IBM Software

Information On Demand 2011

October 23–27, 2011
Mandalay Bay | Las Vegas, Nevada

Business Leadership Forum - Communication Service Provider Roadmap

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

The Business Leadership Forum is organized along two dimensions: one concerning cross-industry themes where clients have invested considerably to address common problems (Theme Tracks). The other dimension, addressed by the Industry Tracks, concerns industry-specific topics on BAO.

In addition to Business Leadership Forum sessions, this roadmap also lists additional sessions of interest to Communication Service Providers featured in other programs at the conference, e.g. Business Analytics, Information Management and Enterprise Content Management Forums.

Roadmap table of contents:

Please note: This document is accurate at the time of publication, but is subject to change. Please check back often to the conference website for the most current agenda.

Sunday, October 23

6:00 – 8:00 PM	**Expo Grand Opening Reception**
8:00 – 10:00 PM	**Business Leadership Forum Welcome - Community Reception**

Monday, October 24

8:15 – 9:45 AM	**Opening General Session**
10:15 – 11:15	**Business Leadership Forum Keynote**
11:30 AM – 12:30 PM	**Theme Track Kickoffs** • The Customer Track – Client Panel • The Finance Track – Client Panel • The Operations Track – Client Panel • The Strategic Foundation Track – Client Panel
12:30 – 2:00PM	**Lunch**
2:15 – 3:15 PM & 3:30 – 4:30 PM	**Theme Track Electives Afternoon Sessions** The Theme Track electives offer the opportunity to learn from your peers in other industries - how they addressed key business initiatives with BAO. Specifically, business initiatives include: marketing and sales initiatives to customers; optimizing finance processes; operational efficiency; and establishing a strategic foundation for BAO *(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is till in*

■ Special / Other Events

Turn Insight Into Action

process.)

The Customer Track

Driving B2B Sales with Predictive Analytics	With nine million domestic prospects alone, ADP needed a better way to identify sales opportunities. Now with several successful B2B predictive selling applications built and deployed, the results are in. In this session, you will get an understanding of the business issues faced by ADP, the people, process and tools used to overcome the issues and the successes or failures encountered when deploying Predictive Analytics in a large scale B2B sales environment.
Maximizing Customer Profitability and Marketing ROI, through Multi Channel Sales Campaigns Optimization	Banco Ita Argentina launched an aggressive new customer acquisition program and set the constraint of simultaneously increasing its Retail Bank's profitability. In order to achieve such goal the Bank had to maximize existing customer profitability and the return on its marketing investments. Using predictive analytics and optimization tools, the Bank ran multi-channel sales campaigns, which allowed it o increase customer cross-selling and profitability. By offering the right campaign to the right customer through the right channel, the Bank grew its existing customer profitability by 40% in just one year. The project evolved to find also the right price for each customer obtaining even more profitability.
Combining Social Media Analytics (CCI) with Predictive Modeling and Other Data Sources	In this session, we will provide an overview of Cognos Consumer Insight and how it can be use to perform analysis of social media such as blogs, news sites, and message boards. We will also cover how this social media data can be integrated into broader customer analytics activities with tools like SPSS to drive more effective marketing actions.
Contact Center, Enhanced Relationships Lead to Proven Financial Results	Increasing levels of customer retention, customer revenue, customer satisfaction, and agent satisfaction are an ongoing challenge of today's contact centers. IBM has developed an analytics-based, optimized contact center solution that matches agents to customers based on the highest probability of success. This session will demonstrate how the outcome of an analytics-based, optimized contact center delivers an identifiable change in business performance, unique and new customer and agent insights and personalized agent/customer interaction that ultimately lead to greatly increased sales, retention and collections.
Getting Business Value from Watson	Will the innovative algorithms and natural language processing capabilities of Watson have a significant impact on how businesses use and apply analytics. And if so, what kind of impact will that be, and when would it start to happen. In this presentation, you will hear about the analytical innovations behind Watson and how they might change the way companies use descriptive, predictive, and prescriptive analytics to improve their performance. You will also see how deep question and answer technology correlates to the results of a study asking 3,000 corporate executives how they see the analytics space evolving over the next few years.
Applying Science to the Art of Marketing with Customer, Marketing and Sales Analytics	Customer, Marketing and Sales Analytics helps companies better integrate and more effectively manage their value chain by taking real-time actions leading to greater customer loyalty, revenue, margins and agility. Join leading companies and IBM experts to learn how you can apply analytics to bring science to the art of marketing to gain greater insight into your customers that will enable you to outperform the competition.

The Finance Track

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	The Journey to a Value Integrator: Applying Real-time Data & Analytics to Optimize Business Outcome	In the midst of the crisis through today, CFOs are being called into more frequent boardroom and executive level. Today's CFO provides their enterprises with a competitive edge and help the business make not just faster, but smarter decisions. Learn how leading organizations drive value through a combination of finance efficiency through data and process standards, and business insight through analytics. Hear from leading experts about new tools and disciplines to help finance organizations improve the way they: Measure and monitor business performance; Manage enterprise risk; Drive information integration; Enable sustainable financial governance
	A Deep Dive into the Benefits of Using an Integrated GRC Solution	An overview of the Open Pages suite which combines powerful document and process management with rich interactive reporting capabilities in a flexible, adaptable easy-to-use environment, enabling CEOs, CFOs, managers, independent auditors and audit committees to perform all necessary activities for complying with financial reporting regulations in a simple and efficient manner. A deep dive and discussion of the benefits of implementing OpenPages ORM and IAM at Financial Institutions.
	Transforming Finance through Analytics	While signs of recovery from the global recession abound, heightened uncertainty is now part of the normal course of business. Surviving and thriving in the recovery means anticipating and shaping business outcomes, and driving transparency to manage risk and improve decision making. This session will highlight Qualcomm's success in using a range of IBM solutions, and their recent shift from IBM Cognos Planning to IBM Cognos TM1, to increase visibility into the drivers of revenue, profit and working capital and to improve the management of capital expenditures, project cost planning, and consolidated reporting for divisional P&Ls.
	Enabling Risk-based Decisions: Case Studies in Risk Management	Typically risk management has been the responsibility of the office of finance, but as business & economic complexity accelerates business users in every department need a better understanding of real and potential impacts of risk on their decisions. But how do you get departmental users engaged and incorporating risk insight into daily decisions? This session will explore how the University of California and Argos Risk have each engaged business users in the risk management process through building an easy to use and customized, risk dashboard and reporting solution. They will discuss the key success factors to drive adoption and use and how system-wide visibility combined with user flexibility can drive quantifiable ROI for the business
	Fighting Fraud with Advanced Analytics	Fraudulent claims are becoming one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Learn how advanced analytics and modeling can help identify patterns, behaviors and the bad guys in submitting fraudulent claims. Learn how MetLife is using predictive analytics with SPSS and Netezza to identify and fight fraud and how the State of North Carolina has saved their state millions of dollars in more effective identification of fraudulent claims.
	Embracing Analytics to Transform Financial Management: A Case Study on the IBM Office of Finance	In today's complex business environment, the office of Finance is being called upon to play an increasing role in making critical business decisions. Leading finance organizations are leveraging business analytics to improve their ability to assess performance gaps, manage risk, deliver transparency and help shape and anticipate business outcomes to drive decision making. Learn how the IBM Office of Finance is embracing Business Analytics and Optimization to help them progress on their journey to becoming a value integrator.
	The Operations Track	

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	Revolutionize Your Business Processes with Streaming Analytics (Panel Discussion)	It seems everyone is talking about real-time analytics, but how many can say they digest and analyze data with microsecond latencies? Speed and intelligence can have profound impact on how you do business. You can respond to events as they happen rather than analyzing and acting after the fact. Prevent customer satisfaction issues rather than remediating them. Anticipate and address asset failures rather than fixing them. Identify subtle trends in financial markets that can lead to big opportunities. Hear our business partners and customers how they are using Business Analytics and Optimization innovations including InfoSphere Streams - and their vision for the future of real-time data analysis. (Northrop Grumman, Terra Echoes, University of Ontario IT)
	Advanced Condition Monitoring at Caterpillar	Companies like Caterpillar who lease and sell heavy equipment are constantly looking to increase machine up-times and the overall life of their equipment to maximize productivity and minimize costs. In this session, you'll learn how IBM is working with Caterpillar to leverage advanced predictive modeling techniques, based on Business Analytics and Optimization technologies including predictive analytics from SPSS, to identify ways to increase up times and overall life of heavy equipments.
	Driving Operational Excellence Through an Optimized Sales & Operations Planning Process	The challenge of meeting customer demand while balancing operational constraints and meeting financial goals has never been greater. Organizations struggle to align demand, supply, and finance plans. This session explores best practices in Sales and Operations Planning (S&OP), and demonstrates how Business Analytics and Optimization capabilities enable a collaborative process. Come hear how progressive manufacturers link strategy to execution in order to meet customer demand, reduce cost, and drive competitive differentiation
	Achieving Operational Efficiencies with Business Analytics and Optimization	This session covers today's critical topics facing business leaders responsible for operational aspects of their business, for example: business process optimization, supply chain management, asset tracking and management.
	The Strategic Foundation Track	
	How Vanguard, a Leading Financial Firm, Maintains its Competitive Advantage by Leveraging BPM and ECM	Vanguard is one of the world's leading investment management firms, and a key player in the highly competitive full service 401(k) recordkeeping business as evidenced by its #1 ranking in the most recent Boston Research Group survey. One of the factors contributing to Vanguards success has been a large scale people, process and technology program focused on eliminating manual processing, increasing quality, and reducing costs. By leveraging IBM's BPM Software and Services and other enabling technologies, Vanguard has witnessed impressive results, which have prompted other business value driven ECM initiatives. This session will present a business leadership perspective of Vanguards business process history and a roadmap for the future.
	IBM Watson, Big Data, and Better Business Outcomes - A Strategic Foundation for Analytics	As IBM 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 actions faster than their competitors. To ingest huge amounts of both new and emerging information types, IBM Watson uses the Hadoop framework, the same technology now available to our customers within the IBM Big Data platform. Join Anjul Bhambri, Vice President, IBM Big Data Initiatives, to learn how organizations are applying Big Data management strategies to realize the IBM Watson vision today.

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	Business Intelligence Center of Excellence - Case Study	In this session speakers will share the customer case study of implementing BI Center of Excellence for Printpack Inc that uses IBM P-series hardware and Oracle ERP applications. The session will take the attendee through the value proposition of BI Center of Excellence and how to strategize and implement it. In this case study of a manufacturing company, the crawl, walk and run steps will be discussed in details. The speakers will take the audience through the journey of BI and Performance Management maturity assessment to determine the focus of the BI CoE. The focus of this session is at the People, Process and Tools level to lay the solid foundation for the CoE using the successful customer case study.
	Building an Information Management Foundation to quickly analyze information and optimize Business Outcomes	More industry leading organizations are approaching their technical and infrastructure investments in new ways. Large scale people, process and technology programs, which are focused on eliminating manual processing, increasing quality, and reducing costs are becoming more critical within the demands of competitive business environments. IBM's BAO capabilities and Information Management Foundation ensures a combination of hardware, software and services to support impressive results. This session presents a business leadership perspective on the importance of a Strategic Foundation, and developing a roadmap for the future.
	Watson Innovation Workshop for Retail	This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.
	Watson Innovation Workshop for Healthcare	This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.
	The Ten Rules of Successful Information Governance	Information Governance can be a complex undertaking. Many organizations begin their Governance efforts without recognizing that there are ten rules for successful Information Governance. The session will review these core requirements and will include both IBM and client perspectives on how companies can design and execute successful Information Governance initiatives.
	Toward the Segment of One - Making Cross Domain Master Data Management a Reality	The banking industry has focused on becoming more customer centric by establishing its 360 degree view of its customers, but has retained its highly segmented approach to developing products for those customers. Bank of America is breaking out of the pack by using its investment in MDM as a platform for product authoring, packaging and pricing to enable flexible and streamlined customization of product bundles for its customers. This break through approach will enable it to approach the magical "segment of one" for creation and effective marketing of a product bundle which exactly fits the needs of the individual customer and assure lifetime customer retention. Join us in see how Bank of America is making a breakout step toward that goal!
	Enabling Analytics with Real-time Data Integration	Leading organizations are looking for holistic solutions for their analytic requirements, rather than patchwork software, platforms, and services. Stone Soup is a set of Industry-based solutions that provide end-to-end solution accelerators to quickly implement Business Analytic capabilities. Join this session to hear case studies where the solution has been implemented successfully.
	Developing an Integrated ECM Strategy to Improve Business Value	The unstructured content explosion has created information chaos across the enterprise, emphasizing the need for new ways to harness the power insight and analytics. ECM is a key part of becoming an analytics-driven organization. That transformation involves creating an ECM strategy, establishing a flexible platform, and applying best practices to guide your investments and ensure alignment with business value. Learn how the IBM ECM Strategy & Roadmap can help you develop strategic recommendations and tactical plans to accelerate your business value. Join this session to hear how Henkel KGaA has defined an effective global strategy for Information and Collaboration Management.
5:00 – 7:00 PM	**EXPO Reception**	

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Tuesday, October 25

8:15 – 9:30 AM	**General Session**
10:15 – 11:15 AM	**Communication Service Providers Industry Kickoff** Industry Perspective: How Communication Service Providers Use Business Analytics &Optimization to Drive Growth and Efficiency As the economy recovers and starts growing again, Communications Service Providers have a unique opportunity to differentiate against competition, gain market share and increase revenue and profits. Come and find out how IBM can help you effectively market to the existing customer base to sell more products and services, bring new products and services to market faster & target them to serve the most profitable customer segment. The session will also cover solutions to drive effective campaigns with higher conversion rates & how to reduce customer churn through pro-active management. The session will also feature customer case studies on reducing operational costs and driving greater productivity among employees.
11:30 AM – 12:30 PM	**Communication Service Providers Client Panel** Leading Communications service providers across the globe will share their best practices in deploying industry solutions for Customer Experience Analytics & taking costs out of their information infrastructure for higher operational efficiency.
12:30 – 2:00 PM	**Industry Lunch – Business Analytics Forum** You are invited to join your industry peers for networking and socializing at this event sponsored by the Business Analytics Forum.
1:45 – 2:45 3:00 – 4:00 4:30 – 5:30 PM	**Communication Service Providers Industry Track Afternoon Elective Sessions** Learn from your industry peers how BAO addresses the most critical business problems faced today *(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is till in process.)*

Customer Experience Analytics - case studies	With the increasing use of social media and collaboration, customer experience is becoming more public and customer driven. This session will explore how organizations are using Customer Experience as an asset for new products and new revenues.
Driving revenue & profits with Real-time Personalized Campaigns	Come and find out how CSPs can run smarter, real-time campaigns with IBM BAO industry solutions. InfoSphere Streams analyzes different types of Data Records (like CDRs or location data records) to process, correlate & detect business events that make a customer suitable for a promotion. Liquid Analytics solution (based on Cognos NOW!) analyzes service usage to detect patterns & alerts that determine the need for a campaign; SPSS predictive analytics is used to segment customer base based on churn prediction & likelihood of campaign response. iLOG provides the rules engine to build personalized campaigns & deliver them to the customer with the most effective channel of communication. The session will feature multiple customer case studies.
Business Insights gained via Industry data models at 3 UK - Supporting the Smartphone Data Explosion	3 UK, a leading wireless provider, implemented the IBM Telecom Data Warehouse Model along with InfoSphere Foundation Tools to solve the challenges of data quality & consistency and lack of trusted information for BI reporting. Benefits gained were a centralized metadata and data model leading to faster time to valuable insights into network and subscriber behavior. This session will also cover recent updates to the IBM Telecom Data Model.

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	Case Study: How CenturyLink streamlined their information infrastructure	End-to-end Optim data growth and test data management deployment at CenturyLink to reduce costs and streamline information infrastructure
5:00 – 7:00 PM	**EXPO Reception**	
7:00 – 11:00 PM	**Networking Event**	

Wednesday, October 25

8:15 – 9:30 AM	**General Session**
10:00 – 11:00 AM 11:30 – 12:30 PM	***Continuation of Business Leadership Forum Electives*** *The Business Leadership Forum runs through Wednesday morning of the conference. Some sessions listed in the Monday and Tuesday electives above will be held at this time when scheduling is complete. Check back to the conference website for latest information.*

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Other sessions of interest for the Communication Service Providers Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Communication Service Providers 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

Business Analytics	Cellular South Leverages TM1 to Add Complex Revenue What if Modeling to their Planning Environment	This session details how Cellular South, a wireless service provider, was able to quickly resolve a complex revenue planning problem with TM1. In the wireless industry, modeling multiple versions of new service plans and analyzing the cannibalization effect of these plans on existing customers, is a critical part of the planning process. A system was developed which enabled end users to simulate the creation of new service plans and analyze the impact of these new plans on the existing business. Capabilities included end user toggles to include or remove the simulated plans and instantly see the detailed revenue impact on the business.
Business Analytics	Migrating from IBM Cognos EP to IBM TM1 at DIRECTV	The purpose of this session is to share our experience with migrating from EP to TM1. During the session we will go over topics such as preparation, hardware requirements, Citrix considerations, training, modeling considerations when looking at Analyst and Contributor vs. TM1, TM1 Excel Add In vs. EP Analyst Add In and end user expectation management. The goal is to help users considering a migration to understand what the benefits are and why we picked TM1 based on these benefits as well as share our insight on migrating to TM1, 1 year after our migration.
Business Analytics	A Guide to Reducing Customer Churn Rates Through Predictive Analytics and Proactive Communication Programs	In the intensely competitive telecommunications industry, a fundamental tenet is that it costs much less to retain an existing customer than to acquire a new one. The challenge, of course, is to identify customers who are at the highest risk of churn before they switch to another carrier. This is something that Virginia-based XO Communications does extremely well, leveraging the power of IBM SPSS Statistics and Modeler to achieve significant improvement in customer retention and revenue protection with a small in-house staff. This presentation will show you how XO leverages IBM technologies to reduce churn rates, preserve revenue, and create successful, proactive, targeted communication and marketing programs.

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Enterprise Content Management	Operational Excellence that come with FileNet P8 Web Services.	We are using FileNet P8 system in last 8 months and now we have a robust and high performance ECM platform. Before FileNet P8, We used FileNet IS with ISRA but rest of CRM platforms which are using FileNet for retrieving documents uses web service. In this case, there was an incompatibility between FileNet and other platforms and performance issues occurred often on all CRM systems. After upgrade we have stable and compatible systems with high performance.
Enterprise Content Management	Invoice verification process, stressing the BPM reporting	Croatian Telecom chose IBM FileNet as a company platform for business process management and electronic archiving. For a number of years, with the help of its partners, HT has been systematically adding value to its business through the use of FileNet Process Manager. One of the processes is invoice verification, which covers a number of departments from mailrooms where invoices are captured to accounting in SAP. Each event in the process is stored by FileNet Process Analyzer, which is used as a reporting and analysis platform. In this presentation wed like to share our experiences in process development and implementation of modifications, and stress key points in the platform upgrade process.
Enterprise Content Management	Bharti Airtel: A Success Story of Shared Services Implementation	Bharti Airtel is the biggest GSM Telecom operator in India. With a customer base of over 120 million, Bharti Airtel has identified technology as a key business enabler to ensure sustained, rapid growth in the face of ever-increasing competition. In this session, presenters will share why Bharti Airtel decided to move towards a Shared Service Platform. How IBM ECM platform helped in automating the key processes like Procure to Pay, HR On-boarding, Tracking Revenue Reporting using FileNet P8. And how is Cognos Analytics used for process tracking and people efficiency. Customer objectives and expectations will be shared and how IBM as a strategic technology solutions partner helped them to meet their business/internal objectives.
Information Management	Powering Subex's "Revenue Operations Centre" with IBM DB2	Subex Limited is a leading global provider of Operations and Business Support Systems, and is a pioneer of the concept of a Revenue Operations Center, RoC. Subex has put this critical system on DB2/IBM Power after thorough comparisons of benchmarks of their application against Oracle/Sun and DB2/IBM Power. Nitin D of Subex will share their experiences of how easy the migration and enablement of their systems on IBM DB2 with the help of IBM and the immediate benefits that were realized by their customers.

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Information Management	Derive Business Value Leveraging DataStage to Mine Voluminous Call Data Records - Telecom Industry Solution	End to end CDR to DWH solution for TelCo domain. Leverage the large volume analytics capabilities of DataStage for TelCo CDR processing to enhance revenue assurance & realize additional marketing opportunities. The proposed single point cohesive solution has expandable support for multiple data sources - various switches and other sources. Input records are first validated and formatted for normalizing the record structure and subject to consolidation. The solution uses Bloom Filter for de-duplication of records. It includes capabilities like stitching partial records and custom record validation rules. The architecture allows easy changes to the jobs such as adding a new analytic angle or looking at the trends of a new metric, etc
Information Management	Metadata enables Data Quality for Telco Churn Analytics in a DB2 Warehouse	Metadata and metadata management are becoming increasingly important for business optimization and for multiple aspects of deploying and operating smarter information infrastructure components. For example, churn analytics in an InfoSphere Dynamic Warehouse on DB2 requires high data quality. If the BI reports for churn analytics don't show proper results, data lineage exploiting end-to-end metadata capabilities help to determine the root case of the data quality issues caused by wrong ETL transformations. We show with a live demonstration how this is done with a solution scenario based on DB2 database, the InfoSphere Dynamic Warehouse on the InfoSphere Information Server platform for ETL and metadata infrastructure.
Information Management	Cost reduction using data archiving and Test Data Management in Advanced Telco Environments	Telecom organizations world wide are experiencing explosive data growth and associated costs. The presentation will use case studies in data archiving and test data management to show how cost reduction programs can be successfully implemented.
Information Management	Telco Case Study: Intelligent Campaign Management	The pre-paid growth markets for wireless carriers are highly competitive. With the help from our Analytics and Information Management products, some of the leading growth market carriers have developed intelligent real-time campaign management solutions. These campaigns use carrier OSS and Network data in real-time to analyze and identify target customers for campaigns and execute campaigns using rule based expert systems and SMS based delivery mechanisms directly interfacing with the customers. The presentation will use a case study to go through the architecture and provide insight to the use of predictive modeling, real-time analytics and integration with touch points in an integrated analytics environment.
Information Management	Deep Compression in a Real World - Saving time and Money	This sessions explores how compression can help save time and money, including how to implement in the real world of really huge tables to save space, energy, etc.

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Information Management	Knowing Your Customer To Provide Better Service Through Master Data Management	Telecommunications companies are experiencing growing and changing customer expectations. Along with offering a gamut of new products and services, Telecommunications companies are tasked with providing customers with simplicity in anytime anywhere access to their account information through a variety of devices. Master Data Management (MDM) provides for improvement in the quality of customer information at an enterprise level supporting anytime anywhere access, and leading to improved customer satisfaction.

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