



**28th to 30th Sep 2016**  
**Leela Palace - Bangalore**



IBM ANALYTICS | IBM CLOUD | IBM COMMERCE  
IBM SECURITY | WATSON IoT

# **Analytics**

## **Solutions**

### **AS001**

#### **The Exciting New World of Planning Analytics**

**Atul Awnish and Saurabh Dwivedi**

This session will focus on IBM Cognos Planning Analytics, the modern cloud based performance management solution from IBM that enhances the efficiency and capability of business users. It not only helps create business models of organizations effortlessly, but also integrates top level business strategy with operational strategy and matrices. We shall talk about the features of this new version and its availability on cloud. A demonstration will provide a glimpse of the exciting new world of Planning Analytics which have customers raving the world over.

### **AS002**

#### **OpenPages Customer Case Studies**

**Vijay Agrawal and Gautam Cheruvu**

Client 1:

Taiwan Semiconductor Manufacturing Company, Limited, also known as Taiwan Semiconductor, is the world's largest dedicated independent semiconductor foundry, with its headquarters and main operations located in the Hsinchu Science and Industrial Park in Hsinchu, Taiwan. It is listed on both the Taiwan Stock Exchange and the New York Stock Exchange. It was ranked 70th in the FT Global 500 2013 list of the world's most highly valued companies with a capitalization of US\$86.7 billion,[24] while reaching US\$110 billion in May 2014

OpenPages 7.0 with ORM module

Issue and Action Workflow

Control Self Assessment (CSA)

Control Testing

KRI Workflow

Risk Evaluation Workflow

Scenario Analysis Workflow

Client 2:

Emirates National Bank of Dubai (ENBD, 'the bank') is a leading bank in the Middle East providing financial services within the Middle East and other regions. Established in 2007, the bank currently operates over 220 branches. Operational Risk is centrally managed from the Dubai corporate office.

The bank currently uses an internally developed application to record, store and report their Loss Event Management, Issue and actions data and processes. There are no current systems in place for ORCA, Control Testing, KRI and Scenario Analysis. However, ENBD require a fully integrated system to centrally record, manage and report all Risk Management data. Following an extensive evaluation of vendors, ENBD selected IBM OpenPages as the best platform to support both current and future-state risk management program elements.

### **AS003**

#### **Behavior-based Customer Insight (BBCI) for Banking**

**Arnab Adhikari**

We will present Behavior Based Customer Insight (BBCI) for Banking leverages predictive analytics to help personalize customer engagement and deliver customized actions. BBCI enables banks to leverage a broader set of customer data to generate a deeper understanding of their customers and develop actionable insights.

#### AS004

##### Smarter Water Management using Water Information Hub

Biju K P & Sanjeev Kumar Sinha

BWSSB is a premier Water Utility in India with jurisdiction of 800 square km of Bangalore Area, supplies water, catering to 8.5 Million populations. The water distribution network has over 8,800 km, is heterogeneous with complex nature. The challenges are meeting customer satisfaction and improving the operational efficiency, main being the inequitable distribution of water. For this purpose, BWSSB is using WIH for providing situational awareness, business insights, cross domain water operations center with incident management and collaboration. Around 45 per cent of the water supplied goes unaccounted and implementing this solution helps to minimize the unaccounted for water by detecting large changes in water flow, through real-time monitoring. WIH helps in monitoring, administering, managing increasingly complex water assets and operations.

#### AS005

##### Real Time Safer Payments - Why it is safe for your cards?

Bhavik and Joy

IBM Safer payments, a cognitive solution, prevents fraud and risk that

1. Brings advanced machine learning out of the lab into the payments channel,
2. Puts AI under control of fraud strategists
3. Provides new models for new threats whenever needed
4. Directly detects fraud patterns surpassing common indirect detection by deviation from normal
5. Detects more fraud with fewer errors.

#### AS006

##### Flood Disaster Management

Mukesh ana Nookala

The session demonstrates a solution which helps government detect flood risk and disseminating information to affected parties, in time, to save lives and property damage. It provides reporting around predicted water levels and other reportings around rainfall, water level.

It interfaces with RTU and gets reading from waterfall, rainfall sensors and other sensors as well as verifies the veracity of the flood prediction by cross referencing with other crowdsourced information

#### AS007

##### Understanding IBM Kenexa capabilities for Human Capital Management

Sanjay Palleboina

In this session, we will explore the capabilities & offerings from IBM Kenexa (<http://www-01.ibm.com/software/smarterworkforce/>) portfolio for talent acquisition, employee onboarding, surveys, employee engagement, assessments and learning and talent analytics. These SaaS offerings are used by hundreds on customers and we will explore how Chief Human Resource Officers & HR teams leverage these capabilities to hire, retain and develop their best talent. We will also explore IBM's OpenHR framework that allows customers and partners to integrate and extend the IBM Kenexa platform. This session is useful for practioners, consultants and pre-sales professionals who work with customers around HR information systems, ERP solutions, recruitment, assessment & learning solutions, in the HR domain.

#### AS008

##### An Intro to The Now Factory (TNF)

CHAITHANYA KUMAR

Session covers an overview of Vantage system CNA, also know how TNF allows to have an Insight using Vantage utilizing the user and control plane data.

#### AS009

##### TM1 Migration to Cloud - Recommendations and Guidelines

Amin Mohammed and Atul Awnish

A presentation listing what all it takes to migrate TM1 from OnPrem to Cloud. It will also present the benefits and

flexibilities with some change of processes it results once migrated to cloud.

#### **AS010**

##### **IBM Algo - Credit Risk Finance**

**Mayank Poddar**

This session covers IBM's algorithmic products in credit risk finance. The session explains in detail about what credit risk is, what is the use of Credit risk to various financial institutions and how IBM Algo products can help a financial institution in meeting their risk finance needs. It will explain briefly each IBM algorithmic product.

#### **AS011**

##### **Smart Data Discovery with Watson Analytics**

**Pratyush Praveen**

A live demonstration of Watson Analytics which shows how the benefits of Advanced Analytics can be obtained without the complexity. Watson Analytics, 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

#### **AS012**

##### **Unearth the reporting capabilities of Tm1**

**Amol Jagtap and Rahul Parashar**

Focus of this session will be on Various in built tools and functionality can be used for reporting. Being a Performance management tool, TM1 is mostly used as an Planning application. Data generated by TM1 is mostly being pushed for reporting datawarehouse to consume in various reporting. TM1 itself has reporting capabilities which allows to render the simple and moderately complex reports Such as Cognos Insight, TM1 Web, Excel perspective, CAFE and now Planning Analytics.

#### **AS013**

##### **Automated Data extraction through Cognitive capture - Automated Solution for Investment Banking Industry**

**Karthick Ramanujam, Rahul Patidar**

Automated Data extraction through Cognitive capture - Automated Solution for Investment Banking Industry Investment Banking industries with most transactional volumes on day to day basis, involves a ample of manual labor for Data entry, extraction and validation of the data from the native inputs such as faxes, physically submitted documents, scanned images send via e-mail. Automating the process of this data extraction with the help of IBM Datacap cognitive image capture solution, the humongous labor involved in these activities will be eliminated. Involving Datacap Cognitive capture validation and data cleansing can be performed with Para script actions and accuracy in the data is improved immensely. The session would explain in detail Investment banking solution use case, the solution design with a quick end to end demo.

#### **AS014**

##### **IBM i2 Enterprise Intelligent Insight Analysis (EIA) Advanced for next-generation intelligence solution**

**Maruthanayagam Arumugam/ Mahesh Sagar**

EIA is designed to turn overwhelming and disparate data sets into comprehensive intelligence, in near real time. The client can build and develop a central 'fact store' intelligence repository of individuals to:

- Understand more about persons of interest and their particulars
- Understand who and what they are connected to
- Establish patterns of life characteristics (such as groups they belong to, health, morals, financial stability etc.)

It automates the data processing and ingestion procedures. It increases the amount of computing power to process the available data. It creates proactive alerts that monitor and notify an analyst of a change in circumstances. EIA provides integrated reports built off the Pure Data Operational Analysis (PDOA) Warehouse to provide the best performance possible when working with Big Data. The IBM Cognos Business Intelligence are designed to filter down the data to get to the key results that will drive the threat analysis forward. IBM Cognos Business Intelligence turns data into views of your organization's operations and

intelligence capital, so your decision makers can rapidly perform analysis to reduce threats and create a safer planet.

#### **AS015**

##### **Analytical Solution for Telecommunications - Location Analytics and Campaign Management**

**Anil kumar Vn Tenneti and Paul Jose**

This analytical solution is an IBM Big-Data System targeted to learn user interests and demographics by analyzing location traces, weblogs, social network activity & TV viewing records. It provides core platform & analytics for monetizing data collected by the Enterprise. Our system provides several user attributes, micro segments that can be used by the business to identify different types of users. The flexible interfaces helps to design campaigns to identify arbitrary user microsegments by defining rules over their physical movement, social and weblog behavior & TV viewing habits. The campaign system provides real-time campaign management & identifies a) the right user, b) the right time and c) the right location to send the targeted advertisement and messages.

#### **AS016**

##### **Wipro e-GRC**

**Riaz Kakroo [Wipro], Liz Thomas and Nikhil Komakula**

This session presents an overview of Wipro - eGRC OpenPages implementation. The session covers the key features of the implementation like Wipro's Business Entity Hierarchy Structure, Risk and Control Matrix generation from Mandates, Risk Dependencies maintenance, Business Entities move across organizational hierarchy and a customized Control Testing workflow.

## Platform

### AP001

#### IBM dashDB: The de facto managed data warehouse on cloud. What is new ?

Santosh Hegde and Michael Springgay

This presentation will give an overview of IBM data offerings on cloud with special focus on dashDB family. This will also explain the new features in dashDB and typical customer use cases.

### AP002

#### Cognos Analytics: Version 1 or Version 11

Manish Kotak, Dinesh K Dhiman

In this topic we can present the Cognos 11 as an Analytics solution rather than just the BI solution now. We can present the self servicing, intent driven capability and Dashboarding capability along with new appealing visualizations.

### AP003

#### Integrating non supported datasource to Watson Content Analytics

Vikas Kumar

Watson Content Analytics provides various ways to extract insights from unstructured data which can be used to gain business insights. Watson Content Analytics provides crawlers for a wide variety of enterprise content sources that allow content, metadata, structured data, and unstructured data to be collected and fed into the analytics pipeline. Enterprise has various datasources and third party systems, not all of them can be connected seamlessly using Watson Content Analytics. The Session will demonstrate how to build components to pull in the data into Watson Content Analytics Server to achieve unified search and analytics across Enterprise.

### AP004

#### Monitor the quality of your data with the cognitive capabilities of InfoSphere Information Analyzer Thin Client

Suresh Tirumalasetti/Madhavi Katari

Information Analyzer thin client is a lightweight browser-based UI to profile and classify data. Thin client is an alternative to several of the functions available in InfoSphere Information Analyzer workbench and also introduces new features like Data Quality Score and Quality Rules that provide a deeper insight and manageability of the quality of data. This session provides an overview of the thin client, the new features and demonstrate how the thin client can be used to onboard metadata, analyze datasets, view and edit analysis results, create and use quality and data rules for managing data quality.

### AP005

#### IBM SPSS Geospatial Analysis Using Space-Time Boxes.

Arnab Adhikari

Geospatial data is emerging as an important source of insight, both in traditional and big data analytics. However, many organizations lack tools that are both easy to use and offer the advanced capabilities needed to extract insights from location-based intelligence.

We will discuss:

# Why your organization needs geospatial analytics

# How public and private sector organizations use geospatial data for essential applications

# IBM SPSS Modeler, the powerful, self-service predictive modeling workbench that can help you explore your geospatial data and uncover hidden insights

# Learn why everyone from marketers to law enforcement agencies needs to exploit this valuable new data type for competitive advantage.

## AP006

### Get your Hadoop cluster, power packed with analytics capabilities, in a jiffy!

Chetan Bhatia

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

Experience a hassle free provisioning & management of high performance scalable BigInsights clusters with the BigInsights for Apache Hadoop Service on IBM Bluemix® cloud marketplace. Get your cluster ready for action within few clicks and under few minutes!

Provision a cluster of any size that suits your needs -- right from a sandbox for developing analytics apps to building industry strength POCs or for production scale enterprise deployments!

Focus your energy on your business commitments, while the IBM cloud team monitors your cluster 24x7 and takes care of operating system patches, metadata backup & recovery and lot more!

## AP007

### IBM Cognos Analytics: Introduction to Modern Self-Service Business Intelligence

Beerappa Hossali, Mahesh Sagar

In this topic we can enumerate the differences / betterment / new features that have been introduced in Cognos 11 to attract the audience towards the new functionalities and the improved user interface.

Demonstrate features/capabilities of IBM Cognos Analytics, the modern business intelligence solution from IBM that enhances the efficiency and capabilities of business users, report authors, and administrators alike.

## AP008

### Collaborative approach to rapid development of cutting-edge analytics processes using IBM's next-gen analytics platform

Gopikrishnan Varadarajulu

This session will provide an architecture overview of IBM's recent innovation in the analytics space which is, IBM Next Generation Analytics Platform along with various client use-cases. This session will take a look at how various analytics personas such as Data scientist, Data engineer, Data analyst & App Developer can quickly leverage key capabilities of IBM NGP and rapidly build enterprise-grade analytics solutions.

## Ap009

### Advanced Analytics for Transit Management with Real time Incident Reporting and Simulation System

Sekhar Valluri / Panibhushan Shivaprasad

This IBM Analytics solution uses advanced analytics techniques to reconstruct the train, bus and commuter movements based on the data collected from commuter farecard, wifi and telco systems. Data from these systems will be analyzed everyday to identify alternate transport facilities to rail transport in case any break downs such as public transport and taxis. It provides capability to Scan the reconstructions to identify anomalies for users to study. Also generates performance metrics that would allow the Authority to assess the transport performance for that day.

## AP010

### Industry Use case for Counter Fraud Management

Sunil Lakshmana

The Industry Use cases in the IBM Counter Fraud Management product helps businesses like Banks, Insurance companies and government agencies proactively intercept and prevent attempted fraud and financial crimes while detecting, identifying, and building the case against fraudulent activity

## AP011

### Accelerating predictive analytics leveraging the In-DB analytic capabilities in IBM dashDB

Santosh Hegde/Michael Springgay

Predictive analytics enables organizations to plan for the future by predicting it with high probability. Faster



predictions allow organizations to respond quicker and better, providing them a competitive advantage. This session explains in detail the In-DB predictive analytic capabilities in dashDB and a quick presentation of how an In-DB predictive model can be built and shared on dashDB

#### **AP012**

##### **Tamaso Ma Jyotirgamaya: Shed Light on Dark Data with StoredIQ Parameswaran Venkatraman**

In a typical organization, 70 percent of stored data no longer provides value to the business, but often can't be disposed of because it resides in unclassified repositories as dark data. Dark data is also home to the risks you carry with respect to the lost insight of data invisible to you and compliance violations lurking away from plain sight. Using rapid indexing, advanced analytics and powerful visualization you can classify data to understand its value to legal, regulators and the business. Shed light on your dark data using IBM StoredIQ.

#### **AP013**

##### **New Features of IBM Case Manager 5.2.1+ - a Cloud perspective Rajagopalan P Krishnan/India/IBM,Vishnu NKV**

IBM Case Manager is an advanced case management product that unites content, processes, and people for better outcomes. It provides the tools to design and develop case-based solutions significantly faster and with lower development costs. ICM also supports External repositories like BOX and IBM FileNet P8 etc. If users configure Box as an external repository, Case workers can add Box documents as case documents and task attachments. Case workers can also add local documents to a case or work item and save the documents in Box. Users can share case documents and task attachments that are on Content Platform Engine or IBM Content Manager by copying the documents to Box. The lab session on BOX as an external repository and Share case documents.

#### **AP014**

##### **Strategies for large-scale Teradata EDW migration to Pure Data for Analytics (formerly Netezza). Venkateswara Mikkili and Vineedh M George**

Session will cover comprehensive end-to-end Migration Strategies which are optimized for migrating large scale EDW from Teradata to Pure Scale for Analytics appliance (formerly Netezza). This will also feature a case study highlighting the migration strategies.

#### **AP015**

##### **United Spirits, A success story Pradeep, Prashant Shriyan, & Beerappa**

A session on IBM approach ensuring a robust support to USL business and successful delivery. Story of IBM becoming a trusted advisor.

#### **AP016**

##### **Want to be a Data Science practitioner? Watch this live demo on IBM's NextGen Data Science Platform experience to build and schedule a Predictive Analytics Model in a Notebook using language of your choice like R, Python or Scala Krishnamurthy Arthanarisamy & Shashank V Vagarali**

This live demo will show how a raw complex data set is loaded from different datasource in a notebook, cleansed using IBM NextGen data science platform transform and profile operations to do descriptive analytics using R. Later we will create a notebook which uses the pipeline and machine learning algorithm from IBM NextGen data science platform to create a predictive analytics model. At the end we will schedule the created NB in IBM's NextGen Science Platform and show the benefits of it.

## Cloud and Open Source

### AC001

#### Hybrid Cloud Content Services - Bridge to Cloud

Vivek Venkatanarasaiah & Jayanth Gangadhar

CIO's today are looking at doing away from the model of CAPEX and wanting the OPEX model, IT wants faster availability of systems at reduced risks. Presentation on how the Enterprise Content Services would look in future, Path for migration of existing customers to cloud and integrate the current LOB with CCS

### AC002

#### Light speed data migration to Cloud

Amit Kumar and Ramesh Somisetty

IBM Lift makes it easy to quickly and securely migrate your database schema and data from your private, on-premise data center to an IBM Bluemix cloud database. Lift is powered by ultra high speed & highly efficient data transport technology and can capture changes from source, as the migration is progressing, and replay them on the target. Lift makes light speed data migration from on-premise databases to Cloud a reality.

### AC003

#### Integrating IBM InfoSphere Information Server on Hadoop with Ambari

Juan M George

Processing big data quickly and efficiently requires many computers working together in machine clusters. These clusters can be very large; for example, the IBM InfoSphere Information Server on Hadoop can use more than 100 compute nodes for high-speed parallel jobs. It is impossible to control this complex array of functions manually, so users need an automated tool to control and manage machines in a cluster.

Apache Ambari is a management tool which is part of the Apache open source project. Ambari allows users to add and remove machines in a cluster, control services within the cluster, and monitor cluster performance.

You can integrate InfoSphere Information Server on Hadoop with the Ambari management tool. This gives you a graphic interface that simplifies system management functions and allows you to control Information Server nodes, all from one location.

### AC004

#### Cognitive Social - The next step in enterprise collaboration

Amol Dhonde, Krishnamumar B

IBM social networks and collaboration solution opens up new ways to work with colleagues and improves engagement and productivity. Collaborative applications from IBM give you a powerful platform to empower, engage and collaborate. cognitive analytics in your collaborations with IBM enterprise social networks. Analytic tools give users new ways to make sense of data. Break through data silos. Share content, conversations and work from almost any device. Cognitive collaboration will empower individuals with capabilities that

were previously only possible with teams of humans. The pervasive use of personal assistance and expertise services will increase your effectiveness and simplify your day.

### AC005

#### IBM Cloud Content Services - SaaS Offerings

Karthick Subramaniam, Senthil Kumaran Suriyamoorthy

This session provides an overview of SaaS Offerings from IBM ECM Portfolio. In this session participants will learn about different SaaS offerings from IBM Cloud Content Services, Deployment Architecture, High Availability and Disaster Recovery options and Infrastructure details of IBM Softlayer Cloud. Apart from this details about provisioning, integration with on-premise LDAP Server, Operational and support aspects will also be covered.

### AC006

#### Case study on Secured Big Insights on the Cloud - Guardium and GDE

Pravin Kedia, Gaurav Mehrotra



Learn about how to secure your Big Insights Cluster on Cloud using Guardium DAM and GDE based on the learning from Banking and Financial Services client Use case and implementation best practices. How we at Cloud Managed Services helped this customer to quickly customize the security solution in Sofllayer and Bluemix dedicated environment. We will also discuss about IBM Cloud Data Services strategy from Security point of view.

#### **AC007**

##### **IIDR Replication use case for Cloudant and hadoop databases as targets**

**Pravin Kedia and Nirmal Kumar**

Learn about use case of how a leading bank implemented IBM InfoSphere CDC for replicating data from traditional DB2 and Oracle databases to their Big Data platform (Horton Works). What were the benefits of this solution using IBM InfoSphere CDC. And in general what are the CDC Best Practices for implementing replication from any Big Data platform.

#### **AC008**

##### **Data federation using Fluid Query using Cloud and HDFS**

**Sudhir Titirmare and Mohit Arora**

This session covers the capabilities in PureData system for and analytics and show case how fluid query bringing cloud-based modernization to data warehousing and analytics. This LAB will help customer to understand how easily we can use DASH DB table directly into Pure data systems for analytics, how effortless ETL processing will be done at enterprise data warehouse level, how easy real time data integration from different sources and use for reporting and How customer can meet their business SLA's.

#### **AC009**

##### **A Deep Dive into IBM DataWorks Forge**

**Manish Bhide and Ravi Chamarthy**

One of the biggest challenges faced by Citizen Analysts is that of getting the right data at the right time. They have to be dependent on data engineers/ETL job developers to prepare data for them which can take up to weeks. IBM DataWorks Forge is a cloud based offering in IBM BlueMix which helps citizen analysts to prepare data without being dependent on ETL job developers. This session will provide a detailed overview of how users can use DataWorks Forge to solve the data preparation problem in Hybrid cloud. The session will delve into the various features of IBM DataWorks Forge which include support for a large number of data shaping functions, scheduling, mapping, etc.

#### **AC010**

##### **IBM SPSS Modeler and Analytic Server for Bigdata.**

**Arnab Adhikari**

IBM SPSS Analytic Server enables organizations, with data managed in a Hadoop-based distributed systems, to efficiently develop and deploy predictive analytics over big data. Along with this we will discuss Analytic Server Best practice.

#### **AC011**

##### **OpenPages Cloud Solution on SureStep Cloud Platform**

**Michael Gibbs and Mukesh Chavan**

All The most flexible and robust GRC platform with all the advantages of Cloud brought to you by SureStep IBM OpenPages is now available as a Cloud based system through SureStep.

This can provide substantial advantages over traditional on-premise solutions in the following areas:

Improve cash flow and reduce capital expenditures

Lower IT overhead

Reduced time to deployment

Globalize your workforce

Ease of licensing

IBM and SureStep Presents OpenPages Cloud Solutions and Sure Step Cloud Infrastructure Overview for competitive edge.

About SureStep: SureStep is a certified IBM Risk Analytics partner specializing in governance, risk and

compliance management solutions.

The company offers sales, consulting and implementation services for IBM OpenPages, some IBM Algorithmics products and the SureStep RMS platform.

#### AC012

##### Smart Data Discovery with a India Geo context

Ankur Shah, Ayan Biswas and Odisha Government Official

Helping a State Govt dept in achieving their programme goals in ensuring required benefits reach the target citizens. Join us this short session to learn this was put together & has been a success. Challenges are in plenty - different format, silo'ed etc

A live demonstration along with best practices of how to use MDM , IIS and Big insights stack wrt typical government projects / SRDH / Indian Banking system PoCs as well as real time implementation with reference examples of real time problems

#### AC013

##### Intro to Machine Learning using Spark ML on IBM Apache Spark as a Service

Praveen Devarao

The practical feasibility of machine learning via tools like Apache spark has made machine learning a widely adopted technology in the recent past. Apache spark provides different machine learning libraries and pipeline constructs for applying ML algorithms on Big data to build models and be able to make predictions. This session will introduce you to machine learning, Spark ML library, Pipelines and take you through an example machine learning application executed live on the IBM Apache Spark as a Service Notebook.

#### AC014

##### Structured Data on IBM Apache Spark as a Service : How to bring your own data fast and then do analytics on it faster

Sachin Aggrawal

Apache Spark unlike many other Big Data frameworks has moved very fast in building out a top notch and easy to use environment for bringing in structured data from various sources and providing great SQL support. In this session we will give you a introduction to the DataSource and DataFrame API in Spark which has become a standard across Spark Streaming, Spark ML and SparkSQL and we will then show you how you can bring your SQL, NoSQL and ObjectStore data very rapidly into the IBM Spark as a Service.

#### AC015

##### Information Governance- Best Practices on the Cloud

Ross Davis

This session will give a broad overview of the best practices on Information Governance

#### AC016

##### Retail Industry : Understand how the demand prediction solution using Big Insight and SPSS can be architected in IBM's Softlayer Environment

Ganesh Krishnamurthy and Amit Rai

This session explain on how to architect and deploy a solution in hybrid cloud environment. Also detail on the challenges and best practices from BigInsights, SPSS and Networking configurations in such environments.

#### AC017

##### IBM's Machine learning as a service

Paranth Thiruvengadam

The individual persona will be able to

- ingest
- transform
- Train the model in different runtimes like Spark, Python and R runtime

- Ability to deploy the model in
  - batch
  - streaming
  - real time (scoring API)
- Get the feedback and retrain the model based on the feedback



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# Cloud Abstracts

## Cloud 1

### SECL01

#### Building DevOps Pipeline in IBM API Connect

Amit Pareek, India, IBM

This session covers building Devops pipeline in IBM API Connect .There are different kind of codes that are managed in API Connect , like a simple swagger file or a Strongloop based application based on Node.js framework. There are various environment in API Connect system in which these codes are developed and published. This session to learn more about managing a smooth automated code build , test and release process from Developers laptop to APIC Dev to APIC Production environment.

### SECL02

#### Leveraging Hybrid Cloud with IBM Smarter Process

Parasuram Balakrishnan, India, IBM

Extending IBM BPM processes to Hybrid Cloud environment offers a significant value proposition to IT by accelerating the development and to business users by offering unique to cloud social and analytics cloud services. One of key Hybrid Cloud enables for BPM process is Bluemix. Bluemix services offer new capabilities to quickly deliver business value that reflects and extends the Smarter Process approach. In this session we discuss the application architectures and the inter-play between BPM & Bluemix services. We'll also discover how traditional IBM BPM applications can be extended to leverage new capabilities on Bluemix or build BPM applications entirely on cloud.

### SECL03

#### Connect an on-premises application from Bluemix through the Secure Gateway service

Billipelli Jayaprakash Reddy, India, IBM

This Lab demonstrates the IBM Secure Gateway for Bluemix service, and illustrates how the service enables secure connectivity to an application that is available on premises, from an application that's hosted on cloud

### SECL04

#### Delay in Service request processing leads to increase in operational cost and effort

Sasikanth Bv Gumpana, India, IBM

A Mobile solution uses IBM Bluemix services to handle the service tickets effectively for manage and monitor. User able to raise a ticket and admin delegates the work to nearest technician for faster response and saves a lot of opex and time to resolve a service request (50 - 75% savings).

### SECL05

#### IBM Message Hub - a Cloud-scale messaging based on Apache Kafka

Himanshu Pathak, India, IBM and Darbha V Kumar, India, IBM

The greatest influencing factor today is Cloud based IT, from infrastructure through platforms and software up to and including business processes, all sourced and delivered as services. The relative affordability, scalability and reach of Cloud based services have catalyzed simultaneous growth and diversity with Mobile, Social, and Collaborative IT within and between organizations and markets. These heterogenous cloud services derived the need of Hybrid Cloud solutions and messaging plays a key role in connectivity & integration of such hybrid cloud services. Thus it poses a need of an Hybrid cloud messaging that is robust and offers quality of services while giving the integration and connectivity of the hybrid cloud services. IBM Message Hub is a fully managed, cloud-based messaging service. It is built on Apache Kafka and is available through IBM Bluemix Platform as a Service (PaaS)—both in Bluemix Public and Bluemix Dedicated. IBM Message Hub provides messaging for services inside and outside of Bluemix. It can also be used by those who are extending their on-premises IBM MQ infrastructure into the cloud through integration with IBM MQ. IBM Message Hub offers a range of protocols

and delivers asynchronous messaging, error handling and load balancing. This session is aimed to give you an introduction and various features and capabilities of IBM Message Hub.

#### **SECL06**

##### **Developing secure mobile apps on the cloud using Mobile Foundation service on Bluemix**

**Ajay Chebbi, India, IBM**

Mobile apps are built for every imaginable function. from B2C to B2E. All the mobile apps need to connect to some system of record and needs mobile specific functionality like security, Push notifications, application lifecycle management, analytics etc. You can connect securely to the backend using a Mobile Middleware deployed on Bluemix using the Mobile Foundation bluemix service. Infact you can develop a new business system using Bluemix services like Watson, Cloudant, Message hub, Node runtime, Liberty runtime etc. and provide a secure mobile management functionality using the Mobile Foundation service.

#### **SECL07**

##### **Mobilefirst Deployment in Banking and Telecom Domain**

**Sudhir Singh2, India, IBM**

MobileFirst Platform helped one the biggest telecom giant (Vodafone) to port their existing native (MyVodafone) Application to Mobilefirst Platform, where they are leveraging the Push Notification capabilities to send push notification to their existing customers across different circles. MobileFirst also helped the biggest Public Sector Bank SBI(State Bank of India) to easily consume their existing SAP Services in Mobile Application and now they have the seam-less integration between the Mobile Application and the desktop Application for all the HRMS related activity.

#### **SECL08**

##### **WebSphere on Cloud ? Learn how to "Lift and Shift" your WebSphere Applications to Cloud**

**Kamal Kishor Choubey, India, IBM**

This session covers approach and steps involved while planning your WAS applications migration from On-Premise to Cloud Environment. It also highlight the cloud service models, deployment options and set of migration tools available to move your existing WAS and other J2EE applications to cloud environment. It also show how to connect your WAS on cloud for Bluemix application with your on-premise resources.

#### **SECL10**

##### **Smart Banking - Build, Implement, Deploy & Manage REST API uisng API Connect & IBM Integration Bus as Hybrid Integration**

**Raghavendran Srinivasan, India, IBM and Abhinav Priyadarshi, India, IBM**

Banks offer different types of APIs which can be classified as General, Custom etc depending on the information that they provide. In this lab, we will work on building a simple API which fetching account balance. This API will integrate with an IBM Integration Bus service that interacts with backend to obtain a response containing appropriate data.

#### **SECL11**

##### **OAuth Token Management System in API Connect for API Security**

**Amit Ranjan21, India, IBM and Dinesh G Shetty, India, IBM**

OAuth Token Management System in API Connect for API Security: APIs exposed on the IBM API Connect (APIC) has OAuth has one of these security mechanism. IBM API Connect does NOT provide an out of the box OAuth Token Management System. Hence, the need to build a token management system. The Token Management System (TMS) is integrated with the IBM APIC via a feature called as Revocation URL. TMS provides a mechanism to maintain the full lifecycle of the Tokens from the storing of the token to the revocation of the token till the deletion of the tokens from the TMS.

#### **SECL12**

##### **Design Thinking and Bluemix Garage Overview**

**Vijay Peachimuthu, India, IBM**

IBM Capabilities to Hybrid Cloud environment offers a significant value proposition to IT by accelerating the development and to business users by offering unique to cloud social and analytics cloud services. One of key

value that Design Thinking and Bluemix Garage enables is, Unearth invisible patterns of business problems, show paths for right direction define process and services to support business using IBM Cloud capabilities

### SECL13

#### Transforming Business thru Artificial intelligence - One of India's largest private bank Digital transformation success story

**Sundaragopal Venkatraman**

How IBM helps clients in transforming its own business model by way of analytics and artificial intelligence. We will walk thru a success story of how one of India's largest private sector bank benefitted by partnering with IBM to have their digital transformation on promotions / campaigns. Being one of the largest private bank, concurrency on their platform is always very high compared with its peers. How IBM and partner team proactively involved in optimizing the platform for a split second response for campaigns.

### SECL14

#### Cloud Security Strategy & Demos

**Sreekanth R Iyer, India, IBM**

The cloud offers simplified application development and delivery by providing infrastructure, platform and software services that are ready to use immediately. However, security is what prevents many businesses from making the leap and adopting cloud. On the other hand, moving to cloud provides an opportunity to rethink and enhance the security architecture and implementation. Gaining a clear understanding of the various security options and how to apply them in your solution is crucial for successful and secure cloud adoption. The session will provide a point of view on how to secure your workloads on cloud. The session will also demonstrate the Security services available to IBM Bluemix that can be leveraged to secure your cloud workloads. The session assumes prior understanding of cloud computing delivery and deployment models.

### SECL15

#### Systematic & Holistic Monitoring Implementation in Highly Available Cloud / Hybrid Cloud Environments

**Amith N Kashyap, India, IBM**

Monitoring the cloud deployments is key to ensuring continuous availability which is one of the key characteristics of Cloud offerings. As a cloud environment can be quite complex, monitoring every failure point, getting alerts the moment something goes wrong and taking corrective actions is key to provide continuous availability.

There are many challenges in monitoring Cloud deployments, like,

- Need to monitor every failure points in an end to end solution like various types of services being used by the solution, infrastructure elements like servers containers networks, middlewares, applications etc,
- Managed Vs non-managed services pose restrictions on what can be directly accessed and what only customers have access to
- Depending on the problem, different support teams need tools of different granularity and coverage. So there is a need to enable support and operations team with right set of tools at every level.
- Holistic monitoring approach which can be used to monitor both public as well as dedicated and private clouds

### SECL16

#### Demonstrate the integration of IBM ODM Business Rule Application deployed on IBM Bluemix Platform as a Service (PaaS) using Business Rule Service runtime

**Balasubramanian Krishnamurthy, India, IBM and Srikanth Ganesan, India, IBM**

Lab to develop & demonstrate applications on Bluemix platform and integrate with the platform Business rules engine.

Migration of existing J2EE Dynamic Web Application on to IBM Bluemix Liberty Server Runtime Service Lab to demonstrate the migration of on-premise web application to Bluemix Liberty server runtime

### SECL17

#### Log Collection and Ingestion at Enterprise scale



## **Girish B Chafle, India, IBM**

As larger enterprises start adoption of Big data solutions for Log Analysis, a resilient and secure solution for streaming high volume of data to the Log Analysis server becomes key requirement for a successful large scale deployment. Based on our experiences of working with customers running IBM Operations Analytics - Log Analysis in production, we have come up with a solution which we will describe in this paper. The solution leverages open source technologies - Apache Kafka, Logstash, HA Proxy and provides resiliency and scalability for streaming high volume of data. The objective is to share best practices and guidelines for building a scalable log collection and ingestion architecture.

Session will discuss on how this immune system works. Like a body fighting a virus, there are different parts of a security portfolio working at once. And it's not a complete immune system until these domain capabilities can interact, communicate, and integrate with one another across your hybrid IT environments; Extending beyond your organizations walls across your entire ecosystem.

## **SECL18**

### **Online Auctioneer mjunction services Significantly Boosts Efficiency with PureApplication System**

#### **Sundaragopal Venkatraman, India, IBM**

By implementing IBM PureApplication System, online metal and coal auctioneer mjunction services reduced its hardware footprint for critical auction-related applications by roughly 26%, from 129 dedicated processor cores to just 96. In addition, the PureApplication System technology helped accelerate the deployment of new applications through the use of repeatable virtual patterns. On average, delivery timelines have been cut by 30%. The consolidated dashboard provided with PureApplication System facilitates system management, leading to additional productivity and efficiency improvements. Learn how to achieve consolidation on PureApplication System, its adoption in an existing data center, how it helps businesses scale dynamically and more.

## **Cloud 2**

## **SECL01**

### **SPARK UI Toolkit with IBM BPM**

#### **Parasuram Balakrishnan, India, IBM and Ketan Gupta, India, IBM**

SPARK User Interface (UI) Toolkit for IBM BPM is an enhanced Coach NG-based UI development model. SAPRK UI TK improves both End-user & UI Authoring experience in IBM BPM. This TK is Ultra-lightweight & library independent (HTML/CSS3) with 90+ ready-to-use UI controls, with full cross-device capabilities. It offers rich client-side interactions (Web 2.0-style & capabilities), responsive & attractive experience. Simple, powerful- a highly efficient and consistent UI developer experience throughout, enables focus on the business problem.

## **SECL02**

### **Data Archiving to Improve Business Performance using InfoSphere Optim on the Cloud**

#### **Pirabu Pathmasenan/Toronto/IBM**

In today's enterprise data grows rapidly, large databases use more disk space and produce slower response time, which in turn affects the performance of the business to deliver products and services on-time and within budget. Another problem enterprise face today is the cost of running older applications – licenses, extended support contracts, power consumption, data center footprint, etc. If the solution is to consolidate or retire the application, the next big concern is what to do with the data? This presentation will focus on showing how to use the capabilities of InfoSphere Optim as a single, scalable solution for managing both the growth of application data and how to manage the lifecycle of application data in any heterogeneous environment. The presentation will focus on using InfoSphere Optim on the Cloud (Softlayer) offering, a brand new offering within the Information Integration and Governance portfolio. We will discuss some real customer deployment stories and best practices used to demonstrate how to accurately apply business rules and criteria to archive data safely and effectively to meet compliance requirements. In addition, we will show integrations points of Optim with dashDB (a real customer success story) and how Watson Explorer can be used for accessing and analyzing structured data to provide a cognitive insight.

## **SECL03**

## **StrongLoop micro-services and Collective's in API Connect**

**Amit Pareek, India, IBM**

In the session, audience will learn how Strongloop fits into API Connect. This session covers 4 important aspects of Strongloop microservices in API Management - Create, Run, Manage and Secure. This session also covers how Collective (node.js run-time) fits into overall API Connect Architecture and what important steps need to be followed by Strongloop API development team to make your API available to the API consumer.

## **SECL04**

### **IT Operations Analytics: Usecases, Value and Offerings**

**Geetha Adinarayan, India, IBM**

A single problem such as recharge did not complete, not able to transfer money from one bank to another bank, could not board flight on time could take many customers away and result in negative impact on revenue. As per reference <http://devops.com/2015/02/11/real-cost-downtime/>, the average cost of a critical application failure per hour is \$500K to \$1 million. Today's IT Operations team not only want to debug and solve the problem quickly, but they also want to know the problem early in order to avoid outage. Instead of reading through millions of lines of data, they want capabilities to tell them if anything is wrong? If yes where and what to do.

## **SECL05**

### **How to execute API Management initiatives in Banking - RBL Case Study**

**Amit Ranjan21, India, IBM and Dinesh G Shetty, India, IBM**

How to execute API management initiatives in banking/rbl case study: RBL Bank (Formerly, The Ratnakar Bank Limited) is among the fastest growing Scheduled Commercial Banks in India - a bank that has transformed from a traditional institution to a dynamic new age bank, offering state-of-the-art products and services catering to a diverse group of customers. IBM helped RBL in establishing the IBM API Connect Platform which in turn helped them in getting rid of unmanaged client application access. Industry-grade secure API gateway provided enterprise level security. App Developer Management is eased and it has reduced time to market new services.

## **SECL06**

### **Implementing API Connect Topologies**

**Amit Ranjan21/India/IBM, Dinesh G Shetty/India/IBM**

Implementing API connect topologies: Provision of the architecture IBM API Connect Platform within which the engineers make design/implementation decisions that do not conflict with the architecture. Ensure that architectural issues, such as topology and integration between the components, are dealt with consistently across the environments and common problems have a single solution that every environment can (re)use.

## **SECL07**

### **Insight into Network Health using Operations Insight for Networks**

**Vidya Theiventhiran, India, IBM**

A presentation and demo show casing how Operation and Network teams can quickly diagnose and resolve infrastructure issues. It also details how network outages can be rapidly identified, actioned and resolved on a single pane of glass.

## **SECL08**

### **Java Trends with Eclipse – An open source initiative**

**Manoj Palat, India, IBM and Sasikanth Bharadwaj, India, IBM**

Java has been there for quite some time now and is being used widely. In the recent times, the language has come up with a rich set of features and library enhancements making this an even more attractive proposition. The Eclipse IDE has its own Java compiler enabling Eclipse to provide in-built capabilities tied with a Java compilation providing more than the icing on the cake. IBM supports an entire team for this open source initiative of Java Development Tooling (JDT) in Eclipse. We, the members of the JDT team, take you through the latest features of Java and JDT to help you use the language more effectively. Along-with the latest features

including lambda, we plan to provide peek into what is upcoming in the next release of Java. This theory will be supported by practical demos using the Eclipse JDT to enhance your Java experience covering the latest features in Eclipse/JDT as well. The intended audience is primarily Java developers. Eclipse IDE usage experience would be helpful but not mandatory.

#### **SECL09**

##### **Developing secure mobile apps on the cloud using Mobile Foundation service on Bluemix**

**Sachin M Nayak, India, IBM**

Mobile apps are built for every imaginable function. from B2C to B2E. All the mobile apps need to connect to some system of record and needs mobile specific functionality like security, Push notifications, application lifecycle management, analytics etc. You can connect securely to the backend using a Mobile Middleware deployed on Bluemix using the Mobile Foundation Bluemix service. Infact you can develop a new business system using Bluemix services like Watson, Cloudant, Message hub, Node runtime, Liberty runtime etc. and provide a secure mobile management functionality using the Mobile Foundation service.

#### **SECL10**

##### **Overview of IBM Bluemix Cloud Platform and its components**

**Balasubramanian Krishnamurthy/India/IBM, Srikanth Ganesan/India/IBM**

Bluemix™ is the latest cloud offering from IBM®. It enables organizations and developers to quickly and easily create, deploy, and manage applications on the cloud. Bluemix is an implementation of IBM's Open Cloud Architecture based on Cloud Foundry, an open source Platform as a Service (PaaS). This session gives the overview of the IBM Bluemix cloud platform & its components.

#### **SECL11**

##### **System automation - a Self Healing scenario demo**

**Krishnan Venkitasubramanian, India, IBM**

Interactive Demo on a use case of auto ticketing and problem self-healing. It shows a fully automated system of problem-identifying and problem-resolving. With the help of this integrated service management system, users are able to tell what the problem is, where the problem occurs, and what the potential solution is--without human intervention when an issue arises in the IT environment.

#### **SeCl12**

##### **Cognitive Business Operations on Cloud Primer**

**Srikanth Ganesan, India, IBM**

IBM® Operational Decision Manager on Cloud is a cloud service that helps you capture, automate and manage frequently occurring, repeatable rules-based business decisions. It enables business users to quickly initiate business rules management projects at lower costs by reducing the need for IT assistance and hardware and software acquisitions.

#### **SECL13**

##### **Achieving Operational excellence using Netcool Operations Insight (NOI)**

**Vidya Theiventhiran, India, IBM**

A demo show casing how Operation teams increase Effectiveness, Efficiency and Reliability through consolidated status view with actionable insight into the health and performance of applications and their associated IT and Network Infrastructures.

#### **SECL14**

##### **Data fusion for Customer Analytics**

**Arun Balasubramanyan, India, IBM, Nita Khare**

In the digital age of the customer, understanding your customers to meet their expectations, and address their pain points is critical. Every company owns vast amounts of data which is available in different format. Data typically resides in the enterprise behind the firewall. Using unique combination of Bluemix analytics services and Watson analytics, data can be moved from on premise data sources to cloud data sources for analysis

and visualization purposes.

### **SECL15**

#### **Workload Automation – What If and More Krishnan Venkitasubramanian, India, IBM**

Overview of IBM Workload Automation and learn how a major bank in India is using automation for Scheduling, Sequencing/Dependency, Restart ability, Notifications, Audit Reports, Exception, Parameter and File Handling in business critical ETL jobs that evaluate various transaction data Jobs from different source systems like core banking, mobile banking, Data Mart etc.

### **SECL16**

#### **Watson Product Shopping Assistant Chintamani M Chhatre, India, IBM and Ruchi Agarwal**

Often users are not provided with proper guidance before buying any expensive product. Concepts and keywords associated with buying that product are commonly misunderstood. Manual research by the user may result in unreliable or incorrect knowledge. Reading product FAQs may not always answer user's queries. IBM Watson's unique combination of services makes it possible to build a much more sophisticated virtual agent in a self-service fashion. Using Watson services in Bluemix, we have created a virtual shopping assistant for camera selection that rivals first-level customer support representatives and provide a great experience for users. Watson can leverage the existing FAQs along with other manuals present on the internet to help answer any queries from the user.



**28th to 30th Sep 2016**  
**Leela Palace - Bangalore**



IBM ANALYTICS | IBM CLOUD | IBM COMMERCE  
IBM SECURITY | WATSON IoT

# Commerce

## Presentations

### COM0001

**All about fashion (abof) - an Indian eCommerce success story using IBM commerce products**  
**Mahesh (Customer representative), Chandresh Khaneja and Satheesh Nair**

Aditya Birla Online fashion (abof) is an online fashion venture of Aditya Birla Group. Launched in October 2015 and powered by IBM commerce suite of products,

Abof has followed a unique strategy in India by focusing on millennials as their major customer segment using a curated catalog and shopping driven by personalized contents and style tips. Abof achieved an annualized Rs 100 crore GMV within 90 days of launch.

Abof eCommerce solution is built using IBM eCommerce products with IBM WebSphere Commerce, IBM Web Content Management, IBM MDM, IBM Sterling Order Management, IBM Sterling Warehouse management and IBM Db2.

This session covers how Abof leveraged IBM commerce products to successfully execute their eCommerce strategy and addressed unique requirements in India eCommerce market.

### COM0002

**IBM Commerce Solution empowering OMS Retailer for End-Of-Season-Sale**  
**Subha Hari and Himangshu Mech**

Extending IBM BPM processes to Hybrid Cloud environment offers a significant value proposition to IT by accelerating the development and to business users by offering unique to cloud social and analytics cloud services. One of key Hybrid Cloud enables for BPM process is Bluemix. Bluemix services offer new capabilities to quickly deliver business value that reflects and extends the Smarter Process approach. In this session we discuss the application architectures and the inter-play between BPM & Bluemix services. We'll also discover how traditional IBM BPM applications can be extended to leverage new capabilities on Bluemix or build BPM applications entirely on cloud.

### COM0003

**Multi-Tenancy support using Multi-Schema deployment within IBM Sterling Order Management**  
**Jitendra Buge and Sandeep Khare**

This session will cover the topic of how to achieve the multi tenancy support in IBM Sterling Order Management (OMS) product and will also discuss the benefits and limitations for the same.

Multi tenancy (A.K.A Sharding) support in Sterling OMS enables products to achieve the scalable architecture and also helps in performance improvements which in turn will result into more customer satisfaction.

This session will help attendees to learn how to enable the multi tenancy in Sterling OMS and will help them to achieve the scalable architecture of the product in their implementation which is one of the great and useful feature provided by Sterling.

### COM0004

**Campaign Automation using IBM Marketing Cloud**  
**Chenthilraj Lakshmikanthan**

Campaign automation functionality allows marketers to create multi-track workflows using email, direct mail, social, mobile and telesales. IBM Marketing Cloud helps to keep track of customers' behaviors and steps, and know what keeps them engaged. Digi Malaysia is the first customer in South East Asia to implement the Campaign Automation using IBM Marketing Cloud with IBM Campaign Integration.

### COM0005

## **Salient Features of Opportunity Detection and Its Integration with Interact**

**Sagar S Padhye and Abhir Kulkarni**

There are multiple new features introduced in OpDetect over old detect specifically the real time capabilities. This abstract will talk about some more prominent features and their usage is solving customer use cases.

- Real Time Capabilities using Web Services
- Real Time Capabilities using Message Queues
- Real Time File Connectors along with bloom filters to process CDR's
- Scalability and Monitoring

The integration between IBM® Interact and IBM Opportunity Detection provides enhanced pattern recognition capabilities for your Interact implementation.

An integrated environment provides enhanced time windows for the three basic Interact patterns:

An integrated environment provides enhanced time windows for the three basic Interact patterns:

- Match All— Pattern fires if all of the specified events occur
- Counter— Pattern fires if a single specified event occurs a specified number of times
- Weighted Counter— Multiple specified events are each assigned a score, and the pattern fires if a specified total score is reached.

You can configure the enhanced patterns within the Interact design environment, and you do not have to perform any tasks in Opportunity Detection to deploy or use them.

## **COM0006**

### **Unleashing the Power of Digital Experience on Cloud**

**Asif Palimar**

This session details how customers can quickly build their Portal websites on cloud. The different options available for them for DxoC and the best practices to be followed while developing Digital Experience on Cloud.

## **COM0007**

### **adcom (aadhaar-commerce)**

**Nishant Dubey and Naveen Tagala**

UIDAI (aadhar) based secure user authentication in the stores across Indian e-commerce

## **COM0008**

### **eCommerce Security**

**Shweta Gupta and Dipty Sharma**

Covering the aspects of Security, including industry compliance requirements, and application security.

## **COM0009**

### **Methodology of FTM, Its uses in Indian Market and integration with B2B commerce product(B2Bi/SFG)**

**Shreekant Prasad and Rahul Jain**

The aim of this session is to describe the methodology of Financial Transaction manager (FTM) and its use in Indian market scenario. The concept will cover FTM methodology, test cases implemented for Indian market and its integration with B2B commerce product (B2Bi/SFG) using IBM MQ-FTE (File Transfer Edition) methodology. This session will explain how customers can use B2B commerce (B2Bi/SFG) as Gateway to interact with partners and can use FTM as payment processing hub for their financial transactions. In the background both B2Bi and FTM uses WTX/ITX mapper for file translation.

The solution can help growth and price sensitive markets to reduce transaction costs, manage float and liquidity and provide better transparency simultaneously supporting high volume and different payment types. The various deployment topologies can take care of non-functional requirements such as scalability and availability.

## **COM0010**

### **Comparative analysis between On-prem, Cloud and CoC with a Hybrid Cloud case-study in Telecom**

**Madhur Taneja and Bhavin Majithia**

This session will give a comparative analysis between on-prem, cloud and CoC implementation with a case-



study on the journey adopted for a Commerce-on-Cloud implementation for a Telecom customer along with hybrid solutions to overcome challenges of external configuration & quote management system , external pricing system to empower customer close bigger deals faster with visibility into the latest product and pricing information, and the ability to quote quickly.

#### **COM0011**

##### **Transacting with Payment Gateways in Ecommerce world-IBM Order management System.**

**Shwetha Jayaramegowda and Sandeep Khare**

Overview of financial transactions using Payment Gateways and how IBM Order Management System(OMS) as a E-Commerce product interacts, to make a successful payment processing.

Financial transactions includes process of tokenization of Credit and Debit cards & Store Value Cards(SVC), Authorization and Reverse Authorization process for Credit and Debit Cards, Settlement process for different PaymentTenders, Invoicing and refunds.

IBM OMS transacts with different Payment Gateways in the protocol defined by them to make Financial transactions which are required as part of order capture and fulfillment.

#### **COM0012**

##### **Analytics to Improve fulfillment**

**Sandeep Khare**

IBM's InBalance is a new offering that comes directly from work that IBM Research Labs has done with a leading US retailer, having over 1200 store locations. Store-based retailers have the challenge of managing inventories across their DCs and their stores -- and to become more efficient, they need to be able to fulfill from wherever makes sense, depending on a number of factors. Specifically, being able to fulfill online orders flexibly, either through DCs or through the stores, can give retailers far more control over their inventories, and put them in position to drive productivity -- and reduce markdowns. That's exactly what InBalance is designed to do, among other things --it can dynamically manage order fulfillment paths so as to make the optimal choices, given a retailer's specific priorities.

#### **COM0013**

##### **Performance of InBalance Optimizer integration with IBM Sterling OMS**

**Smitha N. M and Vijaya Bhashyam**

InBalancer optimizer provides math programming models that narrow down the most profitable and customer friendly options for fulfilling an order in real time. IBM Sterling OMS integrates with InBalance multi-objective optimizer in the hybrid cloud approach to optimize smart sourcing and to fulfill the orders by minimizing the total cost to serve. This session will take the audience through -

- Need for this integration
- Integration architecture
- Performance of the hybrid cloud integration
- Business benefits

#### **COM0014**

##### **Omni Channel Merchandising Optimization**

**Samrat Mitra<sup>3</sup>, India, IBM and Mahesh Virupakshaiah, India, IBM,**

You can get the answer for following

- How to increase revenue for your private brands or effectively manage inventory.
- How to manage your Markdown planning effectively.
- How to manage inventory across channels e.g. Online and Brick/Mortar stores?
- What are newer things happening in IBM Omni channel Merchandising Optimization?

#### **COM0015**

##### **Understanding and Customization of AngularJS UI of IBM Sterling Store and peripheral device integration**

**using Apache Cordova**

**Pradeep Kariyappa and Hemanth S Kumar**

The IBM Sterling Store 9.5 application integrates multiple store operations effectively. To further leverage the capability of the application, new features were developed using AngularJS and Bootstrap CSS. It was the framework of choice as it optimally supports development of Single Page Applications (SPA). The framework supports rapid development and customization by enabling developers to write modular, high-quality, reusable code for web, desktop and mobile devices.

Embedding a store management application within other native applications on Android, iOS, or Windows is beneficial as you can harness the endless capabilities of the devices and integrate them with peripheral hardware devices such as Barcode scanner & Magnetic Strip Reader, which are integral to most of the store operations.

This session presents the key aspects of the framework from development and customization perspectives. At the end of the session, the participants will have a clear understanding about customizing Sterling Store using AngularJS and using Apache Cordova to develop native wrapper application for integration with peripheral devices.

**COM0016**

**Integrating 3rd party CRM application salesforce with sterling Field sales quote**

**Saravanan Sathyanarayan and K. Senthil Kumar**

In this session the participants will know how to setup the Sterling Field sales application integration with Sales force CRM.

Also it will talk about how to deploy the sterling Field sales application into the Salesforce CRM.

Also it talks about how to switch between new native sterling Field sales application (SFS)UI and old Sterling field sales UI.

Also in this presentation the participant will know how to switch between Customized SFS UI and out of the box UI. Also it will talk about how to access omni-configurator in the CRM application.

**COM0017**

**Performance tuning, High availability and Rolling updates aspects in IBM B2B Advanced Communications**

**Raghavendra Hegde**

IBM B2B Advanced Communications is a highly available, scalable communications gateway, which enables the trading partners to securely exchange business documents over various communication protocols.

In this session IBM B2B Advanced Communication implementer learns how the High availability feature can be used with IBM WebSphere Extreme Scale and the best practices of performance tuning and how the zero down time can be achieved with rolling updates and HA function

**COM0018**

**Partner Engagement Manager(PEM) integration with Sterling File Gateway (SFG)**

**Jagadeesh Sreeram and Samson Jaykumar**

SPARK User Interface (UI) Toolkit for IBM BPM is an enhanced Coach NG-based UI development model. SAPRK UI TK improves both End-user & UI Authoring experience in IBM BPM. This TK is Ultra-lightweight & library independent (HTML/CSS3) with 90+ ready-to-use UI controls, with full cross-device capabilities. It offers rich client-side interactions (Web 2.0-style & capabilities), responsive & attractive experience. Simple, powerful- a highly efficient and consistent UI developer experience throughout, enables focus on the business problem.

**COM0019**

**IBM Tealeaf Customer Experience on Cloud**

**A SaaS-based solution to analyze and optimize**

**The web and mobile customer experience**

**Sachin Patwardhan**

To make the most of the e-commerce channel, it's essential that your business have on-demand visibility into problems that customers experience with websites and mobile apps. With capabilities for qualitative analysis, you can rapidly pinpoint the "why" behind customer problems before serious damage is done to revenue and customer satisfaction.

Customer Experience solutions give your business the visibility, insight and answers needed to consistently deliver a seamless and rewarding web and mobile experience. IBM Tealeaf uniquely captures all data behind each interaction to enable you to uncover potential negative trends and discover the sources of struggles. IBM Tealeaf Customer Experience on Cloud introduces a software-as-a-service (SaaS) option to the IBM suite of Tealeaf customer experience management solutions. As a multi-tenant SaaS solution, IBM Tealeaf Customer Experience on Cloud lets you avoid the higher capital costs of an on-premises implementation while leveraging a next generation IBM Tealeaf user interface and features.

## **COM0020**

### **Advanced Reporting for Spend Analysis using IBM Cognos BI**

**Rajib Bhattacharya**

IBM Emptoris Spend Analysis includes multiple advanced reporting capabilities. This Presentation / Demo will showcase the full breadth of product capabilities towards creating reports and dashboards using Spend data.

This session will cover the following topics:

- Advanced Top Reports Feature in Spend Analysis
- Introduction to Cognos BI environment
- Query Studio
- Report Studio
- Active Reports
- Cognos Workspace
- Integration with Spend Analyzer
- Starter Packages and Reports
- Sample Reports

## **COM0021**

### **Emptoris Procurement SaaS - "Savings as a Service"**

**Kunal Sattikar and Anshi Rai**

In procurement world, the focus of organizations is constantly on initiatives that increase the overall profitability of business, while realizing cost savings. Organizations are busy exploring opportunities to reduce costs, but most procurement processes are not structured or user friendly to facilitate it. As a result, organizations often face challenges such as exceeding budgets, limited savings visibility, discrepancies in the actual and realized savings, etc. This in turn leads to incorrect reporting of organization wide spend and the savings achieved. For any organization, cost efficiency will always be one of the most important objectives of the procurement function and optimizations are needed at every step.

Emptoris Program Management (PGM) - Savings as a Service, is a form based highly customizable solution for such business scenarios. It is a single solution that can track and record savings, with standard and customizable dashboards and reports, which also support complex approval workflow. "PGM - Savings as a Service" is a platform for organizations to look for opportunities where it can identify sustainable savings and help reduce risk through global coordination of savings and risk mitigation initiatives.

This offering focuses on Emptoris Program Management capabilities to implement a single framework to drive Savings as the measurable and quantifiable success criteria for any procurement project, while reporting on the good as well as bad savings. With "PGM - Savings as a Service", organizations can have better visibility and control of their spending on different commodities at every stage of the procurement process and savings achieved across the business globally.

## **COM0022**

### **Data Engineering for Cognitive Solutions**

**Sadik Ali and Jitesh Gadodia**

The most advanced solutions are trying to be Cognitive. While it is easier said than done, the data behind the

Cognitive solutions and the way these solution use and interpret data make or break it as a Cognitive solution. It is critical that the data is aptly prepared, fed and maintained for Cognitive solutions to work for its potential. Here comes the Data Engineering for Cognitive Solutions, the science and art of data readiness to make the best out of Cognitive and Analytic solutions. In this session we cover the Data Engineering practices including data mining, data structure, data modeling, data analysis and data extraction and data enrichment. Additionally the session will cover Data Life Cycle and the ways to make it healthy.

### **COM0023**

#### **Partner Engagement Manager - For easy and efficient partner onboarding, managing, and, maintenance Divya Lokesh and Shailaja S Kumar**

Struggling with partner on-boarding? Yes, one size doesn't fit all..at least not very well!!! Join us for this session on IBM Partner Engagement Manager (PEM), which will introduce you to PEM and its very many features.

IBM Partner Engagement Maner (PEM) is a collaborative and multi-channel infrastructure SaaS offering that provides a platform for onboarding and managing partner engagements. It is offered in two variants - PEM Local and PEM Cloud. PEM Local caters to the requirements of customers who would want to retain some aspects of their data and the corresponding service that operates on that data behind their firewall. PEM allows you to engage with your partners, suppliers, and customers, more effectively and efficiently through a series of questions, where the partners can validate their existing configuration, make changes periodically or need-based, where the change is picked up and updated all through till sterling File Gateway, and reuse the forms with minimal changes across your business partner community. It eliminates the error prone and time consuming ways (emails, phone calls, spreadsheets, etc) that were employed to collect your partner details and manual keying in of the same at your end. With PEM, on-boarding your partners on Sterling File Gateway/Sterling B2B Integrator is just a form and click away. The flexible workflow design tool allows to connect to your systems through RESTful API calls helping to design a dynamic, systemic process for on-boarding and migration.

### **COM0024**

#### **Scale Sterling B2B Integrator using Softlayer Auto Scale Asi Nageswara Rao and Kalyan P Kishore**

In the recent times, the hardware infrastructure requirement in an enterprise is changing so as the B2B file transfers on a regular basis depending on their peak/non-peak traffic. This session shares the knowledge on how to effectively combine auto scale or scale down feature of IBM Softlayer with IBM Sterling B2B Integrator cluster feature.

IBM Softlayer provides an Auto Scale feature that lets you automate the scaling process associated with adding or removing virtual servers to support your business applications.

IBM Sterling B2B Integrator provides application cluster deployment to achieve scalability.

### **COM0025**

#### **Cognitive Commerce Service Assistant Sivapatham Muthaiah and Aroona Rai**

This session will demonstrate the capabilities of Cognitive Commerce to provide support to customers looking for shopping/service assistance. Customers might opt for self service or reach out to call center executives. They would be presented with a simple UI and would be able to perform all their queries/actions from a single page. For every customer, the response provided would be personalized, based on his history, shopping preferences, spending pattern, etc.

- Using Watson, Sterling OMS, and Sterling Call Center for Commerce, customers/call center executives will be able to retrieve order statuses, determine reasons for delays, expedite orders, modify orders, and provide updates to customers.
- The Cognitive Commerce Assistant can also help provide trouble shooting tips for products that seem to be malfunctioning, and for genuine malfunctions can create a repair order, place an order for a temporary phone, and provide status updates to the customer.

## COM0026

### Point of View on Containerization of IBM B2B Integration Products

**Bharat Balothia and Girish Venkatesh**

IBM B2B Integration products and SaaS solutions are market leaders. Our many Fortune 100 and Fortune 500 customers have been growing their businesses using our products and solutions.

Cloud is the need of this era and containerization is the tool to cloudify any application or product. Our customers are looking for the products that can be quickly installed, deployed, on the fly scale-able and pre-configured & integrated; and containerization is exactly the same tool that can help in achieving all these goals.

The containerization of products or applications is no more a fancy or desired thing, rather it became a need to deliver your applications, shipping of Software and scale/descale your applications in cloud environment.

In this session we will cover our point of view on containerization of IBM B2B Integration products. This is not possible to containerize and cloudify all the applications in their existing shape and architecture; through this session we will put our point of view on IBM B2B Integration products what is possible to containerization and what is not. We will cover the sample architecture which will cover different products and solutions using Docker Containers.

## COM0027

### Best Practices for IBM Control Center

**Asi Nageswara Rao and Kalyan P Kishore**

Alerting the stakeholders in an enterprise is the need of the hour in case of server or process or file transfer failures. IBM Control Center makes the organizations to achieve their SLAs in an effective way.

This session shares the best practices for smooth sailing in IBM Control Center.

## COM0028

### IBM Hyperledger - Fueled by Blockchain

**Raghav Krishna Murthy and Kshitiz Shrivastava**

Join the session to understand the Potential of IBM Blockchain and its design pattern Bitcoin. Get to know Hyperledger, Cryptocurrency. Understand the benefits of Block Chain and its applicability.

## COM0029

### Security features in IBM Sterling Managed File Transfer Solution and its components

**Rahul Dey and Vivek Mitkari**

Security is a major concern for any Business, Many companies from retail, banking or manufacturing industries are looking for high end security to save their data and to comply with industry security standards .This topic is about How IBM Sterling Managed File Transfer(MFT) solution helps in achieving that and what all components of MFT are involved in that.

## COM0030

### Introducing JSON capability in Sterling Integrator

**Akshay Bhatnagar and Prasad Kona**

-WHY JSON in SI? Industry change happening with . -WHAT challenge? SI lacks JSON capabilities (The biggest issue is that right out of the box IBM Sterling B2B Integrator (ISBI) is not able to work elegantly with JSON data), -SOLUTION: Approach to integrate JSON in SI, -BENEFITS

## COM0031

### HealthCheck tool for IBM Sterling B2B Integrator

**Balasubramanian Dhanavel and Vimala Satish**

Existing B2Bi and SFG customers are overwhelmed about how to configure the system to run effectively for their business requirements and performance volumes. Also the customers are spending time in opening PMRs with IBM support for incorrect configurations or show stopper issues that ends with critsit situations. So

there is a need to automate system health check and flag common error or potential issues and allow customers to self-diagnose the common issues and by speed up the resolution of the issue. This session covers the utility developed to address these challenges and gives information on what is HealthCheck tool, why HealthCheck tool, installation, understanding the concepts and configurations, reading the reports and understanding the recommendations/best practices.

This session also covers, the out of the box utility such as sfgdbcheck, SBI debug log, gather stat, data sweeper, DB stats, Mapstats, BPstats, dumpinfo, Javacores, heapdumps, tcpdump, netstat, DBstats report, DataSweeper, sfgdbcheck, SBI Debug logging in Sterling B2B Integrator that can be used to gather reports for identifying the right problem related to business process, application, database, network to resolve the issue in a faster manner and reduce the resolution time working with IBM.

## **COM0032**

### **IBM Global High Availability Mailbox**

**Rakesh Gupta and Geetha Sathyamurthy**

In this presentation, the Sterling B2B Integrator implementer learns the introduction and importance of IBM Global High Availability Mailbox. This add-on component of IBM Sterling B2B Integrator is a robust and reliable to store and replicate message data from partners across any geography. The IBM Global High Availability Mailbox utilizes multiple components to provide a synchronization of payloads and processing events across multiple data centers.

Current approaches to providing a highly available B2B and MFT environment has required a piecemeal approach which relies on separate, differing approaches to providing this capability.





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## Security

SS0001

### IBM Cloud Security Strategy & Demos

Sreekanth R Iyer

The cloud offers simplified application development and delivery by providing infrastructure, platform and software services that are ready to use immediately. However, security is what prevents many businesses from making the leap and adopting cloud. On the other hand, moving to cloud provides an opportunity to rethink and enhance the security architecture and implementation.

Gaining a clear understanding of the various security options and how to apply them in your solution is crucial for successful and secure cloud adoption. The session will provide a point of view on how to secure your workloads on cloud. The session will also demonstrate the Security services available to IBM Bluemix that can be leveraged to secure your cloud workloads.

The session assumes prior understanding of cloud computing delivery and deployment models.

SS0002

### Guardium Database Activity Monitoring to Secure Databases and BigInsights cluster

Pravin Kedia and Gaurav Mehrotra

Learn about Guardium DAM to monitor Database Activity to protect Databases and Hadoop systems.

Demo on Guardium DAM to protect BigInsights on Cloud

SS0003

### IBM Security Strategy - Integrated Security for a New Era

Balraj S Boparai

This session would talk about new IBM Security Strategy. Alignment of rich portfolio of products and services into three offering domains that directly address the outcomes clients want and need from security.

- 1) Security Transformation Services
- 2) Security Operations and Response
- 3) Information Risk and Protection

SS0004

### QRadar Security Intelligence and Analytics - User Behavioural Analytics (UBA) Capabilities

Chandra Mohan

In this session, we are going to talk about QRadar User Behavior Analytics (UBA) which is an app that provides early visibility to insider threats. It is an extension of the IBM QRadar Security Intelligence Platform that analyzes the usage patterns of insiders to determine if their credentials or systems have been compromised by cybercriminals.

Session will cover the overview of IBM QRadar Behavior Analytics application and how it compiles risk scores for every user in a network based on activities, and provides a behavioral analysis dashboard and watch list for leading user accounts that may pose a threat.

SS0005

### IBM Bigfix - ILMT: End-Point security. Latest functionalities and enhancements

Niraj Mishra

This session will cover the new enhancement and benefits of the product. This session will also cover about WebUI new functionality. This session will also cover improvement in patching process of different OS. This session also includes about advance options available in BigFix Administration tool.

**SS0006**

## **Identity and Access Governance: Managing business risk in the connected world**

**Priti Patil**

Agility is the ability to quickly adapt the organization and the business model to new customer demands, innovations, and a changing competitive landscape. Enabling the agile, connected business requires new concepts for Information Security. This new ABC (Agile Business: Connected) concept for both business management and Information Security means re-thinking how organizations manage access to their corporate information. The agile connected business needs access governance in order to manage risk and ensure compliance. Governance sets business objectives and monitors to ensure they are met. Management implements the processes and technologies to achieve the objectives. This poster talks about the challenges agile, connected businesses are facing. How Identity governance solution helps organizations to provide security for the new agile business connected by supporting Identity and Access governance in context of business operations.

Session objectives:

- Explain why agility has become one of the key success factors for organizations and what this means for IT
- Explain how Information security is the critical enabler for the agile business connected and Identity Governance helps to achieve it.
- Discuss challenges agile, connected businesses are facing and how Identity governance solution helps organizations to provide security for the new agile business connected.

**SS0007**

## **Cognitive Security Solution (Watson For Security)**

**Sulakshan Vajipayajula**

In the world of continuously mutating security risks the job of a security analyst investigating a security related event has become very complex. Keeping up to date and awareness of both historical and latest security information is not humanly possible. The session goes over the Cognitive security solution providing breadth of pertinent external information to security analysts at decision points, Providing context based, cohesive security detail and intelligence, based on associations within unstructured security intelligence to analysts and decision makers at critical junctures. The Solution Addresses and automates security analyst use cases significantly by inferring relationships from unstructured and structured security databases.

**SS0008**

## **IBM Security Identity Manager & Identity Governance and Intelligence: Roadmap and Integration Scenario**

**Parag Gokhale**

What is IBM's roadmap for two of its IM products, viz. Identity Manager (ISIM) and Identity Governance Intelligence (ISIGI)? What is IBM's recommendation for new IM implementations and existing ISIM customers? This session will explore answers to these questions and discuss technical implementation for co-existence of the two products.

Integration between IBM Security Identity Manager and IBM Security Identity Governance and Intelligence.

**SS0009**

## **IBM Security Identity Manager - Migration to virtual appliance and Key New Features**

**Kushaal Veijay**

This session will cover ISIM appliance based approach for implementation.

Tivoli Identity Manager version, 5.1.x, will be End of Support April 30, 2017. This session will explore the options customers have and the advantages, challenges in migrating to virtual appliance form factor. Additionally, we'll explore new features introduced in latest release of the product.

**SS0010**

## **IBM Resilient Incident Response Platform - Enriching IBM Security's Incident Response Capabilities with Resilient**

**Chandra Mohan**

Resilient is the Incident Response Platform which helps security professionals manage the people, process and technology.

By integrating the Resilient Incident Response Platform (IRP) with IBM Security QRadar, security teams are empowered to simplify and streamline the process of escalating and managing critical incidents. When events are escalated from IBM QRadar into Resilient's IRP, the platform generates a detailed, incident-specific response plan that enables team members to quickly respond. This session will cover the overview of Resilient IRP and how its integration enhances the security operations capabilities in order to investigate escalated and high priority offenses.

#### **SS011**

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

**Imtiaz A Bellary and Vaishnavi Thotieam**

This session will cover the introduction to IBM MaaS360 and give an overview on the evolution of enterprise mobility for device management, apps management, data protection using containers and more.

#### **SS012**

##### **Securing the Internet of Things**

**Balraj S Boparai**

This session will cover IoT security challenges. Threat Vectors in IoT space and the protection required. This will also cover Security in the IBM Watson IoT platform.

#### **SS013**

##### **IBM Security Access Manager - Deployment patterns, Advanced Access Control and Federation Module**

**Neelam Solenki and Amit Garg**

This session describes several Security Access Manager Appliance V9.0 deployment patterns and demonstrates how to initially configure systems in those deployments. It will also cover Advanced Access Control and Federation Module of ISAM. This session would also cover automated Configuration in IBM Security Access Manager v9 using REST API's.

#### **SS014**

##### **Guardium Data Encryption to Secure FileSystems and Database**

**Pravin Kedia and Mohit Arora**

Learn above GDE to encrypt Database and FileSystems at Rest to protect Databases and Hadoop systems.

Demo on GDE to protect BigInshits / Hadoop on Cloud"

#### **SS015**

##### **Application Security on the Cloud**

**Aarnab Roy and Nilesh Panhale**

Session will cover technical aspects and understanding of the offerings by IBM on the area of Application Security on Cloud.

#### **SS016**

##### **IBM Security Immune System - Establish Security as an Immune System**

**Dinesh Jain**

Discuss "Immune Response". Different organs as your layers of defense, working together, interconnected points to automate policies and block threats. When one gets a cold or virus, these are the organs that understand the virus and send data up through your central nervous system (security intelligence) to create white blood cells / antibodies to gather info, prioritize and take actions.

Session will discuss on how this immune system works. Like a body fighting a virus, there are different parts of a security portfolio working at once. And it's not a complete immune system until these domain capabilities can interact, communicate, and integrate with one another across your hybrid IT environments; Extending beyond your organizations walls across your entire ecosystem.



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## Watson IoT

**CE & IoT0001**

**The Era of IoT, and Role of Continuous Engineering: The Idea & Concept**

**Krishna Kumar.R**

Nothing is ever really standing still, Not you, Not us, Not the world around us. All of us are taking in Data. Everyday, all around of us, and making sense of it and using that information to fine tune our life. Clearly, we are in a state of constant evolution.

The same rule applies to the rest of us who makes "things" for the rest of the planet to use. These "things" which we call as "products" don't get created in vacuum, they are living things, they are connected to the world around us. And, as the world around us "changes", our "products" and "processes" used to build around this must "react" and adapt to this new information. So in other words, we are talking about making better, powerful, greater "targeted" products from data obtained from "your customer's" or "performance".

If this sounds great, but wondering how do we make products that "adapt" to changing customer needs, "connect" to other smarter products. This being achieved in an environment which constantly produces critical data. The solution is "Continuous Engineering". To align practices with Business objectives. To integrate tools that unlock realtime insights from data. To verify decisions, earlier and often throughout the "product lifecycle". The world is constantly evolving, so should your products...IBM Continuous Engineering.

**IoT for Manufacturing and Cognitive Analytics**

**B.A.Dattaram**

In the last few years every manufacturing company from automotive to aerospace have invested in the strategy of making their business smarter. This has led to immense transformation in Manufacturing process, assets and operations. One of the significant outcome of this strategic move is manifold increase in data collection from Manufacturing process and systems. From Robots to workers, every resource in the manufacturing plants are now sources of data. This manifold increase in data from Manufacturing has raised an important question: How to handle and use the data to optimize the process and systems. Internet of Things or IoT is the answer to the question for data management.

IoT provides a platform to manage terabytes of data getting generated from every corner of the Manufacturing plants.

On the other hand, Cognitive analytics is the technology for providing insights, patterns for various Manufacturing

process and assets. Cognitive analytics can provide key insights on patterns and recommend process changes which can significantly improve the Manufacturing Process. In this presentation, we will show case the role of IoT and Cognitive Analytics for Manufacturing plants.

**IoT0001**

**Overview of IBM Watson IoT Platform**

**Amit M Mangalvedkar**

IBM Watson IoT Platform is a managed, cloud-hosted service designed to make it simple to derive value from your Internet of Things devices. Some of its features include

Easily register and connect sensors and mobile devices. Remotely monitoring the connectivity of devices.

Collect and manage a time-series view of data and see what is happening on your devices with near-real time IoT data visualization.

With IBM Bluemix, visually assemble events from the IoT into logic flows. Use Node-Red in IBM Bluemix for easy drag-and-drop flow assembly.

Pay for what you use with purchase options available through IBM Bluemix.

This session would provide an overview of the IBM Watson IoT Platform, IBM Watson IoT Dashboard showcasing

- Device Type Creation
- Device Onboarding

- Device Monitoring

Device Simulation would be carried out using Node Red.

For real device, an onboarded Raspberry Pi publishing events, would be showcased.

### AM0001

#### IBM Maximo Anywhere

##### Krishnamurthy M Channaiah

IBM Maximo Anywhere, the 'next' generation mobile solutions leverages IBM's Mobile First as a platform. This session will help you to understand the features in Maximo Anywhere and its technical architecture and plans on how to take this solution to Maximo customers. This session will demonstrate connecting Maximo Anywhere applications live and accessing Maximo data to demonstrate how a field worker access Maximo work order and asset data to work in online and offline mode

### IoT0002

#### Watson IoT for Retailers - A Customer Case study

##### Jegan Jegadeesan

This session provides an overview of how Watson IOT helped a global retail customer prevent potential food spoilage and protect frozen foods by our "Refrigeration Alarm Management" Solution.

The session will cover the following followed by a Demo

- Customer use case
- Solution Overview
- Integration Complexities
- Advanced Analytics

### IoT0003

#### Precision irrigation and crop health monitoring

##### Balaji Kadmabi

The food production must increase to meet the increasing population demands. Fresh water is scarce. So, it is important not to under-irrigate or over-irrigate a farm. In addition, It is difficult to monitor the crop health in large farms. This session will demonstrate the use of IoT in the area of precision irrigation and also how NGB images can be analyzed to monitor crop health in large farms. Basic usecases of starting or stopping irrigation based on soil moisture content and weather forecast and predicting crop health using NGB images will be discussed during the demo.

### CE & IoT

#### Role of Continuous Engineering in the Fabric of IoT.

##### Krishna Kumar. R

"Why does ""Continuous Engineering"" be a part of IOT. What is the role of Dev-ops within Continuous Engineering. Continuous engineering is an enterprise's capability that speeds delivery of increasingly sophisticated and connected products by enabling businesses to derive and apply insight, while managing cost, quality, and risk.

The session will discuss on -- How do we handle a collaborative, multivendor, development sometimes across multiple geographies, while ensuring we continuously delivery value. How do we ensure, consistent delivery to ever changing needs from business while keeping track of the changes with a effective configuration management system.

IBM CLM for Effective collaboration across your Development cycle , and implementing Effective Source Code Management, Change management, with clear Traceability across the Lifecycle.

### Predictive Maintenance for Escalators & Elevators powered by IoT and PMQ

#### Rakesh Sharma MN

This session would cover deep dive on our successful implementation to a global elevator and escalator manufacturer where we have successfully brought together the power of IoT and PMQ to develop and operationalize a Condition Based Monitoring(CBM) and predictive Analytic solution to the Customer . Our solution is enabling them to pre-emptively plan and perform maintenance activities on close to half a million of their equipments deployed worldwide.

#### **AM0002**

##### **IBM TRIRIGA - An Integrated Workplace Management System**

**Pankaj Jain**

IBM TRIRIGA delivers an Integrated Workplace Management System (IWMS) that integrates functional models across real estate, capital projects, facilities space management, facility maintenance, and environmental and energy management within a single technology platform. This session will help you understand this IBM offering and take it to new business prospects. The session will demonstrate how TRIRIGA space management helps a space planner to find the space occupancy status and monitor various building parameters. An automated move management and request central helps space managers to plan for ass on boarding and movement of associates from one building space to another.

#### **AM0003**

##### **Maximo for Aviation Industry**

**Krishna Murthy M Channaiah**

IBM® Maximo® for Aviation is a comprehensive solution for airlines, government entities and MRO providers that operate or maintain rotary or fixed wing aircraft. Maximo for Aviation includes capabilities for the entire engineering and maintenance organizations as well as ad-hoc work scheduling, inventory management and logistics.

Built on proven Maximo technology currently being used worldwide to manage aircraft and key aircraft components, it includes industry unique applications to address critical aircraft maintenance and airworthiness requirements.

Maximo for Aviation provides capabilities critical for efficient and effective aircraft maintenance

#### **CE0001**

##### **Leveraging OpenID Connect and SAML authentication for CE Portfolio Security**

**Shubjit Naik**

With the introduction of Jazz Authorization Server , the security aspects in terms on Authentication allows usage of the new protocols OpenID Connect and SAML. With these new technologies you can tighten your authentication security and also leverage other authentication mechanisms like Multi-Factor Authentication. The Session will cover details about JAS and how to leverage multi-factor authentication via Microsoft ADFS

#### **PMQ0001**

##### **Analytical Solution/Platform for Automotive Industry driven by Big Data**

**Siddique A Mohammed**

Automotive Industry relies extensively on robotic machinery for manufacturing. Any fault in such machinery may create a faulty product or may completely stop the assembly line which results in decreased plant efficiency and machinery utilization, subsequently impacting ROI.

Multiple alerts are generated by various systems including the robots involved in the manufacturing. A systematic way of analysing the large amounts of data generated from the plant and the machinery can foresee problems well ahead of time. Once a problem is identified, the corrective action can be performed during the available maintenance slots between shifts or during weekends. This is likely to prevent the failures and improve the overall productivity.

#### **AM0004**

##### **Maximo Asset Health Insights - Gaining New Insights into Asset Health Using Maximo and Watson IoT Platform**



## Pankaj Jain

Most of the time, assets fail randomly. Very few failures follow an age-degradation pattern and many are not prevented with traditional time-based PM strategies. The best way to maintain assets is based on their relative health. Usage data or gauge values can provide part of the picture, but insight on past maintenance occurrences, weather incidents, the age of the asset and historical investment enhance the “sensed conditions” with real insight. This session will help you understand this new IBM offering and take it to existing Maximo customers and new business prospects. The session will demonstrate use of data coming from meters and sensor systems and bringing assets health score on the MAHI dashboard for reliability engineers to assess the assets health using Maximo AHL.

## CE0002

### Use of CE CLM at Daimler

#### Tom Joseph and Daimler representative

It transports me in box to the destination. Nobody knows where am I. It breakdown in the middle of night in a lonely place. My mechanic struggles to identify the problem. It plays music which I don't like. I have to pay higher insurance, though I am experienced driver who maintains vehicle well and drives carefully. When I'm at office desk or away, I don't know anything about my vehicle This may be a story of yesterday or not today, definitely not in 2020, 4 years from now. By then 90 percent of new cars will be intelligent, become persona of individual and it will disrupt auto industry. Session will be a preview of how innovations leading it?

## CE & PMQ0001

### Enterprise Agility and Continuous Engineering

#### Krishna Kumar.R

In our fast-moving world, the winners will be companies that can sense change and respond accordingly. How do we as a enterprise business gain the ability to be as agile & flexible as the startup. Is it necessary to be Agile? The era of Disruptive business patterns and evolving product development strategies. Several factors Affect Ability of a enterprise to be Agile. Leadership, Culture, Business Strategy, Customer Centricity, IT.

We at IBM believe its People, Process and Tools which augment most of the factors we mentioned.

We discuss SAFe as a methodology for Enterprise Agility. How to Implement SAFe with IBM CLM for Continuous Engineering, Dev-Ops Capability.

## Predictive Quality Maintenance using Early Warning System

### Harrish Narayanan

The success of any product depends on its quality and lifetime. At present, we have statistical process controls to ensure that we meet the quality standards, but there is no mechanism to identify a fault that creeps into the production process at earlier stage. Now with this early warning system through its analysis, it enables the business understand the failures much before even it goes out to the field, there by enhancing the brand value and preventing loss due to recall of the product. In PMQ, we have incorporated the three most industry wide used usecases analysed through QEWS algorithm - Attribute or Inspection analysis, Variable or Parametric analysis and Lifetime or Warranty analysis.

## IOT0005

### e2e IoT demo: IoT for Automotive

#### Amarjeet S Mundi

Car probe data (heading, lat, long, speed and timestamp) retrieved from the car for each journey that is recorded. Watson IoT Platform uses the MQTT protocol to retrieve car probe data from a simulated car, and then passes that data to the Node-Red service Watson IoT Driver Behavior gets the car probe data and analyze the journey to identify driving behaviors such as: Speeding, Frequent acceleration and braking, Harsh acceleration and braking, Sharp turns. Watson IoT Context Mapping provides exact location of the car on a mapped road since the car probe lat long data does not provide the context. Dynamic Geo-fence creation using incidents like accident, road repair work, emergency with alerts and notifications to the cars entering Geo-fence. Car Sharing Mobile Application

## IOT0006

## **Cognitive Manufacturing and Industrial 4.0 - An Introduction**

**Vishal Chahal and Surbhi Agarwal, Tech Mahindra (tentative)**

From mechanization, water and steam power to mass production ,computerization and automation we are now in the fourth phase of Industrial Revolution called as Industry 4.0. It includes cyber-physical system , Internet of Things and Cloud Computing. IBM adds the value to the Industry 4.0 with Cognitive Manufacturing.This session will give a walkthrough that how industries are getting enabled to Conginitive World and Internet of Things.Improvement in manufacturing quality and equipment efficiency with real time view of connected shop floor tools, predict quality of work and tool health and life, control tool operation, identify skill/workmanship gaps using the power of advanced Predictive & Cognitive Analytics and the Watson IoT Platform.

The demo will walk-through IBM Proposed Watson IoT platform powered with Cognitive and Predictive analytics technologies to create a Industry 4.0 enabled factory. IBM Watson IoT platform integrates with the asset management systems (AMS) providing the ability to link the work orders, work packages and tasks from AMS to cloud, to gateways and edge devices. Functionality to dynamically update and configure these AMS driven tasks etc from the platform to all way upto edge devices. Watson IoT platform also leverages the data produced from the smart tools, gateways and edge devices to process it through Cognitive services and Predictive Analytics to provide insights into the predicted health of the smart tools, quality of workmanship or task performed and insights into issues that may lead to operations being affected.

## **IoT0007**

**IoT , Blockchain and Z - a match made in IBM**

**Amarjeet S Mundi**

Watson IoT Platform and Mainframe Z are two foundation technologies from IBM which is a perfect match in heaven. Watson IoT platform provides highly reliable, Scalable and Extensive IoT platform and which can handle millions of messages per second real time. Mainframe Z can provide 7x faster Hashing and 6x faster encryption for blockchain transactions.



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## Demo Booth

### AD001

#### End to End Governance use case with BI Tools Qlikview & Tableau

Satyamadhav Vangara and Malathi Sangineni

Tableau & Qlikview are business discovery platforms that provides self-service BI for all business users in organizations and there are multiple request from multiple customers to enable the metadata imports from these BI Tools and provide Governance capabilities within Information Server. With latest releases of Information Server we are bringing in the capability to import and govern the metadata from these leading BI Tools. A live demonstration of end to end scenario of metadata import from Qlikview, Tableau, showing the lineage in governance, within Information Server. It guides metadata import through Metadata Asset Manager (IMAM), storage and lineage in Governance (IGC) with customer use cases.

### AD002

#### Optimize Data Ingestion and transformation for the Hadoop / Hive

Srinivas Mudigonda/Alekhyia Telekicherla

This session will focus on the innovating capabilities of the InfoSphere Information Server to handle the Data movement to and from the Hadoop environment. We will explore the various options available for handling the data movement and the multiple formats of the files / Hive tables that are supported, which includes AVRO, ORC, Parquet. Also, this session would touch upon the different distributions of the Hadoop that are supported along with the intricacies of the security configuration of the connectivity components while accessing the files on the HDFS / Hive tables.

### AD003

#### In-DB and Geospatial analytics using IBM dashDB

Apoorv Kapse/Muralidhar VVK/Vinoy Thaliaparambil

This demo gives a brief on and showcases IBM dashDB's capabilities in terms of In-DB analytics using R and also Geospatial analytics using ESRI/ArcGIS.

### SECL01

#### Hands on Lab session: Building Mobile applications with backend integration for the Hybrid Cloud environment

Srikanth K Murali, India, IBM and Srinivasan Nanduri, India, IBM

With the Cloud technologies fast engulfing the software business, the Hybrid Cloud is the most sought-after architecture for building enterprise grade applications. Enterprises take advantage of the flexibility and scale of the Public cloud but also prefer to use the on-premise environment for data security and privacy considerations. Building mobile application for the enterprise to work with the Hybrid cloud environment can be a daunting task.

IBM Bluemix provides services that helps to integrate the Bluemix environment with your on-premises environment by creating a secure connectivity between the on-premises and the Bluemix Cloud environment. In this lab, you can learn about how to deploy Mobile applications quickly while integrating with the backend services running behind the enterprise firewall. You will learn more about the Mobile Foundation service that helps to build, update and manage mobile applications, and using it to integrate with the enterprise using the integration services like Secure Gateway and VPN service.

### SECL02

#### Hands on Lab : Template based automated creation of DevOps Pipeline for Quick MobileFirst Server deployment

Krishna C Kumar, India, IBM and Mohan S Saboji, India, IBM

An IBM Technical sales professional in a short duration customer meeting trying to evaluate the MobileFirst Platform on IBM Bluemix. Customer's interest is to setup a quick production-kinda MobileFirst deployment with certain topology integrated with a set of Bluemix services from the IBM Bluemix catalog.

This session will cover how to use set of IBM Bluemix DevOps and Bluemix LiveSync utility to automate devOps pipeline creation using set of templates. These templates are generic pipeline yaml and other configuration files generated dynamically based on the user inputs. The main objective of this session is to completely abstract the user from the complexities of the product customisation, IBM Bluemix and the DevOps concepts.

End-user is prompted with a minimal possible list of MobileFirst Platform on IBM Bluemix. Based on the selected setup, an automated IBM Bluemix DevOps project is created. This is followed by the automated deployment of the MobileFirst Platform. On completion a report is displayed from where the MobileFirst Platform setup deployed can be reached.

### SECL03

#### Information Lifecycle Governance Solution for Data Warehouse, Cloud, and Big Data Platforms

Pirabu Pathmasenan, Toronto, IBM

Is your organization being challenged with building and delivering quality applications on time and within budget? Are you having trouble testing core functionality because you are unable to create realistic test data, using incorrect data for testing, or not able to test boundary conditions? Not to mention, are you challenged on how to protect the sensitive data being sent from production to non-production, from the Cloud, or from Big Data Platforms, such as InfoSphere BigInsights. Well look no further, this presentation will provide a “deep dive” in showcasing some key aspects of the IBM’s Information Lifecycle Governance (ILG) Solution on the essentials of test data management practices to address your challenges and help improve the “time to market” of your applications using InfoSphere Optim. This presentation will also help you realize the real challenges related to inefficient test data practices, such as not having realistic test data, why cloning production data is hazardous, and how to deal with sensitive data across the enterprise. We will use real customer use-cases and deployment stories to show the value gained from the ILG solution suite. Finally, this presentation will describe how you can use Big Data Platforms (such as BigInsights) as a test data landing zone, capitalizing on Hadoop's scalability, performance, and openness, including the capabilities of using BigSheets and BigSQL for analyzing data to make critical business decisions.

### SECL04

#### Extend business with Bluemix Push notification service from Hybrid MobileFirst application

Krishna Kumar. R

Bridging the on-premise solution with the cloud service is always a huge effort that requires multiple changes on the on-premise applications. Many on-premise customers of Mobile Foundation want to leverage IBM Push Notifications service on Bluemix to avoid capex and improve scalability depending upon the business growth. This session will help MFP Foundation customers how they can exploit the market with sophisticated push notifications during festival time with minimal effort.