InformationOnDemand**2013**

Business Leadership Forum

November 3 – 7
Mandalay Bay | Las Vegas, Nevada

ibm.com/events/bl-forum

IBM®

Top 5
Reasons to Attend:

1. Improve your skills.

2. Gain insight into best practices.

3. Explore new technologies – solutions and services that can help you.

4. Network with peers, subject matter experts and industry leaders.

5. Discover practical 'next steps' to improve, innovate and grow.

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Dear clients,

Join us at this year's Business Leadership Forum during Information On Demand 2013 for a week of sharing, learning and networking. The Business Leadership Forum is a 2.5-day, industry-oriented executive meeting that resides within the Information On Demand conference and is specially tailored to deliver a business-level perspective.

At the Business Leadership Forum, you discover the strategies, approaches and the journey organizations are taking to unleash the value of information. Learn from leading organizations and industry experts on how to realize the value of big data and analytics investments that work to transform your business and outpace the competition.

Whether you've been to Information On Demand before or this is your first time, the Business Leadership Forum offers you countless opportunities to learn how successful organizations like yours are gaining insight and optimizing results with an effective information strategy.

Theme track: Business strategies for big data and analytics – Monday, November 4
- Explore business themes relevant to multiple industries.
- Hear stories of innovation and learn what your peers are accomplishing in other industries.

Big data and analytics lunch – Monday, November 4
- Uncover examples of combining predictive and descriptive analytics that drive insight and value.
- Expand your network with fellow business leaders.

Industry tracks – Tuesday, November 5 and Wednesday, November 6
- Hear from industry leaders who discuss their success using big data and analytics to improve their business outcomes.
- Collaborate with like-minded, industry peers who share your interests and challenges.

Industry lunches – Tuesday, November 5 and Wednesday, November 6
- Access IBM experts that have deep industry experience, broad knowledge of the trends in today's globally interconnected markets, and a track record of achieving breakthrough results.
- Network with industry peers who share your interests and challenges.

We look forward to seeing you at the Business Leadership Forum.

Discover
Information On Demand

If you are new to this conference, start your week with this educational, pre-conference session series that introduces you to a broad range of IBM products to help you decide which topics to explore further. Attend one or all three sessions. Each session has its own theme — Information Management, Business Analytics or Enterprise Content Management. With this foundation, you can get more value from other sessions during Information On Demand 2013.

Week at a Glance

Sunday 11/03	Monday 11/04	Tuesday 11/05	Wednesday 11/06	Thursday 11/07	
Registration 7:30 a.m.–9:30 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–2:30 p.m.	**NOTE:**
	Breakfast 6:45 a.m.–7:45 a.m.	**Breakfast** 6:45 a.m.–7:45 a.m.	**Breakfast** 6:45 a.m.–7:45 a.m.	**Breakfast** 7:00 a.m.–8:00 a.m.	All times listed are Pacific Standard Time. The time changes from PDT to PST at 2 a.m. on Sunday, November 3
	General Session 8:15 a.m.–9:45 a.m.	**General Session** 8:15 a.m.–9:30 a.m.	**General Session** 8:15 a.m.–9:30 a.m.	**Electives** 8:15 a.m.–9:30 a.m.	
	Electives **BL Keynote** 10:15 a.m.–11:15 a.m.	**Electives** 10:00 a.m.–11:00 a.m.	**Electives** 10:00 a.m.–11:00 a.m.	**Electives** 10:00 a.m.–11:00 a.m.	**Hands-on Lab hours** Monday through Thursday 10 a.m.–1 p.m. and 2 p.m.–5 p.m.
	Electives 11:30 a.m.–12:30 p.m.	**Electives** 11:15 a.m.–12:15 p.m.	**Electives** 11:15 a.m.–12:15 p.m.	**Electives** 11:15 a.m.–12:15 p.m.	
	IM Keynote 11:30 a.m.–12:45 p.m.		**BL Session End**		
	Lunch 12:30 p.m.–2:00 p.m.	**Lunch** 12:30 p.m.–2:00 p.m.	**Lunch** 12:30 p.m.–2:00 p.m.	**Lunch** "Next? Join the Conversation!" 12:30 p.m.–1:30 p.m.	**Drop-in Lab hours** Monday through Wednesday 9:30 a.m.–5:00 p.m. and Thursday 9:30 a.m.–4:00 p.m.
	BOFs 12:45 p.m.–1:45 p.m.	**BOFs** 12:45 p.m.–1:45 p.m.	**BOFs** 12:45 p.m.–1:45 p.m.		
Discover Information On Demand 2:00 p.m. 3:00 p.m. 4:00 p.m.	**EXPO Open** 12:30 p.m.–3:30 p.m.	**EXPO Open** 12:30 p.m.–3:30 p.m.	**EXPO Open** 12:30 p.m.–3:30 p.m.		**LEGEND:**
	Electives **ECM Keynote** 2:00 p.m.–3:00 p.m.	**Electives** 1:45 p.m.–2:45 p.m.	**Electives** 1:45 p.m.–2:45 p.m.	**Electives** 1:45 p.m.–2:45 p.m.	**BA** Business Analytics
	Electives 3:30 p.m.–4:30 p.m.	**Electives** 3:00 p.m.–4:00 p.m.	**Electives** 3:00 p.m.–4:00 p.m.	**Electives** 3:00 p.m.–4:00 p.m.	**BL** Business Leadership Forum
	BA Keynote 3:30 p.m.–5:00 p.m.	**Electives** 4:30 p.m.–5:45 p.m.	**Electives** 4:30 p.m.–5:45 p.m.	**Electives** 4:15 p.m.–5:15 p.m.	**ECM** Enterprise Content Mgt
EXPO Grand Opening Reception 6:00 p.m.–8:00 p.m.	**EXPO Reception** 5:00 p.m.–7:00 p.m.	**EXPO Reception** 5:00 p.m.–7:00 p.m.		**Conference Ends**	**IM** Information Mgt
Community Receptions 8:00 p.m.–10:00 p.m.	**OPEN Evening**	**Social Event** 7:00 p.m.–10:30 p.m.	**OPEN Evening**		**BOFs** Birds of a Feather

General Sessions

Gain valuable insights as industry experts, fellow IBM clients, IBM Business Partners and IBM executives share their experience and guidance for managing big data and analytics at the speed of business.

General Session–Day One

Monday, November 4
8:15 a.m.–9:45 a.m.

New opportunities to transform an organization or an entire industry are emerging for organizations that embrace social media, mobile technology, cloud computing, and big data analysis. However, it requires focusing on the right strategies, investments and business outcomes. Information On Demand 2013 is the perfect place to learn the fastest route to turn big thinking into big impact for your organization.

Start your week by hearing, first hand, from business and IT leaders using IBM Big Data and Analytics for better insight and business outcomes. See the latest innovations that can help.

General Session–Day Two

Tuesday, November 5
8:15 a.m.–9:30 a.m.

This session describes how leading organizations optimize business and IT investments using IBM Big Data and Analytics solutions. These solutions help unlock new opportunities to engage deeper with customers, optimize operations and infrastructure, identify threat and fraud and find entirely new sources of revenue.

General Session–Day Three

Wednesday, November 6
8:15 a.m.–9:30 a.m.

In Wednesday's session, top technology thought leaders discuss the exciting technologies that lie ahead and how you can stay ahead of your competition by positioning yourself for success today. With their insight, you'll begin to see opportunities instead of challenges and view the possibilities in a different way.

Thursday Next Luncheon

Join the conversation on Thursday, November 7, from 12:30 p.m. to 1:30 p.m.

Interact with top IBM technical luminaries in a fun, relaxed environment and discuss technology trends and future directions. This non-scripted, free-flowing event allows you to exchange ideas with some of the leaders in technology today.

"You'll go home pumped up, ready to try out the new techniques and solutions discovered while attending the sessions. The Q &A at the end usually delivers rich insights."

David Mould Ph.D.
Predictive Analytics Scientist
MedeAnalytics

Use the Session Preview Tool!

Keynote

The Forward Thinker:
Creating Value through Big Data and Analytics

Monday, November 4
10:15 a.m. – 11:15 a.m.

In the era of big data, competition is fierce. Executive leaders in both public and private sectors have access to unprecedented streams of information creating opportunities to transform business models and accelerate value as never before. Innovative leaders who successfully enable their organizations to optimize the value of analytics to inform, predict and even automate business actions are afforded competitive advantage. This session discusses case studies and lessons learned from an executive panel of innovators who lead big data and analytics transformations across their organizations.

You also get an insider's view of IBM's latest comprehensive study on the strategic capabilities required to achieve measurable value from big data.

Start
Planning

Use the Session Preview tool to explore all the sessions at Information On Demand 2013. Search for sessions by program, track, date, topic, audience, or keyword to locate sessions that meet your interests. Start your planning today!

Visit: ibm.com/events/iodsessionpreview

Note: Session details are subject to change.

Sessions

Learn innovative ideas and successful strategies to grow your business, reduce costs, manage risk and improve customer service.

The Business Leadership Forum is a comprehensive, 2.5 day curriculum that engages executives, managers and key decision makers seeking to turn business strategies into results by leveraging big data and analytics.

Business Strategies for Big Data and Analytics track
Monday, November 4

In this track, discover the strategies, approaches and the journey organizations are taking to make the shift from big data exploration to excellence. Learn from leading organizations and industry experts on how to realize the value of big data and analytics investments that work to transform your business and outpace the competition.

Industry tracks
Tuesday, November 5 and Wednesday, November 6:

Banking
In this track, learn how leading financial institutions gained a better understanding of how to increase customer profitability, quickly respond to changing regulatory requirements, reduce risk and fraud, and improve efficiency.

Insurance
In this track, discover how analytics helps innovative insurers use this big data to streamline claims processes, reduce fraud, improve policyholder retention, determine the next best action for the customer, grow producer relationships and turn compliance initiatives into strategic advantage.

Retail
In this track, discover how retailers are analyzing big data from social media, transactions and customer profiles to predict behavior and deliver personalized experiences that will increase customer loyalty and profitability.

Government
Participate in this track and learn how smarter governments are leveraging analytics and big data to effectively manage resources, improve service delivery, reduce fraud, predict infrastructure issues and prevent threats to safety.

Healthcare and life sciences
In this track, healthcare and life sciences organizations will share different perspectives and strategies for leveraging advanced analytics and big data to improve outcomes, increase efficiencies and evolve toward patient-centered care.

Telecommunications
In this track, learn how analytic solutions are helping CSPs harness this data to gain insight into customer needs to increase loyalty, improve networks to deliver a differentiated customer experience and manage costs, while growing profits.

Energy and utilities
In this track, energy and utility companies describe how they leverage analytics based on big data to increase profitability, extend the life of grid assets, reduce carbon footprint, increase safety, enhance regulatory compliance and improve customer satisfaction.

Consumer products
In this track, consumer product organizations and industry experts discuss how you can benefit from IBM's big data capabilities and exploit new data types and sources of information to fuel the analytics insights and actions needed to achieve your strategic goals.

Media and entertainment
In this track, gain more insight into how customer behavior can help industry leaders enhance the value of media properties or services by providing a 360-degree view of the customer that can help drive revenue and increase profitability.

Travel and transportation
In this track, leading T&T organizations and industry experts describe how you can benefit from IBM's big data capabilities and exploit new data types and sources of information to fuel the analytics insights and actions needed to achieve your strategic goals.

Automotive
Automakers must use the latest advances in vehicle telematics and infotainment systems to optimize the driving experience and improve safety. The next generation of educated, tech-savvy drivers expect much more from their vehicle, as well as from the purchase and maintenance/service experience. Automakers can meet these challenges by effectively collecting, managing and analyzing data from vehicles and the environment in which they operate.

Manufacturing
Manufacturers have a long history of using instrumentation to monitor the health and status of equipment. One result of their asset-intensive nature is that they typically generate more data than other industries. Big data and analytics technology provides powerful new capabilities that can make sense of all this data and deliver new insights to help manufacturers get the most of their equipment investments. With big data and analytics, manufacturers can move beyond traditional monitoring and time - based equipment maintenance to a more agile, real-time predictive maintenance.

Explore

More Opportunities at Information On Demand 2013

Hands-On Lab sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from unique three-hour sessions that cover a wide range of products. If you can't find time in your conference schedule, consider the Drop-In Lab center and "drop in" when you are available!

Drop-In Lab sessions

Designed for flexibility, the lab room is open from 9:30 a.m. to 5:00 p.m., Monday to Wednesday and 9:30 a.m. to 4:00 p.m. on Thursday. Come to Shorelines B in the Mandalay Bay Convention Center, and step through a lab with self-guided instructions that lead you through lab scenarios. You'll gain valuable insight into the features of the products—at your own pace.

Usability Sandbox sessions

Use your experience with specific IBM products to help shape product direction. Usability experts lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements.

"I've had the opportunity to attend several of IBM's IOD conferences – they have a great mixture of customer presentations, product demos and extensive peer networking. I really look forward to attending"

John Hassman
Director, Marketing Analytics
United Stationers

Business Analytics Forum

Business Analytics Forum offers rich content for the entire business analytics community. Whether you focus on business intelligence, financial performance management, predictive analytics, analytic applications or social media, it's the place to get the practical know-how you need to maximize the value of your deployments and perform your day-to-day job more effectively. Discuss implementation success stories, learn deployment best practices, and valuable tips, techniques, and innovative strategies to accelerate your business analytics initiatives.

Enterprise Content Management Forum

IBM Enterprise Content Management solutions help IT, line of business and C-level audiences harness the value of unstructured information for new insights and better business outcomes. By putting the right content in motion—capturing, activating, socializing, analyzing and governing—professionals across all industries can transform their business with informed, timely decisions.

ECM program sessions cover: document imaging and capture; advanced case management; social content management; content analytics and information lifecycle governance. Other activities include dedicated hands-on labs, ask the experts and special networking events.

Information Management Forum

Building a flexible information management foundation is critical to meeting the needs of mission-critical applications. Learn how to be in the forefront of the latest market requirements such as big data and analytics, optimized systems, mobile, cloud, and governance.

Networking

with Peers and Experts

Gain inspiration and knowledge from face-to-face conversations.

Grand Opening Welcome Reception

Information On Demand 2013 kicks off on Sunday, November 3, from 6:00 p.m. to 8:00 p.m. Raise a glass and enjoy hors d'oeuvres with fellow attendees, IBM Business Partners, developers, subject matter experts, and technology enthusiasts from around the globe. Explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome.

Community Receptions

Community receptions provide an opportunity to meet and chat with like-minded conference attendees following the Grand Opening Welcome reception, on Sunday evening. These open discussions help you choose agenda topics and areas to focus on at the conference, which can be by job, role or industry. Receptions are planned for the following communities:

- Business analytics
- Enterprise content management
- Information management

EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday from 5:00 p.m. to 7:00 p.m. to experience the EXPO while networking with your peers, IBM Business Partners and solution experts.

Expert Exchange sessions

Focused on current topics, Expert Exchange sessions provide an interactive hour of attendee-driven discussion with experts from IBM and beyond. Now is the time to find the answers in a small group discussion driven by your questions and comments.

Birds-of-a-Feather sessions

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (BOFs) are networking opportunities that allow attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics are assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among like-minded peers.

Social Lounge

Visit the Information On Demand Social Lounge and discuss with peers and social luminaries topics such as big data, analytics, cloud computing and mobile technology. Attend an executive town hall forum, share your experiences with friends at the Instagram Photobooth, exchange ideas at one of the 'campfire' conversation areas or just recharge your electronic devices while exploring the digital conversation in real-time on streaming monitors. The social lounge can help connect you with peers or enable you to join the conversation — virtually.

"Attending IOD is a high priority for me. Besides getting updates on the latest developments in software…the networking is fantastic – keeping in touch after meeting at IOD is invaluable."

Lars Andersen
Performance Management Specialist
TOP-TOY

Community Receptions

Community receptions provide you the opportunity to meet and chat with like-minded conference attendees following the Grand Opening Welcome reception, on Sunday evening. Nibble on delicious desserts and sip coffee and beverages while you visit the receptions of your choice.

Learn about interest areas specific to each community. These open discussions help you choose agenda topics and areas to focus on at the conference, which can be by job role or industry.

Receptions are planned for the following communities:
- Business analytics
- Enterprise content management
- Information management

Industry Lunches

Tuesday, November 5 and Wednesday, November 6

Join us for lunch and to network with peers and hear from IBM experts who have deep industry experience, broad knowledge of the trends in today's globally interconnected markets, and a track record in applying big data and analytics to achieve breakthrough results.

Evening social event

FUN.

After a day of world-class education and business sessions, unwind with your fellow attendees at the Evening Networking Event on Tuesday, November 5, from 7:00 p.m. to 10:30 p.m. Grammy Award winning, indie-pop trio, **fun.** will perform exclusively for you. Join your peers to hear hits like "We Are Young" - winner of the 2012 Song of the Year Grammy, "Some Nights" and "Carry On."

Entertainment is proudly sponsored by IBM Business Partner, Rocket Software. Don't miss this great night of feasting, networking, and fun!

Rocket

EXPO Highlights

See this year's sponsors!

With more than 350 IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action from the EXPO floor.

Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2013 at the welcome reception on Sunday evening, November 3, from 6:00 p.m. to 8:00 p.m. in the EXPO.

Take this opportunity to network with your peers and IBM representatives while you preview the technology and exhibits in this premier exposition. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

Presentation Theaters

The theaters showcase IBM and IBM Business Partner solutions that help optimize your system performance and address your business issues. Presentations will be held during the open EXPO hours. Plan now to attend these valuable discussions.

IBM Software Services and Support Experience

Discover how to speed your implementation, keep software solutions productive, and build your own skills and expertise. Services, education and support experts answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

Take 5 Lounge in the EXPO

Engage while you relax. The Take 5 Lounge is the place in the EXPO to sit back and relax while you network with like-minded professionals. Take advantage of this opportunity to network with other attendees from the technical community, including IBM champions and user group members. Visit one of our massage chair sponsors and treat yourself to a five-minute massage, a foot massage, or simply recharge your phone.

IBM Business Partner Café

The IBM Business Partner Café is the place to network and meet with IBM program and product experts. Visitors can enjoy a fresh cup of coffee while talking with IBM subject matter experts who can offer the latest insights about the IBM Business Analytics, Information Management and Enterprise Content Management portfolios.

The Café is a convenient venue where IBM Business Partners can discuss programs, tools, offerings, and benefits that best align to your business priorities for 2014. The Café is also an ideal place for IBM Business Partners to network with fellow IBM Business Partners and the IBM team, discuss their plans, and hold one-on-one meetings.

Demo Rooms and Lounges

There are a variety of demo rooms in the EXPO that offer "deep-dive" opportunities for the IBM products that most interest you. Take some time to visit these demo rooms while you are in the EXPO, or make an appointment to participate in a one-on-one, deep-dive demo.

Registration Information

Register NOW for the best deal!

Conference Registration Fees
Standard fee: USD2,195 per person September 14 to November 7

Visit ibm.com for details on registration discount offers.

Questions?
For all questions concerning registration, hotel and group discounts, please contact the registration/housing line at 800-227-4374 or 770-359-6591.

Monday through Friday from 9:00 a.m. to 6:00 p.m. ET or send an email to: InformationOnDemand2013@meetingconsultants.com

Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining, and the world-famous Shark Reef Aquarium, an exciting array of entertainment options awaits you.

Hotels
The Mandalay Bay Resort and Convention Center is the site of this year's Information On Demand 2013 conference. Arrange your accommodations online as part of the registration process. Conference hotel accommodations are limited and will be on a "first-come, first-served" basis.

We encourage you to register early to get the deepest conference registration discount and the best hotel accommodation.

Visit the conference site for details on hotel options and rates.

Travel Discounts
Visit the conference site for details and promotion codes.

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