

Keynote Address

Why Should You Care About Business Analytics?

IBM's Ben Plummer will discuss the importance of business analytics and the vital role it plays in midsize companies. He'll highlight how customers are using the recently launched IBM Cognos Express solution to handle their reporting, analysis and planning needs. Senior Analyst Helena Schwenk from Ovum, a leading IT research firm, will focus on the importance of in-memory analytics technologies for midsize companies. She'll provide a practical overview of in-memory analytics and discuss why it has become an essential tool for midsize companies as part of an effective, affordable BI and planning strategy. This talk will be followed by a live Q&A session.