# Business Leadership Forum
# Energy & Utility Roadmap

*Turn your valuable information into insight and create new business opportunities with Business Analytics and Optimization.*

At the Information on Demand Conference 2011, the Business Leadership Forum will feature business leaders presenting their stories of success with Business Analytics and Optimization (BAO). Learn from them, and be inspired by the latest practical ideas and best practices from their experience.

The Forum is organized along two dimensions: Theme Tracks include cross-industry themes where clients have invested considerably to address common problems, while Industry Tracks include industry-specific topics on BAO.

In addition to Forum sessions, this roadmap also lists additional sessions of interest to Energy and Utility attendees featured across the entire Conference – providing a wealth of education and experience to Energy and Utility participants.

**Roadmap table of contents for Energy and Utility:**

Please note:  This document is accurate at the time of publication, but is subject to change.
Please check the conference website for the most current agenda.

## Sunday, October 23

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| **8-10PM**<br>Mandalay Bay North Convention Center - South Pacific D-F | **Business Leadership Forum Welcome – Community Reception**<br>The Industries Community Reception immediately follows the Expo Grand Opening and provides the opportunity to meet and chat with diverse conference attendees. Nibble on delicious desserts and sip beverages while you meet IBM industry executives and industry speakers in the various industry tracks. Specific industry roadmaps will be available to help you finalize your conference schedule. This is a great start to your week, and we look forward to sharing insights on how to maximize your conference experience. |

## Monday, October 24 – Theme Tracks

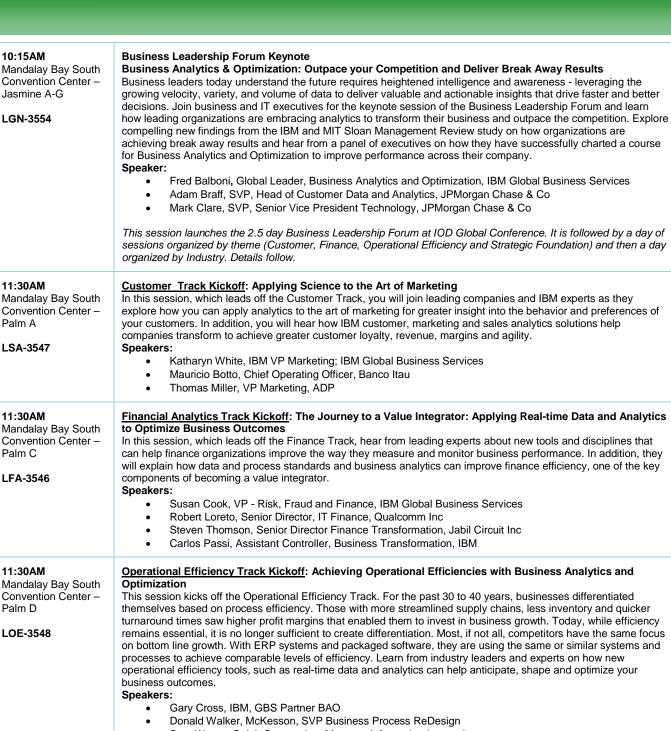| | |
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| **8:15AM**<br>Mandalay Bay Events Center – Events Center<br><br>**CGS-3790** | **Opening General Session – Turn Insight into Action.**<br><br>Industry leaders are turning insight into action through new kinds of information and new approaches to business analytics and optimization. Find out how these leaders are outperforming their competition, tapping into insights revealed through a flexible information management foundation and business analytics. Get an early look at innovations coming from IBM to help you capture today's new opportunities and tomorrow's vast potential. |

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| **10:15AM**<br>Mandalay Bay South Convention Center – Jasmine A-G<br><br>**LGN-3554** | **Business Leadership Forum Keynote**<br>**Business Analytics & Optimization: Outpace your Competition and Deliver Break Away Results**<br>Business leaders today understand the future requires heightened intelligence and awareness - leveraging the growing velocity, variety, and volume of data to deliver valuable and actionable insights that drive faster and better decisions. Join business and IT executives for the keynote session of the Business Leadership Forum and learn how leading organizations are embracing analytics to transform their business and outpace the competition. Explore compelling new findings from the IBM and MIT Sloan Management Review study on how organizations are achieving break away results and hear from a panel of executives on how they have successfully charted a course for Business Analytics and Optimization to improve performance across their company.<br>**Speaker:**<br>• Fred Balboni**,** Global Leader, Business Analytics and Optimization, IBM Global Business Services<br>• Adam Braff, SVP, Head of Customer Data and Analytics, JPMorgan Chase & Co<br>• Mark Clare, SVP, Senior Vice President Technology, JPMorgan Chase & Co<br><br>*This session launches the 2.5 day Business Leadership Forum at IOD Global Conference. It is followed by a day of sessions organized by theme (Customer, Finance, Operational Efficiency and Strategic Foundation) and then a day organized by Industry. Details follow.* |
| **11:30AM**<br>Mandalay Bay South Convention Center – Palm A<br><br>**LSA-3547** | <u>Customer  Track Kickoff</u>: **Applying Science to the Art of Marketing**<br>In this session, which leads off the Customer Track, you will join leading companies and IBM experts as they explore how you can apply analytics to the art of marketing for greater insight into the behavior and preferences of your customers. In addition, you will hear how IBM customer, marketing and sales analytics solutions help companies transform to achieve greater customer loyalty, revenue, margins and agility.<br>**Speakers:**<br>• Katharyn White, IBM VP Marketing; IBM Global Business Services<br>• Mauricio Botto, Chief Operating Officer, Banco Itau<br>• Thomas Miller, VP Marketing, ADP |
| **11:30AM**<br>Mandalay Bay South Convention Center – Palm C<br><br>**LFA-3546** | <u>Financial Analytics Track Kickoff</u>: **The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes**<br>In this session, which leads off the Finance Track, hear from leading experts about new tools and disciplines that can help finance organizations improve the way they measure and monitor business performance. In addition, they will explain how data and process standards and business analytics can improve finance efficiency, one of the key components of becoming a value integrator.<br>**Speakers:**<br>• Susan Cook, VP - Risk, Fraud and Finance, IBM Global Business Services<br>• Robert Loreto, Senior Director, IT Finance, Qualcomm Inc<br>• Steven Thomson, Senior Director Finance Transformation, Jabil Circuit Inc<br>• Carlos Passi, Assistant Controller, Business Transformation, IBM |
| **11:30AM**<br>Mandalay Bay South Convention Center – Palm D<br><br>**LOE-3548** | <u>Operational Efficiency Track Kickoff</u>: **Achieving Operational Efficiencies with Business Analytics and Optimization**<br>This session kicks off the Operational Efficiency Track. For the past 30 to 40 years, businesses differentiated themselves based on process efficiency. Those with more streamlined supply chains, less inventory and quicker turnaround times saw higher profit margins that enabled them to invest in business growth. Today, while efficiency remains essential, it is no longer sufficient to create differentiation. Most, if not all, competitors have the same focus on bottom line growth. With ERP systems and packaged software, they are using the same or similar systems and processes to achieve comparable levels of efficiency. Learn from industry leaders and experts on how new operational efficiency tools, such as real-time data and analytics can help anticipate, shape and optimize your business outcomes.<br>**Speakers:**<br>• Gary Cross, IBM, GBS Partner BAO<br>• Donald Walker, McKesson, SVP Business Process ReDesign<br>• Sam Wagar, Golub Corporation, Manager Information Integration |

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| **11:30AM**<br>Mandalay Bay South Convention Center – Palm B<br><br>**LSF-3549** | **Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes**<br>In this session, you will learn about the importance of building a flexible and scalable Information Management Foundation (IMF) required to deliver real business benefits through data and analytics. In addition, speakers will describe their Company's experiences in having implemented strategic information management solutions and the resultant business value. You will also learn about emerging trends in areas such as: "Big Data", Information Governance, Enterprise Content Management (ECM), etc.<br>**Speakers:**<br>• Michael Schroeck, VP, Global Information Management Foundation Leader, IBM Global Business Services<br>• Todd Okuley, Nationwide, Director, Enterprise Data Governance<br>• Herb Berger, Cardinal Health, Director Enterprise Architecture |
| **2:15PM**<br>Mandalay Bay South Convention Center – Palm A<br><br>**LSA-2731** | **Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability**<br>In this session, you will learn how Banco Itau Argentina used predictive analytics and optimization tools to implement multi-channel sales campaigns that increased customer cross-selling and profitability. The bank will describe how offering the right campaign, to the right customer, using the right channel helped it increase its existing customer profitability by 40 percent in just one year and how the project evolved into a mission to find the right price for each customer, which has yielded further profitability gains.<br>**Speakers:**<br>• Mauricio Botto, Banco Itau, Chief Operating Officer<br>• Katharyn White, VP Marketing, IBM Global Business Services |
| **2:15PM**<br>Mandalay Bay South Convention Center – Banyan C<br><br>**LSA-2925** | **Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources**<br>In this session, you will learn how you can use IBM Cognos Consumer Insight to analyze content found in publicly available social media, such as blogs, news sites and message boards. In addition, you will see how social media data can be integrated into broader customer analytics activities with IBM SPSS solutions for more effective marketing<br>**Speaker:**<br>• Christer Johnson, Partner, BIPM, IBM Global Business Services |
| **2:15PM**<br>Mandalay Bay South Convention Center – Banyan D<br><br>**LSA-2999** | **Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results**<br>In this session, you will learn about an optimized, analytics-based contact center solution from IBM that matches agents to customers based on the highest probability of success and how it can provide new customer and agent insights and the personalized interactions that ultimately lead to greatly increased sales, retention and collections.<br>**Speakers:**<br>• Cameron Hurst, Assurant Solutions, VP, Targeted Solutions<br>• Toby Cook, IBM, BAO CMS Practice Leader |
| **2:15PM**<br>Mandalay Bay South Convention Center – Banyan B<br>**LFA-3589** | **Financial Analytics Breakout: Transforming Finance With Analytics**<br>In this session, you will hear how Qualcomm, a world leader in wireless communications, successfully used IBM Cognos TM1 to increase the visibility of the drivers of revenue, profit and working capital. With this visibility, Qualcomm was able to improve the management of capital expenditures, project cost planning and consolidated divisional profit and loss reporting.<br>**Speakers:**<br>• Robert Loreto, Qualcomm Inc., Senior Director, IT Finance<br>• Douglas Barton, IBM, Worldwide Financial & Risk Analytics Product Marketing |
| **2:15PM**<br>Mandalay Bay South Convention Center – Palm C<br><br>**LFA-3657** | **Financial Analytics Breakout: Fighting Fraud with Advanced Analytics**<br>Join this session to learn how advanced analytics and modeling can help identify patterns, behaviors and the individuals involved with submitting fraudulent claims - one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Hear how organizations are using IBM solutions to combat fraud and save their organization millions of dollars.<br>**Speakers:**<br>• Shaun Barry, IBM, Global Leader for Fraud Management Solutions |

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| **2:15PM**<br>Mandalay Bay South Convention Center – South Seas C<br><br>**LFA-3671** | **Financial Analytics Breakout: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study**<br>In this session, the IBM Office of Finance will share how they have embraced IBM Business Analytics and Optimization solutions to help them to improve their ability to assess performance gaps, manage risk, provide transparency, shape and anticipate business outcomes and make decisions.<br>**Speakers:**<br>• Carlos Passi, IBM CHQ, CFO, Assistant Controller, Business Transformation<br>• Susan Cook, IBM Partner & VP, Risk, Fraud and Finance , GBS BAO |
| **2:15PM**<br>Mandalay Bay South Convention Center – South Seas D<br><br>**LOE-2430** | **Operational Efficiency Breakout: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to $1B in Working Capital Savings**<br>McKesson, the world's largest healthcare services company, has partnered with IBM in the use of advanced analytics to optimize supply chain performance. To date, the McKesson/IBM collaboration has reduced working capital by more than $65M, created a new air freight supply chain and enabled the creation of a roadmap that is leading the company to an expected $1B savings. In this session, you'll hear the McKesson story and learn about the four analytics engines that have been created and are now being generalized for broad, cross-industry use, including IBM's own Integrated Supply Chain, which is using the sustainability engine to track carbon emissions<br>**Speakers:**<br>• Donald Walker, SVP Business Process ReDesign, McKesson<br>• Bob Gooby, VP of Process ReDesign, McKesson<br>• Tim Espy, IBM, Supply Chain Management |
| **2:15PM**<br>Mandalay Bay South Convention Center – South Seas J<br><br>**LOE-2377** | **Operational Efficiency Breakout: Strategic Inventory Control Using IBM Netezza and Cognos Solutions**<br>At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and Cognos technologies contributed to the implementation of a unique first-in-first-out cost inventory control system that included reducing project risk and winning business unit commitment and acceptance.<br>**Speakers:**<br>• Gary Cross, IBM, GBS Partner BAO<br>• Sam Wagar, Golub Corporation, Mgr Information Integration |
| **2:15PM**<br>Mandalay Bay South Convention Center – Palm D<br><br>**LOE-3048** | **Operational Efficiency Breakout: Advanced Condition Monitoring at Caterpillar**<br>In this session, you will hear how IBM is working with Caterpillar to use advanced predictive modeling techniques in IBM SPSS software to identify ways to increase the up time and overall life of heavy equipment.<br>**Speakers:**<br>• Bhavin Vyas, Caterpillar<br>• Christer Johnson, IBM GBS, Partner |
| **2:15PM**<br>Mandalay Bay South Convention Center – Palm H<br><br>**LSF-3280** | **Strategic Foundation Breakout: Business Intelligence Center of Excellence Case Study**<br>In this session, speakers will share their experiences with implementing a business intelligence (BI) center of excellence at Printpack, Inc., using IBM Power Systems hardware and Oracle ERP applications. You will hear about the value of a establishing a BI center of excellence, how to plan and implement it and the processes and tools required.<br>**Speakers:**<br>• Shyam Nath, IBM, BI Architect<br>• Tony Santos, Printpack, Business Analytics Center (BAC) Manager |
| **2:15PM**<br>Mandalay Bay South Convention Center – Palm  B<br><br>**LSF-3584** | **Strategic Foundation Breakout: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity**<br>In this session, IBM experts and clients will share how your company can design and execute information governance initiatives based on the 10 rules for successful information governance.<br>**Speakers:**<br>• Brett Gow, IBM, Associate Partner – GBS<br>• Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling & Services<br>• Todd Okuley, Nationwide, Director, Enterprise Data Governance |

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| **2:15PM**<br>Mandalay Bay South Convention Center – Banyan A<br><br>**LSF-3592** | <u>Strategic Foundation Breakout</u>: **Toward the Segment of One: Making Cross-Domain Master Data Management a Reality**<br>In this session, you will learn how a leading national bank in the US is using its investment in IBM Master Data Management as a platform for the authoring, packaging and pricing needed to customize product bundles for its customers. This is part of their strategy to achieve the magical "segment of one" for creating product bundles that exactly fit the needs of the individual customer and assure lifetime customer retention. Join us to see how this client is taking a breakout step toward that goal.<br>**Speaker:**<br>• Richard Bardine, IBM, GBS, FSS, MDM Competency Lead |
| **2:15PM**<br>Mandalay Bay South Convention Center – Outrigger Boardroom<br><br>**LSF-3550** | <u>Strategic Foundation Breakout</u>: **Watson Innovation Workshop for Retail**<br>In the face of a radically transformed economy, retailers are under pressure to retain and build customer loyalty while at the same time cutting costs and streamlining operations. Success requires innovative business models that rely on real-time insights to meet customers changing demands and expectations. This innovation workshop features a Watson overview, potential retail applications, and analytics use cases to help you gain deeper understanding of Watson capabilities, engage in collaborative exploration on evolving retail dynamics and innovation opportunities through analytics use cases and envision how Watson-like capability can help support the unique grand challenges within your organization and retail industry.<br>**Speakers:**<br>• Michael Haydock, IBM Distinguished Engineer, Partner, Chief Scientist – BAO<br>• Craig Silverman, IBM, Partner, Retail Analytics Global Leader |
| **2:15PM**<br>Mandalay Bay South Convention Center – Voyager Boardroom<br><br>**LSF-3551** | <u>Strategic Foundation Breakout</u>: **Watson Innovation Workshop for Healthcare**<br>Regulatory and marketplace changes are causing healthcare organizations to look for opportunities to create new business value. Medical records, texts, journals and research documents are all written in natural language. A system that instantly delivers a single, precise answer from these documents could transform the healthcare industry. This innovation workshop will help you gain deeper understanding of Watson capabilities in natural language. You will not only engage in collaborative exploration on evolving healthcare dynamics and innovation opportunities through analytics use cases but envision how Watson-like capability can help support the unique grand challenges within your organization and healthcare industry.<br>**Speakers:**<br>• Currie Boyle, IBM GBS BAO DE for Watson/Deep QA Solutions<br>• Dwight McNeill, IBM GBS BAO Healthcare Leader |
| **3:45PM**<br>Mandalay Bay South Convention Center – Banyan C<br><br>**LSA-1921** | <u>Customer Breakout</u>: **Linking Customer and Social Media Data to Increase Revenues and Improve Response Times**<br>In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis.<br>**Speakers:**<br>• Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics<br>• Richard Delisser, Suncorp, Executive Manager |
| **3:45PM**<br>Mandalay Bay South Convention Center – Banyan D<br><br>**LSA-2268** | <u>Customer Breakout</u>: **Driving Business-to-Business Sales With Predictive Analytics**<br>In this session, you will hear how ADP, one of the worlds largest providers of business outsourcing solutions, addressed challenges the company encountered when deploying predictive analytics in a large-scale, business-to-business sales environment. ADP will also share their successes with using business-to-business predictive selling applications for better identification of viable sales opportunities from their 9,000,000 US prospects.<br>**Speakers:**<br>• Thomas Miller, ADP, Vice President, Marketing |

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| **3:45PM**<br>Mandalay Bay South Convention Center – Palm A<br><br>**LSA-3008** | <u>Customer Breakout</u>: **Getting Business Value From IBM Watson**<br>In this presentation, you will hear about the analytical innovations behind IBM Watson and learn how they might change the way companies use descriptive, predictive and prescriptive analytics to improve performance. You will also see how comprehensive question-and-answer technology correlates with the results of a study that asked 3,000 corporate executives how they see analytics evolving over the next few years.<br>**Speakers:**<br>• Christer Johnson, IBM, Partner<br>• Radhesh Nair, IBM, Senior Managing Consultant |
| **3:45PM**<br>Mandalay Bay South Convention Center – South Seas C<br><br>**LFA-2039** | <u>Financial Analytics Breakout</u>: **Deriving Business Insight With a CFO Dashboard**<br>In this session, you will learn how the IBM Business Analytics and Optimization - CFO performance dashboard - advanced edition can help finance organizations attain increased visibility of and control over the levers of performance. In addition, you will see how this CFO dashboard links relevant KPIs to critical transactional and decision-support processes.<br>**Speakers:**<br>• Mark Gosnell, IBM, Senior Managing Consultant<br>• Luis Levy, IBM, Business Unit Executive, Financial and Risk Analytics |
| **3:45PM**<br>Mandalay Bay South Convention Center – Banyan B<br><br>**LFA-3578** | <u>Financial Analytics Breakout</u>: **The Benefits of Using an Integrated Governance, Risk and Compliance Solution**<br>In this session, you will learn about the benefits of implementing an IBM OpenPages governance, risk and compliance solution. In addition, there will be an in-depth look at the Open Pages suite, which combines document and process management with interactive reporting capabilities in a flexible, adaptable environment designed to help you comply with financial reporting regulations simply and efficiently.<br>**Speakers:**<br>• Kevin Coto, IBM, Associate Partner, GBS<br>• Gordon Burnes, IBM, OpenPages Marketing and Business Development |
| **3:45PM**<br>Mandalay Bay South Convention Center – Palm C<br><br>**LFA-3637** | <u>Financial Analytics Breakout</u>: **Building Risk Into Your Decision-Making: Case Studies in Risk Management**<br>In this session, you will explore how the University of California and Argos Risk have engaged business users in the risk management process by building a customized, easy-to-use, risk dashboard and reporting solution. The University and Argos will also list the key success factors in driving adoption and tell you how system-wide visibility, combined with user flexibility, can drive quantifiable ROI for your business.<br>**Speakers:**<br>• Erica Webber, IBM, Associate Partner - Operations & Finance, FM, Education<br>• Grace Crickette, UCOP, Chief Risk Officer<br>• Steve Foster, Argos Risk LLC, CEO and President |
| **3:45PM**<br>Mandalay Bay South Convention Center – Palm D<br><br>**LOE-2399** | <u>Operational Efficiency Panel Discussion</u>: **Revolutionize Your Business Processes With Streaming Analytics**<br>In this session, you will hear how IBM Business Partners and customers, such as  Terra Echoes and Idea Cellular, are using IBM InfoSphere Streams to analyze data with microsecond latencies so they can respond to events as they happen rather than analyzing and acting after the fact. Discover how you can prevent customer satisfaction issues rather than remediating them, anticipate asset failures rather than fixing them and identify subtle trends in financial markets that can lead to big opportunities, all with real-time data analysis.<br>**Speakers:**<br>• Prakash Paranjape, Idea Cellular, Chief Information Officer<br>• Alex Philp, Terra Echos Inc.<br>• Pierre Dubost, Alcatel-Lucent, VP Strategy and Alliances |
| **3:45PM**<br>Mandalay Bay South Convention Center – Palm H<br><br>**LSF-1424** | <u>Operational Efficiency Breakout</u>: **Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management**<br>In this session, you will hear how Vanguard, a leading investment management firm, uses IBM business process management software, enterprise content management (ECM) solutions and other enabling technologies to eliminate manual processing, increase quality and reduce processing costs. Vanguard has had impressive results, which have prompted other business value-driven enterprise initiatives, and they will share their successes and best practices.<br>**Speaker:** George Heming, Vanguard, Principal |

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| **3:45PM**<br>Mandalay Bay South Convention Center – Palm B<br><br>**LSF-1800** | **Strategic Foundation Breakout: IBMs Watson, Big Data, and Better Business Outcomes  A Strategic Foundation for Analytics**<br>As the IBM analytical computing system Watson demonstrates, todays winners are those who can analyze large volumes of information in real time.  In business, such organizations can find insights, answer questions and take action faster than their competitors.  To ingest huge amounts of both new and emerging information types, Watson uses the Hadoop framework, the same technology now available to IBM customers through the IBM Big Data platform.  Join Anjul Bhambhri, the Vice President of IBM Big Data Initiatives, to learn how organizations are applying big data management strategies to realize the IBM Watson vision today.<br>**Speakers**:<br>• Anjul Bhambhri, IBM, Vice President, Big Data Solutions<br>• Matt Birkner, Cisco, CISCO DE, Service Provider Business |
| **3:45PM**<br>Mandalay Bay South Convention Center – Banyan A<br><br>**LSF-3663** | **Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment**<br>Organizations around the globe are increasingly turning to business intelligence and analytics solutions to solve their toughest business challenges.  With as much as 40% of the budget committed to managing the business intelligence and reporting environment, beyond just a "single version of the truth",  business leaders are challenged with taking enormous amounts of data and turning that data into competitive differentiations.  As these BI investments become more central to business strategy, CIO's are increasingly looking at ways to optimize their total cost of ownership.  Join us to learn how enterprises of all sizes are improving their return on investment and optimizing the management of their business intelligence platforms.<br>**Speaker:** Kevin Elder, IBM, Partner & Telecom Industry Leader for North America - AMS |
| **3:45PM**<br>Mandalay Bay South Convention Center – South Seas J<br><br>**LSF-3672** | **Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy**<br>In this session, you will learn how an IBM Enterprise Content Management strategy and roadmap can help you develop plans for integrating your unstructured content to accelerate business analytics. Join us to hear how Henkel KGaA has defined an effective global strategy for information and collaboration management.<br>**Speakers:**<br>• Garrett Rea, IBM, Business Solutions Manager<br>• Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS |

## Tuesday, October 25 – Industry Tracks

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| **8:15AM**<br>Mandalay Bay Events Center<br>**CGS-3791** | **Tuesday General Session:**<br><br>**Transforming in the Era of Big Data & Analytics** |
| **10:00 – 11:00 AM**<br>Mandalay Bay South Convention Center - Banyan C<br><br>**LEU 3567** | **Energy & Utilities Industry Kickoff - Industry Perspective: The Move to the "Optimized Utility".**<br>With increasing instrumentation and availability of data in the utility environment and increased intelligence and advanced analytics capabilities there is opportunity for utilities (not just the meters) to become smarter and more optimized. In this opening session views will be shared on this direction in the industry and the opportunity / imperative for utilities organizations. This includes opportunity in the areas of greater customer engagement for all utilities, increased operational effectiveness, and improved risk management through the application of data, intelligence, advanced analytics and optimization approaches.<br><br>**Speakers:** David Buck, IBM, Energy & Utility Sales Lead for Information Agenda; Adam Gersting, IBM, Partner |

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| **11:15 AM – 12:15 PM**<br>Mandalay Bay South Convention Center - Banyan C<br><br>**LEU 3539** | **Energy & Utility Panel - "Perspectives & Experiences in Going from Data to Insights and Towards Optimization"**<br>Utilities executives from around the world will be part of this Utility industry panel session. They will share their perspectives, experiences, challenges and learnings. This will be an interactive session with questions for the panelists and input from the audience. Through this session, the audience will come to understand firsthand the views of other leading utilities enterprises as it relates to data, insights and optimization of core business areas<br><br>**Speakers:**<br>• David Buck, IBM, Energy & Utility Sales Lead for Information Agenda<br>• Adam Gersting, IBM, Partner<br>• Thomas Walker, Southern California Edison, Director, Business Integration<br>• Steve Pratt, CenterPoint Energy, Sr Director of Technology Architecture and Chief Technologist. |
| **12:30 – 2:00 PM** | **Industry Lunch – Business Analytics Forum**<br>You are invited to join your industry peers for networking and socializing at this event sponsored by the Business Analytics Forum. |
| **1:45 – 2:45 PM**<br><br>**LEU 1515**<br>Mandalay Bay South Convention Center - Banyan C | **Strategies for Managing Smart Meter Information: A Case Study From Oncor**<br>In this session, Donny Helm from Oncor Electric Delivery will describe the strategies, approaches and business benefits of implementing an information warehouse for an advanced meter infrastructure. He explains how meters reading at 15 minute intervals produce prodigious amounts of data, potentially billions of rows of usage, events and flags and what it takes to manage and analyze that data.<br><br>**Speakers:** Donny Helm, Oncor Energy Delivery, Director of Technology; Louis Kun, IBM, Senior Managing Consultant |
| **4:30 – 5:45 PM**<br><br>**LEU 2406A**<br>Mandalay Bay South Convention Center - Banyan C | **How to Provide Insight Into Eco-efficiency: The Smartcity Malaga Case**<br>In this session, you will hear about the business analytics environment being used to integrate data and manage information and key performance indicators for electricity consumption in Smartcity Malaga. Smartcity Malaga is a technology project that involves 11 companies, including IBM. Led by Endesa, the Spanish electrical utility, the objective of Smartcity Malaga is to use cutting-edge technology for smart grids, smart cities and energy efficiency to create a new urban energy management model that can cut energy consumption and reduce carbon dioxide emissions.<br><br>**Speakers:** Antonio Castellanos de Toro, ENDESA, Eco-Efficiency Leader; Carmen Lastres, CEDINT, Energy Efficiency Manager; Enrique Diaz Plaza Sanz, IBM, Business Development Leader |
| **5:00 – 7:00 PM** | **EXPO Reception** |
| **7:00 – 11:00 PM** | **Networking Event** |

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## Wednesday, October 26 – Industry Track Session

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| **8:15AM**<br>Mandalay Bay Events Center<br><br>**CGS-3792** | **Wednesday General Session:**<br><br>**New Possibilities**<br>Understand how you can apply insight you've acquired across the conference to lead change in your organization. We'll walk through specific actions you can take to turn that insight into action. You'll also hear from acclaimed author Michael Lewis, whose best-selling book, *Moneyball*, will hit movie screens in September. This award-winning journalist will share the story of the Oakland Athletics manager, Billy Beane. This sports legend developed a breakthrough method of using analytics and statistics to build his roster, assembling a winning team and revolutionizing the game of baseball along the way. |
| **10:00 – 11:00 AM**<br>Mandalay Bay South Convention Center - Banyan C<br><br>**LEU 3314 B** | **Case Study: Using Advanced Analytics to Optimize Utility Operations**<br>In this presentation from the District of Columbia Water and Sewer Authority, you will learn how deploying advanced analytics and optimization capabilities to gain insight from collected data can help utilities improve operational efficiency and make informed decisions.  The end result can be greater reliability and lower costs.<br><br>**Speaker: Charles Kiely, DC Water, Deputy General Manager** |

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## *Other sessions of interest for the Energy & Utilities Industry*

The list below represents other sessions of interest planned for the conference. They are cross listed here as Energy & Utilities industry sessions, but will be conducted in the Information Management, Enterprise Content Management or Business Analytics forums, and deal primarily with those capability areas of BAO.

### Monday – Thursday, October 24-27

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| **Business Analytics**<br><br>**Monday Oct. 24 11:30 AM - 12:30 PM**<br><br>Mandalay Bay South Convention Center - Mandalay Bay C<br><br>**BFR 2576** | Driving Smarter Business Decisions with Analytics for Maximo Enterprise Asset Management | As a long-time Maximo user for their Enterprise Asset Management processes, Atwood Oceanics successfully upgraded their Maximo environment from Maximo 5 to 7 and implemented the IBM Cognos Supply Chain Procurement Analytic Application to gain insight into their Procurement Spend and Supplier Performance. Learn how the combination of Maximo Enterprise Asset Management with IBM Cognos BI and Analytic Applications provides organizations with insight into their core operations to drive cost efficiencies, improved supplier performance and greater visibility into inventory and work management. Atwood is now on the journey to deliver Analytics beyond Procurement and into Inventory and Work Management (Maintenance).<br><br>**Speakers-** Francois Blais, Atwood Oceanics, Manager, Analytics; Steve Johnson, IBM, Product Management, Analytic Applications |
| **Enterprise Content Management**<br><br>**Monday Oct. 24 3:45 PM - 5:00 PM**<br><br>Mandalay Bay South Convention Center - Lagoon L<br><br>**EGN 1570** | US Nuclear Regulatory Commission gets the Word Out: Using IBM FileNet P8 to Publish Content to NRC. | In this session, hear how the IBM FileNet P8 platform enables the US Nuclear Regulatory Commission (NRC) to identify, quickly evaluate and act upon important content and then publicize relevant information to US citizens on its website. This session provides details, both functional and technical, of how the NRC has successfully used FileNet P8 to implement a cutting edge public web interface for content discovery and access and agile internal solutions for evaluating and classifying information.<br><br>**Speakers**- KG Golshan, US Nuclear Regulatory Commission, Section Chief;Matthew Barnickle, Vega ECM Solutions, Chief Executive Officer |

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| **Innovations in Information Management**<br><br>**Tuesday Oct. 25 11:15 AM - 12:15 PM**<br><br>Mandalay Bay South Convention Center - Mandalay Bay B<br><br>**IIM 3605** | Smart Grid Case Study - Pacific Northwest Smart Grid Demonstration | The energy production and delivery industry is rapidly moving towards placing smart sensors, and meters, along the production, transmission and distribution systems to get granular real time data about the current state of faults and load. These investments empower consumers by providing them with near real-time information about their energy use and allowing them to engage in demand-response and other conservation measures, as well as time-of-use and real-time pricing. In this session, you will learn how Batelle Memorial Institute is using IBM InfoSphere Streams and Netezza to help Pacific Northwest National Labs demonstrate the value of the Smart Grid.<br><br>**Speakers-** Roger Rea, IBM, Product Manager, InfoSphere Streams and solidDB ;Ron Melton, Battelle Memorial Institute, Project Director, Pacific Northwest Smart Grid Demonstration |
| **Enterprise Content Management**<br><br>**Wednesday Oct. 26 11:30 AM - 12:30 PM**<br><br>Mandalay Bay South Convention Center - Lagoon A<br><br>**EGN 2930** | China Nuclear Plants Achieve Operational Excellence with an IBM Enterprise Content Management Platform | In this session, experts will share their experiences with implementing IBM FileNet Business Process Management and Content Management solutions at Chinese Nuclear Plants to integrate and streamline operational processes and document management, meet compliance requirements and collaborate<br><br>**Speakers-**.Xiao Yang Yang, IBM, CONS I/T SPCL: TSS MGR |
| **Enterprise Content Management**<br><br>**Wednesday Oct. 26 2:00 PM - 3:00 PM**<br><br>Mandalay Bay South Convention Center - Lagoon B<br><br>**ESC 1815** | An Alternative Energy Firm Goes Social | ISAGEN is a mixed public utility entity that is incorporated as a public company affiliated with the Ministry of Mining and Energy in Colombia. This session examines the company?s desire for a solution that would address ingest and content-management requirements. The company also wanted a solution that would provide business process management and immediate access to information. ISAGEN wanted to use the integrity of that information in a collaborative and social environment in order to take advantage of internal and industry expertise. A secondary goal but equally important goal: to deploy environmentally sound solutions to help demonstrate the company's commitment to helping the environment.<br><br>**Speaker-** Randy Haines, IBM, Worldwide Sales Leader - Social Content Management |

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| **Information Management**<br><br>**Wednesday Oct. 26 3:15 PM – 4:15 PM**<br><br>Mandalay Bay North Convention Center - Tradewinds C<br><br>**IDS 2227** | Understanding Time-Series Data and Why it Matters | This session will focus on time series data - what it is, what it is good for, and how to store and retrieve it efficiently. The talk will refer to use cases from energy and utilities and financial markets to illustrate points. In addition, the session will review IBM solutions for handling time-series data.<br><br>**Speaker-** Kevin D. Brown, IBM, STSM |
| **Information Management**<br><br>**Thursday Oct. 27 8:15 AM - 9:30 AM**<br><br>Mandalay Bay North Convention **Center -** Tradewinds C<br><br>**IDS 2180** | Successful Implementation of IBM Informix-based Billing System for a Large Energy Client in Poland | In this session, participants will learn about the Implementation and centralization of the billing systems based on IBM Informix.<br><br>**Speaker-** Krzysztof Majewski, Asseco, manager |
| **Innovations in Information Management**<br><br>**Thursday Oct. 27 10:00 AM - 11:00 AM**<br><br>Mandalay Bay North Convention Center - Islander **C**<br><br>**IIM 3622** | Big Data Case Study - How IBM Revolutionized Capital Equipment Planning | Enterprises invest millions of dollars in capital assets with few tools for making sure they are getting the most for their money. In this session, you learn how IBM InfoSphere BigInsights can be used to better understand how your business uses these assets, and what you can do to increase their service life and operational efficiency. Hear how IBM is helping one green energy customer maximize output of their power generation assets, predict and detect outages, and even plan ideal asset location based on geography, meteorology, supply chain, and customer demand factors.<br><br>**Speaker-** Tom Deutsch, IBM, Program Director, Big Data |
| **Enterprise Content Management**<br><br>**Thursday Oct. 27 10:00 AM - 11:00 AM**<br><br>Mandalay Bay South Convention Center - Lagoon F<br>**EGN 1771** | Integrating IBM FileNet P8 and Microsoft SharePoint | In this session, BC Hydro, a Canadian utility, will share how they use IBM FileNet FileNet P8 and Microsoft SharePoint together to support the sharing of authoritative information for engineering construction projects, project management and more.<br><br>**Speaker-** Davor Razlog, BC Hydro, Project Manager |

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| **Business Analytics**<br><br>**Thursday Oct. 27 11:30 AM - 12:30 PM**<br><br>Mandalay Bay South Convention Center - Mandalay Bay K<br><br>**BPA 1225** | Predictive Analytics Improve Inspection Accuracy and Energy Recuperation at CPFL Energia in Brazil | With the help of IBM SPSS Modeler, energy losses suffered by Brazilian energy company CPFL Energia, due to fraud or metering problems, were dramatically reduced, resulting in savings and 325 gigawatt hours of electricity. This session explains how CPFL Energia analyzed data from inspections and used IBM SPSS Modeler to identify cases of fraud and spot the alteration of records. You'll learn how, because of this analysis, overall efficiency of electrical distribution was increased by an average of 13 percent to as high as 24 percent.<br><br>**Speaker-** Airton Florido, CPFL, Saving Energy Specialist |

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