



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 TMI
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	
9.30 - 5.30pm	Manufacturing/Retail
9.30 - 5.30pm	Banking & Insurance
9.30 - 5.30pm	Analytics in the Public Sector
9.30 - 5.30pm	Market Survey and Research (SPSS)
9.30 - 5.30pm	Defense & National Security
9.30 - 5.30pm	Understanding the Customer
9.30 - 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	Getting Personal with Cognos Insight Daniel Rushbrock, Technical Specialist, IBM	What's new in TMI 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 Dev Mookjeev, 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	TBC	Learn about the latest release of TMI 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 organisation goals. It's through the analysis of past, actual data, that organisations are better equipped to predict future outcomes and make decisions appropriately.	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 exist - but in 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.	
12.00Noon - 1.00pm	Fremantle Ports gets on board with faster decision making Collins Vuchotco, Business Systems Consultant, Fremantle Ports & Kieran Hudson, CSG	Managing large workforces with Cognos TMI Contributor James Wakefield, Cognos Practice Lead & State Manager, Tridant & 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 Jason Burke, SPSS Manager, IBM	Archiving Cognos Reports Nick Lancuba, BI Specialist, IBM & Adrian Berlekt, ECM Specialist, IBM	Analytical approaches to fraud detection with SPSS Modeler Keith Doan, SPSS Specialist, IBM	Introduction to IBM Cognos TMI Gideon van Schaikwyk, FPM Specialist, IBM
Session Abstract	With shipping volumes increasing through Western Australia's largest and busiest general cargo port, Fremantle Ports needs faster, clearer insights into vessel and cargo movements, their origins and destinations, and their total time in port. Learn how the organisation is making the rewards of more sophisticated data analysis using IBM Cognos 10 and Cognos TMI 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 Tridant will share best practice tips on how TMI 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 TMI Contributor applications and hear how the results can be reported via Cognos BI. Presenters will share best practice tips in TMI Contributor for handling data, 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 RCSA, Internal and External Loss Events, Key Risk Indicators, Scenario Analysis, Capital Modeling and Reporting. It will discuss best practices within each area and look at future trends as well.	University students come from all walks of life and want the flexibility to study online or remotely. To support its diverse student base, Southern Cross University developed a student retention planning system based on IBM Cognos TMI and SPSS Modeler. In this session, you'll hear how the university used the system to better understand what motivates students, and to predict behaviours, 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 raised 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.	Have you ever wondered how to reduce your Cognos Report Storage costs by 50% and enforce report retention to meet regulatory requirements? Let IBM show you how Cognos 10 Business Intelligence can leverage IBM's Enterprise Content Management technologies for both Report Archival and the Management of your organisations other unstructured content.	Financial transactions present a potential for misuse and the ubiquitous spectre of fraud such as online auctions, insurance claims, underground entities, insider 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 TMI 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	General Session - Part 2: IBM Business Analytics—Power to Meet your Priorities						CIO Demo	CIO Demo
2.00pm - 3.00pm	The Art & Science of Data Visualisation Mac Bryn, BI Specialist, IBM	Planning to TMI Jonathan Beattie, Demis Corporation	Risk Analytics (Open Pages & Cognos) Con Colborn, Open Pages Specialist, IBM	Groundbreaking research with SPSS Predictive Analytics Dr Adria 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-Lee Goddard, BI Specialist, IBM & Mike Handley, Collaboration Specialist, IBM	Creating Self-service Dashboards with IBM Cognos Business Intelligence Anna Sum, BI Specialist, IBM	Personalised What-If Analysis James Clery, 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 lifecycle has changed radically in the last few 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 threaded 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 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.
4.00pm - 4.30pm	Coffee Break: Level 1 Foyer							
4.30pm - 5.30pm	Designing Framework Manager models for maximum efficiency Brian Cauley, Senior Information Analyst, University Western Sydney	Administering TMI Michele Jessop, FPM Specialist, IBM	Algorithmics TBC	Introduction to IBM SPSS Decision Management Marcus Heams, Business Unit Executive - Predictive Analytics Market Strategy, IBM	Smarter Commerce Dev Mookjeev, BI Specialist, IBM	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 Jonathan Juarez, 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 Cauley, 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 cultures.	Develop your understanding of deployment best practice in the areas of TMI administration, security and parallel interaction.	TBC	IBM SPSS Decision Management allows companies to combine the power of predictive analytics with the organization's own policies to anticipate and act on customer behaviour in real time. This solution employs a decision process framework and analytics to optimize 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 hear 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 Cosmetics) 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 metrics, 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 TMI together can provide an integrated user experience for analytics and planning. Integration topics covered will include: 'on the go' dashboards and reports, as well as integration in the underlying architecture.
6.30 - 11.30pm	Special Event Dinner at Melbourne Convention Centre							

Thursday 15th March 2012								
8.00am	Exhibition & Information Desk Opens							
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
9.00am - 10.00am	Dashboard: eye candy or food for thought? Ken Diefenbach, BI Project Manager, COUniversity Australia	Bill Tsaiako, AFL & Willem Boshoff, Trident	Financial Governance & Disclosure with IBM Cognos FSR Simon Dowds, FPM Specialist, IBM	Fighting Cybercrime with SPSS Professor in Information Security and Research Director, ICSS Paul Walters, Associate	IBM Cognos BI Scalability: Understanding and Managing Consolidated and Distributed Deployments Rajivareet Sethi, SWG Services, IBM	TMI Package Connector for SAP Integration Agnes Chau, EPP Solution Specialist, IBM	Social Media Analytics Dev Mookerjee, BI Specialist, IBM	Libby Jurd, SPSS Specialist, Worldwide Business Analytics Enablement, IBM Healthcare Insights & Outcomes with IBM SPSS Statistics
Session Abstract	Can dashboards be meaningful and pleasing to the eye? In this session, COUniversity will discuss how it uses IBM Cognos Report Studio to design effective dashboards that give managers deep insight into the explosion of 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 organisational relevance of its stakeholder participation in business intelligence activities. Discover how dashboard design can give you 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 erroneous entries, complex spreadsheets and multiple versions of report processing files. In this session, you 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	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.	Even in complex critical environments, IBM SPSS Statistics can help to summarise, simplify and analyse healthcare data for a variety of purposes. In this session, two contrasting clinical scenarios will be presented in which IBM SPSS Statistics was used to gain important healthcare insights and enable better clinical outcomes. (1) SPSS Statistics was used to predict which patients were most likely to complete a clinical treatment program. This led to the development of a predictive model of clinical outcomes and the implementation of quality improvements of the treatment program. (2) A serious health outcome was identified when a new hospital policy was implemented. The policy change was based solely on budget reduction with no clinical input. Analysis using SPSS Statistics revealed important clinical insights, thereby enabling the reversal of a dangerous new policy.
10.00am - 10.30am	Coffee Break Level 1 Foyer							
10.30am - 11.30am	Mapping the Future: Geographic Business Intelligence (GBI) in Action Walt Hui, Senior Manager Information Delivery & Data Management, NRIAM LTD	What's new in TMI Kevin Jessop, FPM Specialist, IBM	Turning the Page - from garbage to airbags Partner and Enterprise Content Management Lead - GBS, IBM Fergal Murphy - Associate	In the Age of Social, Market & Survey Research is more Important Than ever Karen Hardie & Lance Nichols, IBM	Implementing and Managing Security in IBM Cognos Anthony Smith, SWG Services, IBM	Cognos to analyse Big Data Aruna Kolluru, Information Management Specialist, IBM	How Active Reports enable decision making on the go! Strategies & Solutions with Tracy Thomas, Manager, ERA - Office of the Deputy Vice-Chancellor (Research) University of Tasmania Scott Yaworski, Focus	Deploying TMI Applications Gideon van Schaikwyk, FPM Specialist, IBM
Session Abstract	Through the use of IBM Cognos, NRIAM Insurance has developed a dynamic reporting platform complete with an extensive array of Business Intelligence (BI) solutions. Ranging from Cognos cubes, dashboards and scorecards, the scalable system has assisted the insurer in many aspects of its business. In this session, you will learn how the NRIAM Insurance BI team has enhanced the reporting capabilities of Cognos through the use of geographical information, challenging the status quo of traditional tabular and graphical reports. See for yourself how the insurer has improved data visualisation and decision-making processes through the learnt success stories and experience.	Learn about the latest release of TMI and how it delivers Enterprise Readiness with a personalised experience for business users.	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 risks 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 'feel'.	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 the knowledge won't come from transactional and operational data alone. Attributes and options 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 drives greater accuracy in the analysis of the choices people make, leading to greater success in customer acquisition, retention, satisfaction and loyalty.	Learn how IBM Business Analytics Lab Services can help to reduce your implementation risk, re-use solution value, and accelerate solution delivery.	TBC	In this session, Focus Strategies & Solutions - a Cerner company and specialist IBM Cognos consultancy - will demonstrate how you can use Cognos Active Reports to make better decisions in an agile and mobile business environment. You'll learn how to create Active Reports by converting existing reporting assets. Focus Strategies & Solutions will also lead a technical discussion about Active Report controls, and will demonstrate how to build Active Reports from scratch and use them effectively on an iPad.	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 interfaces 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 administering applications, such as security and workflow.
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 Amenora Pratsop, Senior Manager, Macquarie Group	Risky business Paul Nicholson-Smythe, Practice Lead, Trident & Con Conronis, Open Pages Specialist, IBM	Delivering Deloitte's AsOne diagnostic with the support of IBM SPSS Data Collections Chris Russell and Justin Giuliano, 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) Josaline Juarez, BA Solution Architect, IBM	Financial Statutory Reporting Simon Dowds, 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 applying 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 inextricable, 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, the 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.	This session provides technical insight into the delivery of Deloitte's online AsOne diagnostic, a comprehensive and systematic way for measuring an organisation's ability to work 'As One', especially in executing its strategy. Deloitte has developed an end-to-end solution incorporating an online survey designer, IBM SPSS Data Collections, Deloitte Analytics and an interactive interface to display results. Deloitte will take you through the design, implementation and delivery of the AsOne diagnostic.	TBC	TBC	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 go' dashboards and reports, as well as integration in the underlying architecture.	TBC
12.30pm - 1.30pm	Lunch: Level 1 Foyer							
1.30pm - 2.30pm	New perspectives on student enrolments for Griffith University Bronwyn Kerstow, Business Intelligence Analyst, Griffith University & Anh Nguyen, Griffith University	The happy marriage of SPSS and TMI Nimrod Kufi, Director, Trident & Armand Mizan, Australia Post	Setting Information Governance to the Business Tom Reich, Focus Strategies & Solutions & Katrina Dulawiec, Delivery Manager - Enterprise Services, MLC	Quality Control is Built on Analytics at BMW Group Manufacturing Stefan Meiser - BMW Germany	Staying on the growth side of the widening divide with Analytics Graham Kettle, GBS Partner and BAD Practice Leader, IBM	Accelerating your Business Intelligence delivery with the IBM Smart Analytics System and Cognos Vilcius Carosio, Data Management Specialist, IBM	Personalised What-If Analysis (REPEAT) James Garry, FPM Specialist, IBM	IBM SPSS Data Collection & Statistics Doug Porton, 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 analyses 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 cashflow 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 visible, 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, by an information foundation to facilitate speed of decision-making. Second, new 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 end users to author, consume and share business analysis without the use of specialists. Perform personalised what-if analysis to understand impacts on the business and tell the story to the wider enterprise.	Long gone are the days of one survey fits all. Today we need to know a lot more about the respondent when they start a survey. We need to know what process they are using and what features they have switched on so that we can create smarter surveys tailoring the questions to the device. As well as browser information we can collect location information and with some browsers these days it can be far more than IP addresses. In this demo you will see how you can create a survey with Data Collection Author V6.0.1 to collect this information and then use IBM SPSS Statistics V20 to plot your respondents' latitudinal and longitudinal information onto maps to provide a visual representation of where they are in the world.
2.30pm - 3.30pm	Getting Personal with Cognos Insight Daniel Rutshovik, Technical Specialist, IBM	An Agile Approach to Designing for the Enterprise and Business Units Christopher Woo, Head of MS-BT Finance, BT Financial Group	APN News Media Jenny Dossell, Group Development Manager, APN News & Media Limited & Mark Maddock, Finity	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 BAD Associate Partner, BI&PM Leader, IBM	Architecting solutions with IBM Business Analytics Josaline Juarez, BA Architect, IBM	From in the Lab: Map Widget for Cognos 10 Business Insight Mary-Jane Goddard, BI Specialist, IBM	The Cornerstone of PA: IBM SPSS Statistics & IBM SPSS Modeler Marcus Heerne, Business Unit Executive - Predictive Analytics Market Strategy, IBM
Session Abstract	TBC	It is 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 'learn-leverage-follow' approach, Cognos TMI can be rolled out across the group, allowing other business units to adapt the system for their specific requirements.	APN News & Media has a diverse portfolio of media assets across Australia and New Zealand and outdoor advertising joint ventures in Hong Kong and Indonesia. A recently chosen IBM Cognos Controller and Cognos TMI to manage its financial reporting, budgeting and forecasting. You'll hear how the company and its IT partner managed the implementation - from needs analysis to going live - and what they learnt along the way. APN will share the factors crucial to its successful implementation, and will discuss how Cognos Controller and TMI are helping it efficiently produce reliable financial reports.	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.	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 Lab Team.	TBC	
3.30pm - 4.30pm	Immersing Business Intelligence within a Business Simon MacArthur, Team Leader - Business Intelligence, Avant Mutual Group Limited	Cognos Express for the OOF - Byron Hsu, BI Manager, Talent2	Manage risk pro-actively with SPSS Decision Management Keith Doan, SPSS Specialist, IBM	Requires in BI CC	Netezza serving your SPSS environment Andrew Conacher, Netezza Specialist, IBM	IBM Cognos Statistics David Pira, BI Specialist, IBM	Governing business dimensions in a dynamic business environment using IBM Cognos Business Vivegand James Garry, Pre-Sales, IBM	
Session Abstract	Avant is Australia's leading medical defence organisation. Up until a couple of years ago the company didn't have a common vision for Business Intelligence and couldn't rely on the various reporting systems across the business units. With the full support of the board, the newly appointed Business Intelligence team built a common data repository and a unique interface to deliver key indicators to the business in a short period of time. During the presentation we'll discuss the challenges that a small and passionate team went through and how they succeeded in their BI journey.	TBC	TBC	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							
5.30pm	Coaches Depart for the airport							