



Business Leadership Forum - Energy & Utilities Roadmap

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

The Business Leadership Forum is organized along two dimensions: one concerning cross-industry themes where clients have invested considerably to address common problems (Theme Tracks). The other dimension, addressed by the Industry Tracks, concerns industry-specific topics on BAO.

In addition to Business Leadership Forum sessions, this roadmap also lists additional sessions of interest to Energy & Utilities attendees featured in other programs at the conference, e.g. Business Analytics, Information Management and Enterprise Content Management Forums.

Roadmap table of contents:

- **Pages 1-5: Monday October 24, Theme Track (cross-industry) sessions**
- **Pages 6-7: Tuesday-Wednesday October 25-26, Energy & Utilities track sessions**
- **Pages 8-9: Other sessions of interest for Energy & Utilities participants**

Please note: This document is accurate at the time of publication, but is subject to change. Please check back often to the conference [website](#) for the most current agenda.

Sunday, October 23

6:00 – 8:00 PM	Expo Grand Opening Reception
8:00 – 10:00 PM	Business Leadership Forum Welcome - Community Reception

Monday, October 24

8:15 – 9:45 AM	Opening General Session
10:15 – 11:15	Business Leadership Forum Keynote
11:30 AM – 12:30 PM	Theme Track Kickoffs <ul style="list-style-type: none"> • The Customer Track – Client Panel • The Finance Track – Client Panel • The Operations Track – Client Panel • The Strategic Foundation Track – Client Panel
12:30 – 2:00PM	Lunch
2:15 – 3:15 PM & 3:30 – 4:30 PM	Theme Track Electives Afternoon Sessions The Theme Track electives offer the opportunity to learn from your peers in other industries - how they addressed key business initiatives with BAO. Specifically, business initiatives include: marketing and sales initiatives to customers; optimizing finance processes; operational efficiency; and establishing a strategic foundation for BAO <i>(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is still in process.)</i>
	The Customer Track

■ Special / Other Events



<p>Driving B2B Sales with Predictive Analytics</p>	<p>With nine million domestic prospects alone, ADP needed a better way to identify sales opportunities. Now with several successful B2B predictive selling applications built and deployed, the results are in. In this session, you will get an understanding of the business issues faced by ADP, the people, process and tools used to overcome the issues and the successes or failures encountered when deploying Predictive Analytics in a large scale B2B sales environment.</p>
<p>Maximizing Customer Profitability and Marketing ROI, through Multi Channel Sales Campaigns Optimization</p>	<p>Banco Ita Argentina launched an aggressive new customer acquisition program and set the constrain of simultaneously increasing its Retail Bank's profitability. In order to achieve such goal the Bank had to maximize existing customers profitability and the return on its marketing investments. Using predictive analytics and optimization tools, the Bank run multi-channel sales campaigns, which allowed to increase customer cross-selling and profitability. By offering the right campaign, to the right customer through the right channel, the Bank grew its existing customer profitability by 40% in just one year. The project evolved to find also the right price for each customer obtaining even more profitability to the bank.</p>
<p>Combining Social Media Analytics (CCI) with Predictive Modeling and Other Data Sources</p>	<p>In this session, we will provide an overview of Cognos Consumer Insight and how it can be use to perform analysis of social media such as blogs, newssites, and message boards. We will also cover how this social media data can be integrated into broader customer analytisis activities with tools like SPSS to drive more effective marketing actions.</p>
<p>Contact Center, Enhanced Relationships Lead to Proven Financial Results</p>	<p>Increasing levels of customer retention, customer revenue, customer satisfaction, and agent satisfaction are an ongoing challenge of todays contact centers. IBM has developed an analytics-based, optimized, contact center solution that matches agents to customers based on the highest probability of success. This session will demonstrate how the outcome of an analytics-based, optimized contact center delivers an identifiable change in business performance, unique and new customer and agent insights and personalized agent/customer interaction that ultimately lead to greatly increased sales, retention and collections.</p>
<p>Getting Business Value from Watson</p>	<p>Will the innovative algorithms and natural language processing capabilities of Watson have a significant impact on how businesses use and apply analytics. And if so, what kind of impact will that be, and when would it start to happen. In this presentation, you will hear about the analytical innovations behind Watson and how they might change the way companies use descriptive, predictive, and prescriptive analytics to improve their performance. You will also see how deep question and answer technology correlates to the results of a study asking 3,000 corporate executives how they see the analytics space evolving over the next few years.</p>
<p>Applying Science to the Art of Marketing with Customer, Marketing and Sales Analytics</p>	<p>Customer, Marketing and Sales Analytics helps companies better integrate and more effectively manage their value chain by taking real-time actions leading to greater customer loyalty, revenue, margins and agility. Join leading companies and IBM experts to learn how you can apply analytics to bring science to the art of marketing to gain greater insight into your customers that will enable you to outperform the competition.</p>

The Finance Track

■ [Special / Other Events](#)



	<p>The Journey to a Value Integrator: Applying Real-time Data & Analytics to Optimize Business Outcome</p> <p>In the midst of the crisis through today, CFOs are being called into more frequent boardroom and executive level. Today's CFO provides their enterprises with a competitive edge and help the business make not just faster, but smarter decisions. Learn how leading organizations drive value through a combination of finance efficiency through data and process standards, and business insight through analytics. Hear from leading experts about new tools and disciplines to help finance organizations improve the way they: Measure and monitor business performance Manage enterprise risk Drive information integration Enable sustainable financial governance</p> <p>A Deep Dive into the Benefits of Using an Integrated GRC Solution</p> <p>An overview of the Open Pages suite which combines powerful document and process management with rich interactive reporting capabilities in a flexible, adaptable easy-to-use environment, enabling CEOs, CFOs, managers, independent auditors and audit committees to perform all necessary activities for complying with financial reporting regulations in a simple and efficient manner. A deep dive and discussion of the benefits of implementing OpenPages ORM and IAM at Financial Institutions.</p> <p>Transforming Finance through Analytics</p> <p>While signs of recovery from the global recession abound, heightened uncertainty is now part of the normal course of business. Surviving and thriving in the recovery means anticipating and shaping business outcomes, and driving transparency to manage risk and improve decision making. This session will highlight Qualcomms success in using a range of IBM solutions, and their recent shift from IBM Cognos Planning to IBM Cognos TM1, to increase visibility into the drivers of revenue, profit and working capital and to improve the management of capital expenditures, project cost planning, and consolidated reporting for divisional P&Ls.</p> <p>Enabling Risk-based Decisions: Case Studies in Risk Management</p> <p>Typically risk management has been the responsibility of the office of finance, but as business & economic complexity accelerates business users in every department need a better understanding of real and potential impacts of risk on their decisions. But how do you get departmental users engaged and incorporating risk insight into daily decisions? This session will explore how the University of California and Argos Risk have each engaged business users in the risk management process through building an easy to use and customized, risk dashboard and reporting solution. They will discuss the key success factors to drive adoption and use and how system-wide visibility combined with user flexibility can drive quantifiable ROI for the business</p> <p>Fighting Fraud with Advanced Analytics</p> <p>Fraudulent claims are becoming one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Learn how advanced analytics and modeling can help identify patterns, behaviors and the bad guys in submitting fraudulent claims. Learn how MetLife is using predictive analytics with SPSS and Netezza to identify and fight fraud and how the State of North Carolina has saved their state millions of dollars in more effective identification of fraudulent claims.</p> <p>Embracing Analytics to Transform Financial Management: A Case Study on the IBM Office of Finance</p> <p>In today's complex business environment, the office of Finance is being called upon to play an increasing role in making critical business decisions. Leading finance organizations are leveraging business analytics to improve their ability to assess performance gaps, manage risk, deliver transparency and help shape and anticipate business outcomes to drive decision making. Learn how the IBM Office of Finance is embracing Business Analytics and Optimization to help them progress on their journey to becoming a value integrator.</p>
	<p>The Operations Track</p>





	<p>Revolutionize Your Business Processes with Streaming Analytics (Panel Discussion)</p> <p>It seems everyone is talking about real-time analytics, but how many can say they digest and analyze data with microsecond latencies? Speed and intelligence can have profound impact on how you do business. You can respond to events as they happen rather than analyzing and acting after the fact. Prevent customer satisfaction issues rather than remediating them. Anticipate and address asset failures rather than fixing them. Identify subtle trends in financial markets that can lead to big opportunities. Hear our business partners and customers how they are using Business Analytics and Optimization innovations including InfoSphere Streams - and their vision for the future of real-time data analysis. (Northrup Grumann, Terra Echoes, University of Ontario IT)</p> <p>Advanced Condition Monitoring at Caterpillar</p> <p>Companies like Caterpillar who lease and sell heavy equipment are constantly looking to increase machine up-times and the overall life of their equipment to maximize productivity and minimize costs. In this session, you'll learn how IBM is working with Caterpillar to leverage advanced predictive modeling techniques, based on Business Analytics and Optimization technologies including predictive analytics from SPSS, to identify ways to increase up times and overall life of heavy equipments.</p> <p>Driving Operational Excellence Through an Optimized Sales & Operations Planning Process</p> <p>The challenge of meeting customer demand while balancing operational constraints and meeting financial goals has never been greater. Organizations struggle to align demand, supply, and finance plans. This session explores best practices in Sales and Operations Planning (S&OP), and demonstrates how Business Analytics and Optimization capabilities enable a collaborative process. Come hear how progressive manufacturers link strategy to execution in order to meet customer demand, reduce cost, and drive competitive differentiation</p> <p>Achieving Operational Efficiencies with Business Analytics and Optimization</p> <p>This session covers today's critical topics facing business leaders responsible for operational aspects of their business, for example: business process optimization, supply chain management, asset tracking and management.</p>
	<p>The Strategic Foundation Track</p> <p>How Vanguard, a Leading Financial Firm, Maintains its Competitive Advantage by Leveraging BPM and ECM</p> <p>Vanguard is one of the world's leading investment management firms, and a key player in the highly competitive full service 401(k) recordkeeping business as evidenced by its #1 ranking in the most recent Boston Research Group survey. One of the factors contributing to Vanguards success has been a large scale people, process and technology program focused on eliminating manual processing, increasing quality, and reducing costs. By leveraging IBMs BPM Software and Services and other enabling technologies, Vanguard has witnessed impressive results, which have prompted other business value driven ECM initiatives. This session will present a business leadership perspective of Vanguards business process history and a roadmap for the future.</p> <p>IBM Watson, Big Data, and Better Business Outcomes - A Strategic Foundation for Analytics</p> <p>As IBM 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 actions faster than their competitors. To ingest huge amounts of both new and emerging information types, IBM Watson uses the Hadoop framework, the same technology now available to our customers within the IBM Big Data platform. Join Anjul Bhambri, Vice President, IBM Big Data Initiatives, to learn how organizations are applying Big Data management strategies to realize the IBM Watson vision today.</p>



	<p>Business Intelligence Center of Excellence - Case Study In this session speakers will share the customer case study of implementing BI Center of Excellence for Printpack Inc that uses IBM P-series hardware and Oracle ERP applications. The session will take the attendee through the value proposition of BI Center of Excellence and how to strategize and implment it. In this case study of a manufacturing company, the crawl, walk and run steps will be discussed in details. The speakers will take the audience through the journey of BI and Performance Management maturity assessment to determine the focus of the BI CoE. The focus of this session is at the People, Process and Tools level to lay the solid foundation for the CoE using the successful customer case study.</p> <p>Building an Information Management Foundation to quickly analyze information and optimize Business Outcomes More industry leading organizations are approaching their technical and infrastructure investments in new ways. Large scale people, process and technology programs, which are focused on eliminating manual processing, increasing quality, and reducing costs are becoming more critical within the demands of competitive business environments. IBMs BAO capabilities and Information Management Foundation ensures a combination of hardware, software and services to support impressive results. This session presents a business leadership perspective on the importance of a Strategic Foundation, and developing a roadmap for the future.</p> <p>Watson Innovation Workshop for Retail This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.</p> <p>Watson Innovation Workshop for Healthcare This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.</p> <p>The Ten Rules of Successful Information Governance Information Governance can be a complex undertaking. Many organizations begin their Governance efforts without recognizing that there are ten rules for successful Information Governance. The session will review these core requirements and will include both IBM and client perspectives on how companies can design and execute succesful Information Governance initiatives.</p> <p>Toward the Segment of One - Making Cross Domain Master Data Management a Reality The banking industry has focused on becoming more customer centric by establishing its 360 degree view of its customers, but has retained its highly segmented approach to developing products for those customers. Bank of America is breaking out of the pack by using its investment in MDM as a platform for product authoring, packaging and pricing to enable flexible and streamlined customization of product bundles for its customers. This break through approach will enable it to approach the magical "segment of one" for creation and effective marketing of a product bundle which exactly fits the needs of the individual customer and assure lifetime customer retention. Join us in see how Bank of America is making a breakout step toward that goal!</p> <p>Enabling Analytics with Real-time Data Integration Leading organizations are looking for holistic solutions for their analytic requirements, rather than patchwork software, platforms, and services. Stone Soup is a set of Industry-based solutions that provide end-to-end solution accelerators to quickly implement Business Analytic capabilities. Join this session to hear case studies where the solution has been implemented successfully.</p> <p>Developing an Integrated ECM Strategy to Improve Business Value The unstructured content explosion has created information chaos across the enterprise, emphasizing the need for new ways to harness the power insight and analytics. ECM is a key part of becoming an analytics-driven organization. That transformation involves creating an ECM strategy, establishing a flexible platform, and applying best practices to guide your investments and ensure alignment with business value. Learn how the IBM ECM Strategy & Roadmap can help you develop strategic recommendations and tactical plans to accelerate your business value. Join this session to hear how Henkel KGaA has defined an effective global strategy for Information and Collaboration Management.</p>
<p>5:00 – 7:00 PM</p>	<p>EXPO Reception</p>

■ [Special / Other Events](#)



Tuesday, October 25

8:15 – 9:30 AM	General Session						
10:15 – 11:15 AM	Energy & Utilities Industry Kickoff IBM industry leaders set the stage for the track by laying out IBM's vision and strategy for BAO to solve the top business problems faced by organizations in the Energy & Utilities industry.						
11:30 AM – 12:30 PM	Energy & Utilities Client Panel Client speakers share best practices and lessons learned from their BAO projects, bringing to life the topics discussed in the prior session's kickoff.						
12:30 – 2:00 PM	Industry Lunch – Business Analytics Forum 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 3:00 – 4:00 4:30 – 5:30 PM	<p>Energy & Utilities Industry Track Afternoon Elective Sessions Learn from your industry peers how BAO addresses the most critical business problems faced today <i>(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is still in process.)</i></p> <table border="1"> <tr> <td>Strategies for Leveraging Smart Meter Information for Business Benefit: A Case Study from Oncor</td> <td>AMI deployments across millions of smart meters reading at 15 minute intervals produce prodigious amounts of data, potentially billions of rows of usage, events, and flags. The management of the AMI system, revenue base, and associated grid elements requires analysis of current and historical data to effectively operate to detect energy diversion, to identify fraud patterns, to understand effectiveness of customer programs, and to understand energy usage patterns. In this session, Donny Helm from Oncor Electric Delivery highlights strategies, approaches and business benefits realized from Oncor's experience implementing an AMI information warehouse.</td> </tr> <tr> <td>How to Provide Insight into Eco-efficiency: The SmartCity Malaga Case</td> <td>SmartCity Malaga is a technology project which involves 11 companies (with IBM as tech partner) under ENDESAs leadership. It set to become a global model in developing cutting-edge technology regarding smart grids, smart cities and energy efficiency. SmartCity introduces a new urban energy management model to improve energy efficiency (cutting energy consumption by 20%) and reduce CO2 emissions (avoiding 6,000 tonnes of CO2 each year). To achieve that, a business analytics environment is being deployed to manage information and KPIs about consumptions and emissions, supporting the best decisions to manage energy as well as integrate data from different sources as AMM, renewals, smart grid or electric vehicles.</td> </tr> <tr> <td>A Case Study of Using Advanced Analytics to Optimize Utility Operations</td> <td>Deployment of advanced analytics and optimization capabilities to drive operational efficiencies and informed decision making through insights from asset data</td> </tr> </table>	Strategies for Leveraging Smart Meter Information for Business Benefit: A Case Study from Oncor	AMI deployments across millions of smart meters reading at 15 minute intervals produce prodigious amounts of data, potentially billions of rows of usage, events, and flags. The management of the AMI system, revenue base, and associated grid elements requires analysis of current and historical data to effectively operate to detect energy diversion, to identify fraud patterns, to understand effectiveness of customer programs, and to understand energy usage patterns. In this session, Donny Helm from Oncor Electric Delivery highlights strategies, approaches and business benefits realized from Oncor's experience implementing an AMI information warehouse.	How to Provide Insight into Eco-efficiency: The SmartCity Malaga Case	SmartCity Malaga is a technology project which involves 11 companies (with IBM as tech partner) under ENDESAs leadership. It set to become a global model in developing cutting-edge technology regarding smart grids, smart cities and energy efficiency. SmartCity introduces a new urban energy management model to improve energy efficiency (cutting energy consumption by 20%) and reduce CO2 emissions (avoiding 6,000 tonnes of CO2 each year). To achieve that, a business analytics environment is being deployed to manage information and KPIs about consumptions and emissions, supporting the best decisions to manage energy as well as integrate data from different sources as AMM, renewals, smart grid or electric vehicles.	A Case Study of Using Advanced Analytics to Optimize Utility Operations	Deployment of advanced analytics and optimization capabilities to drive operational efficiencies and informed decision making through insights from asset data
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5:00 – 7:00 PM	EXPO Reception						
7:00 – 11:00 PM	Networking Event						

■ [Special / Other Events](#)



Wednesday, October 25

8:15 – 9:30 AM	General Session
10:00 – 11:00 AM 11:30 – 12:30 PM	<i>Continuation of Business Leadership Forum Electives</i> <i>The Business Leadership Forum runs through Wednesday morning of the conference. Some sessions listed in the Monday and Tuesday electives above will be held at this time when scheduling is complete. Check back to the conference website for latest information.</i>



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

Business Analytics	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).
Business Analytics	Predictive Analytics improves accuracy in inspections & energy recuperation in CPFL, Brazilian energy company	Energy losses caused by fraud or problems in the meter are reduced by IBM SPSS Modeler, decreasing 30% in inspections in the last 3 years.
Enterprise Content Management	Ending Reliance on E-mail within Six Months - Rapid Deployment of E-mail Management	This session will provide the causative factors of small business love affair with the e-mail, and provide the logic for moving away from the love hate relationship business has with e-mail. The session will provide a case study of a fast growing company that made the decision to rapidly deploy an IBM P8 e-mail management system. The reasons for the change were acknowledged as improving corporate governance, eliminating maintenance on personal and public folders and reclaiming storage space. The global deployment was accomplished in six months.
Enterprise Content Management	Alternative Energy Firm...goes Social	ISAGEN is a mixed public utility entity, incorporated as a Public Company affiliated to the Ministry of Mining and Energy in Colombia. ISAGEN is dedicated to generate and commercialize electric energy, commercialize natural gas and other energy for industrial use. The initial solution was chosen to address the need for an ingest and content management requirement that also provided business process management, immediate access to information, leveraging the integrity of that information in a collaborative and social environment taking advantage of the internal and industry expertise. A secondary goal but equally important is to deploy "green" solutions that help demonstrate ISAGEN's commitment to helping the environment.

■ Special / Other Events



Enterprise Content Management	Integrating IBM FileNet P8 and SharePoint to Deliver Business Solutions	Overview of BC Hydro ECM implementation based on IBM FileNet platform. Describe how BC Hydro uses FileNet P8 and SharePoint together to deliver business solutions covering collaboration and source of authoritative information. Demonstrate typical uses cases, including ECM support for engineering construction projects and project management. Share BC Hydro plans and progress in implementing ECM tools as part of Portfolio and Project Management solution.
Enterprise Content Management	China Nuclear Plants Achieve Operational Excellence via IBM ECM Platform	Experiences learned implementing IBM FileNet BPM, CM and RM solutions to integrate and streamline operational processes and document management, to meet compliance requirements, and to collaborate on all handy information.
Information Management	Successful Implementation of Informix-based Billing System for Large Energy Client in Poland	Implementation and centralization of the billing systems based on Informix

