



## Business Leadership Forum - Government 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 Government attendees featured in other programs at the conference, e.g. Business Analytics, Information Management and Enterprise Content Management Forums.

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*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	<b>Theme Track Kickoffs</b> <ul style="list-style-type: none"> <li>• The Customer Track – Client Panel</li> <li>• The Finance Track – Client Panel</li> <li>• The Operations Track – Client Panel</li> <li>• The Strategic Foundation Track – Client Panel</li> </ul>
12:30 – 2:00PM	Lunch
2:15 – 3:15 PM & 3:30 – 4:30 PM	<b>Theme Track Electives Afternoon Sessions</b> 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>
	<b>The Customer Track</b>

■ 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 &amp; 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&amp;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 &amp; 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><b>The Operations Track</b></p>	



	<p>Revolutionize Your Business Processes with Streaming Analytics (Panel Discussion)</p> <p>Advanced Condition Monitoring at Caterpillar</p> <p>Driving Operational Excellence Through an Optimized Sales &amp; Operations Planning Process</p> <p>Achieving Operational Efficiencies with Business Analytics and Optimization</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>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>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&amp;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>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><b>The Strategic Foundation Track</b></p> <p>How Vanguard, a Leading Financial Firm, Maintains its Competitive Advantage by Leveraging BPM and ECM</p> <p>IBM Watson, Big Data, and Better Business Outcomes - A Strategic Foundation for Analytics</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>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</p> <p>Building an Information Management Foundation to quickly analyze information and optimize Business Outcomes</p> <p>Watson Innovation Workshop for Retail</p> <p>Watson Innovation Workshop for Healthcare</p> <p>The Ten Rules of Successful Information Governance</p> <p>Toward the Segment of One - Making Cross Domain Master Data Management a Reality</p> <p>Enabling Analytics with Real-time Data Integration</p> <p>Developing an Integrated ECM Strategy to Improve Business Value</p>
<p>5:00 – 7:00 PM</p>	<p>EXPO Reception</p>

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.

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.

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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.

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!

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.

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.

■ Special / Other Events



## Tuesday, October 25

<p><b>8:15 – 9:30 AM</b></p>	<p><b>General Session</b></p>
<p><b>10:15 – 11:15 AM</b></p>	<p><b>Government Industry Kickoff</b>                  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 Government industry.</p> <p><b>“Industry Perspective: How Governments Can Use Analytics &amp; Optimization to Serve Citizens More Effectively</b>                  To drive to the next level of government effectiveness, new initiatives need to go beyond efficiency improvements, focusing instead on doing more with less and optimizing processes. Governments at all levels are now implementing strategies to better understand the citizen, improve services, create new economic opportunities and attain greater return on existing investments. This session will cover these issues including customer examples and best practices from a variety of key government imperatives including social services, tax and revenue, public safety and transportation”</p>
<p><b>11:30 AM – 12:30 PM</b></p>	<p><b>Government Client Panel</b>                  Client speakers share best practices and lessons learned from their BAO projects, bringing to life the topics discussed in the prior session’s kickoff.</p>
<p><b>12:30 – 2:00 PM</b></p>	<p><b>Industry Lunch – Business Analytics Forum</b>                  You are invited to join your industry peers for networking and socializing at this event sponsored by the Business Analytics Forum.</p>
<p><b>1:45 – 2:45</b>  <b>3:00 – 4:00</b>  <b>4:30 – 5:30 PM</b></p>	<p><b>Government Industry Track Afternoon Elective Sessions</b>                  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> <p>A Walk-through Of IBM’s ACM Vision For eJustice</p> <p>Mission Critical Applications - Identity Insight with the US Government</p>



	<p>Fighting Fraud in Government Services</p> <p>Government services modernization programs seek to improve citizen experiences, optimize business processes and improve analytics. A winner of multiple industry awards, the Social Services Integrated Reporting System (SSIRS) in Alameda County, California, generated real, measurable, business value for the county and state by delivering a single, unified view of citizens and their relationships. It is now expanding the programs value by tackling multiple new programs including fraud identification. Learn what made Alameda County successful and hear other ways your state, local, or federal government agency can embark on a single citizen view roadmap and reap similar rewards.</p> <p>Advances Made in Law Enforcement Using Technology</p> <p>Information Technology is helping law enforcement organizations globally to enhance officer safety, automate back office operations and drive investigative efficiency. Join this panel of experts representing law enforcement organizations across North America as they discuss how information technology supplied by IBM, including Identity Insight, is working in their departments. 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>
5:00 – 7:00 PM	<b>EXPO Reception</b>
7:00 – 11:00 PM	<b>Networking Event</b>

### Wednesday, October 25

8:15 – 9:30 AM	<b>General Session</b>
10:00 – 11:00 AM 11:30 – 12:30 PM	<p><b><i>Continuation of Business Leadership Forum Electives</i></b></p> <p><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></p>



## Other sessions of interest for the Government Industry

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

Enterprise Content Management	Cost Savings and productivity improvements in the Federal Government	The Department of Veteran's Affairs is focused on approaches to better serve our Veteran's 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 on-line 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.
Enterprise Content Management	See how the US NRC gets the word out! Using P8 and VSpace to publish content to NRC.gov	The US NRC regulates commercial nuclear power plants and other uses of nuclear materials, through licensing, inspection and enforcement. This requires fast and accurate evaluation of data and content, as well as superb public communications. IBM P8 allows the commission to identify and act upon important content as well as to quickly evaluate and publicize relevant materials to US Citizens. This session provides details, both functional and technical, of how the NRC has successfully converted from IBM CS to IBM P8, implemented a cutting edge public web interface for content discovery and access, and agile internal solutions for evaluation and classification of content using Vega vSpace, Case Management, and Widgets.
Enterprise Content Management	Migrating a million documents from Stellent to FileNet: A Customer Perspective	The challenge our content team faced was to replace the underlying content repository for the enterprise with minimal customer impact. We will examine the trade-offs that were made in customization vs maintainability and the additional services we developed to smooth the transition. We'll examine the rationale for providing our own web service layer and the decision to redirect existing document links to FileNet. Application monitoring and performance improvements will be covered as well.
Enterprise Content Management	A deep technical dive into managing rich media for the Mexican council for the culture & arts.	The session will consist in a technical explanation of the architecture and components that are being implemented for the rich media management solution in the council for the culture & arts in Mexico City. This solution is aimed to provide an IBM end to end digital asset manager for all of Mexico cultural & arts related content that will become available to the citizens and public in general. Also during the session we will focus in the challenges we faced to position our solution against EMC.
Information Management	DB2 Compression - More Than Saving Disk Space on My Warehouse Database System	We have a warehouse database application system supporting dynamic data population, reporting, and pruning processes. System experienced severe memory shortage, heavy I/O wait. We hoped that DB2 V9 compression feature might help to reduce the data foot print, and thus alleviate the memory contention bottleneck. After 80+ large tables were compressed, tablespaces 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 reorg time changed from 13h 58m to 8h 58m (35%). 18% memory is saved by compression. Memory shortage bottleneck is eliminated, a good trade off. Index compression saved additional 30% space.

■ Special / Other Events





Information Management	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 make 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.
Information Management	Successfully Managing a Large Data Integration Practice at Canadian Revenue Agency	The Canadian Revenue Agency has relied on InfoSphere DataStage to serve its very diverse set of data integration needs for well over a decade. Over this time, the agency has grown to include over 150 developers, who know follow an established set of policies to structure the data integration environment and help ensure the success of their business objectives. In this session, Andre Dagenais will share how Canadian Revenue Agency brings up novice users through a series of training and mentoring steps alongside of their design and operating procedures to expedite the organization's time to value.
Information Management	InfoSphere Identity Insight: Increasing security and identify threats at US Military facilities	Spurred by the Ft Hood task force, the joint forces have selected InfoSphere Identity Insight and Global Name Recognition to secure military facilities. A deep dive of how InfoSphere Identity Insight enables visibility for the US Army, Navy and Air Force will also be covered.
Information Management	IBM InfoSphere Global Name Recognition Deep Dive and Product Roadmap	With the global nature of business today, correctly understanding an individual's name is at the root of improving customer insight, identifying fraud and abuse, and preventing criminal activity. IBM InfoSphere Global Name Recognition helps manage, search, analyze, and compare multicultural name data sets by leveraging culture-specific name data & linguistic rules. Join this session for a deep dive into what InfoSphere GNR does, how it works and its future roadmap.
Information Management	IMS Application Modernization: Picking the Right Time to Introduce Web Services	The State of Illinois is looking to modernize their solution offerings using web services and IMS SOAP Gateway. They are exploring some fundamental challenges with regard to application modernization: When is the "right" time to introduce web services? How do we help our customers take advantage of them after they are deployed? Join the State of Illinois to learn how they approached this challenge!
Information Management	Best Warehouse Practices by a Government Trying to Build a Smarter City	Learn how the financial department of a Government uses Informix, Informix Warehouse Accelerator and XML to improve intelligence to manage the taxes.
Enterprise Content Management	Smarter Government with IBM Content Analytics: Law Enforcement & Fraud Analytics Case Studies	IBM Content Analytics is revolutionizing Law Enforcement and Fraud Analytics. Consider the impact of transforming free text into a series of structured facts. The data extracted can: identify inconsistencies automatically cleanse and update personality database identify patterns of behavior that indicate criminal activity identify anomalies and correlations in the data that require further investigation The business results: more effective enforcement, reduced effort to process data, and faster response times at a lower cost. Learn how homeland security agencies in Europe, law enforcement agencies in the middle east and tax agencies in the Americas are using IBM Content Analytics to drive unprecedented business value.
Information Management	Fraud Detection and Management for Government Agencies and Public Sector	Fraud Detection and Management for Government Agencies and Public Sector. Attendees will learn how Information Server, MDM Server, Identity Insight, and ISAS, Optim, and Guardium can be integrated together to provide a comprehensive solution to detect and manage crime in a complex business scenario. Additional considerations will be discussed for adding Advanced Case Management and FileNet to provide a complete operational and analytic environment.
Information Management	Reeling in Big Data for Smarter Business Outcomes	One of the unique benefits of IBM's platform for Big Data is that its two core technologies, InfoSphere BigInsights and InfoSphere Streams, are built to work together. This integration not only enables data flow between the two products, but also control flows to enable models to



adapt to represent the real-world accurately, as it changes. We call this unique capability, Adaptive Real-Time Analytics. Become smarter and more agile by using these techniques to extract insight from relational data as well as non-relational data types such as audio, video and images.

Business Analytics	Dig Deeper: How to Find Gems in the Data Rubble and Facilitate Student Achievement	IBM SPSS Predictive Analytics helps provide school districts with information they can use for early intervention to improve student achievement and graduation rates. The analyses provided help districts set their priorities so that programs and services are targeted to those who need them most, saving time and money. In this session you'll hear how the Board of Education Cooperative Services applies predictive models to current students so districts can anticipate what the outcomes would be if no intervention was provided. You'll also learn how IBM solutions are helping to identify predictors of early literacy skills and dropouts, and create profiles of students who are in career and technical programs from high school to college.
Information Management	Information Server Concierge Program. Upgrading 22K ETL jobs at Univ of AZ	Learn more about the very unique Information Server upgrade concierge program established to help Information Server customer upgrade to the latest versions. Also, ETL Team lead at the University of Arizona will talk about their successful installation / configuration of Datastage 8.5 that involved migration of 22K ETL jobs. Specific focus will be around time frame, steps involved and their Information Server architecture that helps run all these jobs within a 1.5 - 2 hour nightly window.
Information Management	Classified! Big Data analytics in Law Enforcement	Law Enforcement agencies have found a secret weapon for fighting crime! With over 50 deployments in the WW law enforcement community, InfoSphere Streams technology is revolutionizing how these agencies do business. Streams makes it possible to find insights buried in valuable but difficult to analyze data types such as text, audio in video with microsecond response times. Learn how Streams supports the crucial mission of citizen safety, and how it can help you transform your business. We will definitely have a speaker from either a U.S. or U.K intelligence agency. We will not be able to give you the individuals name or contact info.
Information Management	Database Vulnerability Assessment: Preparing Your Organization to Withstand Attack with InfoSphere Guardium	One of the best ways to secure database infrastructures plus comply with regulations and pass your audits is to regularly perform security assessments of your database environment. Security assessments evaluate the security strength of your database environment and compare it with industry best practices. These in-depth evaluations examine patch levels and database configurations to highlight vulnerabilities in your environment so you can quickly remediate problems and safeguard your critical enterprise data from both internal and external threats.
Information Management	Swedish Armed Forces and Cardinal Health successfully leverage IBM Ready to Launch for SAP Applications	Swedish Armed Forces facing the transformation of their logistics area, came to the conclusion that the volume and complex structure of their legacy system data required a new migration approach based on IBM InfoSphere products and the Ready To Launch (RTL) methods and accelerators for SAP. Learn about their successes and lessons learned. Cardinal Health launched their multi-year Medical Business Transformation program and partnered with IBM in using the RTL solution combining people, process, and technology to provide a comprehensive data management solution for their SAP implementation. This session will focus on how RTL's intelligent and predictive data quality analysis and reports improves Cardinals SAP business process execution.
Information Management	Real-time Geospatial Analytics for Fleet Management and Reducing Traffic Congestion.	Whether you are running a trucking company, managing a fleet of city buses or trying to reduce traffic congestion in your city, real-time geospatial analytics is a must. InfoSphere Streams enables a whole new class of applications in this space by allowing you to access, analyze and act on traffic data in real-time. Learn about our work with an international package delivery company to use BigInsights to build sophisticated models that can be used by InfoSphere Streams to optimize asset utilization and operational efficiency.



Information Management

The Mashup "War Room"

A "war room" is a room at a military headquarters where at any time, the current state of wartime affairs are analyzed and strategic decisions are made. The business world has adopted this concept through real-time dynamic dashboards used within command centers to achieve a current & comprehensive business view. This requires dynamically commingling and integrating data from traditional market intelligence resources as well as nontraditional resources such as blogs, twitter and other emerging new media sources. This session will present a 'Social Media War Room', created with IBM Mashup Center, that can monitor the brand in real-time, gaining consumer insight across various types of social media using IBM's enterprise mashup technology.

Business Leadership

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

