

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



## IM Innovations in IM Big Data

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

### Monday, October 24

	<b>8:15AM – 9:45PM</b>	<b>General Session – Turning Insight into Action</b> Pick up a free copy of the book “Understanding Big Data” after the session
<b>IIM-3614</b>	<b>10:15PM – 11:15AM</b> <b>South Pacific H</b>	<b>IBM InfoSphere BigInsights Product Deep Dive – Hadoop and a whole lot more</b>
<b>BSC-2993</b>	<b>11:30AM – 12:30PM</b> <b>Breakers G</b>	<b>Evolving the Business of Hollywood: Applying Social Media Analytics for Smarter Investments</b>
<b>IIM-3744A</b>	<b>12:30PM – 1:30PM</b> <b>Bayside Dining</b>	<b>Birds of a Feather – What is Big Data?</b>
<b>IIM-2423</b>	<b>2:15PM – 3:15PM</b> <b>South Pacific H</b>	<b>A Closer Look at IBM InfoSphere Streams</b>
<b>IIM-3606</b>	<b>2:15PM – 3:15PM</b> <b>South Pacific C</b>	<b>Hadoop for a 360° View of the Customer – Featuring Dillard’s Inc</b> with Melody Playford, Director Business Analytics and Performance Optimization from Dillard’s
<b>LSA-2925</b>	<b>2:15PM – 3:15PM</b> <b>Banyan C</b>	<b>Combining Social Media Analytics with Predictive Modeling and Other Data Sources</b>
<b>IIM-3177</b>	<b>2:15PM – 5:15PM</b> <b>Shorelines B Lab</b> <b>Room 12</b>	<b>Exploring Big Data Use Cases with IBM InfoSphere BigInsights</b>
<b>LSF-1800</b>	<b>3:45PM – 4:45PM</b> <b>Palm B</b>	<b>IBM Watson, Big Data and Better Business Outcomes – A Strategic Foundation for Analytics</b> with Anjul Bhambhri, Vice President, IBM Big Data

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

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LOE-2399	3:45PM – 4:45PM Palm D	<b>Big Data Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics</b> with Alex Philp, CEO, TerraEchos Prakash Paranjape, CIO, Idea Cellular Pierre Dubost, Vice President, Alcatel-Lucent Nagui Halim, IBM Fellow and Director, InfoSphere Streams
IIM-2616	3:45PM – 4:45PM Tradewinds D	<b>An Agile Cloud for Analyzing Big Data</b>

## Tuesday, October 25

	8:15AM – 9:45PM	<b>General Session – Transforming in the Era of Big Data &amp; Analytics</b> Pick up a free copy of the book “Understanding Big Data” after the session
IIM-3612	10AM – 11AM South Pacific J	<b>Demystifying Deployment of InfoSphere Streams</b> with Alex Philp, CEO, TerraEchos
IIM-3747A	10AM – 11AM Reef D	<b>Ask the Experts – What does big data mean for your organization?</b>
IIM-3605	11:15AM – 12:15PM Mandalay Bay B	<b>Smart Grid Case Study – Pacific Northwest Smart Grid Demonstration</b> with Dr. Ronald Melton, Project Director from Battelle Memorial Institute
IIM-2402	11:15AM – 12:15PM South Pacific J	<b>Finding the Needle in the Haystack – Big Data Analytics for the US Government with InfoSphere Streams</b> with Elizabeth Richards, Technical Director, Department of Defense
IIM-3607	11:15AM – 12:15PM Mandalay Bay C	<b>Big Data Strategy &amp; Business Innovation for the Enterprise</b>
IIM-3746A	12:30PM – 1:30PM Bayside Dining	<b>Birds of a Feather – InfoSphere BigInsights (IBM’s Hadoop-based offering)</b>

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IIM-3608	3PM – 4PM South Pacific J	Bringing Big Data to the Enterprise – Extending the Value of your Existing IT Infrastructure
LCS-2405	3PM – 4PM Banyan B	Driving Revenue and Profits With IBM BAO Solutions with Prakash Paranjape, CIO, Idea Cellular
LOE-4133A	3PM – 4PM Palm H	Proactively Manage Services in the Cloud with Behavioral Learning & Predictive Analytics

## Wednesday, October 26

IIM-3745A	12:30PM – 1:30PM Bayside Dining	Bird of a Feather – InfoSphere Streams
	1:45PM – 2:45PM	Keynote – Brave New World: Appliances, Optimized Systems, Big Data & Cloud Pick up a free copy of the book “Understanding Big Data” after the session
IIM-2242	2PM – 5PM Shorelines B Lab Room 12	InfoSphere Streams: Harnessing Data in motion and Leveraging Predictive Insights
IIM-2432	4:30PM – 5:30PM South Pacific I	Adaptive Real-Time Analytics with Big Data

## Thursday, October 27

IIM-3622	10AM – 11AM Islander C	Big Data Case Study – How IBM Revolutionized Capital Equipment Planning
IDW-2546	11:30AM – 12:30PM Islander G	Real Time Analytics: Taking Analytics to the Next Level with the enterprise data warehouse and InfoSphere Streams

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IBM Software

# Information On Demand 2011

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INT-3343

11:30AM – 12:30PM  
South Pacific H

Integrating Big Data With IBM InfoSphere Information Server

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