Manufacturing and Industrial Products
Session Highlights

At Information On Demand EMEA Conference 2009, the Manufacturing and Industrial Products 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: 5 Estrel Hall C **BLD - 2609**	**How To Optimise Knowledge Flow** Closing the Loop between Enterprise Asset Management, Document Management Processes and Business Intelligence. **Speaker:** Eric Luyer, Product Marketing Asset Management, IBM Software Group
10:45 – 11:30 Room 12 Lyon **BLD - 2647**	**Making Supply Chains Smarter with IBM's InfoSphere Traceability Server** Global and complex supply chains present multiple business challenges- from supply chain inefficiencies to the induction of counterfeit product. Enabling traceability can help address these challenges. **Speaker:** Jennifer McGinn, InfoSphere Product Marketing Manager, Information Management, IBM Software Group
11:45 – 12:30 Room 35 Level 1 **BLD – 2380**	**Informix Around The World - Increasing Business Value at Nippon Sheet Glass** Show how you can get more business-value with the stability and reliability of Informix-Databases. **Speaker:** Erik Stahlhut, Head of IBM-OEM Distribution, CURSOR Software AG Thomas Rühl, Chairman of the board of Management, CURSOR Software AG
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
15:00 – 15:45 Room 35 Level 1 **TSB – 2450**	**A New Day has Dawned: How to Drive Change through Performance Management** How Global Companies are driving Change through Performance Management - with a special guest appearance from World's Largest Beer brewer, focusing on the AB-InBev case story. **Speaker:** Michel Fontaine, Director, Global Business Intelligence and Shared Support Functions, InBev Marc Teerlink, Consulting Leader West & South Europe, Business Intelligence & IOD, IBM Global Business Services
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 6 Estrel Hall C **BLD – 2463**	**The Use of IBM FileNet P8 Bricks in Support of Airbus Business Processes** Business Transformation through developing traceability and contributing to aircraft configuration process, promoting and harmonising common practices, and facilitating a superior customer experience. **Speaker:** Didier Joint, Project Leader for Engineering Document Management Services, Airbus
17:15 – 18:00 Room 35 Level 1 **BLD – 2667**	**FIAT Group chooses IBM DB2 for critical new projects** Better performance, lower storage costs and improved TCO. **Speaker:** Piercarlo Cerrano, Chief Technology Officer, FIAT Spa

17:15 – 18:00 Room 37 Level 1 **BLD – 2668**	**Performance Management at Vesuvius Group** Vesuvius Group uses Corporate Performance Management for a leaner and more agile organisation. **Speaker:** Nicolas Mathei, Chief Performance Officer, Vesuvius
17:15 – 18:00 Room 11 Paris **TSB - 2035**	**Connectivity to z/OS using DB2 Connect with Kerberos Authentication** An overview of the implementation of DB2 Connect at ArcelorMittal using Kerberos authentication. **Speaker:** Davy Goethals, Systems Engineer, ArcelorMittal
14:00 – 18:00 Room 208 Wing 2	**"Make, Ship and Sell" Industry Roundtable** A forum for open discussion on the retail, transportation and manufacturing industries most pertinent business challenges and the adoption of technology to address them. **Hosted by:** 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 36 Level 1 **BLD - 2394**	**How Finance is Driving Change by Introducing Performance Management** In this session you will discover how A. Schulman is changing the face of the organisation by introducing a full Performance Management program driven by Finance. **Speaker:** Walter Belderbos, European Chief Financial Officer, A. Schulman
11:45 – 12:30 Room 4 Festival Centre **BLD - 2079**	**Optimise Manufacturing Performance with Factory Efficiency (FE)** Factor Efficiency based on IBM Cognos Business Intelligence gives you daily the necessary information and incentive for optimising performance at strategic, operational and shop floor level. **Speaker:** Karlheinz Haberlandt, Professor, Heilbronn University
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 8 Estrel Hall C **TSB - 2399**	**Content Collection and Archiving** Today, many organisations' needs have moved beyond the limited business value of e-mail archiving to include file systems, Quickr, SharePoint, instant messages and other information. Understand the additional benefits of an IBM solution for Content Collection and Archiving. **Speaker:** Laurence Leong, Program Director, Compliance, Information Management, IBM Software Group
15:00 – 15:45 Room 5 Estrel Hall C **BLD - 2264**	**Take Control, Unifying your Info Strategy to Reduce Costs & Minimise Risk** Explore the breadth IBM Information Management capabilities, and discuss the best practices and benefits that IBM customers have achieved through integrated Information Management. **Speaker:** Douglas Coombs, Information On Demand Advocate, Information Management, IBM Software Group George Parapadakis, IBM, Enterprise Content Management Value Advocate, Information Management, IBM SWG
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
17:15 – 18:00 Room 11 Paris **TSB - 2022**	**DB2 LUW Next Release and Future** Introduce the capabilities in the upcoming release of DB2 on the Linux, Unix, and Windows platforms. Will cover the usage scenarios the capabilities are targeting, the business value of these capabilities, and a deeper view of some of the underlying technologies. **Speaker:** Tim Vincent, Chief Architect DB2 LUW, Information Management, IBM Software Group
20:00 'til Late	**IOD Networking Event**

Friday, 5 June

09:00 – 09:45 Room 35 Level 1 **BLD – 2625**	**Designing a Successful Financial Performance Management Programme at Kimberly** Implementing a Financial Performance Management system to streamline processes and to enable better decision making. **Speaker:** Nikolai Novikov, Finance Manager (manufacturing) Eastern Europe, Kimberly-Clark
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 12 Lyon **BLD - 2377**	**Accounts Payable Solution: Automating & Optimising AP and AR process** How and why to manage efficiently Accounts Payable and Receivable processes, reducing both tangible and intangible overall costs. **Speaker:** Paolo Sordelli, Sales & Marketing Director, CST Consulting
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

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