



IBM Software Business Analytics Forum

March 13-15, 2012 Melbourne Convention Centre | Melbourne



Tuesday 13th March 2012	
Business Analytics Super Sessions	
12.30 - 3.00pm	IBM Cognos BI
12.30 - 3.00pm	IBM FSR
12.30 - 3.00pm	IBM Cognos TM1
12.30 - 3.00pm	IBM Cognos Technical Architecture
12.30 - 3.00pm	IBM SPSS Data mining and predictive modelling workshop
12.30 - 3.00pm	IBM SPSS Solutions for Market Research
Special Interest Groups	
3.30 - 5.30pm	Manufacturing/Retail
3.30 - 5.30pm	Banking & Insurance
3.30 - 5.30pm	Government, Education & Healthcare
3.30 - 5.30pm	Market and Survey Research (SPSS)
3.30 - 5.30pm	Defence & National Security
3.30 - 5.30pm	Understanding the Customer
3.30 - 5.30pm	Investing in Assets
Business Analytics Forum 2012	
12.00Noon	Conference Registration Open
5:30pm - 7:30pm	Welcome Drinks & Exhibition Open

Wednesday 14th March 2012

8:00am - 9:00am	Conference Registration & Exhibition Opens							
9:00am - 10:30am	General Session - Part 1: Driving Better Business Outcomes with Business Analytics							
10:30am - 11:00am	Coffee Break: Level 1 Foyer							
	Business Intelligence	Planning, Budgeting & Forecasting	Governance, Risk & Compliance	Predictive and Advanced Analytics	Social Media & Customer Analytics	Integrated Solutions	Demo Theatre 1	Demo Theatre 2
11:00am - 12:00Noon	Using Business Analytics to get a competitive edge Ross Cochrane, A E Smith	What's new in TM1 Kevin Jessop, FPM Specialist, IBM	Driving Better Business Outcomes with Integrated GRC	The Predictive Analytics Agenda Colin Shearer, SPSS Worldwide Industry Solutions Leader, IBM	The Social Analytics Maturity Curve Mark Heid, Program Director - Social Analytics Solutions, IBM and Dev Mookerjee, BI Specialist, IBM	Netezza serving your Cognos Business Intelligence environment Andrew Conacher, Netezza Specialist, IBM	Introduction to IBM Cognos Business Intelligence Anna Sum, BI Specialist, IBM	Interactive Reports for Disconnected Users Mary-Jane Goddard, BI Specialist, IBM
12:00Noon - 1:00pm	Fremantle Ports gets on board with real-time analytics Collins Vuchocho, Business Systems Consultant, Fremantle Ports	Managing Large Workforces with Cognos TM1 Contributor James Wakefield, Cognos Practice Lead & State Manager, Trident	Best Practices for Operational Risk Management	Deeper Insights for stronger student retention rates Julie Arthur, Director Planning, Quality & Review, Southern Cross University & Paul McLeod, Principal Architect, Focus Strategies & Solutions	Social Media and IT: What IT Needs to Know Christopher Wright, IBM	IBM Content and Predictive Analytics (ICPA) - Healthcare example TBA, IBM	Analytical approaches to fraud detection with SPSS Modeler Keith Doan, SPSS Specialist, IBM	Introduction to IBM Cognos TM1 Gideon van Schalkwyk, FPM Specialist, IBM
1:00pm - 2:00pm	Luncheon: Level 1 Foyer							
2:00pm - 3:00pm	General Session - Part 2: IBM Business Analytics—Power to Meet your Priorities							
3:00pm - 4:00pm	The Art & Science of Data Visualisation Mac Bryla, BI Specialist, IBM	Planning to TM1 Jonathan Beattie, Dennis Corporation	Risk Analytics (Open Pages & Cognos) Con Cotronis, Open Pages Specialist, IBM	Ground-breaking research with SPSS Predictive Analytics Dr Adele Barnard, Clinical Research Manager, Clinical Intelligence	Smarter Commerce Lisa Bouari, BA Architect, IBM	Socialise your Business Insights Mary-Jane Goddard, BI Specialist, IBM & Martin Buckley, Collaboration Specialist, IBM	Creating Self-service Dashboards with IBM Cognos Business Intelligence Anna Sum, BI Specialist, IBM	Personalised What-If Analysis James Garty, FPM Specialist, IBM
4:00pm - 4:30pm	Coffee Break: Level 1 Foyer							
4:30pm - 5:30pm	Designing Framework Manager models for maximum efficiency Brian Causley, Senior Information Analyst, University Western Sydney	Administering TM1 Michelle Jessop, FPM Specialist, IBM	Algorithmics	Introduction to IBM SPSS Decision Management Marcus Hearne, Business Unit Executive - Predictive Analytics Market Strategy, IBM	Customer Presentation	Cognos and InfoSphere Software: Working together to deliver Trusted Information Gavin Fernandes, InfoSphere Specialist, IBM	Analytics on the Go Nick Lancuba, BI Specialist, IBM	Integrated Planning & Analytics Jonaline Juarez, BA Solution Architect, IBM
7:00 - 11:00pm	Special Event Dinner at Melbourne Convention Centre							



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Thursday 15th March 2012								
Exhibition & Information Desk Opens								
8.00am	Business Intelligence	Planning, Budgeting & Forecasting	Governance, Risk & Compliance	Predictive and Advanced Analytics	Social Media & Customer Analytics	Integrated Solutions	Demo Theatre 1	Demo Theatre 2
	Dashboards: Eye Candy or Food for Thought? Ken Diefenbach, BI Project Manager, CQUniversity Australia	Customer Presentation	Financial Governance & Disclosure with IBM Cognos FSR Simon Dowle, FPM Specialist, IBM	Customer Presentation	Predictive Social Media Analytics Graham Macintosh, IBM	SAP & TM1 Agnes Chau, IBM	CCI Dev Mookerjee, BI Specialist, IBM	Accelerating your Business Intelligence delivery with the IBM Smart Analytics System and Cognos Vinicius Cardoso, Data Management Specialist, IBM
9.00am - 10.00am	Coffee Break: Level 1 Foyer							
10.00am - 10.30am	Mapping the Future: Geographic Business Intelligence (GBI) in Action Walt Hui, Senior Manager Information Delivery & Data Management, IAG LTD	WHAT IF? Katrina Read, Business Analytics Solution Architect, IBM	Customer Presentation	In the Age of Social, Market & Survey Research is more important than ever Karen Hardie/Lance Nicols, IBM	Social Network Analysis for IBM SPSS Modeler Premium - The Future of Customer Churn Prediction and a Lot More IBM	Cognos to analyse Big Data Aruna Kolluru, Information Management Specialist, IBM	Building Active Reports for the iPad - tips & tricks Belinda Travis, Focus Strategies & Solutions	IBM SPSS Data Collection, & Statistics Doug Porton, IBM
10.30am - 11.30am	Migration Customer Panel Hosted by Mary-Jane Goddard, BI Specialist, IBM	The power of Cognos TM1 as an Enterprise Tool Amendra Pratap, Senior Manager, Macquarie Group	Risky Business Paul Nicholson-Smythe, Practice Lead, Trident and Con Cotronics, Open Pages Specialist, IBM	Customer Presentation	Using IBM Cognos Business Intelligence V10.1 and IBM Cognos Consumer Insight Dev Mookerjee, BI Specialist, IBM	Cognos Lab Services Expertise Mark Enslin, BA Practice Manager, IBM	Integrated Planning & Analytics (REPEAT) Jonaline Juarez, BA Solution Architect, IBM	Financial Statutory Reporting Simon Dowle, FPM Specialist, IBM
11.30am - 12.30pm	Luncheon: Level 1 Foyer							
12.30pm - 1.30pm	New perspectives on student enrolments for Griffith University Bronwyn Kershaw, Business Intelligence Analyst, Griffith University	The happy marriage of SPSS and TM1 Nimrod Kuti, Director, Trident	Selling Information Governance to the Business Tom Reich, Focus Strategies & Solutions	Better marketing Programs through Predictive Analytics Colin Shearer, SPSS Worldwide Industry Solutions Leader, IBM	Social Marketing Automation: An Integrated View of Customer Analytics Dev Mookerjee, BI Specialist, IBM	Analytics in the boardroom: Accelerating competitive advantage Graham Kittle, GBS Partner and BAO Practice Leader, IBM	Personalised What-If Analysis (REPEAT) James Garty, FPM Specialist, IBM	Deploying TM1 Applications Gideon van Schalkwyk, FPM Specialist, IBM
1.30pm - 2.30pm	How to mitigate key challenges in successful Business Intelligence implementations Simon Crisp, GBS BAO Associate Partner, BI&PM Leader, IBM	TM1 for the Enterprise Christopher Woo, Head of MIS-BT Finance, BT Financial Group	Customer Presentation	Embedding Actionable Insights in the 24/7 Customer Operations (Citibank) Anand Sundaresan, Market Manager Global Process Services, IBM	Improve Customer Insight, Decision making and Profitability with Predictive Analytics Scott Groenendal, SPSS Program Director, IBM	Architecting solutions with IBM Business Analytics Jonaline Juarez, BA Architect, IBM	From In the Labs: Map Widget for Cognos 10 Business Insight Mary-Jane Goddard, BI Specialist, IBM	The Cornerstone of PA: IBM SPSS Statistics & IBM SPSS Modeler Marcus Hearne, Business Unit Executive - Predictive Analytics Market Strategy, IBM
2.30pm - 3.30pm	Immersing Business Intelligence within a Business Simon Macarthur, Team Leader - Business Intelligence, Avant Mutual Group Limited	Customer Presentation	APN News Media Jenny Dosei, APN News Media	Manage risk pro-actively with SPSS Decision Management Keith Doan, SPSS Specialist, IBM	Customer analytics pays off: Driving top-line growth by bringing science to the art of marketing Graham Kittle, GBS Partner and BAO Practice Leader, IBM	Netezza serving your SPSS environment Andrew Conacher, Netezza Specialist, IBM	IBM Cognos Statistics David Pirie, BI Specialist, IBM	Governing business dimensions in a dynamic business environment using IBM Cognos Business Viewpoint James Garty, Pre-Sales, IBM
3.30pm - 4.30pm	Closing Drinks in Level 1 Foyer							
4.30pm - 5.30pm	Coaches Depart for the airport							
5.30pm								