

Communications Service Providers Session Highlights

At Information On Demand EMEA Conference 2009, the Communications Service Providers industry track will address the most pressing business issues and challenges this industry faces today, present real life case studies from leading organisations and share the latest practical ideas from both industry and information management experts.

Please Note: This Roadmap is accurate at the time of publication, but is subject to change. Please check the Conference website for the current agenda - ibm.com/software/Europe/data/conf

Wednesday, 3 June

09:00 - 10:15 Main Auditorium	GRAND OPENING SESSION "Delivering Information On Demand, Information Agenda and New Intelligence to drive sustainable growth in times of change" Speaker: Ambuj Goyal, General Manager, Information Management, IBM Software Group Martin Jetter, Country General Manager, IBM Germany Caroline Van Marcke, CIO, Van Marcke Group NV Regina Casonato, Vice President Information Management Infrastructure, Gartner
10:45 - 11:30 Room 8 Estrel Hall C BLD - 1905	The Benefits of using a best-practice Enterprise Data Model Maximise performance with Telecommunication Data Warehouse. Speaker: Jarko Utriainen, DNA Stephan Zoder, Senior Product Manager MDM, Information Management, IBM Software Group
11:45 - 12:30 Room 5 Estrel Hall C BLD - 2523	Drive Business Value in M&E with an Information Agenda Transform your organisation and unlock the business value of information associated with customers, products, services and infrastructure to exploit market opportunities and achieve sustained competitive advantage. Speaker: Rick Flamand, Worldwide Sales Executive Information Agenda Consultant, IBM Linda L. Moss, Global Industry Marketing, Information Management, IBM Software Group
14:00 - 14:45 Main Auditorium	Featured Keynote - Data Management Hear from IBM's General Manager for Data Management. Speaker: Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group
14:00 - 14:45 Room 11 Paris TSB - 2117	Delivering Trusted Information using InfoSphere Foundation Tools at 3G UK Optimisation of InfoSphere Foundation Tools to provide maximum business return. Speaker: Drew Bradstock, Product Line Manager, DB2 Distributed, DM, Information Management, IBM Software Group
16:15 - 17:00 Main Auditorium	Featured Keynote - Business Intelligence and Performance Management Hear from IBM's General Manager for Business Intelligence and Performance Management. Speaker: Rob Ashe, General Manager, Business Intelligence and Performance Management, Information Management, IBM Software Group
16:15 - 17:00 Room 41 Level 6 BLD - 2263	Product Information Management as the Efficiency Accelerator How to use and deploy Master Data Management for PIM as a critical and pivotal Product Information Center for all stakeholders inside and outside the company. Speaker: Louis Derks, Director Customer Documentation Services, NXP
17:15 - 18:00 The Launchpad TSB - 2111	DB2 Deep Compression Experiences with SAP at T-Systems With increased database sizes, compression brings more and more advantages, both in lower disc usage and fewer I/O operations. Speaker: Berni Schmidt, Senior System Administrator, T-System ES GmbH Roland Heim, SAP Basis Consultant, INTER Versicherungen Stefan Hummel, Certified IT Specialist, DM, Information Management, IBM Software Group

14:00 - 18:00 Room 86 Wing 2	Communications Service Providers Roundtable A forum for open discussion on the industry's most pertinent business challenges and the adoption of technology to address them. Speaker: Industry experts from IBM's Software Group and Global Business Services and Industry and Technology Analysts
From 18:00	Welcome Reception The IOD Connection Business Partner Expo Solution Centre and IBM IOD Experience

Thursday, 4 June

09:00 - 10:15 Main Auditorium	GENERAL SESSION "Leveraging new intelligence to innovate and drive smarter business outcomes" Introducing Frans Johannson, author of the renowned book - The Medici Effect. Speaker: Frans Johannson, award winning author, thought leader and entrepreneur
10:45 - 11:30 Main Auditorium	IBM's Vision of a Smarter Planet Bridget will bring the Smarter Planet initiative of IBM to life. This initiative brings a new level of smart to how the world works and how to do things better, more efficiently and productively. Speaker: Bridget Van Kralingen, General Manager, IBM Global Business Services, Northeast Europe
10:45 - 11:30 Room 6 Hall C BLD - 2662	IBM's Information Agenda for Communication Service Providers Learn how IBM's Information Agenda helps leading Communications Service Providers to respond to the challenges of industry consolidation, convergent technologies, new revenue opportunities, improved customer experience and the development and delivery of value-added services. Speaker: Rick Flamand, Worldwide Sales Executive Information Agenda Consultant - Communications, IBM SWG Daniel Bigos, Worldwide Information Management Industry Marketing - Communications, IBM Software Group
11:45 - 12:30 Room 6 Hall C BLD - 2306	Performance Management With Process Analytics, BAM and Cognos BI Learn how business users can use these tools to optimise key business processes, gain real-time insight into their organisation, make smart decisions, initiate timely actions to respond to opportunities and threats, and accelerate performance management. Speaker: Cindy Cheng, Offering Manager ECM, Information Management, IBM Software Group
14:00 - 14:45 Main Auditorium	Featured Keynote - InfoSphere Hear from IBM's General Manager for InfoSphere, Data Warehouse, Data Integration, Data Quality. Speaker: Jim Welch, General Manager, InfoSphere, Information Management, IBM Software Group
14:00 - 14:45 Room 35 Level 1 BLD - 2388	Business Intelligence and Customer Contact Optimisation The presentation will explain the organisational advantages of a Business Intelligence Center of Excellence within the Telefónica o2 Germany. Speaker: Markus Heimann, Vice President Business Intelligence, Telefonica o2 Germany GmbH&Co. OHG
14:00 - 14:45 Room 6 Hall C BLD - 2535	Information Agenda at Portugal Telecom From data to customer convergence with ECM and BPM. Speaker: Nuno Baptista, Departement Manager, Portugal Telecom
16:15 - 17:00 Main Auditorium	Featured Keynote - Enterprise Content Management Hear from IBM's General Manager for Enterprise Content Management. Speaker: Ron Ercanbrack, General Manager, Enterprise Content Management, Information Management, IBM Software Group
16:15 - 17:00 Room 5 Estrel, Hall C BLD - 2427	The Information Agenda on the Way to Germany To help understand that the Information Agenda is not an academic or generic concept, but can be applied to solve concrete business problems and bring value. Speaker: Sven Viergutz, Senior IT Architect, IBM Software Group Klaus Hickl, Sales Leader Information on Demand, Information Management, IBM Software Group
17:15 - 18:00 Room 12 Lyon BLD - 2300	Managing Content Intensive Processes With IBM FileNet BPM This session looks at the latest trends in Business Process Management (BPM) and reviews IBM FileNet® Business Process Manager with its latest features and describe how it can help you better streamline and manage your business processes, particularly those that deal with various types of content. Speaker: Danny Pidutti, Program Director BPM Product Marketing, ECM, Information Management, IBM Software Group
20:00 'til Late	IOD Networking Event



Friday, 5 June

09:00 – 09:45 Room 6 Estrel C BLD-2563	IBM InfoSphere for a SAP Enterprise Learn how business users can take ownership of critical business data Speaker: Albert Maier, STSM, Information Management, IBM Software Group David Nelson, IBM
10:00 – 11:00 Main Auditorium	GENERAL SESSION “Exploring new technologies and business approaches to drive business performance” A panel of experts share their views and take your questions. Chair: Frans Johansson, author of The Medici Effect Speaker: Mike Ferguson, Managing Director Intelligent Business Strategies Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group Dr. Peter Waggett, Emerging Technology Strategy Programme Lead, IBM Global Technology Outlook Dr. Christian Plenge, Head of Research and Innovation, MGI Metro Group Hansjoerg Fromm, European Leader, Centre for Business Optimisation, IBM Global Business Services
11:30 - 12:15 Room 10 Estrel, Hall A BLD - 2002	Correspondence with 16 million customers in a process centric document system Understand first hand how a system that integrates document input management, task distribution, workflow management, document creation and document output into one system. Speaker: Peter Kieseritzky, Project leader, ADAC Stefan Lemme, Lead IT Specialist, IBM Software Group
12:30 - 13:15 Room 7 Estrel Hall C TSB - 2675	Information On Demand Reference Architecture A reference architecture reduces the complexity, cost, and risk of solution deployment and sets the foundation for delivering on the promise of Information On Demand. The Information On Demand reference architecture describes the major functional components of an end-to-end architecture solution. It provides a common language and spans all industries and solution areas. Speaker: Tony Hulme, Information On Demand Advocate, Information Management, IBM Software Group

