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

### Roadmap table of contents:

*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** <br> • The Customer Track – Client Panel <br> • The Finance Track – Client Panel <br> • The Operations Track – Client Panel <br> • The Strategic Foundation Track – Client Panel |
| **12:30 – 2:00PM** | **Lunch** |
| **2:15 – 3:15 PM** <br> **&** <br> **3:30 – 4:30 PM** | **Theme Track Electives Afternoon Sessions** <br> 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 <br> *(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 till in process.)* |

■ Special / Other Events

**Turn Insight Into Action**

**The Customer Track**

| | |
|---|---|
| Driving B2B Sales with Predictive Analytics | 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. |
| Maximizing Customer Profitability and Marketing ROI, through Multi Channel Sales Campaigns Optimization | 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 ran multi-channel sales campaigns, which resulted in increased 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. |
| Combining Social Media Analytics (CCI) with Predictive Modeling and Other Data Sources | 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, news sites, and message boards. We will also cover how this social media data can be integrated into broader customer analytics activities with tools like SPSS to drive more effective marketing actions. |
| Contact Center, Enhanced Relationships Lead to Proven Financial Results | Increasing levels of customer retention, customer revenue, customer satisfaction, and agent satisfaction are an ongoing challenge of today's 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. |
| Getting Business Value from Watson | 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. |
| Applying Science to the Art of Marketing with Customer, Marketing and Sales Analytics | 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. |

**The Finance Track**

■ Special / Other Events

**Turn Insight Into Action**

| | | |
|---|---|---|
| | The Journey to a Value Integrator: Applying Real-time Data & Analytics to Optimize Business Outcome | 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, and enable sustainable financial governance |
| | A Deep Dive into the Benefits of Using an Integrated GRC Solution | 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. |
| | Transforming Finance through Analytics | 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 Qualcomm's 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. |
| | Enabling Risk-based Decisions: Case Studies in Risk Management | Typically risk management has been the responsibility of the office of finance, but as business and economic complexity accelerate, 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 how system-wide visibility combined with user flexibility can drive quantifiable ROI for the business |
| | Fighting Fraud with Advanced Analytics | 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. |
| | Embracing Analytics to Transform Financial Management: A Case Study on the IBM Office of Finance | 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. |
| | **The Operations Track** | |

■ Special / Other Events

**Turn Insight Into Action**

| Revolutionize Your Business Processes with Streaming Analytics (Panel Discussion) | 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 from 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) |
|---|---|
| Advanced Condition Monitoring at Caterpillar | 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. |
| Driving Operational Excellence Through an Optimized Sales & Operations Planning Process | 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 |
| Achieving Operational Efficiencies with Business Analytics and Optimization | 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. |

**The Strategic Foundation Track**

| How Vanguard, a Leading Financial Firm, Maintains its Competitive Advantage by Leveraging BPM and ECM | 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 IBM's 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 Vanguard's business process history and a roadmap for the future. |
|---|---|
| IBM Watson, Big Data, and Better Business Outcomes - A Strategic Foundation for Analytics | As IBM 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 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. |

■ Special / Other Events

**Turn Insight Into Action**

| | | |
|---|---|---|
| | 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 implement 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. |
| | 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. |
| | 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. |
| | 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. |
| | 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 successful Information Governance initiatives. |
| | 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! |
| | 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. |
| | 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. |
| 5:00 – 7:00 PM | **EXPO Reception** | |

■ Special / Other Events

**Turn Insight Into Action**

## Tuesday, October 25

| | |
|---|---|
| **8:15 – 9:30 AM** | **General Session** |
| **10:15 – 11:15 AM** | **Manufacturing & Process Industry Kickoff**<br>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 Manufacturing & Process industry.<br><br>**"Industry Perspective:  How Manufacturers Can Use Analytics & Optimization to Achieve Sustainable Growth**<br>Want to drive profitable growth and achieve greater efficiencies?  Find out how customer insight can drive more effective forecasting and drive expected customer value.  Supply chain and operations can also be truly optimized through smarter decisions around logistics, allocation, and inventory movement with the use of trusted data.  This session will also cover how overall Manufacturing operations can be made smarter by business analytics.  Real customer examples and best practices will be shared." |
| **11:30 AM – 12:30 PM** | **Manufacturing & Process Client Panel**<br>Client speakers share best practices and lessons learned from their BAO projects, bringing to life the topics discussed in the prior session's kickoff. |

| Advanced Condition Monitoring for Manufacturing | This customer discussion panel will discuss leading edge experiences in planning and deploying advanced condition monitoring solutions in manufacturing and process industries.  Advanced Condition Monitoring goes beyond RFID deployment to offer visibility into the manufacturing environment as well as the location, condition, and distribution process.  Join us to learn how an information agenda approach can help align IT and strategic business processes. |
|---|---|

| | |
|---|---|
| **12:30 – 2:00 PM** | **Industry Lunch – Business Analytics Forum**<br>You are invited to join your industry peers for networking and socializing at this event sponsored by the Business Analytics Forum. |
| **1:45 – 2:45**<br>**3:00 – 4:00**<br>**4:30 – 5:30 PM** | **Manufacturing & Process Industry Track Afternoon Elective Sessions**<br>Learn from your industry peers how BAO addresses the most critical business problems faced today<br>*(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 till in process.)* |

| Ford Consumer Data Refinery (CDR) - Implementation | Lessons Learned  Implementing the Ford Consumer Data Refinery (CDR) using MDM Server |
|---|---|
| Delivering Actionable Metrics to all levels of Factory Management | An overview of how Boeing's 787 program delivered a common "Performance Board" solution to its manufacturing operations in Charleston and Everett. |
| Enterprise Content Management in the Digital Oilfield | In recent years, the term "Digital Oilfields" goes out of the plain concept into meaningful projects. First and foremost the creation of "Digital Oilfields " means a wider application of information technology to assist in the exploration and production. And one of the important components of this system - is an ECM system class. The system provides effective mechanisms to support decision-making, both at the strategic level and operational. Already, the use of such systems leads to increased well productivity and efficiency benefits in the fields. |

■ Special / Other Events

**Turn Insight Into Action**

| | Achieving Operational Excellence with Dashboards, Predictive and Prescriptive Analytics and Lean Manufacturing | Daimler Trucks North America installed a key performance dashboard for management action in late 2010. Results are improved quality, management awareness of manufacturing pipeline, better cash flow, reduced inventory and improved customer satisfaction with assembly quality and delivery timing. The dashboard and detailed drill through reports keynote a daily conference call between plant management, COO and key supply chain personnel.  It provides insight for lean manufacturing continuous improvement efforts to shorten cycle time, deliver consistent quality, improve predictability. Predictive analysis provides early warning to supply issues and diagnostic analysis defines action. See how data and lean culture unite for optimized results. |
| --- | --- | --- |
| | Prediction of Repeat Repairs in the Automotive Industry | In the automotive industry, customer satisfaction is highly correlated with the repair, specially repeated repairs. In this project, a model was created that can be scored at the moment a car is at a dealership for a repair or a service. The model predicts the probability of a repeat repair within 30 days. If a business given threshold is reached, the dealer is urged to a have a more detailed investigation in the car, thereby preventing a repeat repair. Among the predictors of the model are the repair history of the cars and, if available, telematic data. The BMW Group uses the scores of the model in a repair quality improvement tool that is used at the dealership. |
| 5:00 – 7:00 PM | **EXPO Reception** | |
| 7:00 – 11:00 PM | **Networking Event** | |

## Wednesday, October 25

| 8:15 – 9:30 AM | **General Session** |
| --- | --- |
| 10:00 – 11:00 AM <br> 11:30 – 12:30 PM | ***Continuation of Business Leadership Forum Electives*** <br><br> *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.* |

■ Special / Other Events

**Turn Insight Into Action**

# *Other sessions of interest for the Manufacturing & Process Industry*

The list below represents other sessions of interest planned for the conference. They are cross listed here as Manufacturing & Process 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 | Lessons Learned: Optimizing Cognos BI Performance with SAP BW | Discover the techniques used at NASAs Enterprise Applications Competency Center to improve performance of its Cognos version 8 dashboards and reports using SAP BW, in some cases by more than 500%.  Learn about optimization techniques that supplement and expand on IBM's proven practices document, also known as the SAP cookbook.  The primary topics include: using SAP BW variables effectively, speeding up reports by eliminating prompt pages, creating FM models to maximize SAP BW performance, and common pitfalls to be avoided. | Aerospace & Defense |
| Business Analytics | IBM Cognos Framework Manager Unleashed  An Innovative Approach to Modeling for Complex BI Projects | The Boeing Company faced a multitude of challenges managing the many IBM Cognos Framework Manager models it generated for the Finance community. Attend this session to see the solution that meets these Primary Design Principles:1) Everything is modeled once and only once, 2) Multiple developers can easily develop in Cognos Framework Manager simultaneously, 3) Model complexity and the need for regression testing are minimized, 4) Design is optimized for maintainability 5) All applicable content can be made available to a given user group in a single package. | Aerospace & Defense |
| Business Analytics | IBM Cognos 10 Migration and Upgrade for the U.S. Marine Corps | Research and engineering firm SAIC was supporting the U.S. Marine Corps Total Force Data Warehouse (TFDW) using a combination of IBM Cognos Series 7 and IBM Cognos Business Intelligence version 8.2.  This solution housed data that provides a comprehensive view of a Marine's career via time-series analysis and ancillary reporting capabilities. In this session, you'll hear how SAIC engaged IBM Business Analytics Lab Services to lead the technical aspects of an upgrade to IBM Cognos Business Intelligence V10.1. The IBM team's deep product and technical expertise ensured a successful migration, which proved critical, as senior executives viewed this project as a key differentiator in contract renewal discussions with the U.S. government. | Aerospace & Defense |
| Business Analytics | Marching a Large Enterprise Up the Performance Management Maturity Curve | With so many organizations laboring so hard to achieve basic BI capabilities, a frequent problem encountered once basic competency is achieved can be what next?  Without a strategic vision or framework in place, organizations can lose their way.  Learn the difficult steps taken by the Boeing Company Finance DW team to adopt a Performance Management Framework to move itself from a BI basics leader up the performance management maturity curve. | Aerospace & Defense |
| Business Analytics | Around the World in 180 Days: Implementing BI in a Global Company with Dozens of ERP Systems | Gates Corporation is a leading manufacturer of automotive and industrial products, with a 100 year history, and locations in nearly every region.  As a result of growth through acquisition, Gates has a large number of systems used for enterprise resource planning, sometimes making corporate reporting of detailed information a daunting task. Gates recently launched an effort to deploy BI globally, and after just 90 days, its two largest regions are integrated into the Business Intelligence tool, with invoice line details.  This session will focus on best practices and lessons learned, for deploying BI globally. | Automotive |
| Business Analytics | Customer Advisory Boards, User Groups and Why they Build Better Products and Better People | Customer Advisory Boards improve business success.  By building a close connection between the development and product management groups and IBM and successful customers, new features are constantly underway to improve business success. Local user groups also pay big dividends.  By bringing together people with common visions, people can find close-to-home expertise to provide that spark to improve techniques, share great ideas and add new colleagues to your network.. | Automotive |

■ Special / Other Events

**Turn Insight Into Action**

| Business Analytics | Prediction of repeat repairs in the automotive industry | In the automotive sector, customer satisfaction is highly correlated with the repair, specially repeated repairs. In this project, a model was created that can be scored at the moment a car is at a dealership for a repair or a service. The model predicts the probability of a repeat repair within 30 days. If a business given threshold is reached, the dealer is urged to a have a more detailed investigation in the car, thereby preventing a repeat repair. Among the predictors of the model are the repair history of the cars and, if available, telematic data. The BMW Group uses the scores of the model in a repair quality improvement tool that is used at the dealership. | Automotive |
|---|---|---|---|
| Business Analytics | Chevron's Journey with IBM Business Analytics | Over the past two years, energy giant Chevron has embarked on a journey to standardize its business analytics around the IBM Business Analytic framework, including Infosphere and IBM Cognos solutions.  One business unit is now live on Cognos 8.4, integrated with Infosphere.  Another business unit has successfully deployed IBM Cognos Business Intelligence atop the SAP Business Warehouse.  All deployments are being hosted in a new, private cloud offering which is managed centrally in San Ramon, California. Come to this session and hear why Chevron selected this framework, how they made it work, and what lessons were learned along the way. | Chemicals & Petroleum |
| Business Analytics | Creating Dynamic Dashboard using Business Insight | Learn how to use business insight for a quick glance of operational and financial overview.  This session helps to create quick and effective dashboards. This session shows how business insight can provide analysis for operational and financial managers. | Industrial Products |
| Business Analytics | Using Cognos Express to Obtain Tangible ROI | In order to empower end users and address a multitude of backlogged request reports, Uponor needed to upgrade their reporting system. They needed a system that would allow end users to customize information reports in a reliable and timely manner. Uponor also wanted to move away from supporting multiple antiquated and expensive platforms and instead install one powerful and reliable platform that would be more cost-effective. Uponor also previously had no way of analyzing their sales and financial data. They needed to implement a tool that would create visibility to important variables such as international market trends and business spending. | Industrial Products |
| Business Analytics | Jabil Case Study - Transforming the office of finance | During this session Jabil will review their experience working with Cognos10, TM1 and Controller to drive efficiency and reduce cycle time in the office of finance. They will discuss how they are using Cognos10 to improve access to analytical financial information to over 3k users and improve reporting for increased performance | Industrial Products |
| Business Analytics | Navigating with the CFOs compass : Cognos TM1 | With all the challenges faced by the CFOs today :- Educate managers of business which way to go;- Scroll all the way to achieve the stated goal;- To monitor whether the plans made following what was laid out; Identify which switches and realign the business to meet the goals;- To have all the indicators for a better understanding of all the process variables;- Make the decisions and inform the performers quickly and accurately. It is imperative to have a trustworthy compass as a powerful tool. | Industrial Products |
| Information Management | DB2 10 for z/OS - John Deere's Beta Experience | John Deere participated in the IBM beta program for DB2 10 for z/OS.  This presentation will introduce you to some of the new features available in DB2 10 that we tested.  You will gain a general understanding of these features along with some items of interest we found while testing. | Automotive |
| Information Management | Data Encryption: Best Practices at VW/Audi | Come learn about the best practices in data encryption on DB2 and IMS at VW/Audi. The speaker will present customer experiences with IBM InfoSphere Guardium Data Encryption for IMS and DB2. | Automotive |
| Information Management | FORD Builds Better Cars with IMS | Ford employees need handheld access to IMS transactions to procure parts and supplies from vendors. Ford employees want Web Browsers with GUIs to access manufacturing IMS Transactions. Automobile manufacturing process analysts want to automate conversational IMS Transaction process flows. Come and see how Ford uses Blackberry phones to connect through IMS SOAP Gateway and IMS Connect to execute IMS procurement transactions. Ford easily web-enabled IMS Conversational Transactions using IMS MFS Web Enablement, and is choreographing existing IMS Conversational Transactions into composite process flows using BPM, WID, BPEL, WebSphere Process Server, IMS TM RA and IMS Connect. Discover how these innovations are helping Ford build better cars! | Automotive |

■ Special / Other Events

**Turn Insight Into Action**

| Information Management | Case Study: Creating Single view of Well, Reservoir and Fields & Measuring Data Quality with Chevron | How Master Data Management in Oil & Gas Industry helps create a Single view of Well, Reservoir and Fields for better business insight and operations management. Measuring Data Quality and tying this to business benefits from creating a single view of assets | Chemicals & Petroleum |
| --- | --- | --- | --- |
| Information Management | Real time integration w/ Information Server's SOA framework at Freescale. | Learn about various dimensions along which Information Server adds unique value to Data Warehousing projects. Experts from Freescale Semiconductor will discuss how they leveraged real time data services to feed an active Data Warehouse that resulted in improving various processes, enhancing product quality and customer service. | Electronics |
| Information Management | Baldor Customer Experiences with OMEGAMON XE for DB2 PE Extended Insight | Baldor, a manufacturer of industrial electric motors, generators, and transmissions, will share it's experiences with IBM Tivoli OMEGAMON XE for DB2 Performance Expert on z/OS. The new Extended Insight functionality will be the focus of this session. | Industrial Products |
| Information Management | Easy ROI and Implementation with IBM Cognos Express and IBM Data Products | This is a customer success story for Superior Manufacturing's implementation of Cognos Express, Informix Warehouse, Informix 11.7, and Four J's Genero (now sold by IBM).  Because of its long term commitment to Informix and One Point Solutions, Superior purchased CX via One Point, who helped them implement it in an all-IBM environment including the above products and server, showing a very quick ROI and ability to provide turnkey reporting to its execs and users.  This will include best practices and a demo. | Industrial Products |

■ Special / Other Events

**Turn Insight Into Action**