker, SVP Business Process ReDesign, McKesson • Bob Gooby, VP of Process ReDesign, McKesson • Tim Espy, IBM, Supply Chain Management
2:15PM Mandalay Bay South Convention Center – South Seas J **LOE-2377**	<u>**Operational Efficiency Breakout**</u>**: Strategic Inventory Control Using IBM Netezza and Cognos Solutions** At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and Cognos technologies contributed to the implementation of a unique first-in-first-out cost inventory control system that included reducing project risk and winning business unit commitment and acceptance. **Speakers:** • Gary Cross, IBM, GBS Partner BAO • Sam Wagar, Golub Corporation, Mgr Information Integration
2:15PM Mandalay Bay South Convention Center – Palm D **LOE-3048**	<u>**Operational Efficiency Breakout**</u>**: Advanced Condition Monitoring at Caterpillar** In this session, you will hear how IBM is working with Caterpillar to use advanced predictive modeling techniques in IBM SPSS software to identify ways to increase the up time and overall life of heavy equipment. **Speakers:** • Bhavin Vyas, Caterpillar • Christer Johnson, IBM GBS, Partner
2:15PM Mandalay Bay South Convention Center – Palm H **LSF-3280**	<u>**Strategic Foundation Breakout**</u>**: Business Intelligence Center of Excellence Case Study** In this session, speakers will share their experiences with implementing a business intelligence (BI) center of excellence at Printpack, Inc., using IBM Power Systems hardware and Oracle ERP applications. You will hear about the value of a establishing a BI center of excellence, how to plan and implement it and the processes and tools required. **Speakers:** • Shyam Nath, IBM, BI Architect • Tony Santos, Printpack, Business Analytics Center (BAC) Manager
2:15PM Mandalay Bay South Convention Center – Palm B **LSF-3584**	<u>**Strategic Foundation Breakout**</u>**: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity** In this session, IBM experts and clients will share how your company can design and execute information governance initiatives based on the 10 rules for successful information governance. **Speakers:** • Brett Gow, IBM, Associate Partner – GBS • Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling & Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance

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2:15PM Mandalay Bay South Convention Center – Banyan A **LSF-3592**	**Strategic Foundation Breakout: Toward the Segment of One: Making Cross-Domain Master Data Management a Reality** In this session, you will learn how a leading national bank in the US is using its investment in IBM Master Data Management as a platform for the authoring, packaging and pricing needed to customize product bundles for its customers. This is part of their strategy to achieve the magical "segment of one" for creating product bundles that exactly fit the needs of the individual customer and assure lifetime customer retention. Join us to see how this client is taking a breakout step toward that goal. **Speaker:** • Richard Bardine, IBM, GBS, FSS, MDM Competency Lead
2:15PM Mandalay Bay South Convention Center – Outrigger Boardroom **LSF-3550**	**Strategic Foundation Breakout: Watson Innovation Workshop for Retail** In the face of a radically transformed economy, retailers are under pressure to retain and build customer loyalty while at the same time cutting costs and streamlining operations. Success requires innovative business models that rely on real-time insights to meet customers changing demands and expectations. This innovation workshop features a Watson overview, potential retail applications, and analytics use cases to help you gain deeper understanding of Watson capabilities, engage in collaborative exploration on evolving retail dynamics and innovation opportunities through analytics use cases and envision how Watson-like capability can help support the unique grand challenges within your organization and retail industry. **Speakers:** • Michael Haydock, IBM Distinguished Engineer, Partner, Chief Scientist – BAO • Craig Silverman, IBM, Partner, Retail Analytics Global Leader
2:15PM Mandalay Bay South Convention Center – Voyager Boardroom **LSF-3551**	**Strategic Foundation Breakout: Watson Innovation Workshop for Healthcare** Regulatory and marketplace changes are causing healthcare organizations to look for opportunities to create new business value. Medical records, texts, journals and research documents are all written in natural language. A system that instantly delivers a single, precise answer from these documents could transform the healthcare industry. This innovation workshop will help you gain deeper understanding of Watson capabilities in natural language. You will not only engage in collaborative exploration on evolving healthcare dynamics and innovation opportunities through analytics use cases but envision how Watson-like capability can help support the unique grand challenges within your organization and healthcare industry. **Speakers:** • Currie Boyle, IBM GBS BAO DE for Watson/Deep QA Solutions • Dwight McNeill, IBM GBS BAO Healthcare Leader
3:45PM Mandalay Bay South Convention Center – Banyan C **LSA-1921**	**Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times** In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis. **Speakers:** • Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics • Richard Delisser, Suncorp, Executive Manager
3:45PM Mandalay Bay South Convention Center – Banyan D **LSA-2268**	**Customer Breakout: Driving Business-to-Business Sales With Predictive Analytics** In this session, you will hear how ADP, one of the worlds largest providers of business outsourcing solutions, addressed challenges the company encountered when deploying predictive analytics in a large-scale, business-to-business sales environment. ADP will also share their successes with using business-to-business predictive selling applications for better identification of viable sales opportunities from their 9,000,000 US prospects. **Speakers:** • Thomas Miller, ADP, Vice President, Marketing

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3:45PM Mandalay Bay South Convention Center – Palm A **LSA-3008**	<u>**Customer Breakout**</u>: **Getting Business Value From IBM Watson** In this presentation, you will hear about the analytical innovations behind IBM Watson and learn how they might change the way companies use descriptive, predictive and prescriptive analytics to improve performance. You will also see how comprehensive 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. **Speakers:** • Christer Johnson, IBM, Partner • Radhesh Nair, IBM, Senior Managing Consultant
3:45PM Mandalay Bay South Convention Center – South Seas C **LFA-2039**	<u>**Financial Analytics Breakout**</u>: **Deriving Business Insight With a CFO Dashboard** In this session, you will learn how the IBM Business Analytics and Optimization - CFO performance dashboard - advanced edition can help finance organizations attain increased visibility of and control over the levers of performance. In addition, you will see how this CFO dashboard links relevant KPIs to critical transactional and decision-support processes. **Speakers:** • Mark Gosnell, IBM, Senior Managing Consultant • Luis Levy, IBM, Business Unit Executive, Financial and Risk Analytics
3:45PM Mandalay Bay South Convention Center – Banyan B **LFA-3578**	<u>**Financial Analytics Breakout**</u>: **The Benefits of Using an Integrated Governance, Risk and Compliance Solution** In this session, you will learn about the benefits of implementing an IBM OpenPages governance, risk and compliance solution. In addition, there will be an in-depth look at the Open Pages suite, which combines document and process management with interactive reporting capabilities in a flexible, adaptable environment designed to help you comply with financial reporting regulations simply and efficiently. **Speakers:** • Kevin Coto, IBM, Associate Partner, GBS • Gordon Burnes, IBM, OpenPages Marketing and Business Development
3:45PM Mandalay Bay South Convention Center – Palm C **LFA-3637**	<u>**Financial Analytics Breakout**</u>: **Building Risk Into Your Decision-Making: Case Studies in Risk Management** In this session, you 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. The University and Argos will also list the key success factors in driving adoption and tell you how system-wide visibility, combined with user flexibility, can drive quantifiable ROI for your business. **Speakers:** • Erica Webber, IBM, Associate Partner - Operations & Finance, FM, Education • Grace Crickette, UCOP, Chief Risk Officer • Steve Foster, Argos Risk LLC, CEO and President
3:45PM Mandalay Bay South Convention Center – Palm D **LOE-2399**	<u>**Operational Efficiency Panel Discussion**</u>: **Revolutionize Your Business Processes With Streaming Analytics** In this session, you will hear how IBM Business Partners and customers, such as Terra Echoes and Idea Cellular, are using IBM InfoSphere Streams to analyze data with microsecond latencies so they can respond to events as they happen rather than analyzing and acting after the fact. Discover how you can prevent customer satisfaction issues rather than remediating them, anticipate asset failures rather than fixing them and identify subtle trends in financial markets that can lead to big opportunities, all with real-time data analysis. **Speakers:** • Prakash Paranjape, Idea Cellular, Chief Information Officer • Alex Philp, Terra Echos Inc. • Pierre Dubost, Alcatel-Lucent, VP Strategy and Alliances
3:45PM Mandalay Bay South Convention Center – Palm H **LSF-1424**	<u>**Operational Efficiency Breakout**</u>: **Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management** In this session, you will hear how Vanguard, a leading investment management firm, uses IBM business process management software, enterprise content management (ECM) solutions and other enabling technologies to eliminate manual processing, increase quality and reduce processing costs. Vanguard has had impressive results, which have prompted other business value-driven enterprise initiatives, and they will share their successes and best practices. **Speaker:** George Heming, Vanguard, Principal

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3:45PM Mandalay Bay South Convention Center – Palm B LSF-1800	**Strategic Foundation Breakout: IBMs Watson, Big Data, and Better Business Outcomes A Strategic Foundation for Analytics** As the IBM analytical computing system Watson demonstrates, todays 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 Bhambhri, 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. **Speakers**: • Anjul Bhambhri, IBM, Vice President, Big Data Solutions • Matt Birkner, Cisco, CISCO DE, Service Provider Business
3:45PM Mandalay Bay South Convention Center – Banyan A LSF-3663	**Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment** Organizations around the globe are increasingly turning to business intelligence and analytics solutions to solve their toughest business challenges. With as much as 40% of the budget committed to managing the business intelligence and reporting environment, beyond just a "single version of the truth", business leaders are challenged with taking enormous amounts of data and turning that data into competitive differentiations. As these BI investments become more central to business strategy, CIO's are increasingly looking at ways to optimize their total cost of ownership. Join us to learn how enterprises of all sizes are improving their return on investment and optimizing the management of their business intelligence platforms. **Speaker:** Kevin Elder, IBM, Partner & Telecom Industry Leader for North America - AMS
3:45PM Mandalay Bay South Convention Center – South Seas J LSF-3672	**Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy** In this session, you will learn how an IBM Enterprise Content Management strategy and roadmap can help you develop plans for integrating your unstructured content to accelerate business analytics. Join us to hear how Henkel KGaA has defined an effective global strategy for information and collaboration management. **Speakers:** • Garrett Rea, IBM, Business Solutions Manager • Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS

Tuesday, October 25 – Industry Tracks

8:15AM Mandalay Bay Events Center CGS-3791	**Tuesday General Session:** **Transforming in the Era of Big Data & Analytics**
10:00AM Mandalay Bay South Convention Center – Palm C LRL-3536	**Industry Perspective: Operationalizing Customer Analytics into the Retail Enterprise** Discover how Business Analytics and Optimization can transform your retail business into a customer driven business. By developing a deep understanding of your customers across channels (e.g., store, web, mobile, social), retailers can now segment customers in more actionable ways and drive customer insights into decision making across marketing, merchandising and operations. Find out how to transition from reporting the past to predicting the impact of different marketing and merchandising scenarios. Learn how focusing on your customers can drive more effective advertising, promotions and assortments to grow sales, optimize marketing budgets and improve customer loyalty. Real customer examples and best practices will be shared. **Speaker:** • Craig Silverman, IBM, Partner, Retail Analytics Global Leader, GBS

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11:15AM Mandalay Bay South Convention Center – Palm C **LRL-3544**	**Client Panel: Best Practices for Creating a Smarter Shopping Experience** In this session, IBM customers will describe their real-world experiences with using information to improve the customer shopping experience. They will also share their best practices for exploiting new and diverse channels, executing pinpoint marketing tactics and applying fact-based merchandising. **Speakers**: - Dwayne Foresee, Bass Pro Shops, Manager of Decision Support - Jim Brownell, Harbor Freight, Chief Technology Officer - Jim Kelly, IBM, GM & VP for Distribution - Netezza - Jim Kerney, IBM, Global Industry Lead - Sam Wagar, Golub Corporation, Mgr Information Integration
12:30PM Mandalay Bay South Convention Center - Jasmine A **BGN-4050**	**Retail & Consumer Products Lunch: Cost Management, Supply Chain Performance and Customer Insight** Exchange challenges, strategies and success stories during these informal discussions over lunch. **Host:** Vivian Braun, IBM, BA Distribution sector lead, EMEA
3:00PM Mandalay Bay South Convention Center - Palm C **LRL-2251**	**Retail Breakout: REI and IBM Netezza: How a Data Warehousing Vision Became a Reality** In this session, you will hear how REI, when faced with an aging customer data warehouse, long query times, missed SLAs and the prospect of a costly upgrade, made a business intelligence vision a reality with an IBM Netezza TwinFin Data Warehouse appliance. You will also see how the team overcame technology biases and how they worked hand-in-hand with the IBM and ETL consultants to implement a solution that delivers unique business and IT value. **Speakers:** - Geoffrey Lowney, REI, Software Architect - Matt Dorison, REI, Senior Business Analyst
4:30PM Mandalay Bay South Convention Center - Palm C **LRL-2377**	**Retail Breakout: Strategic Inventory Control Using IBM Netezza and Cognos Solutions** At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and Cognos technologies contributed to the implementation of a unique first-in-first-out cost inventory control system that included reducing project risk and winning business unit commitment and acceptance. **Speakers**: - Sam Wagar, Golub Corporation, Mgr Information Integration - Gary Cross, IBM, GBS Partner BAO

Wednesday, October 26 – Theme and Industry Track Session

8:15AM Mandalay Bay Events Center **CGS-3792**	**Wednesday General Session:** **New Possibilities** 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.

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10:00AM Mandalay Bay South Convention Center – Banyan B **LFA-4069**	<u>**Financial Analytics Breakout**</u>: **Improving business insight with Cognos 10 and analytics: on-demand reporting & the analytics suite at Jabil** As part of their transformation efforts, the Jabil finance group recognized the need for a centralized repository for financial information that could be accessed and analyzed on demand across various levels within their organization. The implementation of the TM1 management reporting system enabled the capture and organization of all financial data pertinent to the financial management process. By integrating TM1 with Cognos 10 and utilizing business insight , analytic tools and reports were developed, enabling users to create on demand ad-hoc analyses and dashboards that communicate effectively for results. **Speakers:** • Mo Treadway, IBM, BAO - NA BIPM Service Leader • Steven Thomson, Jabil Circuit Inc, Senior Director Finance Transformation • Patrick Patterson, Jabil, Financial Systems Manager
10:00AM Mandalay Bay South Convention Center – Palm C **LOE-3599**	<u>**Operational Efficiency Breakout**</u>: **How to Operationalize Analytics: The 2011 IBV Analytics Study** The ability to create a competitive advantage using analytics has increased significantly in the past 12 months; at least for those organizations already on their analytic journey. This session will examine the organizational and technology capabilities that drive a robust analytics environment to deliver competitive analytics, based on findings from the 2011 Business Analytics and Optimization study, developed in partnership by the IBM Institute for Business Value and MIT Sloan Management Review. Case studies and in-depth analysis pinpoint the key characteristics needed for competitive analytics, the two paths organizations are taking to create them, and a roadmap for accelerating your organization's journey toward competitive analytics. **Speakers:** • Rebecca Shockley, IBM, Institute of Business Value, BAO Global Lead • Nina Kruschwitz, MIT Sloan Management Review, Special Projects Editor
11:30AM Mandalay Bay South Convention Center - Palm C **LRL-3582**	<u>**Retail Breakout:**</u> **Managing High Value Customers: A Humanized Portfolio Approach** In this session, the main topic of discussion will be the value that best customers bring to companies and how to recognize them, relate to them and treat them differently. Discover how a humanized portfolio approach to the unique behaviors, psychology and engagement of high-value customers and their interaction with your brand can unearth new ways to drive revenues and growth. **Speakers**: • Brian Cuffel, Best Buy, Sr. Director, Consumer Insights Unit • Mason Thelen, IBM, Associate Partner, Advanced Analytics & Optimization
11:30AM Mandalay Bay South Convention Center – Palm B **LIN-1921**	<u>**Customer Breakout**</u>: **Linking Customer and Social Media Data to Increase Revenues and Improve Response Times** In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis. **Speakers:** • Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics and CoBRA • Richard Delisser, Suncorp, Executive Manager

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Monday, October 24

2:15 PM Mandalay Bay North Convention Center - South Pacific C IIM-3606	**Innovations in Information Management Breakout: 360 Degree View of the Customer with Hadoop-based InfoSphere BigInsights** How well do you know your customers? Can you direct all your interactions with them in real-time? Do you understand their purchase history across all channels? Can you integrate various customer-related data streams? Do you know what they are saying about you across various social media outlets? Unless you can make sense of all this data in a holistic fashion, your understanding of your customer is incomplete. .In this session, you will learn how IBM InfoSphere BigInsights can help you take your customer relationship to the next level. **Speaker:** • Shankar Venkataraman, IBM, STSM, Program Director, Big Data

Tuesday, October 25

11:15AM Mandalay Bay South Convention Center - Mandalay Bay K ISA-3386	**Information Solutions Architecture Breakout: Target Stores Case Study: Real-Time Data Integration and Infrastructure for Supply Chain and Merchandise** Target Stores case study: Target Corporation, the number two discount retailer with over 1,700 stores in the US, wants a way to get closer to their customers and a better means to manage their supply chain. Hear directly from Target regarding how they use the IBM InfoSphere Information Server platform to enable near-real-time data integration to improve merchandise assortment and supply chain optimization. The session will discuss Target's move from a traditional, batch-oriented, multi-server data integration platform to a dynamic, near-real-time shared services deployment using InfoSphere Information Server 8.5 and deployment of InfoSphere Change Data Capture in grid and private cloud. **Speakers:** • V.S. Mehta, Target, GM Enterprise Information Mgmt • Paul Christensen, IBM, Information Agenda Architect • Rich Wiitala, Target, GM - Application Integration
3:00PM Mandalay Bay South Convention Center - Mandalay Bay D BBI-3003	**Business Intelligence Breakout: 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. **Speaker:** • Dale Fritts, Office Depot, Lead Cognos Developer
3:00 PM Mandalay Bay South Convention Center - Breakers K-L BPA-1728	**Predictive and Advanced Analytics: 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. **Speaker:** Nihad Aytaman, Elie Tahari, Ltd., Director of Business Applications

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3:00 PM Mandalay Bay North Convention Center - Islander I ISA-2824	**Information Solutions Architecture:** The World's Largest Supplier of Beef to McDonald's Makes Use of IBM Informix Flexible Grid This session will explain why Marfrig, the world's largest supplier of beef to McDonald's, chose IBM Informix instead Oracle. It will explore the implementation process and architecture, as well as some numbers and results for Marfrig's business. **Speaker:** • Pedro H T Rodrigues, IBM, IT Specialist

Wednesday, October 26

11:30AM Mandalay Bay South Convention Center - Mandalay Bay D BBI-1364	**Business Intelligence Breakout:** 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. **Speaker:** • Lars Andersen, TOP-TOY A/S, Head of Performance Management
11:30AM Mandalay Bay South Convention Center - Breakers K-L BPA-2140	**Predictive and Advanced Analytics Breakout:** 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. **Speakers:** • Shunsuke Kikuchi, Rakuten, Inc, Leader • Tomomi Jinno, Rakuten, Inc, Manager
11:30AM Mandalay Bay North Convention Center - South Pacific F ILS-4048	**Information Lifecycle, Security and Privacy Breakout:** Development of an Archive and Decommissioning Program to Self-Fund a SAP Enterprise Implementation Implementation of an enterprise SAP system deployment creates an opportunity to archive and retire applications as they migrate to the new platform. The removal of these legacy applications reduces hardware expenses, software licensing costs, associated date center costs such as cooling and power, and eliminates supporting personnel. An Optim deployment creates a vibrant financial business case for the continued elimination of infrastructure costs. This expense avoidance can be used to self-fund the ongoing investment in a SAP platform. Buckley will outline Loblaw's approach to implementing Optim, goals for a thorough Archive and Decommissioning program and managing the financial metrics for self-funding of an enterprise ERP implementation. **Speakers:** • Arthur Toxidis, Loblaws Inc., Senior Director • Gregory Wojcieszak, Buckley Data Group, President and CEO
2:00PM Mandalay Bay North Convention Center - Tradewinds E IMD-3750	**Master Data Management Breakout:** Best Buy Manages Product Information with IBM InfoSphere Master Data Management In this session, we'll discuss Best Buy's master data management (MDM) journey and strategy. We'll examine how Best Buy uses MDM Server for PIM to induct new items, a major 2011 project in flight that will start marrying physical product and digital representations while presenting one version of an item's information to all channels including stores, online and mobile. We'll also discuss how Best Buy uses MDM server, party and product domains, ultimately creating a single source of truth for item and vendor data. Topics will be discussed from both a business and technical perspective. **Speakers:** • Patricia Vessey, Best Buy, Director, Merchandising Services • Jason Hagman, Best Buy, IT Director

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4:30PM Mandalay Bay South Convention Center - Mandalay Bay A **BBI-2473**	**Business Intelligence Breakout:** **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 IBM Cognos Lab Services team, provided a flexible and scalable BI environment leveraging the functionality of the a Teradata platform. **Speakers:** • Javed Rahman, Nike, Enterprise Data Warehouse Lead Architect • Subramanian Satish Ganesan, IBM, Global Migrations and Upgrades Leader - Cognos Lab Services

Thursday, October 27

8:15AM Mandalay Bay North Convention Center - South Pacific F **ILS-1283**	**Information Lifecycle, Security and Privacy Breakout:** **Kohl's Improves QA, Time to Value and TCO with Optim and Discovery** This session discusses how the eCommerce team at Kohl's department store uses Optim test data management, data privacy and discovery to improve their quality assurance and the time to value of testing processes. It also describes how they were able to decrease the cost of their developer environment. **Speaker:** • Ashok Tripathi, Kohl's Department Stores, eCommerce PM

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