



**IMTC  
2015**  
7th - 9th October 2015  
The Leela Palace, Bangalore  
**IT INSIGHTS 2015**

**IBM ANALYTICS | IBM SYSTEMS | IBM COMMERCE |  
IBM SECURITY**



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Welcome

## IMTC 2015, Bangalore

IBM welcomes you to IMTC 2015 – three days packed with content on the latest innovative technologies in IBM Analytics, IBM Systems, IBM Commerce & IBM Security Software through dynamic classroom sessions and Hands-on labs.

Building on the success of previous conferences, we are focused on imparting technical knowledge and giving you the latest information on IBM's broad portfolio cutting across IBM Analytics, IBM Systems, IBM Commerce & IBM Security solution offerings. With this intention we have brought together noted speakers from across the globe and IBM's India Software Labs to deliver 120 technical sessions and 8 Hands-on labs for you to fully immerse yourself in different topics in each of these domains.

The conference is an ideal forum for Systems Programmers, Systems Integrators, Application Developers, Systems Analysts, Administrators, Architects/Designers, IT Professionals, and IBM Business Partners to assimilate ideas, collaborate with peers and experts and initiate intense discussions. The conference will focus on various tracks and cover topics like : Big Data Analytics, Advanced Document Imaging, BPM on Cloud, Operations Optimization, "Commerce on Cloud" using hybrid deployment model, Cross Channel Marketing, IoT Security, Cloud Security and more.

In addition you will have an opportunity to receive complimentary certifications across all tracks.

We are confident that you will make the most of this opportunity to interact with key stakeholders and senior professionals from IBM and other esteemed organizations around the world. We hope you find the conference, including the key note speeches, the technical sessions and other programs, both educational and interesting. Our thanks to the presenters, keynote speakers and all the participants who have taken time out of their busy schedule to be a part of this conference.

We look forward to welcoming you to an inspiring, educational and enjoyable conference in vibrant Bangalore.

Sincerely,

IBM Software Services and India Software Labs Team

**Keynote**

**Conference Keynote 1 :**



**Next Generation Analytics**

**Scott Schumacher**

Organizations today know they must leverage big data and analytics to outperform the competition, manage risk, create IT agility and make better decisions.

They need a platform that can capture and analyze all types of data, including real-time information, while being proactive about privacy, security and governance.

IBM makes it possible to manage these priorities through a next-generation platform for big data and analytics.

IBM provides these capabilities in such a way that you can start where you are, build on what you have and scale at your own pace.

In this session you will learn how IBM delivers a governable, consumable set of capabilities that's steeped in analytics for data in motion and data at rest.

**Conference Keynote 2 :**



**A New Era of Security for a New Era of Computing**

**Gopal N Krishnan**

IBM's Security Strategy and an overview of IBM's Security Products and Services offerings and how they meet the current and evolving security needs of enterprises.

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## Venues

Sessions	Hall
Keynote	Royal Ballroom
Training Rooms	Royal Ballroom Kamal Yatra Nidhi Diya Maya Royal Nitya
Lab/Certification	Surya
Quiz	Royal Ballroom
Speakers Lounge	Business Center (Ground Floor)

All of the above mentioned halls are located on 1st floor except Royal Nitya & Royal Club Rooms which are on 2th floor and the speaker lounge is in Business Center.

## Session Timings

Slot No.	7th October	8th & 9th October
	Training Sessions	
1	N/A	09:30 AM - 10:30 AM
2	N/A	10:40 AM - 11:30 AM
3	11:45 AM - 12:45 PM	11:40 AM - 12:55 PM
4	02:00 PM - 02:50 PM	02:00 PM - 02:50 PM
5	03:00 PM - 03:50 PM	03:00 PM - 03:50 PM
6	04:10 PM - 05:00 PM	04:10 PM - 05:00 PM
	Hands-On Labs	
1	N/A	09:30 AM - 11:30 AM
2	11:45 AM - 01:30 PM	11:30 AM - 01:30 PM
3	02:30 PM - 05:00 PM	03:00 PM - 05:00 PM

Demo booths will be hosted for all 3 days

## Quiz Timings

Date	Time
7th & 8th October	05:00 PM - 05:30 PM

## Certification Timings

Date	Time
7th & 8th October	05:30 PM - 07:30 PM

**Schedule**

**Wednesday, October 7**  
**Conference Registration and Keynote**

09:00 hrs - 09:30 hrs	Registration
09:30 hrs - 9:40 hrs	Welcome Note By Dulles Krishnan
9:40 hrs - 10:00 hrs	Conference Keynote 1 : Next Generation Analytics By Scott Schumacher
10:30 hrs - 11:15 hrs	Conference Keynote 2 : A New Era of Security for a New Era of Computing By Gopal N Krishnan
11:15 hrs	Housekeeping Announcements

11:00 AM TO 11:45 AM Tea Break

**Training Sessions**

Slot Name	Royal Ballroom	Karnal	Yatra	Wadh	Diga	Maya	Royal Maya
<b>11:45 AM to 12:45 PM Slot 3</b>							
Session Code	BC0081	AP001	AP002	SE001	CO001	CO002	SE002
<b>Session Name</b>	Expand the horizons of your Big Data analytics with Splunk's 4.0, on-premise and on the cloud	IBM's new state-of-the-art IBM AEM unified platform takes an Adobe-like design for benefits of Data Governance & Risk Management	Deployment of IBM's Green Traffic System • Predictive Analytics: The next step of being informed in a Greater Transportation Solution	What's New in IBM SPSS 23.5	IBM's "Command in Cloud" Solution using Hybrid deployment model	Green Channel Merchandising Optimization	IBM Cloud Security Strategy Updates and IBM Cloud Security Solutions
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Jayashankar, Sriramesh & Shrinivas S Kulkarni	Satish Kumar, Anand Kumar & Rishabh Dasgupta	Manish Kumar, Anand Kumar & Manish Kumar	Prakash Kumar	Priya Anand, Pavan Kumar & Srinivas Kumar	Manish Kumar, Manish Kumar & Manish Kumar	Srinivas Kumar

12:45 PM to 02:00 PM Lunch

Slot Name	Royal Ballroom	Karnal	Yatra	Wadh	Diga	Maya	Royal Maya
<b>02:00 PM to 02:50 PM Slot 4</b>							
Session Code	BC0081	AP001	AP002	SE001	CO001	CO002	SE002
<b>Session Name</b>	IBM Cloud Data Services: Services to get, send and analyze data on the cloud	CloudScale: Technical Deep Dive and implementation Best Practices & a Customer Case Study	IBM Behaviour Based Customer Insight for Telecommunications	Integrating the Enterprise IT on IBM Digital Experience Platform	IBM Order Management DevOps Frameworks Using Docker	Case Study: IBM SaaS Cloud solutions in Logistics Domain	IBM Security Identity Governance Intelligence: Managing Risk in a Digital Enterprise
<b>Track</b>	Big Data - Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Manish Kumar & Manish Kumar	Priya Anand & Sri Venkatesh	Manish Kumar	Aravind Kumar	Vinayak Reddy and Subramanian Sankaranarayanan	Srinivas Kumar & Srinivas Kumar	Srinivas Kumar

02:00 PM to 03:00 PM Movement Break

Slot Name	Royal Ballroom	Karnal	Yatra	Wadh	Diga	Maya	Royal Maya
<b>03:00 PM to 03:50 PM Slot 5</b>							
Session Code	BC0081	AP001	AP002	SE001	CO001	CO002	SE002
<b>Session Name</b>	Advanced Document Imaging using Microsoft's J	DRG (DLI) Accelerator: A technical deep dive in the in-memory columnar technology and its latest features and use	IBM Business Based Customer Insight for Banking Services	IBM BPM on Cloud - Offering Overview	Understanding and Extending the IBM Sterling Order Solution	IBM Sterling B2B Integration: How to Achieve Optimum Performance	IBM Guardium - Safeguarding Sensitive Data
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Rajesh Kumar, Prakash Kumar & Prakash Kumar	Manish Kumar	Srinivas Kumar	Rajesh Kumar	Srinivas Kumar & Sri Venkatesh	Srinivas Kumar & Sri Venkatesh	Srinivas Kumar

03:50 PM to 04:10 PM Tea Break

Slot Name	Royal Ballroom	Karnal	Yatra	Wadh	Diga	Maya	Royal Maya
<b>04:10 PM to 05:00 PM Slot 6</b>							
Session Code	BC0081	AP001	AP002	SE001	CO001	CO002	SE002
<b>Session Name</b>	Explore data in Hadoop, BigBright, Cloudera etc using HUE Query from Velocity	Big Data Overview of IBM Parallel Applications and IBM Cloud on (PaaS) Patterns	IBM Business on AWS Mobility Launching for Banks	WebSphere Portal v8.5.6 - Implementation for a leading Private Bank in India	IBM Programme to integrate various CRM systems with the Marketing Order Management System	Real Analytics for CPQ Implementation	Multi-channel Gateway Solution - To Secure multiple Business Channels of Web, Mobile, APIs, SaaS and B2B
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Srinivas Kumar	Prakash Kumar	Srinivas Kumar & Srinivas Kumar	Srinivas Kumar	Srinivas Kumar	Srinivas Kumar & Srinivas Kumar	Srinivas Kumar

05:00 PM - 05:30 PM Quiz at Royal Ballroom

05:30 PM - 07:30 PM Certification Testing at Surya

Thursday, October 8

Full Name	Royal Ballroom	Forum	Yatra	Wadh	Diga	Mega	Royal Nitya
<b>09:30 AM to 10:20 AM Slot 1</b>							
Session Title	SC00001	AP0001	AS0001	SE0001	CS0001	CS0002	SS0001
<b>Session Name</b>	Is your organization running to the tune of BigSQL v1?	InfoSphere MDM & Control: Comparing Different Outcomes	India Compliance Act: Global Open-Project Solution	IBM BPM - Protection Topologies for the Enterprise	Cross Channel Marketing using IBM Campaign	Capabilities of Standard Processing Engine and its scaling with integrator	IBM Security AppScan and Cloud Based Analyzers
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Arvi Rai & Shubho Mukhopadhyay	Suresh Shankar, Arvi Mittal & Lata Sood	Hemal Kulkarni & Liz Thomas	Shilpi Jayaraman & Rishi	Soheil Subramanian	Geetha Sathyanarayana & Ramesh Pragas	Amresh Rai
<b>10:20 AM to 10:40 AM Tea Break</b>							

<b>10:40 AM to 11:30 AM Slot 2</b>							
Session Title	SC0001	AP0002	AS0002	SE0002	CS0002	CS0003	SS0002
<b>Session Name</b>	Secure and Collaborative IBM ICM offerings in Private, Public and Hybrid Cloud	Apache Spark integration with IBM MDM - A Perfect Couple	IBM Cognos Fraud Solutions	Dynamic SLA Governance with IBM API Management & Developer and WSPF	WebSphere Commerce Search Performance Architecture	Optimization of IBM Marketing Data, to leverage special services for campaign definition and assured customer relationship	Internet of Things Security Implications and Imperatives
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-3	Security
<b>Speaker</b>	Arvind Iyer & Anand Singh Akshay	Pallavi Prasadaram & Prasadaram R. Ram	Shyam M. Acharya & Sandeep Kumar	Rakesh Nair	Guru Prasad Srinivasa	Manohar Kodigepalli Venkatesh	Surya S. Gupta
<b>11:30 AM to 11:45 AM Movement Break</b>							

<b>11:40 AM to 12:45 AM Slot 3</b>							
Session Title	SC0002	AP0003	AS0003	SE0003	CS0004	CS0004	SS0003
<b>Session Name</b>	Modernized Data Warehouse	Informa (Shaping Modern Business - The Intelligent Database for Internet of Things IoT)	• Transforming data in India to break into into intelligent business opportunities • Overview of IBM Watson Cyber and its capabilities in developing economy like India	WebSphere Portal v8.4: Review for Independent IDC Challenge for leading Telecom customer	IBM OTC integration case study based on the use case of a leading financial institution	IBM Commerce - The Road Journey - Customer Space	IBM Rights: Enriching End-point Security and IBM License Metric tool
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Vineeth M George & Manoj Jose	Poojamma A. Mathew	Haridossan & Rajan Hockley	Suresh Chariharan	Jagadeesh Sreenivas & Ganesh Jayaraman	Shraddha Sangeetha & Rajivraj Venkateshan	Shivaji Gauri
<b>12:45 PM to 02:00 PM Lunch Break</b>							

Full Name	Royal Ballroom	Forum	Yatra	Wadh	Diga	Mega	Royal Nitya
<b>02:00 PM to 02:30 PM Slot 4</b>							
Session Title	SC0003	AP0004	AS0004	SE0004	CS0005	CS0005	SS0004
<b>Session Name</b>	Accelerate the Code Solution designing and deployment using IBM i z 1	IBM on Cloud	Integration of SPSS with R and Data ingestion using Hadoop	Manage your Business Process suite for performance and scalability	Campaign Big Data	Travel on Mobile and Website access	Order Security Intelligence - New Features
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Satish Subramanian	Shravan Estera, Srinivas Shandiga & Srinivas Srinivas	Srinivas Srinivas & Srinivas	Shilpi Jayaraman	Prakash Dhruva	Shivaji Gauri	Chaitan Mishra
<b>02:30 PM to 02:50 PM Movement Break</b>							

<b>03:00 PM to 03:30 PM Slot 5</b>							
Session Title	SC0004	AP0005	AS0005	SE0005	CS0006	CS0006	SS0005
<b>Session Name</b>	Taming Big Data Using Big Metadata and IBM StreamX	Data Integration for Analytics with Information Service - IBM's New	IBM Solution in Risk and Regulatory Compliance in Solvency II	Efficiency in the Data Center: Private Business Value	Supply Chain Best of Breed Search and selective way to implement integration - IoT - Integration of WebSphere Commerce and Billing Data	Leveraging Web Data For Improved Customer Service Optimization and Business Decision using Social Search	Addressing Financial Fraud through predictive analytics and Cloud based user behavioural monitoring
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Satish Subramanian	Madhav Srinivasan	Manish Choudhary	Rajendra P. Maruti, Anand Venkateshwaran	Srinivas M.M, Anand Mehta	Chandrabhan Lakshminarayanan	Sudhakar Venkatesh
<b>03:30 PM to 04:10 PM Tea Break</b>							

<b>04:10 PM to 05:00 PM Slot 6</b>							
Session Title	SC0005	AP0006	AS0006	SE0006	CS0007	CS0007	SS0006
<b>Session Name</b>	Big Data Real Time Analytics and Visualization on Cloud - A Solution for Mining Industry	Learn about PureData System for Analytics Architecture and its ability to run on IBM's new, fast hardware and migration strategies	Smart Data Discovery with Watson Analytics	Process and Operational Excellence via Integrated Workload Automation	Accelerating Applications Using IBM Features in WebSphere Commerce	Core Cloud: Implementing electronic invoicing in countries with low internet penetration like Turkey and Mexico	IBM Mobile First (Protect - Manage - Enable) Enterprise Mobility
<b>Track</b>	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
<b>Speaker</b>	Joe Miller & Paul Suter via Twitter	Shraddha Sangeetha, Shilpi Mittal & Srinivas Srinivas	Srinivas Srinivas	Krishna Venkateshwaran	Manoj Mittal	Arvi Ravindra & Manoj Sankar	Vineeth Narasimhan

**05:00 PM - 05:30 PM Quiz at Royal Ballroom**

**05:30 PM - 07:30 PM Certification Testing at Surya**

Friday, October 9

Full Name	Royal Ballroom	Karnal	Yatra	Nishi	Diga	Maya	Royal Nitya
<b>09:30 AM to 10:20 AM Slot 1</b>							
Session Code	BC00011	AP0011	AS0011	SE0011	CO0011	CO0011	SO0011
Session Name	IBM Watson for Education: Unleashing the Power of Big Data for Operational Analytics (IBM for Operational Analytics in Banking and Telecom Domain)	IBM Journey in Silver Contact	Operations Optimization - Automation Software providing workflows in ICD	Key Performance Indicators in Play of Configure-Price-Quote	Overview of IBM® Analytics Capabilities (IBM system and solution in the big data ecosystem)	IBM Cloud Security Enterprise - Identity Protection and Enabling Secure & Specified Applications at Cloud Applications	
Track	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
Speaker	Srinivasan Rajasubramany & Subramaniam Prasad	Pradeep Ramaswami & Manish Sarda	Manojkumar Karnal & Pratyush Prasad	Kajal Madan	Geetha Sathyanaray & Chiranjeev Dasgupta	Shreekanth Jayaraman & Divya Lakshmi	Datta S Reddy

**10:20 AM to 10:40 AM Tea Break**

Full Name	Royal Ballroom	Karnal	Yatra	Nishi	Diga	Maya	Royal Nitya
<b>10:40 AM to 11:30 AM Slot 2</b>							
Session Code	BC00012	AP0012	AS0012	SE0012	CO0012	CO0012	SO0012
Session Name	Using IBM Core Manager for Investigations to Address Real-World Challenges	DB2 LUW Performance: Frequently Asked Questions	IBM Asset Analytics for Industrial Equipment	How to start a journey towards Software Asset Management(SAM)	Cloud Connect is a unified and robust multi-tenancy platform designed to support cloud through a multi-tenant architecture and performance based system management	Big Data, Analytics based enhancements in the Big Data Management	Greater Incident Forensics
Track	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
Speaker	Deep Shikha & Kalyanasubramanian	Govind Reddy & Vaidyan Ramesh	Manish Chahal & Ganapathi Srinivasan	Kajal Madan	Manoj Pocher	Srinivas Prasad & Pratikha Srinivas	Srinivasan Chelambur

**11:30 PM to 11:40 PM Movement Break**

Full Name	Royal Ballroom	Karnal	Yatra	Nishi	Diga	Maya	Royal Nitya
<b>11:40 AM to 12:45 PM Slot 3</b>							
Session Code	BC00013	AP0013	AS0013	SE0013	CO0013	CO0013	SO0013
Session Name	The Unparalleled IBM Experience - IBM Content Navigator Update	Model Data Governance and Governance - A Technical Deep Dive	Run IT Considerations for parallel data load	Analytics and its role in the API economy	Strategic Program Management (SPM) Solution - Enabling solution for effective management of program initiatives from opportunity selection through service delivery	Overview of Marketing Cloud, UEM, Journey Designer and Journey Analytics	IBM Security Identity Manager - New Architecture approach and Key Features
Track	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
Speaker	Jayanthi Sankaranarayanan & Venkatesh Narasimhan	Umaleshwar Ramaswami & Jay Lakshmi	Arvind Jagtap & Prashant Srinivas	Dinesh G Shetty	Rajesh Gadhikar & Srinivas Reddy	Suresh Chandra	Ravi Shankar & Parag Gokhale

**12:45 PM to 02:00 PM Lunch Break**

Full Name	Royal Ballroom	Karnal	Yatra	Nishi	Diga	Maya	Royal Nitya	
<b>02:00 PM to 02:50 PM Slot 4</b>								
Session Code	BC00014	AP0014	AS0014	SE0014	CO0014	CO0014	SO0014	
Session Name	Social Media provides a unique new dimension that needs to be provided to the customers and employees	New features of IBM CDC V11.3.1 for security, log and time data integration to Cloud Big data platform and enhancements to other platforms	Capgemini Reporting with TMR (Leveraging from legacy as well as a system from Viewr)	Process & Financial Excellence through an integrated Asset LifeCycle Management Solution	IBM Empatica Innovation: Support Social Collaboration Portal	Inviting to Protect System file - New global capabilities using Endpoint Services to protect their business and be successful in the market	Contract Center Introduction: Analytics using IBM Business to detect fraud improve customer service and increase profitability	
Track	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security	
Speaker	Aravind Dhanraj & Shalika Ramani	Harishankar S Kumar & Aravind Kumar	Saunabh Divedi & Mahesh K. Sagar	Kajal Madan & Manish Venkateshramanjan	Hemachandhar Sankaran	Ketan Kulkarni & Jashwanth	Vishu Kulkarni	

**02:50 PM to 03:00 PM Movement Break**

Full Name	Royal Ballroom	Karnal	Yatra	Nishi	Diga	Maya	Royal Nitya
<b>03:00 PM to 03:50 PM Slot 5</b>							
Session Code	BC00015	AP0015	AS0015	SE0015	CO0015	CO0015	SO0015
Session Name	AIaaS: Integration of AIaaS with SAP/Oracle, SAP, IBM, SCC etc	Collab/Open Text Data Management and Leveraging Hadoop as a Tool Data Landing Zone	The IBM New factory	Performance test strategy for Data integration & implementation for multi-tenant large telecom company	Industry Road/Proof Point: Roadmap for IBM Starting Order Management System	Delivering Performance Intelligence through IBM Empatica Social Analytics	Security Key Lifecycle Manager - Careless and Automatic Key Management
Track	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
Speaker	Vikas Kumar	Tulsi Upad	Mahesh R. Sagar & Jayant Thakkar	Srinivas Reddy	Harishankar Kulkarni & Mahesh Kulkarni	Ketan Kulkarni & Karan Jayaram	Prashant V Madan & Mahesh S Prasad

**03:50 PM to 04:10 PM Tea Break**

Full Name	Royal Ballroom	Karnal	Yatra	Nishi	Diga	Maya	Royal Nitya
<b>04:10 PM to 05:00 PM Slot 6</b>							
Session Code	BC00016	AP0016	AS0016	SE0016	CO0016	CO0016	SO0016
Session Name	An overview of standards and applying your IBM Analytics workloads to IBM iaaS/OP	Interception Server Architecture and Best Practices	The art of possibilities around Analytics, Cloud & Virtual Analytics for India Customers	Performance test strategy for WebSphere Portal Systems and Extensions from Customer Engagements	IBM On premise implementation & Packaging Start with Canonical Approach	Campaign Services Integration	IBM Security Privileged Identity Manager - Mitigating Insider Threats
Track	Big Data, Cloud & Content	Analytics Platform	Analytics Solutions	Systems	Commerce Track-1	Commerce Track-2	Security
Speaker	Srinivas Reddy & Srinivas	Prasad S. Mahalingam & Satyanarayan Yajager	Saunabh Divedi & Jaganth Jayaraman	Vishu Kulkarni	Ketan Kulkarni & Karan Jayaram	Srinivas Reddy	Prashant V Madan

## Hands-On Labs

Wednesday, October 7

Thursday, October 8

Friday, October 9

Half Name	Days
09:30 AM - 11:06AM	
No Session	

Half Name	Days
09:30 AM to 11:30 AM	
Session Code	HOL0002
Session	Identifying the performance bottlenecks & Resolving the issues using PD (problem determination) tools & Techniques for IBM z/os & IBM WebSphere Application Server
Track	Systems Middleware
Speaker	Mananvika Anand

Half Name	Days
09:30 AM to 11:30 AM	
Session Code	HOL0003
Session	Data Analytics using Spark on IBM Analytics for Apache Hadoop
Track	Analytics
Speaker	Sudhakar, Prash S Arora, Payas Gosai & Padmanabhan Krishnar

Half Name	Days
11:45 AM to 01:30 PM	
Session Code	HOL0001
Session	Cloud data services
Track	Analytics
Speaker	Mohit, Jayan & Venkat

Half Name	Days
11:30 AM to 01:30 PM	
Session Code	HOL0004
Session	HA/E virtualization design and usage
Track	Analytics
Speaker	Jenish Joseph, Suresh Thirupattam & Sankar Mani

Half Name	Days
11:30 AM to 01:30 PM	
Session Code	HOL0007
Session	Complex configuration model management using submodels & dynamic instantiation
Track	Commerce
Speaker	Dinup & Priyath

Half Name	Days
02:30 PM to 05:00 PM	
Session Code	HOL0005
Session	ECM: IBM Case Manager Custom Widget development
Track	Analytics
Speaker	Mytha Kumilla & Sandeep

Half Name	Days
03:00 PM to 05:00 PM	
Session Code	HOL0006
Session	Partner onboarding and collaboration on SPO
Track	Commerce
Speaker	Ravi Indrakant, Balarama Boinisetti, Manish Das, Shekhar Prasad & Srinivasa Jini

Half Name	Days
03:00 PM to 05:00 PM	
Session Code	HOL0008
Session	Quality Tools using Adaptive Computers in Scaling SOO integrator
Track	Commerce
Speaker	Prasad Balakrishna

## Demo Booths

Wednesday, October 7  
BOOTH 1

Thursday, October 8

Friday, October 9

Half Name	Days
11:45 AM - 02:00PM	
Session Code	DB0001
Session	Advanced Analytics with Apache Spark and Hadoop
Track	Big Data
Speaker	Hemant Singh & Manoj

Half Name	Days
09:30 AM - 02:00PM	
Session Code	DB0002
Session	JD Demo
Track	Commerce
Speaker	Suresh Chakkar

Half Name	Days
09:30 AM - 02:00PM	
Session Code	DB0003
Session	Enterprise Order Repository & Real Time Analytics on Order Data and Enterprise Commerce Repository (ECR) Mobile Application for Store personnel
Track	Commerce
Speaker	Rajumar Selvaraj, Aruna Raj & Himangshu Mishra

Half Name	Days
02:00 PM - 05:00 PM	
Session Code	DB0004
Session	Storm I2 Demo
Track	Big Data
Speaker	Logesh R

Half Name	Days
02:00 - 05:00 PM	
Session Code	DB0005
Session	Extending Predictive Maintenance and Quality (PMQ) Visualization capabilities leveraging IBM Portal
Track	Big Data
Speaker	Prakash Kumar and Suresh Gupta

Half Name	Days
02:00 - 05:00 PM	
Session Code	DB0006
Session	Fixed Customizations on IBM Call Center for Commerce and IBM Web Store
Track	Commerce
Speaker	Pragunee Nagar, Sudeep Raju, Anand Srinivas, Chandrasekhar & Prasad Sanyal

## BOOTH 2

Half Name	Days
11:45 AM - 05:00 PM	
Session Code	DB0007
Session	CLM 6.0 S4Fe Solution
Track	Systems Middleware
Speaker	Mallagowda S Pulli

Half Name	Days
11:45 AM - 05:00 PM	
Session Code	DB0008
Session	Custom Reporting for CLM
Track	Systems Middleware
Speaker	Sharmila Ramnath & Rishi Thyagi

Half Name	Days
11:45 AM - 05:00 PM	
Session Code	DB0009
Session	DevOps for Defense Project
Track	Systems Middleware
Speaker	Satyu Shakti



## IBM Analytics (Big Data, Cloud & Content)

**BCC0001**

**Expand the horizons of your Big Data analytics with BigInsights 4.0, on-premise and on the cloud!**  
**Jayatheerthan Krishnamurthy and Shrinivas S Kulkarni**

Discover, analyze and visualize data from disparate sources using BigInsights 4.0, built on IBM Open Platform with Apache Hadoop, that helps application developers, data scientists, and administrators in your organization to quickly build and deploy custom analytics to capture insight from big data.

Looking for a sandbox to try out Big Data analytics (or) looking for a hassle free deployment of high performing BigInsights clusters that can scale? Start your explorations at zero cost with Analytics for Apache Hadoop service on IBM Bluemix! Once you are ready for an industry strength POC or production deployment, leverage the enterprise capabilities of the BigInsights platform with the BigInsights for Apache Hadoop service that offers high performing and scalable BigInsights clusters on the cloud!

**BCC0002**

**IBM Cloud Data Services: Services to get, build and analyze data on the Cloud**  
**Mario De Briggs and Manish A Bhide**

From simple key-value based stores to Apache Spark Analytics, from SQL to NoSQL, the IBM Cloud Data Services offers a broad and deeply integrated set of data and analytics services, ready for consumption on the cloud. In this session we will cover the broad portfolio including the latest Compose acquisition and how one can easily move data across services using the Dataworks service.

**BCC0003**

**Advanced Document Imaging using Datacap 9.0**  
**Rajagopalan P Krishnan and Karthick Ramenujam**

Datacap is a complete solution for document and data capture. Datacap scans, classifies, recognizes, validates, verifies, and exports data and document images quickly, accurately and cost effectively. Datacap v9.0 offers customers an advanced document imaging solution with significant new functionality, improved performance and lower TCO. With the state of the art Datacap Navigator experience, Mobile Capture, Datacap Desktop application client, and a Scalable Architecture, Datacap 9.0 has a lot more to offer.

**BCC0004**

**Explore data in Hadoop, BigInsight, Cloudera etc using Fluid Query from Netezza**  
**Sheshnarayan Agrawal**

IBM Fluid Query is a specific software feature in PureData System for Analytics, providing access of data in Hadoop from IBM PureData System for Analytics appliances. Fluid Query also enables the fast movement of data between Big Data ecosystems and IBM PureData System for Analytics appliances. Enabling query and data movement, IBM Fluid Query connects those appliances to common Hadoop systems: IBM BigInsights, Cloudera, and Hortonworks. IBM Fluid Query allows merging results from PureData System for Analytics database tables and Hadoop data sources thus creating powerful analytic combinations.

**BCC0005**

**Is your organization humming to the tune of BigSQL yet?**  
**Amit Rai and Mrudula Madiraju**

Learn how customers architect data migration strategy with BigInsights-BigSQL. Understand more about the latest MPP based high performance BigSQL offering. How BigSQL outperforms Cloudera-Impala for comprehensive SQL support and SQL processing. How BigSQL is enabling organizations to make full use of its existing SQL skills, reducing the need to augment its analytic applications with Hadoop-specific functions. The real value of Big SQL is that it can query and combine data from many data sources, including (but not limited to) Teradata and Oracle. Additionally the built-in data security helps support compliance for regulations and policies related to data privacy, such as patient health records or securities data. Also we will walk through a customer's journey to success- How a customer who was not able to meet the expectation for growing data analytics needs migrated their existing EDW environment to IBM BigInsights for batch analytics.

## Sessions

IBM Analytics (Big Data, Cloud & Content)

**BCC0006**

**Secure and Collaborative IBM ECM offerings in Private, Public and Hybrid Cloud**  
**Anand Iyer and Amarjeet Singh Mundl**

Enterprises all over the world struggle to provide its employees and customers a secure and consumable way to upload, share and download documents. Data privacy, residency concerns and security breaches have dominated the headlines of late. IBM ECM's partnership with Box aims to solve these challenges for enterprises by offering a highly secure, scalable and consumable document repository for Enterprise File Sync and Share use-cases (EFSS). The offering will address data residency and regulatory requirements through on-Premise deployments as well as enabling access to this content to external participants via Hybrid cloud deployments.

**BCC0007**

**Modernized Data Warehouse**  
**Vineeth M George and Mohit Arora**

This topic is basically to bring in the latest practices in building/ maintaining a data warehouse. We will cover items like data quality, data governance, data warehousing, data archive etc.

**BCC0008**

**Accelerate the Case Solution designing and deployment using ICM 5.2.1**  
**Sothish Subramanyam and Ramakrishna**

The industry leading product, IBM Case Manager can optimize the case outcomes and increase customer satisfaction by empowering knowledge workers with access to structured & unstructured information, flexible process controls, access to powerful analytics, dashboards and a host of industry specific solutions.

This session will enlighten the participants on the new enhancements in ICM 5.2.1 Case Builder which enhances the productivity of the Case Solution developers. It also introduces the run time enhancements which benefit the Case Users to effectively use the Case Management System. The participants will also learn how improvements in the Case Administration can help the Administrators achieve more in less time.

Developing a Case Management Solution can become challenging if no methodology is adopted. Traditional development methodologies can not be used as is as it does not capture the nuances of Case Solution development. The session will highlight the need for a development methodology specific to Case Solutions and how to develop one for your organization.

**BCC0009**

**Taming Big Data using Big Metadata and IBM StoredIQ**  
**Satwik Habbar**

Big Data can simultaneously be a boon and a bane. While you focus on how best to exploit Big Data for your innovative insights and driving business, you will want to leave the worries of managing the piles of data to us. StoredIQ understands that Big Data brings with it a friend, named Big Metadata to help you get your arms around it. With the widest array of data source connectors in the industry and a highly scalable architecture, StoredIQ is designed to manage all your enterprise data in-place. Take a trip behind the scenes to learn what is the core motivation behind StoredIQ's design and architecture, and to learn why we are well-placed to become the platform for all your enterprise data management challenges. Finally, if you attended our session last year, we will show-case the exciting improvements and capabilities StoredIQ has added since.

**BCC0010**

**Big Data Real Time Analytics and Visualization on Cloud – A Solution for Mining Industry**

**Joy Ukken and Anilkumar Vn Tennesi**

Today, Big data is growing as huge volume of data is streaming in from many sources. In mining industry, there are more than 4000 sensors per machine and in a second each sensor generates multiple messages. Analytics applied on this data as it occurs and visualizing it at real time is vital in taking tactical and immediate business decisions. These decisions help the organizations advance in the competition and the implementation of this is another important step towards gaining full ROI. Our combined solution on cloud (Softlayer) using InfoSphere Streams, Redis and IBM RAVE implements the above business values by ingesting Big Data at stunning velocity and then provides visualization after filtering and enhancing these analyzed data in motion. This session explains in detail of the mining industry use case, the architecture, the integration approach with a quick end to end demo.

**BCC0011**

**IBM Watson for Education**

**Sreekanth Kakaraparthi and Balumaini Prasad**

The Education industry is at a tipping point. There are enormous challenges arising due to large gaps between demand and supply of quality education, misalignment between education and employment, and the one-size-fits-all approach to education that is leading to widespread student drop out in K-12 education. Students, educators and parents are finding compelling ways to use multiple modalities and technologies to enrich learning and personalize instruction.

Come and see the interesting work IBM has done to address these challenges with suite of technologies, applying deep analytics to create calibrated content providing lessons at the right level leading towards a truly personalized education at-scale and improving learning outcomes.

**BCC0012**

**Using IBM Case Manager for Investigations to Address Real-World Challenges**

**Deep Shikha and Kalavanan Saravanan**

This session covers how ICM offers a powerful solution for optimizing non-fraud investigations for organizations; how supervisors, investigators, analysts, field agents and case workers can collaborate in a single integrated environment, reviewing and contributing to investigations as they move through to completion. The solution manages cases specifically for law enforcement and intelligence, and offers relevant tools to the investigative teams to work through the investigation of these cases.

**BCC0013**

**The Unparalleled ECM Experience- IBM Content Navigator Update**

**Jayanth Geegadhar and Vishnu Nambootiri**

IBM Content Navigator is the unified experience for Mobile, Web and Desktop across the IBM Enterprise Content Management (ECM) portfolio. This session will cover IBM Content Navigator User experience and latest updates in Navigator world.

**BCC0014**

**Social Portal provides a whole new dimension that needs to be provided to the customers and employees.**

**Amol Dhondoo and Siva Kumaravel**

Presentation covers advantages of a single social portal for organization, some of them are listed below:

- Creating a next generation, differentiated customer experience that attracts, engages, and retains the best customers, improves brand loyalty, and lowers operational costs.
- Delivering exceptional web experiences to your employees, customers, business partners, and across your enterprise.
- Personalization and access control that provides the right information, applications, and social content to the right people at the right time.
- Integration of social content in context where useful, for example, contextual blogs, forums, and bookmarks matching page topics and content.
- Building social analytics to provide more appropriate targeted content to customers.
- More appropriate Social Information Architecture that engages, motivates, provides creative and efficient ways of collaboration between different groups/business units.
- Social Portal provides responsiveness by empowering business owners to manage the creation and delivery of dynamic web content, Mashups of content applications and rich media, and other documents.
- Extensive and easy search mechanism to find anything and everything in the organization.

**BCC0015**

**Atlas: Integration of Atlas with StoredIQ, Optim, IER, ICC etc.**

**Vikas Kumar**

Session describes how Atlas can syndicate policy based retention schedules to other repositories and address the major business problem of what data should be retained and for how long. We will see how various repositories like StoredIQ, Optim, IBM Content Collector and IBM Enterprise Records can be integrated with Atlas to help enterprises manage the retention and disposal of data, reduce the cost of managing the data and help improve business outcomes.

**BCC0016**

**An overview of dashDB and migrating your IBM PureData for Analytics workloads to IBM dashDB**

**Santosh Hegde and Sushmitha**

dashDB service on cloud provides a high performance and scalable environment for data warehouses. The Column organized structure of the database tables allow users to get unmatched performance for warehousing queries without needing further tuning and indexes. Being on cloud, users just need to concentrate on the kind of queries/reports requirement leaving the management, operation overheads and tuning of database to the service provider.

IBM Database Conversion Workbench, a no charge plug-in for IBM Data Studio, provides the capability to convert your Oracle or IBM PureData System for Analytics databases to IBM dashDB.

This session will provide an overview of dashDB and walk through on how to migrate an existing Analytics application to dashDB using IBM Database Conversion Workbench.

## IBM Analytics (Analytics Platform)

AP0001

**MDM (A case study in to how IBM MDM unified platform helps an Australian Bank reap the benefits of Data Governance & Risk Management)**

Sadagopan Krishnamachari, Andy Ousterhout and Pradeep Ravulakolu

This session will explain how IBM MDM Governance journey has evolved over the last couple of years at ANZ. Attendees can get an insight into how IBM InfoSphere suite has become an invaluable tool impacting all lines of business across ANZ across 20+ countries. The session will also provide insights in to how IBM MDM platform drives a number of customer centric business processes for the bank against trusted data.

AP0002

**DB2 pureScale: Technical Deep-dive and Implementation Best Practices & a Customer Case Study**

Pravin Kedia and Gopi Venadarajulu

**DB2 pureScale: Deep-dive and Implementation Best Practices & a Customer Case Study:** This session is a technical deep-dive on how customers can create a highly available and scalable DB2 cluster using pureScale technology. It will also cover new features like member sub setting, HADR for pureScale, Online member add, Geographical dispersed pureScale cluster which are recent enhancements in V10.5 built on top of the resilient architecture of DB2 pureScale. The session will end with the case study of a key banking customer in India hosting its ATM application using IBM DB2 technology. We will discuss about the DB2 Pure scale and HADR implementation that we did for the Bank.

AP0003

**DB2 BLU Acceleration- A technical deep dive in the in-memory columnar technology and its latest feature add-ons**

Krishnamurthy Arthanarisamy

This session will consist of two parts:

- A deep dive into the technical capabilities of DB2 BLU Acceleration, which is a revolutionary in-memory technology designed for high performance analytics and data intensive reporting. This session will cover some of the key features of DB2 BLU Acceleration and how these features provide capability to analytics at speed of thought.
- In the second half of this session a demo will be conducted to illustrate the key advantages of DB2 BLU Acceleration columnar technology when compared to traditional row based databases.

AP0004

**DB2 (Overview of IBM PureApplication and a Deep Dive on DB2 Patterns)**

Rajesh Sankaran

IBM PureApplication offers both on- and off-premises solutions that use proven patterns to rapidly extend your applications, reduce cost and complexity, and ease management. IBM DB2 Patterns are pre-built configurations that greatly accelerate the creation and deployment of databases in a DBaaS environment. Learn how to scale-up, self-service, backup, and set up high-availability disaster recovery (HADR) in minutes using the DB2 Patterns.

AP0005

**InfoSphere MDM & Context Computing Offerings Overview**

Soma Shekar, Amit Matta and Lena Woolf

MDM portfolio helps entity creation, identification, resolution and its relationship management for information governance around the data life-cycle. MDM portfolio offers different style of implementation like virtual, hybrid and transactional for arriving at single view of an entity be it a citizen or a product. MDM is a key component for addressing big data challenges. Half of the big data initiatives today have customer-centric objectives. To improve the customer experience, organizations need to do what master data management has been doing for years – start with the facts about customers by defining the golden record. Context Computing finds related observations, in real time, which in turn makes it possible to deliver higher quality decision, faster. Context Computing building blocks will include IBM InfoSphere Sensemaking (Code named 'G2'), IBM InfoSphere Identity Insight, IBM Anonymous Resolution and IBM InfoSphere Global Name Management. This session provides the functional overview and what's new across the MDM portfolio covering all the capabilities and features across the products.

AP0006

**Apache Spark Integration with IBM DB2- A Perfect Couple**

Pallavi Priyadarshini and Parameswara R Tabini

Spark will be a game changer for analytics and is emerging as a de-facto analytics "operating system." DB2 being the preferred systems of record, can leverage analytics abilities of Spark. This session will take you through examples of loading DB2 data (both z/OS and distributed) in Spark and accessing those Spark datasets through developer friendly interfaces such as Scala, Python & Java. We will show how standards that most developers are familiar with today such as SQL & JDBC can be utilized in Spark. We will also demonstrate examples of using Spark to easily join DB2 data with heterogeneous data sources such as Big Insights, JSON store & flat files. Join us to get a head start on how Spark can provide a value add in your DB2 environments.

AP0007

**Informix (Shaping Modern Business- The Intelligent Database for Internet of Things (IoT))**

Prasanna A Mathada

Data is the new Oil, the more you mine it, more guaranteed you are to extract meaningful information. Data generated from a collective set of integrated & interconnected devices, in varied formats, should be made available for analytics and real time response at various levels and phases of business to ensure success. However, managing this data right from source to analytics is one of the biggest challenges. Very often it's mistaken as a big data, but in reality it is all about right data at right time at right place. And hence, a database technology plays a critical role in such solutions. Choosing right database technology and deciding right implementing architecture can drastically reduce total cost of ownership.

This presentation explains how the IBM Informix Database addresses all IoT challenges and proves to be the right choice for Internet of Things (IoT), seamlessly harnessing data from billions of devices and providing speed-of-thought insight for decision making.

To know more on how IBM Informix helps forge new frontiers with its Sensing Efficient Networked Specialized Everywhere (S-E-N-S-E) capabilities, join us over the session.

AP0008

**MDM on Cloud**

Bhavani Eshwar, Shweta Shandilya and Srinivas Shettigar

MDM on Cloud has been gaining ground on just not around availability of Cloud Services which can be accessed via a Cloud Infrastructure but having the capability of MDM as Managed Services available on Cloud as well. IBM MDM currently has the capability of deploying and managing MDM on Cloud using the Pure Pattern or Chef Scripts. This helps in complete automation of the deployments and managing them in the Cloud Infrastructure. Also in "Extended Enterprises", SaaS applications and on premise applications need to co-exist in what is call a Hybrid Cloud Topology. This topology challenges information integration and Governance strategies, in these "Extended Enterprises" where master data management and governance needs to be extended to SaaS applications as well. This brings in the need for on premise MDM Solutions to make its services available for on premise and cloud applications seamlessly. WebSphere's Cast Iron Offering now provides a specialized connectivity framework which manages the nuances of extending MDM Services to Cloud applications.

AP0009

**Data Integration for BigData with Information Server- What's New**

Malathi Sangineni

Session covers new DataStage Capabilities and Features especially for BigData including PX on Hadoop, File connector for Hadoop data sources and TM1 Connector.

**AP0010**

Learn all about PureData System for Analytics Appliances (aka Netezza)- What's New, Best practices and migration strategies

Sheshnarayan Agrawal, Venkat Mikki and Sudhir Titimare

IBM PureData System for Analytics (PDA) data warehouse appliances combines server, storage, and database engine into a high-performance appliance that is purpose-built to make advanced analytics on big data simpler, faster and more accessible. In this session, you will have the opportunity to learn the best practices to utilize the potential of PDA for best outcome, about new features added in the latest release of PureData System for Analytics N3001 model (Mako), migration approaches, tools & techniques for migration process with a Telecom Industry case study.

**AP0011**

Unleashing the Power of pureData for Operational Analytics (PDQA) for Operational Analytics in Banking and Telecom Domain

Pratik Paingankar and Nishant Sinha

This session covers the capabilities in PureData system for Operational Analytics based on DB2 10.5 and shows how it will accelerate data warehouse performance through 2 of the significant case studies in India. The session explains in great detail the technical architecture of the Operational Analytics system and how it provides value and ROI for analytical requirements. In this session we will also look at case studies of two of the largest implementations in India, in the telecom and banking domains.

**AP0012**

DB2 LUW Performance 'Frequently Asked Questions'

Steve Rees and Vaibhav Kulkarni

In this session, we discuss some persistent and useful 'frequently asked questions' about DB2 performance. We'll start it off with a look at some highlights of performance improvements in the latest levels of DB2. We then go over some very valuable fundamentals of basic performance monitoring, followed by a simple step-by-step process for investigating performance problems. We'll talk about LOB performance - a topic which continues to come up all the time. We'll look at the VOLATILE keyword and what it means for access plan selection by DB2, and we'll dig into usage lists & how they can help you find unused indexes. And last but not least, we'll look at how to optimize performance of bulk inserts into Db2.

**AP0013**

Master Data Stewardship and Governance- A Technical Deep Dive

Umasuthan Ramakrishnan and Jay Limburn

IBM Stewardship Center is built on IBM Business Process Manager Platform and bundles a set of business process applications around MDM. Stewardship Center supports proactive and reactive stewardship activities for maintaining data quality, entities, de-duplication, managing updates from Line of Business users. At a higher level, Stewardship Center contributes to the overarching Data Governance offerings of IBM that supports policy based governance and exception remediation. This session will focus on the Master Data Stewardship & Governance capabilities included with InfoSphere MDM. The session will cover in depth the advanced levels of functionality offered by the IBM Stewardship Center and how they can be used to make the stewardship and governance of your master data more efficient, reducing delays in data quality issue resolution and encouraging the lines of business to engage in the management of the data.

**AP0014**

New features of IDR CDC V11.3.3.1 for secure, near real time data integration to Cloud/ Big data platforms and enhancements to other platforms

Hemanth S Kumar and Amit Kumar

IDR CDC offers a flexible, low-impact way for users to integrate mission-critical data for their Hadoop-based landing zones. This session covers how IDR CDC can be used to replicate data in near real time to Hadoop platforms and other non-relational targets like Cloudera database. The session details on different modes of replication to Hadoop platform using different authentication methods. The section also details on new features of IDR CDC released with V11.3.3.1 for other databases like Recovery mechanism after data guard failover for Oracle, Refresh While active support for DB2 for i.

**AP0015**

Optim (Optim Text Data Management and Leveraging Hadoop as a Text Data Landing Zone)

Tulasi Uppu

While big data is giving organizations a broad range of new options for data analysis, it also compounds the business challenges associated with collecting, managing, organizing and protecting data. Successfully leveraging big data for analytics also demands that companies develop strategies to reduce the cost of managing data and reduce the risk involved in organizing and protecting that data. Learn how IBM InfoSphere Optim enables data lifecycle management for your big data projects, from big data warehouses to Hadoop systems.

**AP0016**

Information Server Architecture, Deployment and Best Practices

Prasad S Madugundu and Satyamachay Vengara

Information Server Deployment Architecture, PX on Hadoop Deployment, Cluster Deployments and Best Practices, Considerations for Optimal Deployment and Operational Management.

## IBM Analytics (Analytics Solution)

AS0001

1) Deployment of IBM's Smart Traffic System

2) Predictive Analytics- The good being of being 'informed' in a Smarter Transportation Solution

**Maruthanayagam Arumugam and Alex Joseph**

This session shall brief you on the IBM's Smart Traffic System Solution that was deployed for one of the World's Highly Earning US Toll Highways.

This session will cover the following

- Integration Complexities
- Deployment model
- Managing high volume data feeds
- Most Advanced traffic prediction analytics
- Key complex functionalities

IBM Smarter Transportation offers a handful set of advanced analytic algorithms, which deals with instrumenting and disposing data related to incidents on the road/ traffic network. These are near-real-time and thereby capable of indicating the impact of these incidents on the entire traffic network, whether it is primary or even dependant. By doing the same, the system is able to keep the users informed and is also able to auto-correct for stable operations.

AS0002

IBM Behaviour Based Customer Insight for Telecommunications

**Vishal Chahal**

Behaviour based customer insight is a solution to help clients analyze mobile (browsing, search, Apps) as well as voice and SMS data to measure and improve quality of experience across all channels and services. These actionable insights can be used by marketing, customer care and network operations to reduce churn, increase revenue, and improve Net Promoter Score (NPS) across the subscriber base.

AS0003

IBM Behaviour Based Customer Insight for Banking Services

**Samarandra Raiguru**

These new Customer Insight solutions aim at the relationship manager in a bank serving his clients through predictive analysis of his customers' actions analyzed from a behaviour segmentation perspective and helps advisor recommend certain products and services before the financial events or the life events by the customer is encountered increasing his customer satisfaction and bringing in higher value of engagements by banks. This could be either predicting customer going overdraft situations or it could be a proactive wealth advisory in the event of customer's major life event like marriage, child birth, job change etc.

AS0004

IBM Solution on Anti Money Laundering for Banks

**Sumit Lakshmana and Suraj S Kumar**

IBM solution for Anti-Money Laundering helps in detection and investigation of money laundering situations in banks and financial institutions. Besides monitoring financial transactions it also provides Know Your Customer (KYC) risk scoring and Watch List Screening. Built on the IBM Counter Fraud Management platform, the solution uses multi-layered analytics including statistical models and deterministic rules to detect fraud. It features a full-fledged case management system supported by robust network analysis tools to investigate fraud. The solution also provides suspicious activity reporting feature to support regulatory compliance.

AS0005

India Companies Act- Deloitte OpenPages Solution

**Nikhil Komakula and Liz Thomas**

The purpose of this session is to provide a brief introduction to "The Companies Act, 2013- Internal Financial Control (IFC) Compliance Challenges" and how it can be implemented using IBM OpenPages. The session also includes a demonstration of the solution and how it can be customized based on the Client needs.

AS0006

IBM Counter Fraud Solutions

**Mohit M Acharya and Suraj S Kumar**

This session will cover the counter fraud solutions across anti money laundering, depository frauds and auto claims built on the IBM Counter Fraud Management platform. This solution uses multi-layered analytics including statistical models and deterministic rules to detect fraud. It features a full fledged case management system supported by robust network analysis tools to investigate fraud. The solution also provides suspicious activity reporting feature to support regulatory compliance.

AS0007

• Transforming cities in India to Smart cities using Intelligent Operations Center  
 • Overview of IBM Smarter Cities- and its possibilities in a developing economy like India  
**Narendranath and Kalyan Nookala**

The session will cover the following :

- Architecture and features of Intelligent operations center
- Smart city use cases in Indian context
- Smart city projects/pilots/PoCs which were done by IBM for India

The session will cover this overview, in perspective of developing economies. IBM Smarter Cities focus is on providing a better managed & planned city services. This includes day-to-day efficient management of the city operations right from roads, civic amenities, environmental pollution, utilities such as water & electricity to urban planning when cities are growing exponentially. Another aspect is public safety where citizens are provided with proper traffic management, emergency management by the government and keep the criminal offences at bay.

With IBM IOC as the platform, it brings all disparate systems and departments under one hood for government administrators to better manage the cities, amenities provided to the citizens, be prepared to address natural calamities and give citizens a better role to play in the journey of making the cities smart. The session will cover this overview, in perspective of developing economies.

AS0008

Integration of SPSS with R and Data Ingestion using IBM Flows

**Srinivasan Govindaraj and Saba Kaiser**

This session provides an overview of data ingestion by IIB flows, SPSS Modeler capabilities and how it integrates with R. IBM SPSS Modeler is designed to bring predictive intelligence to decisions by analyzing huge amount of data. Most of this data is not XML but is structured or semi-structured formats and IBM Integration Bus (IB) provides a very quick mode of data ingestion by tweaking message flow properties to enable data onboarding. IBM SPSS Modeler provides a range of advanced algorithms and techniques that include text analytics, entity analytics, decision management and optimization. New R nodes and Dialog Builder for R enable users to use R code or create new R-based procedures to use in database.

AS0009

IBM Solution on Risk and Regulatory Compliance on Solvency II

**Manish Ghodhry**

IBM Algo Reporting for Solvency II is a regulatory compliance solution that helps organization meet EIOPA regulatory requirement of collating, verifying and disclosing/ submitting the information in suggested formats e.g. XBRL, CSV, PDF and document. This solution is built on a Solvency II specific datamart and provides multiple output formats, Dashboard and workflow support to address the reporting requirement for internal and external requirements of an organization.

**AS0010****Smart Data Discovery with Watson Analytics****Srinivasan Goindara**

A live demonstration of Watson Analytics which shows how the benefits of Advanced Analytics can be obtained without the complexity. Watson Analytics is a smart data discovery service available on the cloud. It guides data exploration, automates predictive Analytics and enables effortless dashboard and Infographic creation. See how new insights to take confident decisions can be obtained in minutes.

**AS0011****BI journey in Shree Cement****Manoranjan Kumar and Pratyush Praveen**

Shree Cement has been a strong Indian player in the Cement industry for a while. As part of their IT roadmap, they needed a standardized reporting environment for a single version of truth to be put forth to all the internal audiences- right from the line managers to the top management. Cognos was proven to be a good fit. This session talks about this precise journey which Shree Cement took up on the IBM stack of products (Hardware as well as Software).

**AS0012****IBM Asset Analytics for Rotational Equipment****Vishal Chahal and Guruprasad Srinivasan**

Asset Analytics for Rotational Equipment is a solution to help clients whose operations depend heavily on rotating assets such as pumps, motors, turbines, transmission devices and auxiliary equipment, uncover new avenues to reduce cost, reduce risk, increase productivity and increase quality. This is achieved with the power of predictive analytics that can provide the decision support to minimize asset down time, minimize the risk of asset breakdown and costly emergency repair, avoid unnecessary maintenance, and improve asset productivity and the quality of production processes for which these assets are vital.

**AS0013****Run TI Considerations for parallel data load****Amol Jagtap and Prashant Shrivastava**

Are you fully utilizing the TM1 server infrastructure? Join us to learn the parallel data load concept in TM1 using RunTI, work with as many cores as possible, what are the considerations required to make it work, limitations of the approach and some best practices to adhere. There will be a demo to show the use of this feature.

**AS0014****Cognos BI Reporting with TM1 (Learnings from Infosys as well as a session from Vision)****Saurabh Dwivedi and Mahesh R. Sagar**

Join us for this session to learn how you can optimally integrate Cognos BI & TM1. The session will cover:

- TM1 cube data used for reporting/ dash boarding in Cognos BI
- SSO between Cognos BI & TM1 (CAM authentication)
- TM1 Web to be used in Cognos BI for dashboard
- Best practice for Cognos BI & TM1 integration
- Performance tuning and improvement

**AS0015****The IBM Now factory****Mahesh R. Sagar and Jayen Thakker**

IBM Now Factory products offer a rich set of insights into how people use and interact with a proliferation of data services. Our real-time actionable insights and analytics can be used to optimize customer experience, help retain and grow a subscriber base, and enable Communications Service Providers (CSPs) to transform revenue models while making sure operational savings and efficiencies are achieved across the business:

- Optimize Customer Experience
- Drive the average revenue per user by personalizing offers
- Reduce the cost of serving your customer
- Create new revenue streams by monetizing the long tail
- Maximize LTE (4G) performance and manage the rollout of next generation networks.

**AS0016****The art of possibilities around Reliability, Quality & Warranty Analytics for Indian Customers****Saurabh Gupta and Jagan Jegadeesan**

This session will bring to bare the capabilities of PMQ to solve some of the pressing needs of customers in India around Reliability, Quality & Warranty Analytics related challenges. The session will cover use cases that can be addressed for industries like CPG, Travel & Transportation, Manufacturing, Energy & Utilities and Mfg customers. The session will conclude with demonstration of one of the Use cases for audience to perceive the "Art of Possibility."

## IBM Systems

### Sec001

#### What's New in IBM BPM 8.5.6

Parasuram Balakrishnan

A short walk-through of the latest features that were introduced in IBM BPM 8.5.6 and how projects will benefit from migrating to IBM BPM 8.5.6. These include, the process federation server, MobileFirst integration capabilities, case management enhancements and enhancements that make IBM BPM easier to manage.

### Sec002

#### Integrating the Enterprise IT on IBM Digital Experience Platform

Amit Pareek

European biggest metro train manufacturer currently operates different services across multiple, heterogeneous technology platforms and aims to streamline these activities with the ultimate goal of increasing end user experience while driving down operational costs.

This session will describe how customer is building a multi-channel, multilingual, digital experiences with world class responsive design with the IBM suite of Digital Experience products to achieve real business results. By combining the power of IBM WebSphere Portal, Watson Content analytics, IBM is integrating them with powerful enterprise application solutions, knowledge center, service desk application tools like Jurbia, CMDB, Remedy etc. Customer is transforming the way they will engage with their employees.

### Sec003

#### IBM BPM on Cloud - Offerings Overview

Parasuram Balakrishnan

Provisioning of BPM execution environment on the cloud is fast gaining momentum. Customers are looking to leverage BPM on cloud to reduce the ramp-up time and costs associated with the setup and management of a BPM runtime environment. In this session learn about the various IBM cloud offerings in the BPM space such as BPM on Cloud, Blueworks Live and PureApp patterns and how to expedite the implementation of BPM solutions using them.

### Sec004

#### WebSphere Portal WSRP Implementation for a leading Private Bank in India

Suvra Chakraborty

Share experience on deployment of WebSphere Portal to implement WSRP based solution for eBanking implementation for a leading Private Bank in India. This a first of a kind implementation where the Production DC and Backup DR has been configured using both HADR (AIX layer) and HACMP for DB2 replication and WPS synchronization. Web Content Manager has also been introduced for Content Authoring and Publishing as well.

### Sec005

#### IBM BPM - Production Topologies for the Enterprise

Billipelli Jayaprakash Reddy

Learn about how to plan and deploy IBM BPM for your enterprise. Understand the various deployment options and the application infrastructure around your IBM BPM runtime environment. IBM BPM application infrastructure involves deployment environment, WebSphere clusters and nodes. Understand how these can be combined to create an environment that scales and provides optimal process performance throughput.

### Sec006

#### Dynamic SLA Governance with IBM API Management a, Datapower and WSRR.

Rakesh Nair

Every Organization business services and operations are ruled and governed by certain SLAs. These SLAs can be dynamically manipulated at run time by a solution comprising of IBM API Management, Datapower and WSRR. The APIs are exposed which is being subscribed by various client applications. Depending on the subscription of the API plan the SLAs for the business operations can dynamically maintained.

### Sec007

#### WebSphere Portal v6.x Revamp for Intranet/Internet DC Cluster(s) for leading Telecom customer

Suvra Chakraborty

Leading telecom customer Portal was running in quite a low version of WebSphere Portal Server which was EoS (End-Of-Support). Customer wanted an entire revamp from WPS 6.x/7.x Infrastructure to WPS 8.x infrastructure. There are two separate Data Centers across which the revamp needed to be completed. Both WPS and WCM (Web Content Manager) was migrated from infrastructure to application(s). Database Cloning approach was taken into consideration for migrating WCM JCR content. The entire infrastructure was built in parallel in order to reduce time line and seamless effort to migrate data and product. We built the first DC Clustered WPS environment at customers Data Center and then completed the migration. Next we migrated to new Web Servers/Load Balancing/Caching proxy also. Entire infrastructure was performance tuned multiple times to achieve the benchmark as requested by customer. End-to-end load testing was performed using Rational Performance testing. Parallely another DC clustered infrastructure was also built which works as a DR site. Synchronization mechanism was built in place between databases and application layer. DB2 was the backend database configured for WPS metadata. The databases were configured using HACMP clusters. Entire old applications were migrated to newly built infrastructure(s). Customer went for a successful Go Live.

### Sec008

#### Manage your Business Process data for performance and scalability

Billipelli Jayaprakash Reddy

Learn about how to keep your BPM operating environment trim and efficient. Learn about the recommended ways to delete and cleanup old data from the operating environment. IBM BPM persists a lot of information about process instances and these can accumulate over time leading to an environment that performs sluggishly. This is where understanding the data behind an executing BPM process helps - we can plan an efficient purging mechanism to keep the environment running smoothly.

### Sec009

#### Efficiencies in the Data Center that Provide Business Value

Nandan P. Attavar and Krishnan Venkatasubramanian

Learn how IBM IT Service Management solution is helping customer provide services to its stakeholders within the stipulated time by gaining greater visibility, control and automation of their entire IT infrastructure thereby adhering to various service level agreements. The solution provides methodology & tools deployed for SLA measurement and its compliance tracking.

The IBM solution provides proactive monitoring of the IT infrastructure providing Operational information for: Application health & availability, Network health & availability, Transaction response for Front Office and back office functions like e-filing, payment status, and various other functions. This helps consolidate first line Help desk data by adopting to the standards based consolidated process, governed team structure, data driven work methodologies, event consolidation and co-relation management along with NW management.

**Sec0010**

**Process and Operational Excellence via Integrated Workload Automation**

**Krishnan Venkatasubramanian**

Learn how one of India's top System Integrators used TWS to automate jobs that were used to report on internal performance indicators like Employee Billability data, Employee/Project attributes, Assignment Attributes, Trackers, Monthly/Quarterly/Yearly loads, Derived Reports etc to the top management. The session will explain how the jobs were automated by putting in place various manual checks with zero tolerance for error and involved checks like validation of input files availability and their sizes to trigger jobs and automatically transfer files in case of missing ones. The session will also highlight how TWS can manage schedules of IBM InfoSphere DataStage, Cognos report jobs and other application jobs to take advantage of all the functions of an advanced enterprise scheduler.

**Sec0011**

**Operations Optimization - Automated software provisioning workflows in ICD.**

**Kapil Madan**

This session is aimed to highlight the Automated Software provisioning workflows in IBM Control Desk(ICD), i.e. based on the integration of ICD with IBM Endpoint Manager(EM). This feature is currently available via ISM library and custom service effort. This session would give insight about ISM package and how an enterprise would get an advantage to automate the software provisioning processes in bare minimum time. The session would be supported with a PoC case study recently done for a customer.

**Sec0012**

**How to start a journey towards Software Asset Management(SAM)**

**Kapil Madan**

This session will focus on key pain areas that every mid to large sized organization faces while managing their software assets. And how IBM solution and Services can help an organization to achieve 100% compliance in software assets audits. This session will elaborate how to plan this journey and build the building blocks of overall solution.

**Sec0013**

**Analytics and its role in the API economy**

**Dinesh G Shetty**

The API economy has established its importance in organizations both large and small. One important aspect of exposing APIs and leveraging the API economy is analytics. Attend this session to learn about the actors in the API economy and how each of these actors has needs for analytics. Learn about usage of analytics by each of these actors of the API economy. What is IBM doing in this economy? And how we've shaped our SWG offerings to help and assist customers in making informed decisions with the usage of analytics. Attend this session to understand how IBM's API Management Platform supports the API economy with a focus on Analytics and decision making. Understand the moving parts of the solution and how they come together to provide fine grained analytics.

**Sec0014**

**Process & Financial Excellence through an Integrated Asset Life Cycle Management Solution**

**Kapil Madan and Krishnan Venkatasubramanian**

This session will highlight a case study of a large implementation of 'Asset Life Cycle Management' for a leading bank in India. The project was driven by the CIO's office as there were compelling reasons to streamline various processes related to endpoint management (i.e inventory, usage, software patching and distribution), acquisition, procurement, assets/licenses reconciliation, auditing, license metering etc. to achieve operational and financial excellence. The magnitude of the implementation can be ascertained by the sheer number of assets (75k endpoints, 5400 servers, 900+ licenses, n/w devices and non-IT assets) distributed across 3000+ branches in India and 3 data centers. Product Stack: IEM, SUA and SCCD.

**Sec0015**

**Performance best practices for Data warehousing & Implementation for Netezza implementation for India based large telecom company**

**Sanjeev Koul**

This session will talk about performance best practices for DWH & Netezza and a case study about implementing them at a large telecom company. Team at India based large telecom company, delivering BAU activities was facing lot of challenges to deliver BI report on Time, Daily SLA's were 9, A.M and Monthly SLA's were 03 ( Third Day ). The DWH system they were using was from a different vendor. IBM took that challenge and used Netezza technologies instead of Teradata, we were able to roll out Phase I, We were able to show the Netezza technology was better for the customer workload and were able to deliver all the BI - Reports daily and monthly on time. Compared to other vendor product, we were able to show case 10- 20 times improvement in finishing workloads. The client is now willing to complete move out of other vendor's product. This was achieved by Netezza technology. We also helped them to convert existing Scripts / Code to Netezza equivalent.

**Sec0016**

**Performance best practices for WebSphere Portal Solutions and Experiences from Customer Engagements**

**Venkat A Reddy**

The Presentation will cover Portal Performance tuning best practices like Caching of Content, Horizontal/Vertical Scaling, Portal Tuning, Troubleshooting, approaching IBM support etc. The experiences will be around the latest and greatest Portal versions like v8.x. This Presentation will cover numerous critical learning on Performance/Scalability aspects of various components in a Portal ecosystem like Edge Server Caching, HTTP Server, WebSphere Portal Server, Application Scalability, Web Service/RM/WSRP integration layers. We from Hipods team in ISSW face numerous challenging customer situations. We bring forward our experiences in scaling WebSphere Portal solutions starting from a few concurrent users to tens of thousands of concurrent users. This presentation will give good insights to working Practitioners in Performance/Scalability aspects of WebSphere Portal solutions.



## IBM Commerce (Track 1)

### COM0001

#### IBM's "Commerce on Cloud" Solution using Hybrid deployment model

Prithi Krishnaswamy, Sivapatham Muthaliah and Praveen Nettiimi

One of the biggest challenges retailers today face is to prepare for peak season or be ready during big promotion sales. Typically elaborate hardware upgrade and testing goes into preparation for the spike. Most of the retailers experience peak only few times a year. For them, buying or leasing hardware & resources to support few days of peak volume is not a sound investment. IBM's "Commerce on Cloud" using Hybrid deployment model addresses this challenge and aims to provide below features:

- Keep normal hardware sizing for routine business and scale on 'cloud' based on the need
- Dynamically burst up or tear down on cloud based on volume, thus providing 'pay as you go' cost model.
- Provides near zero downtime by keeping at least one instance up in case of hot patches
- Aims to bring down capital cost towards hardware and operations by up to 30%
- Robust distress recovery and disaster recovery mechanism.

Scope of the session is to cover Hybrid cloud model for order fulfillment using IBM order management suite of products.

### COM0002

#### IBM Order Management DevOps Framework using Docker

Vinayak Bhat and Suchamsha Sekher Sar

In today's dynamic environments 'Speed to Market' is of utmost importance and an efficient DevOps process is key to achieve this. Given this objective, it is not uncommon to see multiple releases of Order management projects running in parallel across multiple environments. Using Docker container technology for IBM order management, one can efficiently deploy applications in a controlled, isolated and highly portable infrastructure. Some of the immediate benefits this framework offers are:

- Highly portable application - Deployment becomes a matter of minutes rather than hours
- Near zero downtime
- Provision to rollback the application version, especially in case of Hot fixes or patches
- Manage software stack upgrade more efficiently across multiple environments
- Highly scalable

### COM0003

#### Understanding and Extending the IBM Sterling Store solution

Bimba Padmanabha and Anil Reddy

The IBM In-Store solution enables traditional brick-and-mortar retailers to transform their store locations into a competitive advantage by:

- Decreasing fulfillment costs and improving service levels by leveraging inventory that is closer to the end consumer.
- Improving the productivity of store associates in performing store-based fulfillment activities, such as picking, packing and shipping.

IBM Sterling Store 9.4 application is a responsive web application that is used by store associates in performing store-based fulfillment activities, such as picking, packing, shipping and customer pickup.

Store associate can seamlessly perform item pick with defined workflows and place in hold locations. For a BOPIS order the items are retrieved from hold location and handed over to the customer after performing the verification of customer. For a SFS order there is a simplified workflow for packing the items into packages. Customers will have varied business requirements and scenarios to be handled. This will typically require customizations to the application's user interface (UI). IBM Sterling Store 9.4 packages an Extensibility Workbench that provides a real-time, WYSIWYG page customization environment that will aid the customers in UI customization.

This session provides an overview of the IBM Sterling Store application and also showcases the extensibility features followed by live demo of some real customer extensibility solutions implemented for IBM Sterling Store 9.4.

### COM0004

#### IBM Programme to integrate various JDA systems with the Sterling Order Management System

Bharat Khade

IBM is integrating Sterling Order Management system with various JDA systems like the Warehouse Management System, Transport Management System, Work force Management System etc in order to reach a new retail customer base with a more complete Ecommerce solution and also provide a level playing field for the existing customers by offering this enhanced solution.

This solution would benefit customers by:

- Expanding the order fulfillment boundaries for example, for various flows like the click and collect, ship by parcel, reverse logistics etc.
- Providing visibility to JDA planned stock replenishments
- Reducing shipping or transfer costs
- Optimizing inventory and lowering costs
- Increasing customer service and gaining customer loyalty
- Faster implementation etc.

### COM0005

#### Cross Channel Marketing using IBM Campaign

Boopal Subramaniam

Marketing is most powerful tool/practice to the customer to increase their ROI. In this technology world, customers interact or communicate through multiple channels like email, SMS, WEB and call centre. Using IBM Campaign how this can be handled across all channels and tracking the responses. This EMM product helps the company to right a target customer at right time through right channel.

### COM0006

#### WebSphere Commerce Search Runtime Architecture

Guru Prasad Shammaa

Starting with Feature Pack 7, WebSphere Commerce Search introduced the REST-based search runtime programming model. The search runtime contains a new architecture, deployment strategy and REST APIs to program against the search server. This session is targeted for websphere commerce practitioners who want to understand the new search runtime architecture and customization end points provided by the search framework to customize the Search Queries and Solr Search results to suit your end customers business needs.

### COM0007

#### MRM SFG integration case study based on the use case of a leading financial institution

Jagadeesh Sreerom and Soman Jaykumar

A leading financial institution wanted to migrate from a legacy MFT system to Sterling File Gateway (SFG). This customer had many internal systems across which their partner data is spread. This data is also not current since it has been around for several years. As part of this migration the customer wanted to engage their partners by reaching out to them directly and asking them to validate and update their information before the data is migrated to the new SFG system. The customer also planned to eliminate some of the limitations they had with their old systems like multiple accounts for same partner and multiple mailboxes etc. Hence they planned to consolidate partner account into one inbound and outbound mailbox. The customer selected Multi Enterprise Relationship Management (MRM) to engage partners directly to validate their information. This presentation is a case study driven approach to describing how MRM can be used in such scenarios involving large financial institutions.

**COM0008**

**Campaign Big Data**  
**Prakash Bhurke**

Digital marketing strategy has become very complex in nature as marketer gets input on customer's behaviour and product or service usages from various sources. Data collected from many sources could be unstructured and semi-structured format which is difficult to analyse with traditional analytics products. Current capability of Campaign restricts it to connect to traditional RDBMS application for user tables. This makes it impossible for the marketer to take benefit of data residing in Hadoop based BigData solution.

**COM0009**

**Supply Chain Best of Breed Simple yet effective, easy to implement integration - P2P integration of Websphere Commerce and Sterling OMB**  
**Sowtha .N.M and Rohit Negi**

This session will provide in-depth insights into the WebSphere Commerce and Sterling Commerce inventory and order integration with out-of-the-box components and without any 3rd party integrators. The integration proves that customers are provided an end-to-end solution to address a complete opportunity for a fulfillment life cycle that is cost effective and easy to implement. Both products are based on known industry standards for exchanging information across different software systems. These industry architecture standards include: SOA, Web Services, and JMS. The session will cover in-depth configuration details of the integration and also address the business scenarios that are achievable from different players in supply chain.

**COM0010**

**Architecting solutions using B2B features in WebSphere Commerce**  
**Vani Mittal**

Customer experience is gaining more attention within business-to-business (B2B) organizations. At the same time, customers, who increasingly compare business interactions with their personal consumer experiences, are raising the expectations of B2B relationships. Feature pack 8 of WebSphere Commerce provides a revamped B2B store based on Aurora which includes user experience enhancements like Responsive Web Design and Commerce Composer. This session is aimed at WebSphere Commerce practitioners who want to understand the features in the new B2B store. The session will also cover a case study which utilizes the B2B functionalities to meet the challenges of consumer facing (B2C) retailers.

**COM0011**

**Key Performance Indicator (KPIs) of Configure Price Quote**  
**Geetha Satyamurthy and Chiranjeevi Dasagowda**

The Business Intelligence solutions in Sterling Configure, Price, Quote to extract analytical information from various applications used by an enterprise, analyse the data, and generate reports with the help of Data loading tools and framework.

The Extract, Transform and Load (ETL) tools with the generated reports and dashboards provide actionable insight to business users to make key business metrics & KPIs. These components allow to predict, capture, track order metrics across important dimensions such as customer, segment, geography, industry and make better decisions to drive core end-to-end selling and fulfillment processes as well as extended enterprise and value chain relationships.

The Business Intelligence Offerings and Operational Reports are the two components of business intelligence to analyse the KPIs.

**COM0012**

**Creating competitive advantage and reducing supply chain risk by effectively managing supplier through segmentation and performance Evaluation, Emptoris: SLM (Supplier Lifecycle management) Way.**  
**Mancy Pochat**

Supplier Segmentation & Evaluation is an issue of strategic importance for any company. Segmenting Supplier & measuring performance is essential to ensure a well-functioning supply chain function and company competitiveness. The ultimate goal is to improve performance based on supplier segmentation to measure their impact on overall Supply Chain. Understanding Supplier Segmentation & Evaluation is very essential for any CPO as suppliers are key to any business, supplier performance will both prevent risk and improve cooperation. Segmentation & Evaluation are necessary to know what the supplier is doing well in each area of action. Theory of "Never putting all your eggs in same basket" applies here. About half of every dollar a company earns is spent on suppliers (goods and services provided by suppliers). In certain industries (automotive) spent on suppliers can comprise between 70% and 80% of the total cost of new products. Today companies are outsourcing a wide range of processes and functions. Importantly, supplier segmentation & performance management is vital for determining the true total cost of ownership (TCO) of supply relationships, products, and entire supply chains. The TCO of a supplier relationship includes both the direct costs (price) and indirect ("hidden") costs of doing business with a supplier.

**COM0013**

**Emptoris Program Management (PGM) Solution - One stop solution for effective management of procurement initiatives from opportunity identification through savings realization**  
**Kunal Sattikar and Ganesh Kadari**

Emptoris Program Management provides a single solution for gaining real-time program and project visibility, actively managing a variety of key project tasks, and capabilities to proactively monitor program goals and objectives. The result is higher productivity and increased capacity; more spend under management and greater savings. It also ensures that processes are in compliance as the process can be pre-defined with required checks and approvals using the tool. With its unique reporting features PGM can be used for creating customized dashboards and reports as per client requirement.

The key features of Program Management are,

- Reduces ambiguity and risk
- Drives process efficiency
- Enhances collaboration withing cross functional teams
- Realize savings through request management

This session supported with Industry Case Studies will enable attendees to get familiar with Emptoris Program Management capabilities to implement single Framework to manage and Monitor procurement programs.

**Case Study:** For one of the well known India based FMCG companies in India, Program Management and Sourcing modules were implemented to manage there end to end procurement process from Purchase requisition creation, RFQ process and PO creation successfully. This helped the client to replace their existing conventional way of procurement by a process driven tool. It also helped to monitor TAT for the end to end process, which was not under control earlier, increasing accountability of the team members.

**COM0014**

**IBM Emptoris Innovation: Supplier Social Collaboration Portal**  
**Madhusudhan Santhana**

SLM Portal is a social collaboration platform where a Buyers and Suppliers interact through discussion forums, communities to exchange ideas and work together. This will also help to bridge the product gap of providing P2P visibility. We plan to use the same portal to host the ERP information to Buyers and Suppliers.

IBM Emptoris Products cater to the upstream processes for a Supply Chain Industry. It focuses on Spend Analysis, Sourcing, Contracts, Project Management and Supplier Lifecycle Management only. With the increase number of Customers having a Global platform for their Strategic Sourcing and Procurement needs - the existing tools falls short in

- Satisfying any downstream processes, such as Visibility of POs, Payments, Advance Shipment Notifications, GRs etc.
- A Social platform where Suppliers and Buyers can collaborate in exchanging ideas, developing network. To bridge this gap in the market, SLM Portal was innovated in-house. This session supported with Industry Case Studies will enable attendees to see the future of IBM Emptoris capabilities in Procurement & Supply Chain.

**COM0015**

**Holiday Readiness - Best Practices for IBM Sterling Order Management System**  
**Sandeep Khare and Malik Yastani**

Holiday Season (for example Black Friday and Thanksgiving in North America) is the most critical time of the year for any retailer. Significant amount of revenue is generated during this phase; it can be as high as 30% of total revenue generated in a year. Retailers sensing the buying mood of their customers, come up with irresistible offers. Flash sales, promotions and discounts causes significant activity (buying) which in turn increases load on software solution implemented at retailer's end. To prepare for these peak retailers needs to tune IBM Sterling Order Management System to meet the high throughput volumes.

Customers may also sign up for IBM's AWP offering to be best prepared for peak season. IBM's Event Readiness is an enhanced level of support providing tactical preparation for critical events utilizing dedicated IBM resources from Support and Services. These IBM experts act as advocates on your behalf to provide technical advice, implementation assistance, best practices validation, and recommendations for product configuration and operations. Providing value to our client by resolving issues before issues arise or system down time, identifies risk, mitigates risk, expedites response and resolution time.

In this session OMS's Best Practices will be shared which will help customers to prepare for the peak volume. Along with this details of IBM's AWP offering will also be shared.

**COM0016**

**B2B On premise Implementation: A Paradigm Shift with Canonical Approach**  
**Kalpna Moorthy and Kahlila Shrivastava**

This presentation highlights the typical challenges faced while implementing EDI solutions for on-premise customer & their trading partners using Traditional mapping approach (or Standard maps). The challenge faced with Traditional mapping approach (or Standard maps) is they are point-to-point payload integration where significant amount of custom built maps are being used. This increases number of customs maps & same business logic is replicated unnecessarily in other maps. Few Long term disadvantages using this approach is High TCO (Total Cost of Ownership), Low ROI, Increased Cost to replace application, Cost/turn-around to add a trading partner etc.

Canonical approach is two-part mapping which relies on an intermediate format. This intermediate format can be used in multiple ways - it can be directly consumed by application or it can be extended to various other in-house formats in an on-prem implementation. Advantages of using this approach Increases the re-usability of map/work products, Decrease deployment costs and timelines, and Allow new deployment / business models.

The session is intended for audiences who want to understand more about this approach & can leverage the benefits in future implementations. want to understand more about this approach & can leverage the benefits in future implementations.

**IBM Commerce (Track 2)**

**COM0001**

**Omni Channel Merchandising Optimization**  
**Manjunath Pandit, Manish Paul and Vishal Telkar**

Join the presentation to get answers to the following:

1. Do you want to increase revenue for your private brands or want to markdown effectively?
2. What are newer things happening in IBM Omnichannel Merchandising Optimization?

**COM0002**

**Case Study: IBM B2B Cloud solutions in Logistics Domain**  
**Seema Kurup and Kalpana Moorthy**

Logistics is one of the important functions in any business today. For companies, 10 % to 35 % of gross sales are logistics cost, depending on the business and geography. Logistics service providers deal with the management of materials, information and financial flows in a net work consisting of suppliers, manufacturers, distributors and customers. To keep the supply chain moving smoothly, big logistics companies rely on electronic data interchange (EDI) messages.

This session will cover a case study of how one of the world's largest logistics provider benefited after moving to IBM B2B Cloud solutions from their existing EDI platforms. The session will also elaborate on the IBM solution and how it helped the logistics provider to deliver even higher quality services to their trading partners. The session is targeted for audiences who want to understand about EDI and the solution IBM provides to its various clients.

**COM0003**

**IBM Sterling B2B Integrator- How to Achieve Optimum Performance**  
**Shashi B Bolothla and Girish Venkatesh**

Sharing Best Practices using which customer can achieve optimum product performance..

**COM0004**

**Best Practices for CPQ Implementation**  
**Bhaskar Rajan and Ravinder Kabb**

Sharing Best Practices using which customer can achieve optimum product performance.

**COM0005**

**Capabilities of Standard Processing Engine and its Sterling B2B Integrator**  
**Geetha Sathymurthy and Ritesh Phogat**

**Case:** An US health and human services has published a significant number of new mandates and expects participants to utilize certified solutions in support of those new mandates for healthcare claims processing. All participants must invest to update their systems for new certification requirements.

**Solution:** IBM delivers the next-generation Healthcare and EDI offering that will provide a complete and certifiable healthcare processing solution and meets requirements through integrated solutions using modular document processing engine.

**COM0006**

**Orchestration of IBM Sterling OMS, to leverage special services for optimized fulfillment and assured customer satisfaction.**  
**Mamatha Kodigehalli Venkatesh**

This session will provide in-depth insights into the OMS value added services - Explore the ability of value-added services to help determine an accurate promise date for value-added special services like gift wrapping, monogramming, personalization (engraving). Enhanced optimize fulfillment and assure customer satisfaction provides the retailers personalization choices, to help differentiate their brand. This enhancement adds an accurate promised date, which factors the time and location attributes of the value-add to help optimize fulfillment in streamlined operations and to help improve customer satisfaction. The session lets audience takeaway the advantage that OMS offers on special services:

- Increased revenue by providing additional special service offerings at the time of sale.
- Optimized product and service fulfillment based on order condition and resource availability.
- Improved customer satisfaction.

**COM0007**

**IBM Commerce- The Tesco Journey- Customer Speak**  
 Sharada Srinivasan and Ramkumar Vaidyanathan

This presentation will briefly cover select IBM Commerce products and this will be followed by a customer story - How Tesco is leveraging IBM Sterling Order Management solution for their multiple business lines.

**COM0008**

**Tealeaf cx/Mobile and Wearable devices**  
 Sandhar Dantia

A number of wearable devices like glasses, watches are other devices are increasing exponentially. This is opening new market and channel for organizations. Tealeaf technology helps understand user experience of wearable devices for their performance, usability, environment issues and business.

**COM0009**

**Leveraging Web Data For Improved Customer Service Optimization and Business decision using Tealeaf SaaS**  
 Chenchiraj Lakshminathan

Success in today's world means meeting and exceeding customer expectations. With the evolution of empowered customer, business needs are changing, and the departmental analytic approaches of the past are insufficient for the needs of today. This session shows how IBM Tealeaf with the latest SaaS Offering, helps to provide extensive visitor and segment level analysis to improve conversion cycles, shorten sales cycle and understand the customer journey across multiple buying cycles. The session showcases the solution implemented for Asian Paints - India in a cloud based environment, using Tealeaf-OnPremise product suite, and how the customer benefited by using this solution.

**COM0010**

**Case Study: Implementing electronic invoicing in countries with less robust IT infrastructure like Turkey and Mexico.**

Anil Rayamajhi and Nitin Sengil

**Case Study:** Implementing electronic invoicing in countries with less robust IT infrastructure like Turkey and Mexico.

There's compelling evidence that e-invoicing saves money for a company. Research suggests that a paper-based invoice costs around 30 euro compared to less than 5 euro to process an electronic invoice. In addition, cost savings are matched by revenue generating and cash flow potential. A growing number of governments are compelling suppliers to use e-invoicing. This will be a major driver of e-invoicing adoption in the near term.

"IBM e-invoicing" which is a B2B SaaS offering, provides robust e-invoicing solution which helps the suppliers/Customers to get rid of paper based invoicing and still adhere to the country specific Tax laws. IBM e-invoicing solution address following challenges of invoicing implementation:

- Volatile IT infrastructure of countries- Asynchronous integration approach with scheduled polling, to absorb the delays caused by invoicing authorities.
- Frequent third party application down situations - Automatic retry mechanism that initiates the flow when third party application is up.
- Lost documents in third party application, during signing process - Auto detects such situations and restarts flow with the lost document.

**COM0011**

**Overview of IBM B2B Advanced Communications, What's new and exciting in IBM B2B Advanced Communications 1.0.0.0, ebXML Messaging 3.0 and AS4 Advanced features overview and support in IBM B2B Advanced Communication.**  
 Sreedhar Janaswamy and Divya Lokesh

This session describes the new and exciting features included in IBM B2B Advanced Communications 1.0.0.0 which includes market differentiating functionality "always on," where trading partners can continue to send business documents, while dependent integration systems like database are down for maintenance. Documents delivery based on store and Forward and smarter partner on boarding. The session also dives deep into the advanced features of ebXML Messaging 3.0 and AS4 protocol and usage with B2B Advanced Communications. These features include:

- AS4 Split and Join,
- AS4 WS-ReliableMessaging,
- Bundling/piggy-backing,
- Selective Pulling,
- Reception awareness.

**COM0012**

**Big Data, Analytics based enhancements in Sterling Order Management**  
 Soumya Prasad and Priyanka Telang

This session provides insight into Bigdata, analytics and various integration touch point key features in IBM sterling order management. Also performance side benefits of new OMS feature - Casandra db support, monitoring tools, third-party system integrations. It describes Client case study in achieving Business benefits from order processing for a high volume implementations and robustness of the solution.

**COM0013**

**Overview of Marketing Cloud, UX, Journey Designer and Journey Analytics**  
 Simbra Chachar

Overview of Marketing Cloud, UX, Journey Designer and Journey Analytics

**COM0014**

**Innovating to Protect Bottom line - How global companies are using Epsilon's Services to protect their bottom line and be successful in the market.**

Ketan Borkar and Jitesh Gadoia

This session will cover innovative ways that some of the Epsilon's Customers are adopting the Services solution to protect their bottom line, through saving their hard earned money and improving operational efficiencies. The session will include scenarios and case studies to showcase the real-time usage of IBM Procurement Solutions. This will help the participant get to know the real-time use of IBM Commerce Procurement solution and how innovation matters in this area.

**SDM0015****Delivering Procurement Intelligence through IBM Emptoris Spend Analysis****Kodur Pawan and Rama Jayanti**

Historically, spend analysis has been used as a tactical tool to provide a quick view of your top spending suppliers/categories.

Today, spend analysis has become an integral component in the strategic sourcing process providing intelligence on contractual compliance and line item price benchmarking. The insights provided by IBM Emptoris Spend Analysis allows organisations and individuals to make informed decisions around cost savings opportunities, compliance and risk mitigation by providing detailed transparency of third party expenditure.

The deeper exploration capabilities and purpose built reports and dashboards powered by Cognos platform allow organisations to review historic expenditure, monitor existing expenditure and forecast likely expenditure.

**SDM0016****Campaign Silverpop Integration****Sochin Mahajan**

Prior to this integration Silverpop and Campaign were not integrated. Using this integration, you can upload Campaign segmentation and contact data to engage databases, contact lists, and relational tables. Engage messaging tools give you the ability to use the information from Campaign to target specific audiences, individually personalize each message, and reach current and potential customers through email and SMS text messages.

**IBM Security****SS0001****IBM Cloud Security Strategy Updates and IBM Cloud Security Solutions****Sreekanth R Iyer**

As an IBM Cloud user, you want to keep the same level of security, visibility and control while developing and deploying your applications on cloud. Getting a clear understanding of the various security options and how to leverage them in your solution is crucial for successful and secure cloud adoption. This session will cut through the complexity with a structured approach, concrete demonstrations and common scenarios for deploying and securing applications on Hybrid cloud environments. The session will also cover how you can leverage the IBM Cloud Security capabilities to protect data, manage access and gain visibility for your cloud deployments.

**SS0002****IBM Security Identity Governance Intelligence: Managing risks in a Digital Enterprise****Saurabh Agarwal**

The enterprises and government agencies are leveraging the benefits of disruptive technologies. With this continuous focus, there is an inherent challenge to manage users who can or should access the Enterprise Applications. This challenge increases with the number of users. So, enterprises today need to adopt a planned approach to pre-empt these risks and reduce the probability of its occurrence. In practice, access risk can be considered to be a combination of factors that can be used as key performance indicators associated with business groups, processes and applications to visualize how business risk changes over time in response to the implementation of policies and controls.

This session will cover these challenges and why the changing threat landscape in connected enterprises demands an out-of-the-box solution to manage enterprise identities and access. We will also talk about how IBM Security Identity Governance solution helps organizations to build intelligence and governance in their IT infrastructure.

**SS0003****IBM Guardium- Safeguarding Sensitive Data****Praveen Kedia**

This Guardium Presentation session will give an overview of IBM Guardium DAM and new features of Guardium 9.5.

**SS0004****Multi-channel Gateway Solution - To Secure multiple Business Channels of Web, Mobile, APIs, SOA and B2B****Balraj S Boparai and Amit Garg**

Discussion on "New Solution of ISAM for DataPower." With adoption of Cloud, Mobile, Social and Analytics technologies - how connectivity to applications and systems from various business channels like web, mobile, APIs, SOA and B2B can be secured through multi channel gateway. How IBM DataPower Gateway and ISAM capabilities of IBM combine. To also cover New features for ensuring Highly Available ISAM Implementation. Other new Reverse Proxy and Serviceability features including Kerberos support, ISAM Support on the cloud.

**SS0005****IBM Security AppScan and Cloud Based Analyzers****Aarnab Roy**

This session will cover new features as part of IBM Security AppScan 9.0. AppScan integration with other solutions in IBM Security Portfolio. This will also cover Cloud based Analyzers Service from IBM.

**SS0006****Internet of Things- Security Implications and Imperatives****Balraj S Boparai**

This session would cover IoT architecture discussions, Threat Vectors in IoT space and the protection required. IoT specific Security challenges will also be discussed, along with Security consideration for "Makers of Things/Inventor of Things" and "Operator of Things." The session will also cover IBM security solutions in IoT space.

SS0007

**IBM BigFix- Enhancing End-point Security and IBM License Metric tool**

**Shruthi Ganp**

This session will talk about new features of IBM BigFix. New security access controls for user role management, Support for enhanced capability for bare-metal imaging on Linux, It will also cover Endpoint Manager for Security and Compliance that now provides Center for Internet Security checklists for middleware applications.

SS0008

**QRadar Security Intelligence - New Features**

**Chandra Mohan**

**QRadar API, Ariel Searches and Advanced Searches**

This session will cover the introduction to various methods for searching data in QRadar SIEM through REST APIs, Ariel Query Language (AQL) and Advanced Searches which will provide SIEM administrators capabilities to efficiently search the historical data for monitoring and forensic analysis. This session would also give a brief about components functionality related for advanced searches and QRadar API which provides a seamless searching capabilities to SIEM users.

**QVM Configuration and Best Practices**

This session mainly focuses on the brief introduction and functionality of IBM QRadar vulnerability manager product which has been added to QRadar SIEM stack few years ago and completely filled a gap for vulnerability scanning needs for customers. QVM session will cover initial configuration of the processor and scanner appliances (s/w and h/w), creation of scan profiles to scan the assets and best practices around creating asset profiles. Session will also cover the external scanner configuration which provides customer capability to scan their DMZ using external IBM hosted scanner.

SS0009

**Addressing Financial Fraud through predictive analytics and Cloud based user behavioural monitoring**

**Sulakshan Vappayajula**

The session describes Solutions to counter financial fraud ranging from loan risk assessment, Money laundering to Banking fraud (Account take over, cross channel fraud) using real time predictive analytics, risk scoring and Cloud based system for behavioural analysis to detect suspicious patterns. The session explains application of the IBM Trusteer PinPoint product and System Z real time Predictive analytics for fraud prevention.

SS0010

**IBM Mobile First Protect - MaaS 360- Enterprise Mobility**

**Vineeth Narasimhan**

This session will cover the introduction to IBM Mobile First Protect-MaaS 360. It will also give an overview about security Mobile containers, secure document sharing and mobile enterprise Gateway. It will also cover benefits of using this product.

SS0011

**IBM Cloud Security Enforcer - Visibility, Protection and Enabling Secure & Speedier adoption of Cloud Applications**

**Bairaj S Doperaj**

This Session would discuss how to provide visibility and protection of Cloud application Usage that would help faster adoption of cloud by Enterprises.

SS0012

**QRadar Incident Forensics**

**Boudhayan Chakrabarty**

Security Forensics Investigations. Discussion and Demonstration of QRadar Incident Forensics - Tool and methodology. Session will be focusing on QRadar Incident Forensics product of IBM Security Intelligence stack. We are going to talk about basic overview including installation and initial configuration then moving to how QRIF will enable SIEM analysts and Cyber investigators to quickly search the historical data which are required for cyber investigations for a case. QRIF helps to do analysis of doing rich content packet capture, documents and other assets to reveal the presence, nature, extent and impact of a threat.

SS0013

**IBM Security Identity Manager- New Appliance approach and Key New Features**

**Romil Shah and Parag Gokhale**

This session will cover ISIM appliance based approach for implementation. IBM Security Identity Manager (ISIM) has added new functionality such as Edit and Delete Access, Sub form support for Identity Service Center, Password and Profile management. ISIM is now also available in virtual appliance form factor and can be deployed along with IBM Security Identity Governance (SIG) virtual appliance. This session will discuss the business scenarios for these new features along with deployment patterns.

SS0014

**Contact Center Interaction Analytics using IBM Bluemix to detect fraud improve customer service and increase profitability**

**Nita Khare**

Insurance consumers interact with their contact centres in many ways - email, social media, instant messaging, and mobile apps. It's imperative to analyse these interactions to unlock hidden insights. Leveraging IBM Bluemix platform & alchemy APIs, Insurance organizations can:

- Integrate social media data with the internal enterprise data to create a complete 360 view of the customer, network of influencers or to detect fraud rings among the parties involved in a claim.
- Analyse the speech originating at the call centre to understand the sentiments of the customers, & effectively increase the consumer's satisfaction & confidence on the organization. The pattern of words & emotion of the speech can be analysed further to uncover frauds.

**What will attendees learn from this session?**

- How Bluemix platform can be leveraged to quickly implement different scenarios to arrest fraud.
- How social media information and speech recognition techniques can help Insurance companies to understand their customer base better.
- How this solution would improve customer satisfaction and loyalty, greater operational efficiency, Compliance with legal regulations, fraud detection, improving the quality monitoring program and better agent performance.

SS0015

**Security Key Lifecycle Manager - Centralize and Automate Key Management**

**Prashant V Mastri & Mahesh S Paradkar**

Security Key Lifecycle Manager provides an automated solution to centralize and help strengthen the encryption and key management process throughout the enterprise to help minimize the risk of exposure and reduce operational costs.

Security Key Lifecycle Manager offers a simple and robust solution for key storage, key serving, and key lifecycle management for IBM self-encrypting storage devices and non-IBM devices. By enabling encryption of sensitive data, Security Key Lifecycle Manager can enhance data security and compliance management. Security Key Lifecycle Manager also offers automated replication to automatically clone a master Security Key Lifecycle Manager with up to 5 servers. Not only is keys replicated, but also other configuration information as well, such as when new keys are rolled over. Security key Lifecycle Manager can be integrated with DB2 or dashDB to provide security to the data-at-rest.

SS0016

**IBM Security Privileged Identity Manager - Mitigating Insider Threats**

**Parag Gokhale**

Privileged accounts are a key source of insider threats because of their elevated access levels and because they are usually shared by a group of individuals. IBM Security Privileged Identity Manager (ISPI) mitigates insider threats by managing and safeguarding privileged user access, backup by password management and single sign-on access.

This session will showcase how ISPI can help detect and block insider threats by recording and storing actions performed in every privileged user's session. We'll also discuss managing privileged credentials in scripts and applications.

## Hands-on Labs

### HOL0001

#### Cloud Data Services

Mohit, Jayen and Venkat

The Lab helps you get a "hands-on" brief on various IBM Technologies. As part of the Watson Analytics session in the Cloud Data Services Lab, you get a classroom overview training on a few basics on "How to use Watson Analytics with my data?" This lab takes you through a sample real-life data and provides you with an opportunity to undergo a guided tour of features of Watson Analytics available for your use. You can utilize this knowledge (and the take-home content) as a quick starter sample. This also includes an understanding of the pre-requisites that you would need to prepare before you start. This lab covers integration of Cloudfant, Bluemix and Dashdb with one data analysis example. First part of lab covers setting up Bluemix and Cloudfant account followed by uploading of data to dashDB through Cloudfant and Bluemix. Lastly that we will take an example to demonstrate data analysis using R.

### HOL0002

#### ECM: IBM Case Manager Custom Widget Development

Machu Kurmilla and Sunil Betti

The Hands on Lab covers case management concepts and advanced topics of developing custom widgets etc. It gives the basic understanding of the inner workings of IBM Case Manager sandbox solution development and run time. It gives away the key development aspects of custom widget development in one of the latest versions of IBM Case Manager. Also, it gives the insight of solution customization topics, such as user interface customization, development, security, implement the integration of custom pages in IBM case builder page designer to view the solution in run time.

### HOL0003

#### Identifying the performance bottlenecks & resolving the issues using PD (Problem Determination) tools & Techniques for IBM Java & IBM WebSphere Application Server

Ramakrishna Alavala

Since IBM WebSphere Application Servers & IBM Java are used as run-time for some of the IBM products and many of the high volume applications, it is very essential for the user to know the common performance problem patterns and also learn how to use PD (problem determination) tools and Techniques to identify the bottlenecks to resolve the performance issues. This Lab is expected to make you aware of the tools & techniques and will help you identify the bottlenecks in a Lab Case Study using the PD tools using the PD tools & techniques. The Lab Case study is built based on common problem patterns observed in some of the large deployments.

### HOL0004

#### RAVE Visualization Design and Usage

Jeremiah Joseph, Seamy Thippeswam and Srikanth Manne

Understand the design and usage approach for RAVE visualizations in Cognos BI using the visualization customizer and deployment in Cognos.

## Sessions

Hands on Lab

### HOL0005

#### Partner onboarding and configuration in SFG

Ravi Indukuri, Balendu Bommesetty, Manish Saki, Srinivas Prasad and Shipra Jain

IBM Sterling File Gateway is an application for transferring files between partners using different protocols, file naming conventions, and file formats. Use Sterling File Gateway for movement of large and high-volume file transfers, with end-to-end visibility of file movement in a process-oriented and highly scalable framework that alleviates file transfer challenges, such as protocol and file brokering, automation, and data security.

### HOL0006

#### Data Analytics using Spark on IBM Analytics for Apache Hadoop

Sudhakar, Rakhi S Arora, Payas Goyal and Padmanabhan Krishnan

Quick dive session on various Spark capabilities such as Spark SQL. Using one programming paradigm instead of mixing and matching tools like Hive, Hadoop. Writing applications using Java to connect to data sources like HDFS, JSON and external Databases using IBM Analytics for Apache Hadoop service on Cloud.

### HOL0007

#### Complex configuration model management using submodels and dynamic instantiation

Dinesh and Priyavathi

This hands on lab session is targeted for Configure Price Quote (CPQ) practitioners who want to understand how complex configuration models can be managed using sub-models and dynamic instantiation. In this hands on lab, the modeler will design and create highly optimized configuration models to handle complex configuration scenarios. As part of this lab, exercises to create configuration models with dynamic instantiation & complex sub model capabilities will be covered.

### HOL0008

#### Quickly Scale using Adapter Containers in Sterling B2B Integrator

Ilharet Balutina

In this agile world enterprises need business agility hence they keep on partnering with many businesses and enterprises. This increases the data exchange volume and sometime this result in failures. Most of the time the volumes are unplanned and need quick response from IT teams to solve this issue. Most of the time it is required to manage the parallel communication than actually processing the data, which is mistaken by IT teams and asks for increase number of nodes in cluster. This can be solved using Adapter Containers which is currently supported for HTTP(S), FTP(S), SFTP and Connect: Direct protocols. The demo will cover how to install adapter containers in B2Bi Cluster or in a stand-alone node. How to deploy an adapter on the newly installed adapter with a FTP data transfer scenario.

## Demo Booths

**DB0001**  
**Advanced Analytics with Apache Spark and dashDB**  
 Harjinder Singh G Mistry

In this demo, we will showcase the combination of Apache Spark, which is a fast and general purpose engine for large-scale data processing, and IBM dashDB, which is a powerful, agile data warehousing solution. We will demonstrate how this combination can be used to perform advanced analytics for finding interesting relationships between enterprise data and external data (e.g. social media ) that will help the business in multiple ways (e.g. targeted promotions ). The audience will learn about the Spark ecosystem and how easily dashDB fits into that.

**DB0002**  
**Stored IQ demo**  
 Logesh R

Excited about how StoredIQ could change your content management fortunes by reaching out to multiple data sources and giving you a single pane-of-glass management view to all of them? Then you don't want to miss this opportunity to experience first-hand what StoredIQ brings to the table with its appealing user experience, powerful filtering capabilities, customizable reporting, and distinct apps for use-cases like eDiscovery and Data Clean-Up, and configurable Actions to enforce policies on and govern your data. In this demo, you will walk with us through the basic Data Discovery workflow most of our customers go through, which involves the core StoredIQ capabilities of Identify, Analyse and Act.

**DB0003**  
**JD Demo**  
 Sumitra Chacher

Our goal is to simplify day today's job of the Experience Designer in the marketing organization. Provide user with visual lay out all the online and offline interactions, request and track work related to the experience, and understand if the design is delivering the desired results.

**DB0004**  
**Extending Predictive Maintenance and Quality (PMQ) Visualization capabilities leveraging IBM Portal**  
 Pallavi Kakar and Saurabh Gupta

The case of having a robust and scalable visualization layer is true for any customer looking to view their end to end enterprise solution. PMQ is strong in Predictive analytics and has always received mix reviews / WDW factor from end users who look forward to use the PMQ solution assets for their day to day operations and strategic imperatives.

This session explores the options of advanced web technologies and languages like RAVE/JSON, ESRI maps using IBM Portal to provide a rich and appealing visualization layer for better customer experience. This approach is currently being proposed to major Oil & Gas customers in Middle East and North America and has provided an edge over our competitors.

**DB0005**  
**Enterprise Order Repository & Real Time Analytics on Order Data and Enterprise Commerce Repository (ECR) Mobile Application for Store personnel**  
 Rajkumar Subramanian, Aroona Rai & Himangshu Mech

The demo solution extends Sterling OMS implementation by using Bigdata software such as ElasticSearch and a NoSql Database. The Solution provides the following features:

**Flexible Order search**

- Enabling blazing fast and flexible order Search on millions of orders
- Order visibility across the Enterprise
- Serving Order status Inquiries from customers and third party Enterprise systems
- Providing visibility on Order history for 5+ years.
- Providing near real time status on payments, vendor and carrier delivery status through simple REST APIs.

**Dashboards on Order Fulfilment**

- Customizable dashboards depicting Operational efficiencies of Order Fulfilment
- Reports based on Analytics on Order data  
 Eg: Sales improvements based on promotions, Order Volume trends of specific products over a time period, etc.
- Operational health of Sterling OMS deployment  
 The solution uses the Enterprise Commerce Repository and provides the following features:
- Order lifecycle view: single place view of every information associated with an order, across all of its stages.
- Customer order view: single place view of every order placed by a customer.
- Item view: view all items and easily add them to orders.
- Free form text searches: Searches can be restricted to items, orders, customers, or shipments. Searches can also be made across all these attributes.
- Search suggestions: Search suggestions become narrower and more applicable with each letter entered.
- Save our Searches (SOS): Every search is saved and can be retrieved later. Hot searches can also be shared across a group of store associates.
- Search within search: Store associates can pull out an existing search and perform finer searches within that (for example, open an earlier search for women's sports shoes and then search for those in white & blue colour).
- Faster order creation: Store Associates can drag and drop attributes (items, customer details, complete orders) from the SOS panel for super fast and convenient order creation.
- Order enrichment: Any information related to an order (such as feedback comments, item images, labels, etc) can be uploaded and associated to the order. All such information can later be viewed from a single location.

**DB0006**  
**Rapid Customizations on IBM Call Center for Commerce and IBM Web Store**  
 Raghuvveer Nagar, Subbarayudu Tangirala, Abhishek Solanki, Charandeep & Romit Samyal

The demo illustrates few common customization scenarios on call centre and store applications. The demo also showcases the ease and flexibility offered by the customization framework to support rapid customization and deployment of these applications. With few examples, the demo also presents the multiple options available for a given customization, with pros and cons of each option.



DB0007

**CLM 6.0 SAFe Solution**

Mallangouda B Patil

The demo will focus on SAFe support in CLM 6.0 release that allows you to set up a SAFe Program with SAFe teams quickly and easily, providing work item types, attributes and workflows, reports, plans and queries and process mentoring to help drive adoption of the SAFe methodology. The solution is out-of-the-box with IBM Rational Team Concert.

DB0008

**Custom Reporting for CLM**

Sharmila Ramesh &amp; Rishi Thyagi

The demo will illustrate how to create a custom dashboard and reports and help executive teams and Project Lead Managers to take decisions based on real time project status.

DB0009

**DevOps for Defence Projects**

Satya Shukla

The demo will illustrate adoption of IBM DevOps for development for complex defence projects, using the Model-based Systems Engineering and Model Driven Development approach and how to use DevOps tool chain to automate the deliver and hand-offs of artefacts across different phases and among different supplier.

**Welcome Note Speaker**Dulux Krishna

Dulux currently holds the responsibility of Executive Director, IBM Commerce Division for the Asia Pacific markets. In this role he is responsible for the IBM Solutions spanning the areas of Customer Engagement solutions (B2B & B2C Omni-Channel/ e-commerce/ Digital Marketing/ & Partner Engagement Solutions (B2B Integration/ Digital transformation/ Procurement Solutions).

Prior to this role Dulux, as the Director for Industry Cloud Solutions brand for IBM's Software division in Asia Pacific, Dulux was instrumental in establishing the IBM Smarter Commerce and Smarter Cities business in the Asia Pacific region.

Earlier he worked out of IBM headquarters in New York as the Executive Assistant to Steve Mills, Sr. VP and Group Executive - Software and System wherein he was closely involved in the acquisition & integration of key solutions in the Commerce Division like Unica, Coremetrics & Sterling Commerce.

**Keynote Speakers**Scott Schmecker

Scott holds a Ph.D. and is an IBM Distinguished Engineer and Chief Scientist for Entity Management, Entity Analytics, and Entity Solutions as part of the IBM Analytics Platform Group. He is an expert in statistical matching and has over 20 years experience in the research, development, testing, and deployment of complex data analytic systems.

Gopal M Krishnan

Gopal leads the Customer Success mission for IBM Security Systems Division through a worldwide team of professionals who plan, implement and support security solutions based on software offerings from IBM. Gopal came to IBM in 2006 through the acquisition of Mobily Solutions where he built core technologies and solutions for healthcare and property & casualty insurance using Service-oriented Architecture (SOA) and Business Process Management (BPM) technologies. Gopal holds five U.S. Patents in SOA/Web Services and Electronic Document Interchange (EDI).

Prior to joining Mobily, Gopal held executive and technical leadership positions at IST Technologies, IBM/Tivoli Systems, Fortitek, a Lockheed Martin Subsidiary and Intergraph Corporation. Gopal holds MS in Computer Science from New Mexico Tech, BS (Honors) in Computer Science from the University of Ottawa, Canada and BS and MS in Mathematics from University of Madras, India.

# IBM Analytics Speakers

## Big Data, Cloud & Content

### Amarjeet Singh Mundel



Amarjeet Singh Mundel is a Client Solution Professional in the IBM Industry Solutions Enterprise Content Management Technical Team. He joined IBM in 2005 and has more than 10 years of experience in ECM. He is a Certified IBM ECM Solution Architect. Amarjeet works with clients and IBM Business Partners in adopting IBM ECM Solutions. He is a regular speaker on ECM at customer events, conferences, and seminars. Amarjeet holds a Degree in Electronics Engineering and Master's in Business Administration from Symbiosis, Pune.

### Amit Rai



Amit Rai is a part of the IBM Big Data Lab Services Team. He played a key role in development of the Machine Data Analytics Accelerator. MDA development involved extensive use of Java/HQL and Java. Amit is engaged in proof-of-concept projects with various customers involving InfoSphere BigInsights (Hbase and Hive), InfoSphere Streams, and Data Explorer. He has prior experience working extensively on many IBM data management and data warehousing solutions. Amit has extensive experience with Linux administration and shell scripting. He has worked with multi terabyte databases (iSAS and Netezza) and was involved in design and implementation.

### Anil Chandra



Anil Chandra is an IBM Certified Senior and TOGAF Certified IT Architect. He has over 15 years of experience in the IT industry and 8 years in Architecture profession. Anil is active among multiple IBM technical communities as a technical evangelist and thought leader, and is leading multiple initiatives within the IBM Academy of Technology & its affiliates. Anil has presented white papers in Regional Technical exchanges, external forums and also invited speaker at various universities on topics like Social, Mobile, Portal technologies. Anil has filed several patent applications in areas such as Big Data, Cloud, Mobility and Integration.

### Anand Iyer



Anand Iyer is a Senior Enterprise Architect in the Channel, Technical Enablement, Analytics ECM team at IBM. He is a TOGAF (The Open Group) Certified Distinguished IT Specialist. He works with the Channel sales organization and assists IBM Business Partners and Global Systems Integrators in implementing solutions on IBM ECM platform. He has more than 17 years of experience in the IT industry, and has worked at IBM as a technical architect, team lead, and developer. Before joining IBM, Anand worked in the San Francisco Bay area for various wireless telecom companies developing next generation wireless and Voice over IP software platforms. Anand has a software development background with a Master's degree in Computer Science from Louisiana State University, Baton Rouge and an MBA from USC Marshall School of Business, Los Angeles. He is professionally certified in FileNet P8 and IBM Case Manager.

### Anil Kumar De Dutt



Anil is working as Big Data Consultant in India Software Lab Services has overall 10 years of experience, and has been with IBM for the past 7 years. Currently working on InfoSphere Streams & InfoSphere BigInsights development and implementation projects, previously handled healthcare projects and been part of Regional development labs. In addition to Big Data product trainings, he has experience presenting Big Data Telecom session in IMTC 2014, Big Data sessions in ITE (Regional Technical Exchange), other conferences.

### Balrajini Prasad



Balrajini Prasad is a developer at India Software Labs. He currently works on IBM Watson for Education initiative. Prior to this work, he had worked in IBM Case Manager, IBM eDiscovery Analyzer, DB2 and AIX development teams. He holds a Master's in Electrical Engineering from Indian Institute of Technology, Kharagpur.

### Deep Shikha



Deep Shikha is a technical leader in the Enterprise Content Management (ECM) development team at IBM India Software Labs. As an IBM'er for the last 8 years, she has built expertise in different ECM products and has contributed towards their development and support. She is experienced in developing case management based solutions and presently leads the team for IBM Case Manager for Investigations- an investigative solution based on advanced case management. She also contributes to the development of IBM Counter Fraud Management solution which is an integrated solution that addresses all phases of enterprise counter fraud measures.

### Jayesh Gangadhar



Jayesh Gangadhar is an ECM Technical consultant with over 11 years of experience in consulting, analysis, design and implementation of Enterprise Content Management & Business Process Management Solutions using IBM technologies like FileNet P8, IBM DB2 Content Manager, IBM Content Manager OnDemand, Datacap and Email Archival Solutions. Delivered end to end full life cycle implementation and migration of FileNet P8 solutions for various customers. As a Technical Consultant engages with customers and business partners worldwide in analyzing, resolving, and deploying solutions. Supports Technical Sales team to build Proof of Concepts and Request for Proposal for customers, has years of experience in consulting, analysis, design and implementation of Enterprise Content Management & Business Process Management.

### Jayasharan Krishnamoorthy



Jayasharan (Jay) is a Technical Architect, leading IBM's Hadoop offering on the cloud. He has been with IBM for over 12 years, having played various roles in product architecture, development and customer enablement. He has rich experience in several of IBM's platforms and products including BigInsights, WebSphere Application Server, Master Data Management, MDM for PIM and Traceability Server. His focus areas in his current role include design and development of scalable & secure BigInsights clusters on the Softlayer cloud. Also, he has enabled several IBM partners & customers on IBM Big Data platform.

### Jay Ushan



Jay Ushan, solution architect for Big Data Analytics, is working with Software lab services team, IBM India. He has solid experience in application solution design, development, implementation, solution management and has been in the industry for more than 22 years. His global experience includes long term assignments to US and UK. Further, he has travelled across EU and Middle East to present, manage and implement solutions. Recent implementation was on integrating Big Data and Visualization.

### Krishnan Saravanan



Krishnan works as a developer for IBM Case Manager for Investigations and IBM Counter Fraud Alert Management products. He has 15 years of Software Industry experience on Java/JEE and Web UI Technologies. At IBM, he has worked on Telecom project at GBS and also worked on Enterprise Content Management products at ISL.

### Karthik Ramasujam



Karthik is an ECM consultant, who works for India Lab Services, ECM Software Group. His expertise includes IBM DataCap Task Master Capture solution design and FileNet P8 installation and configuration. He has an adept experience with DataCap solution design for 3+ years. He has previously worked on FileNet 4.5.1 to FileNet 5.2.1 upgrade for a major telecommunication client's project. Prior to that, he was part of DataCap solution development team for an Indian government sector and is currently working on DataCap solution design and deployment projects.

**Manish A Shrivastava**



Manish is an executive architect working for the IBM DataWorks offering on the cloud. IBM DataWorks provides a mechanism for moving data between on-prem and cloud based sources in a simplified manner. Manish has been with IBM for more than 12 years and has diverse experience in different areas of Information management spanning IBM Research and IBM Analytics. He has a passion for innovation and is credited with creating several technologies which have made an impact on the market place. Manish has filed more than 35 patents and has more than 25 publications in IEEE/ACM conferences. He is an IBM Master inventor ([http://en.wikipedia.org/wiki/IBM\\_Master\\_inventor](http://en.wikipedia.org/wiki/IBM_Master_inventor)) and is also a member of the IBM Academy of Technology (<http://www-03.ibm.com/ibm/academy/index.html>) - a body responsible for driving the technology agenda for IBM. Manish has a PhD in Computer Science from IIT Bombay. Manish is a prolific speaker and has delivered lectures in several venues ranging from IIT Delhi, IEEE/ACM chapters in India and several other countries.

**Mano Di Briggs**



Mano Briggs is an IBM STSM and leads the Database Application Development for IBM DB2 in Cloud, including PHP, Ruby, Rails, Python, Django, SQLAlchemy, Node.js and Java data access frameworks. He has 17 years of experience in software development with many of those years spent in the area of data access, relational engines, and application-database performance.

**Mohit Arora**



Mohit Arora, working as a Consultant with IBM Software Labs. He has around 10 years of IT experience and currently working on Big Data and Analytics Solution. He works closely with customers and Business Partners, assisting them in the design, planning, implementation, and optimization of IBM PureData for Analytics solutions. He is mainly involved in automation of migration activities, worked in development of Tezdata to Netezza conversion tool, which is currently used in Vodafone India for migration from TD to N2 with 80% of conversion rate.

**Mrudula Madiraju**



Mrudula Madiraju has been an IBMer for 7 years and brings to the table over 15 years of IT industry experience. In the recent years she has been working on Hadoop, HBase, Hive, JAQL and other Big Data technologies. She is presently a senior technical development lead for the BigSQL component of IBM InfoSphere BigInsights. In this role, she also acts as technical consultant to several customers on live Big Data projects. Apart from coding and design, she enjoys giving tech talks, conducting workshops and occasional blogging.

**Rajagopal K Krishna**



Krishnan is a Tech Lead, who works for the IBM FileNet P8 Installation, Configuration and Deployment team. He has specialized in IBM Databases by being part of the development of Proof of Concept Solutions for Pre-Sales team, as well as handled queries from Business Partners on Datacap. He has previously worked on IBM eDiscovery Analyzer, a product for email regulatory compliance in the ECM Discovery suite of products. Prior to that, he has worked with IBM DB2 for a decade, working on almost all the software life cycles. He led the transition, development of new features and maintenance of DB2 CLI and DB2 CLP in ISL in the DB2 LDB suite of products. He also led the transition, development of new features and maintenance of DB2 Server on VM/SE. He worked for a brief time in Autonomic computing, developing adapters for generation of common logs for different IBM products.

**Ramakrishna P Ravella**



Ramakrishna is working as a Functional Verification Test, Test Automation, and U3 Team member for IBM Case Manager Builder team. He has over 14 years of experience in various IBM products in Enterprise Content management portfolio. He also worked in Discovery Manager and CICS Transaction Gateway Products as a PVT and SVT Team member. His interests are Test Automation and Cloud computing.

**Santosh Hegde**



Santosh Hegde works at IBM India Software Lab, Bangalore and has 8 years of software development experience working on various IBM Database products. Currently Santosh is working for the IBM dashDB Development team. Prior to his stint at dashDB, Santosh worked on developing features for products like IBM DB2, IBM RedBack Warehouse and Informix Dynamic Server. He has actively been part of the IBM University Relations program, mentoring budding engineers from different universities.

**Sathish Sabarayanan**



Sathish is an experienced Senior Technology Architect with more than 17 years of industry experience. He has been working with numerous customers implementing ECM, BPM solutions and other Line of Business systems. His experience in ECM encompasses Solution Architecture, Performance Engineering, Architecture reviews, Proposals, HA & DR implementation and technical enablement. He also actively mentors and supports FileNet resources.

**Satish Nethkar**



Satish is an architect and development manager with StoredIQ, and has been with StoredIQ for virtually his whole career so far. He has been through the "promising start-up" period, to the "ready-for-prime-time" stage and finally the humdrum of being acquired and aggregated with IBM. Satish has primarily been a system software developer working on building connectors to various data sources, architecting and developing the StoredIQ Data Server, and enabling distributed services on the StoredIQ stack. He now leads a team for StoredIQ out of India that aims to build more scale, more applications and more value for customers.

**Sheshanayak Agrawal**



Shesh has 16 years of experience with databases and DB driver development and holds a Master's degree in Computer Science. Currently, he is part of the PureData System for Analytics engineering, where he is responsible for enhancements and focus in WLM, Query infrastructure, transaction manager and optimizer components. Shesh has produced 6 patents over the years in the database domain.

**Shrinivas Kulkarni**



Shrinivas Kulkarni is a Senior Architect for the BigInsights on Cloud at IBM India Software Labs. He has been working with IBM for over 15 years with various roles and experiences in product architecture & development, solutioning, enterprise integration, customer enablement and technical evangelism. He has been involved in multiple first of a kind Big Data engagements/solutions/PoCs across different verticals like Telecom, Financial & Public Sector. In the recent past he has worked extensively on many Smarter Planet initiatives like Smarter Supply Chain, Smarter Food, Smarter Healthcare, and the Internet of Things.

**Ira Kumaravel**



Ira Kumaravel is the India Lab Services Leader for Social Business with vast experience in managing technical teams and leading practices on the similar lines in and outside IBM. He is one of the strong evangelists, owning the Social Enterprise for the team within the Lab and assisting with delivering IBM Social Business talks and leading the Business deliveries for customers across the Globe including India in this space. He is also the Social Business Hub leader in IBM India University Relations program extending support hosting various events for Academia, SIs, Partners and Customers.

**Sreerajth Nakanarthy**



Sreerajth Nakanarthy is Senior Technical leader in IBM Analytics division at IBM India Software labs. He is currently responsible for the Architecture and Technical leadership for Watson for Education offerings. Prior to this he worked as Technical Leader with responsibility of Architecture, design, development and support for IBM Master Content Bridge, FileNet Content Services and IBM Content Manager products. He has 18years of professional software experience in Design, Development, Testing and Implementation for diversified business applications. An accomplished public speaker, having spoken at various technical conferences and workshops internationally. As other interests, Sreerajth is very actively involved in community events and volunteerism.

**Sushmita**



Sushmita has been working in IBM India Software Lab, Bangalore from the past 6years. Sushmita joined as a graduate hire and has worked as a software developer on different IBM Database products. She is currently working for the IBM DataBase conversion workbench team. Prior to this, Sushmita worked for dashDB cloud consumability team and also has worked on developing features for products like IBM Optim Distributed, IBM Optim Designer products. She is also part of the core team for promoting agile environment in IBM Analytics group.

**Vikas Kumar**



Vikas Kumar is a member of Services team for Enterprise Content Management. Vikas is an expert in Information Lifecycle Governance. He joined IBM in 2013 and has more than 12years of software development experience in Information Lifecycle Governance, Database Drivers and Business Intelligence tools. He is an IBM Certified Specialist for IBM Content Analytics and Search and has worked on various technologies like Java/J2EE, Dojo, BIRT, PHP and Android.

**Vinodh M George**



Vinodh M. George works as an Information Management Software Architect with IBM Software Labs, with a focus on Data Integration and Business Intelligence projects. He has provided warehousing solutions to clients across the banking and finance, insurance and telecom sectors, enabling them to build scalable and effective data warehouses.

**Vishnu Nambioothiri**



Vishnu Nambioothiri has 15years of industry experience encompassing a wide range of skills and roles. Vishnu has worked extensively in various roles in development, testing and customer facing environments. For the past 7years, he has been working as a Developer in ECM team in India Software Labs contributing to the development of IBM eDiscovery Manager, IBM Watson Content & IBM Case Manager products. Vishnu is presently working as a technical lead in the IBM Case Manager product team.

**IBM Analytics Speakers**

**Analytics Platform**

**Amit Kumar**



Amit Kumar is a staff software engineer at the IBM India Software Lab working on data replication technologies. Amit has been with IBM for the past 8years and has expertise in IBM middleware products and database technologies. He has worked on several IBM solutions for customers involving replication products such as Change Data Capture and Q-Replication. He has also authored many technical articles.

**Amit Malvi**



Amit Malvi is the lead Engineering Architect for IBM Master Data Management Collaborative Edition product offering. With 14+ years of software development experience, Amit has been working for IBM since last 10+ years on Master Data Management portfolio. He started at IBM with product data synchronization using Global Data Synchronization capability of MDMCE, focused on retail industry and has now spanned his expertise on all business verticals (Banking, Insurance, Commerce, Energy, Automobiles, Telecom, etc.) involving Master Data Management. Amit is a post graduate with masters in "Software Systems" preceded by a bachelor's degree in "Computer Science and Engineering."

**Amy Ousterhout**



Amy Ousterhout is responsible for the MDM suite of products within the Financial Services Sector. He is currently the Chair of the Party Domain Working Group and a member of the Product and Price Working Group of the Banking Industry Architecture Network. Before this, he was in the SWG Services Organization, responsible for the World Wide MDM Principal Team. Principals were responsible for selling and managing MDM implementations. In this capacity, he managed implementations at SunTrust Bank, AXA Japan, Irish Life, Krung Thai Bank to name a few. He started his career working for Bankers Trust Company, New York in both a Financial.

**Bhavani Kumar Ethwar**



Bhavani Kumar Ethwar is a Senior Technical Staff Member in the InfoSphere Master Data Management's R&D Team. He is responsible for Technical Oversight on MDM Architecture, its Integrations and Cloud Offerings and he has been involved in the Master Data Management and allied areas for the past 12years. He is a member of the IBM Academy of Technology and he is also a member of various World Wide Architecture Boards in IBM overseeing the technical developments in products. He has around 20years of IT industry experience and this experience spans across various industry domains like Financial Services, Communication Services Providers, Retail, Manufacturing, Insurance, Travel and Transportation, Government, Enforcement agencies, Technical Support, Automobiles etc. His Technical experience spans Databases, Middleware Solutions, Human Interfaces, BIMS, BPM, Semantic Technologies, Big Data, Data Governance & MDM Solutions, CRM Solutions, ETL Tools, Cloud, IoT etc. Bhavani has been a Lab Advocate of many customers and an SME for various Business Partners in various industry domains helping them in their journey for Information Integration, Governance and Analytics.

**Gopi Varadanajulu**



Gopi Varadanajulu is a senior software engineer & architect for DB2 for LUW Deployment & Upgrade components. He had held various design & engineering responsibilities for the past 10 years and has 3 patents in the areas of database management systems and operating systems. He specializes in DB2 pureScale user experience and is an active technical advocate for many customers using DB2 pureScale.

## Hemant Kumar



Hemant Kumar is a Software Developer of the IBM India, Lab Services Team, working on DB2 as DB2 SME and Consultant. Hemant has been with IBM for the past 11 years and has expertise in DB2 and other IBM middleware products like COC, OPTIM, etc.. He has worked on several IBM Database designing, providing solutions, implementation and trouble shooting for customers involving Database products such as DB2, Portal, Connections, etc..

## Jay Leshare



Jay, MBSB C/TP is an IBM Senior Technical Staff Member at the IBM Software Development Laboratory in Hurstley, UK. Jay works within the IBM Analytics organization and is the lead architect for Master Data Governance and consumption. In this role, he is responsible for ensuring that master data can be delivered efficiently to business users and for accelerating IBM clients' ROI. Jay is a recognized expert on data governance and strategies that allow organizations to extract value from their data quality projects. He has presented at conferences worldwide on these topics, and as a UK Senior Inventor holds 12 patents in these areas.

## Krishnamurthy Arthanasamy



Krishnamurthy Arthanasamy has 10 years of DB2 LUW experience with specialization in BLU, DPF, HADR and WLM areas. He is currently the technical lead in DB2 Quality Assurance team focused on BLU Acceleration features. He has also worked closely with the large data, warehouse customers in banking and telecom sectors in implementing WLM capabilities. He has also helped customers to migrate their databases, to setup and maintain HADR databases and in stored procedure development.

## Lena Moad



Lena is an IBM Senior Technical Staff Member with the "Entity Management, Entity Analytics and Entity Solutions" development team responsible for the delivery of Big Match for Hadoop and InfoSphere Master Data Management software. She works at IBM Canada Lab in Toronto, providing architectural guidance to development team members across the globe. Lena graduated from faculty of Applied Mathematics of National Technical University of Ukraine "Kyiv Polytechnic Institute" in 1994. She has over 20 years of experience in designing and developing enterprise software. In her capacity as Lab Advocate, Lena helps customers to design and deploy IBM Analytics software in a wide range of industries, including banking, insurance, retail, and health care.

## Malathi Sangineni



Malathi Sangineni manages Metadata Infrastructure team of Information Server. She has been with IBM for past 8 years in various roles in Information Server organization. Prior to this she was managing Data Quality teams in Information Server. She was responsible for delivering multiple features of Information Server in various releases.

## Nishant Saha



Nishant has 7+ years of extensive experience in the area of DB2 UDB including deep background of various aspects of DB2 UDB including physical and logical design, performance monitoring, maintenance, query analysis, optimization, backup and recovery, replication and migration. Expertise in Performance tuning of databases including query optimization. In his current role, he is responsible for handling PMRs from worldwide customers.

## Pallavi Priyadarshini



Pallavi has over 14 years of experience in data oriented product development. She is currently the Technical Architect and Product Manager of DB2 Connect in India Software Labs. Pallavi has developed core functionalities in DB2 z/OS server engine in Silicon Valley Labs. She has also developed web based and security applications as part of two Silicon Valley start-ups. She regularly delivers best practice presentations in conferences and is the technical advocate for several enterprise accounts. Pallavi has authored patents and papers in data centric solutions and Redbook on DB2 in SOA. She has completed her Masters in Computer Science from San Jose State University, California and Bachelors in Computer Science from Nanyang Technological University, Singapore.

## Parameeswar R Pillai



Parameeswar has over 10 years of experience in Software Product development. As a Technical Lead, he has developed core functionalities in the DB2 JDBC Drivers, DB2 Server Administration tools and z/OS Connect. He has also prior experience in developing solutions for Geographical Information Systems (GIS) and Spatial Analysis. He has authored patents in database systems. He is passionate about Cloud, Bluemix, Spark and Emerging technologies. He is the Organizer for IBM Bluemix Meet-ups Bangalore chapter which has around 1000 members. He has a Master's in Software Systems and Bachelor's in Information Systems from Birla Institute of Technology and Science (BITS), Pilani.

## Pradeep Rameshbabu



Pradeep Rameshbabu, development manager at ANZ is an experienced and proficient leader and is leading the Development & Delivery of large enterprise programs across diverse technical stack, utilizing the best standards and practices. He is Accountable for streamlining the development methodology- "Development Assembly Line" using continuous build and deployment methods. Pradeep has over 10+ years of experience across US and Australia, in handling strategic business programs in various roles. His Current Role also involves- Strategic Vendor Management, Driving Outcome based Development Model, Inputs to Platform Roadmap aligning to Product Road map, etc.

## Prasad S Madagundi



Prasad S Madagundi is metadata architect presently working in the development of InfoSphere Information Server. He has extensive architectural and design skills in Meta modeling and business rules. He has gained diverse domain knowledge by working in Insurance, Banking and Telco industries.

## Prasanna A Methada



Prasanna Aar Methada is an Informix certified professional. He's currently part of Informix Competitive Technology and Enablement team that covers India, Sri Lanka, MEA and Africa regions and is also responsible for managing Informix India User Group. Prasanna has been with Informix for over 8 years now and has extensively worked in the areas of Interoperability and Competitive Technology Enablement. As an Informix evangelist, he's co-authored several technical articles on Informix, presented sessions in international conferences and is an active blogger as well.

## Pratik Patilnagar



Pratik is a part of the IBM Analytics team and works as an Accelerated Value Leader. He has been involved in successful implementation of large scale data warehouse environments, performance tuning, workload management, capacity augmentation, backup strategy activities across customers.

## Pravin Kedia



Pravin Kedia has been working with different IBM Information Management technologies since last 10 years. Especially I have been focusing in areas of DB2/Informix/Netezza databases, Big Data, InfoSphere warehouse, Business Analytics, various replication technologies, InfoSphere Guardium and InfoSphere CDC.

## Rajesh Sastama



Rajesh manages the DB2 Patterns development team. He has been with IBM and the DB2 development team for 8 years and has experience with managing the development of a variety of DB2 components.

## Sudheer Anishamachari



Sudheer Anishamachari is an Analytics Architect and Sr. Consultant with IBM SWG Analytics Lab Services India. He has been with IBM India for over 10 years and has been part of Product Engineering, Solutions and Services Business Units at IBM. He has vast experience as an Analytics Solution Architect and Lead Consultant in large and complex Data Governance Projects. He brings leadership in providing key technical skills such as MDM Data Modelling, Data Quality and work flow processes using trusted data in MDM. He has delivered more than a dozen engagements in this space and has been involved in complete life cycle right from requirements till design, delivery implementation/support. He also supports SI, Business Partners and sales in putting together compelling P.O.C.'s, assets and sales collateral's including Technology assessments and workshops. He has 15+ years of experience in IBM technologies and is an established technical leader in working with cross functional technical teams across industry verticals such as Banking, Life Insurance, and Healthcare and Telecommunications.

## Satyamathar Vargara



Satyamathar Vargara is presently working on development of metadata integration and implementations of InfoSphere Information Server. He has worked with various customers on implementation of Information Server. He has gained diverse domain knowledge by working in Insurance and Banking.

## Sheshanayn Agrwal



Shesh has 16 years of experience with databases and DB driver development and holds Master's degree in Computer Science. Currently, he is part of the PureData System for Analytics engineering, where he is responsible for enhancements and fixes in WLM, Query infrastructure, transaction manager and optimizer components. Shesh has produced 6 patents over the years in the database domain.

## Shweta Shandhya



Shweta Shandhya is the Senior Development Manager in the IBM, India Labs. She has an overall experience of 16 years in the industry with last 11 years being on Master Data Management and across various domains and facets of MDM. In her current role she manages the IBM InfoSphere MDM driving the Product Entity Roadmap. She is also a Functional leader for driving Deployment Simplification of the Product both on premise and on Cloud with strong emphasis in improving the End Experience of the Product. Shweta is also a part of Advisory Committee for Grace Hopper for Women in Computing India which is a Conference run by Anita Borg Institute, US.

## Soma Shekar



Soma Shekar Naganna has over 14+ years of experience in architecture and development of enterprise applications. He currently works as senior architect on Master Data Management with integration as specialization. Soma joined IBM India Software Labs in 2004 as a staff software engineer. His areas of expertise are Master Data Management, Master Data Management for Product Information Management, Data governance and Enterprise application integration. He holds a bachelor degree in electronics and communication, and a master degree in computer science.

## Srinivas Srinagar



Srinivas is a Senior Developer in the InfoSphere Master Data Management's R&D Team. He is working on Integration Portfolio in InfoSphere Master Data Management team; currently he is working on building InfoSphere MDM Cast Iron Connector for cloud integration of on-premise InfoSphere Master Data Management. Before Integration Portfolio, Srinivas worked on traditional Master Data Management development. His areas of expertise are Master Data Management, Master Data Policy Management, and integration around Master Data Management.

## Steve Rice



Steve Rice is Senior Technical Staff Member of the IBM lab in Toronto, Canada. His areas of expertise include DB2 performance and Optim Tools performance. He has worked on DB2 performance for over 15 years, with the last seven on DB2 pureScale, and most recently on DB2 transactional performance in the cloud.

## Sudhir Thirumani



Sudhir is working as a Senior Consultant with IBM Software Labs. He has more than 15 years of IT experience and currently working on BIG Data and Analytics Solution. He works closely with customers and Business Partners; assisting them in the design, planning, implementation, and optimization of IBM Puredata for Analytics solutions. He provided valuable services to Telecom clients for migration from Teradata to IBM Puredata for analytics and building multiple data marts to achieve their business goals.

## Tulasi Aggar



Tulasi is an Architect for IBM InfoSphere Optim development team. He has been involved in the Architecture, Design and Development of Optim Data Growth, Test Data Management and Data Privacy for the past 7 years. As an expert in this area he guides various field teams & business partners around troubleshooting of problems, features and its best practices. He also holds expertise in the areas of Telecommunication Billing & Revenue Management (Oracle), Distributed Client Server Architecture - Indian Railways Passenger Reservation System (CRIS). Tulasi holds a Master's degree in Computer Science and Engineering from Jadavpur University, Kolkata.

## Umaashree Ramakrishnan



Umaashree Ramakrishnan is a Senior Software Engineer at the IBM Software Lab, India. In his current role, he works as a product architect for IBM MDM portfolio of products with a focus on MDM Governance based on IBM Business Process Platform. He has co-authored a Redbook on aligning Master Data Management and BPM for data governance and stewardship. Umaashree's patent portfolio includes three issued patents on collaboration and statistical modeling.

## Vaidhyan Kulkarni



Vaidhyan Kulkarni works as Advisory Engineer in IBM. He has been working in DB2 Performance team for over 8 years. He provides technical support to customers on performance issues with DQC.

## Vinayak Mishra



Vinayak Mishra working as a Architect for Netezza Information Server product in ISL. He has more than 10 years of experience on Data warehousing projects with experience in Information Management tools and software's on installation and setup requirements analysis and design, development, upgrade, testing, production support and maintenance, deployment and implementation. He provided valuable services to Telecom clients for building multiple data marts to achieve their business goals, in addition to providing consulting services to banking, retail. He is experienced at understanding and defining user requirements, performing gap analysis, creating technical documents and coordinating with the offshore development team. His areas of expertise are Netezza Development and implementation, Business Intelligence Applications, IBM Information Server DataStage ETL tool (Extract, Transform and Load), InfoSphere CDC (Change Data Capture), etc. He has application development experience and has expertise in working and coordinating/ managing in on-site-offshore model.

# IBM Analytics Speakers

## Analytics Solution

### Alex Joseph



Alex had joined IBM in 2001, and is currently in the capacity of Senior Development Manager for Smarter Cities Transportation within IBM Analytics. This product offering provides a layer of intelligence by taking sensor data and applying sophisticated predictive and incident analytics algorithms to it that create relevant insights from the raw data, to predict traffic conditions for future. Alex's past experiences include working as development and product manager for IBM WebSphere Telecom product engineering, as Senior Project Manager for SaaS Social Commerce product engineering team at Infosys Technologies, Project Manager for BFSI Release Team at Wipro Technologies, and in different capacities for TXSeries distributed transaction management product team, one of the flagship transaction management offerings from IBM.

### Amol Jagtap



Amol Jagtap is a Performance management consultant in India Software Lab, Mumbai and has 5 years of experience in Cognos EPM practices (Cognos TM1 and Enterprise planning). He has strong skillsets in technical and functional modeling with good hands-on experience of implementing Cognos TM1 and EP models at various customers across the industries and is currently working on TM1 implementation for India's largest IT service provider.

### Daruprasad Srinivasan



Daruprasad Srinivasan joined Analytics Solutions team as a Senior Engineer (Diagnostics and Prognostics). With over 6+ years of work experience in industry research, and 5 years of industry/academia research experience, he has been instrumental in solving many industrial problems in the field of reliability engineering, and data science. Prior to joining IBM, Gaur was a Research Scientist at GE Global Research. He completed his Ph.D. in Industrial and Systems Engineering from State University of New York at Binghamton in the year 2011. Prior to his graduate studies, Gaur worked as a Design engineer at GE Transportation Systems and for a short period with Ingersoll Rand India Ltd. He's passionate about solving various business problems by applying reliability engineering concepts and data science techniques.

### Jayen Thakkar



With 21 years of IT background, Jayen is a proven Architect for implementing Analytic Solutions for multiple customers primarily on the IBM Business Analytics Stack. He is a Veteran at direct Client interactions for in Pre-Sales- Scoping and high level requirements and also Project Execution at various levels. Jayen has managed existing customers for their maintenance and support projects executed in Onsite, Offshore or Dual-Shore modes and has been involved in Small, Medium and Large analytical application developments.

### Jagan Jagadeesan



Jagan Jagadeesan is a Solution Architect at IBM with over 15 years of experience in architecting and evangelizing solutions and has played a key role from project planning to execution for various customers in Growth Markets. He is currently part of Business Analytics Solution & Services group at India Software Labs and plays an important role in creating Industry Analytics solution assets for Predictive Asset Optimization (PAO).

### Kalyan Ankala



Kalyan works as Solution Architect providing solutions to Smarter Cities based projects in India. He is part of Rapid Solutions Center group in SWG services of IBM. As an Architect, he delivered solutions based on Intelligent Operations Center (IOC), Intelligent Operation for Water (IOW) and IBM Video Analytics (IVA) to customers worldwide.

### Li Thomas



Li Thomas, is a Solution Architect for IBM OpenPages, involved in solutions design for ASEAN and ISA Region for OpenPages Implementations. She brings to the table 14 yrs of Professional experience of which 8yrs are in Risk Analytics. She has been with IBM for 4yrs. She also holds the position of Practice Area Lead, IBM OpenPages ISL, Coll. with a team of 16 Technical Consultants who work for NA, MEA, ISA and ASEAN OpenPages and Algo Implementation. She and her team authors the IBM OpenPages Official Documentation support series the IBM OpenPages I CAN Series. She is also part of the Enablement Artifact Planning Committee WW for newer trainings and certification of the Product. She and Nikhil are part of the design team in collaboration with Deloitte, for the Indian Companies Act, OpenPages FCM Solution.

### Maheesh R. Sagar



Maheesh R. Sagar has 8+ years of experience in Cognos BI and DWH and is responsible for leading Cognos BI implementations and Technical Architect. He has not only worked on BI side, but has extensively worked on Database and Data warehousing technologies, thus covering the entire software life-cycle of BI implementations.

### Manish Ghoshal



Manish has 20 years of experience with IBM in software development, design and Architecture. Since the last 7 years he has been working as Solution Architect for SWG industry solution now Analytics Solution. He has also been involved in Solution Architecture and development of several solution like Counter Fraud Management, Core Banking Transformation, Algo reporting for Solvency II and Trade Analytics Solutions. Currently responsible for Architecture of Algo RSI product and contributing to Trade Analytics solution.

### Manojanjan Kumar



Manojanjan is a Senior Information Technology Executive with more than 26 years of experience in developing and executing IT strategies in alignment with business objectives. Having extensive experience in aligning IT for manufacturing, power and engineering projects environments, including green field, high growth, downturns and acquisition integration. An established record as an IT leader & business partner who collaborates with other executives to use technology to transform and simplify business processes while delivering bottom line measurable benefit. An energetic leader with a passion for people development, a track record of identifying business process and automate them with IT solution and a demonstrated ability to effectively lead and work in a highly matrixed, global and domestic environment. He is also recognized by various prestigious IT awards as a Top CIO for these accomplishments in 2012 and India's most innovative CIO award by Cyber Media CIOE in March, 2015 and CIO of the year award 2015 by BSE (Bombay Stock Exchange).

### Manjunayagam Arumugam



Manjunayagam Arumugam is an IBM Certified Senior IT Architect and The Open Group Certified Master IT Architect. He has led many Enterprise Architecture Design, and Development of IBM's Advanced Analytics Solutions and Smarter Cities Solution Products. He has played a significant technical leadership role for many of the IBM's Smarter Cities successful end to end implementation.

### Mohit N Acharya



Mohit Acharya is a Data Scientist and is currently working on developing Analytics based Solutions on IBM Counter Fraud Platform. Mohit is an IBM Alumni and has been with IBM for the past 10 years. He has vast experience in both Product development and Industry Solutions development. Over the past 5 years Mohit has worked extensively on Predictive Analytics, Social Media Analytics and Business Intelligence (BI) Solutions across industries such as Banking, Retail and Energy & Utilities.

## Narendranath



Narendranath is a senior learning designer and has worked extensively on Intelligent Operations Center. With the hands on experience on the product, he has developed instructor-led, self-paced and web-based training materials for different versions of Intelligent Operations Center. He is a certified Intelligent Operations Center Deployment professional.

## Nikhil Komakula



Nikhil Komakula is an OpenPages Lead Consulting Engineer with IBM Analytics at IBM India Software Labs. He has a total of 7+ years of IT experience of which 5 years are in OpenPages GPC domain. He is an IBM certified OpenPages Developer and a certified Experienced IT Specialist. He worked on multiple customer engagements involving OpenPages installations, configurations, migrations and custom solution implementations. He also collaborated with OpenPages Product Management team in testing the new OpenPages releases and patches.

## Prashant Shrivastava



Prashant Shrivastava has been working as a Senior Application Consultant in IBM since the last 3 years. He has recently moved to IBM Software Labs and currently working in TMI Analytical Solutions. Prashant has worked on various projects in IBM GBS GD in implementing Cognos TMI solutions and has an overall experience of 12+ years which include 4+ years in Cognos TMI solutions.

## Pratyush Prasad



Pratyush is Practice Manager, in Lab Services for Predictive and Business Intelligence (PBI) at IBM India Pvt. Ltd. He comes with an experience of various large scale BI/DW implementations across Asia Pacific. Some of his important clients so far name are American Express, Australia, B.L.T. Deloitte Australia, FHO, Infosys, Ipswich City Council, Shree Cement, State Bank of India, and UltraTech Cement. Presently he is leading an elite team of experts on IBM Cognos BI and SPSS. He is one of the experts in IBM Cognos Mobile implementation, and his web-seminar can be found on TechGig. He is actively involved in Career Education initiative and has also conducted multiple training on Cognos BI.

## Samarendra Rajguru



Samarendra Rajguru is the Leader, Industry Solution, Financial Services, IBM India Software Lab. He leads a group of solution architects that engages on top industry themes with IBM ecosystem (development, delivery and sales). This global role and responsibility is for incubating and developing industry products and assets for IBM to make direct impact on the industry market place globally. Business development and strategy execution with sales ecosystem, anchor customer success, enablement of partners, and key technical engagements for customer wins are part of his key responsibilities. He has conceptualized and helped develop assets turned into products which have the distinctions of top quadrant credentials and having multiple customer footprints. He comes with over 25 years of experience of which 15 years (at Oracle and IBM) in IT consulting, consultative sales, delivery and implementation, product design and development. A strong foundation and background of 10 years in financial industry as a practitioner. He was national head of business service delivery operations for Trillion customers with a large asset management company in India before he joined IT industry. He is a financial industry architect and SME. Professional strengths areas have been data warehousing, business intelligence, insurance risk, fraud management and analytics. He comes with strong profile of experience with large banks, regulators, financial institutions, insurance companies around the world.

## Saurabh Dattaraj



Saurabh has a total of 7 years of experience in IT. He is a part of IBM cognos team from the last 5 years and is currently working as cognos TMI consultant in Business analytics lab services team. He has an inclination towards exploring new technologies and continuously works towards improvement of IBM products to make every client a success.

## Saurabh Gupta



Saurabh Gupta is a Solution Architect at IBM with over 10 years of experience in architecting and evangelizing solutions and has played a key role from project planning to execution for various customers in Growth Markets. He is currently a part of Business Analytics Solution & Services group at India Software Labs and plays an important role in creating Industry Analytics solution assets for Predictive Asset Optimization (PAO).

## Seba Kauer



Seba Kauer is with Global Business Services at IBM India and is currently part of the Industry Analytics Solutions Services, India Software Labs team. She leverages her IBM Predictive Maintenance and Quality skills to work with customers in domains such as Oil and Gas, Mining, etc. Her interests include application integration and middleware using WebSphere products.

## Srinivas Gowindaraj



Srinivasan Gowindaraj is an Advanced Analytics SME in the India Software Labs. He has over 13 years of work experience, specializing in Advanced Analytics. In his current assignment he is responsible for doing proof of concepts, pilot projects and build solutions with predictive analytics as the central theme. The tools used are mainly SPSS Modeler, IBM Analytic Decision Management and C4DS. He holds a PGSEM (MBA) from Indian Institute of Management, Bangalore (IIMB).

## Sunil Lakshmana



Sunil Lakshmana is a DW Solution Architect in the Business Analytics and Optimization Practice. Sunil has overall 17 years of experience in Pre-Sales and solution development in Data Integration, Real-Time DB replication consulting, Delivery Management. Sunil has contributed to various knowledge re-usable assets in his previous stint in the Data quality, Data Discovery, Single view of Customer, MDM as part of the Industry Solution team. He has contributed as both, the SME & idea contributor. Over the last 2 years Sunil has worked as Data Scientist for CFM platform in the AML solution development, constitutes CFM Data Model's, configuration & solution of identity insight and data ingestion, ID schema define and link analysis, SPSS models on customer statistical profile, peer group profile, Transaction profile and monitoring and services. Over the past 5 years Sunil has worked extensively in Predictive Analytics across industries such as Banking, Insurance and Retail.

## Sunaj Kumar



Sunaj Kumar is a Solution Architect at IBM's lab in Bangalore, India. He has more than 10 years of experience working in software development and integration technologies. He is currently working in the Financial Sector Industry Solutions. He holds a degree in Electronics & Communications Engineering from National Institute of Technology, Surathkal, India.

## Vishal Chahal



Vishal Chahal is an Executive IT Specialist in Business Analytics at India Software Labs and currently works on IBM Predictive Maintenance and Quality team. He is a well known evangelist on IBM Business Analytics Software and specializes in the usage of these technologies in Banking, Insurance, Telecommunications, Retail and Airline Industries. He also engages with IBM customers worldwide to help them on these technologies.



## IBM Systems Speakers

### Amit Pareek



Amit Pareek works as a IT Specialist under IBM System Middleware Lab Services. He specializes in Enterprise portal and content management solutions, Web 2.0 technology, and Enterprise Collaboration platforms. He is author of many developerworks articles and technical books.

### Jayaprakash Reddy (JP)



Jayaprakash Reddy (JP) works as a BPM architect in IBM System Middleware Lab Services. He has over 10 years of experience in the design and implementation of complex solutions involving IBM middleware products such as WebSphere ESB, WebSphere Process Server, IBM Business Process Manager, Enterprise Service Bus and Message Broker. Over those years JP has worked as a BPM SME and supported many client engagements on doing first of a kind projects, migrations and performance tuning for high availability and throughput.

### Dinesh G Sriniv



Dinesh is an Executive IT Specialist and the WW technical services leader in the IBM Systems and Middleware organization. He has a strong background in IBM Integration portfolio. Dinesh has led several implementations with many of IBM's biggest customers resolving complex requirements and built several architectures of IBM Message Broker, DataPower and API Management.

### Kapil Madan



Kapil Madan is working as an IT Management Consultant for IBM India Software Lab (C&SI Lab Services), primarily working as a Service Management Architect or Senior Practitioner. In last few years, he has been leading various critical service management implementation for key customers in India - Unilever, Income Tax Department, HDFC Bank, Indian Railways, Infosys and Bharti are few of them. He has always been playing a key role in various First-of-a-Kind solutions win and implementation. He is having more than 11 years of IT experience and he academic Qualifications: Bachelor(Maths) & Masters Degree(Computer)

### Krishnan Venkateswaramanian



Krishnan is a Systems Management Senior IT Specialist in IBM India Software Lab working as a Service Management Consultant. He is having more than 10 years of IT experience and has been leading various critical service management implementations for key customers in India and plays an active role in various First-of-a-Kind solution wins and implementations.

### Nandan F Atkar



Nandan is part of the IBM India Software Labs Services team and is a SME for the Application Performance Management solutions. He has been in IBM for 10+ years and also has several years of experience prior to joining IBM in the IT Service Management area. He has led and delivered several first of kind implementations, helping Customers get value out of the solution.

### Parasuram Balakrishnan



Parasuram (Paras) Balakrishnan works as a solution architect in IBM System Middleware Lab Services, in the BPM focused practice. He has over 12 years of experience in the design and implementation of complex solutions involving IBM middleware products such as WebSphere Process Server, IBM Business Process Manager, Enterprise Service Bus and Message Broker. In the past 5 years Paras has worked technical consultant and advisor to a number of IBM customers in India that are involved in developing and implementing enterprise-scale BPM solutions using IBM Business Process Manager.

### Rakesh Nair



Rakesh Nair is an IBM Certified IT Specialist at the IBM India Software Labs in Bangalore, working in the Software Services Systems Middleware organization. He has over 11 years of experience, and has implemented solutions in IBM middleware technologies like DataPower and WESB. He has also implemented IT solutions in the areas of connectivity and integration in the healthcare, finance and insurance domain. He also supports WebSphere DataPower Presales opportunity in India and is now exploring the Web API Management initiative.

### Sanjeev Kaul



Sanjeev Kaul is a Senior Performance Engineer and Database Architect working with HPOCS, IBM India Software Lab (ISL). He has been part of several performance engineering implementations for high volume & performance critical projects. He also has prior experience of working with Oracle databases, OSGI databases and WebSphere.

### Suren Chaturvedi



Suren Chaturvedi works in Lotus Lab Services, IBM India Software Labs, Pune. His expertise is in the WebSphere Portal Server, WebSphere Application Server, and Lotus Quickr products, focusing on infrastructure, installation/ configuration/ integration, performance tuning, and migration.

### Verkat A Reddy



Verkat Anuj works for HPOCS team in ISRW India as a Performance Architect and has overall 15 years of experience. As a Performance Architect Verkat has worked in diverse areas/technologies related to Performance & Scalability of Java/WebSphere Applications. Verkat was involved during Requirements, Capacity, Design, Test & Support phase of the Applications.

## IBM Commerce Speakers

### Anil Rayamajhi



Anil Rayamajhi is a software developer with IBM India software lab.

### Anil Naidu



Anil is an Advisory Software engineer and is part of the UI Development team. He has over 14-years of industry experience. He is the usability expert for the IBM Sterling Store and IBM Call Center for Commerce applications.

### Balaaravith Rajan



Balaaravith is an IBM Senior Consultant with the IBM-Commerce business unit. In his current role, He provides business solutions and technical implementations to the customer requirements for a complex CPQ implementation. He is certified in IBM Sterling-Configurator. He has extensive experience in customizing CPQ suite of products.

### Bhazal S Bhothra



Bhazal is a Senior Managing Consultant, has 14+ years of experience mainly in B2B Integration and EAI. He is an IBM certified Expert IT Specialist and TOG certified Master IT Specialist. He has performed many first of kind implementations across the world and in India. He is experienced in IBM Sterling B2B Integrator, IBM Sterling File Gateway, and IBM Sterling Connect:Direct, IBM Control Center, SterlingSecure Proxy etc.

### Bharat Khate



Bharat has been working for the past 3+ years on Sterling Selling and Fulfillment Suite implementation. He has over 14years of experience in implementing large scale ecommerce and order management applications. He has implemented ecommerce solution for major retailers in the capacity of solution architect. He has led the order management implementations for the global retail customers.

### Bimba Pulimvathi



Bimba is an Advisory Software Engineer and is part of the UI development team. She has 10years of industry experience. She is the functional architect for the IBM Sterling Store and IBM Call Center for Commerce applications.

### Biswal Subramaniam



Biswal has 13+ years experience with techno functional knowledge on EMM products like Campaign, Optimization, Interest, Opportunity Detection and Marketing Operations. He is engaged with domestic & international customer for implementing, upgrading & supporting all the EMM Products mostly Telecom, Banking and Retail. He has also worked as a Product Training along with IBM Education Services team for Domestic Customers and holds a Product Specialist certification, and an Oracle and Linux Technical Certification.

### Chenthinj Latakrishnan



Chenthinj is an IBM Certified IT Architect with over 15 years of experience in architecture, design and development of I.T solutions using Java/J2EE and web technologies for Telecom, Multimedia and Entertainment domains. He is currently working in IBM Commerce and responsible of design/implementation of customer experience management solutions using IBM Textiva product suite.

### Chiranjeevi Banaganahalli



Chiranjeevi is currently working as Senior Staff Software Developer and has been associated with IBM for more than 5years. He has worked on various Sterling products like IBM Sterling-Configurator/Visual Modifier, IBM Sterling Configurator, IBM Sterling Field Sales, IBM Sterling OMS, IBM Sterling Business Center and Sterling Business Intelligence and has good knowledge of OMS and CPQ product suites. Chiranjeevi has been actively involved in the design and testing of products which come under CPQ portfolio in multiple releases from 9.0.0 to 9.4.

### Divya Lakshmi



Divya is a Senior Information Developer in the IBM Sterling B2B team in IBM's Commerce Group. She has around 11 years of experience in product and end user documentation. She has worked on various IBM Sterling B2B Integrator features, such as EBICS and B2B Advanced Communications. Currently she is working on installation documentation for Distributed Mail boxing.

### Garish Kuber



Garish is working as Technical Consultant at IBM India Software Labs. He is Business Analytic Evangelist with extensive experience in Business Intelligence and Software Quality management. Garish has done MS in Scientific Computing and working with IBM for last 7 years.

### Geetha Sujanaraj



Geetha is currently working as a Training Delivery and Enablement Architect and technical and functional Subject Matter Expert of IBM Commerce products in the Learning Services team. She is certified on Microsoft, Sun and IBM products. Her primary role is to enable the worldwide IBMers, partners and customers on new version of the B2B products. Apart from her primary job responsibilities, she proctors IBM product certifications, designs course curriculum, develops the course content. She has collaborated with the external business units to enable on Bluemix application.

### Girish Venkatesh



Girish is currently in the role of Associate managing consultant in B2B services. He has total 8years experience in B2B EAI. He has worked on many B2B implementation and mapping projects involving IBM Sterling B2B Integrator, Sterling File Gateway, Sterling Control Center, and Sterling Secure Proxy.

### Guru Prasad Shanmug



Guru is a senior developer with WebSphere Commerce product team in ISL. He has over 12years of experience working with WebSphere Commerce product design and development, implementations and WebSphere Commerce engagements.

## Jagadeesh Sreenan



Jagadeesh is a Software Architect, MPM, and has 12 years experience in software product development. For 8 years in his career he has worked as a Performance engineer on various IBM Sterling products on both Commerce and B2B space. On commerce space, Jagadeesh worked on products namely IBM Sterling Warehouse management system, Order Management systems and On B2B space, worked on products like B2B and Sterling File Gateway (SFG). Since the last 2 years, he has been playing the role of software architect for MPM.

## Jitesh Gattala



Jitesh is working as Project Manager in IBM Procurement Software Services. He has overall 10 years of experience in various IBM products in Emporia Procurement Suite. He has been involved in Proof of Concept, Pilot, Proposal, estimation, SCW and PFX for all modules of Emporia Procurement suite. He is responsible for Sales Engagement, Solution consultation, Customer Consultations, Demo and training on IBM Emporia products and its effective adoption.

## Kalpna Moudhy



Kalpna is an IBM certified IT Specialist with 12 years of experience as an EDI Specialist worked with various industry standards and integration tools like WTX & Sterling Integrator. She is also an IBM certified Solution Implementer for Sterling Integrator, CConned direct and XML & its related technologies. She is presently working as the Development lead for SaaS delivery service team and handling multiple clients.

## Ketan Bankar



Ketan is working as a customer Engagement Manager for last 7 years with IBM-Emporia for spend analysis solution. He is currently handling customers primarily based out in NA with global existence from various domains like finance, insurance, pharmaceuticals, engineering, media, etc. He has total 13 years of experience in data analysis and enrichment and is subject matter expert for implementation of Emporia Spend Analysis solution. He is successfully managing the deliverables for North America based customers, Helping customers on their business requirements and delivering high value services.

## Kedar Pawar



Kedar is Development Manager for IBM Emporia Spend Analysis Product and has over 14 years experience in Software Product Development, Database, Analytics and Reporting technologies. Kedar has been in multiple roles during his IBM and outside IBM stints. He has also been a solution architect, technical project manager implemented projects with customers like Reference, cable vision, UBS etc.

## Kishor Shrivastava



Kishor is an IBM certified Solution Implementer for Sterling Integrator, PMP & CSM with 12 years of experience. He has worked on various B2B data translation and trading partner enablement solutions. He has also worked with clients across geographies in various domains such as retail, logistics to name a few. Kishor is currently deployed as Lead for RSC Map change team that handles SaaS deliveries and handle multiple clients/TPs.

## Kunal Sarkar



Kunal is working as a Senior Advisory Consultant for IBM Emporia Consulting team. He has a total industry experience of about 8 years of working for different clients globally, for supply chain consulting projects. Currently he is working as Program Management SME implementing and supporting global PGM projects and working for PGM practice development in India. He has also worked for Sourcing implementation projects for global clients.

## Madhusadhan Sarkar



Madhusadhan is a Managing Consultant for IBM Emporia Consulting team. He has a total industry experience of about 11 years with Fortune 500 Customers for supply chain consulting projects. Currently he is working as Sourcing and Contract Management SME implementing global projects.

## Malik Vargal



Malik is Manager - AP Technical Support - CES Marketing Automation, Tealad & Cosmetics.

## Manuella Kallipakshi Venkatesh



Manuella is Solution Architect, Sterling Commerce, RSC, and has 10 years of experience in Application and Product development. Within IBM, she is involved in design, test, development, and support of IBM Software products and systems using Database design and Sterling Selling and Fulfillment Suite (SOMS) implementation for various customers across the Globe Retail and logistics domain.

## Manish Paul



Manish is Advisory Software Engineer in Demand/Fac Markdown Application team based out of IBM India Software Lab. He has around 14+ years for experience in Product Development.

## Manjunath Panthi



Manjunath is the Sr. Engineering Manager for Markdown Optimization Application

## Murali Perbari



Murali is a Software Developer for IBM Sterling Order Management System. He has been with Sterling Commerce/ IBM for 8 years now. He has worked with multiple IBM Sterling supply chain products like Order Management Systems, Warehouse Management System and IBM Sterling OMS and WebSphere Commerce Integration. He is currently working on IBM Sterling OMS and JDA Integration.

## Nitin Sanki



Nitin Sanki is a software architect with IBM India software lab.

## Prakash Shinde



Prakash has 12+ years of experience and is currently working as technical lead for IBM Contact Optimization product within ExperienceOne. He has been actively involved in design and development of features for Contact Optimization. Prakash has 8 years of systems and analytics and 4+ years of marketing analytics experience.

## Priyanka Arora



Priyanka Arora is a senior manager for RSC.

## Prithi Anandaramany



Prithi has been working for the past 7+ years on Sterling Selling and Fulfillment Suite. She started off with engineering in developing the product then moved on to Software Services to help solve real business problems of customers. She has IBM order management implementation for various customers across the Globe in Retail and logistics domain in the capacity of Solution Architect.

## Priyanka Kelkar



Priyanka is the Performance Specialist for IBM Sterling Order Management Solution in IBM Commerce India. With over 12 years of experience in software development, technical and performance consulting, she has worked extensively on the IBM Sterling Order Management® product for 8 years, including, solution design, and technical advisory to customers worldwide.

## Rama Jayant



Rama is Program Director for the Strategic Supply Management Portfolio and brings over 20+ years of IT experience of which more than 9 years in the area of Procurement transformation.

## Rankumar Kalyanathan



Rankumar is Senior Manager in IBM Commerce Services team.

## Ravinder Katti



Ravinder is an IBM Senior Consultant in Sterling Commerce area. In her current role, she provides technical solutions and business implementations to the client's requirements. Ravinder is actively involved throughout the development cycle of a CPO project. She holds hands-on experience on IBM Sterling CPQ 9.3/9.4 with skills on SFS/SBC customization, IBM Sterling Selling Fulfillment Foundation—platform and knowledge in data models, SAC and Visual Modeler.

## Rishabh Pagar



Rishabh is working in the IT industry for the past 10 years. His expertise lies with Functional Verification Test (FVT), Systems Verification Testing (SVT) and Automation. He has been part of B2B releases, B2B AC release, SI-SPE integration with his functional and automation expertise. He extensively worked on the API tester to enhance the capabilities of the tool. He also explored the possibility of B2B AC - IB integration and made it work with his prototyping.

## Rohit Mehl



Rohit is a Software Developer for IBM Sterling Order Management System. He has been with Sterling Commerce/IBM for 9 years now. He has worked with multiple IBM Sterling supply chain products like Order Management System, Warehouse Management System and IBM S/S.

## Sachin Mahajan



Sachin Mahajan is a developer in the eMessage Development team.

## Samson Jaykumar



Samson is Senior Manager, MPM FVT, SVT and Performance Engineering and has been working in the IT industry for the past 16 years. His expertise lies with Functional verification Test (FVT), Systems verification Test (SVT) and Performance Engineering across Commerce and B2B domains. In his latest role, he owns the QA functional for the MPM product line and bases on this role for the last 2 years.

## Sandeep Khare



Sandeep is Client Engagement Manager and has over 8 years of experience working on IBM Sterling Order Management System. In this stint he has closely worked with world wide customers supporting them for various modules of OMS. Sandeep is an IBM Certified Implementation Professional - Sterling Order Management V9.4, IBM Certified Solution Designer - Sterling Order Management V9.2, IBM Certified Deployment Professional - Sterling Order Management V9.1.

## Seema Arora



Seema has over 8 years of experience in EDI and working as a senior consultant in the RSC - EDI mapping team. She is currently leading various development projects as a map lead. She has knowledge on various EDI standards and has worked with clients in different domains.

## Sharada Srivastava



Sharada is the Senior Engineering Manager in Tesco leading Order Fulfillment Services. Sharada heads the product development and engineering teams in the order fulfillment areas for Tesco. In her current role, she is accountable for product definition, development and thought leadership in defining the next generation order fulfillment platform. Prior to Tesco, she was with Walmart where she was responsible for delivering a order management platform for Walmart's General merchandise business in Canada. Having close to 14 years of experience, she has delivered order management and fulfillment solutions for some of the top retailers in the world.

## Shridhar Dantle



Shridhar Dantle is Senior mobile developer in Teleaf, and has more than 15 years of experience in mobile OS development. He has worked on Motorola and Palm before joining Teleaf. At Teleaf Shridhar has delivered Native mobile application support and currently developing Mobile SDKs for IBM Commerce.

## Swapatham Mahalak



Swapatham is a Solution Architect with 15+ years of IT experience. He has played technical leadership role in implementing IBM Order Management suite of products for top retailers across USA and Europe. In addition to Solution Architecture, Swapatham has keen interest and expertise in Deployment Architecture, Technology assessment, DevOps and Performance scaling.

## Smriti A.M



Smriti works as Systems and Performance Architect with IBM India Software Labs. She has been in Xentra Solutions Sterling Commerce/IBM since 12 years. In her current role, she leads planning and execution of performance test of supply chain enterprise applications ring OMS and WebSphere Commerce Integration. He is currently working on IBM Sterling OMS and JDA Integration.

## Sourya Pasricha



Sourya is a World Wide Technical Enablement Architect (Commerce -OMS, CPC) at IBM with over 13 years of industry experience. Delivered early enablement programs to enable software group Services, Support, A/P, GBS and IBM Partners on IBM order management & CPC (3.x versions). She also has extensive product implementation knowledge on IBM Order management, WMS. She is IBM Certified Solution designer, Implementation professional (v6.4) and Speaker in various conferences like Smarter Commerce Global Summit, Amplify RTE events, IMTC, Sales Bootcamps, Customer workshops.

## Broadhir Jansawary



Broadhir is a B2B Architect for IBM B2B Advanced Communications in IBM's Commerce Group. He has around eighteen years of experience in product development, Solution Architecture. Currently, he is responsible for driving the tighty and always-on communications architecture and its design in overall B2B strategy.

## Sudhanshu Salker/Sar



Sudhanshu Salker/Sar is a Technical Advisor and SME on IBM Sterling Selling and Fulfillment Suite (OMS) product line. He is based at IBM's India Software Labs and serves customers worldwide for past more than 10 years. Through his OMS Consulting engagements, he provides technical guidance on Hardware Sizing, Deployment Architecture, Technical Assessment, Upgrade Strategy and Performance consulting.

## Sumita Chakrabarti



Sumita is a senior software developer working with Omni channel marketing for the past 8 years and is currently working on new offering Journey Designer. She has worked on various other products of Omni channel marketing portfolio like Marketing Operations, Leads, MOOD, and Interaction History.

## Vani Mittal



Vani is a Solution architect with WebSphere Commerce Rapid Solutions Center, IBM Commerce and has more than 12 years of experience in the IT industry and in IBM. She has designed and implemented end to end eCommerce solutions for many customers using IBM/WebSphere Commerce. Vani has also worked with many business partners and assisted them in designing and implementing complex requirements.

## Vinayak Shrivastava



Vinayak is a Consulting Project Manager, part IBM Commerce Software Services. He has extensive experience in managing big ticket implementation of IBM order management for Fortune 500 retailers across USA and Europe. He is a certified project management professional and has a General management certificate from IIMB.

## Vishal Datta



Vishal is Senior Staff Software Engineer in Demand To Cost Markdown Application team based out of IBM India Software Lab. He has around 10+ years of experience in Product Development.

## IBM Security Speakers

### Amit Roy



Amit Roy is a Senior Technical Support Engineer working with IBM since 2006. He had started working with software modeling tools in IBM Rational Support and then branched out to Web Application Security domain in IBM Security Systems at IBM Software Labs, India. Today, with his vast customer experience and technical expertise he provides assistance to IBM customers with respect to various aspects of IBM AppScan product and Web Application Security testing.

### Amit Garg



Amit Garg has more than 8 years of experience on Identity and Access management solutions. Amit has worked with diverse customers on Implementation, Integration and Enablement of various IBM Security Solutions including Security Directory Server, IBM Security Identity Manager, and IBM security Access manager for web, Privilege Identity Manager and IBM security Directory Integrator. He has expertise in IBM custom integrations and implementing Highly Available IBM Security Solutions.

### Balraj S Boparai



Balraj S Boparai has been working with different IBM Security Solutions from last 14 years. As part of IBM Security WW SWAT Team his responsibility includes working with worldwide customers to define Solution Architecture and Implementation Strategy for Security Solutions. He leads technical engagements worldwide to achieve successful outcomes in all phases of solution deployment lifecycle. He actively participates in Industry Standards bodies like BIS and NASSCOM. He also currently holds position of "Secretary" - Security Group - SmartGrid Standards and Guidelines program at "Bureau of Indian Standards (BIS)."

### Boudhayan Chakrabarty



Boudhayan Chakrabarty is working as a Security Information and Event Management (SIEM) Specialist in IBM India Software Labs. Boudhayan Chakrabarty is working as a Security Information and Event Management (SIEM) Specialist in IBM India Software Labs specializing on Security Intelligence and Compliance. With around eight years of hands on experience on different SOC and SIEM solutions, he has been the author of different white papers, IBM Redbooks and has been conducting trainings and web casts in this field. He has done many international deployments wherein he had contributed starting from the RFP phase to the Proof of Concept phase to the ultimate deployment and training to the customer. He has architected different SOC centres for customers using IBM solutions and is an SME for Security Intelligence and Compliance solutions, assisting on Security Intelligence and Compliance. With around eight years of hands on experience on different SOC and SIEM solutions, he has been the author of different white papers, IBM Redbooks and has been conducting trainings and webcasts in this field. He has done many international deployments wherein he had contributed, starting from the RFP phase to the Proof of Concept phase to the ultimate deployment and training to the customer. He has architected different SOC centres for customers using IBM solutions and is an SME for Security Intelligence and Compliance solutions.

### Chandra Mohan



Chandra Mohan, is part of IBM Lab Professional Services team working as a Customer Solutions Consultant for QRadar SIEM Product Stack including QRadar SIEM, QVM, QPM, Incident Forensics and is also engaged in other security products i.e. ISM, ISAM, ISDS. He has 4 years of extensive experience in QRadar Security Intelligence platform and he is pro-actively engaged in several customer deployments, Architecture review around the globe.

### Mahesh S Pawar



Mahesh is from Development team, and is a SKLM product managers. He works closely with customers and understands their requirements to enhance the product capabilities. He is also well experienced, in providing efficient solutions. This session will showcase how ISPM can help detect and block insider threats by recording and storing actions performed in every privileged user's session. We'll also discuss managing privileged credentials in scripts and applications.

### Nita Khare



Nita is part of the Alliances & Technology Unit in TCS. She is the Global IBM Analytics Lead. IBM Analytics is the most promising and fast moving brand within IBM SW Stream with huge revenue potential. Most importantly it supports the Digital Vision of TCS through IBM BigData & IBM Analytics. The areas covered under TCS IBM Analytics are Data Management, Data Integration, Big Data, Business Analytics, Watson and Bluemix (IBM's PaaS offering) being the current incubating areas. Her current responsibilities include Technology Incubation, Pre-sales, Solutioning, IOU Enablement through right kind of competency building initiatives & External Branding through Analyst Interaction and IBM EcoSystem Champion. She is an IBM Champion (Information Management) from the past 3 years.

### Parag Gokhale



Parag Gokhale is Identity appliance architect in the IBM Security group. He works with customers, business partners, and IBM services to solve business critical issues and takes the learning back in the product. He has published white papers and How To guides for virtual appliances.

### Prashant V Mehta



Prashant is from Development team, and is a SKLM product managers. He works closely with customers and understands their requirements to enhance the product capabilities. He is also well experienced, in providing efficient solutions.

### Pravin Kedia



Pravin Kedia has been working with different IBM Information Management technologies since last 17 years. Especially I have been focusing in areas of DashDB/DB2/Informix/Netezza/Cloudant databases, Big Data, InfoSphere warehouse, Business Analytics, various replication technologies, InfoSphere Guardium, DB2 Encryption, Security and InfoSphere CDC.

### Ram J Shah



Ram J. Shah is a development lead at IBM Security Identity Manager at IBM India Software Lab, Pune. He has been working with IBM Security Group for 10 years and has worked on various different products. He is also a Master Inventor and holding 4 patents in IBM with wide range of patent portfolios.

## Saurabh Agarwal



Saurabh Agarwal is a technology and project management professional with 15 years of experience in the IT industry. He has been with IBM for over 11 years now and held several lead technical and project management roles in India Software Labs. He has rich experience in varied technologies including multi-channel technologies, Web Portal frameworks, User Experiences, and Enterprise Security.

## Shruthi Ganji



Shruthi is currently working as Cloud and smarter infrastructure Consultant and has expertise in IBM Endpoint Manager and IBM License Metric tool. She holds a Bachelor of Engineering degree in Information Technology. She has been involved in end to end implementation of solution including planning, designing, and implementation at various customers like Yes Bank, Axis Bank etc.

## Sreekanth R Iyer



Sreekanth Iyer is an Executive IT Architect on the IBM Cloud (CTO's Office), focusing on building IBM cloud security solutions. He is an IBM certified and Open Group certified Distinguished Architect with over Twenty years of industry experience. He led several client solutions across multiple industries and is an expert on cloud computing, information security, service-oriented architecture, event processing, and business process management. He currently works at the IBM India Software Lab. He maintains a developer Works blog called "Point of Views" (<http://open.co/ibm>). His Twitter handle is @sreek.

## Sulakshan Kalyanasrinivas



Sulakshan is a senior developer and product architect in IBM Security CTO office team. He is the SME for Fraud prevention security products, cloud security, OpenStack, network security and intrusion detection and prevention systems. He is currently working on a next generation cloud security product. He has more than 10 years of experience in product development for security and telecommunication networking products featuring IPS, Firewall, Protocol analysis (deep packet inspection), and Real-time traffic analysis. He worked in various roles, as a Product architect, Lab Associate for Key Customers, enterprise integrator, and technical evangelist.

## Vineeth Karasankar



Vineeth is a Senior Product Manager with MaaS360. He has been with MaaS360 for over 10 years and has been instrumental in building this cloud platform. He is an Android enthusiast and advocates for adoption of Android in the Enterprise. He has also been an active speaker at webinars conducted by MaaS360 for India and Asia/Australia regions.

## Hands-On Labs Speakers

### Balendu Moul Bommisetty



Balendu Moul Bommisetty is currently working as a Technical lead for Client Services team and responsible for providing Level 1, Level 2, support for the customers that are hosted on the cloud infrastructure (Software as a Service). Moul is also a certified Solution Implementer for IBM Sterling Integrator and certified Administration for IBM Connect Direct.

### Bhaskar Balachitra



Bhaskar Balachitra is a Senior Managing Consultant, has 14+ years of experience mainly in B2B Integration and EAI. He is an IBM certified Expert IT Specialist and TOG certified Master IT Specialist. He has performed many first of a kind implementations across the world and in India. He is experienced in IBM Sterling SOB Integrator, IBM Sterling File Gateway, IBM Sterling Connect-Direct, IBM Control Center, Sterling Secure Proxy etc.

### Drup Pillai



Drup Pillai is a Staff Software Engineer working in the CPQ Development Team.

### Jayen Thattai



With 21 years of IT background, Jayen is a proven Architect for implementing Analytical Solutions for multiple customers primarily on the IBM Business Analytics Stack. He is a Veteran at direct Client interactions for in Pre-Sales-Scoping and high level requirements and also Project Execution at various levels. Jayen has managed existing customers for their maintenance and support projects executed in Onsite, Offshore or Dual-Shore modes. Involved in Small, Medium and Large analytical application developments.

### Jeremiah Joseph



Jeremiah Joseph is BI and DW SME in IBM. Jeremiah has got over 10 years of experience in Business Intelligence both product engineering and solutions. He has got a Post Graduate Degree on Information Systems. With IBM he was leading the Query Engine and Power Play server team at Cognos Product Engineering Team. Areas of expertise data modeling, DW design, SQL programming (ad-hoc API) programming.

### Madhu Kurumilla



Madhu Kurumilla is a Sr Staff Software Engineer in India Software Lab, Hyderabad. He is currently working on IBM Case Manager and solution development. He has worked on various products in Enterprise content management domain like iBPM, Case Analyzer, FileNet P8, BPM, Content Curator. He has one patent filed at US PTO, experience of presenting in various conferences and worked on couple of customer engagements.

### Manish Saini



Manish Saini is a Senior Software Engineer working in IBM Commerce division at India Software Lab. Currently he's working as a solution architect in B2B SaaS area and has over 12 years of experience of working in different B2B products. Manish is a certified Solution Implementer for IBM Sterling Integrator.

## Mohit Arora



Mohit Arora working as a Consultant with IBM Software Labs. He has around 10 years of IT experience and is currently working on SIG Data and Analytics Solution. He works closely with customers and Business Partners, assisting them in the design, planning, implementation, and optimization of IBM Puradata for Analytics solutions. He is mainly involved in automation of migration activities, worked in development of Teradata to Netezza conversion tool, which is currently used in Vodafone India for migration from TD to NZ with 80% of conversion rate.

## Padmanabhan Krishnan



Padmanabhan Krishnan, is a Staff Software Engineer in India Software labs, with BigInsights on Cloud team. A BigData enthusiast he likes to work on Automation GUI using Selenium, SWTBot being a QA engineer and loves to play Badminton, Carrom during his leisure time. He is a B. Tech in Electrical Electronics Engineering and likes to write technical blogs.

## Papay Deval



Papay is working with IBM for last 6 years in the area of Quality Assurance of Big Data platform. Currently he is a part of IBM BigInsights team and has extensively worked on various components of this offering including Cloud offerings. Prior to this, Papay has led testing efforts of InfoSphere Streams, IBM's Big Data platform offering for Real Time Analytical Processing and Identity Insight, an advanced entity analytics solution. Papay is IBM Certified in Mastery level for IBM InfoSphere Streams.

## Priyath Chembakassery



Priyath Chembakassery is an Advisory Software Engineer working in the CPQ development team.

## Rathi E Ansa



Rathi is a QA lead in IBM working on BigData. Her main areas of work BigInsights on Bluemix. She has around 12 years of IT experience. She has been interest in analyzing and debugging technical issues. She is an avid BigInsights evangelist and blogger and involved in various BigInsights meetups.

## Ravi Reddy



Ravi is a Senior Software Engineer with 10+ years experience in EDI, B2B and the last four years of those have been with IBM. He has been working as Senior Consultant in Level-2 support, Managed Services, Industry solutions, ISL.

## Ramakrishna Alavala



Ramakrishna is a Certified IT Specialist, Performance Architect, ISSAI-HPQOS, IBM India Software Lab (ISL). He has been part of several performance engineering implementations for high volume & performance critical projects. He has also implemented performance best practices, problem determination techniques and tools for various WebSphere based solutions and is also a Certified IT Specialist.

## Shruti Jais



Shruti is currently in the role of Associate managing consultant in B2B services. Shruti has total 11 years experience in B2B/EDI. She has worked on many B2B implementation and mapping projects and has been working with Sterling Integrator since the last 8 years.

## Shreekanth Patil



Shreekanth is a Managing Consultant having 14+ years of experience, more than 10+ years working experience in B2B/EDI and has worked on many B2B implementation projects as solution/technical architect for various Sterling products (SAPFG/SSP/SEAS/SCC/CD/Genent). He has worked on Webform implementation, IBM Certified on Sterling B2B Integrator, Sterling Connect Direct and WTX.

## Srikanth Masra



Srikant has been working on Cognos BI for 10 years. He has got a BE in Computer Science and has recently joined Telco solutions team. His areas of expertise are Metastata, modeling, Reporting and DW.

## Sudhakar Ti



Sudhakar T S is a QA lead, he works for BigInsights on Cloud from the IBM - India Software Lab in Bangalore, India. He has over 13 years of experience in various products which are part of Information Management like NDM-PIM, InfoSphere Optim and InfoSphere Streams. His core expertise is around Cloud Testing and Test Management.

## Sunil Sath



Sunil Sath is a Sr Staff Software Engineer in India Software lab, Bangalore. Currently working on IBM Case Manager and solution architect. He has worked on various products in Enterprise content management domain like e-Discovery Manager, IBM Content Collector, FileNet P8, BPM, Content Curator, ICM etc. He also has experience of presenting in various conferences and working on customer engagements.

## Swamy Rajasekaran



Swamy has got over 8 years of experience in end to end implementation of BI and DW projects. He has done a BE in Information Science. In his current role he is the BI SME for PMC(Predictive Maintenance and Quality) and responsible for delivery of Cognos based Dashboards and reports with advanced Visualization from RAVE. Areas of expertise Metastata modeling and RAVE.

## Vinay Anand



Vinay Anand working as a Architect for Netezza/Information Server product in ISL. He has more than 16 years of experience on Data warehousing projects with experience in Information Management tools and software's on installation and setup, requirements analysis and design, development, upgrade, testing, production support and maintenance, deployment and implementation. He provided valuable services to Telecom clients for building multiple data marts to achieve their business goals. In addition to providing consulting services to banking, retail. He is experienced at understanding and defining user requirements, performing gap analysis, creating technical documents and coordinating with the offshore development team. His areas of expertise are Netezza Development and Implementation, Business Intelligence Applications, IBM Information Server DataStage ETL tool (Extract, Transform and Load), InfoSphere CDC (Change Data Capture), etc. He has application development experience and has expertise in working and coordinating/ managing in on-site/offshore model.



## Demo Booth Speakers

### Ashish Sorani



Ashish is a lead consultant at Rapid Solution Center (RSC) of IBM Industry Cloud Solutions. He has been technical team lead for a year in the first Commerce Call Center implementation by RSC team. He has around 10 years of overall IT experience including 3 years of Sterling Commerce consulting experience.

### Arzoo Rai



Arzoo is a Consulting Project Manager, part of IBM Commerce Software Services. She has extensive experience in leading multiple Smarter Commerce solution implementations for leading clients in various domains such as Retail, Healthcare, Finance, Telecommunication, etc.

### Chandrup



Chandrup is a consultant at Rapid Solution Center (RSC) of IBM Industry Cloud Solutions. He has been a developer for a year in the first Commerce Call Center implementation by RSC team. He has more than 4 years of Consulting experience on Sterling Commerce Products and applications.

### Harjinder Singh G Malvi



Harjinder is an Advisory Software Engineer with over 8 years of experience in DB2 product development. "SQL Query Processing" is his area of interest and He has played a key role in various customer engagements for SQL query performance tuning. Recently, he has started exploring SQL query processing in Apache Spark. He is working on SQL Monitoring enhancements in Spark.

### Himangshu Meek



Himangshu is a Performance Consultant with the Commerce Services group. He specializes in providing IBM's customers with services like Performance. He is certified in IBM Sterling Order Management v9.1 Deployment and IBM Sterling BOS integrator v5.2.

### Logesh R



Logesh has worked as a Quality Analyst for an internet start-up called (fletac), and after a year and a half he moved to StoreIQ. With about 4 years of experience as a Quality Assurance Engineer, he now specializes on various reports that are supported in StoreIQ. His focus has been on ensuring that the product is functionally tested for every release. He has also contributed to UX design and has been creating videos that describe StoreIQ.

### Mallangouda R Redi



Mallangouda is working as Solution Developer with IBM Lab Services. He has over 15 years of experience in implementing solution involving Rational CLM tools for various clients. He advocates customers on improving CLM solutions with technical guidelines & best Practices.

### Pallavi Katar



Pallavi has more than 12 years of Experience in Data Warehousing & Business Intelligence technologies. She has worked on various ETL & Reporting tools like Informatica, Hyperion Bio and Cognos. At IBM she has worked with IBM Enterprise Marketing Management (EMM) product team as Cognos Specialist and is currently working with Industry Analytics Solutions Services team to provide Cognos implementation for IBM PMG Solutions that caters to various industries such as Aviation, Oil & Gas, and Mining etc.

### Rajkumar Nagar



Rajkumar is a solution architect of rapid solution centre (RSC) of IBM Industry Cloud Solutions. He is currently leading the first Commerce Call Center implementation by RSC team. He has more than 10 years of engineering and consulting experience on Sterling Commerce products and applications and has worked closely with the clients and global IBM teams of product development and consulting.

### Rajkumar Subramanian



Rajkumar Subramanian has been working for the past 7+ years on Sterling Selling and Fulfillment Suite implementation for various customers across the Globe in Retail and logistics domain. He has worked with multiple retailers for Sterling OMS implementation in the capacity of Solution Architect.

### Rishi Jitaji



Rishi is one of CLM SME who has closely worked with Defence customer in defining the executive dashboard and Test solution for an upcoming Combat management system.

### Romit Saxena



Romit is a consultant at Rapid Solution Center (RSC) of IBM Industry Cloud Solutions. He has been a developer for a year in the first Commerce Call Center implementation by RSC team. He has around 4 years of overall IT experience including 3 years of Sterling Commerce consulting experience.

### Saiya Shukla



Saiya is working as a Solution Architect and comes with extensive experience in solution architecting and implementation; possess deep skills in dev ops and collaborative application lifecycle management, performance engineering and application security assessment practices. He has led multiple high performance implementation engagements of IBM Rational solution by architecting the approach and the products required for meeting the end objectives and led multiple teams in deploying, enabling and real-time monitoring of customer projects to help them adopt and ramp up to Rational technologies faster.

### Saurabh Gupta



Saurabh Gupta is a Solution Architect at IBM with over a decade years of experience in architecting and evangelizing solutions and has played a key role from project planning to execution for various customers in Growth Markets. He is currently part of Business Analytics Solution & Services group at India Software Labs and plays an important role in creating Industry Analytics solution assets for Predictive Asset Optimization (PAO).

**Sharmila Ramiah**



Sharmila was Program manager with IBM Lab Services and managed Agile PQM and RTW development teams. She has an overall 20years of industry experience. Her recent accomplishments are large DevOps implementation for major Telecom and SAs.

**Subhojit Kumar Singh**



Subho is a senior consultant at Rapid Solution Center (RSC) of IBM Industry Cloud Solutions. He has been a developer for a year in the first Commerce Call Center implementation by RSC team. He has around 8 years of overall IT experience.

**Sumitra Dastar**



Sumitra is a senior software developer working with Omni-channel marketing for the past 8years. She is currently working on new offering Journey Designer. Sumitra is a senior software developer working with Omni channel marketing for the past 8years. She is currently working on new offering Journey Designer. She has also worked on various other products of Omni channel marketing portfolio like Marketing Operations, Leads, MOOD, and Interaction History. She has worked on various other products of Omni channel marketing portfolio like Marketing Operations, Leads, MOOD, Interaction History.

## Certification Program



**An invitation to explore the Professional Certification Program from IBM**  
[www.ibm.com/certify](http://www.ibm.com/certify)

Please register in advance for taking up certification test, at the registration counter. Registration will be on first come, first served basis.

Schedule		
Date	Testing Session Timing	Venue
Wednesday - 7th October & Thursday - 8th October	05:30 PM - 07:30 PM	Surya

Software Test Offered	
IBM Software	1 free test per participant

**Note**

1. Must register for on-site only.
2. For each test session, test takers are required to sign-in to take the test, and show their conference badge, and one ID with photo and signature.
3. Previous IBM test takers need to bring their certification testing ID #.
4. Tests are closed-book, and computer-based, containing multiple-choice questions. They are delivered in a proctored environment via Prime, a password protected, web-based tool. Previous Prime users are to bring their username and password.
5. Reserved seats will be given to people on the waitlist if confirmed test takers are not present within 10 minutes of the start of the test session.





