An IBM® SPSS® Event

The Predictive Analytics Agenda

Innovative ideas for analytics
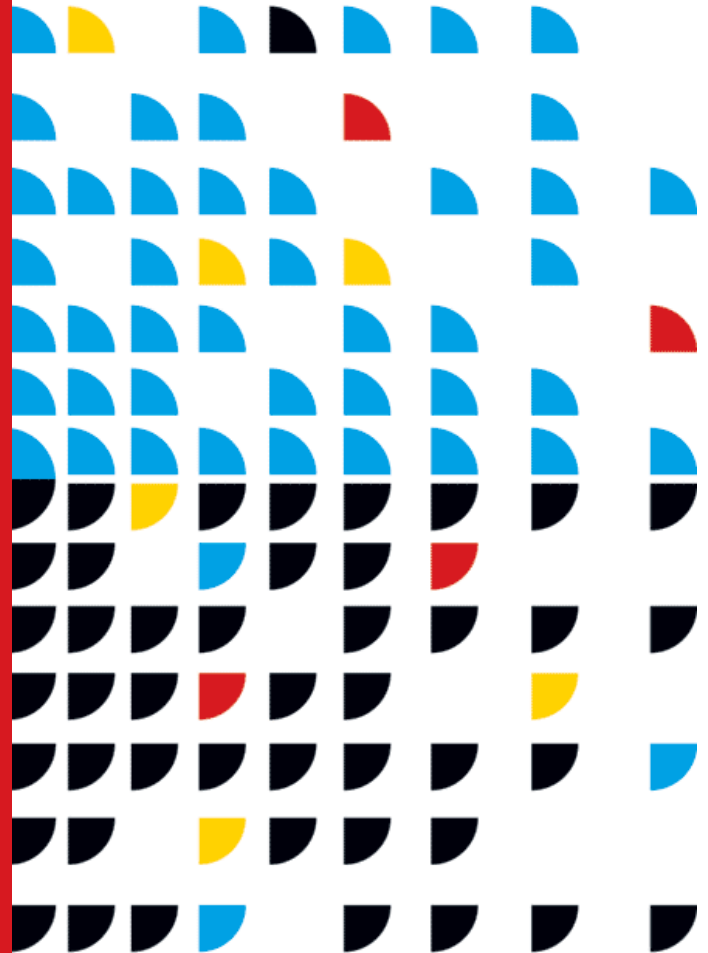
August 2011

Auckland: Wednesday 17th
Wellington: Thursday 18th
Perth: Tuesday 23rd
Brisbane: Thursday 25th

Event information

The Predictive Analytics Agenda is a complimentary event that offers an inside look at how predictive analytics works and the ways in which its deployment can help your organisation win more customers, increase revenue, reduce risk and make smarter decisions. You'll hear real world case studies, learn effective predictive analytics strategies and see the latest technologies in action.

Join us for this live event to explore strategies and technologies to help you stay ahead of the competition and succeed...

Here are just a few examples of how our customers have seen improvements to their organisation after using IBM SPSS Predictive Analytics solutions:

" *Richmond Police Department saw weapons seizures grow 246%, gunfire incidents decrease 49% and homicide rates decline 40%... while reducing monthly overtime costs by $450k.*

" *First Tennessee Bank created a 600% increase in uptake of cross-sell campaigns, increased response rates by 3% and reduced mailing costs by 20%.*

" *Infinity Property and Casualty Corporation saw a 403% ROI and investment payback in less than 3 months on their predictive analytics implementation.*

" *Nucleus Research reported that 94% of SPSS customers achieved a positive ROI and average payback in 10.7 months. This is one of the highest ROI scores Nucleus has ever seen in its Real ROI series of research reports.*

Who Should Attend?

- Senior executive
- Line of business owner
- Analytical practitioner/Researcher
- Public sector
- Commercial
- Academic

Find out how to gain the maximum benefit from predictive analytics, whatever your role or industry.

What is predictive analytics?

Predictive Analytics /pri'dik tiv/,æn l'it iks/ – Noun

Predictive analytics informs and directs decision making by applying a combination of advanced analytics and decision optimisation to an organisation's data, with the objective of improving business processes to meet specific organisation goals. It is through the analysis of *past*, actual data, that organisations are better equipped to predict *future* outcomes and make decisions appropriately.

Register now to reserve your place.

How can predictive analytics help me?

Attract new customers

Reduce costs of acquisition marketing and increase conversion rates by targeting prospects with profiles similar to existing customers, and those with the potential to be most profitable.

Grow your business

Increase returns from cross and up sell campaigns by basing offers on purchase history of similar customers and propensity to respond.

Retain your customers

Identify customers at high risk of leaving and target retention efforts at high-risk customers with high current or predicted value. Select offers and incentives most likely to persuade each customer to stay loyal.

Reduce risk

Accept or reject customers or transactions, or set special conditions, on the basis of accurate risk estimates. Minimise bad debt by optimising collections. Ensure regulatory compliance and gain competitive edge by estimating risk exposure accurately and allocating capital accordingly.

Prevent fraud

Identify patterns and anomalies that represent cases of fraud. Intercept transactions that are potentially fraudulent in real time. Make more effective and efficient use of investigative resources by targeting high-risk cases accurately, and highlighting reasons for suspicion.
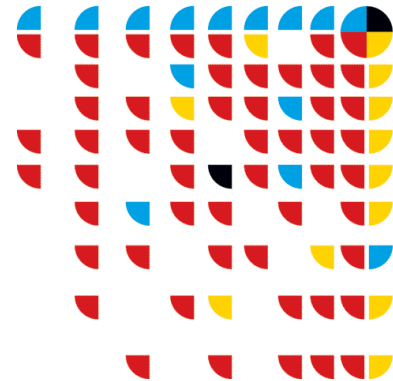
Dates and Locations

Auckland
Wednesday, 17th August
Crowne Plaza Auckland

Wellington
Thursday, 18th August
Foxglove Queens Wharf

Perth
Tuesday, 23rd August
Hyatt Regency Perth

Brisbane
Thursday, 25th August
Cloudland

The Predictive Analytics Agenda

The day's agenda has been designed to give an overview of predictive analytics followed by demonstrations of the technologies in action. Attend just one, or attend them all!

If you are unable to spare the whole day out of the office, how about sending a colleague or team member along to the ones you can't get to?

8.30 – 9.00	Registration and refreshments
9.00 – 9.10	Welcome and Introduction
9.10 – 10.00	**Opening Session: Predictive Analytics Overview**

Predictive Analytics Technology in Action

10.00 – 11.00 (1 hour)
Data Mining & Text Analytics
Predicting outcomes
with IBM SPSS Modeler

Morning
Tea

11.15 – 12.15 (1 hour)
Data Analysis
Analysing data with
IBM SPSS Statistics

Light
Lunch

13.00 – 14.00 (1 hour)
**Collecting and analysing
survey and research data**
Using IBM SPSS Data
Collection and Statistics

Session Abstracts

Opening session: Predictive Analytics overview

Predictive analytics informs and directs decision making by applying a combination of advanced analytics and decision optimisation to an organisation's data, with the objective of improving business processes to meet specific organisation goals. It is through the analysis of past, actual data, that organisations are better equipped to predict future outcomes and make decisions appropriately.

This opening session will introduce you to the concept of predictive analytics, what it is, how it works, and what it can do for your organisation. Explore case studies from IBM SPSS customers across a wide range of industries to find out how they have benefited from the implementation of predictive analytics.

Data Mining and Text Analytics – Predicting outcomes with IBM SPSS Modeler

The purpose of this session is to provide an overview of data mining techniques, methodology, and applications using IBM SPSS Modeler.

At this session, you'll find out how to:

- Discover hidden relationships in your data and predict future outcomes
- Use predictive analytics to solve a variety of business problems
- Easily create modeling streams to gain insight into your data
- Leverage valuable unstructured text data to improve your models

IBM SPSS Modeler Premium is a high-performance predictive and text analytics workbench that quickly delivers positive ROI by enabling organisations to maximise revenue opportunities, reduce costs, and increase operational productivity.

Session Abstracts continued...

Data Analysis – Analysing Data with IBM SPSS Statistics

This session is for anyone who has a regular need to analyse large amounts of data and is looking for ways to speed up this analysis and gain more accurate results.

Analysis means different things to different people depending on your job role, your industry and what you are trying to achieve. Keeping this in mind, this presentation covers some of the most common usages including:

• Analysing customer and transactional data
• Reporting and distributing results
• Producing visualisation (i.e. tables and charts)
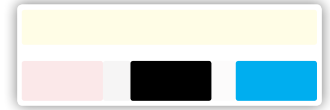• Performing analysis for research

Collecting and analysing survey and research data – Using IBM SPSS Data Collection and Statistics.

If you could gain insight from every interaction, face-to-face meetings, inbound and outbound customer phone calls, employee opinion surveys, market and social research, and Web sites – then you have the foundation for improving every business process, the customer's experience with your products and services, employee satisfaction, and your bottom line!

In this demonstration you will see:

• Why feedback is an essential part of today's CRM solutions
• How technology can be used to significantly improve the customer experience
• How to develop quality surveys quickly and deploy them in the format most desired by your respondents (Web, paper, phone).
• Centralise the data collection process to simplify results analysis and communicate key findings to all stakeholders.

If you are already conducting surveys, would you like to achieve greater efficiency throughout the survey creation and collection process? Attend this session to find out how.

IBM ®