



### **Business Leadership Forum Banking & Financial Markets Roadmap**

At the Information on Demand Conference 2011, the Business Leadership Forum will feature business leaders presenting their stories of success with Business Analytics and Optimization (BAO). Learn from them, and be inspired by the latest practical ideas and best practices from their experience.

The Forum is organized along two dimensions: Theme Tracks include cross-industry themes where clients have invested considerably to address common problems, while Industry Tracks include industry-specific topics on BAO.

In addition to Forum sessions, this roadmap also lists additional sessions of interest to Banking and Financial Markets attendees featured across the entire Conference – providing a wealth of education and experience to Banking and Financial Markets participants.

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- **Pages 1-7: Monday October 24, Theme Track (Cross-industry) sessions**
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Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference website for the most current agenda.

### **Sunday, October 23**

<p><b>8-10PM</b> Mandalay Bay North Convention Center - South Pacific D-F</p>	<p><b>Business Leadership Forum Welcome – Community Reception</b> The Industries Community Reception immediately follows the Expo Grand Opening and provides the opportunity to meet and chat with diverse conference attendees. Nibble on delicious desserts and sip beverages while you meet IBM industry executives and industry speakers in the various industry tracks. Specific industry roadmaps will be available to help you finalize your conference schedule. This is a great start to your week, and we look forward to sharing insights on how to maximize your conference experience.</p>
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### **Monday, October 24 – Theme Tracks**

<p><b>8:15AM</b> Mandalay Bay Events Center – Events Center  <b>CGS-3790</b></p>	<p><b>Opening General Session – Turn Insight into Action.</b> Industry leaders are turning insight into action through new kinds of information and new approaches to business analytics and optimization. Find out how these leaders are outperforming their competition, tapping into insights revealed through a flexible information management foundation and business analytics. Get an early look at innovations coming from IBM to help you capture today's new opportunities and tomorrow's vast potential.</p>
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<p><b>10:15AM</b> Mandalay Bay South Convention Center – Jasmine A-G</p> <p><b>LGN-3554</b></p>	<p><b>Business Leadership Forum Keynote</b>  <b>Business Analytics &amp; Optimization: Outpace your Competition and Deliver Break Away Results</b>            Business leaders today understand the future requires heightened intelligence and awareness - leveraging the growing velocity, variety, and volume of data to deliver valuable and actionable insights that drive faster and better decisions. Join business and IT executives for the keynote session of the Business Leadership Forum and learn how leading organizations are embracing analytics to transform their business and outpace the competition. Explore compelling new findings from the IBM and MIT Sloan Management Review study on how organizations are achieving break away results and hear from a panel of executives on how they have successfully charted a course for Business Analytics and Optimization to improve performance across their company.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Fred Balboni, Global Leader, Business Analytics and Optimization, IBM Global Business Services</li> <li>• Adam Braff, SVP, Head of Customer Data and Analytics, JPMorgan Chase &amp; Co</li> <li>• Mark Clare, SVP, Senior Vice President Technology, JPMorgan Chase &amp; Co</li> </ul> <p><i>This session launches the 2.5 day Business Leadership Forum at IOD Global Conference. It is followed by a day of sessions organized by theme (Customer, Finance, Operational Efficiency and Strategic Foundation) and then a day organized by Industry. Details follow.</i></p>
<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm A</p> <p><b>LSA-3547</b></p>	<p><b>Customer Track Kickoff: Applying Science to the Art of Marketing</b>            In this session, which leads off the Customer Track, you will join leading companies and IBM experts as they explore how you can apply analytics to the art of marketing for greater insight into the behavior and preferences of your customers. In addition, you will hear how IBM customer, marketing and sales analytics solutions help companies transform to achieve greater customer loyalty, revenue, margins and agility.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Katharyn White, IBM VP Marketing; IBM Global Business Services</li> <li>• Mauricio Botto, Chief Operating Officer, Banco Itau</li> <li>• Thomas Miller, VP Marketing, ADP</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm C</p> <p><b>LFA-3546</b></p>	<p><b>Financial Analytics Track Kickoff: The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes</b>            In this session, which leads off the Finance Track, hear from leading experts about new tools and disciplines that can help finance organizations improve the way they measure and monitor business performance. In addition, they will explain how data and process standards and business analytics can improve finance efficiency, one of the key components of becoming a value integrator.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Susan Cook, VP - Risk, Fraud and Finance, IBM Global Business Services</li> <li>• Robert Loreto, Senior Director, IT Finance, Qualcomm Inc</li> <li>• Steven Thomson, Senior Director Finance Transformation, Jabil Circuit Inc</li> <li>• Carlos Passi, Assistant Controller, Business Transformation, IBM</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm D</p> <p><b>LOE-3548</b></p>	<p><b>Operational Efficiency Track Kickoff: Achieving Operational Efficiencies with Business Analytics and Optimization</b>            This session kicks off the Operational Efficiency Track. For the past 30 to 40 years, businesses differentiated themselves based on process efficiency. Those with more streamlined supply chains, less inventory and quicker turnaround times saw higher profit margins that enabled them to invest in business growth. Today, while efficiency remains essential, it is no longer sufficient to create differentiation. Most, if not all, competitors have the same focus on bottom line growth. With ERP systems and packaged software, they are using the same or similar systems and processes to achieve comparable levels of efficiency. Learn from industry leaders and experts on how new operational efficiency tools, such as real-time data and analytics can help anticipate, shape and optimize your business outcomes.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Gary Cross, IBM, GBS Partner BAO</li> <li>• Donald Walker, McKesson, SVP Business Process ReDesign</li> <li>• Sam Wagar, Golub Corporation, Manager Information Integration</li> </ul>





<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm B</p> <p><b>LSF-3549</b></p>	<p><b>Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes</b></p> <p>In this session, you will learn about the importance of building a flexible and scalable Information Management Foundation (IMF) required to deliver real business benefits through data and analytics. In addition, speakers will describe their Company's experiences in having implemented strategic information management solutions and the resultant business value. You will also learn about emerging trends in areas such as: "Big Data", Information Governance, Enterprise Content Management (ECM), etc.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Michael Schroeck, VP, Global Information Management Foundation Leader, IBM Global Business Services</li> <li>• Todd Okuley, Nationwide, Director, Enterprise Data Governance</li> <li>• Herb Berger, Cardinal Health, Director Enterprise Architecture</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm A</p> <p><b>LSA-2731</b></p>	<p><b>Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability</b></p> <p>In this session, you will learn how Banco Itau Argentina used predictive analytics and optimization tools to implement multi-channel sales campaigns that increased customer cross-selling and profitability. The bank will describe how offering the right campaign, to the right customer, using the right channel helped it increase its existing customer profitability by 40 percent in just one year and how the project evolved into a mission to find the right price for each customer, which has yielded further profitability gains.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mauricio Botto, Banco Itau, Chief Operating Officer</li> <li>• Katharyn White, VP Marketing, IBM Global Business Services</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Banyan C</p> <p><b>LSA-2925</b></p>	<p><b>Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources</b></p> <p>In this session, you will learn how you can use IBM Cognos Consumer Insight to analyze content found in publicly available social media, such as blogs, news sites and message boards. In addition, you will see how social media data can be integrated into broader customer analytics activities with IBM SPSS solutions for more effective marketing</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Christer Johnson, Partner, BIPM, IBM Global Business Services</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Banyan D</p> <p><b>LSA-2999</b></p>	<p><b>Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results</b></p> <p>In this session, you will learn about an optimized, analytics-based contact center solution from IBM that matches agents to customers based on the highest probability of success and how it can provide new customer and agent insights and the personalized interactions that ultimately lead to greatly increased sales, retention and collections.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Cameron Hurst, Assurant Solutions, VP, Targeted Solutions</li> <li>• Toby Cook, IBM, BAO CMS Practice Leader</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Banyan B</p> <p><b>LFA-3589</b></p>	<p><b>Financial Analytics Breakout: Transforming Finance With Analytics</b></p> <p>In this session, you will hear how Qualcomm, a world leader in wireless communications, successfully used IBM Cognos TM1 to increase the visibility of the drivers of revenue, profit and working capital. With this visibility, Qualcomm was able to improve the management of capital expenditures, project cost planning and consolidated divisional profit and loss reporting.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Robert Loreto, Qualcomm Inc., Senior Director, IT Finance</li> <li>• Douglas Barton, IBM, Worldwide Financial &amp; Risk Analytics Product Marketing</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm C</p> <p><b>LFA-3657</b></p>	<p><b>Financial Analytics Breakout: Fighting Fraud with Advanced Analytics</b></p> <p>Join this session to learn how advanced analytics and modeling can help identify patterns, behaviors and the individuals involved with submitting fraudulent claims - one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Hear how organizations are using IBM solutions to combat fraud and save their organization millions of dollars.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Shaun Barry, IBM, Global Leader for Fraud Management Solutions</li> </ul>







<p><b>2:15PM</b> Mandalay Bay South Convention Center – South Seas C</p> <p><b>LFA-3671</b></p>	<p><b>Financial Analytics Breakout: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study</b></p> <p>In this session, the IBM Office of Finance will share how they have embraced IBM Business Analytics and Optimization solutions to help them to improve their ability to assess performance gaps, manage risk, provide transparency, shape and anticipate business outcomes and make decisions.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Carlos Passi, IBM CHQ, CFO, Assistant Controller, Business Transformation</li> <li>• Susan Cook, IBM Partner &amp; VP, Risk, Fraud and Finance , GBS BAO</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – South Seas D</p> <p><b>LOE-2430</b></p>	<p><b>Operational Efficiency Breakout: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings</b></p> <p>McKesson, the world's largest healthcare services company, has partnered with IBM in the use of advanced analytics to optimize supply chain performance. To date, the McKesson/IBM collaboration has reduced working capital by more than \$65M, created a new air freight supply chain and enabled the creation of a roadmap that is leading the company to an expected \$1B savings. In this session, you'll hear the McKesson story and learn about the four analytics engines that have been created and are now being generalized for broad, cross-industry use, including IBM's own Integrated Supply Chain, which is using the sustainability engine to track carbon emissions</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Donald Walker, SVP Business Process ReDesign, McKesson</li> <li>• Bob Gooby, VP of Process ReDesign, McKesson</li> <li>• Tim Espy, IBM, Supply Chain Management</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – South Seas J</p> <p><b>LOE-2377</b></p>	<p><b>Operational Efficiency Breakout: Strategic Inventory Control Using IBM Netezza and Cognos Solutions</b></p> <p>At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and Cognos technologies contributed to the implementation of a unique first-in-first-out cost inventory control system that included reducing project risk and winning business unit commitment and acceptance.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Gary Cross, IBM, GBS Partner BAO</li> <li>• Sam Wagar, Golub Corporation, Mgr Information Integration</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm D</p> <p><b>LOE-3048</b></p>	<p><b>Operational Efficiency Breakout: Advanced Condition Monitoring at Caterpillar</b></p> <p>In this session, you will hear how IBM is working with Caterpillar to use advanced predictive modeling techniques in IBM SPSS software to identify ways to increase the up time and overall life of heavy equipment.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Bhavin Vyas, Caterpillar</li> <li>• Christer Johnson, IBM GBS, Partner</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm H</p> <p><b>LSF-3280</b></p>	<p><b>Strategic Foundation Breakout: Business Intelligence Center of Excellence Case Study</b></p> <p>In this session, speakers will share their experiences with implementing a business intelligence (BI) center of excellence at Printpack, Inc., using IBM Power Systems hardware and Oracle ERP applications. You will hear about the value of a establishing a BI center of excellence, how to plan and implement it and the processes and tools required.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Shyam Nath, IBM, BI Architect</li> <li>• Tony Santos, Printpack, Business Analytics Center (BAC) Manager</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm B</p> <p><b>LSF-3584</b></p>	<p><b>Strategic Foundation Breakout: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity</b></p> <p>In this session, IBM experts and clients will share how your company can design and execute information governance initiatives based on the 10 rules for successful information governance.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Brett Gow, IBM, Associate Partner – GBS</li> <li>• Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling &amp; Services</li> <li>• Todd Okuley, Nationwide, Director, Enterprise Data Governance</li> </ul>



<p><b>2:15PM</b> Mandalay Bay South Convention Center – Banyan A</p> <p><b>LSF-3592</b></p>	<p><b>Strategic Foundation Breakout: Toward the Segment of One: Making Cross-Domain Master Data Management a Reality</b></p> <p>In this session, you will learn how a leading national bank in the US is using its investment in IBM Master Data Management as a platform for the authoring, packaging and pricing needed to customize product bundles for its customers. This is part of their strategy to achieve the magical "segment of one" for creating product bundles that exactly fit the needs of the individual customer and assure lifetime customer retention. Join us to see how this client is taking a breakout step toward that goal.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Richard Bardine, IBM, GBS, FSS, MDM Competency Lead</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Outrigger Boardroom</p> <p><b>LSF-3550</b></p>	<p><b>Strategic Foundation Breakout: Watson Innovation Workshop for Retail</b></p> <p>In the face of a radically transformed economy, retailers are under pressure to retain and build customer loyalty while at the same time cutting costs and streamlining operations. Success requires innovative business models that rely on real-time insights to meet customers changing demands and expectations. This innovation workshop features a Watson overview, potential retail applications, and analytics use cases to help you gain deeper understanding of Watson capabilities, engage in collaborative exploration on evolving retail dynamics and innovation opportunities through analytics use cases and envision how Watson-like capability can help support the unique grand challenges within your organization and retail industry.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Michael Haydock, IBM Distinguished Engineer, Partner, Chief Scientist – BAO</li> <li>Craig Silverman, IBM, Partner, Retail Analytics Global Leader</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Voyager Boardroom</p> <p><b>LSF-3551</b></p>	<p><b>Strategic Foundation Breakout: Watson Innovation Workshop for Healthcare</b></p> <p>Regulatory and marketplace changes are causing healthcare organizations to look for opportunities to create new business value. Medical records, texts, journals and research documents are all written in natural language. A system that instantly delivers a single, precise answer from these documents could transform the healthcare industry. This innovation workshop will help you gain deeper understanding of Watson capabilities in natural language. You will not only engage in collaborative exploration on evolving healthcare dynamics and innovation opportunities through analytics use cases but envision how Watson-like capability can help support the unique grand challenges within your organization and healthcare industry.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Currie Boyle, IBM GBS BAO DE for Watson/Deep QA Solutions</li> <li>Dwight McNeill, IBM GBS BAO Healthcare Leader</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Banyan C</p> <p><b>LSA-1921</b></p>	<p><b>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</b></p> <p>In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics</li> <li>Richard Delisser, Suncorp, Executive Manager</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Banyan D</p> <p><b>LSA-2268</b></p>	<p><b>Customer Breakout: Driving Business-to-Business Sales With Predictive Analytics</b></p> <p>In this session, you will hear how ADP, one of the worlds largest providers of business outsourcing solutions, addressed challenges the company encountered when deploying predictive analytics in a large-scale, business-to-business sales environment. ADP will also share their successes with using business-to-business predictive selling applications for better identification of viable sales opportunities from their 9,000,000 US prospects.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Thomas Miller, ADP, Vice President, Marketing</li> </ul>



<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm A  <b>LSA-3008</b></p>	<p><b>Customer Breakout: Getting Business Value From IBM Watson</b> In this presentation, you will hear about the analytical innovations behind IBM Watson and learn how they might change the way companies use descriptive, predictive and prescriptive analytics to improve performance. You will also see how comprehensive question-and-answer technology correlates with the results of a study that asked 3,000 corporate executives how they see analytics evolving over the next few years. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Christer Johnson, IBM, Partner</li> <li>• Radhesh Nair, IBM, Senior Managing Consultant</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – South Seas C  <b>LFA-2039</b></p>	<p><b>Financial Analytics Breakout: Deriving Business Insight With a CFO Dashboard</b> In this session, you will learn how the IBM Business Analytics and Optimization - CFO performance dashboard - advanced edition can help finance organizations attain increased visibility of and control over the levers of performance. In addition, you will see how this CFO dashboard links relevant KPIs to critical transactional and decision-support processes. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mark Gosnell, IBM, Senior Managing Consultant</li> <li>• Luis Levy, IBM, Business Unit Executive, Financial and Risk Analytics</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Banyan B  <b>LFA-3578</b></p>	<p><b>Financial Analytics Breakout: The Benefits of Using an Integrated Governance, Risk and Compliance Solution</b> In this session, you will learn about the benefits of implementing an IBM OpenPages governance, risk and compliance solution. In addition, there will be an in-depth look at the Open Pages suite, which combines document and process management with interactive reporting capabilities in a flexible, adaptable environment designed to help you comply with financial reporting regulations simply and efficiently. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Kevin Coto, IBM, Associate Partner, GBS</li> <li>• Gordon Burnes, IBM, OpenPages Marketing and Business Development</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm C  <b>LFA-3637</b></p>	<p><b>Financial Analytics Breakout: Building Risk Into Your Decision-Making: Case Studies in Risk Management</b> In this session, you will explore how the University of California and Argos Risk have engaged business users in the risk management process by building a customized, easy-to-use, risk dashboard and reporting solution. The University and Argos will also list the key success factors in driving adoption and tell you how system-wide visibility, combined with user flexibility, can drive quantifiable ROI for your business. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Erica Webber, IBM, Associate Partner - Operations &amp; Finance, FM, Education</li> <li>• Grace Crickette, UCOP, Chief Risk Officer</li> <li>• Steve Foster, Argos Risk LLC, CEO and President</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm D  <b>LOE-2399</b></p>	<p><b>Operational Efficiency Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics</b> In this session, you will hear how IBM Business Partners and customers, such as Terra Echoes and Idea Cellular, are using IBM InfoSphere Streams to analyze data with microsecond latencies so they can respond to events as they happen rather than analyzing and acting after the fact. Discover how you can prevent customer satisfaction issues rather than remediating them, anticipate asset failures rather than fixing them and identify subtle trends in financial markets that can lead to big opportunities, all with real-time data analysis. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Prakash Paranjape, Idea Cellular, Chief Information Officer</li> <li>• Alex Philp, Terra Echos Inc.</li> <li>• Pierre Dubost, Alcatel-Lucent, VP Strategy and Alliances</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm H  <b>LSF-1424</b></p>	<p><b>Operational Efficiency Breakout: Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management</b> In this session, you will hear how Vanguard, a leading investment management firm, uses IBM business process management software, enterprise content management (ECM) solutions and other enabling technologies to eliminate manual processing, increase quality and reduce processing costs. Vanguard has had impressive results, which have prompted other business value-driven enterprise initiatives, and they will share their successes and best practices. <b>Speaker:</b> George Heming, Vanguard, Principal</p>







<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm B</p> <p><b>LSF-1800</b></p>	<p><b>Strategic Foundation Breakout: IBMs Watson, Big Data, and Better Business Outcomes A Strategic Foundation for Analytics</b></p> <p>As the IBM analytical computing system Watson demonstrates, today's winners are those who can analyze large volumes of information in real time. In business, such organizations can find insights, answer questions and take action faster than their competitors. To ingest huge amounts of both new and emerging information types, Watson uses the Hadoop framework, the same technology now available to IBM customers through the IBM Big Data platform. Join Anjul Bhambhri, the Vice President of IBM Big Data Initiatives, to learn how organizations are applying big data management strategies to realize the IBM Watson vision today.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Anjul Bhambhri, IBM, Vice President, Big Data Solutions</li> <li>• Matt Birkner, Cisco, CISCO DE, Service Provider Business</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Banyan A</p> <p><b>LSF-3663</b></p>	<p><b>Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment</b></p> <p>Organizations around the globe are increasingly turning to business intelligence and analytics solutions to solve their toughest business challenges. With as much as 40% of the budget committed to managing the business intelligence and reporting environment, beyond just a "single version of the truth", business leaders are challenged with taking enormous amounts of data and turning that data into competitive differentiations. As these BI investments become more central to business strategy, CIO's are increasingly looking at ways to optimize their total cost of ownership. Join us to learn how enterprises of all sizes are improving their return on investment and optimizing the management of their business intelligence platforms.</p> <p><b>Speaker:</b> Kevin Elder, IBM, Partner &amp; Telecom Industry Leader for North America - AMS</p>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – South Seas J</p> <p><b>LSF-3672</b></p>	<p><b>Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy</b></p> <p>In this session, you will learn how an IBM Enterprise Content Management strategy and roadmap can help you develop plans for integrating your unstructured content to accelerate business analytics. Join us to hear how Henkel KGaA has defined an effective global strategy for information and collaboration management.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Garrett Rea, IBM, Business Solutions Manager</li> <li>• Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS</li> </ul>

### Tuesday, October 25 – Banking & Financial Markets Industry Track

<p><b>8:15AM</b> Mandalay Bay Events Center</p> <p><b>CGS-3791</b></p>	<p><b>Tuesday General Session:</b></p> <p><b>Transforming in the Era of Big Data &amp; Analytics</b></p>
<p><b>10:00AM</b> Mandalay Bay South Convention Center – Palm A</p> <p><b>LFM-3527</b></p>	<p><b>Industry Perspective: Banking and Finance Using Analytics and Optimization to Drive Business Results</b></p> <p>In this session, which kicks off the Industry Track for Banking, you will learn how to use information and analytical tools to align and support the three banking and finance imperatives: growth, risk management and operational efficiency. IBM clients from the banking and financial markets industries who have been involved in IBM Information Management and Business Analytics projects will share how IBM solutions, implementation accelerators and proven approaches are helping them apply analytics to financial planning, business modeling, strategy selection and initiative planning capabilities for better business results.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• David Turner, IBM, Partner, Global BAO Leader Banking &amp; Financial Markets</li> <li>• Wayne Wilczynski, IBM, Executive Information Agenda Consultant, Banking &amp; FM Global Leader</li> </ul>





<p><b>11:15AM</b> Mandalay Bay South Convention Center - Palm A  <b>LFM-3537</b></p>	<p><b>Panel Discussion: Banking and Financial Markets</b> In this session, you can talk with leaders in the banking and financial markets industry and learn from their experiences as they share stories, points of view and wisdom about industry hot topics. Among the topics addressed will be customer analytics and service optimization; risk management and insight; and operational efficiency. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Wayne Wilczynski, IBM, Executive Information Agenda Consultant, Banking &amp; FM Global Leader</li> <li>Santhosh Mahendiran, Standard Chartered Bank, Head-TSD</li> </ul>
<p><b>12:30PM</b> Mandalay Bay South Convention Center - Jasmine A  <b>BGN-4049</b></p>	<p><b>Banking &amp; Financial Markets Lunch: Driving Risk Insight and Customer Centricity with Analytics</b> Exchange challenges, strategies and success stories during these informal discussions over lunch. <b>Hosts:</b></p> <ul style="list-style-type: none"> <li>Frank McKeon, IBM, Director - Banking Industry, Business Analytics</li> <li>Laurence Trigwell, IBM, WW Executive FSS, Business Analytics</li> <li>Graham Cobb, IBM, European Industry Leader Banking &amp; Financial Markets, Business Analytics</li> </ul>
<p><b>1:45 PM</b> Mandalay Bay South Convention Center - Palm A  <b>LFM-1363</b></p>	<p><b>Setting the Standard for Superior Customer Service at Northern Trust Bank of Chicago</b> In this session, learn how Northern Trust Bank of Chicago changed the way they do business by using IBM InfoSphere Master Data Management solutions to implement a single view of their customer information with oversight and guidance from a governance expert. You will also hear how Northern Trust, which manages the financial portfolios for the worlds wealthiest 200 families, used this single view to increase the understanding of their customers and provide superior customer service based on their assets and relationships. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>David Bailey, Northern Trust Bank of Chicago, SVP</li> </ul>
<p><b>3:00 PM</b> Mandalay Bay South Convention Center - Palm A  <b>LFM-2334</b></p>	<p><b>Transforming Data Into Information That Facilitates Executive Decision Making</b> In this session, learn how a close partnership with IBM and implementation of IBM Cognos software helped State Street move from simply providing data to key executives to delivering rich information. State Street will describe how they are now able to support their executives, relationships and sales managers with understandable, professional looking reports and a streamlined, automated report creation and communication process. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Patricia Parcellin, State Street Corporation, Senior Vice President</li> </ul>
<p><b>4:30PM</b> Mandalay Bay South Convention Center - Palm A  <b>LFM-3142</b></p>	<p><b>Streamlining Processes at US Bank</b> In this session, you will hear how US Bank used IBM Enterprise Content Management technology to streamline a manual loan application process. In addition, you will learn how the new improved process eliminated paper applications and significantly reduced cycle times. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Joe Schlosser, US Bank, Senior ECM Architect</li> </ul>

### Wednesday, October 26 – Banking & Financial Markets Track and Themes

<p><b>8:15AM</b> Mandalay Bay Events Center  <b>CGS-3792</b></p>	<p><b>Wednesday General Session:</b>  <b>New Possibilities</b> Understand how you can apply insight you've acquired across the conference to lead change in your organization. We'll walk through specific actions you can take to turn that insight into action. You'll also hear from acclaimed author Michael Lewis, whose best-selling book, <i>Moneyball</i>, will hit movie screens in September. This award-winning journalist will share the story of the Oakland Athletics manager, Billy Beane. This sports legend developed a breakthrough method of using analytics and statistics to build his roster, assembling a winning team and revolutionizing the game of baseball along the way.</p>
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<p><b>10:00AM</b> Mandalay Bay South Convention Center - Palm B</p> <p><b>LFM-2609</b></p>	<p><b>How Banks Can Improve Customer Focus With Advanced Customer Profitability Analytics</b></p> <p>In this session, learn how IBM Customer Profitability Analytics can help banks understand and manage the interconnected factors that influence customer profitability, such as profit and loss at the individual account level, demographics, relationships, products and sales and marketing responses. Discover how business analytics deployed in a self-service, highly visual portal can provide competitive advantage and larger returns for your bank as you build trust by focusing on each customer and drive stable, long-term growth.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Frank McKeon, IBM, Director - Banking Industry, Business Analytics</li> </ul>
<p><b>10:00AM</b> Mandalay Bay South Convention Center - Palm A</p> <p><b>LFM-3026</b></p>	<p><b>Rapid Deployment of BI and Business Activity Monitoring at Toronto Dominion Securities</b></p> <p>To track vital business processes that require constant surveillance, Toronto Dominion Securities turned to IBM Cognos Real-time monitoring. In this session, you will learn how TDS drives better operational efficiency and customer services by using IBM solutions to monitor payment processing and manage critical resources. You'll hear how TDS took a proactive approach to operational performance reporting with the assistance of IBM and successfully implemented Cognos Real-time Monitoring and IBM Cognos Business Intelligence in a very short timeframe, on budget and with results that met planned objectives.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Matt Fowler, TD Securities, Associate Vice President</li> </ul>
<p><b>10:00AM</b> Mandalay Bay South Convention Center – Banyan B</p> <p><b>LFA-4069</b></p>	<p><b>Financial Analytics Breakout: Improving business insight with Cognos 10 and analytics: on-demand reporting &amp; the analytics suite at Jabil</b></p> <p>As part of their transformation efforts, the Jabil finance group recognized the need for a centralized repository for financial information that could be accessed and analyzed on demand across various levels within their organization. The implementation of the TM1 management reporting system enabled the capture and organization of all financial data pertinent to the financial management process. By integrating TM1 with Cognos 10 and utilizing business insight , analytic tools and reports were developed, enabling users to create on demand ad-hoc analyses and dashboards that communicate effectively for results.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Mo Treadway, IBM, BAO - NA BIPM Service Leader</li> <li>Steven Thomson, Jabil Circuit Inc, Senior Director Finance Transformation</li> <li>Patrick Patterson, Jabil, Financial Systems Manager</li> </ul>
<p><b>10:00AM</b> Mandalay Bay South Convention Center – Palm C</p> <p><b>LOE-3599</b></p>	<p><b>Operational Efficiency Breakout: How to Operationalize Analytics: The 2011 IBV Analytics Study</b></p> <p>The ability to create a competitive advantage using analytics has increased significantly in the past 12 months; at least for those organizations already on their analytic journey. This session will examine the organizational and technology capabilities that drive a robust analytics environment to deliver competitive analytics, based on findings from the 2011 Business Analytics and Optimization study, developed in partnership by the IBM Institute for Business Value and MIT Sloan Management Review. Case studies and in-depth analysis pinpoint the key characteristics needed for competitive analytics, the two paths organizations are taking to create them, and a roadmap for accelerating your organization's journey toward competitive analytics.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Rebecca Shockley, IBM, Institute of Business Value, BAO Global Lead</li> <li>Nina Kruschwitz, MIT Sloan Management Review, Special Projects Editor</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center - Palm A</p> <p><b>LFM-2899</b></p>	<p><b>Build Quantifiable Business Value With Smarter Risk Management</b></p> <p>In this session, you will learn how a smarter risk approach can enhance the allocation of capital and resources and turn risk management into a value-generating activity, both in terms of optimizing the risk/return equation and making profits more predictable and repeatable. You will also hear about a model IBM has developed based on industry research and case studies that quantifies the business value and benefits of smarter risk management.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Laurence Trigwell, IBM, WW Executive FSS, Business Analytics</li> </ul>





<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm B</p> <p><b>LIN-1921</b></p>	<p><b>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</b></p> <p>In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics and CoBRA;</li> <li>• Richard Delisser, Suncorp, Executive Manager</li> </ul>
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### Other sessions of interest for the Banking and Financial Markets Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Banking and Financial Markets industry sessions, but will be conducted in the Information Management, Enterprise Content Management or Business Analytics forums, and deal primarily with those capability areas of BAO.

#### Monday October 24

<p><b>10:15AM</b> Mandalay Bay North Convention Center - Islander C</p> <p><b>IIG-1033</b></p>	<p><b>Centralized vs Silo'ed Information Governance: Case review of a successful centralized implementation</b></p> <p>A presentation on centralized vs silo'ed approaches to information governance implementation. Advantages and disadvantages of each approach. A case study of a successful implementation of a centralized information governance program at discover financial services.</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Aditya Kongara, Discover Financial Services, Data Governance Leader - Sr Manager</li> </ul>
<p><b>10:15AM</b> Mandalay Bay North Convention Center - Tradewinds E</p> <p><b>ISA-3410</b></p>	<p><b>Accelerating Your Enterprise with Advanced Data Flow and Low-Latency Architectures</b></p> <p>In this session we discuss advanced data flow and stream architectures for accelerating enterprise information processing and achieving information on demand. The current state of the art in enterprise technical architecture for Distributed Transaction Processing (DTP), data integration and stream analytics is explored. Learn how to manage massive data volumes and real-time, low-latency, transactional and large-scale batch processing within an integrated architecture. This session presents the best thinking and experience of IBM in the field. Steve Rubinow, Global CIO of the New York Stock Exchange, will also discuss his views and the Exchange's use of IBM Netezza.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Timothy G. Davis, IBM, Executive Director</li> <li>• Steve Rubinow, New York Stock Exchange, CIO</li> <li>• Steve Romaine, IBM, Executive Consultant</li> <li>• Steve Rigo, IBM, Director, Data Warehouse Architecture</li> </ul>
<p><b>10:15AM</b> Mandalay Bay North Convention Center - South Pacific J</p> <p><b>INT-3521</b></p>	<p><b>IBM Data Federation Technology Helps Cisco and Fidelity Optimize Business Results</b></p> <p>In this presentation, hear how Cisco realized big savings in component expenditures for newly acquired companies and how Fidelity tackled the challenges associated with exposing relational and non-relational raw data to business applications and turning it into meaningful information - all with IBM data federation technology.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Anne Robinson, Cisco, Director, Information and Data Strategy</li> <li>• George Allen, Fidelity Investments, Principal Database Administrator</li> <li>• Amir Khan, Fidelity Investments, Director, Reporting</li> <li>• John Buffi, Cisco, Director, Information Services</li> </ul>





<p><b>11:30AM</b> Mandalay Bay South Convention Center - Mandalay Bay B</p> <p><b>BPA-2410</b></p>	<p><b>Detecting Unusual Internet Banking Transactions with Predictive Analytics</b> This session will outline the threats faced in Internet banking, the limitations of the traditional methods used to monitor, identify and deal with them, and how predictive analytics can help keep Internet banking safe. This case study will show you how Banco Galicia uses predictive analytics to build an understanding of the typical behavior of customers and transactions and how unusual behavior can then be immediately identified and investigated before serious problems arise. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Diego Esteve, Banco Galicia, CISO</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center - Lagoon B</p> <p><b>EAC-2913</b></p>	<p><b>A Shanghai Bank Standardizes on IBM FileNet Business Process Manager for Process Banking</b> Experiences gained from using IBM FileNet Business Process Manager to rebuild business loan applications at a Shanghai Bank, including BPM planning, application rebuild strategy, content and rules integration and expandability. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Chai Chun Fan, Bank of Shanghai, Vice GM of IT Department</li> <li>Xiao Yang Yang, IBM, CONS I/T SPCL: TSS MGR</li> </ul>
<p><b>3:45PM</b> Mandalay Bay North Convention Center - Islander F</p> <p><b>IDW-2098</b></p>	<p><b>Maximizing the Benefits of your System z Environment: A Customer Case Study</b> For more than twenty years, customers have achieved scalability, high performance and security in their reporting systems and data warehouses by creating them on the highly cost effective System z platform. Customers also find that the more that you deploy on System z, the better this platform becomes! This session will examine how a specific client has experienced this success firsthand in their business through the deployment of their mission critical data warehouse on a System z platform. The customer name and co-presenter will be added when the customer has officially confirmed their commitment. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Jerome Gilbert, Fifth Third Bank, Vice President / Group Manager Enterprise Data Management</li> <li>Elizabeth B. Hamel, IBM, Product manager</li> </ul>

### Tuesday October 25

<p><b>10AM</b> Mandalay Bay North Convention Center - South Pacific I</p> <p><b>INT-1765</b></p>	<p><b>Real-time, Massive-scale Information Integration at JP Morgan Chase</b> JP Morgan Chase is an industry leader in real-time data integration. The organization faced challenges related to information processing. The data needed to be analyzed against a heterogeneous set of systems. Also, the data delivery had to be guaranteed. JPMC adopted InfoSphere DataStage as the application infrastructure component of this real-time integration capability. Patrick Glennon, vice president and technology director at JPMC, will review the solution and discuss how DataStage has enabled them to scale to meet increasing data volumes. IBM experts will also discuss best practices associated with real-time, massive-scale data integration. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Patrick Glennon, JPMC, Vice President</li> <li>Tony Curcio, IBM, InfoSphere Product Manager</li> </ul>
<p><b>10AM</b> Mandalay Bay South Convention Center - Lagoon H</p> <p><b>EIC-2195</b></p>	<p><b>Electronic Archiving and Decentralized Scanning of Loan Documentation for Banks</b> This session describes the implementation of document imaging and capture for bank loan projects. We describe common challenges and the architectural decisions that help implement the document model throughout the loan documentation process. Learn how customization of IBM FileNet products helps make the solution easier for users to embrace and use. Discover why decentralized scanning makes sense from a business perspective and how decentralized scanning is implemented. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Marcel Kostal, IBM</li> </ul>







<p><b>10AM</b> Mandalay Bay South Convention Center - Lagoon F</p> <p><b>EGN-2385</b></p>	<p><b>Content Environment Modernization: Hype Versus Reality</b> In this session, you will hear how Wells Fargo modernized their enterprise content environment, a significant undertaking that included replacing their content intake system, moving data and documents, upgrading IBM Content Manager, replacing a customized electronic client and integrating the upgrade with an existing workflow system developed in house. Although the project was much more intensive than expected, Wells Fargo is now positioned for an easier transition the next time they modernize their environment. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Kim Mroczkowski, Wells Fargo, Vice President, Technology Manager</li> <li>• Scott Sumner-Moore, IBM, Executive IT Architect</li> </ul>
<p><b>10AM</b> Mandalay Bay North Convention Center - Islander B</p> <p><b>IDZ-1407</b></p>	<p><b>Adding Time as a new Dimension for Data</b> For quite a while, many applications have had requirements for managing manage data over time. They did this chiefly by coding. This session will illustrate how IBM DB2 for z/OS has been programmed to understand the time dimension of data, thus reducing the need for application coding. But can the support for temporal data be used in real life applications? What challenges arise when DB2 makes another move into the application space? This session will cover some early experiences with temporal data and present suggestions for improvement of the DB2 implementation. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Lennart Henang, Handelsbanken, IT Architect</li> </ul>
<p><b>11:15AM</b> Mandalay Bay South Convention Center - Mandalay Bay D</p> <p><b>IIG-2603</b></p>	<p><b>Demand Management within BI</b> This session will show how a large bank coped with the increasing demands of their Line of Business and implemented a strategy on how demand management within BI should be handled. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Michael Eggloff, IBM, Information Agenda BVA</li> </ul>
<p><b>11:15AM</b> Mandalay Bay South Convention Center - Lagoon D</p> <p><b>EAC-1488</b></p>	<p><b>IBM Case Manager-Improving Back-Office Operations</b> Our front-office staff needed to interact with back office for increased customer service and satisfaction. Our current case management system is outdated and needed to be replaced with IBM Case Manager to manage 250 case types. Attend this session to learn how IBM Case Manager helped us improve our back-office operations. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Simon Hancorn, SEB, Senior Business Analyst</li> </ul>
<p><b>11:15AM</b> Mandalay Bay North Convention Center - Tradewinds E</p> <p><b>ISA-2529</b></p>	<p><b>FDIC Case Study: Automating Data Quality Analysis and Business Rule Testing Using IBM InfoSphere Suite</b> FDIC case study: when a bank fails, the FDIC takes over the bank's assets and attempts to dispose of them through selling to entities such as Limited Liability Corporations (LLCs). Once these assets are transferred, the LLC is bound by FDIC LLC reporting requirements. In this presentation, Mr. Blatchford and Mr. Alter share FDIC's challenges in determining data quality and business-rule results from current, growing LLC data. They will discuss how the IBM InfoSphere suite was used to move from a manual, labor-intensive process to a more automated, efficient and proactive approach. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Barry Rosen, IBM, Global Executive Architect</li> <li>• John Blatchford, Federal Deposit Insurance Corporation, Project Manager</li> <li>• Steve Alter, Federal Deposit Insurance Corporation, Senior IT Specialist</li> </ul>
<p><b>11:15AM</b> Mandalay Bay North Convention Center - South Pacific I</p> <p><b>INT-1323</b></p>	<p><b>"Push the Button" Using Information Server: DnB NOR, Norway</b> DnB NOR, the largest financial services group in Norway, is implementing a new data integration architecture based on InfoSphere Information Server, Master Information Hub and the iKnow Process Management platform. The solution addresses business challenges such as: Improving banking customer analytics; Accelerating time-to-market for new products and services; and regulatory compliance. The Data Integration Hub is based on an Enterprise Information Model supported by a common business glossary, shared metadata repository and enterprise reference data services. Metadata from DataStage, FastTrack, Business Glossary, Data Rules and iKnow automates the process of generating DataStage jobs that implements the business logic. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Tron Jnmyr, DnB NOR ASA, Head of BI Architecture and Design</li> <li>• Tore Pehrsson, Intelligent Communication AS, Chief Architect</li> </ul>





<p><b>11:15AM</b> Mandalay Bay North Convention Center - South Pacific F</p> <p><b>ILS-2810</b></p>	<p><b>Building and Implementing the Archive Factory Using Optim Data Growth Solution</b> Building and implementing the Archive Factory for structured databases is more than implementing a technology. There are dependencies on many other aspects including: records management policies, retention and deletion schedules, analytic data environments, multiple content types (structured databases, unstructured and semi-structured content) and disparate platforms. This presentation addresses how to build and implement a database archive factory that is a part of the overall records management, reduces storage costs, and improves database performance.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Chuck Lomax, Bank of America, SVP; Enterprise Information Architecture</li> <li>• Srin Mannava, Bank of America, SVP; Database Engineering</li> </ul>
<p><b>11:15AM</b> Mandalay Bay North Convention Center - South Pacific D</p> <p><b>IMS-1482</b></p>	<p><b>WSDL-First: Web Service Trends on the Mainframe</b> State-of-the-art SOA approaches are based on business semantics unrelated to existing implementations or database schemas. This leads to a WSDL. One approach is to isolate changes and prevent ripple effects. This session overviews IBM WSDL-First solutions, and discusses the Credit Suisse experience using the WSDL-First approach. This session also discusses future directions to extend the current support to various runtime environments.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Georg Huettenecker, Credit Suisse AG, Enterprise Integration Architect</li> <li>• Shyh-Mei Ho, IBM, Distinguished Engineer</li> </ul>
<p><b>1:45PM</b> Mandalay Bay North Convention Center - Islander D</p> <p><b>IDZ-1463</b></p>	<p><b>Morgan Stanley Experiences With IBM DB2 for Database Administration 10</b> This session looks at how Morgan Stanley has used the latest features and functions of the IBM DB2 Administration Tool/OC to effectively management their DB2 10 for z/OS environment.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Alan Bowne, Morgan Stanley, IT Manager</li> </ul>
<p><b>3PM</b> Mandalay Bay North Convention Center - Tradewinds E</p> <p><b>IMD-2157</b></p>	<p><b>IBM InfoSphere Global Name Recognition Deep Dive and Product Roadmap</b> With the global nature of business today, correctly understanding an individuals name is at the root of improving customer insight, identifying fraud and abuse, and preventing criminal activity. IBM InfoSphere Global Name Recognition (GNR) helps manage, search, analyze and compare multicultural name data sets by leveraging culture-specific name data and linguistic rules. Join this session for a deep dive into what InfoSphere GNR does, how it works and its future roadmap.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Jeffrey Huth, IBM, Product Management</li> <li>• Jim Arndts, Royal Bank of Canada, Head, Anti-Money Laundering Financial Intelligence Unit</li> <li>• Frankie Patman Maguire, IBM, Linguist/Architect, Global Name Recognition</li> </ul>
<p><b>3PM</b> Mandalay Bay North Convention Center - South Pacific G</p> <p><b>IIG-3400</b></p>	<p><b>Data Governance at SunTrust</b> Learn about the Data Governance journey at SunTrust bank. SunTrust's Data Governance program included a focus on credit risk, finance, and operations. Understand how SunTrust brought various participants together to align diverse parts of the organization behind a Data Governance program.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Dharika Hopkins, SunTrust, Enterprise Data Governance Manager</li> <li>• Sunil E. Soares, IBM, Director - Information Governance</li> </ul>
<p><b>3PM</b> Mandalay Bay North Convention Center - Islander A</p> <p><b>IDZ-3733</b></p>	<p><b>Fiserv: Existing Legacy DB2 Mainframe Application to Be More Agile and Efficient</b> Using DB2 V9 NFM functionality and specialty engines, existing DB2 mainframe applications can be transformed to execute more efficiently while adopting new functionality such as Native SQL Stored Procedures. For each topic area: John Campbell, IBM Distinguished Engineer, will introduce and discuss the various DB2 and associated product solution capabilities associated with each of the technologies; Anthony Ciabattani, DB2 Engineering Architect at Fiserv, will present the customer perspective. Anthony will also present on the business reasons Fiserv has defined for the application transformation, process, challenges, successes and current day status of this transformation.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Anthony Ciabattani, Fiserv, DB2 Engineering Architect</li> <li>• John Campbell, IBM, Distinguished Engineer</li> </ul>





<p><b>3PM</b> Mandalay Bay North Convention Center - Islander G</p> <p><b>IMD-1276</b></p>	<p><b>IBM Master Data Management at BNY Mellon</b></p> <p>In this session, IBM Business Partner Kingland Systems and BNY Mellon will describe the multi-year strategy at BNY Mellon that uses IBM Master Data Management to establish and implement client hierarchy data for the enterprise. Kingland and BNY Mellon will also explain their approaches to data quality, IBM Master Data Management innovations and the architectural and solution considerations that can help financial institutions master and improve foundational data legal entities, complex hierarchies and other forms of reference data.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Tony Brownlee, Kingland Systems, Managing Director of Data Solutions</li> <li>• David Goldberg, The Bank of New York Mellon, Global Client Management</li> </ul>
<p><b>4:30PM</b> Mandalay Bay North Convention Center - South Pacific I</p> <p><b>ISA-2528</b></p>	<p><b>Bank of China Case Study: Next-Generation, Near-Real-Time Data Architecture, MDM and Governance</b></p> <p>Bank of China case study: entering the "twelve-five" stage in 2011, the global economic and financial development pattern is undergoing profound changes. To accelerate banking transformation in China's financial industry, various commercial banks will continue to reform organizational changes, make great efforts to improve customer services and enhance their competitive capability for sustainable profit growth. In this presentation, Bank of China (BOC) will discuss challenges in driving business innovation that calls for a near-real-time information architecture, the impact of IBM's Information Agenda team to help BOC in developing their next-generation architecture and how BOC addresses business innovation in a faster, more efficient way.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Lijia Xu, IBM, Senior Managing Consultant</li> <li>• Zhong Dong Sun, Bank of China</li> <li>• Wayne Wilczynski, IBM, Executive Information Agenda Consultant, Banking &amp; FM Global Leader</li> </ul>
<p><b>4:30PM</b> Mandalay Bay North Convention Center - Tradewinds D</p> <p><b>IMD-1840</b></p>	<p><b>A Technical Overview of the Benefits of IBM InfoSphere Identity Insight by Comerica Bank</b></p> <p>In this session, we will provide a technical overview of how InfoSphere Identity Insight helps Comerica Bank solve business problems related to recognizing the true identity of someone or something ("who is who") and determining the potential value or danger of relationships ("who knows who") among customers, employees, vendors and other external forces. The session will highlight key capabilities that have enabled Comerica to help prevent threat and fraud in their organization while managing regulatory requirements around customer knowledge.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Scott Kusky, Comerica Bank, Vice President</li> <li>• Brad Allen, IBM, Chief Architect, Identity Insight Software</li> </ul>

### Wednesday October 26

<p><b>10AM</b> Mandalay Bay North Convention Center - Tradewinds E</p> <p><b>ISA-2593</b></p>	<p><b>Information Management Reference Architectures and StoneSoup Information Management Foundation Accelerators</b></p> <p>Information Management Foundation (IMF) architectures for driving IBM Business Analytics and Optimization Services. The focus is on data governance, data models and accelerating data integration deployments, and presents the best thinking and experience of IBM in the field, leveraging IBM's data integration solution set (StoneSoup) assets. Also discussed is the state of the art in enterprise architecture (EA) for distributed data integration, data quality, master data management (MDM) and stream analytics. Learn how to manage massive data volumes and real-time, low-latency, transactional and large-scale batch processing within an integrated "mixed workload" architecture. Standard Chartered Bank will discuss their views.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Timothy G. Davis, IBM, Executive Director</li> <li>• Dave Mobley, IBM, Architect</li> <li>• Steve Rigo, IBM, Director, Data Warehouse Architecture</li> <li>• Mike Freiburger, IBM, Information Agenda Architect</li> <li>• Sudhakar Nibhanupudi, Standard Chartered Bank, Technology Solution Delivery Head, IM &amp; Integration Services</li> </ul>
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<p><b>10AM</b> Mandalay Bay North Convention Center - South Pacific D</p> <p><b>IMS-2821</b></p>	<p><b>IMS Web Services Modernization at BNP Paribas</b> BNP Paribas is a European leader in global banking and financial services and one of the strongest banks in the world. The core banking business in France has been relying on IMS for many years; the plan for the future is to integrate applications with other major retail banking applications of this group. To achieve this goal, BNP Paribas uses the new web service standard on top of IMS with IMS Connect, CICS with CTG, and WAS. For IMS applications, they plan to call Web Services using synchronous Callout over Enterprise Suite Soap Gateway. BNP Paribas is focused on modernizing their main core banking application, which represents a workload of 45 millions transactions per day in production.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Ann-Marie Grabette, BNP Paribas, IMS Architect for LO</li> <li>Eric Bartolone, BNP Paribas, Lead IMS Architect</li> </ul>
<p><b>11:30AM</b> Mandalay Bay North Convention Center - Islander F</p> <p><b>IDW-3437</b></p>	<p><b>Convert Data Marts into a 24x7 Dynamic Warehouse on Steroids: How SunTrust implemented IBM's Smart Analytics</b> In this session, we examine customer experiences with the latest revision of the IBM's Smart Analytics System 7700. We will take a detailed, holistic look into end-to-end data warehouse implementation, including real-life examples of leveraging the latest technologies of InfoSphere Warehouse v9.7 for a very large data warehouse implementation. We will provide insight into migration strategies, WLM implementation, and convergence of ETL flows, tablespaces and schemas. In addition, learn about innovative ways to reduce backup and recovery times for a 40+ TB data warehouse, and how you can convert a traditional data warehouse into your own "Dynamic Warehouse on steroids."</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Prashant Sogarwal, SunTrust, Leader ETI - DB2 LUW and Lead Data Architect</li> <li>Diego Folatelli, IBM, Project Manager</li> <li>Enzo Cialini, IBM, STSM, Chief Test Architect</li> </ul>
<p><b>11:30AM</b> Mandalay Bay North Convention Center - South Pacific I</p> <p><b>INT-1091</b></p>	<p><b>Political, Economic and Technological Considerations for a Shared Data Integration Platform at RBS Citizens</b> In this session, experts from RBS Citizens discuss the political/business side of making the case for a shared, integrated solution and will address the technology considerations given the challenging financial/regulatory environment. (security/permission/audit, and so forth). Also, learn about the Total Economic Impact of Information Server.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>James Mann, RBS Citizens, NA, Manager, Enterprise Data Integration</li> <li>Brian Kordelski, IBM, Business Unit Executive, InfoSphere</li> </ul>
<p><b>11:30AM</b> Mandalay Bay North Convention Center - Islander A</p> <p><b>ISA-1406</b></p>	<p><b>Raymond James Customer Use Case: Using the Financial Markets Data Warehouse for a Real Time Data Capture</b> Raymond James Customer Use Case: This session will be an overview of how the Financial Markets Data Warehouse Industry Model is used to design, model and create a data store for real-time data. Using a bottom-up approach, we will discuss how detailed element requirements are used to identify the entity and attribute scope items to include in the data store. Next, learn about performing the analysis needed to determine logical to physical transformations and to provide coverage. Finally, learn about how extend and harvest tools are used to manage incremental changes to support Agile SCRUM development.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Dan Dechichio, Raymond James &amp; Associates, Data Architect</li> <li>Barry Rosen, IBM, Global Executive Architect</li> <li>Todd Daniell, Raymond James, Business Intelligence Mgr</li> </ul>





<p><b>2PM</b> Mandalay Bay South Convention Center - Breakers F</p> <p><b>BBI-2477</b></p>	<p><b>Extending Business Capabilities at Bank of America Merrill Lynch with IBM Cognos Solutions</b> The Business Intelligence Services Technology (BIST) group at Bank of America Merrill Lynch supports the reporting and data needs of several hundred users in the firm's Global Wealth and Investment Management business division. But satisfying the unique requirements of disparate user communities has been a challenge. This session will show you how the BIST group meets the business requirements of users and improves processes within its Reporting team, using practices developed with IBM Cognos Event Studio, Microsoft Visual Basic Scripting and Microsoft .NET applications. You'll also learn how BIST improved scheduling and reporting for the business community using the capabilities of IBM Cognos SDK.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mukundan Rengaswamy, Bank of America Merrill Lynch, VP</li> <li>• Kern Teoh, Bank of America Merrill Lynch, AVP</li> <li>• Raghavendran Vasudevan, Bank of America Merrill Lynch, Analyst</li> </ul>
<p><b>2PM</b> Mandalay Bay North Convention Center - South Pacific G</p> <p><b>IIG-1359</b></p>	<p><b>The Role of the Governance Czar at Northern Trust Bank of Chicago</b> Northern Trust Bank of Chicago manages the financial portfolios for the worlds wealthiest 200 families. High customer satisfaction is imperative to their model and it requires their associates to have complete insight and understanding of their customers, their assets and their relationships to provide this superior service. Learn how Northern Trust is changing the way they do business in 2011 by implementing a single-view of their customer using InfoSphere MDM solutions with oversight and guidance from their Governance Czar.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• David Bailey, Northern Trust Bank of Chicago, SVP Northern Trust - Director of Client Data and Product Management</li> <li>• Brian Kordelski, IBM, Business Unit Executive, InfoSphere</li> </ul>
<p><b>3:15PM</b> Mandalay Bay North Convention Center - South Pacific I</p> <p><b>INT-2557</b></p>	<p><b>Case Study: Business-critical System Integration at State Bank of India with Information Server</b> State Bank of India has included change data capture (CDC) as part of its architectural component in the enterprise data warehouse to be able to capture transactional changes quickly, accurately and efficiently. The purpose of deploying CDC is to reduce the latency between source systems and data warehouse resources. The CDC solution provides real-time applications, supplemented by incremental data service. Log-based CDC technology captures real-time data without impacting system performance and should be scalable to the largest data volumes.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Pushan Mahapatra, State Bank of India, Deputy General Manager – EDW</li> <li>• Tushar R. Kale, IBM, Information Architect</li> <li>• Neeraj Sharma, IBM India Private Limited, Senior IT Specialist</li> </ul>
<p><b>4:30PM</b> Mandalay Bay North Convention Center - Tradewinds E</p> <p><b>ISA-3414</b></p>	<p><b>Bank of America and IBM Discuss Shared Service Grid Computing to Optimize Your Enterprise</b> Bank of America and IBM discuss how to set up and deploy a multinode shared services data integration environment. There is a demonstration of dynamic allocation of processing across nodes for massive parallel scaleup with the IBM Information Management suite of products. Learn how to combine processing centers and consolidate symmetric multiprocessing (SMP) proliferation into a more robust common processing environment. Failure recovery restart, high availability disaster recovery (HADR) and dynamic reconfiguration on the fly will be shown.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Richard Harken, IBM, Executive IT Architect</li> <li>• Steve Rigo, IBM, Director, Data Warehouse Architecture</li> </ul>
<p><b>4:30PM</b> Mandalay Bay North Convention Center - South Pacific H</p> <p><b>IMD-2494</b></p>	<p><b>Reference Data Management- Customer Examples</b> Hear about the challenges that enterprises face today to manage reference data and how they are embracing a master data management approach to achieve centralized governance, stewardship and control. Customer speakers include DnB NOR (Norways largest Bank and Financial Institution) and IBM Office of CIO.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Erik O'Neill, IBM, Product Manager</li> <li>• Dan Mandelstein, IBM, IT Architect, Master Data Management</li> <li>• Ralph Tamlyn, IBM, BT/IT EBI CIO Classification Schemas for Offerings, Sales Support Information</li> <li>• Tron Jnmyr, DnB NOR ASA, Head of BI Architecture and Design</li> </ul>





### Thursday October 27

<p><b>8:15AM</b> Mandalay Bay South Convention Center - Lagoon F</p> <p><b>EAC-2317</b></p>	<p><b>The Case Management Solution Life Cycle: How Rapid Deployment and Standardized Offerings Help Maximize ROI</b></p> <p>SunTrust Bank has adopted a strategic approach to deploying, managing and upgrading case management solutions among departments using standard product offerings. Starting with a credit card application solution created by IBM Business Partner, Vega ECM Solutions, SunTrust has developed a strategy for moving the application through successive stages from IBM FileNet Business Process Framework to IBM Case Manager. This session provides details, both functional and technical, of how SunTrust has adopted a case management application strategy to upgrade business solutions. Hear how this was achieved, the time and cost savings realized and some of the interesting challenges encountered with this approach.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Scott Os, SunTrust Bank, VP, Strategic Programs</li> <li>• Boris Zhilin, Vega ECM Solutions, President</li> </ul>
<p><b>8:15AM</b> Mandalay Bay South Convention Center - Lagoon L</p> <p><b>EAC-3673</b></p>	<p><b>Real-World Customer Experiences with IBM FileNet Business Process Manager Widget Development</b></p> <p>In this session, you will hear how a US Bank has successfully leveraged IBM P8 Enterprise Content Management Widgets, IBM FileNet Business Process Manager, IBM WebSphere Business Events, custom widgets and eforms to streamline consumer and commercial lending business processes. This presentation will describe the many successes and hurdles faced while implementing these systems into production in a large financial institution. The attendee will come away with a good sense of what's involved in implementing widget technologies.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Joe Schlosser, US Bank, Senior ECM Architect</li> </ul>
<p><b>8:15AM</b> Mandalay Bay North Convention Center - Islander G</p> <p><b>IDW-1252</b></p>	<p><b>Leveraging Tiered Storage in the Smart Analytics Design to Reduce Storage Costs and Control Data Storage</b></p> <p>Each month your Smart Analytics platform adds more and more data. How much of this data is really used, and at what point does it change in temperature? In this presentation, view a real world application of multi-temperature tiered storage and learn how to apply data temperature philosophies to manage your data efficiently and cost effectively. By leveraging tiered storage designs (fast and slow disk), you can successfully reduce costs while still driving business results and improving database performance. This presentation will also discuss implementation strategies, backup considerations, data movement between tiers, impacts on data queries and the workload manager.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Andrew Noel, Bank of America, Database Team Manager</li> </ul>
<p><b>10AM</b> Mandalay Bay South Convention Center - Lagoon J</p> <p><b>EIC-2932</b></p>	<p><b>Turn Fax into Content</b></p> <p>Although it may seem like an anachronism today, fax remains a viable image transmission method in many business cases. The environment at U.S. Bank includes OpenText RightFax and IBM Enterprise Content Management. Many of the business units at the bank use fax extensively to drive work processes that require unstructured forms from customers. In this session, you will learn about a custom system built by IBM that integrates fax and content systems. Expect a presentation of several business cases that could derive business value from successful integration.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Tom Plant, U.S. Bank, Sr Application Systems Administrator</li> </ul>
<p><b>10AM</b> Mandalay Bay North Convention Center - South Pacific G</p> <p><b>IIG-2744</b></p>	<p><b>Utilizing the Industry Models for Data Governance : The Danske Bank Story</b></p> <p>In today's fast paced, globalized and information rich world, data governance is becoming a high priority for organizations. Large organizations are coming under an increasingly complex array of internal and external Information Governance obligations from multiple regulators, often across multiple jurisdictions. Danske will outline their approach to data governance. Outlining the processes, roles and responsibilities needed. They will describe how they are using the Industry Models to help deliver their data governance program.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Emil Remmer Aalbk, Danske Bank, Business Intelligence Leader</li> <li>• David Kearns, IBM, Product Manager</li> </ul>







<p><b>10AM</b> Mandalay Bay South Convention Center - Lagoon B <b>ESC-3728</b></p>	<p><b>Genworth Boosts Productivity With IBM Social Content Management</b> In this session, hear how financial firm Genworth is using IBM Social Content Management software not only to manage unstructured content securely, but also to help business users to collaborate. You will also learn how a more social approach to content management has opened up global communication between departments and geographic locations at Genworth <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Tim Perry, Genworth Financial, CTO</li> <li>• Dave Wood, Genworth, VP, ECM Systems</li> </ul>
<p><b>2PM</b> Mandalay Bay South Convention Center - Lagoon F <b>EGN-2318</b></p>	<p><b>Enterprise Content From The Cloud: IBM FileNet and Salesforce.com</b> In this session, you will hear how SunTrust Bank has created a hybrid cloud solution that merges a salesforce.com public cloud portal with an on-site IBM FileNet software implementation. The result is a central enterprise document repository for salesforce.com users at SunTrust that ties the structured data in specific salesforce.com records to the associated documents in the FileNet solution. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Scott Os, SunTrust Bank, VP, Strategic Programs</li> <li>• Boris Zhilin, Vega ECM Solutions, President</li> </ul>
<p><b>2PM</b> Mandalay Bay North Convention Center - South Pacific J <b>INT-2921</b></p>	<p><b>First Data Increases Business Processing With High Availability IBM Replication Technologies</b> In this session, hear how First Data doubled its business processing for a large government application while actually reducing processor costs using IBM InfoSphere Replication Server technology and rapid failover and switchback processes. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• David Vigil, First Data Corporation</li> <li>• Donna Kelsey, IBM, Application Architect</li> </ul>
<p><b>2PM</b> Mandalay Bay North Convention Center - South Pacific B <b>IDB-2775</b></p>	<p><b>How To Handle Data Explosion</b> In the world today, data explosion and transaction overloads are creating challenges for customers like slowing response time to customers, unaccepted downtime, increase in cost and complexity etc. This session will highlight some of the key features in IBM DB2 like deep compression, partitioning techniques and STMM to handle this huge amount of data. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Prashant Dagar, IBM, Advisory Manager</li> <li>• Prashant Sogarwal, SunTrust, Leader ETI - DB2 LUW and Lead Data Architect</li> </ul>
<p><b>2PM</b> Mandalay Bay South Convention Center - Lagoon L <b>ELG-2079</b></p>	<p><b>Royal Bank of Canada's Experiences With IBM InfoSphere Enterprise Records and IBM Content Manager 8 on z/OS</b> In this session, you will learn of the Royal Bank of Canada's first-of-a-kind implementation of IBM InfoSphere Enterprise Records, which was previously known as FileNet P8 Records Manager. Discover the business drivers, deployment experience and benefits achieved by the bank as its team acted to create records-enabled enterprise content in IBM Content Manager on the IBM z/OS operating system. This session presents the business case for records management, including paper reduction, compliance, and improved automation of business processes. Learn about the readiness planning activities involving technology, people, and processes. The session presents lessons learned in deploying and operating InfoSphere Enterprise Records. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Joe Likuski, Royal Bank of Canada, Lead Architect - Enterprise Applications</li> <li>• James Verwaayen, IBM, Software IT Architect</li> </ul>

