



Business Leadership Forum Manufacturing and Process 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 Manufacturing and Process attendees featured across the entire Conference – providing a wealth of education and experience to Manufacturing and Process participants.

Roadmap table of contents for Manufacturing and Process:

- **Pages 1-7: Monday October 24, Theme Track (Cross-industry) sessions**
- **Pages 7-9: Tuesday-Wednesday October 25-26, Business Leadership industry track**
- **Pages 10-13: Monday-Thursday October 24-27, Technical sessions of interest**

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>10:15AM Mandalay Bay South Convention Center – Jasmine A-G</p> <p>LGN-3554</p>	<p>Business Leadership Forum Keynote Business Analytics & Optimization: Outpace your Competition and Deliver Break Away Results 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>Speakers:</p> <ul style="list-style-type: none"> • Fred Balboni, Global Leader, Business Analytics and Optimization, IBM Global Business Services • Adam Braff, SVP, Head of Customer Data and Analytics, JPMorgan Chase & Co • Mark Clare, SVP, Senior Vice President Technology, JPMorgan Chase & Co <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>11:30AM Mandalay Bay South Convention Center – Palm A</p> <p>LSA-3547</p>	<p>Customer Track Kickoff: Applying Science to the Art of Marketing 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>Speakers:</p> <ul style="list-style-type: none"> • Katharyn White, IBM VP Marketing; IBM Global Business Services • Mauricio Botto, Chief Operating Officer, Banco Itau • Thomas Miller, VP Marketing, ADP
<p>11:30AM Mandalay Bay South Convention Center – Palm C</p> <p>LFA-3546</p>	<p>Financial Analytics Track Kickoff: The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes 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>Speakers:</p> <ul style="list-style-type: none"> • Susan Cook, VP - Risk, Fraud and Finance, IBM Global Business Services • Robert Loreto, Senior Director, IT Finance, Qualcomm Inc • Steven Thomson, Senior Director Finance Transformation, Jabil Circuit Inc • Carlos Passi, Assistant Controller, Business Transformation, IBM
<p>11:30AM Mandalay Bay South Convention Center – Palm D</p> <p>LOE-3548</p>	<p>Operational Efficiency Track Kickoff: Achieving Operational Efficiencies with Business Analytics and Optimization 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>Speakers:</p> <ul style="list-style-type: none"> • Gary Cross, IBM, GBS Partner BAO • Donald Walker, McKesson, SVP Business Process ReDesign • Sam Wagar, Golub Corporation, Manager Information Integration





<p>11:30AM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-3549</p>	<p><u>Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes</u></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>Speakers:</p> <ul style="list-style-type: none"> • Michael Schroeck, VP, Global Information Management Foundation Leader, IBM Global Business Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance • Herb Berger, Cardinal Health, Director Enterprise Architecture
<p>2:15PM Mandalay Bay South Convention Center – Palm A</p> <p>LSA-2731</p>	<p><u>Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability</u></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>Speakers:</p> <ul style="list-style-type: none"> • Mauricio Botto, Banco Itau, Chief Operating Officer • Katharyn White, VP Marketing, IBM Global Business Services
<p>2:15PM Mandalay Bay South Convention Center – Banyan C</p> <p>LSA-2925</p>	<p><u>Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources</u></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>Speaker:</p> <ul style="list-style-type: none"> • Christer Johnson, Partner, BIPM, IBM Global Business Services
<p>2:15PM Mandalay Bay South Convention Center – Banyan D</p> <p>LSA-2999</p>	<p><u>Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results</u></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>Speakers:</p> <ul style="list-style-type: none"> • Cameron Hurst, Assurant Solutions, VP, Targeted Solutions • Toby Cook, IBM, BAO CMS Practice Leader
<p>2:15PM Mandalay Bay South Convention Center – Banyan B</p> <p>LFA-3589</p>	<p><u>Financial Analytics Breakout: Transforming Finance With Analytics</u></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>Speakers:</p> <ul style="list-style-type: none"> • Robert Loreto, Qualcomm Inc., Senior Director, IT Finance • Douglas Barton, IBM, Worldwide Financial & Risk Analytics Product Marketing
<p>2:15PM Mandalay Bay South Convention Center – Palm C</p> <p>LFA-3657</p>	<p><u>Financial Analytics Breakout: Fighting Fraud with Advanced Analytics</u></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>Speakers:</p> <ul style="list-style-type: none"> • Shaun Barry, IBM, Global Leader for Fraud Management Solutions



<p>2:15PM Mandalay Bay South Convention Center – South Seas C</p> <p>LFA-3671</p>	<p><u>Financial Analytics Breakout: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study</u></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>Speakers:</p> <ul style="list-style-type: none"> • Carlos Passi, IBM CHQ, CFO, Assistant Controller, Business Transformation • Susan Cook, IBM Partner & VP, Risk, Fraud and Finance , GBS BAO
<p>2:15PM Mandalay Bay South Convention Center – South Seas D</p> <p>LOE-2430</p>	<p><u>Operational Efficiency Breakout: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings</u></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>Speakers:</p> <ul style="list-style-type: none"> • Donald Walker, SVP Business Process ReDesign, McKesson • Bob Gooby, VP of Process ReDesign, McKesson • Tim Espy, IBM, Supply Chain Management
<p>2:15PM Mandalay Bay South Convention Center – South Seas J</p> <p>LOE-2377</p>	<p><u>Operational Efficiency Breakout: Strategic Inventory Control Using IBM Netezza and Cognos Solutions</u></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>Speakers:</p> <ul style="list-style-type: none"> • Gary Cross, IBM, GBS Partner BAO • Sam Wagar, Golub Corporation, Mgr Information Integration
<p>2:15PM Mandalay Bay South Convention Center – Palm D</p> <p>LOE-3048</p>	<p><u>Operational Efficiency Breakout: Advanced Condition Monitoring at Caterpillar</u></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>Speakers:</p> <ul style="list-style-type: none"> • Bhavin Vyas, Caterpillar • Christer Johnson, IBM GBS, Partner
<p>2:15PM Mandalay Bay South Convention Center – Palm H</p> <p>LSF-3280</p>	<p><u>Strategic Foundation Breakout: Business Intelligence Center of Excellence Case Study</u></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>Speakers:</p> <ul style="list-style-type: none"> • Shyam Nath, IBM, BI Architect • Tony Santos, Printpack, Business Analytics Center (BAC) Manager
<p>2:15PM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-3584</p>	<p><u>Strategic Foundation Breakout: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity</u></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>Speakers:</p> <ul style="list-style-type: none"> • Brett Gow, IBM, Associate Partner – GBS • Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling & Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance



<p>2:15PM Mandalay Bay South Convention Center – Banyan A</p> <p>LSF-3592</p>	<p><u>Strategic Foundation Breakout: Toward the Segment of One: Making Cross-Domain Master Data Management a Reality</u></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>Speaker:</p> <ul style="list-style-type: none"> Richard Bardine, IBM, GBS, FSS, MDM Competency Lead
<p>2:15PM Mandalay Bay South Convention Center – Outrigger Boardroom</p> <p>LSF-3550</p>	<p><u>Strategic Foundation Breakout: Watson Innovation Workshop for Retail</u></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>Speakers:</p> <ul style="list-style-type: none"> Michael Haydock, IBM Distinguished Engineer, Partner, Chief Scientist – BAO Craig Silverman, IBM, Partner, Retail Analytics Global Leader
<p>2:15PM Mandalay Bay South Convention Center – Voyager Boardroom</p> <p>LSF-3551</p>	<p><u>Strategic Foundation Breakout: Watson Innovation Workshop for Healthcare</u></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>Speakers:</p> <ul style="list-style-type: none"> Currie Boyle, IBM GBS BAO DE for Watson/Deep QA Solutions Dwight McNeill, IBM GBS BAO Healthcare Leader
<p>3:45PM Mandalay Bay South Convention Center – Banyan C</p> <p>LSA-1921</p>	<p><u>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></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>Speakers:</p> <ul style="list-style-type: none"> Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics Richard Delisser, Suncorp, Executive Manager
<p>3:45PM Mandalay Bay South Convention Center – Banyan D</p> <p>LSA-2268</p>	<p><u>Customer Breakout: Driving Business-to-Business Sales With Predictive Analytics</u></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>Speaker:</p> <ul style="list-style-type: none"> Thomas Miller, ADP, Vice President, Marketing



<p>3:45PM Mandalay Bay South Convention Center – Palm A LSA-3008</p>	<p><u>Customer Breakout: Getting Business Value From IBM Watson</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Christer Johnson, IBM, Partner • Radhesh Nair, IBM, Senior Managing Consultant
<p>3:45PM Mandalay Bay South Convention Center – South Seas C LFA-2039</p>	<p><u>Financial Analytics Breakout: Deriving Business Insight With a CFO Dashboard</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Mark Gosnell, IBM, Senior Managing Consultant • Luis Levy, IBM, Business Unit Executive, Financial and Risk Analytics
<p>3:45PM Mandalay Bay South Convention Center – Banyan B LFA-3578</p>	<p><u>Financial Analytics Breakout: The Benefits of Using an Integrated Governance, Risk and Compliance Solution</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Kevin Coto, IBM, Associate Partner, GBS • Gordon Burnes, IBM, OpenPages Marketing and Business Development
<p>3:45PM Mandalay Bay South Convention Center – Palm C LFA-3637</p>	<p><u>Financial Analytics Breakout: Building Risk Into Your Decision-Making: Case Studies in Risk Management</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Erica Webber, IBM, Associate Partner - Operations & Finance, FM, Education • Grace Crickette, UCOP, Chief Risk Officer • Steve Foster, Argos Risk LLC, CEO and President
<p>3:45PM Mandalay Bay South Convention Center – Palm D LOE-2399</p>	<p><u>Operational Efficiency Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics</u> 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. Speakers:</p> <ul style="list-style-type: none"> • Prakash Paranjape, Idea Cellular, Chief Information Officer • Alex Philp, Terra Echos Inc. • Pierre Dubost, Alcatel-Lucent, VP Strategy and Alliances
<p>3:45PM Mandalay Bay South Convention Center – Palm H LSF-1424</p>	<p><u>Operational Efficiency Breakout: Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management</u> 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. Speaker: George Heming, Vanguard, Principal</p>





<p>3:45PM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-1800</p>	<p><u>Strategic Foundation Breakout: IBM's Watson, Big Data, and Better Business Outcomes A Strategic Foundation for Analytics</u></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>Speakers:</p> <ul style="list-style-type: none"> • Anjul Bhambhri, IBM, Vice President, Big Data Solutions • Matt Birkner, Cisco, CISCO DE, Service Provider Business
<p>3:45PM Mandalay Bay South Convention Center – Banyan A</p> <p>LSF-3663</p>	<p><u>Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment</u></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>Speaker: Kevin Elder, IBM, Partner & Telecom Industry Leader for North America - AMS</p>
<p>3:45PM Mandalay Bay South Convention Center – South Seas J</p> <p>LSF-3672</p>	<p><u>Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy</u></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>Speakers:</p> <ul style="list-style-type: none"> • Garrett Rea, IBM, Business Solutions Manager • Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS

Tuesday, October 25 – Industry Tracks

<p>8:15AM Mandalay Bay Events Center CGS-3791</p>	<p>Tuesday General Session:</p> <p>Transforming in the Era of Big Data & Analytics</p>
<p>10:00AM Mandalay Bay South Convention Center – Palm D</p> <p>LMP-3535</p>	<p><u>Industry Perspective: Improve the Way You Design, Build, Sell and Service Your Products Using Your Information as an Asset</u></p> <p>Want to drive profitable growth and achieve greater efficiencies? Find out how customers are using improved customer insight, optimized supply chain and manufacturing operations, and real time in-service information to differentiate themselves in the market. Real customer examples and best practices will be shared.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Martin Marut, IBM, Business Sales & Deliver Executive • Dan Ricci, IBM, Information Agenda Solution Representative • Paul Hoy, IBM, Global Industrial and Distribution Sector Executive
<p>12:30PM Mandalay Bay South Convention Center - Jasmine E</p> <p>BGN-4056</p>	<p>Manufacturing, Industrial & Distribution Lunch: Sales and Operations Planning & Supply Chain</p> <p>Exchange challenges, strategies and success stories during these informal discussions over lunch.</p> <p>Host:</p> <ul style="list-style-type: none"> • Paul Hoy, IBM, Global Industrial and Distribution Sector Executive





<p>1:45PM</p> <p>Mandalay Bay South Convention Center - Palm D</p> <p>LMP-1441</p>	<p>Manufacturing & Process Breakout: Providing Metrics to all Levels of Factory Management</p> <p>In this session, you will hear how the Boeing 787 program provided a common performance dashboard solution to its manufacturing operations in Charleston and Everett.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Brent Smith, PL Associates, President; • Michael Rader, Boeing, Product Systems Reports and Metrics (PSRM) Technical Team Lead • Jeffrey Wagner, Boeing, Production Systems Reports and Metrics (PSRM) Business Manager
<p>3:00PM</p> <p>Mandalay Bay South Convention Center - Palm D</p> <p>LMP-2433</p>	<p>Manufacturing and Process Breakout: Dashboards, Predictive Analytics and Lean Manufacturing</p> <p>In this session, learn how a combination of dashboards and predictive analysis provides insight for lean manufacturing and continuous improvement efforts at Daimler Trucks North America, along with early notification of supply issues and the diagnostic analysis that defines action. In addition, Daimler will describe how dashboards and predictive analytics helped them improve quality, management awareness of the manufacturing pipeline, cash flow and customer satisfaction, while reducing inventory and delivery time.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Thomas Marks, Daimler Trucks North America, Systems and Process Manager
<p>4:30 PM</p> <p>Mandalay Bay South Convention Center - Palm D</p> <p>LMP-4041</p>	<p>Manufacturing and Process Breakout: BMW Improves Customer Satisfaction by Pioneering Predictive Maintenance Program</p> <p>In the automotive sector, customer satisfaction is highly correlated with vehicle repairs - especially repeated repairs. This session will focus on the business impacts of BMW's predictive maintenance program, including an ROI analysis. The basis of the program is an analytical repair model that predicts the probability of a repeat repair within 30 day - offering dealerships exception reporting capabilities in the event that they need to take appropriate corrective actions. Come see this real world application of IBM's predictive analytics capabilities.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Alexander Thamm, BMW, Predictive Analyst • Stefan Meinzer, BMW, Leader, Business Analytics Center of Competence • Olav Laudy, IBM, Worldwide Predictive Analytics Solutions Leader

Wednesday, October 26 – Theme and Industry Track Session

<p>8:15AM</p> <p>Mandalay Bay Events Center</p> <p>CGS-3792</p>	<p>Wednesday General Session:</p> <p>New Possibilities</p> <p>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>10:00AM</p> <p>Mandalay Bay South Convention Center - Palm D</p> <p>LMP-1584</p>	<p>Manufacturing and Process Breakout: Enterprise Content Management in the Digital Oilfield Program</p> <p>In this session, you will learn the role that enterprise content management (ECM) can play in implementing digital oilfields, or the wider application of information technology in oil exploration and production. ECM provides effective mechanisms to support decision-making, both at the strategic level and operational. The session will also demonstrate how using ECM can lead to increased well productivity and efficiency benefits in the fields.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Yuri Klochko, Gubkin Russian State University of Oil and Gas, Deputy Director Center for Information Technologies





<p>10:00AM Mandalay Bay South Convention Center – Banyan B</p> <p>LFA-4069</p>	<p><u>Financial Analytics Breakout: Improving business insight with Cognos 10 and analytics: on-demand reporting & the analytics suite at Jabil</u></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>Speakers:</p> <ul style="list-style-type: none"> • Mo Treadway, IBM, BAO - NA BIPM Service Leader • Steven Thomson, Jabil Circuit Inc, Senior Director Finance Transformation • Patrick Patterson, Jabil, Financial Systems Manager
<p>10:00AM Mandalay Bay South Convention Center – Palm C</p> <p>LOE-3599</p>	<p><u>Operational Efficiency Breakout: How to Operationalize Analytics: The 2011 IBV Analytics Study</u></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>Speakers:</p> <ul style="list-style-type: none"> • Rebecca Shockley, IBM, Institute of Business Value, BAO Global Lead • Nina Kruschwitz, MIT Sloan Management Review, Special Projects Editor
<p>11:30AM Mandalay Bay South Convention Center - Palm D</p> <p>LMP-1584</p>	<p><u>Manufacturing and Process Breakout: Ford Motor Company Consumer Data Refinery Implementation: Challenges Faced - Lessons Learned</u></p> <p>In this session, you will hear about the people, process and technology challenges faced and lessons learned implementing Ford's Consumer Data Refinery Solution with IBM InfoSphere Master Data Management Server.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Edward Niemyjski, Ford Motor Company, Marketing Business Integration Manager
<p>11:30AM Mandalay Bay South Convention Center – Palm B</p> <p>LIN-1921</p>	<p><u>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></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>Speakers:</p> <ul style="list-style-type: none"> • Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics and CoBRA; • Richard Delisser, Suncorp, Executive Manager



Other sessions of interest for the Manufacturing & Process Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Manufacturing & Process 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 – Thursday, October 24-27

Industry	Date/Time/Place	Title	Abstract
AeroSpace & Defense	Monday, 10/24 11:30 AM Mandalay Bay South Convention Center - Mandalay Bay D BBI-1724	IBM Cognos Framework Manager Unleashed: An Innovative Approach to Modeling for Complex BI Projects	The Boeing Company faced a multitude of challenges managing the many IBM Cognos Framework Manager models it generated for the Finance community. Attend this session to see the solution that meets these Primary Design Principles: 1) Everything is modeled once and only once, 2) Multiple developers can easily develop in Cognos Framework Manager simultaneously, 3) Model complexity and the need for regression testing are minimized, 4) Design is optimized for maintainability 5) All applicable content can be made available to a given user group in a single package. Speaker: <ul style="list-style-type: none"> Larry Bob, The Boeing Company, Business Intelligence Architect
AeroSpace & Defense	Wednesday, 10/26 10:00 AM Mandalay Bay South Convention Center - Mandalay Bay K BDS-2081	Marching up the Performance Management Maturity Curve at Boeing	With so many organizations laboring so hard to develop basic business intelligence capabilities, a frequent question, once basic competency is achieved, is what's next? This session will feature a panel discussion with executives from Boeing and IBM, who will describe the steps taken by the Boeing Company's Finance Data Warehouse team to develop a strategic vision and adopt a performance management framework. You'll hear how the aerospace giant moved from BI basics up the performance management maturity curve to BI leadership. Speakers: <ul style="list-style-type: none"> Mark McDaniel, Boeing, Cognos Implementation Lead Bill Curley, Boeing, Boeing Commercial Airplanes Finance Data Warehouse Lead Chris Hamilton, Boeing, Boeing Defense & Systems, Sr. Program Manager Finance Data Warehouse Shwetal Mokashi, Boeing EO&T Finance, Boeing Engineering, Operations, and Technology (EO&T) Cognos Lead Harriet Fryman, IBM, Director, Product Marketing and GTM Strategy, Business Analytics
Automotive	Tuesday, 10/25 10:00 AM Mandalay Bay North Convention Center - Islander A IDZ-3138	IBM DB2 10 for z/OS: John Deere's Beta Experience	John Deere participated in the beta program for IBM DB2 10 for z/OS. This session will introduce you to some of the new features available in DB2 10 that were tested. Participants will gain a general understanding of these features, along with some items of interest encountered while testing. Speaker: <ul style="list-style-type: none"> Bryan Paulsen, John Deere, Technology Architect





Industry	Date/Time/Place	Title	Abstract
Automotive	Tuesday, 10/25 1:45 PM Mandalay Bay North Convention Center – South Pacific D IMS-2806	FORD Builds Better Cars with IMS	Ford employees need handheld access to IMS transactions to procure parts and supplies from vendors. Ford employees want Web Browsers with GUIs to access manufacturing IMS Transactions. Automobile manufacturing process analysts want to automate conversational IMS Transaction process flows. Come and see how Ford uses Blackberry phones to connect through IMS SOAP Gateway and IMS Connect to execute IMS procurement transactions. Ford easily web-enabled IMS Conversational Transactions using IMS MFS Web Enablement and is choreographing existing IMS Conversational Transactions into composite process flows using BPM, WID, BPEL, WebSphere Process Server, IMS TM RA and IMS Connect. Discover how these innovations are helping Ford build better cars! Speaker: <ul style="list-style-type: none"> Nancy Stein, IBM, Advanced Technical Skills, Americas
Automotive	Wednesday, 10/26 10:00 AM Mandalay Bay South Convention Center - Mandalay Bay B BPA-3351	Predictive Maintenance: Prediction of Repeat Repairs at BMW	In the automotive sector, customer satisfaction is highly correlated with vehicle repairs, especially repeated repairs. This session describes how BMW created a model that can be scored while a car is at a dealership for service. The model predicts the probability of a repeat repair within the next 30 days. And if a given threshold is reached, the dealer is urged to investigate further, thereby preventing a repeat repair. (Among the model's predictors are repair history and, if available, telematic data.) This session will tell how the scores of the model in a repair quality improvement tool have been used at dealerships to generate substantial ROI for BMW. Speakers: <ul style="list-style-type: none"> Stefan Meinzer, BMW, Leader, Business Analytics Center of Competency Alexander Thamm, BMW, Predictive Analyst Olav Laudy, IBM, Worldwide Predictive Analytics Solutions Leader
Automotive	Wednesday, 10/26 11:30 AM Mandalay Bay South Convention Center - Breakers H BDS-2466	Customer Advisory Boards and User Groups: How They Help Your People and Help Create Better Products	Customer advisory boards drive business success. This session describes how building a close connection between IBM development and product management groups and successful customers have led to new features being constantly developed. The session will also show you how local user groups pay big dividends by bringing together people with a common vision, and helping them find close-to-home expertise to provide the spark to improve techniques, share great ideas and add new colleagues to their networks. Speaker: <ul style="list-style-type: none"> Thomas Marks, Daimler Trucks North America, Systems and Process Manager
Chemical & Petroleum	Tuesday, 10/25 3:00 PM Mandalay Bay North Convention Center – South Pacific I ISA-3730	Chevron Case Study: Creating a Single View of Well, Reservoir and Fields and Measuring Data Quality	I How master data management (MDM) in the oil and gas industry helps create a single view of well, reservoir and fields for better business insight and operations management. Measuring data quality and tying this to business benefits by creating a single view of assets. Speakers: <ul style="list-style-type: none"> Noman Mohammad, IBM, Information Agenda Architect Paul Christensen, IBM, Information Agenda Architect
Chemical & Petroleum	Thursday, 10/27 11:30 AM Mandalay Bay North Convention Center - South Pacific F ILS-1950	Successfully Retiring AS/400 and Custom Legacy Applications	EMD chemicals successfully divested two legacy applications by using the Optim Archival platform. The applications included an AS/400 based legacy as well as a custom Oracle based application. Along with Advent Global, EMD will share how it was able to successfully divest these applications in 3 months, create a reporting platform that ensured access to the archived data and ensure no disruption to the user community. Speakers: <ul style="list-style-type: none"> Art Heaton, EMD Chemicals, Manager Applications Ankur Saxena, Advent Global Solutions, Director - Global Sales



Industry	Date/Time/Place	Title	Abstract
Industrial Products	Monday, 10/24 10:15 AM Mandalay Bay South Convention Center - Mandalay Bay A BBI-1704	Creating Dynamic Dashboards with IBM Cognos Business Insight	In this session, you will learn how Ceco Door Products uses IBM Cognos Business Insight to get a quick overview of the organizations operational and financial status. This session will show you how to create quick and effective dashboards and how Cognos Business Insight can provide analysis for both operational and financial managers. Speakers: <ul style="list-style-type: none"> Lalitha Bhojanapalli, Ceco Door Products, Programmer Analyst Douglas Webb, Ceco Door Products, Manager of Accounting
Industrial Products	Monday, 10/24 10:15 AM Mandalay Bay South Convention Center - Mandalay Bay K BFR-3129	Navigating with the CFO's Compass: IBM Cognos TM1	With all the challenges faced by the CFOs today, its imperative to have a powerful planning tool to serve as a trustworthy compass. CFOs need to educate managers on the financial aspects of achieving strategic goals, monitor progress on plans and identify changes that require business realignment. This session describes how Brazilian metals company Termomecanica uses IBM Cognos TM1 to track performance indicators to get a better understanding of planning process variables and inform decision makers quickly and accurately. Speaker: <ul style="list-style-type: none"> Mauro Brant, Termomecanica So Paulo S.A., CFO
Industrial Products	Monday, 10/24 2:15 PM Mandalay Bay North Convention Center - Islander D IDZ-2066	Case Study: OMEGAMON XE for DB2 Performance Expert (Extended Insight) at Baldor	Baldor markets, designs and manufactures industrial electric motors, mechanical power transmission products, drives and generators to distributors and original equipment manufacturers in more than 70 countries. Baldor products are available from 50 sales offices/warehouses in North America and 26 offices serving international markets. These products are produced at 26 plants in the US, Canada, England, Mexico and China. In this session, Baldor shares its experiences with IBM Tivoli OMEGAMON XE for DB2 Performance Expert on z/OS. This session is focused on the new Extended Insight function. Speakers: <ul style="list-style-type: none"> Andrew Mackey, Baldor Information Services, Database Administrator Matthias Tschaffler, IBM, Technical Lead - OMEGAMON XE for DB2 Performance Expert
Industrial Products	Tuesday, 10/25 4:30 PM Mandalay Bay South Convention Center - Mandalay Bay K BFR-1712	Jabil Case Study: Transforming the Office of Finance	At this session, you will learn about the experience of \$12B electronics manufacturer Jabil, in working with IBM Cognos Business Intelligence V10.1, IBM Cognos TM1 and IBM Cognos Controller to drive efficiency and reduce cycle times in the office of finance. You will hear how this company, with more than 85,000 employees and facilities in 22 countries, is using Cognos solutions to provide access to analytical financial information for more than 3,000 users and improve decision making for better performance. Speakers: <ul style="list-style-type: none"> Patrick Patterson, Jabil, Financial Systems Manager Jeff Porter, Perficient Inc., Lead Project Manager
Industrial Products	Wednesday, 10/26 10:00 AM Mandalay Bay North Convention Center - South Pacific G IIG-3135	Utilizing IBM Information Server for Enterprise Compliance	SJM is using Information Server to address HIPPA and Sunshine Act regulatory compliance across the enterprise. They utilize IBM's Foundation Tools to create enterprise standards for business and medical term definitions. This project was implemented in less than 2 months and serves not only as the enterprise glossary of all terms but Information Serves as the central point for all Information Governance at Saint Jude Medical. Speakers: <ul style="list-style-type: none"> Mike Striefel, St. Jude, IT Director; Eric Naiburg IBM, Program Director, Product Marketing and Strategy
Industrial Products	Thursday, 10/27 2:00 PM Mandalay Bay North Convention	Easy Implementation and Improved Return on Investment	This is a customer success story for Superior Manufacturing's implementation of IBM Cognos Express, IBM Informix Warehouse, Informix 11.7, and Four J's Genero (now sold by IBM). Because of its long term commitment to Informix and One Point Solutions, Superior purchased CX through One Point, who helped them implement it in an all-IBM environment including the above products and



Industry	Date/Time/Place	Title	Abstract
	Center - Tradewinds C IDS-3104	(ROI) with IBM Cognos Express and IBM Data Products	server, showing a rapid return on investment (ROI) and giving them the ability to provide turnkey reporting to its executives and users. This session includes best practices and a demo. Speaker: <ul style="list-style-type: none">• Ron Flannery, One Point Solutions, President

