



Business Leadership Forum Government 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 Government attendees featured across the entire Conference – providing a wealth of education and experience to Government participants.

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- **Pages 1-7: Monday October 24, Theme Track (Cross-industry) sessions**
- **Pages 7-10: Tuesday-Wednesday October 25-26, Business Leadership industry track**
- **Pages 10-12: Monday-Thursday October 24-27, Technical sessions of interest**

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

<p>8-10PM Mandalay Bay North Convention Center - South Pacific D-F</p>	<p>Business Leadership Forum Welcome – Community Reception 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.</p>
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Monday, October 24 – Theme Tracks

<p>8:15AM Mandalay Bay Events Center – Events Center CGS-3790</p>	<p>Opening General Session – Turn Insight into Action. 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.</p>
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<p>10:15AM Mandalay Bay South Convention Center – Jasmine A-G</p> <p>LGN-3554</p>	<p>Business Leadership Forum Keynote Business Analytics & Optimization: Outpace your Competition and Deliver Break Away Results 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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Fred Balboni, Global Leader, Business Analytics and Optimization, IBM Global Business Services • Adam Braff, SVP, Head of Customer Data and Analytics, JPMorgan Chase & Co • Mark Clare, SVP, Senior Vice President Technology, JPMorgan Chase & Co <p><i>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.</i></p>
<p>11:30AM Mandalay Bay South Convention Center – Palm A</p> <p>LSA-3547</p>	<p>Customer Track Kickoff: Applying Science to the Art of Marketing 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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Katharyn White, IBM VP Marketing; IBM Global Business Services • Mauricio Botto, Chief Operating Officer, Banco Itau • Thomas Miller, VP Marketing, ADP
<p>11:30AM Mandalay Bay South Convention Center – Palm C</p> <p>LFA-3546</p>	<p>Financial Analytics Track Kickoff: The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes 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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Susan Cook, VP - Risk, Fraud and Finance, IBM Global Business Services • Robert Loreto, Senior Director, IT Finance, Qualcomm Inc • Steven Thomson, Senior Director Finance Transformation, Jabil Circuit Inc • Carlos Passi, Assistant Controller, Business Transformation, IBM
<p>11:30AM Mandalay Bay South Convention Center – Palm D</p> <p>LOE-3548</p>	<p>Operational Efficiency Track Kickoff: Achieving Operational Efficiencies with Business Analytics and Optimization 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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Gary Cross, IBM, GBS Partner BAO • Donald Walker, McKesson, SVP Business Process ReDesign • Sam Wagar, Golub Corporation, Manager Information Integration



<p>11:30AM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-3549</p>	<p><u>Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Michael Schroeck, VP, Global Information Management Foundation Leader, IBM Global Business Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance • Herb Berger, Cardinal Health, Director Enterprise Architecture
<p>2:15PM Mandalay Bay South Convention Center – Palm A</p> <p>LSA-2731</p>	<p><u>Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mauricio Botto, Banco Itau, Chief Operating Officer • Katharyn White, VP Marketing, IBM Global Business Services
<p>2:15PM Mandalay Bay South Convention Center – Banyan C</p> <p>LSA-2925</p>	<p><u>Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources</u></p> <p>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</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Christer Johnson, Partner, BIPM, IBM Global Business Services
<p>2:15PM Mandalay Bay South Convention Center – Banyan D</p> <p>LSA-2999</p>	<p><u>Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Cameron Hurst, Assurant Solutions, VP, Targeted Solutions • Toby Cook, IBM, BAO CMS Practice Leader
<p>2:15PM Mandalay Bay South Convention Center – Banyan B</p> <p>LFA-3589</p>	<p><u>Financial Analytics Breakout: Transforming Finance With Analytics</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Robert Loreto, Qualcomm Inc., Senior Director, IT Finance • Douglas Barton, IBM, Worldwide Financial & Risk Analytics Product Marketing
<p>2:15PM Mandalay Bay South Convention Center – Palm C</p> <p>LFA-3657</p>	<p><u>Financial Analytics Breakout: Fighting Fraud with Advanced Analytics</u></p> <p>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.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Shaun Barry, IBM, Global Leader for Fraud Management Solutions



<p>2:15PM Mandalay Bay South Convention Center – South Seas C</p> <p>LFA-3671</p>	<p><u>Financial Analytics Breakout: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Carlos Passi, IBM CHQ, CFO, Assistant Controller, Business Transformation • Susan Cook, IBM Partner & VP, Risk, Fraud and Finance , GBS BAO
<p>2:15PM Mandalay Bay South Convention Center – South Seas D</p> <p>LOE-2430</p>	<p><u>Operational Efficiency Breakout: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings</u></p> <p>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</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Donald Walker, SVP Business Process ReDesign, McKesson • Bob Gooby, VP of Process ReDesign, McKesson • Tim Espy, IBM, Supply Chain Management
<p>2:15PM Mandalay Bay South Convention Center – South Seas J</p> <p>LOE-2377</p>	<p><u>Operational Efficiency Breakout: Strategic Inventory Control Using IBM Netezza and Cognos Solutions</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Gary Cross, IBM, GBS Partner BAO • Sam Wagar, Golub Corporation, Mgr Information Integration
<p>2:15PM Mandalay Bay South Convention Center – Palm D</p> <p>LOE-3048</p>	<p><u>Operational Efficiency Breakout: Advanced Condition Monitoring at Caterpillar</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Bhavin Vyas, Caterpillar • Christer Johnson, IBM GBS, Partner
<p>2:15PM Mandalay Bay South Convention Center – Palm H</p> <p>LSF-3280</p>	<p><u>Strategic Foundation Breakout: Business Intelligence Center of Excellence Case Study</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Shyam Nath, IBM, BI Architect • Tony Santos, Printpack, Business Analytics Center (BAC) Manager
<p>2:15PM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-3584</p>	<p><u>Strategic Foundation Breakout: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Brett Gow, IBM, Associate Partner – GBS • Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling & Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance



<p>2:15PM Mandalay Bay South Convention Center – Banyan A</p> <p>LSF-3592</p>	<p><u>Strategic Foundation Breakout: Toward the Segment of One: Making Cross-Domain Master Data Management a Reality</u></p> <p>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.</p> <p>Speaker:</p> <ul style="list-style-type: none"> Richard Bardine, IBM, GBS, FSS, MDM Competency Lead
<p>2:15PM Mandalay Bay South Convention Center – Outrigger Boardroom</p> <p>LSF-3550</p>	<p><u>Strategic Foundation Breakout: Watson Innovation Workshop for Retail</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Michael Haydock, IBM Distinguished Engineer, Partner, Chief Scientist – BAO Craig Silverman, IBM, Partner, Retail Analytics Global Leader
<p>2:15PM Mandalay Bay South Convention Center – Voyager Boardroom</p> <p>LSF-3551</p>	<p><u>Strategic Foundation Breakout: Watson Innovation Workshop for Healthcare</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Currie Boyle, IBM GBS BAO DE for Watson/Deep QA Solutions Dwight McNeill, IBM GBS BAO Healthcare Leader
<p>3:45PM Mandalay Bay South Convention Center – Banyan C</p> <p>LSA-1921</p>	<p><u>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics Richard Delisser, Suncorp, Executive Manager
<p>3:45PM Mandalay Bay South Convention Center – Banyan D</p> <p>LSA-2268</p>	<p><u>Customer Breakout: Driving Business-to-Business Sales With Predictive Analytics</u></p> <p>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.</p> <p>Speaker:</p> <ul style="list-style-type: none"> Thomas Miller, ADP, Vice President, Marketing



<p>3:45PM Mandalay Bay South Convention Center – Palm A LSA-3008</p>	<p><u>Customer Breakout: Getting Business Value From IBM Watson</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Christer Johnson, IBM, Partner • Radhesh Nair, IBM, Senior Managing Consultant
<p>3:45PM Mandalay Bay South Convention Center – South Seas C LFA-2039</p>	<p><u>Financial Analytics Breakout: Deriving Business Insight With a CFO Dashboard</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Mark Gosnell, IBM, Senior Managing Consultant • Luis Levy, IBM, Business Unit Executive, Financial and Risk Analytics
<p>3:45PM Mandalay Bay South Convention Center – Banyan B LFA-3578</p>	<p><u>Financial Analytics Breakout: The Benefits of Using an Integrated Governance, Risk and Compliance Solution</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Kevin Coto, IBM, Associate Partner, GBS • Gordon Burnes, IBM, OpenPages Marketing and Business Development
<p>3:45PM Mandalay Bay South Convention Center – Palm C LFA-3637</p>	<p><u>Financial Analytics Breakout: Building Risk Into Your Decision-Making: Case Studies in Risk Management</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Erica Webber, IBM, Associate Partner - Operations & Finance, FM, Education • Grace Crickette, UCOP, Chief Risk Officer • Steve Foster, Argos Risk LLC, CEO and President
<p>3:45PM Mandalay Bay South Convention Center – Palm D LOE-2399</p>	<p><u>Operational Efficiency Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Prakash Paranjape, Idea Cellular, Chief Information Officer • Alex Philp, Terra Echos Inc. • Pierre Dubost, Alcatel-Lucent, VP Strategy and Alliances
<p>3:45PM Mandalay Bay South Convention Center – Palm H LSF-1424</p>	<p><u>Operational Efficiency Breakout: Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management</u> 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. Speaker: George Heming, Vanguard, Principal</p>





<p>3:45PM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-1800</p>	<p><u>Strategic Foundation Breakout: IBM's Watson, Big Data, and Better Business Outcomes A Strategic Foundation for Analytics</u></p> <p>As the IBM analytical computing system Watson demonstrates, today's 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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Anjul Bhambhri, IBM, Vice President, Big Data Solutions • Matt Birkner, Cisco, CISCO DE, Service Provider Business
<p>3:45PM Mandalay Bay South Convention Center – Banyan A</p> <p>LSF-3663</p>	<p><u>Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment</u></p> <p>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.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Kevin Elder, IBM, Partner & Telecom Industry Leader for North America - AMS
<p>3:45PM Mandalay Bay South Convention Center – South Seas J</p> <p>LSF-3672</p>	<p><u>Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy</u></p> <p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Garrett Rea, IBM, Business Solutions Manager • Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS

Tuesday, October 25 – Government Track

<p>8:15AM Mandalay Bay Events Center</p> <p>CGS-3791</p>	<p>Tuesday General Session:</p> <p>Transforming in the Era of Big Data & Analytics</p>
<p>10:00AM Mandalay Bay South Convention Center - Banyan D</p> <p>LGV-3532</p>	<p><u>Industry Perspective: Government Agencies & The Information Challenge: How Analytics & Optimization Enhance Agency Effectiveness</u></p> <p>Government leaders often tell us they are stuck between intensifying mission and business challenges and greater calls for accountability on the one hand, and on the other, outmoded out- dated information management capabilities that simply limit their ability to respond. Governments at all levels are now implementing strategies to improve effectiveness and performance, better understand the citizen, employee, soldier and veteran, and attain greater return on existing investments. Please join this session to hear Tim Paydos, IBM WW Government Leader, Information Agenda, and Randy Kline, Director, Enterprise Data Management Office, US Army, address these issues, and discuss best practices.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Tim Paydos, IBM, Director, WW Government Information Agenda Team • Randy Kline, US Army, Chief, Enterprise Data Management Office





<p>11:15AM Mandalay Bay South Convention Center - Banyan D LGV-3540</p>	<p>Panel Discussion: Practical Outcomes and Lessons Learned using Analytics & Optimization in Government Agencies Panelists from diverse Government agencies, representing the Intelligence community, the Military and Social Services, will share their perspectives, experiences, and results in applying technology and analytics to their agency mission. Hear about mission-critical applications involving citizen identity, security, fraud identification, and use of advanced predictive analytics for tangible outcomes.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Randy Kline, US Army, Chief, Enterprise Data Management Office • Isidore Sobkowski, NYC HHS-Connect, CIO and Executive Director Health and Human Services at New York City • Fred Walker, US Government, Director
<p>12:30PM Mandalay Bay South Convention Center - Jasmine C BGN-4052</p>	<p>Government & Education Lunch: Building Smarter Cities, Governments and Educational Systems with Analytics Exchange challenges, strategies and success stories during these informal discussions over lunch.</p> <p>Hosts:</p> <ul style="list-style-type: none"> • Raymond Dolan, IBM, Worldwide Industry Executive, Public Sector, Business Analytics
<p>1:45PM Mandalay Bay South Convention Center - Banyan D LGV-1007</p>	<p>Government Breakout: Advancing Predictive Analytics at NYC HHS-Connect Predictive analytics consists of forensic discovery, real-time decision support and real-world feedback. Artificial Intelligence techniques are used to examine practical evidence to predict future outcomes. Models are created, validated, deployed and continually tweaked. Lessons from the HHS-Connect project and possibilities for measurable outcomes will be discussed. Key topics:- Providing better services with fewer resources through high quality, objectives, and measurable outcomes- Exploring the potential of predictive analytics in Health and Human Services - Improving fraud detection with predictive analytics- Implementing predictive analytics with initial projects of limited scope, expanding as users gain confidence.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Isidore Sobkowski, NYC HHS-Connect, CIO and Executive Director Health and Human Services
<p>3:00PM Mandalay Bay South Convention Center - Banyan D LGV-1999</p>	<p>Government Breakout: Fighting Fraud in Government Services In this session, you will hear how the Social Services Integrated Reporting System in Alameda County, California, generated real, measurable, business value for the county and state with a single, unified view of citizens and their relationships to government. Building on that success, Alameda County is now expanding the system to tackle multiple new programs, including fraud identification. In addition, you will learn what made Alameda County successful and hear about ways that your state, local or federal government agency can create a similar system and reap similar rewards.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Don Edwards, Alameda County California Dept. of Social Services, Assistant Agency Director • Jacqueline L. Ryan, IBM, Program Director, IM Industry Solutions Product Management
<p>4:30PM Mandalay Bay South Convention Center - South Seas C LGV-1504</p>	<p>Government Breakout: Mission-Critical Applications: Threat Prediction and Prevention in the US Government In this session, you will join IBM experts and the US Government for a thought-provoking discussion about how IBM technology is being used to protect the country and the world. Take a look inside IBM InfoSphere Identity Insight solutions from the perspective of long-time users of the software. Learn how the US Governments use of the technology has evolved over time and how your organization can benefit from some of the same technologies and approaches to managing information that are used in mission-critical applications.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Fred Walker, US Government, Director • Jeffrey Huth, IBM, Product Management



Wednesday, October 26 – Theme and Industry Track Sessions

<p>8:15AM Mandalay Bay Events Center</p> <p>CGS-3792</p>	<p>Wednesday General Session:</p> <p>New Possibilities 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, <i>Moneyball</i>, 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.</p>
<p>11:30AM Mandalay Bay South Convention Center - Banyan D</p> <p>LGV-2194</p>	<p>Government Breakout: Advances Made in Public Safety Using Technology Information Technology is helping global organizations enhance public safety by creating new insight, automating back office operations and driving investigative efficiency. Join this panel of leaders, each with their own unique point of view, as they discuss how information technology supplied by IBM, including Identity Insight, is working in their departments and agencies. The panel will discuss not only how they are applying it to day but also where they see the future. Interact with the panel to see how your information strategies align with these industry leaders.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • David Angus, Angus Information Services • Mark DiCarlo, Lt Colonel, Office of the Secretary of Defense
<p>10:00AM Mandalay Bay South Convention Center – Banyan B</p> <p>LFA-4069</p>	<p>Financial Analytics Breakout: Improving business insight with Cognos 10 and analytics: on-demand reporting & the analytics suite at Jabil As part of their transformation efforts, the Jabil finance group recognized the need for a centralized repository for financial information that could be accessed and analyzed on demand across various levels within their organization. The implementation of the TM1 management reporting system enabled the capture and organization of all financial data pertinent to the financial management process. By integrating TM1 with Cognos 10 and utilizing business insight , analytic tools and reports were developed, enabling users to create on demand ad-hoc analyses and dashboards that communicate effectively for results.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mo Treadway, IBM, BAO - NA BIPM Service Leader • Steven Thomson, Jabil Circuit Inc, Senior Director Finance Transformation • Patrick Patterson, Jabil, Financial Systems Manager
<p>10:00AM Mandalay Bay South Convention Center – Palm C</p> <p>LOE3599</p>	<p>Operational Efficiency Breakout: How to Operationalize Analytics: The 2011 IBV Analytics Study The ability to create a competitive advantage using analytics has increased significantly in the past 12 months; at least for those organizations already on their analytic journey. This session will examine the organizational and technology capabilities that drive a robust analytics environment to deliver competitive analytics, based on findings from the 2011 Business Analytics and Optimization study, developed in partnership by the IBM Institute for Business Value and MIT Sloan Management Review. Case studies and in-depth analysis pinpoint the key characteristics needed for competitive analytics, the two paths organizations are taking to create them, and a roadmap for accelerating your organization's journey toward competitive analytics.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Rebecca Shockley, IBM, Institute of Business Value, BAO Global Lead • Nina Kruschwitz, MIT Sloan Management Review, Special Projects Editor
<p>1:30AM Mandalay Bay South Convention Center – Palm B</p> <p>LIN-1921</p>	<p>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times 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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics and CoBRA; • Richard Delisser, Suncorp, Executive Manager





Other sessions of interest for Government

The list below represents other sessions of interest planned for the conference. They are cross listed here as Government 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, October 24

<p>10:15AM Mandalay Bay North Convention Center - Tradewinds C</p> <p>IDS-2896</p>	<p>Best Warehouse Practices by a Government Trying to Build a Smarter City With IBM Informix In this session, participants will learn how the financial department of a government uses IBM Informix, Informix Warehouse Accelerator and XML to improve intelligence and manage taxes.</p> <p>Speaker:</p> <ul style="list-style-type: none"> Miguel Carbone, MC Software / Cleartech, CTO
<p>3:45PM Mandalay Bay South Convention Center - Lagoon D</p> <p>EAC-2278</p>	<p>Cost Savings and Productivity Improvements in the Federal Government The US Department of Veterans Affairs (VA) is focused on approaches to better serve our veterans while reducing cost and improving productivity. As part of these initiatives, the VA contracted with IBM to develop the Agent Orange Fast Track solution to improve the processing of disability claims for Vietnam War veterans exposed to Agent Orange. The solution enables veterans to apply for benefits online and provides case management and automated benefits determination to resolve claims more quickly. The VA has seen significant reductions in the time and cost to complete disability claims. Fast Track has been in operation since November 2010 and is used by all 57 VA regional offices.</p> <p>Speaker:</p> <ul style="list-style-type: none"> Claude Yusti, IBM, GBS Partner
<p>3:45PM Mandalay Bay South Convention Center - Lagoon L</p> <p>EGN-1570</p>	<p>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.</p> <p>Speakers:</p> <ul style="list-style-type: none"> KG Golshan, US Nuclear Regulatory Commission, Section Chief Matthew Barnickle, Vega ECM Solutions, Chief Executive Officer





Tuesday, October 25

<p>10:00AM Mandalay Bay North Convention Center - Tradewinds D</p> <p>IMD-1450</p>	<p>IBM InfoSphere Identity Insight In this session, you will learn how IBM InfoSphere Identity Insight helps organizations around the world use threat and fraud analytics to establish a unique identity, discover obvious and obscured relationships and monitor and correlate individual actions. You will also explore how InfoSphere Identity Insight works and what it does.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Roberto Prudhomme, IBM • Axel Ramirez Casasa, IBM • Ramon Cedillo, Grupo Intent
<p>11:15AM Mandalay Bay South Convention Center - Lagoon J</p> <p>EGN-2261</p>	<p>Managing Rich Media for the Mexican Council for Culture and Arts In this session, you will hear a technical explanation of the architecture and components of an IBM rich media management solution implemented by the Council for Culture and Arts in Mexico City. The solution manages all of the Councils digital assets and makes the Councils content available to citizens.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Jeffrey Huth, IBM, Product Management • Brad Allen, IBM, Chief Architect, Identity Insight Software
<p>3:00PM Mandalay Bay North Convention Center - Tradewinds E</p> <p>IMD-2157</p>	<p>IBM InfoSphere Global Name Recognition Deep Dive and Product Roadmap With the global nature of business today, correctly understanding an individuals name is at the root of improving customer insight, identifying fraud and abuse, and preventing criminal activity. IBM InfoSphere Global Name Recognition (GNR) helps manage, search, analyze and compare multicultural name data sets by leveraging culture-specific name data and linguistic rules. Join this session for a deep dive into what InfoSphere GNR does, how it works and its future roadmap.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Jeffrey Huth, IBM, Product Management • Jim Arndts, Royal Bank of Canada, Head, Anti-Money Laundering Financial Intelligence Unit • Frankie Patman Maguire, IBM, Linguist/Architect, Global Name Recognition

Wednesday, October 26

<p>10:00AM Mandalay Bay North Convention Center - South Pacific F</p> <p>ISA-3456</p>	<p>Mitigating Global Risk Using Complex Events: Threat Identification and Assessment In an increasingly interconnected world, discovering and interpreting events and trends becomes critical to the holistic security of any nation or entity. Understanding patterns, trends, historical indicators and predictive components can mean the difference between a prevented event and a disaster. This session will focus on techniques and capabilities critical to understanding how public safety organizations can use technology to be proactive in their approach to threat assessments.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Trinette Surlles, IBM, Information Agenda Architect • Paul Lohr, IBM, Technical Solution Architect
<p>10:00AM Mandalay Bay North Convention Center - Islander I</p> <p>IDB-1060</p>	<p>IBM DB2 Compression - More Than Saving Disk Space on My Warehouse Database System IBM has a warehouse database application system supporting dynamic data population, reporting and pruning processes. System experienced severe memory shortage and heavy I/O wait. We hoped that the IBM DB2 V9 compression feature might help to reduce the data foot print and alleviate the memory contention bottleneck. After more than 80 large tables were compressed, tablespace was reduced by 66.5%, a composite workload, mostly selects and select-inserts ran about 38.7% faster on average. Database backup time changed from 8h 6m to 2h 41m (67%). Table reorganization time changed from 13h 58m to 8h 58m (35%). Compression saved 18% memory. Memory shortage bottleneck is eliminated, a good tradeoff. Index compression saved additional 30% space.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Sigen Chen, Lockheed Martin, Information System Analyst / DBA • Thomas Fanghaenel, IBM, Software Developer : 3GL Programming Languages





Thursday, October 27

11:30AM

Mandalay Bay South
Convention Center -
Lagoon L

EGN-2224

Migrating a Million Documents From Oracle Stellent to IBM FileNet: A Customer Perspective

In this session, you will hear how one company overcame the challenges of replacing their underlying content repository with as little effect on customers as possible. The trade-offs between customization and maintainability, the additional services developed to smooth the transition, the rationale for providing a web service layer and the decision to redirect existing document links to IBM FileNet software will be among the topics covered.

Speaker:

- John Herzer, Sandia National Laboratories, EIMS Technical Team lead

