



## Business Leadership Forum Consumer Products Roadmap

*Turn your valuable information into insight and create new business opportunities with Business Analytics and Optimization.*

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 Consumer Products attendees featured across the entire Conference – providing a wealth of education and experience to Consumer Products participants.

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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

**8-10PM**

Mandalay Bay North Convention Center - South Pacific D-F

**Business Leadership Forum Welcome – Community Reception**

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.

### Monday, October 24 – Theme Tracks

**8:15AM**

Mandalay Bay Events Center – Events Center

**CGS-3790**

**Opening General Session – Turn Insight into Action.**

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><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>Speaker:</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><u>Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes</u></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><u>Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability</u></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><u>Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources</u></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><u>Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results</u></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><u>Financial Analytics Breakout: Transforming Finance With Analytics</u></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><u>Financial Analytics Breakout: Fighting Fraud with Advanced Analytics</u></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><u>Financial Analytics Breakout: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study</u></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><u>Operational Efficiency Breakout: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings</u></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><u>Operational Efficiency Breakout: Strategic Inventory Control Using IBM Netezza and Cognos Solutions</u></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><u>Operational Efficiency Breakout: Advanced Condition Monitoring at Caterpillar</u></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><u>Strategic Foundation Breakout: Business Intelligence Center of Excellence Case Study</u></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><u>Strategic Foundation Breakout: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity</u></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><u>Strategic Foundation Breakout: Toward the Segment of One: Making Cross-Domain Master Data Management a Reality</u></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><u>Strategic Foundation Breakout: Watson Innovation Workshop for Retail</u></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><u>Strategic Foundation Breakout: Watson Innovation Workshop for Healthcare</u></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><u>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></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><u>Customer Breakout: Driving Business-to-Business Sales With Predictive Analytics</u></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><u>Customer Breakout: Getting Business Value From IBM Watson</u></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><u>Financial Analytics Breakout: Deriving Business Insight With a CFO Dashboard</u></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><u>Financial Analytics Breakout: The Benefits of Using an Integrated Governance, Risk and Compliance Solution</u></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><u>Financial Analytics Breakout: Building Risk Into Your Decision-Making: Case Studies in Risk Management</u></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><u>Operational Efficiency Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics</u></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><u>Operational Efficiency Breakout: Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management</u></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><u>Strategic Foundation Breakout: IBMs Watson, Big Data, and Better Business Outcomes A Strategic Foundation for Analytics</u></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><u>Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment</u></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><u>Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy</u></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 – Industry Tracks

<p><b>8:15AM</b> Mandalay Bay Events Center <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 H</p> <p><b>LCP-3530</b></p>	<p><b><u>Industry Perspective and Client Panel: Using Analytics &amp; Optimization to Achieve Sustainable Growth in Consumer Products</u></b></p> <p>This session kicks off the Industry Track for Consumer Products. Becoming an information based CP business can deliver significant value, but how do you get there? Attend this session to hear how CP companies are tackling challenging business issues by maturing their use of information and aligning organizationally around powerful new analytics tools and methods to achieve their desired business outcomes. Hear directly from our clients how IBM is helping them take an evolutionary approach to optimize their use of information to achieve their strategic imperatives. Don't miss out on this opportunity to participate in a panel discussion with your CP industry colleagues who are Winning With Information'.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Steve Horne, IBM, Assoc. Partner BAO Strategy</li> <li>• Bob Debicki, IBM, Sr Information Agenda Consultant</li> <li>• Joe Weber, Sara Lee Corporation, VP, BI and Standard Reporting</li> <li>• Patricia Sementa, Pepsico, Data Warehouse architect</li> </ul>





<p><b>11:15AM</b> Mandalay Bay South Convention Center - Palm H <b>LCP-2893</b></p>	<p><b>Consumer Products Breakout: Driving Results through Predictive Analytics Lessons from Smithfield Foods</b> In this session, you will hear how Smithfield Foods, a global food company and SignalDemand, an IBM Business Partner, deployed predictive analytics to determine a pricing strategy and the optimal product mix. Dave Brown, director of pricing at Smithfield, will share his experiences with trying to maximize margins in the face of volatile commodity markets. In addition, SignalDemand will provide an overview of its solutions, with an emphasis on how IBM Cognos software and the IBM Cloud can drive value for customers. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Meghan Keough, SignalDemand, Vice President Product Management and Marketing</li> <li>• Remzi Ural, IBM, Supply Chain Strategy and Solutions Executive</li> <li>• Dave Brown, Smithfield, SignalDemand Project Champion</li> </ul>
<p><b>12:30PM</b> Mandalay Bay South Convention Center - Jasmine A <b>BGN-4050</b></p>	<p><b>Retail &amp; Consumer Products Lunch: Cost Management, Supply Chain Performance and Customer Insight</b> Exchange challenges, strategies and success stories during these informal discussions over lunch. <b>Host:</b></p> <ul style="list-style-type: none"> <li>• Vivian Braun, IBM, BA Distribution sector lead, EMEA</li> </ul>

### Wednesday, October 26 – Theme and Industry Track Session

<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>
<p><b>10:00AM</b> Mandalay Bay South Convention Center - Palm H <b>LCP-2786</b></p>	<p><b>Consumer Products Breakout: Operations Visibility Results in Financial Gains for Del Monte</b> In this session, you will hear how Del Monte extended IBM Cognos TM1 beyond financial corporate planning and analysis to operational planning for their warehouse and transportation operations. Del Monte will also share how this implementation has improved planning decisions, made more effective use of planner time and helped them realize significant financial gains. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Juan-Carlos Bertini, Del Monte, VP – Finance</li> <li>• Mark Hatting, Perficient, Director, Enterprise Performance Management</li> </ul>
<p><b>10:00AM</b> Mandalay Bay South Convention Center – Banyan B <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> 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. <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><u>Operational Efficiency Breakout: How to Operationalize Analytics: The 2011 IBV Analytics Study</u></b> 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 H</p> <p><b>LCP-2349</b></p>	<p><b><u>Consumer Products Breakout: Smarter Supply Chain with Demand Signal Repository</u></b> A Demand Signal Repository becomes the center of the universe for making your Supply Chain smarter. Establishing a Demand Signal Repository of down stream demand data establishes a core foundational information management capability for many valuable analytics use cases. Advancements in information sharing and mining now make it feasible for CPG companies and their channel partners to drive closer supply chain collaboration by understanding product sku level demand and using new demand insights to optimize product assortment and inventory levels.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Joe Weber, Sara Lee Corporation, VP, BI and Standard Reporting</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm B</p> <p><b>LIN-1921</b></p>	<p><b><u>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></b> 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>

## Other sessions of interest for the Consumer Products Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Consumer Products 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.

### Tuesday, October 25

<p><b>10:00AM</b> Mandalay Bay South Convention Center - Breakers F</p> <p><b>BBI-2564</b></p>	<p><b><u>Business Intelligence Breakout: Using IBM Cognos Customer Performance Sales Analytics to Drive Sales at Spyder Active Sports</u></b> For 30 years, Spyder Active Sports Inc., has focused on engineering superior skiwear by integrating high-tech fabrics, fashion and functionality. They're obsessed with keeping customers dry, comfortable and warm, and they approach their own internal performance with the same passion and rigor. In this session, you'll learn how Spyder implemented IBM Cognos Customer Performance Sales Analytics for JD Edwards in less than three months, with only one part-time resource. You'll see how easy it is for Spyder's small IT department to manage and extend the application, getting data out of their source system, into the data warehouse and out to their business users.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Michael Mougins, Spyder Active Sports, Manager, Business Analytics</li> <li>• Nicolas Leduc, IBM, Senior Software Developer, Analytic Applications</li> </ul>
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<p><b>1:45PM</b></p> <p>Mandalay Bay South Convention Center - Lagoon J</p> <p><b>EGN-2612</b></p>	<p><b><u>General Breakout:</u> Implementing a Global Enterprise Content Management Strategy for Henkel</b></p> <p>In this session, hear how Henkel KGaA, a leading consumer products manufacturer, launched a project to assess their document management needs and define a global enterprise content management strategy that would streamline how they use and share documents and unstructured information from areas such as research and development, sales and marketing.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS</li> <li>• Dirk Muenstermann, Henkel, Technical Architect</li> <li>• Michael Kirchner, IBM, Senior Technical Sales Professional</li> </ul>
<p><b>3:00PM</b></p> <p>Mandalay Bay South Convention Center - Mandalay Bay A</p> <p><b>BFR-3664</b></p>	<p><b><u>Financial and Risk Analytics:</u> Financial Nike's Global Implementation of IBM Cognos TM1</b></p> <p>With an integrated, driver-based planning model as its #1 business priority, Nike chose IBM Cognos TM1 for its speed and scalability. This session will describe Nike's phased rollout of Cognos TM1, which started with North America, the company's largest region. You'll learn how Nike replaced a cumbersome, spreadsheet-based process that required significant data validation, took more than four days to consolidate, and was not able to handle even the company's less complex North American business. You'll hear how Nike then deployed Cognos TM1 in Europe with little impact on ongoing operations. You'll also hear about Nike's plans to roll out the solution to the company's Emerging Markets GEO, and to China and Japan in October 2011.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Ron Duckworth, Nike Inc., Senior Planning Manager</li> <li>• Phil Baker, Nike Inc., TM1 Development Manager</li> <li>• Barannon Halvorsen, Nike Inc., Lead TM1 Application Engineer/Architect</li> </ul>

### Wednesday, October 26

<p><b>11:30AM</b></p> <p>Mandalay Bay South Convention Center - Breakers F</p> <p><b>BBI-2908</b></p>	<p><b><u>Business Intelligence Breakout:</u> BI Analytics Drive Daily Performance at Terex Corporation</b></p> <p>Terex Corporation is a diversified global manufacturer of heavy equipment for a variety of industries including construction, infrastructure, quarrying, recycling, surface mining, shipping, transportation and more. The economic downturn both increased competition and decreased demand for their products, and the need for better management and reporting became evident. The company needed to better analyze customers, vendors and its own operations to improve profitability. In this session, you'll learn how Terex is embarking on a journey of creating an analytics-focused organization with IBM Cognos Business Intelligence and IBM Cognos Analytic Applications.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Greg Fell, Terex, CIO</li> <li>• Steve Johnson, IBM, Product Management, Analytic Applications</li> </ul>
<p><b>11:30PM</b></p> <p>Mandalay Bay South Convention Center - Lagoon J</p> <p><b>BFR-2970</b></p>	<p><b><u>Financial and Risk Analytics:</u> North American Breweries Enables Acquisitions with IBM Cognos Technology</b></p> <p>North American Breweries (NAB) owns and operates four U.S. breweries and six retail locations in five states. NAB's growth has been enhanced by its acquisition of multiple brands in recent years. But this strategy has placed stress on the company's planning and reporting processes. So NAB implemented both IBM Cognos TM1 and IBM Cognos Business Intelligence to help streamline these processes and ease the burden created by the rapid growth of the organization. This session describes how Cognos Business Intelligence increased visibility of shipments, invoices and financial trends, while Cognos TM1 was used to create a much more effective sales planning solution more accurate and timely than any plan the organization had in the past.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Breanna Penque, North American Breweries, Manager, Planning &amp; Performance;</li> <li>• Jeff Matthews, LPA Systems, Director of Financial Performance Management</li> </ul>





<p>11:30AM</p> <p>Mandalay Bay South Convention Center - Breakers G</p> <p><b>BSC-3674</b></p>	<p><b><u>Social Media and Customer Analytics: An Integrated Digital Marketing Strategy from Henkel Cosmetics</u></b></p> <p>Is the revival of the homepage the aspirin for social media fever? You have 100,000 fans on Facebook, but then what? These questions are important if you want more cost-effective digital marketing tactics and its delivery through more intimate social channels. Traditional ways of executing and measuring classical marketing's performance are being challenged, even overturned. And how can you measure success in social media? These are the questions that marketers all over the world are asking about social media. And in this session, Henkel Cosmetic's Marketing Director, International Digital will talk about his company's digital marketing strategy and the tactics they use to build and strengthen customer relationships through social media.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Frank Horn, Henkel AG &amp; Co. KGaA, Marketing Director International Digital, U-K Cosmetics, Strategic Business</li> </ul>
<p>11:30AM</p> <p>Mandalay Bay North Convention Center - South Pacific C</p> <p><b>IDB-1575</b></p>	<p><b><u>DB2 for Linux, UNIX, Windows and Tools Breakout: Coca-Cola Bottling Ongoing IBM DB2 Journey</u></b></p> <p>In 2008, Coca-Cola Bottling Company Consolidated migrated its entire SAP landscape from Oracle to IBM DB2 achieving a return on investment in eight months. Now, with over two years of production use, they look back at how this change has worked out. This session will focus on how this move has measured up to Coca-Cola's expectations in respect to savings, performance, reliability, and ease of use by comparing their system metrics over time.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Andrew Juarez, Coca-Cola Bottling Company Consolidated, Lead SAP Basis / DBA</li> </ul>
<p>3:15PM</p> <p>Mandalay Bay North Convention Center - South Pacific H</p> <p><b>ISA-3734</b></p>	<p><b><u>Information Solutions Architecture Breakout: McCain Foods Case Study: Avoiding "Load and Explode" for SAP Data Migrations</u></b></p> <p>McCain Foods Limited leveraged IBM InfoSphere Information Server Ready to Launch for SAP Applications solution to reduce risk and cost during the data preparation and migration phase of its One McCain SAP implementation. Integrating the data and process team, McCain was able to grasp the relationships between SAP processes and data, subsequently improving the quality of their information-driven processes. Ready-to-launch methodology enabled McCain to mirror their data preparation process to the SAP implementation template and provided the opportunity to exploit IBM's market-leading technology and accelerators for SAP. Hear the benefits of using IBM's experience (SAP implementation partner) and lessons learned through phase one of rollout.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Soma Muruganandam, McCain Foods, Director - Business Intelligence</li> <li>Akram Abdouch, IBM, Technical Architect - WW SAP/ERP Practice</li> <li>Kelly Mannes, IBM, WW SAP Practice Manager</li> </ul>
<p>4:30PM</p> <p>Mandalay Bay South Convention Center - Mandalay Bay A</p> <p><b>BBI-2473</b></p>	<p><b><u>Business Intelligence Breakout: Implementing Ad Hoc Reporting at Nike with IBM Cognos Business Insight Advance on a Teradata Platform</u></b></p> <p>The power to unveil hidden patterns coupled with the ability to analyze data in a pure ad hoc environment is an obvious next step for many organizations. This session will provide you with insights into the challenges of a pure ad hoc environment and show how the Nike Enterprise Business Intelligence team, with the help of IBM Cognos Lab Services team, provided a flexible and scalable BI environment leveraging the functionality of the a Teradata platform.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Javed Rahman, Nike, Enterprise Data Warehouse Lead Architect</li> <li>Subramanian Satish Ganesan, IBM, Global Migrations and Upgrades Leader - Cognos Lab Services</li> </ul>



### Thursday, October 27

<p><b>8:15AM</b></p> <p>Mandalay Bay South Convention Center - Lagoon B</p> <p><b>ELG-1937</b></p>	<p><b><u>Information Lifecycle Governance Breakout: A Company's Attempt to Bring Structure by Migrating From Fileshares</u></b></p> <p>McCormick, a manufacturer of spices and seasonings, recently began a global deployment of IBM FileNet P8 platform. In this session, company representatives will discuss key considerations when deploying an enterprise content management solution globally. Learn how this organization migrated from Fileshares to a central repository for emails and files. The McCormick representatives will also discuss how IT and legal departments collaborate to make the most of FileNet to provide cost-effective discovery.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Kebba Ceesay, McCormick &amp; Co Inc, ECM Analyst</li> </ul>
<p><b>11:30AM</b></p> <p>Mandalay Bay North Convention Center - Tradewinds E</p> <p><b>ILS-3047</b></p>	<p><b><u>Information Lifecycle, Security, and Privacy Breakout: Maximizing Your SAP Investment: How to Reduce Costs and Speed SAP projects</u></b></p> <p>Today's organizations depend on the accuracy, quality and reliability of SAP applications to support critical business operations. To that end, SAP teams are striving to speed the deployment of application upgrades, support packs and new functionality, all while staying within tight budgets. In this session, learn how some of today's organizations reduce the time, cost and complexity associated with SAP test and development projects, improving SAP performance and reducing storage needs by almost 50%. Gain insight on how their SAP project teams can anticipate the impact of SAP system changes to ensure a smooth application delivery, and how they streamline test and development cycles through effective test data management.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Cynthia Babb, IBM, Product Marketing Manager</li> </ul>
<p><b>11:30AM</b></p> <p>Mandalay Bay South Convention Center - Lagoon J</p> <p><b>EGN-2812</b></p>	<p><b><u>General Breakout: Implementing Enterprise Content Management the Right Way With IBM FileNet P8 5.0</u></b></p> <p>In this session, representatives from Hormel Foods Corporation will discuss how they evaluated and chose IBM FileNet P8 to be their enterprise content management architecture for the future, along with their experiences implementing FileNet P8 5.0, migrating content and getting their user community up to speed.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Chad Dahlberg, Hormel Foods Corporate Services, LLC, Software Engineer, IT Services</li> <li>• Chris Carper, Hormel Foods Corporate Services, LLC, Supervisor of Records &amp; Information Management, Law Department</li> <li>• Randy Dufault, Genus Technologies, LLC, Director of Solution Development</li> <li>• Sherry Ajax, IBM, Certified ECM Client Technical Professional</li> <li>• Ruth Hildebrand-Lund, IBM, Customer/Partner Engagement Leader</li> </ul>

