

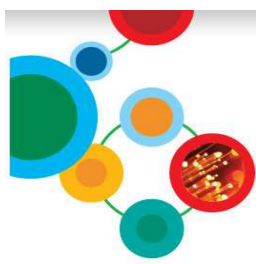
Tuesday 13th March 2012

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	Market Survey and Research (SPSS)

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 Survey and Research (SPSS)
3.30 - 5.30pm	Defence & National Security
3.30 - 5.30pm	Understanding the Customer
3.30 - 5.30pm	Investing in Assets
12.00noon	Conference Registration Open
5.30 - 7.30pm	Welcome Drinks & Exhibition Open

Wednesday 14th March 2012

Time:	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 Cochran, A.E Smith	What's new in TM1 Kevin Jessop, FPM Specialist, IBM	Driving Better Business Outcomes with Integrated GRC Patrick O'Brien, Director, Product Management Open Pages, IBM	The Predictive Analytics Agenda Colin Shearer, SPSS Worldwide Industry Solutions Leader, IBM	The Social Analytics Maturity Curve Der Moolnarjey, 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 Ben Post, BI Specialist, IBM
Session Abstract	Learn how Australia's largest privately owned mechanical services contractor has rolled out business analytics software across its business to increase its competitive edge by understanding the profitability of its customers.	Learn about the latest release of TM1 and how it delivers Enterprise Readiness with a personalised experience for business users.	We have entered a significant new phase in the evolution of GRC, where organisations are converging risk and compliance activities, and using risk analytics to provide increased transparency and better insight into their business operations. The GRC market developed out of the tactical, departmental deployment of SOX and other compliance and risk management solutions. Now, companies are using GRC platforms, such as IBM OpenPages, to converge risk management disciplines, drive collaboration across organisations and enhance operational risk management practices within the enterprise. In addition, companies are beginning to use business analytics in conjunction with their GRC programs to derive insight about business operations, drive better business outcomes, and manage effectively through the changing regulatory environment.	This 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. 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 organisational goals. It is through the analysis of past, actual data, that organisations are better equipped to predict future outcomes and make decisions accordingly.	While most organisations today appreciate that social media provides unprecedented open access to various stakeholders (customers, readers, employees etc), not everyone knows how to tap into it. This session walks through the various steps that an organisation typically matures through from initial recognition to full integration and analysis of social data.	Understand how IBM's Netezza appliance drives value and return on investment for Cognos customers. This presentation will highlight the integration points between the technologies, the value our customers have derived, and why the simplicity of an appliance is so appropriate for a Business Intelligence environment.	Many organisations 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 isn't - but it disparate sources across the organisation and it may be hard to access, explore, analyse and share. Join this session for a complete overview of IBM Cognos Business Intelligence and discover new ways your organisation can realise the full promise of BI.	Learn how Active Reports, a key component of Cognos 10 Business Intelligence, can be used to deliver interactive reports for offline analysis. This session will be a demonstration showing some of the techniques required to enable Report Authors to create interactive reports that are suitable for disconnected users.
12.00pm - 1.00pm	Franserie Ports gets on board with faster decision making Collins Vuchoco, Business Systems Consultant, Franserie Ports & Marian Hudson, CSG	Managing large workforces with Cognos TM1 Contributor James Wakefield, Cognos Practice Lead & State Manager, Trident & Evan Williams, University of Adelaide	Best Practices for Operational Risk Management Patrick O'Brien, Director, Product Management Open Pages, IBM	Deeper insights for stronger student retention rates Julie Arthur, Director Planning, Quality & Review, Southern Cross University & Paul McLeod, Principal Architect, Focus Strategies & Solutions	Improve Customer Insight, Decision making and Profitability with Predictive Analytics Scott Goswami, SPSS Program Director, IBM	Archiving Cognos Reports Nick Lancuba, BI Specialist, IBM & Adrian Barfield, ECM Specialist, IBM	Analytical approaches to fraud detection with SPSS Modeler Keith Doan, SPSS Specialist, IBM	Introduction to IBM Cognos TM1 Gideon van Schaikway, FPM Specialist, IBM
Session Abstract	With shipping volumes increasing through Western Australia's largest and busiest general cargo port, Franserie Ports needs faster, richer insights into vessel and cargo movements, their origins and destinations, and their total time in port. Learn how the organisation is reaping the rewards of more sophisticated data analysis using IBM Cognos 10 and Cognos TM1 for data analysis, planning, budgeting, forecasting and reporting.	If you're responsible for forecasting the cost of a large workforce, this session is a must. Evan Williams from The University of Adelaide and James Wakefield from Trident will share best practice tips on how TM1 Contributor can be used to budget and forecast for over 35,000 employee records across 25,000 Projects and by each fortnight. Understand the design approach for large scale TM1 Contributor applications and hear how the results can be reported via Cognos BI. Presenters will share best practice tips in TM1 Contributor for handling dates, FTE changes, reclassifications and Leave.	This session will discuss best practices in operational risk management using examples from several leading financial services firms. The presentation will look at the major disciplines within operational risk including RCSAs, Internal and External Loss Events, Key Risk Indicators, Scenario Analysis, Capital Modelling and Reporting. It will discuss best practices within each area and look at future trends as well. The session will also provide examples of the IBM OpenPages Operational Risk Management product to help illustrate how many of these best practices are being deployed and operationalised within leading financial services firms.	University students come from all walks of life and want the flexibility to study onsite or remotely. To support its diverse student base, Southern Cross University developed a student retention planning system based on IBM Cognos TM1 and SPSS Modeler. In this session, you'll hear how the university uses this system to better understand what motivates students, and to predict behaviour, so it can act appropriately to help them stay the course to success.	Recent technology advances have not only changed the way people purchase products and services, but have also redefined the bar in terms of customer support. B2B and B2C customers today expect a more personalised 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 organisations are optimising operations, attracting and retaining highly profitable customers, and using social media to capture new markets and improve the customer experience.	TBC	Financial transactions present a potential for misuse and the ubiquitous spectre of fraud such as online auctions, insurance claims, underwriting entities, mobile electronic crimes, and so on. This session discusses various analytical approaches to fraud detection through the use of IBM SPSS Modeler.	For the best business outcomes, companies need to plan, forecast and budget effectively. See how IBM Cognos TM1 provides a complete planning, budgeting and forecasting environment that supports the full range of business requirements, delivered with high-performance, on-demand financial analytics, flexible modeling and enterprise contribution for a broad range of users.
1.00pm - 2.00pm 2.00pm - 3.00pm	Lunch: Level 1 Foyer General Session - Part 2: IBM Business Analytics—Power to Meet your Priorities						CIO Demo	CIO Demo
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) Cox Corcoran, Open Pages Specialist, IBM	Ground-breaking research with SPSS Predictive Analytics Dr Adele Barnard, Clinical Research Manager, Clinical Intelligence	Better marketing Programs through Predictive Analytics Colin Shearer, SPSS Worldwide Industry Solutions Leader, 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
Session Abstract	Have you ever wondered how some data visualisations tell a story and captivate your interest, and why some others seem confusing and make no sense? In this session we will uncover the reasons why some data visualisations succeed and why others fail. We will show you how to use IBM Cognos 10 to create aesthetically beautiful, engaging and informative visualisations for the browser and the iPad.	TBC	Gain an understanding of IBM Open Pages, the underlying architecture and components, and see the product in action.	Learn how Clinical Intelligence gains insight into patients' conditions and boosts follow-up rates with online questionnaires.	The customer experience footprint has changed radically in the last five years. Customers have higher expectations of personalisation and leave their digital fingerprints in many locations. Optimising 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.	Would you like to communicate and collaborate and form a business consensus right from your Cognos Workspace? This session will show you how you can easily exchange information via thread discussions, augment internal information and keep individuals or groups informed and aligned to business goals, activities and objectives.	Learn how IBM Cognos Business Intelligence empowers any user to assemble, personalise 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.	Learn how the latest IBM Cognos tools can enable end users to author, consume and share business analyses without the use of spreadsheets. Perform personalised what-if analysis to understand impacts on the business and tell the story to the wider enterprise.
4.00pm - 4.30pm	Coffee Break: Level 1 Foyer							
4.30pm - 5.30pm	Designing Framework Manager models for maximum efficiency Brian Casaley, Senior Information Analyst, University Western Sydney	Administering TM1 Michelle Jessop, FPM Specialist, IBM	Algorithms	Introduction to IBM SPSS Decision Management Marcus Heame, Business Unit Executive - Predictive Analytics Market Strategy, IBM	Smarter Commerce Lisa Baur, BA Architect, IBM	Cognos and InfoSphere Software: Working together to deliver Trusted Information Glenn Fernandes, InfoSphere Specialist, IBM	Analytics on the Go Nick Lancuba, BI Specialist, IBM	Integrated Planning & Analytics Jonathan Jones, BA Solution Architect, IBM
Session Abstract	In this session, you'll learn how to design IBM Cognos 10 Framework Manager models for reuse across different projects and developers. Brian Casaley, Senior Information Analyst at the University of Western Sydney, will demonstrate the Cognos 10 Framework Manager modelling standards he has developed to mirror the architecture of a data warehouse through to the business intelligence layer, ensuring consistent reporting across different authors.	Develop your understanding of deployment best practice in the areas of TM1 administration, security and parallel interaction.	TBC	IBM SPSS Decision Management allows companies to combine the power of predictive analytics with the organisation's own policies to anticipate and act on customer behaviour in real time. This solution employs a decision process framework and analytics to optimise 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 organisations 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.	Smarter Commerce is a smarter way for companies to buy, sell, and market their products, by integrating operations and enhancing interactions through community, collaboration, process, and analytics - all within industry context. With a fundamental shift in the way we market to consumers, learn how IBM solutions (including Business Analytics, UNICA and CoreMetrics) are helping companies drive better outcomes from their marketing initiatives.	Learn how deliver greater business confidence in the information delivered by Cognos BI. This session focuses on how to gain visibility into your information landscape by leveraging integrated metadata, which in turn will lead to increased trust in data reliability, increased agility, and improved common understanding throughout your enterprise.	Is your business ready for the iPad revolution? If so, come and get some expert tips on how to use Cognos Business Intelligence on the iPad.	Learn how Cognos Business Intelligence and Cognos TM1 together can provide an integrated user experience for analysis and planning. Integration topics covered will include "on the glass" dashboards and reports, as well as integration in the underlying architecture.
6.30 - 11.30pm	Special Event Dinner at Melbourne Convention Centre							



IBM Software Business Analytics Forum

March 13-15, 2012 Melbourne Convention Centre | Melbourne



Thursday 15th March 2012

8.00am	Exhibition & Information Desk Opens							
9.00am - 10.00am	Business Intelligence	Planning, Budgeting & Forecasting	Governance, Risk & Compliance	Predictive and Advanced Analytics	IBM Best Practice	Integrated Solutions	Demo Theatre 1	Demo Theatre 2
	Dashboards: eye candy or food for thought? Ken Diefenbach, BI Project Manager, CQUniversity Australia	Bill Tsikas, AFL & Willem Boshoff, Trident	Financial Governance & Disclosure with IBM Cognos FSR Simon Dowle, FPM Specialist, IBM	Fighting Cybercrime with SPSS Professor in Information Security and Research Director, ICSL Paul Watters, Associate	IBM Cognos BI Scalability: Understanding and Managing Consolidated and Distributed Deployments Rajneesh Sethi, SWG Services, IBM	TMI Package Connector for SAP Integration Agnes Chai, ERP Solution Specialist, IBM	CCI Dev Mookerjee, BI Specialist, IBM	
Session Abstract	Can dashboards be meaningful and pleasing to the eye? In this session, CQUniversity will discuss how it uses IBM Cognos Report Studio to design effective dashboards that give managers deep insight into the institution's data and help it become a more responsive organisation. You'll hear about the university's journey from its first attempts at dashboards to today, including how it maintains the operational relevance of and stakeholder participation in business intelligence activities. Discover how dashboard design can give your analysts critical business information that is easy to understand and visually appealing.	TBC	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 creating 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.	TBC		TBC	A look at using Cognos Consumer Insight to analyse data from vast amounts of social media data. The session will look at identifying emerging topics, sentiment analysis, keyword affinity analysis and more.	
	Coffee Break: Level 1 Foyer							
10.30am - 11.30am	Mapping the Future: Geographic Business Intelligence (GBI) in Action Wai-Hoi, Senior Manager Information Delivery & Data Management, IAG LTD	WHAT IF? Katrina Reed, Business Analytics Solution Architect, IBM	Turning the Page - from garbage to airbags Fergal Murphy - Associate Partner and Enterprise Content Management Lead - GBS, IBM	In the Age of Social, Market & Survey Research is more important than ever Kana Hamada and Lance Nicols, IBM	Implementing and Managing Security in IBM Cognos Anthony Smith, SWG Services, IBM	Cognos to analyse Big Data Anura Kolluru, Information Management Specialist, IBM	How Active Reports enable decision making on the go Scott Yaworski, Focus Strategies & Solutions with Tracy Thomas, Manager, ERA - Office of the Deputy Vice-Chancellor (Research) University of Tasmania	IBM SPSS Data Collection & Statistics Doug Porter, IBM
Session Abstract	Through the use of IBM Cognos, NRMA Insurance (a subsidiary of Insurance Australia Group), has developed a dynamic reporting platform complete with an extensive array of Business Intelligence solutions. Ranging from Cognos cubes, dashboards and scorecards, the scalable system has assisted the insurer in many aspects of the insurance business. In this session, you will learn how the NRMA BI team has enhanced the reporting capabilities of Cognos through the use of geographic information, challenging the status quo of traditional tabular and graphical reports. See for yourselves how the insurer has improved data visualisation and decision-making processes through the team's success stories and experience.	TBC	Recent financial market shocks have forced institutions globally to better identify and manage the operational risks related to people, processes and systems. Australian financial institutions and their regulator, APRA, are collaborating to find better ways to detect and prevent impacts from a wide variety of potential sources such as fraud, system failures or even terrorism. This presentation discusses how IBM is becoming an active partner to the industry, applying its business analytics capabilities to these complex challenges, combining industry expertise with OpenPages technology to actively capture risks, enforce action and provide insight for executive to make decisions based on fact not fear.	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 delivers greater accuracy in the analysis of the choices people make, leading to greater success in customer acquisition, retention, satisfaction and loyalty.		TBC		TBC
11.30am - 12.30pm	Migration Customer Panel Hosted by Mary-Jane Goddard, BI Specialist, IBM & Barnaby Cole, Practice Lead, IBM	The power of Cognos TMI as an enterprise tool Amendra Prasad, Senior Manager, Macquarie Group	Risky business Paul Nicholson-Smythe, Practice Lead, Trident & Con Cotronis, Open Pages Specialist, IBM	Chris Russell, Deloitte	Cognos Lab Services Expertise Mark Enslin, BA Practice Manager, IBM	Availability, scalability and performance with IBM System z Andrew Hegarty, IBM	Integrated Planning & Analytics (REPEAT) Jonaline Juarez, BA Solution Architect, IBM	Financial Statutory Reporting Simon Dowle, FPM Specialist, IBM
Session Abstract	Learn from the experience of customers who have already migrated Cognos 10, as they share with you the benefits of migrating, challenges they faced, and tips and tricks to ensure a successful migration.	During this session, Macquarie Group - Australia's largest investment bank - will share its experience replicating and deploying IBM Cognos TMI across multiple countries. You'll receive pragmatic advice on deploying Cognos TMI across a large enterprise, including how to involve the business and engage vendors and IBM experts. You'll also learn how recent advancements in Cognos TMI and hardware helped the organisation deploy it on such a massive scale.	If risk is intangible, how can you measure and manage it? In this informative session, you'll learn how your organisation can establish practical governance, risk management and compliance structures. Presented by one of Australia's largest specialist consulting firms focused on implementing IBM Cognos, this session includes valuable information on integrating risk management processes and policies across your organisation to support and strengthen the business, rather than slow it down.	TBC	Learn how IBM Business Analytics Lab Services can help to reduce your implementation risk, maximise solution value and accelerate solution delivery.		Learn how Cognos Business Intelligence and Cognos TMI together can provide an integrated user experience for analytics and planning. Integration topics covered will include "on the glass" dashboards and reports, as well as integration to the underlying architecture.	TBC
	Luncheon: Level 1 Foyer							
1.30pm - 2.30pm	New perspectives on student enrolments for Griffith University Bronwyn Kershaw, Business Intelligence Analyst, Griffith University & Anh Nguyen, Griffith University	The happy marriage of SPSS and TMI Nimrod Kurt, Director, Trident & Armand Muzan, Australia Post	Selling Information Governance to the Business Tom Reich, Focus Strategies & Solutions & Katrina Duljanovic, Delivery Manager - Enterprise Services, MLC	Quality Control is Built on Analytics at BMW Group Manufacturing Stefan Meiner - BMW Germany	Staying on the growth side of the widening divide with Analytics Graham Kittle, GBS Partner and BAO Practice Leader, IBM	Accelerating your Business Intelligence delivery with the IBM Smart Analytics System and Cognos Vinicius Cardoso, Data Management Specialist, IBM	Personalised What-If Analysis (REPEAT) James Garty, FPM Specialist, IBM	Deploying TMI Applications Gideon van Schaikwyk, FPM Specialist, IBM
Session Abstract	As Australia's ninth largest higher education provider, Griffith University has 43,000 students enrolled from 131 countries. The university recently rolled out a new reporting system based on IBM Cognos BI to provide senior staff with accurate and timely reports on Australian and international student applications, degree preferences, offers and historical enrolments, and enable staff to conduct predictive analysis on future enrolments. In this informative session, you'll find out the steps behind a successful Cognos BI implementation, including how to develop reports that deliver real value to users.	Integrating IBM Cognos TMI and SPSS Modeler has delivered significant benefits for Australia Post. This presentation will include insights into how the organisation addressed one of Australia's largest customer forecasting challenges, and will show how even small improvements in accuracy can deliver huge investment returns. You'll also discover the best approach to the solution architecture and ways to harness the strengths of each product.	TBC	TBC	In an environment of accelerating complexity, organisations the world over are feeling new pressures to act with speed and certainty. These areas stand out as particularly volatile, subject to uncertainty and critical to performance: customers, risk and regulation. Leading organisations are responding with carefully targeted analytics efforts designed for maximum strategic advantage in each area. In each case, analytics can be approached with a common framework: First, lay an information foundation to facilitate speed of decision-making. Second, mine integrated data for sources of new value, and third, detect and exploit opportunity with predictive analytics.	TBC	Learn how the latest IBM Cognos tools can enable users to author, consume and share business analysis without the use of spreadsheets. Perform personalised what-if analysis to understand impacts on the business and tell the story to the wider enterprise.	From in the Lab: Take a sneak peek at what's being developed to help you build, and deploy your TMI models. Some of the areas being improved include: the component interface for building planning and analysis models in the Cognos TMI Environment. The ability to work in teams to deploy models more quickly without requiring deep technical skills in TMI. Other areas likely to be covered include improvements to administrative applications, such as security and workflow.
2.30pm - 3.30pm	TBC	An Agile Approach to Designing for the Enterprise and Business Units Christopher Woo, Head of MIS-BT Finance, BT Financial Group	Presentation TBC	Embedding Actionable Insights in the 24/7 Customer Operations (CIBank) Anand Sundaresan, Market Manager Global Process Services, IBM	How to mitigate key challenges in successful Business Intelligence implementations Simon Crisp, GBS BAO Associate Partner, BI&PM Leader, IBM	Architecting solutions with IBM Business Analytics Jonaline Juarez, BA Architect, IBM	From in the Lab: Map Widget for Cognos 10 Business Insight Mary-Jane Goddard, BI Specialist, IBM	The Cornerstone of FA: IBM SPSS Statistics & IBM SPSS Modeler Marcus Heerne, Business Unit Executive - Predictive Analytics Market Strategy, IBM
Session Abstract	TBC	Is it possible to design a system that can be easily adapted for other functions and rolled out across a range of diverse business units? BT Financial Group says yes. In this informative session, the company describes how it used IBM Cognos TMI to build a scalable, flexible expense allocation system that delivers transparent outcomes and which can be adapted to provide forecasting and revenue management functions in the future. By adopting a unique "lead-lag" approach, Cognos TMI can be rolled out across the group, allowing other business units to adapt the system for their specific requirements.	TBC	During this session, you'll hear about the best practices that can benefit your organisation 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 and loyalty.	TBC	Understand from an architectural perspective how the products in the IBM Business Analytics portfolio can be deployed as an integrated solution - including Cognos BI, Cognos TMI, SPSS, FSR and Open Pages.	Designed for the business user, the Map Widget will allow users to drag and drop, interactive maps onto the Cognos 10 Business Insight Workspace. This Demo session will take a look at this new offering from IBM Cognos Labs Team.	TBC
3.30pm - 4.30pm	Immersing Business Intelligence within a Business Simon Macanthur, Team Leader - Business Intelligence, Arent Mutual Group Limited	Customer Presentation	APN News Media Jenny Dossel, APN News Media & Mark Maddock, Finity	Manage risk proactively with SPSS Decision Management Keith Doan, SPSS Specialist, IBM	Techniques in BI CC	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
Session Abstract	Learn how Arent Mutual Group implemented a centralised reporting system for sales, claims, risk management and finance to reduce reliance on spreadsheets, increase the speed of BI development, and what strategy they used to gain acceptance for business intelligence.	TBC	TBC	Risk and fraud analytics enables organisations to break down risk silos and better understand the underlying rules and have the flexibility to test own rules that are unique to their organisation. By having more control over the process, enterprises can anticipate and mitigate for potential risk - both internal and external. At the same time, by using modelling to identify fraud patterns, and putting that modelling into use in real-time, organisations can reduce the waste and cut the costs from fraud and abuse. This session explains how IBM SPSS Decision Management delivers an approach for helping address transactional fraud detection and individual risk assessment.	TBC	Understand how IBM's Netezza appliance drives value and return on investment for SPSS customers. This presentation will highlight the integration points between the technologies, the value our customers have derived, and why the simplicity of an appliance is so appropriate for a SPSS environment.	This session introduces professional report authors to the powerful capabilities of IBM Cognos Statistics. You will learn how to use Cognos Statistics objects in IBM Cognos Report Studio and how to interpret the results within the context of specific business use cases.	TBC
4.30pm - 5.30pm	Closing Drinks in Level 1 Foyer of Melbourne Convention Centre							
	Coaches Depart for the airport							