

Healthcare and Life Sciences Session Highlights

At Information On Demand EMEA Conference 2009, the Healthcare and Life Sciences 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

<p>09:00 - 10:15 Main Auditorium</p>	<p>GRAND OPENING SESSION "Delivering Information On Demand, Information Agenda and New Intelligence to drive sustainable growth in times of change"</p> <p>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</p>
<p>10:45 - 11:30 Room 41 Level 4 BLD - 2213</p>	<p>IOD / ECM to Gain Previously Unknown Medical Correlations at MVZ Clotten You will learn how content management, discovery and analysing technologies can be integrated to provide the right information at the right time to the user, dependent on his job role.</p> <p>Speaker: Christiane Kehrel, Project Manager, MVZ Clotten Frank Hartmann, Consultant Content & Discovery, ECM, Information Management, IBM Software Group</p>
<p>11:45 - 12:30 Room 36 Level 1 BLD - 2194</p>	<p>Building a Competence Centre and Improving Operational Efficiency and Standards What is the link between BI and progress? What is the best way of getting the best out of BI?</p> <p>Speaker: Adrian Jones, Business Information Manager R&D, Astellas</p>
<p>11:45 - 12:30 Room 10 Estrel Hall A BLD - 2176</p>	<p>Identity Resolution Panel Discussion: Why Understanding Identity is Critical Learn from some of the world's most influential organisations about how they have benefited from truly understanding the names and identities of their constituents, customers, and more!</p> <p>Speaker: To be confirmed</p>
<p>14:00 - 14:45 Main Auditorium</p>	<p>Featured Keynote - Data Management Hear from IBM's General Manager for Data Management.</p> <p>Speaker: Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group</p>
<p>14:00 - 14:45 Room 36 Level 1 BLD - 2381</p>	<p>The Way to a Reliable Performance Reporting Learn how a centralised and automated Financial Performance Reporting of Group Consolidation and Controlling makes it possible for the non-profit Agaplesion AG to deliver in time accurate, reliable and audited figures for its decision makers and Shareholders.</p> <p>Speaker: Sebastian Polag, Head of Controlling, Agaplesion gAG</p>
<p>15:00 - 15:45 Room 7 Estrel Hall C BLD - 2110</p>	<p>Product Master Data Management with IBM InfoSphere MDM Server for PIM MDM for Business Optimisation.</p> <p>Speaker: Petra Zentgraf, Project Manager ERP, Fresenius Medical Care Wilfried Dauth, MDM Solution Architect, Information Management, IBM Software Group</p>
<p>16:15 - 17:00 Main Auditorium</p>	<p>Featured Keynote - Business Intelligence and Performance Management Hear from IBM's General Manager for Business Intelligence and Performance Management.</p> <p>Speaker: Rob Ashe, General Manager, Business Intelligence and Performance Management, Information Management, IBM Software Group</p>

17:15 - 18:00 Room 42 Level 2 TSB - 1850	Driving the Business with Information Insights What are the business issues? What are the approaches to meeting the issues, with insights? Which technologies are available? Where does someone start? What are the next steps? Find out here. Speaker: Alan Meyer, InfoSphere Marketing - DW, Information Management, IBM Software Group
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 Johansson, author of the renowned book – The Medici Effect. Speaker: Frans Johansson, 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 13 Level 2 BLD - 2685	Enterprise Search and Content Management as Key Value for the Entire Company Aquafil, a chemical group based in Italy and present in several other countries worldwide, leveraging IBM technologies for content management and enterprise search to maximise team productivity. Speaker: Paolo Zanada, IT Manager, Aquafil
10:45 - 11:30 Room 11 BLD - 2469	Optimised Master Data - IBM InfoSphere MDM Server at Cardinal Health Learn how Cardinal Health leverages multi-domain master data through transactional and analytical applications across the enterprise. Speaker: Brent Stutz, Vice President, Application Services & SAP Transformation, Cardinal Health Martin Oberhofer, Senior Technical Consultant MDM, Information Management, IBM Software Group
11:45 - 12:30 Room 5 Hall C BLD - 1895	Information Management: State of the Industry Information management is a rapidly emerging market. This session provides an overview of what is driving this evolution, market opportunities, what the future will hold, and how organisations can take advantage of emerging best practices. Speaker: Andrew Warzecha, VP, Strategy Information Management Software, 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
15:00 - 15:45 Room 37 Level 1 BLD - 2041	Content-Centric Business Intelligence: ECM Content Meets BI In this session, learn how IBM Content Analytics offerings enable you to use your enterprise information for business intelligence and performance management, linking ECM unstructured content with structured data to provide a complete view of your enterprise and uncover unprecedented optimisation opportunities. Speaker: Paul O'Hagan, Offering Manager, ECM, Information Management, IBM Software Group
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 11 Paris BLD - 2672	Smarter Medical Devices Optimising Supply Chain Management at Implanet. Speaker: Emmanuel Grenier, CIO, Implanet Nazanine Sahami, VP Marketing, Implanet
17:15 - 18:00 Room 8 Estrel Hall C BLD - 2466	A Unified Organisation Referential for Hospital structures APHP, the largest group of hospitals in Europe, implemented a common organisation referential whose goal is to drastically improve management of the whole hospital institution. Speaker: Eve Parier, Project Director, SAP Michael Stevens, InfoSphere Marketing, Information Management, IBM Software Group
20:00 'til Late	IOD Networking Event



Friday, 5 June

09:00 – 09:45
Wing 2/212
TSB - 1894

Get the Most out of your Enterprise Report Management System

Understand the benefits of Content Manager On Demand and how CMOD can help you improve customer satisfaction, reduce printing costs associated with reports, and get more value from static data stored in your enterprise.

Speaker: Louise Hawley, IBM ECM Worldwide Technical and Sales Support CMOD, Information Management, IBM SWG

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 4
Festival
Centre
BLD - 2265

From Knowledge to Success at Schaper & Brümmer

Combining contact data with sales, key account, inventory, and market information provides deep insights into operational and strategic actions.

Speaker: Frank Grützner, Schaper & Brümmer GmbH & Co. KG

12:30 – 13:15
Room 36
Level 1
BLD - 2564

Closing the Data Privacy Gap: How Safe is Your Data?

Understand the business and technical issues that drive privacy protection requirements, how to safeguard data – and what is often overlooked.

Speaker: Jim Sinisgalli, Optim Product Line Management, Information Management, IBM Software Group

