

# Business Analytics **Forum**

@**Information** On Demand **2012**

*Align ... Anticipate ... Act ... Learn ... Transform*

**October 21–25, 2012**

Mandalay Bay | Las Vegas, Nevada

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Register before August 31



*Les Rechan*

## Dear IBM Clients and Business Partners,

Join us in October as we launch the next phase of the analytics revolution.

Analytics is transforming businesses – and industries – around the world, creating sustainable competitive advantage for any organization that understands how to weave the power of analytics into the fabric of their day-to-day decision making.

Business Analytics Forum at Information On Demand 2012 is where you'll gain the technical expertise and strategic vision you need to build an organization that is driven by pervasive analytics. After you attend the conference, you will be prepared to understand and respond in real time to what is happening today, and predict what is likely to happen tomorrow. This once-a-year event offers you...

- **More than 200 Business Analytics breakout sessions and workshops** across the entire conference. Many are presented by customers like Intel, DIRECTV, Kaiser Permanente, Qualcomm, Standard Bank and United Stationers
- **The EXPO Hall, with more than 300 exhibitors**, IBM experts, Business Partners and hands-on demonstrations, so you can experience the entire business analytics ecosystem and get solutions to your toughest challenges
- **Opportunities to network** with like-minded peers and colleagues in the business analytics community
- **Access to the Business Leadership Forum**, delivering relevant and thoughtful topics on a number of business issues, including customer care and insight, risk and compliance, and operational efficiencies related to proper management of content and data
- **A look “behind the curtain.”** Business Analytics Forum has always been the place to hear about the latest technology advancements across the portfolio. Expect more of the same this year
- Deep dives into IBM solutions for Data Management, Enterprise Content Management, Information Integration, Master Data Management and Data Warehousing through sessions delivered as part of the **Enterprise Content Management and Information Management Forums**

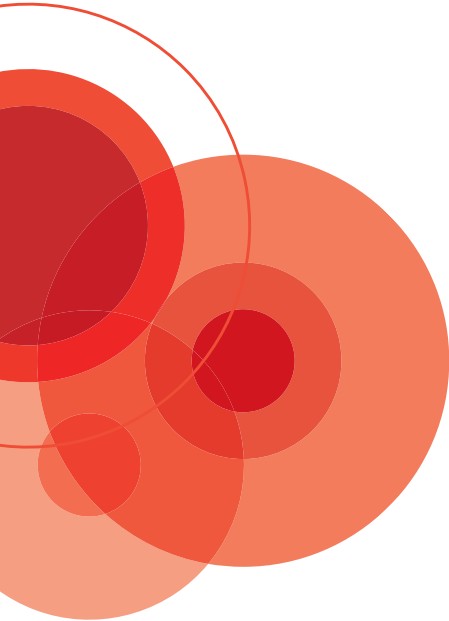
Analytics has quickly moved from business initiative to business imperative. If you want to be sure you and your organization are on the front end of this revolutionary change, make your plans now to join us for Business Analytics Forum at Information On Demand 2012.

We'll see you in Las Vegas!

A handwritten signature in black ink that reads "Les Rechan".

Les Rechan

General Manager, IBM Business Analytics



# Use Analytics to Outperform the Competition and Transform Your Organization

Business Analytics Forum gives you three ways to drive more value from your IBM Business Analytics solutions.

## Education

With more than 200 Business Analytics breakout sessions and workshops across the conference, there's practically no end to the deployment best practices, technical tips and techniques, expert guidance, and success strategies you'll gain from our educational content.

## Networking

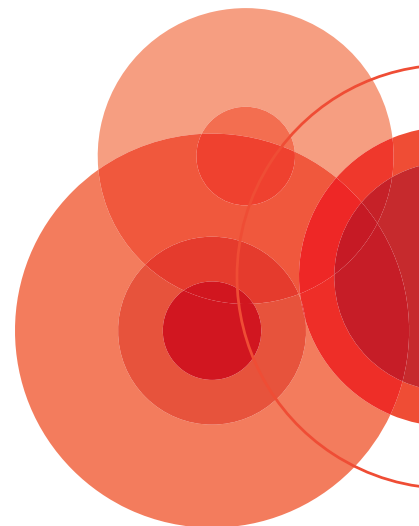
Experience the power of fresh viewpoints as you share tips, tricks and insights with more than 3,000 analytics experts from other organizations ... learn from informal meetings with product experts ... meet leaders who have the inside scoop on emerging trends and strategies ... all in one place.

## The EXPO

Interact with solutions and product experts in the Business Analytics Center, which is made up of five Zones that include: Business Intelligence, Performance Management, Risk Analytics, Predictive and Advanced Analytics, and Social Media and Customer Analytics... take advantage of live demo presentations ... get one-on-one answers to your specific challenges ... preview our newest innovations and provide feedback on product direction.

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# Business Analytics Forum

Four Days of Indispensable Hands-On Knowledge and Expert Advice

The world is talking about analytics! In every industry and every region around the globe, organizations are using analytics to study, analyze and use their data as never before. And those that master analytics will be better prepared to succeed in the marketplace or in their public sector mission.

Join us at Business Analytics Forum and learn how it's done. This annual conference is for anyone who uses—or wants to learn more about—IBM Cognos, SPSS, Clarity, OpenPages, or Algorithmics products and solutions.

## Designed for the Entire Business Analytics Community:

- IT, business intelligence and analytics professionals responsible for any type of business analytics deployment
- Business professionals who need to drive operational performance, manage risk, and improve decision making
- Large companies with enterprise deployments
- Small and midsize businesses across a broad range of industries
- IBM Business Partners and industry analysts

## Embrace the Big Changes in Analytics Technology and the Incredible Opportunities That Come With Change.

Business Analytics Forum will connect you to the hot topics and the experts who can help you understand what's happening, and what's coming.

- Deep-dives into personal data exploration, report authoring for mobile devices, business self-service, administration, performance, advanced techniques for dashboards, reporting and modeling
- Advice for managing risk, driving cash flow, creating reliable forecasts, increasing visibility into key business drivers, containing costs, improving profitability, and shaping business outcomes
- Deep-dives into scenario modeling, real-time monitoring, report authoring for mobile devices, advanced techniques for dashboards, reporting and modeling
- New capabilities to help you leverage social business
- In-depth look at predictive analytics that let you detect patterns, gain powerful new insights, predict outcomes and optimize decisions
- Proven practices for implementing and enhancing performance management initiatives, and for building a comprehensive information and analytics strategy
- Insights into the latest product innovations and road maps

## Six Reasons Why It's Smart to Attend with Your Coworkers:

- **Bring everyone up to speed**—How to effectively use your business analytics solutions
- **Drive greater adoption**—Help your colleagues realize the value of the investments you have made in analytics solutions
- **Divide and conquer**—There are so many different ways to learn—including hundreds of breakout sessions—that no one person can cover them all
- **Maximize networking opportunities**—Gain valuable insight from product experts and other users
- **Experience more of the EXPO**—With hundreds of exhibits, demo theaters, and labs in the Business Analytics Center, there's a lot for you to see and try
- **Bring more, save more**—For every six coworkers registered, the seventh pass is complimentary

## One Conference for Your Entire Analytics Strategy!

Business Analytics Forum at Information On Demand 2012 gives you the knowledge and tools to think big and create a comprehensive analytics and information strategy.

- **More opportunities to learn**—Hundreds of additional technical breakout sessions, plus industry-specific business leadership sessions focused on strategic issues and opportunities
- **More professional networking**—Every year, this global IBM conference attracts more than 10,000 attendees, all interested in IBM's information and analytics strategy. Imagine the range of expertise, insights and experiences you'll be able to tap into!
- **More experts to meet**—Schedule one-on-one meetings with product experts and discuss your specific business challenges, technical environments, and strategies
- **An EXPO that features a wealth of business analytics solutions**, plus more than 100 IBM information management, enterprise content management, Global Business Services and hardware exhibits ... more than 200 IBM Business Partners showcasing a full range of information and analytics solutions ... and many other ways to learn and network

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**Stay in touch with Twitter!** Follow @IBMCognos, @IBMSPSS or @IBMRisk and use the hashtag #IBMIOD for real-time updates from our team and to add your voice to the conversation!

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# Week at a Glance

## Sunday, October 21

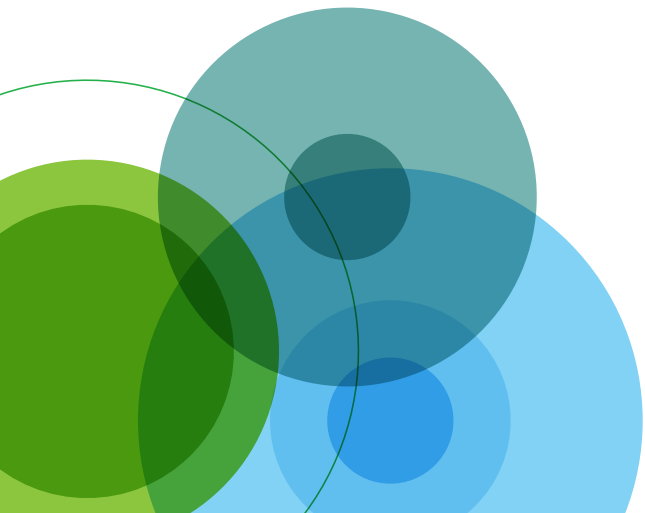
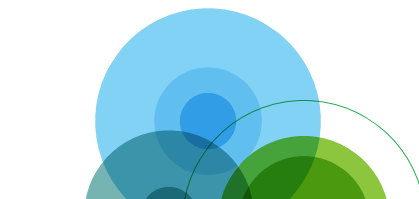
6:30 a.m.–10:00 p.m.	Registration
6:00 p.m.–8:00 p.m.	Grand opening reception in the EXPO
8:00 p.m.–10:00 p.m.	Community receptions

*“The General Sessions were both extremely interesting and entertaining, they were a great way to jumpstart the day. I left the conference renewed and energized, thinking of ways to leverage the latest technology and software to improve my company.”*

– Senior Pricing Analyst from an NA-based Global Mfg Company

## Monday, October 22

6:30 a.m.–8:00 p.m.	Registration
6:45 a.m.–7:45 a.m.	Breakfast
8:15 a.m.–9:45 a.m.	General session
10:15 a.m.–11:15 a.m.	Elective sessions
10:15 a.m.–11:15 a.m.	Keynote—Business Leadership
11:30 a.m.–12:30 p.m.	Keynote—Information Management
12:30 p.m.–2:00 p.m.	Lunch
12:45 p.m.–1:45 p.m.	Birds-of-a-feather lunches
12:30 p.m.–2:30 p.m.	EXPO
2:15 p.m.–3:15 p.m.	Keynote—Enterprise Content Management
2:15 p.m.–3:15 p.m.	Elective sessions
<b>3:45 p.m.–4:45 p.m.</b>	<b>Keynote—Business Analytics</b>
3:45 p.m.–4:45 p.m.	Elective sessions
5:00 p.m.–7:00 p.m.	EXPO reception



## EXPO Dates and Hours

Sunday	6:00 p.m.–8:00 p.m.	EXPO grand opening reception
Monday	12:30 p.m.–2:30 p.m.	EXPO open
	5:00 p.m.–7:00 p.m.	EXPO reception
Tuesday	12:30 p.m.–2:30 p.m.	EXPO open
	5:00 p.m.–7:00 p.m.	EXPO reception
Wednesday	12:30 p.m.–3:30 p.m.	EXPO open
	3:30 p.m.	EXPO close

**Tuesday, October 23**

6:30 a.m.–7:00 p.m. Registration

6:45 a.m.–7:45 a.m. Breakfast

8:15 a.m.–9:30 a.m. General session

10:00 a.m.–11:00 a.m. Elective sessions

**11:15 a.m.–12:15 p.m. Keynote—Business Analytics**12:30 p.m.–2:00 p.m. Lunch  
12:45 p.m.–1:45 p.m. Birds-of-a-feather and industry lunches

12:30 p.m.–2:30 p.m. EXPO

1:45 p.m.–2:45 p.m. Keynote—Information Management

3:00 p.m.–4:00 p.m. Elective sessions  
4:30 p.m.–5:45 p.m.

5:00 p.m.–7:00 p.m. EXPO reception

7:30 p.m.–10:30 p.m. Evening networking event

**Wednesday, October 24**

6:30 a.m.–7:00 p.m. Registration

7:45 a.m.–8:45 a.m. Breakfast

9:00 a.m.–10:15 a.m. General session

10:45 a.m.–11:45 a.m. Elective sessions  
Noon–1:00 p.m.**Business Leadership Forum ends**

12:30 p.m.–3:30 p.m. EXPO

1:00 p.m.–2:30 p.m. Lunch  
1:15 p.m.–2:15 p.m. Birds-of-a-feather and industry lunches2:30 p.m.–3:30 p.m. Elective sessions  
3:45 p.m.–4:45 p.m.  
5:00 p.m.–6:00 p.m.**Thursday, October 25**

6:30 a.m.–4:30 p.m. Registration

7:00 a.m.–8:00 a.m. Breakfast

8:15 a.m.–9:30 a.m. Elective sessions  
10:00 a.m.–11:00 a.m.  
11:30 a.m.–12:30 p.m.

12:30 p.m.–2:00 p.m. Lunch

2:00 p.m.–3:00 p.m. Elective sessions  
3:30 p.m.–4:30 p.m.

# General Sessions

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, clients and industry experts. The tone for each day is set with compelling content on turning insight into action, diving into new technologies and leading change. You won't want to miss these sessions.

## Think Big

**Monday, October 22**  
**8:15 a.m.–9:45 a.m.**

In the new era of computing, the use of analytics has evolved from an initiative to an imperative and from changing an organization to transforming entire industries. Getting there, however, requires focusing on the right strategies, investments and business outcomes, and Information On Demand 2012 is the right place to learn how you can “think big” to make a difference in your organization.

Start your week by hearing first-hand from business and IT leaders who are harnessing IBM Smarter Analytics for better insight and business outcomes. Learn how the latest innovations—such as big data, analytics, decision management and expert integrated systems—can help you align your organization around information, anticipate and shape business outcomes, act with confidence at the point of impact, and improve the economics of your IT investments.

## Big Opportunities

**Tuesday, October 23**  
**8:15 a.m.–9:30 a.m.**

Through thousands of engagements with clients across industries, it is clear that each industry has a distinct set of challenges and unique opportunities. In this session, you will hear how leading organizations are optimizing their business and IT investments using IBM Smarter Analytics solutions designed to address their unique industry imperatives in critical business processes across the C-suite.

Learn from IBM executives about the imperatives, solutions and capabilities that deliver game-changing results for a single department, an entire organization and those helping transform whole industries. Attend this session to understand the latest industry and C-suite studies that will help you discover your next big opportunity.

## Big Future

**Wednesday, October 24**  
**9:00 a.m.–10:15 a.m.**

Technology is rapidly changing the world and affecting the way we live and conduct business. Think of some of the daily things you do that just five years ago were not imaginable. In this new era of computing, the possibilities that lie ahead are endless, but succeeding in the future requires that you think differently today.

In Wednesday's session, top technology thought leaders will discuss the exciting possibilities that lie ahead and how you can stay ahead of your competition by positioning yourself for success. With their insight, you'll begin to see opportunities instead of challenges and view the possibilities in a different way. You'll leave the session ready to return to your organization with a new vision for the future.

# Business Analytics Keynote Sessions

## Turning Big Opportunity into Big Results with Business Analytics

**Monday, October 22**

**3:45 p.m.–4:45 p.m.**

**Tuesday, October 23**

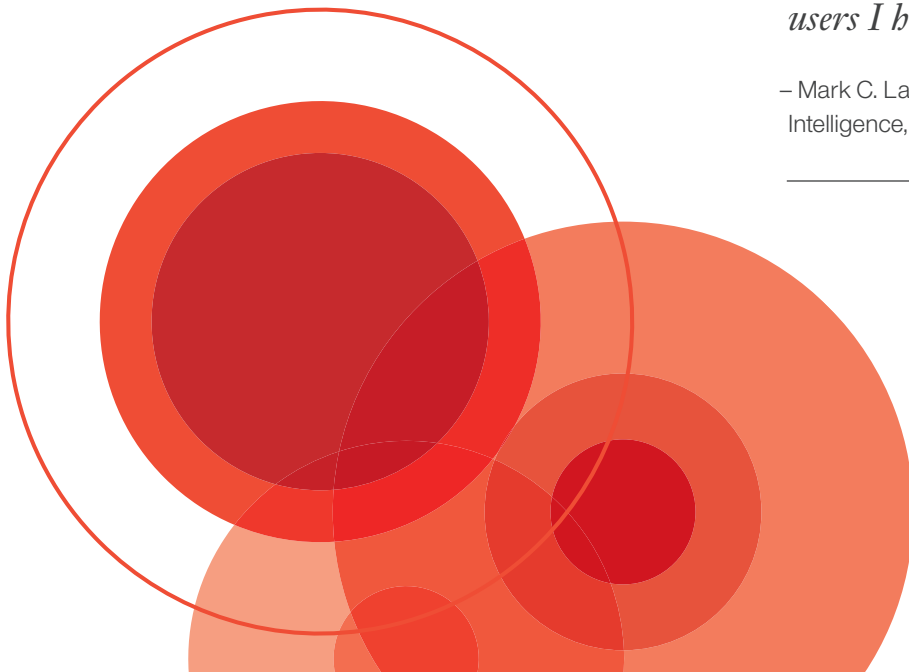
**11:15 a.m.–12:15 p.m.**

The increasing complexity of business and the escalating volume and variety of information being generated today can either be seen as a major threat or a golden opportunity to those able to act on it for competitive advantage. Join Les Rechan, General Manager, IBM Business Analytics, and other members of the Business Analytics team as they share new and enhanced capabilities from IBM that are enabling organizations to optimize outcomes by embedding analytics into the fabric of their business. You will see how leading organizations are leveraging recent advancements in analytics to exploit new sources of information to optimize business outcomes—from the tactical to the most strategic.



*“Business Analytics Forum at Information On Demand is the one conference I try to attend every year. I have been attending since 2004 and the networking opportunities are endless! It gives me a chance to reconnect with the tight knit community of Business Analytics software users I have met over the years.”*

– Mark C. Lack, Manager, Strategy Analytics & Business Intelligence, Mueller, Inc.





# Business Analytics Forum Sessions

Choose from More Than 200 Business Analytics Sessions and Workshops to Enhance Your Skills and Knowledge

This year's Business Analytics Forum features a wealth of information spanning all products, solutions, and levels of expertise from novice to expert. You'll learn from in-depth, interactive discussions and presentations, relevant case studies, and practical advice.

## Hot Topics

- Increase your knowledge of traditional BI topics including reporting, analysis, dashboards, scorecarding; expanded BI topics including modeling and planning; and hot BI topics including in-memory, cloud computing, and big data analytics
- Using analytics to understand customer sentiment, acquire ideal customers, identify your most valuable customers, and grow existing customer relationships
- Expert advice for managing risk, driving cash flow, creating reliable forecasts, increasing visibility into key business drivers, containing costs, and improving profitability
- Technical insights and real-world know-how for the IBM business analytics platform and architecture
- In-depth look at predictive analytics that let you detect patterns, gain powerful new insights, predict outcomes, and optimize day-to-day decisions
- Information on the very latest releases and products
- Proven practices for implementing and enhancing analytics initiatives, and for building a comprehensive information and analytics strategy

## Learn From the People Who Know These Solutions Best

Presenters include:

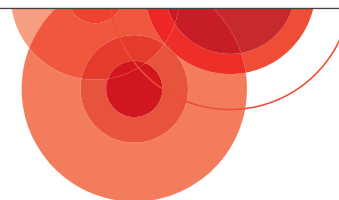
- The experts who design, build, and support the products
- Consultants who specialize in implementing the software
- Clients and IBM Business Partners who use these solutions every day, including speakers from, Kaiser Permanente, Intel, DIRECTV, Qualcomm, Standard Bank and United Stationers
- Industry-leading analysts

## Breakout Session Types

- **Business overview:** how organizations use technology to improve business strategies, processes, results and objectives
- **Technical deep-dive:** focus on a specific feature or product to improve performance and results
- **Deployment and best practices:** what worked (and what didn't) with tangible best practices you can immediately implement
- **Product overview:** the latest features and functions of current products and a sneak peak at future products
- **Technical tips and techniques:** practical tips and troubleshooting techniques you can start using right away
- **Strategy and direction:** keynote or high level sessions outlining product direction
- **Panel discussions:** candid conversations among expert practitioners—including customers—on critical topics
- **Workshops:** interactive environments that focus on solutions
- **Hands-on labs:** explore and interact directly with software in a hands-on environment

## Session Abstracts

- Business Intelligence—page 11
- Performance Management—page 22
- Risk Analytics—page 27
- Predictive and Advanced Analytics—page 29
- Social Media and Customer Analytics—page 36
- Business Leadership Sessions—page 39
- Business Analytics on IBM System z Sessions—page 45
- Complementary Technical Sessions—page 49
- Business Analytics Workshops—page 53
- Hands-on Lab Sessions—page 57
- Usability Sandbox Sessions—page 62



# Take Advantage of Much More ... at Information On Demand 2012

Business Analytics topics are featured prominently across the Information On Demand 2012 conference:

## Hands-On Lab Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from many unique three-hour sessions across a wide range of products. Full details begin on page 57.

## Usability Sandbox Sessions

Use your experience with specific IBM Analytics products to help shape product direction. Usability experts will lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements. Full details begin on page 62.

## Information Management Forum

The Information Management Forum offers deep technical sessions for IBM information management products, including database, database tools, data warehousing, information governance, master data management, information integration tools and big data. Information Management sessions will help you build technical skills across a wide array of IBM technologies, learn about new software products and releases, get behind-the-scenes views of how others are solving their toughest information management and big data challenges.

## Enterprise Content Management Forum

The Enterprise Content Management Forum will give you deep insight into how our new solutions can add significant value across your organization in several key areas, including: advanced case management; content analytics; document capture and imaging; information lifecycle governance; and social content management. In these sessions, you will learn new technical and business skills that you can take back to your organizations and immediately improve efficiency and apply innovation.

## Business Leadership Forum

The Business Leadership Forum is a curriculum for executives, managers and key decision makers. This comprehensive program offers you customer case studies, panel discussions and solution overviews focused on business issues facing organizations today. Full details begin on page 39.



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32 percent on your  
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Register seven or more people,  
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Pass and incredible registration  
savings! See page 72  
for all the details.

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*“Business Analytics Forum allows us to experience new ideas and concepts that we can put into practice to enhance our performance. We are achieving increases in performance each year.”*

– Kirk Kelly, Ed.D., M.B.A., Director, Accountability and Testing,  
Hamilton County Department of Education

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# Business Intelligence

Get the most out of your business intelligence deployment and learn about exciting new BI innovations from IBM. This track covers topics for both IT and business users including personal data exploration, mobile and disconnected use, business self-service, administration, performance and the ease of upgrading to IBM Cognos 10. Hear about the latest BI innovations from IBM product experts and learn real-life best practices from your peers. Increase your knowledge on traditional BI topics including reporting, analysis, dashboards, scorecarding; expanded BI topics including modeling and planning; and hot BI topics including in-memory, cloud computing and big data analytics.

## BBI-1054

### Revisiting Miami-Dade County with IBM Cognos Solutions on Linux for IBM System z

This session will revisit Miami-Dade County's successful implementation of IBM Cognos solutions on Linux for IBM System z. You'll learn what has changed in the two years since Miami-Dade County's presentation at Information On Demand in 2010, and hear about the increase in the workload and additional success stories. The session will also include a discussion of tips and tricks for the installation and upgrade to IBM Cognos 10 on System z.

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speakers:** Jaci Newmark, Miami-Dade County; Rebecca Wormleighton, IBM

## BBI-1065

### In the Labs: Automating Prompt Interaction

In this technology preview you will get a deep technical dive into a new mechanism for automating prompt interaction, which allows JavaScript applications to interact with report prompts for validation and custom interaction. You'll learn how to use APIs to query and set user selections, to validate typed-in values using patterns, to set default values using expressions or query data and more. This API session includes many sample reports showing various usage scenarios.

**Session Type:** Technical Deep Dive

**Level:** Advanced

**Speaker:** Rick Blackwell, IBM

## BBI-1096

### IBM Cognos Business Intelligence and SAP HANA for Corporate-wide Reporting at Home Trust

The mandate facing Toronto-based Home Trust Company was to convert reports from Microsoft SQL Server Data Warehouse (DW) to SAP Business Warehouse (BW) and SAP HANA in a short time! This session explains how Home Trust worked with SAP and IBM to deliver this project. You'll hear about lessons learned, what to avoid and how to make SAP BW work harmoniously with IBM Cognos Business Intelligence.

**Session Type:** Strategy and Direction

**Level:** Advanced

**Speakers:** Imad Jawadi, Home Trust Company; Sanjiv Purba, Home Trust Company

## BBI-1103

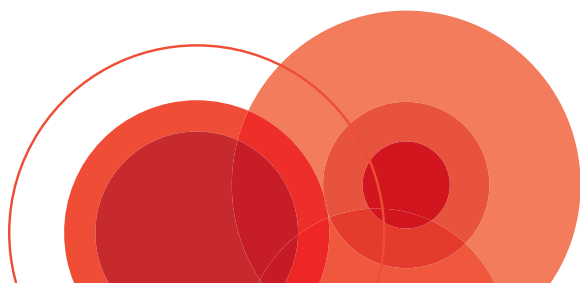
### World Class Business Analytics Implementation and Operations for a Financial Organization

See how business analytics applications can help generate revenue and profits for your organization. In this session, you will learn how a fast growing global Financial Organization moved from using spreadsheets to heavy use of IBM Cognos solutions for data analysis and reporting. You will see how IBM Cognos tools drove the company's BI initiative and delivered huge successes and earned awards in this area. You will also learn best practices for successfully managing continuous growth and meeting heavy demands for data analysis in a fast growing financial organization. The presentation will cover an exciting real story with facts about our tremendous growth in the BI area using the IBM Cognos toolset.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Biral Patel, Liquidnet Holdings Inc.



**BBI-1190****Dashboarding with IBM Cognos Business Intelligence—When should you use what?**

IBM Cognos 10 introduced two new capabilities for authoring and distributing interactive dashboards: Cognos Business Insight and Cognos Active Report. Now there is a new desktop tool: Cognos Insight. When starting a dashboard project, how do you decide which one to use? This presentation will outline various criteria, including target platform, role of the professional author, degree of end user self-service and licensing. This session is aimed at BI developers and Business Intelligence Competency Center (BICC) members who may have created dashboard applications before, but are not familiar with all three of these tools.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Colin Moden, IBM; Brent Winsor, IBM

**BBI-1211****Migrating from Series 7 to IBM Cognos BI**

To take advantage of the many valuable and exciting features in IBM Cognos Business Intelligence V10.1, IBM Cognos Series 7 customers must first migrate their applications. But understanding the various options and supported paths for such an activity can be a challenge. This session provides an overview of the various ways Cognos Series 7 customers can move to Cognos Business Intelligence V10.1 and the technology and methodologies available to make the move a success.

**Session Type:** Product Overview

**Level:** Advanced

**Speaker:** Jamie Brigden, IBM

**BBI-1214****Using IBM Cognos Business Insight Advanced to Author IBM Cognos PowerPlay Client Reporter Mode-style Reports**

IBM Cognos PowerPlay Client users have often been reluctant to move to a web-based report authoring tool for fear of giving up the ability to create very flexible, freeform reports as they can in PowerPlay Reporter Mode. But many of these users are not aware that Cognos Business Insight Advanced provides a lot of the PowerPlay Reporter Mode functionality. This session will help users understand how to create these reports in Cognos Business Insight Advanced.

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speaker:** Jamie Brigden, IBM

**BBI-1302****Discovering the Benefits of a BI User Group**

A business intelligence user group can be a valuable source for networking, product education, and discovering how other companies in your area are using IBM Cognos Business Intelligence to address critical business challenges. This session will go over all the aspects of starting and maintaining a BI user group, from logistics to content to what tools are out there to help you execute a successful meeting.

**Session Type:** Panel Discussion

**Speakers:** Susan Dean, Panel Moderator, General Electric Power Generations Services; Panelists TBD

**BBI-1396****OLAP Dimensional Reporting for the Experienced Relational Report Author**

Whether you are new to dimensional reporting or want to learn about the benefits of dimensional reporting, this session will equip experienced relational report authors with the information they need to successfully begin writing reports against dimensional data sources such as OLAP cubes, ROLAP and dimensionally modeled relational data sources. Through the use of examples, this session will connect the most important dimensional concepts to reporting using IBM Cognos Report Studio and provide guidance to assure a successful reporting implementation.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speakers:** Stewart Winter, IBM; Eric McCully, IBM

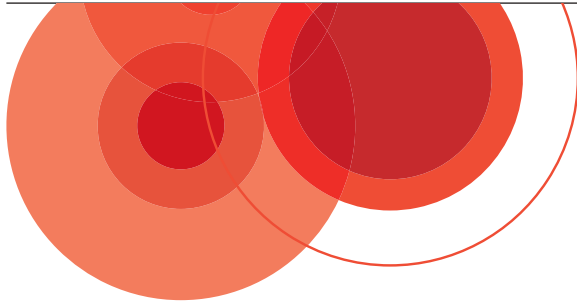
**BBI-1560****Truven Health Analytics' Large-Scale Deployment Using the Cognos Software Development Kit (SDK)**

In this session, attendees will learn about Truven Health Analytics and their experience utilizing the IBM Cognos Software Development Kit (SDK) to redesign and deploy an established decision support system to all of their users. The session will cover the background of the project, including an architecture overview, security implementation and deployment approach, and describe the lessons learned. Time will also be devoted to addressing participant questions and discussing ideas.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speakers:** Renee Wiczorek, Truven Health Analytics; Brian Henk, Truven Health Analytics; Matt Campbell, Truven Health Analytics

**BBI-1702**

### In the Labs: Emerging Trends in Business Analytics

Successful organizations today weave analytics into how they do business, informing every aspect of decision-making, from the highly collaborative to the fully automated, with the right analytic capabilities. In this session, we will share insights into emerging trends that can be game changers for successful analytics-driven organizations. This session discusses trends in business analytics, shares the IBM statement of direction for business intelligence and highlights some of our in the “Labs R&D”. We’ll cover new interaction styles, visualization, big data, and in-memory and cloud for IT flexibility, to name a few. Attend this session for practical guidance on how you can plan to take full advantage of what the BA future has to offer.

**Session Type:** Strategy and Direction

**Level:** Intermediate

**Speakers:** Brian Loveys, IBM; Gene Villeneuve, IBM; Sarah Jeong, IBM

**BBI-1731**

### Creative Solutions for Common Challenges at Qualcomm: IBM Cognos Report Studio Intermediate to Advanced

BI teams throughout the industry often face similar report development challenges. Qualcomm has built a strong developers community where we share our challenges and creative solutions for those challenges. In this session Qualcomm will share our solutions for: dynamically setting date prompts for ad hoc and scheduled reports; running reports in different formats with less customer training; displaying advanced values in cross tabs; branding reports; displaying charts on an Apple iPad; creating blank values and producing multiple outputs from one report. The session will also offer quick tips to make a developers life easier.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speakers:** Sarah Parnell, Qualcomm; Andre Starker, Qualcomm; David Moser, Qualcomm; Mahos Kastanas, Qualcomm

**BBI-1863**

### Executive Dashboards on the Apple iPad at the Vancouver Island Health Authority (VIHA)

Attend this session and learn how to improve decision-making in your organization by delivering business intelligence to your users where and when they need it. Hear how the Vancouver Island Health Authority (VIHA) delivers interactive dashboards with organizational performance information to their executives and board of directors on desktops and through the IBM Cognos Mobile native application on an Apple iPad. VIHA will walk through their experience, from designing and developing to deploying IBM Cognos Mobile for this high-profile user community.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Nic Leduc, IBM; TBC, VIHA

**BBI-1880**

### Making the Move to IBM Cognos Dynamic Query

Have you heard great things about IBM Cognos Dynamic Query mode? Do you want to know what benefits it can bring to your organization, but don’t know where to start? This presentation will focus on reasons why you should consider Cognos Dynamic Query mode and what you need to know before you go there. You’ll hear about recommended best practices for migrating existing applications to Cognos Dynamic Query mode, and learn the key things to keep in mind as you develop and implement your Cognos Dynamic Query migration project plan.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Mike Armstrong, IBM; Rick Kenny, IBM

**BBI-1886**

### Lifecycle Manager Proven Practices

IBM Cognos Lifecycle Manager has established a solid track record as a valuable tool for managing upgrades between versions of IBM Cognos Business Intelligence. However Cognos Lifecycle Manager is more than just an upgrade tool. Learn how this tool, which is included within your BI solution, can not only help you with upgrade tasks but can also play a role with report validation during application development, benchmarking performance, and validating after third-party modification to your environment.

**Session Type:** Product Overview

**Level:** Advanced

**Speaker:** Mike Armstrong, IBM

**BBI-1894**

**Best Practices for Upgrading to IBM Cognos 10**

This presentation will focus on best practices, workflow, and approaches for upgrading your existing IBM Cognos Business Intelligence solution to the latest IBM Cognos 10 release. In addition, the session will include a discussion of the resources and tools available to assist you in the upgrade process.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Mike Armstrong, IBM; Jennifer Schmitz, IBM

**BBI-1910**

**How Cloud-based Analytics Can Accelerate Your Time to Insights and Improved Outcomes**

Many organizations are using the power of cloud computing to improve speed and dexterity and to deliver faster results. But cloud computing can also help minimize the barriers to deployment and adoption for analytics. In this session, we will discuss how cloud computing can help eliminate barriers to analytic adoption in your organization. You will learn about the options that are currently available to you and how to get started. We will also talk about some potential challenges and how different organizations are addressing them, along with the IBM vision for the future of cloud-based analytics.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Kathy Konkol, IBM; Michael Norris, IBM

**BBI-1946**

**Finance Transformation at Jabil: IBM Cognos TM1 + IBM Cognos Business Intelligence = Inverted Triangle**

Join this session to see how Jabil, a leading global electronics manufacturing service provider, implemented an integrated application including IBM Cognos TM1 and IBM Cognos Business Intelligence, and effectively inverted the triangle of data preparation and analysis.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Patrick Patterson, Jabil Circuit Inc.; Simon Yannopoulos, IBM

**BBI-2058**

**Implementing a Robust Security and Governance model in IBM Cognos Business Intelligence**

Security is a critical consideration in most BI applications. This session will cover industry best practices that allow system administrators to implement, manage and maintain a robust security and governance model in IBM Cognos Business Intelligence. You will learn how to monitor license usage, audit security policies, restrict access to the application, incorporate existing governance, risk and compliance (GRC) requirements and monitor user activity, as well as addressing other key elements of your overall security infrastructure.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speaker:** Scott Masson, IBM

**BBI-2126**

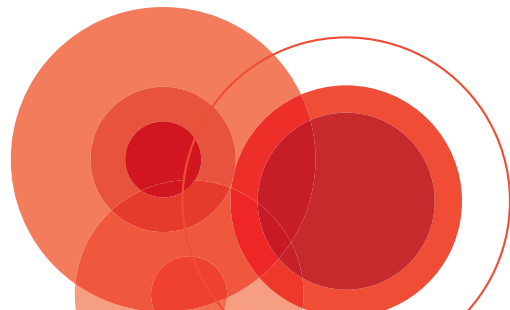
**Accelerate Your Reporting and Analytics Capabilities with IBM Cognos Express Xcelerator**

Operating in six countries and five different currencies, wireless and cellular device developer LitePoint was struggling to produce reports in time for its regular board meetings. In addition, its legacy spreadsheet-based solution was not optimized for complex reporting tasks, making it difficult to gain visibility of important data. This session will show how LitePoint used IBM Cognos Express Xcelerator to improve its reporting and analytics.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Dan Adler, LitePoint



**BBI-2194****Advanced BI Report Authoring Techniques with IBM Cognos Business Intelligence**

This session will explore the most current advanced reporting techniques with IBM Cognos Business Intelligence. You will learn how to solve both common and more tricky problems in reporting. In addition to new features and capabilities, you will learn about design and development principles that will help you create powerful visualizations for your report consumers.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speaker:** Stephen Gibson, IBM

**BBI-2239****IBM Cognos 10 in the Cloud at Point Defiance Zoo & Aquarium**

Located in Tacoma, Washington, Point Defiance Zoo & Aquarium, founded in 1905, is an AZA accredited facility that serves over 650,000 visitors annually. The Zoo has deployed IBM Cognos 10 in the cloud and is using business analytics to drive insight into guest visitation, spending habits, and to fuel its mission of worldwide animal conservation. In this session you will learn how Point Defiance Zoo & Aquarium learned from the analytics successes of their partners at the Cincinnati Zoo (featured last year on main stage at IOD) and took their line-of-business driven analytics project into the cloud to further accelerate their deployment, and increase the value and ROI of their system.

**Session Type:** Strategy and Direction

**Level:** Introductory

**Speaker:** Donna Powell, Point Defiance Zoo & Aquarium

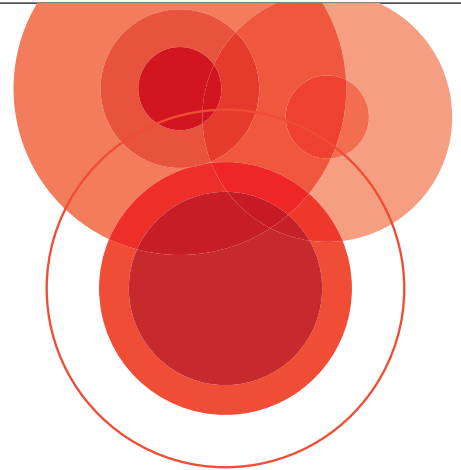
**BBI-2268****IBM Cognos 10 Family: Best Practices for Moving Content Between Desktop, Workgroup and Enterprise**

With the introduction of IBM Cognos Insight, businesses of any size can benefit from the strengths of the IBM Cognos reporting and analytics portfolio. From desktop data exploration and analysis to enterprise reporting, and everything in between, there is an IBM Cognos solution tailored for the task. This session will focus on the solutions in the IBM Cognos 10 family and the technical details of moving content from one stage to the next. Attendees will learn about the various approaches available and best practices for moving content from Cognos Insight to Cognos Express or Cognos Enterprise.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Chris McPherson, IBM; Scott Masson, IBM

**BBI-2317****Installing the IBM Cognos BI System Management Methodology**

This session, on IBM Cognos System Management Methodology (SMM), provides examples of how administrators can use the standard features of IBM Cognos Administration along with IBM Cognos Business Intelligence functionality to increase their own productivity and proactively manage Cognos Business Intelligence applications, users, and servers. This session will provide an in-depth look at the SMM component and walk through a typical SMM implementation.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speaker:** Dean Browne, IBM

**BBI-2370****Effectively Deploying and Managing your Cognos Mobile Solutions**

Mobile access to business data is fast moving from a nice to have to a hard requirement, and many employees and customers are moving exclusively to mobile devices. In this session, you will go through all of the areas that an organization needs to consider in rolling out and supporting IBM Cognos Mobile, including connectivity and security, device management, application deployment, and report authoring. Special attention will be given to the new features of IBM Cognos Mobile, as well as providing a sneak peek at new work in the labs.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speaker:** Michael Iles, IBM

**BBI-2384****Improving Student Outcomes with IBM Cognos 10 Active Report and IBM Cognos Business Insight**

Compass for Success is a collaboration between more than 30 Canadian school boards in Ontario. They have harnessed IBM Cognos 10 Business Insight Advanced to build an analytics platform that offers more advanced capabilities than any of the individual school boards could have achieved on their own. IBM Cognos 10 gives users a way to use sophisticated analytical tools to interact with data, monitor student performance, and develop a culture of inquiry instead of just reading numbers. Attendees will see a demonstration of the solution, and learn how actionable insights can lead to real-world results.

**Session Type:** Strategy and Direction

**Level:** Intermediate

**Speaker:** Diane Findlay, Compass for Success

**BBI-2423****Designing Reports for Performance**

This session takes a ground-up approach to designing reports for performance. Beginning with data access strategies and followed by metadata modeling tips, attendees will delve into various best practices for report design and learn how to ensure that reports are optimized for performance. Topics span various IBM Cognos Business Intelligence roles, including administrators, metadata modelers, and report authors.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speaker:** Armin Kamal, IBM

**BBI-2433****What's New in IBM Cognos Express V10?**

This session will demonstrate and discuss the latest release of IBM Cognos Express, the only integrated reporting, analysis and planning solution purpose-built for workgroups and midsize organizations. You'll learn how Cognos Express benefits from enhancements in the Cognos Enterprise version 10 platform, with new capabilities including improved workspaces and dashboards, added mobile and disconnected analytics for people who are not online, and new discovery and visualization capabilities that make it easier to develop, contribute to and monitor your planning activities.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Mark Morton, IBM; Carm Janneteau, IBM

**BBI-2545****IBM Cognos Business Intelligence and IBM InfoSphere BigInsights BI on Big Data**

Increasing demands to incorporate very large data volumes with social, web and sensor data in order to perform customer, operational and risk analytics, requires access to Apache Hadoop and providing analytics to a broad business user community. You will learn about the new integration of IBM Cognos Business Intelligence and IBM InfoSphere BigInsights, the IBM Hadoop distribution solution. The session will describe the new integration, which uses Hive, and provide an end-to-end picture of how both structured and unstructured data can be loaded into InfoSphere BigInsights, and analyzed and queried with Cognos Business Intelligence. The session will also discuss the best ways to query and make this data available to business users.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speakers:** Chandrashekhar Jain, IBM; Jason Tavoularis, IBM

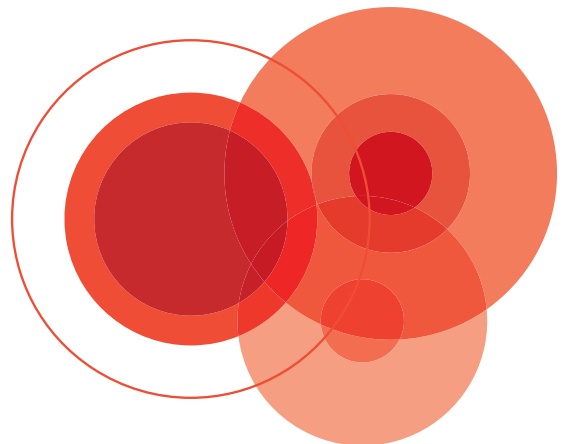
**BBI-2570****Customer Analytics, Big Data and Your SAP or Oracle ERP System**

Customer analytics is all about gaining insight into your customers and driving actions that will result in better business outcomes. This requires analyzing large volumes of data from multiple sources such as SAP and Oracle as well as other internal systems to better understand customer interactions. It then involves combining this with Big Data from sources such as sensors, social media and websites to describe the behavior of those customers in order to explain the interactions and results so that appropriate action can be taken. In this session, we will describe how to use SAP and Oracle ERP systems in combination with Big Data to address some key use cases in customer analytics.

**Session Type:** Strategy and Direction

**Level:** Intermediate

**Speakers:** Linda J. Whitney, IBM; Juha Teljo, IBM





**BBI-2861****Overview of IBM Cognos Business Intelligence (with IBM Cognos Enterprise)**

It's possible to arm every user in your organization with the analytics they need to transform insight into action. With today's global economy and ever faster business cycles, business intelligence has expanded to include real-time data, collaboration, what-if analysis, mobile and other capabilities that help fuel the decision-making process. In this session, you'll learn how IBM Cognos Enterprise balances the need for IT control with the analytic freedom that users demand. You'll also see how Cognos Enterprise supports the different ways business users work, by delivering analytics on the web, to the desktop or mobile device, and by embedding analytics in everyday applications.

**Session Type:** Product Overview

**Level:** Introductory

**Speakers:** Jane Farquhar, IBM; Sarah Jeong, IBM

**BBI-2888****IBM Cognos Business Intelligence Deployment at Kaiser Permanente**

Attend this session and learn how health insurance and integrated healthcare provider Kaiser Permanente Northwest (KPNW) designed, implemented and deployed IBM Cognos Business Intelligence as its regional management reporting tool. In three years, the management reporting team (DIME) has rolled out standardized production reporting to over 1200 end users for finance, operations, labor and planning. You'll learn deployment best practices, see how the company standardized its reports, utilized data governance to manage the business rules and increased user adoption by over 250%. This session will also review the lessons learned and outline the future path for management and performance reporting at Kaiser Permanente Northwest.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Ryan Henderson, Kaiser Permanente; Brian Sikora, Kaiser Permanente

**BBI-2926****Best Practices for Integrating and Optimizing IBM Cognos Business Intelligence on IBM System z**

Are you planning or are in the process of deploying IBM Cognos Business Intelligence on IBM System z? Whether you are a current customer or planning to move to Cognos Business Intelligence, this session will provide integration and optimization tips and tricks to help you quickly, efficiently and effectively get your solution up and running. This session will include details on performance testing, sizing, installing, deploying, tuning and troubleshooting your Cognos Business Intelligence implementation on System z for maximum return on investment.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speakers:** Jaci Newmark, Miami-Dade County; Rebecca Wormleighton, IBM

**BBI-3001****Cognos Insight—Data Discovery and Advanced Analytics**

Learn how to create compelling interactive dashboards and collaborate with your line-of-business colleagues. This session will demonstrate how you can rapidly develop a dashboard using IBM Cognos Insight, and you will learn tips and tricks for making the analysis more interactive and engaging for your workgroup.

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speaker:** David Clement, IBM

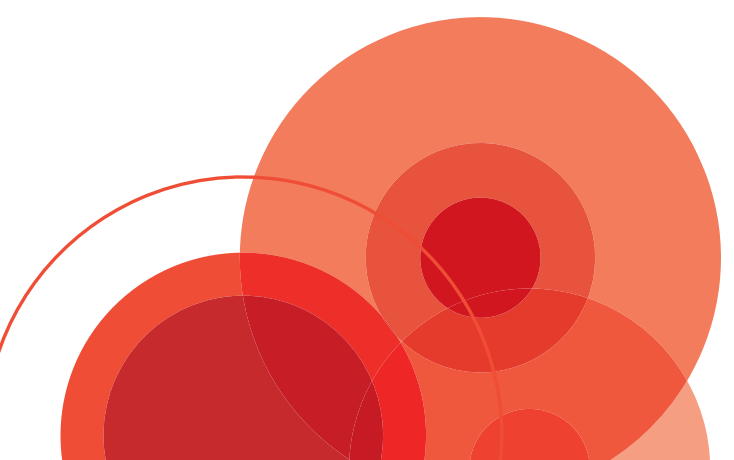
**BBI-3103****Monitoring and Tuning IBM Cognos 10 Business Intelligence for High Performance**

Come and learn the latest best practices in monitoring and tuning IBM Cognos Business Intelligence to maximize your performance and scalability. What are the metrics that you should be watching? How can you monitor these metrics? What buttons can you tweak to improve your performance or scale to higher loads? If you have these questions, then this session can assist you in getting more out of your BI software and hardware.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speakers:** Mark McFadden, IBM; Mark Pilon, IBM



**BBI-3146**

**In the Labs: What's New in IBM Cognos Business Intelligence**

See the latest features and capabilities in the most recent release of IBM Cognos Business Intelligence. Join us at this session and stay ahead of the curve by being prepared for the latest and greatest in BI innovations from IBM.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Jane Farquhar, IBM; Rick Blackwell, IBM

**BBI-3195**

**Extract More Value from SAP NetWeaver Business Warehouse (BW) with the IBM Cognos Family**

Learn how you can build on your SAP NetWeaver Business Warehouse (BW) investment with the IBM Cognos product family. Using a series of demonstrations, we will walk you through various scenarios that take advantage of the new capabilities of IBM Cognos products, using data from SAP NetWeaver BW.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Jonathan D'Sa, IBM; Pierre Valiquette, IBM

**BBI-3199**

**A Practical Guide to Implementing IBM Cognos Active Reports at Oppenheimer Funds**

Oppenheimer Funds, one of the largest investment management companies in the U.S., uses IBM Cognos Active Report to enable its executives to view daily metrics. This session will show how the company converted its business requirements into a robust business intelligence solution. You will learn how they translated a spreadsheet grid of business data into a concise Cognos Active Report and you'll hear about design considerations including tips for creating reports using features of the Apple iPad. You'll learn about training created for report developers and how the company prototyped and marketed Cognos Active Report using the iPad and a video recording. You'll also hear about challenges the company overcame during implementation.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Joe Allyn, OppenheimerFunds

**BBI-3320**

**Driving Deeper Returns at Cablevision with IBM Cognos 10 and IBM Netezza**

This session will describe how Cablevision a leading telecommunications and media company, extended its market share with the help of superior analytics, using IBM Cognos 10 Business Intelligence and the IBM Netezza data warehouse appliance.

**Session Type:** Strategy and Direction

**Level:** Intermediate

**Speaker:** Travis Neel, Cablevision

**BBI-3360**

**Best Practices Migrating to Cognos 10 from Other Business Intelligence Tools**

Standardizing on a common business intelligence tool can be an challenging and expensive project. Hear how other organizations have standardized on IBM Cognos 10 and migrated content from other business intelligence tools. We will discuss how they developed their business case for the migration and other tips and techniques.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Kathy Konkkel, IBM; Jonathan D'Sa, IBM

**BBI-3424**

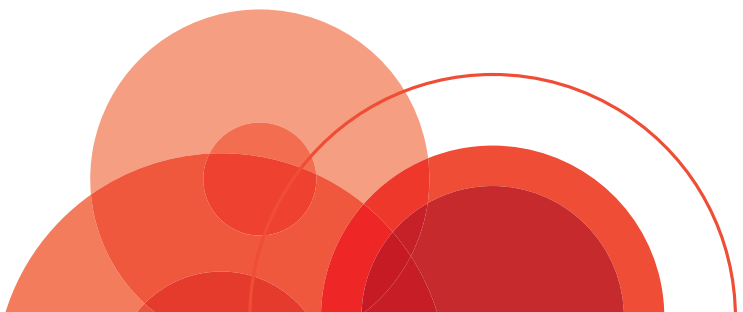
**Tips and Tricks for Effectively Deploying IBM Cognos Business Insight in Your Organization**

Attend this session and learn how to effectively deploy unified workspaces to your business users where they can assemble, personalize and interact with data from any time horizon in a single place. This session explores, discovers and demonstrates the latest features, performance optimization, best practices and customization of IBM Cognos Business Insight workspaces.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Sobia Shaul Hameed, IBM; Michael McGeein, IBM; Brent Winsor, IBM



**BBI-3438****Fun with IBM Cognos Mashup Service**

In this session, you will learn about the power of the IBM Cognos Mashup Service and see how to use the service to easily add advanced features to a report, such as adding mapping capabilities by interfacing with Google maps or drilling through to a report as a small pop-up window rather than a new viewer. You'll also see how Cognos Mashup Service provides fast and easy access to report output, whether as raw data or as HTML from within a report.

**Session Type:** Technical Deep Dive

**Level:** Advanced

**Speaker:** Neil Warner, IBM

**BBI-3545****The Power of IBM Cognos Active Report, Interactivity and Design at DIRECTV**

This session will explore the user interface aspect of IBM Cognos Active Report for the Apple iPad, development and maintenance issues faced at DIRECTV, design and standardization techniques, and tips and tricks in designing a Cognos Active Report using Cognos Report Studio. You will see a demo of different DIRECTV Cognos Active Report use cases on an iPad as well as on the Cognos Portal with interactive features in Cognos 10. An interactive session will also be held to display tips and tricks that will help you achieve quicker development and maintenance. New features in Cognos 10.1.1 will be highlighted with a real-time display of new features within Cognos Report Studio using Cognos 10.1.1.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speakers:** Nitin D'Souza, DIRECTV; Grace Ng, DIRECTV

**BBI-3566****Disney: Cognos TM1 10.1 and Business Intelligence Integration**

Virtually every Cognos TM1 implementation will have some integration with Cognos Business Intelligence. Come join us as we explore some of the great integration features of Cognos TM1 10.1 and Cognos BI 10.1.1 which will allow you to quickly create highly formatted dashboard reports with write-back capabilities.

**Session Type:** Best Practices/Deployment

**Level:** Introductory

**Speakers:** Kevin Meyer, Walt Disney Company; Chris Lebedeff, Walt Disney Company

**BBI-3825****In the Labs: Extending Dynamic Query for High Performance Analytics Part 1**

Learn about enhancements to Dynamic Query that can help drive high performance self-serve analytics with exploding data volumes. These enhancements are intended to help customers more easily harness the depth and breadth of data stored in enterprise data warehouses and put the power of information into the hands of business users. It leverages cubing technology for dimensional data exploration, as well as extensive usage of in-memory data assets to maximize performance and manage the load on the database. You'll gain a solid understanding of these new features that can deliver fast performance and low latency over terabytes of data, making your large enterprise data warehouse available in the same familiar IBM Cognos interfaces.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speakers:** David Cushing, IBM; Mario Daigle, IBM; Skyla Loomis, IBM

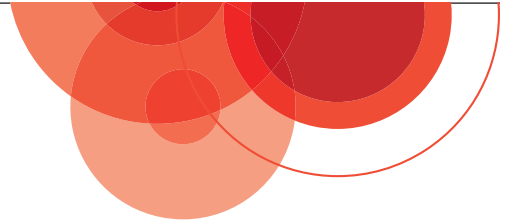
**BBI-3826****In the Labs: Extending Dynamic Query for High Performance Analytics Part 2**

Learn about enhancements to Dynamic Query that can help drive high performance self-serve analytics with exploding data volumes. These enhancements are intended to help customers more easily harness the depth and breadth of data stored in enterprise data warehouses and put the power of information into the hands of business users. It leverages cubing technology for dimensional data exploration, as well as extensive usage of in-memory data assets to maximize performance and manage the load on the database. You'll gain a solid understanding of these new features that can deliver fast performance and low latency over terabytes of data, making your large enterprise data warehouse available in the same familiar IBM Cognos interfaces.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speakers:** David Cushing, IBM; Mario Daigle, IBM; Skyla Loomis, IBM



**BBI-3827****Metadata Modeling for Reporting and Analysis Part 1**

Preparing useful and intuitive models for report authors and ad hoc users to consume in the IBM Cognos Studios is a fundamental step in creating a successful BI application. This presentation will cover techniques and proven practices for modeling relational data sources for both reporting and OLAP-style analysis. Techniques discussed will be relevant to IBM Cognos Framework Manager modeling in general, and to working with new features to support emerging analysis capabilities.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speakers:** Chris McPherson, IBM; Ralf Vierich, IBM

**BBI-3828****Metadata Modeling for Reporting and Analysis Part 2**

Part 2 of this session will dive deeper into the modeling of OLAP over relational constructs to support analysis and multi-dimensional reporting. Discussions and demonstrations will also include how to use the strengths and performance benefits of innovative new capabilities for the analysis of very large volumes of data.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Chris McPherson, IBM; Ralf Vierich, IBM

**BBI-3830****Big Data Analytics: Where to Start**

“Big data” is a hot topic. Storing and accessing very large volumes of data inexpensively sounds attractive, but having the data is just the first step. Transforming that data into meaningful information to guide decision-making is the harder challenge. This session will introduce you to how IBM Business Analytics defines big data analytics. We will offer example use cases by industry, show you what capabilities are currently supported and present a roadmap of what to expect in the future. This session complements session BBI-2570, Customer Analytics, Big Data and Your SAP or Oracle ERP System and session BBI-2545, IBM Cognos Business Intelligence and IBM InfoSphere BigInsights BI on Big Data.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Harriet Fryman, IBM

**BBI-3831****IBM Cognos Active Report: Intermediate to Advanced Authoring Techniques Part 1**

By employing the capabilities of IBM Cognos Active Report, authors can build disconnected interactive dashboards that can be deployed to both PCs and the Apple iPad. This session will focus on best practices for authoring and it will present various techniques for creating interactive reports. There will also be an emphasis placed on developing mobile optimized dashboards and on ways to exploit the visualization capabilities of Cognos Active Report.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Jeff MacDonald, IBM; Stewart Winter, IBM

**BBI-3832****IBM Cognos Active Report: Intermediate to Advanced Authoring Techniques Part 2**

By employing the capabilities of IBM Cognos Active Report, authors can build disconnected interactive dashboards that can be deployed to both PCs and the Apple iPad. This session will focus on best practices for authoring and it will present various techniques for creating interactive reports. There will also be an emphasis placed on developing mobile optimized dashboards and on ways to exploit the visualization capabilities of Cognos Active Report.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Jeff MacDonald, IBM; Stewart Winter, IBM

**BBI-3833****IBM Cognos Dynamic Query Mode: What You Need to Know Part 1**

This presentation is targeted at BI administrators, authors, modelers and power users. Following a review of what Cognos Dynamic Query mode is, you'll learn where it fits in the evolution of the IBM Cognos Business Intelligence platform. You'll also find out what's new in Cognos Business Intelligence 10.2 and we'll discuss high-level best practices and important considerations for Cognos Dynamic Query mode.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Jason Tavoularis, IBM; Sean MacPhee, IBM

**BBI-3834****IBM Cognos Dynamic Query Mode: What You Need to Know Part 2**

This presentation is targeted at BI administrators, authors, modelers and power users. Following a review of what Cognos Dynamic Query mode is, you'll learn where it fits in the evolution of the IBM Cognos Business Intelligence platform. You'll also find out what's new in Cognos Business Intelligence 10.2 and we'll discuss high-level best practices and important considerations for Cognos Dynamic Query mode.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Jason Tavoularis, IBM; Pierre Valiquette, IBM; Martin Petitclerc, IBM

**BBI-3851****Enabling Customer-driven Insight: How IT @ Intel is Evolving to Deliver Self-service Business Intelligence**

As analytics become an ever-increasing priority, IT @ Intel continues to evolve their partnership with the business user community. This session will demonstrate how Intel improved its ability to deliver self-service BI to its customers, resulting in faster time to market and lower total cost of ownership. Real world use cases and success stories are interwoven throughout the session to illustrate high-profile best practices in evolving the IT and business partnership in delivering agile business analytics solutions.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** David Schaeffer, Intel

**BBI-3852****How Nike Sales Gained Rapid Business Insights with IBM Cognos Business Intelligence**

With an eye toward creating a user-empowered, self-service reporting model, Nike chose the IBM Cognos solution to deliver business intelligence speed and scalability. This session will describe Nike's phased rollout of IBM Cognos Business Intelligence, which aligned Nike's six global geographies and disparate systems. You will learn how Nike, after previous failed attempts, used the Cognos solution to successfully turn the Nike Sales Analyst community from being report creators, using cumbersome data dumps and spreadsheets, to suppliers of business insight and market intelligence.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Matthew Arnis, Nike Corporation

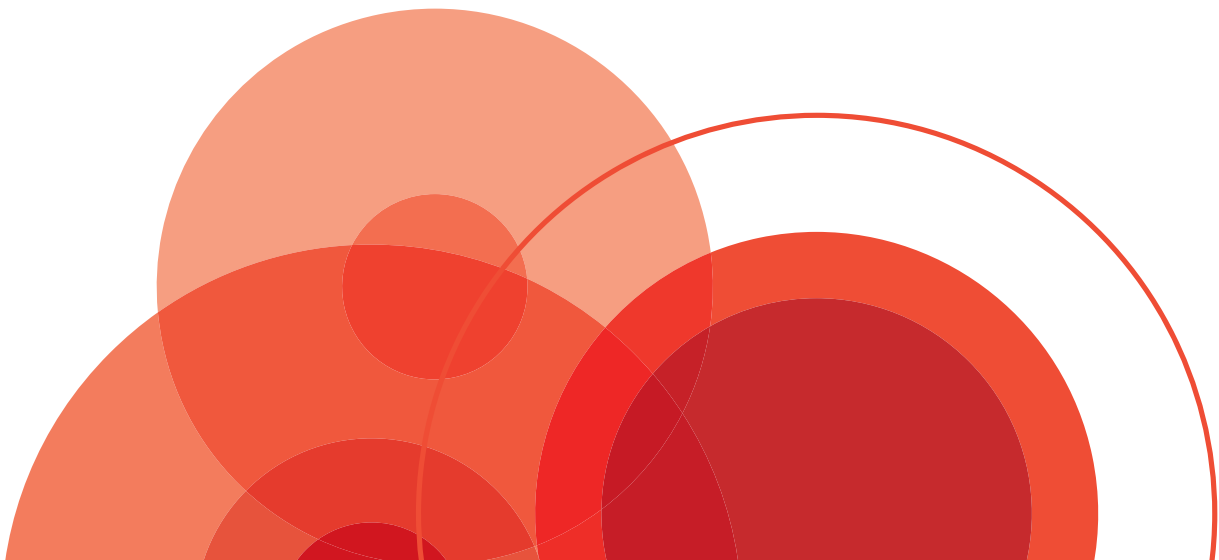
**BGN-4117****Visualization Tools to make Analytics Consumable**

Visualization is an invaluable technique for exploring large datasets. But after the discoveries have been made, interactive visualization can also be instrumental in communicating and sharing those analytical discoveries, in effect making the analytics more "consumable." In this session, we will share recent research projects that show how interactive visualization can assist people in understanding complex data results and the underlying analytics. You'll learn how visualization can be used for projects involving predictive analytics on sales teams, historical timeline visualizations and visualizations of unstructured textual data.

**Session Type:** Strategy and Direction

**Session Level:** Intermediate

**Speaker:** Joan DiMicco, IBM



# Performance Management

Learn about the latest advances that transform slow, expensive and disconnected performance planning and management processes into dynamic, efficient and connected experiences. Learn how the latest solutions for performance management serve finance, line-of-business and IT professionals alike, helping them create “analytics-driven” organizations. In this track, you’ll hear from your fellow software users and from IBM product experts and Business Partners about their experiences implementing solutions for enterprise planning, budgeting and forecasting, profitability modeling and optimization, and performance reporting and scorecarding. In addition, you will learn about our new product offerings for incentive compensation management and sales performance management from our recent acquisition of Varicent Software. And you’ll see how linking all of these processes with business intelligence, predictive and risk analytic investments can drive better outcomes.

## **BPM-1027**

### **Distributed Architecture for IBM Cognos Insight in IBM Cognos TM1 10.1**

In this session, we explore the new distributed architecture for IBM Cognos Insight in IBM Cognos TM1 10.1. You will learn about the architecture and the benefits it creates, as well as the performance and scalability improvements it provides. You will also hear about best practices for managing an application deployed with this new option.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speakers:** Gunes Sengunes, IBM; Jon Sandles, IBM

## **BPM-1070**

### **WHAT IF? Using Analytics for Predictive Forecasting, Featuring Australia Post**

WHAT IF you could start your forecast with a prediction of what is likely to happen? WHAT IF you could adjust the predicted forecast to factor in known conditions? WHAT IF you could optimize the forecast to determine the best outcome? This session will discuss how companies are bringing together the power of IBM Cognos TM1, IBM SPSS Predictive Analytics and IBM ILOG CPLEX into a single business application that can help answer the WHAT IF questions and create the ultimate forecast.

**Session Type:** Business Overview

**Level:** Introductory

**Speakers:** Armand Mizan, Australia Post; Katrina Read, IBM

## **BPM-1569**

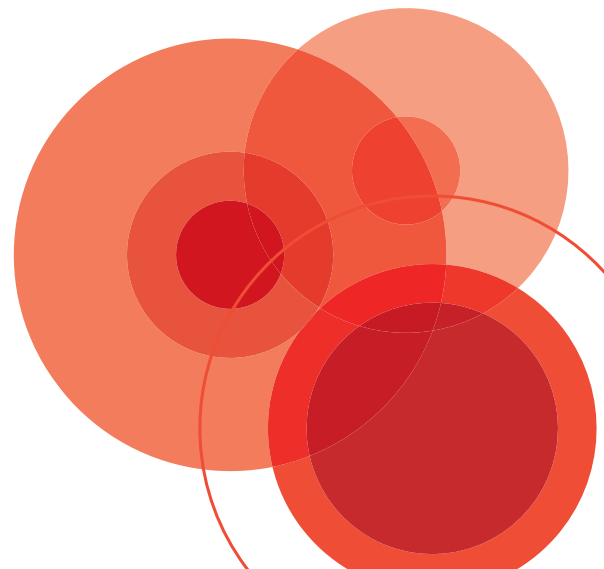
### **Optimizing Rolling Sales Forecasts with IBM Cognos TM1 10.1**

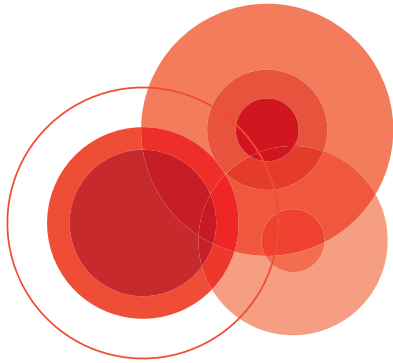
This session will highlight a successful migration from IBM Cognos Planning V10 to IBM Cognos TM1 10.1, including cube model consolidation benefits and the enhanced capabilities enabled by Cognos TM1 10.1. Illumina will describe their monthly five-quarter rolling sales forecast process with more than 300 global contributors. The session will also cover: integration with IBM Cognos Business Intelligence V10.1; Cognos TM1 Contributor and Cognos Insight interfaces; the integration of ERP actuals and CRM pipeline data; bottom-up and top-down planning processes; multiple scenarios and sandboxes; support of mid-term three-year planning and the ability to push top-level plans down to lowest levels efficiently and productively.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Michael Poirier, Illumina



**BPM-1934**

### How Integrated Financial Management Applications TMI, Controller, and BI Help Knight Capital Drive Insight

At times of economic uncertainty there are always opportunities for revolutionary changes. Leading enterprises are charting a new course that uses both high efficiency and expanded technology to provide business analytics and insights to meet new challenges and opportunities. In this session you'll see how organizations are navigating uncertainty by integrating financial information, analyzing it and converting it to a competitive asset. This session will explore how one such company, Knight Capital Group, replaced their previous system and has stepped up to a new role to help the finance organization make closing, consolidation and reporting better and faster with IBM Cognos Controller, IBM Cognos TM1 and IBM Cognos Business Intelligence.

**Session Type:** Strategy and Direction

**Level:** Intermediate

**Speaker:** Ken Nelson, Knight Capital Group

**BPM-1942**

### What Everyone Should Know about IBM Cognos TMI and IBM Cognos Business Intelligence Integration

Achieving integration between an IBM Cognos TM1 data source and the IBM Cognos Business Intelligence suite can be challenging. This session will technically detail how best to work with Cognos TM1 as a report developer to ensure a successful outcome. Using examples from real customer implementations, you will understand what settings in Cognos TM1 can be exploited to maximize the benefit in Cognos Business Intelligence.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speaker:** Simon Yannopoulos, IBM

**BPM-2121**

### Aligning Production and Logistics to Customer Demand with IBM Cognos TM1 at Columbus Foods

IBM Cognos TM1 is commonly deployed to address the over reliance on spreadsheets for forecasting and planning. In this session, you'll hear from a long term Cognos TM1 customer about how they have used the Cognos TM1 platform to help refine demand planning and a related manufacturing process. You'll learn how Columbus Foods has identified significant savings in both labor time and production cost by applying Cognos TM1 to their sales and manufacturing process.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Dave Siegfried, Columbus Foods

**BPM-2477**

### Fast Tracking Scorecards—A Suggested Framework to Accelerate BI Maturity

Adaptability is crucial for a successful business intelligence and corporate performance management implementation. The objective of this session is to throw light on the implementation of scorecards at Entergy, a company engaged in the production and retail distribution of electric power. You'll see how they increased user adaptability and BI/CPM awareness by using an existing IBM Cognos Business Intelligence platform to render the key performance indicators. A working model of the framework will be demonstrated to show the tangible and intangible benefits of the framework, and strategic alternatives faced during implementation will also be discussed.

**Session Type:** Technical Deep Dive

**Level:** Advanced

**Speakers:** Gaston Galjour, Entergy; Karthik P. Gomathy, NEC Corporation of America

**BPM-2537****Using IBM Cognos TMI to Manage Hundreds of Millions in Capital Spending at EQT's Natural Gas Production Co.**

New technology has made it more cost effective to drill for natural gas where it has historically been unprofitable or impossible. EQT has developed a plan to drill several hundred new wells each year at a cost approaching one billion dollars per year. The legacy solution for managing the capital expenditures consisted of linked spreadsheets. Maintenance of the model was cumbersome and forecasts were not accurate. So, an IBM Cognos TM1 model was developed that could analyze a massive amount of data to provide information about when cash would be needed to fund drilling operations. In this session, you'll learn how the model gave engineers the ability to modify key metrics for each well and generate a new cash forecast.

**Session Type:** Best Practices/Deployment

**Level:** Introductory

**Speakers:** Rob Kovacevic, EQT; Shawn Freunds Schuh, eCapital Advisors

**BPM-2749****Innovative Financial Practices with IBM Cognos TMI at White Lodging Services**

In this session, you'll learn how White Lodging Services, a hotel and property management company with a portfolio of more than 180 hotels across the United States, joined forces with IBM partner LPA Systems to replace their existing tool with IBM Cognos TM1 to implement a robust financial analysis system enterprise-wide and help launch the company's growth initiative. Uses and processes that will be covered: daily labor reporting including scheduling from Kronos for daily flex labor vs. forecasted rooms occupied; credit card funding and reconciliations from merchant data incorporating budget, labor, PO logs and more into monthly forecast data; and an internal audit program and scoresheet aging recaps and comments on aged items.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Carolyn Cochran, White Lodging Services; Chad Erman, LPA Systems

**BPM-2945****A Gentle Migration to IBM Cognos TMI from IBM Cognos Planning: Taking a Staggered Approach to Limit Impact**

Northrop Grumman's Information Systems Sector has been using IBM Cognos Planning since 2004 and developed a robust planning and forecasting functionality. But as the data sets and number of users grew, the company realized that they needed to boost performance to answer the demands from users. In this session, you'll hear how Northrop Grumman implemented a gradual migration to IBM Cognos TM1, and how its users were able to see improved reporting capabilities and enjoy greater data visibility before they even knew the words Cognos TM1. Learn how users were able to keep the look and feel they were used to, but get the performance they needed.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Chris Poll, Northrop Grumman; Geoff Springfield, Northrop Grumman; Nick Mattus, Northrop Grumman

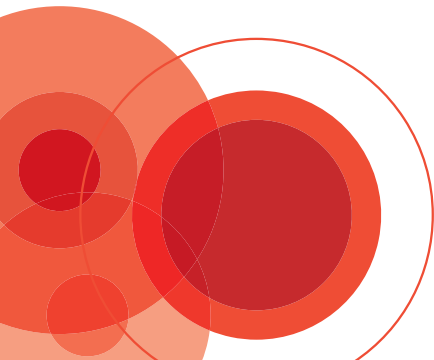
**BPM-3023****How IBM Succeeded after Others Failed in a Performance Management Implementation at Brazil's Cosan**

In three consecutive years, Cosan, Brazil's largest renewable energy company, implemented three different performance management tools, and was not successful in the planning cycles for these years. In 2010 Cosan started a new process of evaluating vendors to provide a solution that would overcome the deficiencies of the previous tools. At the end of the process, Cosan selected IBM. As the final result of using the tools during the 2011/2012 planning cycle, Cosan has a very comprehensive solution for planning and financial control which allows the company to manage its business in a fast, safe manner, since the whole process is now automated and integrated into a single IBM Business Analytics platform.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speaker:** Reginaldo Ferraz Junior, Cosan





**BPM-3216**

## Improved Budget Management and Lower Costs with Scenarios by Business Type Using IBM Cognos TM1

Implementing a corporate performance management solution at ANCAP, Uruguay's state oil company, involved multiple challenges, from strategy to technology. As a public enterprise, it has to report to the central government but also has to maintain the agility of a dynamic business. (ANCAP produces not only fuels and lubricants, but also alcohol and Portland cement.) In this session, ANCAP will share their experiences, the phased implementation process, lessons learned, and the benefits gained from implementing IBM Cognos TM1 for budgeting and scenarios, and IBM Cognos Business Intelligence V10 for balanced scorecard, datamarts and reports.

**Session Type:** Business Overview

**Level:** Intermediate

**Speaker:** Sergio Pi, ANCAP

**BPM-3235**

## Financial Performance Management at Teledyne Brown Engineering

You'll hear their thoughts on IBM Cognos Insight and the potential it could bring to the company in the months to come. Join us to hear how Teledyne Brown applies IBM Cognos Financial Performance Management solutions to help transform its planning, budgeting and forecasting processes and increase the company's Analytics Quotient. Attendees will learn how Teledyne Brown is using IBM Cognos TM1 and IBM Cognos Business Intelligence to transform the way it manages its business.

**Session Type:** Business Overview

**Level:** Introductory

**Speaker:** James Hough, Teledyne Brown Engineering

**BPM-3439**

## Under the Hood of IBM Cognos TM1 Performance Modeler

This session provides a deep dive into the new modeling capabilities of IBM Cognos TM1 Performance Modeler. Designed for people who are already experienced with Cognos TM1, this session will give you insight into how Cognos TM1 Performance Modeler turns user gestures like Calculations and Links into Rules, Feeders and TI Processes.

**Session Type:** Technical Deep Dive

**Level:** Advanced

**Speaker:** Stephen Brook, IBM

**BPM-3453**

## NANA Development Corporation's Deployment of IBM Cognos TM1 and IBM Cognos Controller

In this session, you will learn how NANA Development Corporation, a community-owned enterprise based in Anchorage, Alaska and with operations around the world, implemented IBM Cognos TM1 and IBM Cognos Controller. You'll learn how these solutions were used to meet the financial consolidation, budgeting and planning requirements for NANA's multi-company structure.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Frank Long, NANA Development Corporation; Phil Maynard, Semfin

**BPM-3476**

## Building High Performing IBM Cognos TM1 Contributor Applications

This session will focus on techniques for building high-performing IBM Cognos TM1 Contributor applications. It will also describe the capabilities of the new Cognos Insight clients available for Cognos TM1 Contributor in Cognos TM1 10.1, and when they are best deployed. The session will also touch on highlights of the distributed architecture available for the first time.

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speaker:** Stephen Brook, IBM

**BPM-3866**

## Transforming Finance Operations and Disclosure Management

Today's finance organizations are under more pressure than ever to provide leadership and insights to guide and grow the corporation, but many finance groups are mired in manual processes. This session highlights IBM Cognos solutions that enable finance organizations to transform manual, time-consuming, and error-prone processes into efficient, standardized and controlled finance operations. You'll learn how integrated disclosure management solutions can automate and enhance controls over day-to-day processes in a global finance operation. You'll also learn innovative ways to integrate BI data and reports into dynamic business reviews, board books and management presentations—all in a single, secure, collaborative environment.

**Session Type:** Business Overview

**Level:** Introductory

**Speakers:** Khurram Raja, IBM; Dan O'Brien, IBM

**BPM-3867**

**Sales Performance Management: The Missing Ingredient in Corporate Performance Management Solutions**

Keeping up with the pace of business requires a variety of skills. Discover the story of implementation from the RFP to real-life deliverability of a sales performance management (SPM) solution at RSA Security. This session will identify the challenges and benefits that SPM solutions can provide, along with new transparency into business issues and processes that were not available just a few years ago. Attend this session and take away the keys to a successful implementation.

**Session Type:** Business Overview

**Level:** Introductory

**Speaker:** Brian Hartlen, Varicent, an IBM Company

**BPM-3868**

**Keys to Success for Sales Performance Management**

Keeping up with the pace of business requires a variety of skills. Discover the story of implementation from the RFP to real-life deliverability of a sales performance management (SPM) solution at RSA Security. This session will identify the challenges and benefits that SPM solutions can provide, along with new transparency into business issues and processes that were not available just a few years ago. Attend this session and take away the keys to a successful implementation.

**Session Type:** Best Practices/Deployment

**Level:** Introductory

**Speakers:** Bill Slyva, RSA Security Inc.; Brian Hartlen, Varicent, an IBM Company; Jim Connolly, RSA Security Inc.

**BPM-3924**

**How MassMutual Uses Cognos Financial Statement Reporting (FSR)**

This session will demonstrate how MassMutual has creatively used IBM Cognos FSR across multiple areas of the organization. You'll learn how Cognos FSR has supported the successful automation of internal and external reporting processes to support the standardization of multiple reports. And you'll learn how the project created an atmosphere of stronger collaboration between interdependent business areas. We will discuss the methodology MassMutual implemented in the design of their customized reports, including the innovative use of Cognos FSR and Microsoft Word and Excel functionalities to resolve complex issues. This session will also review operational deployment and MassMutual's long-term vision for Cognos FSR within the organization.

**Session Type:** Business Overview

**Level:** Introductory

**Speaker:** Thomas Kellner, Massachusetts Mutual Life Insurance Company (MassMutual)

# Risk Analytics

Learn how integrated risk management programs help global companies make risk-aware decisions that improve business outcomes while keeping pace with regulatory change. Sessions in this track will introduce you to the latest solutions for financial risk management, capital analytics, operational risk management and overall governance, risk and compliance (GRC). You'll learn from risk practitioners and IBM product experts how IBM OpenPages products and solutions from Algorithmics, an IBM company, can help you enable risk-aware decision making, optimize your use of capital and reduce the cost and complexity of regulatory compliance. Increase your knowledge and learn about IBM Risk Analytics as a leading provider of enterprise risk solutions that enable growth, innovation and the efficient use of risk capital.

## BFR-2556

### Managing IT Risk and Compliance with IBM OpenPages IT Governance

In today's highly regulated business environment, it is critical that organizations identify and manage IT risks that can threaten business performance. In this session, you will learn how you can drive successful IT governance, risk and compliance (GRC) programs using IBM OpenPages software in concert with IBM security solutions. You will see how to: combine regulatory requirements, policies and controls with bottom-up operational IT data to deliver visibility into risk and compliance; use asset, configuration management and security compliance data to understand the business impact of IT risks and incidents; use predictive and risk analytics to identify risks and issues before they become incidents.

**Session Type:** Strategy and Direction

**Level:** Intermediate

**Speaker:** Julie R. Marobella, IBM

## BFR-3068

### Using IBM OpenPages Solutions to Support the IT Risk Map Process at IBM

This session will introduce you to the IT Risk Map process and explain why the process has been adopted at IBM. You'll learn about the company's deployment of IBM OpenPages Operational Risk Management (ORM) and get an overview of the OpenPages implementation for the office of the CIO. This session will also provide a deep dive to show you how OpenPages ORM offers an adaptable, easy-to-use environment that enables all stakeholders to perform the activities necessary for completing the quarterly IBM Risk Map process.

**Session Type:** Best Practices/Deployment

**Level:** Introductory

**Speaker:** Richard T. Laudig, IBM

## BFR-3716

### Managing Risk Data Across the Enterprise

Risk data typically exists in many locations in any financial institution, and organizations are challenged to bring it together for effective risk management. Each of the major lending systems typically stores its own data. Risk data may also be separated by region, division, or type of lending. Further, risk reporting, management reporting, regulatory reporting and capital reporting may all use slightly different data sources or calculations. In this session, using Credit Lifecycle Management as an example, we will discuss how different organizations are using IBM solutions to bring risk data to a central location for consistent inquiry and for risk, management, capital and regulatory reporting.

**Session Type:** Business Overview

**Level:** Introductory

**Speaker:** Rory McClure, IBM

## BFR-3952

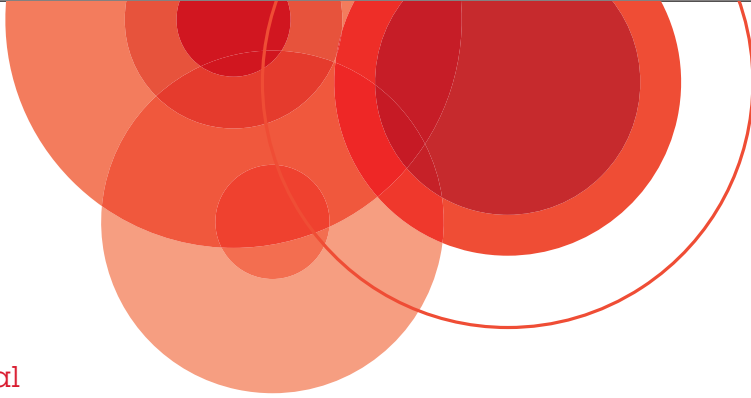
### IBM Banking Data Warehouse (BDW) within an Integrated Risk Platform

The global finance industry has seen an unprecedented deluge of regulatory requirements, forcing a greater focus on managing risk and on the growing cost of implementing technology. Regulators are demanding more transparency, while stakeholders are pushing for enhanced business value. Yet many firms have deployed fragmented, silo-based risk solutions that are not scalable, that are supported by diverse technology and do not integrate into a common framework for a single view of risk. In this session, you will learn how IBM's Integrated Risk Platform approach with a defined reporting suite to deliver a single view of risk can enhance the value of your BDW deployment.

**Session Type:** Business Overview

**Level:** Intermediate

**Speaker:** Clive Williams, IBM



**BFR-3753**

**CSC's Global Management of Financial Controls and IT Risks with IBM OpenPages GRC Platform**

Computer Sciences Corporation (CSC) is a global leader in technology-enabled business solutions and services, operating in 90 countries with a workforce of approximately 91,000. With the company's global presence in the marketplace, CSC is compelled to manage and assess a wide range of financial, IT and strategic risks. This session will detail how CSC has grown and matured in its use of IBM OpenPages solutions, and describe how the company's implementation approach has gained efficiencies and reduced CSCs risk and compliance burden, while improving decision making. The presentation will focus on how offline assessments have been migrated to the OpenPages solution, and it will look into future integration and initiatives.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Syed Adnan Jafer, Computer Sciences Corporation (CSC)

**BFR-3754**

**GRC Maturity Model: From "Disorganized" to "Integrated" Risk and Performance**

Governance, risk and compliance (GRC) solutions that operate autonomously from business processes introduce further risk in today's complex and distributed business environment. Organizations require an enterprise view of GRC that not only brings together silos of risk and compliance, but integrates them into the enterprise process and application fabric of the business. IBM has developed the GRC Maturity Model to articulate an organization's maturity in GRC processes. Organizations may have GRC processes that operate at the "Unaware", "Fragmented", or "Integrated" stage. We will outline the five stages of GRC maturity and explain how companies can understand where their program currently fits and how to reach the next level of maturity.

**Session Type:** Strategy and Direction

**Level:** Intermediate

**Speaker:** John Kelly, IBM

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*"The amount of valuable content was outstanding. After reviewing the schedule and selecting all the sessions of interest to me, I was triple-booked for every day of the conference!"*

– Tom Doub, CEO and COO, Centerstone Research Institute

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# Predictive and Advanced Analytics

The ever-increasing volume, velocity and variety of data has made it necessary for virtually any type of organization to embrace predictive intelligence, both to differentiate itself in the market and to simply survive. Come and learn how a broad range of organizations in all industries are using predictive and advanced analytics to find, capture and grow markets, increase customer satisfaction and drive down costs. Sessions in this track will show you how to gain greater operational efficiencies and detect threatening or fraudulent activity before it can have a negative impact on your business. Discover the latest techniques for data and text mining, statistical analysis, market research, decision management and social media analysis. See how analytic platforms help you optimize decision-making at the point of business impact.

## BPA-1131

### Protect Your Organization from Threats and Combat Fraud with IBM SPSS Predictive Analytics

As organizations become more instrumented, interconnected and intelligent, different challenges appear with new possibilities, new complexities and new risks. Organizations must protect themselves and control how they respond to threats and fraud by taking a preventative, proactive approach rather than a corrective one. In this session, you'll learn how IBM SPSS Predictive Analytics solutions can help you act smarter by monitoring your environment across a wide variety of data sources. You'll see how to detect suspicious behavior in order to identify threats, information breaches, crime or fraud; reduce exposure or loss and maximize the beneficial impact of any action.

**Session Type:** Business Overview

**Level:** Introductory

**Speaker:** Shawn M. Parks, IBM

## BPA-1196

### How IBM Cognos AAF and IBM SPSS Predictive Analytics Help Deloitte Australia Compete

Deloitte Australia has initiated a business strategy to compete on analytics, using the core technologies of IBM Cognos Business Intelligence V10.1.1, the IBM Cognos Adaptive Application Framework (AAF) and IBM SPSS Predictive Analytics. The aim of the strategy is to help Deloitte Australia's customers move to more data-driven decision making. In this session, you'll learn how Cognos AAF has helped Deloitte Australia "unleash the data" by moving report development from the BI team directly to the end users, significantly reducing the development pipeline and getting management reports out faster. You'll also see how SPSS solutions have been used to build models aimed at driving down staff turnover and increasing client profitability.

**Session Type:** Business Overview

**Level:** Intermediate

**Speaker:** James Huckerby, Deloitte

## BPA-1202

### Customer-centric Analytics—Next Best Action, Architecture and Best Practices

How do you take advantage of the best knowledge and insight available at every customer interaction? In this session, you will learn how an IT architecture that combines IBM SPSS Predictive Analytics, IBM Master Data Management (MDM), data warehouse, information integration and big data can deliver a customer-centric predictive analytics solution that offers a 360-degree view of your customers.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speakers:** Mandy Chessell, IBM; Michael T. McRoberts, IBM

## BPA-1225

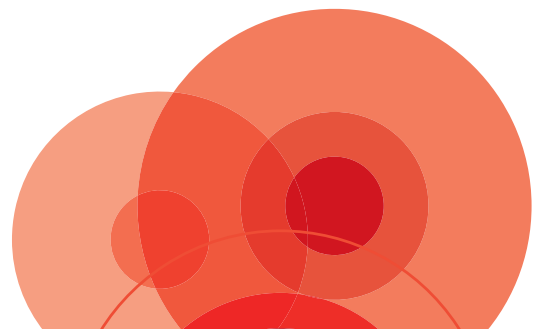
### The Happy Marriage of IBM SPSS Modeler and IBM Cognos TM1 at Australia Post

Australia Post is Australia's biggest retailer and one of the country's best-known brands. Their IBM Cognos TM1 deployment is one of the largest in Australia. Join us at this session to hear how integrating Cognos TM1 and SPSS Modeler has delivered significant benefits for Australia Post, helping to address one of Australia's largest cashflow forecasting challenges. Learn how even small improvements in accuracy can deliver huge investment returns, and discover the best approach to the solution architecture and ways to harness the strengths of each product.

**Session Type:** Business Overview

**Level:** Introductory

**Speakers:** Armand Mizan, Australia Post; Nimrod Kuti, Tridant Pty. Ltd.



**BPA-1331****Using IBM SPSS Predictive Analytics for Highly Accurate Sales Forecasts at United Stationers**

United Stationers, a Fortune 500 wholesale and distribution company, uses IBM SPSS Statistics to accurately forecast sales, budgets and growth rates with time-series forecasting and sophisticated statistics. Forecasts have become over 20 percent more accurate over the last two years using IBM SPSS software for financial forecasting, translating into more efficient use of capital budgets and faster responses to changes in the market.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** John Hassman, United Stationers

**BPA-1332****Beyond Surveys—Using Social Media and Predictive Analytics to Drive a Deeper Dialog**

It's time to drive a deeper dialog. Social media, combined with the power of IBM SPSS Predictive Analytics, can enable a shift from passive surveying to scoring an attitudinal channel in real time at the point of dialog. The key to any organization's success depends on understanding customers, employees and stakeholders. While traditional surveys provide a point of dialog, social media analytics enables you to tap sentiment about the latest market buzz. In this session, you'll hear how SPSS Predictive Analytics allows you to analyze current and historical facts to predict future events. Learn how the real opportunity emerges when you combine all three capabilities in a harmonized approach.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Nick Read, IBM; Lance Nichols, IBM

**BPA-1410****IBM SPSS Predictive Analytics Accelerates the Performance of GM's Chevrolet Volt**

Next generation technologies such as electric cars require innovation in product design, manufacturing and operations. Compressed cycle time to design, build and deliver these new technologies is driven by macro concerns such as global energy trends and consumer demand. And GM has introduced groundbreaking innovation in the area of battery manufacturing to meet the production demands for the next generation of extended-range electric vehicles. In this session, you will learn how IBM SPSS Predictive Analytics helps GM optimize battery production for the new Chevy Volt and effectively model production line data to develop early intervention strategies that lead to higher yields.

**Session Type:** Strategy and Direction

**Level:** Intermediate

**Speakers:** Kevin McAtamney, GM; Ishan Sehgal, IBM

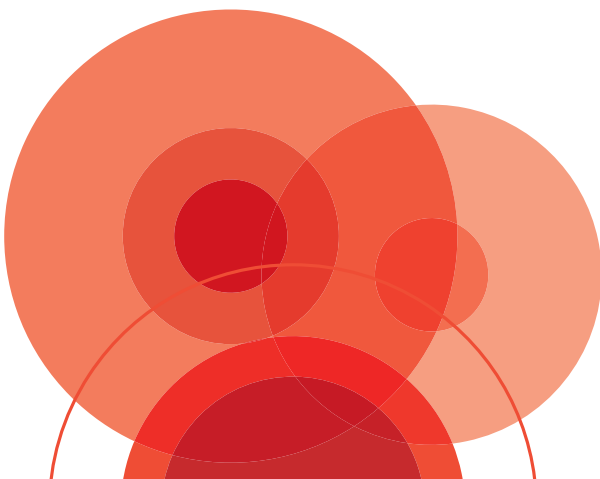
**BPA-1588****In the Labs: IBM SPSS Research Group Explores Making Analytics Accessible to Non-Analysts**

This "In the Labs" session will explore a new way for businesses to leverage more value from predictive analytics. Universities are adding analytics to their business curriculums, but most existing software is narrowly targeted to trained analysts and statisticians. How can business users more readily make use of predictive analytics? IBM SPSS Research Applications is researching alternative interfaces to make analytics more consumable. This session will explore a fully automated analysis process that allows business users to interact with their results almost immediately. By focusing on insights, users can more quickly affect business decisions as opposed to spending time massaging data or discerning the proper analytic method.

**Session Type:** Business Overview

**Level:** Introductory

**Speaker:** Jing Shyr, IBM



**BPA-1590**

### Equifax Creates Risk Analytics Value from Big Data with IBM SPSS Predictive Analytics

Using IBM SPSS Predictive Analytics, Equifax has created new statistical approaches that increase business value from multiple, large and diverse data sources involving risk analytics on financial data. Attend this session to learn the concepts that Equifax used for its statistical analysis. You'll see results showing both the incorporated data and how the statistical techniques made a difference to the business value of the analytical solution. Case study examples will demonstrate significant reductions in losses on credit portfolios and large increases in revenue from telecommunications accounts.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Martin O'Connor, Equifax; Tom Aliff, US Analytics

**BPA-1643**

### Transform Your Operations into a Competitive Advantage by Utilizing Predictive Analytics

With empowered consumers in a truly global economy, organizations have had to modify their operations several times over in a short period of time. IBM SPSS Predictive Analytics can help you increase efficiency and reduce costs at every stage of your operational processes. Attend this session to discover how organizations in various industries are utilizing SPSS Predictive Analytics to boost efficiency, productivity and profitability; reduce costs, enhance customer satisfaction and become more competitive.

**Session Type:** Business Overview

**Level:** Introductory

**Speaker:** Anuj Marfatia, IBM

**BPA-1649**

### Use Cases of Predictive Analytics in Banking

Throughout the world, banking organizations are facing issues from reducing risks in the system to rebuilding trust across the global financial system to attracting and retaining increasingly demanding consumers. Banking organizations have access to various forms of information, but are still not using the information to make better decisions regarding their consumers. With predictive analytics, you will be able to determine the right offer to the right customer at the right time, improve bad debt collections, eliminate credit risk, and detect fraudulent banking activities. Learn how various organizations are using predictive analytics to increase consumer satisfaction, improve operations, reduce fraud, and increase profitability.

**Session Type:** Business Overview

**Session Level:** Introductory

**Speaker:** Anuj Marfatia, IBM

**BPA-1724**

### Predictive Maintenance for Coca-Cola Freestyle Vending Machines

Coca-Cola Freestyle is the ultimate beverage experience, offering customers access to more than 100 flavors in one dispensing system. Take a deep-dive look at the innovative way Coca-Cola has implemented IBM Analytical Decision Management to monitor the operational health of their equipment fleet and to optimize their approach to predictive maintenance by servicing cutting-edge machines, minimizing downtime, and increasing customer satisfaction.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Mark W. Sexton, IBM; David Pham, IBM

**BPA-1902**

### In the Labs: What's New in IBM SPSS Statistics

The latest version of IBM SPSS Statistics is packed with new capabilities. Product experts will show you how to simulate data according to user-specified parameters, then use that data as an input to predict an outcome. You'll also see how you can tweak the parameters used to process the data and compare outcomes, for example, simulating various advertising budgets to see how they affect total sales.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Kyle A. Weeks, IBM; Keith E. Sealy, IBM

**BPA-1956****From Predicting to Acting in Real Time with IBM Cognos Business Intelligence and IBM SPSS Modeler**

The combination of IBM SPSS Data Mining and IBM Cognos BI can significantly increase the accuracy of a decision making process, and reduce the time to action. In this session, you'll see how integrating these solutions enabled the end-to-end automation of a sales lead management workflow, while enforcing corporate data governance rules. Learn how SPSS solutions bring in modeled data from Cognos BI, including sales leads from Salesforce.com via Virtual View Manager, and use it to train a classification data mining model and execute production flow. Also see how IBM Cognos Event Studio uses predicted classification assigned to sales leads to alert the most appropriate sales resources, in virtually real time, via on-line or mobile channels.

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speakers:** George Yuhasz, HealthNow New York, Inc.; Alex Dorfman, Inergex; Paul DeSarra, Inergex

**BPA-2089****Empowering IBM i2 Fraud Intelligence Analysis with IBM SPSS Predictive Analytics**

IBM i2 Fraud Intelligence Analysis (FIA) helps financial institutions such as insurance companies and banks combat fraudulent transactions in two ways: 1) by intelligently predicting them with rules and patterns using IBM SPSS Modeler and 2) by investigating them using IBM i2 analysis tools. Join this session to learn how the synergy between IBM SPSS Modeler and IBM i2 FIA works. Understand the overarching business solution and see how it can be used with your existing software. Discover other technologies that i2 FIA can be integrated with and how this solution can be extended to cover other domains such as healthcare and retail.

**Session Type:** Product Overview

**Level:** Advanced

**Speakers:** Wilfred C. Jamison, IBM; Rob Tucker, IBM

**BPA-2222****IBM SPSS Predictive Analytics in IBM InfoSphere Streams**

Accounting for "big data" isn't enough. With IBM SPSS Predictive Analytics and IBM InfoSphere Streams, users account for big data in motion. Attend this session to learn how you can score massive amounts of data in massive volumes per second with low latency to help you make accurate, high volume decisions exactly when you need them.

**Session Type:** Product Overview

**Level:** Advanced

**Speakers:** John D. Thorson, IBM; Mike Koranda, IBM

**BPA-2226****Improved Collections and Reduced Recovery Costs at Standard Bank Argentina with IBM SPSS Predictive Analytics**

Attend this session to see how Standard Bank Argentina uses IBM SPSS Modeler to deploy and implement predictive models. You'll learn how the organization significantly improved its collection strategy, yielding a 40 percent reduction in recovery costs.

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speaker:** Sebastian Cibeira, Standard Bank

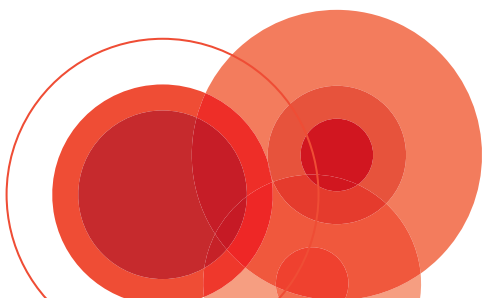
**BPA-2289****IBM SPSS Predictive Analytics Improves Process Efficiency and the Bottom Line at Daimler**

Improving productivity and quality are major goals for the Daimler foundry. With the foundry producing over a thousand cylinder heads per day, even a small reduction in scrap or improvement in efficiency can mean huge bottom-line savings. Join this session to learn how Daimler has implemented IBM SPSS Predictive Analytics technology and dramatically improved their capability and speed in analyzing data. Learn how you too can profit from implementing SPSS Predictive Analytics in your production process.

**Session Type:** Business Overview

**Level:** Intermediate

**Speaker:** Rene Schwarz, Daimler AG





**BPA-2323****What's New in IBM SPSS Modeler**

Join us to learn what's new in IBM SPSS Modeler. You'll see the user-friendly, process-driven interface which has helped make it a leading data mining workbench. You'll see new capabilities of IBM SPSS Modeler 15, including Social Network Analysis, which can be used to determine which customers are your influencers, and Entity Analytics for data preparation, which often takes up to 80 percent of a data miner's time. In addition, you'll learn about new and enhanced In-Database capabilities that provide tremendous performance gains for scoring on databases like IBM Netezza, IBM DB2 for z/OS and Teradata. This session will cover these and many other new features including map visualizations, GLMM, and more!

**Session Type:** Product Overview

**Level:** Intermediate

**Speaker:** Darlene Knafelz, IBM

**BPA-2445****Closing the Insight to Action Gap: Deploying IBM SPSS Predictive Analytics for Exceptional Results**

Organizations derive maximum value from analytics when they deploy the results of their analysis to drive better decisions. Such operationalization of analytics automates high-volume, high-value decisions. IBM SPSS Collaboration and Deployment Services provides a platform for operationalizing analytics by scaling from the analysis of small data sets to integrating with IBM InfoSphere Streams to deliver recommendations in real time by rapidly conducting advanced analytics on data in motion.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Rod Reicks, IBM; Seyed Mirsepassi, IBM

**BPA-2524****Exploit the Power of IBM Netezza Analytics with IBM SPSS Modeler**

In this session, you will hear how your organization can exploit the power of high performance in-database analytics. Join us to learn how to build insight from big data with the help of IBM SPSS Modeler and IBM Netezza.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Darlene Knafelz, IBM; Thomas Dinsmore, IBM

**BPA-2715****Ground-breaking Clinical Research with Predictive Analytics**

Metro Spinal Clinic, a leading spinal pain intervention management facility, uses an advanced data analytics system built on IBM SPSS Predictive Analytics technology to track and manage patients' pain. In this session you will learn how Metro Spinal's Clinical Intelligence solution gains insight into patients' conditions and boosts follow-up rates with online questionnaires. Learn how patient data collected in IBM SPSS Data Collection Web Interviews assists patients in identifying where and how intensely they feel pain, and how this feedback can fuel front-line research. You'll also learn how IBM SPSS Statistics is used to identify patterns in patient data and suggest possible diagnoses.

**Session Type:** Product Overview

**Level:** Introductory

**Speaker:** Karen Hardie, IBM

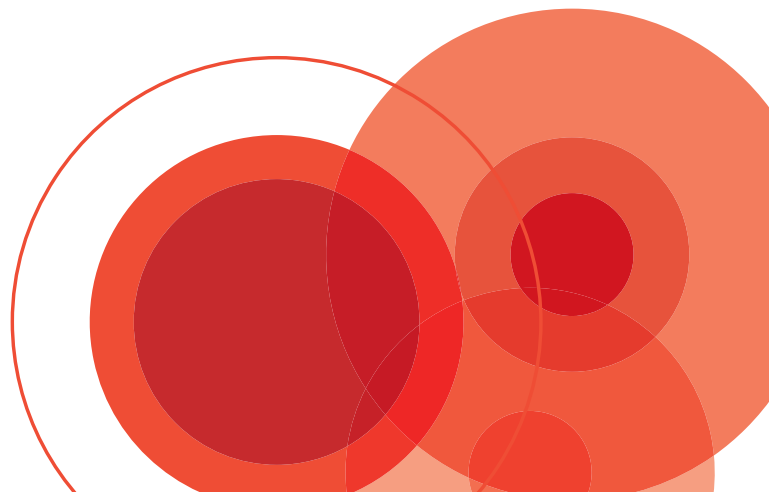
**BPA-2736****A Predictive Analytic Approach to Cyber Intrusion Detection: CyberFOAM**

With more and more of our critical information assets being stored electronically, the danger posed by cyber threats is at an all-time high. And with daily intrusion attempts numbering in the thousands to millions, governments and commercial agencies need to get smarter about how to best protect the growing volume of data. Predictive analytics is a key part of this strategy. At this session, you'll learn about one approach that uses a statistics-based methodology for doing "first-pass" characterization of a cyber intrusion event. You'll see how the approach can be applied to any problem (cyber or other) and how it can be used to: a) reduce the dimensionality of a data set; and b) use this reduced data set for detection and classification.

**Session Type:** Business Overview

**Level:** Intermediate

**Speaker:** Aaron Ferguson, National Security Agency



**BPA-3074****Better Practical Business Outcomes with IBM Software for Decision Management**

Seventy-five percent of CIOs with mandates for cross-enterprise growth are leading the charge to drive better real-time decisions. But the rest of the executive suite may feel under-prepared to meet the new challenges of big data. Learn how organizations that automate, manage, and optimize their operational decision processes can achieve better business outcomes. Decision Management software from IBM helps organizations attract and retain profitable customers, and identify risk, fraud and compliance lapses at the speed of today's business. This session will present best practices for integrating IBM Analytical Decision Management and IBM Operational Decision Management to drive optimal decisions.

**Session Type:** Product Overview

**Level:** Introductory

**Speakers:** Erick P. Brethenoux, IBM; Pierre-Henri Clouin, IBM; Asit Dan, IBM

**BPA-3297****Building on the Possibilities Created by IBM Tivoli and IBM SPSS Solutions**

The latest IBM Tivoli Monitoring product (ITM) introduced the ability to use IBM SPSS Statistics Forecasting Server to make non-linear predictions based on historic data. This session will begin by introducing the new capability that Tivoli ITM offers and will conclude with a discussion of how users could gain greater value by utilizing the full set of features that SPSS Statistics offers, beyond SPSS Forecasting Server.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Billy York, IBM; Stuart Torzewski, IBM

**BPA-3376****Ensuring Better Outcomes in Real Time, Every Time—An Overview of IBM Analytical Decision Management**

IBM Analytical Decision Management empowers frontline people and systems to make the right decisions and perform the recommended actions by combining predictive analytics, business rules, scoring and optimization. Attend this session to learn how companies can: automatically optimize resource trade-offs to ensure that organizational goals are always met; use predictive analytics and scoring to get the most out of every customer interaction to profitably grow revenues and increase loyalty; predict and prevent threats and fraud in real time to reduce risk; and proactively manage resources by predicting equipment failure, staffing downtime and service disruptions.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Kurt Peckman, IBM

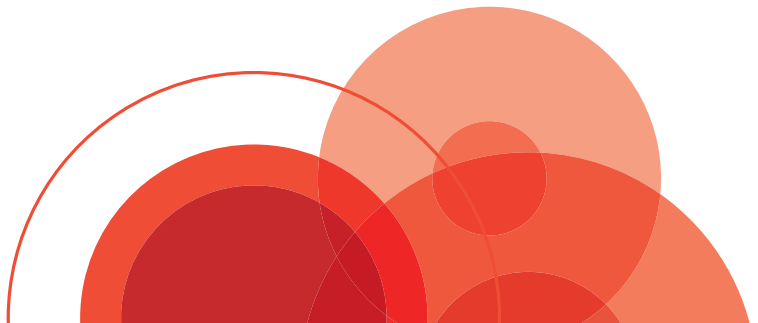
**BPA-3543****How BMW Group Uses Predictive Maintenance to Increase Customer Loyalty in After-sales Business**

While automotive OEMs earn 60-70 percent of their profits after the initial sale, customer loyalty is jeopardized by intense competition (e.g. from independent fast-fit chains) in this high-margin market. IBM SPSS Predictive Analytics has enabled BMW Group to increase customer loyalty by addressing the right customers at the right time with the right products. Join us at this session to learn how BMW has significantly increased its after-sales conversion rates and the length of maintenance relationships by analyzing diagnostic, retail and warranty customer data.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Alexander Thamm, Alexander Thamm Analytics; Stefan Meinzer, BMW Group



**BPA-3544****IBM SPSS Predictive Analytics for Law Enforcement—The Blue PALMS Project at Miami-Dade Police Department**

The Miami-Dade Police Department has a new weapon in the fight against crime: Blue PALMS (Predictive Analytics Lead Modeling Software). Built using IBM SPSS solutions, Blue PALMS seeks to put a dent in the unsolved robbery rate in Miami-Dade County by generating a list of suspects and lead-based intelligence for unsolved robberies, thus giving investigators accurate leads to close more cases. Learn how IBM SPSS Predictive Analytics has contributed to the department's success and hear about the future plans for analytics at the Miami-Dade Police Department.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Arnold Palmer, Miami-Dade Police Department; Joshua Poduska, IBM

**BPA-3701****Analytics in the Cloud: Solving the Puzzle One Piece at a Time**

Answering one critical question about your business can be the key that unlocks dramatically better outcomes. This session will demonstrate how midmarket line-of-business leaders can use the power and simplicity of cloud-hosted analytics to overcome risks and barriers to analytics adoption and gain predictive insights that improved key business decisions. Hear how companies in various industries can take advantage of IBM's deep analytic expertise to focus on specific business objectives like identifying the optimal product mix, driving increased insurance policy renewals, and improving student retention and performance.

**Session Type:** Best Practices/Deployment

**Level:** Introductory

**Speakers:** Theresa Morelli, IBM; Colin Shearer, IBM

**BPA-3702****Analytics in the Cloud: Accelerating Analytics Adoption with IBM Business Partners**

Learn how IBM Business Partners are delivering significant value to organizations seeking to uncover answers to critical questions using cloud-hosted predictive analytics. In this session, you will hear examples of how the collaborative power of IBM and its partner network helps customers in a variety of industries bypass the typical barriers to analytics adoption and quickly hone in on key business problems.

**Session Type:** Best Practices/Deployment

**Level:** Introductory

**Speakers:** Theresa Morelli, IBM; Colin Shearer, IBM

**BPA-3739****Moving Beyond Caveman Communication to Explain the Statistics behind Your Model: So Easy a PhD Can Do It!**

Understanding the basic principles, and yes, even a little statistics, will help you communicate to your co-workers and managers why the model you built with the IBM SPSS solution is predictive. Your first model needs to have the "WOW" factor - WithOut Worry - and it begins with showing how successful you are at delivering results in your initial effort.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speaker:** Kari Kelso, Provider Information & Intelligence

**BPA-3847****The IBM SPSS Predictive Analytics Portfolio: What Is It and How Is It Changing?**

Predictive Analytics is a key part of the overall strategy for organizations focused on improving their outcomes in a wide variety of ways. Yet many applications of predictive analytics technology were not envisioned or understood as recently as just a few years ago. Learn exactly what IBM SPSS Predictive Analytics is and what it can add to your current business operations. Attend this session to learn how the SPSS Predictive Analytics portfolio is being expanded to enable organizations to cope with the rate of change we are seeing and the many emerging challenges that today's businesses face.

**Session Type:** Product Overview

**Level:** Introductory

**Speaker:** Jason Verlen, IBM

**BPA-3874****Real-time Transactional Scoring: How to Do it Better, Faster, Cheaper**

Seventy percent of all data transactions in banking, insurance, retail, telecommunications, utilities, and government occur on the IBM System z platform, where qualities of service and performance are unparalleled. IBM has introduced new technology that embeds IBM SPSS Modeler scoring algorithms directly into IBM DB2 for z/OS transactional data. This provides easier integration of new and historical data at big data volumes into the scoring process for greater access, accuracy, and efficiency. Join this discussion to learn how this real-time scoring approach improves anti-fraud and next best customer decisions.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Jaime F. Anaya, IBM; Rebecca Wormleighton, IBM; Pete Schutt, IBM

# Social Media and Customer Analytics

Thanks to numerous technological, social and economic factors, customers have become more empowered and are demanding a unique and personalized experience from the companies they purchase from. This track delivers a rich blend of business and technical knowledge, sharing the experience of breakaway companies that embed analytics into operational processes to anticipate customers' needs and respond to the sentiments they express through social media. Sessions in this track will examine how IBM Business Analytics technologies enable you to make sense of the myriad of customer data that resides internally and externally, and deliver comprehensive customer insight, increased value and improved customer satisfaction.

## BSC-1186

### Improving Decisions at the Point of Customer Interaction

Decisions need to be made in your organization constantly. And when large organizations are dealing with customers on a routine, transactional basis, these interactions can take place hundreds or thousands of times per second. Attend this session to learn about a solution that incorporates technology to process interactions at speeds that a human cannot. You'll hear how, by automating and optimizing these touch points at the time of impact, organizations can provide excellent customer service while increasing cross-sell/up-sell offers for more revenue.

**Session Type:** Strategy and Direction

**Level:** intermediate

**Speaker:** Shawn M. Parks, IBM

## BSC-1272

### Delivering a Positive Experience with Customer Analytics

Recent technology advances have changed the way people purchase products and services and raised the bar for customer support. B2B and B2C customers today expect more personalized experiences and they're leaving volumes of digital fingerprints behind that provide valuable clues to their needs and preferences. By embedding predictive customer analytics within business processes, you can deliver a positive customer experience that sustains greater customer loyalty. In this session, you'll hear how innovative organizations are optimizing operations, attracting and retaining highly profitable customers, capturing new markets and leveraging social media through cohesive, agile decision and customer experience management strategies.

**Session Type:** Strategy and Direction

**Level:** intermediate

**Speakers:** Karen Hardie, IBM; Scott Groenendal, IBM

## BSC-1759

### Social Media Monitoring is Dead—Long Live Predictive Social Media Analytics

The novelty of siloed social media monitoring is over. Leading organizations have already pushed beyond this entry point in the social media maturity curve, and moved into practical deployments of predictive models enhanced with social media insight. Come to this session and see how IBM is working with companies to link social insight with powerful IBM SPSS predictive capabilities, including social network analysis and highly targeted segmentation models, to improve their customer engagement and gain an advantage over their competitors. Learn how these new social models can be deployed in a wide range of front-office business processes to make a dramatic difference to your business.

**Session Type:** Strategy and Direction

**Level:** Advanced

**Speakers:** Graham Mackintosh, IBM; Olivier Jouve, IBM

## BSC-2152

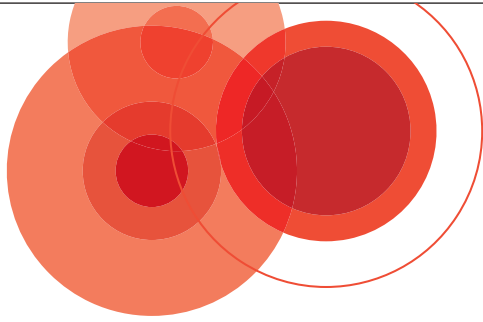
### How Analytics Can Help You Retain and Grow Business from Existing Customers

Younger generations rely on mobile devices to check product reviews, prices, and competing offerings when they shop. And customers regularly volunteer their thoughts through reviews and feedback on items they have purchased. Attend this session to learn how, by analyzing customer feedback, reviewers' demographics, and purchasing habits, you can gain valuable insights for up-selling/cross-selling opportunities and opportunities to improve customer satisfaction.

**Session Type:** Technical Deep Dive

**Level:** Advanced

**Speakers:** Laura Anderson, IBM; Mo Zhou, IBM

**BSC-2295****The Empowered Marketer**

Today's customers are empowered by technology and transparency. As a marketer, shouldn't you be too? Marketers are facing shifting marketplace conditions as well as a customer base that increasingly relies upon digital communication tools. Customers have heightened expectations for quality, service and corporate transparency, and marketing professionals not only need to respond proactively to these challenges but put the odds in our favor by using ALL available data to our advantage. Join us at this session to learn how IBM is empowering marketers and transforming the environment.

**Session Type:** Strategy and Direction

**Level:** Introductory

**Speakers:** Heena Jethwa, IBM; Vanessa L. Melaragno, IBM

**BSC-2410****The Secret Sauce of Satisfaction: How to Keep Your Customers Coming Back for More**

Fortunately, with predictive analytics, you will be able to garner insights from and about your customers, better understand customer behavior, and ensure that you are providing and promoting the right products and services to the right customers. At this session, you will discover how organizations in various industries are utilizing predictive analytics to understand customer sentiment, increase revenues, enhance customer satisfaction and improve customer loyalty.

**Session Type:** Tips and Techniques

**Level:** Introductory

**Speakers:** Mary Grace Bateman, IBM; Anuj Marfatia, IBM

**BSC-2780****Research and Brand Support in Social Media: An Agency Perspective from NMS**

Join this session to learn how NMS, a customer care outsource partner with clients throughout North America, uses IBM social media analytics to perform the difficult task of supporting multiple companies and a multitude of brands in an ever changing world. You'll hear about best practices and lessons learned by the agency in to supporting a large population of brands and learn how to best respond to brand and customer wants.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Jack Macleod, NMS; Jennifer Hanniman, IBM

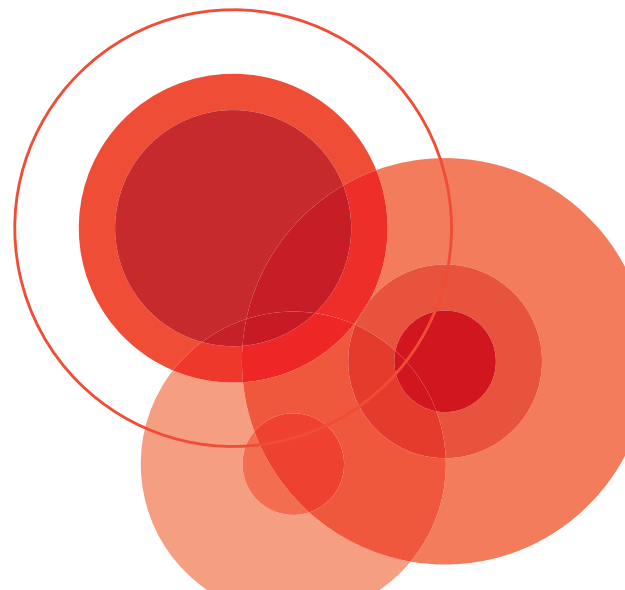
**BSC-3248****Predictive Analytics in Banking Transaction Processing at Fiserv**

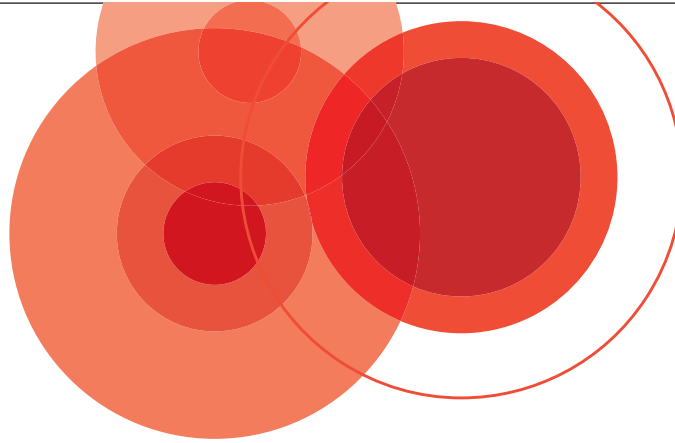
Fiserv provides innovative technology solutions to more than 16,000 clients in the financial services industry worldwide. Fiserv Decision Optimization Solutions is applying predictive analytics to integrate billions of transactions from core banking account processing, person-to-person payments, mobile payments, electronic funds transfers, and e-bill payments, to determine what a consumer will likely need next. The response has been an increase of 100 percent or more in response rates to targeted marketing initiatives and a significant increase in debit card utilization. In this session, you will hear about the innovations highlighted in the six US patents (pending) from Fiserv Decision Optimization Solutions.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Don Hopper, Fiserv; Hong Huang, Fiserv; Fan Lu, IBM



**BSC-3293****Social Media Analytics Framework: Providing Tangible, Actionable Insights from Social Media Analytics**

Social media can provide rich customer feedback to show how markets are evolving. The challenge is to use an analysis approach and metrics that are aligned with your company's goals. Yet, the question arises, which metrics and for which customers? The Social Media Analytics framework, a key design element of IBM's social media analytics software, attempts to provide a relevant set of these metrics. This session will introduce the framework, and show how internal departments such as risk, employee relations, and marketing, as well as product strategy can benefit from metrics and insights derived through this framework - without requiring a "Social Media Ph.D."

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speaker:** Edward R. Burek, IBM

**BSC-3355****Panel Discussion: Social Media Analytics in the Enterprise Today**

Join this discussion to learn how IBM customers are using and deploying social media analytics today. You'll get insights from IBM experts on best practices for rolling out a social media analytics initiative, and get the chance to share your views and ideas in this interactive panel.

**Session Type:** Panel Discussion

**Speakers:** Gary Weber, Telerx; Edward R. Burek, IBM; Jack Macleod, NMS

**BSC-3362****Revolutionizing How Business Understands Customers—Big Data Meets Social Analytics**

Businesses that adopt social consumer technologies can enjoy enhanced customer intimacy, improved employee well-being and a more responsive market presence. A key element in a successful approach is the application of social analytics to the big data present in the social web. This session will demonstrate how a strategic approach to harvesting big data insights with social analytics can help businesses be more competitive by improving marketing campaigns and driving lead generation. Come and see how to transform your marketing management outcomes with big data and social analytics.

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speakers:** Aya Soffer, IBM; Edward R. Burek, IBM

**BSC-3856****Quick Draw Customer Segmentation That Learns**

Premier customer care outsource partner, Telerx, provides not just call center services, but the segmentation and actionable insight that comes from customer feedback. Attend this session to learn how Telerx uses IBM solutions to combine internal customer response data with external customer social media analysis. You'll hear how Telerx alerts its clients to anomalous activity, tracks customer response to new products, and translates the voice of the customer into analytic insights.

**Session Type:** Business Overview

**Level:** Introductory

**Speaker:** Gary Weber, Telerx

# Business Leadership Forum

Developed for executives, managers and key decision makers, the Business Leadership Forum is a comprehensive, 2.5 day program packed with relevant, thoughtful content on a number of business issues, including how analytics-driven organizations are making the leap from the possible to the proven to generate new sources of value and outperform their competition. Share your innovative ideas and successful strategies to grow your business, improve customer service, reduce costs and manage risk with other conference attendees.

## LCP-2527

### IBM Cognos TM1: Because Millions of Chickens Can't be Wrong

BC Egg initially invested in IBM Cognos TM1 to upgrade its financial planning process. But they soon discovered that the power and scalability of Cognos TM1 was well suited for its broader mission of managing the supply, planning and production of 65,000,000 eggs per year. This session will review the many ways that BC Egg uses Cognos TM1 for a variety of tasks. For example, after dramatically improving its budgeting and scenario modeling, BC Egg expanded its use of Cognos TM1 into processes for quota management, analyzing data from inspections, monitoring compliance with biosecurity regulations and more.

**Speakers:** Anne-Marie Butler, BC Egg Marketing Board; Brian Simpson, IBM

## LCS-1752

### Monetizing Telecommunications Data: An Intelligent Pipe

Telecommunications companies have an enormous amount of valuable data that can be used by third parties. The key is to identify and enable the different ways it can be used, such as to understand customer segments, to generate new advertising revenue or to provide valuable market research. In this session, learn why developing and prioritizing the analytical environment and business process is essential.

**Speakers:** Chris Gobby, Everything Everywhere

## LCS-3698

### Optimizing Complementary IBM Solutions: SPSS Modeler, Netezza and Cognos Business Intelligence Integration

IBM solutions are great in a standalone environment, but by integrating all the data management, reporting and analytics capabilities available, you can achieve a whole that is truly greater than the sum of its parts. XO started using predictive analytics in 2008 because of a heightened focus on churn reduction. After going live with their solution in 2009, the company has been able to cut its churn rate in half. Refinement of business intelligence operations has led the company to integrate all of its IBM assets to optimize its return on investment, to improve performance and to evangelize the importance of data throughout the organization.

**Speakers:** Cris Payne, XO Communications; Perry McDonald, IBM

## LCS-3845

### Communications Service Providers' Client Panel

Join executives from communications service providers from around the globe as they discuss best practices for using IBM Smarter Analytics to address big data challenges and drive business results that increase revenue, while reducing customer churn and operating costs.

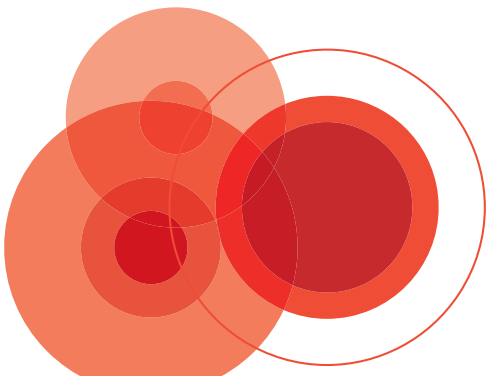
**Speakers:** Teresa Jacobs, CenturyLink; Chris Gobby, Everything Everywhere; Cris Payne, XO Communications; Mehul Shas, IBM;

## LFM-2427

### BBVA Compass Gains Greater Financial Insight While Reducing Costs

BBVA Compass is one of America's fastest growing banks. As a result, manual and spreadsheet-based financial reporting and budgeting will not be sustainable in the long term. The bank decided to automate and accelerate these processes with business analytics software. In this session, BBVA Compass will describe how the organization has transformed its annual budgeting process and significantly improved management reporting, sales tracking, customer segmentation and workforce planning.

**Speakers:** Laura Smith, BBVA Compass; Wesley Waldrop, BBVA Compass



**LGV-1642****Advances Made in Law Enforcement with Smarter Analytics**

Smarter Analytics is helping law enforcement organizations enhance officer safety, drive investigative efficiency and predict and prevent crime. Join this panel of experts representing North American law enforcement organizations as they discuss how IBM Smarter Analytics solutions, including IBM Cognos software, SPSS predictive analytics and Identity Insight, are working in their departments. In this session, the panel will discuss not only how they are applying Smarter Analytics today but also where they see it being used in the future. Interact with the panel to see how your information strategies align with those of these industry leaders.

**Speakers:** Manny San Pedro, MDSP Consulting; Sandra Aerts, Numius; David Angus, It's Not Rocket Science Solutions; Michael Reade, IBM

**LGV-3824****Improving Social Services and Tax Collection with Information and Analytics**

Providing social services and collecting taxes are major government responsibilities. Join this session to hear two different agencies share how they have improved efficiency and effectiveness with information and analytics. The Los Angeles County, California, Department of Social Services is taking a new approach to addressing key issues such as a growing backlog of cases, healthcare reform legislation, loss of staff and the errors and fraud that can result from this combination. The Canada Revenue Agency will describe how it is successfully applying technology to help investigate suspected cases of tax evasion, fraud and other tax offenses.

**Speakers:** Michael Sylvester, Los Angeles County; Jonathan Richardson, Canadian Revenue Agency

**LGV-3861****From Transportation to Contracting**

This session will demonstrate how information and analytics and enterprise content management is providing significant benefits to two very different government functions: transportation and the government contracting process. You'll hear from transportation agencies in Australia and North America about their innovative use of information and analytics from front-line traffic congestion prediction, flow optimization and road safety improvements to back-office operations. You will also hear how the Czech Postal Service created an electronic tender system to improve efficiency and visibility of government contracting processes.

**Speakers:** Treva Beard, ND Department of Transportation; Meghan Vesey, NSW Roads & Maritime Services; Dusan Bajana, Independent Adviser

**LGV-3863****Keeping the Country Safe: Big Data and Analytics for Threat Prediction and Prevention**

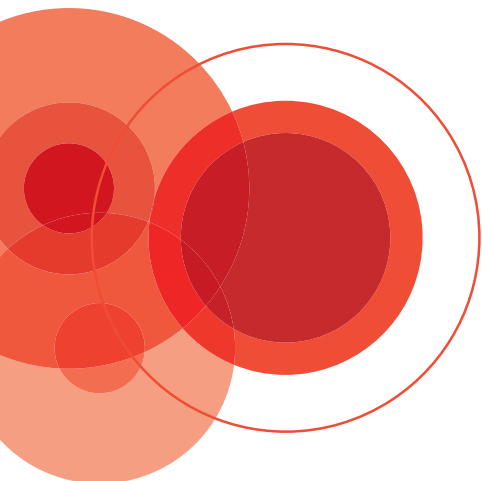
There is no more important governmental function than providing for the safety and security of its citizens. Information and analytics play a critical role in these activities. Join this session to hear two national security experts discuss how the National Security Agency and the National Geospatial-Intelligence Agency are using analytics and big data extensively in the effort to identify and thwart both internal and external threats. You won't want to miss this fascinating session about innovative technology that keeps the country safe.

**Speakers:** Jeff Maille, National Geospatial-Intelligence Agency NGA; Fred Walker, US Government

**LHC-2283****IBM and Seton Healthcare Target Congestive Heart Failure Readmissions**

Join this session to learn how the Seton Healthcare Family and IBM analytics are unlocking clinical insights to reduce congestive heart failure readmissions. Heart failure affects an estimated 5,000,000 people in the US. Reversing this trend requires health systems to make information accessible in new ways. Seton, the leading provider of healthcare services in central Texas, is using IBM content and predictive analytics software to uncover clinical and operational insights trapped in unstructured data such as physicians' notes, discharge summaries and echocardiogram reports.

**Speaker:** Craig Rhinehart, IBM





**LHC-2392****The Journey to Sustainable Healthcare: Big Data and Smarter Analytics**

New payment models, requirements for accountable care and increased consumer expectations are compelling healthcare organizations to be more proactive and analytics-driven. IBM Smarter Analytics solutions, when combined with an information strategy, can enable real-time and predictive analytics capabilities that can tackle these healthcare challenges. In this session, IBM and healthcare client executives explain how to develop information strategies for action, achieve meaningful interoperability and lay the foundation for using big data technologies like IBM Watson to address the ever-changing world of healthcare.

**Speakers:** Charles Bloss, Florida Blue; Barbara Collum, Davita; Murali Ramanathan, State University of New York; Bruce Gardner, IBM

**LHC-2437****LifePoint Hospitals: Using Business Intelligence to Create Healthier Communities**

To remain fiscally sustainable and meet reform requirements for greater accountability, healthcare providers must adopt a care delivery model of value over volume. LifePoint Hospitals, which operates 55 campuses in 18 states, was recently chosen to participate in the Center for Medicare and Medicaid Services Partnership for Patients, a shared effort to make hospital care safer, more reliable and less costly. Learn how LifePoint is developing standardized tools and tracking measures to bring together distributed data and using business intelligence to derive meaningful information for action.

**Speakers:** Melissa Waddey, LifePoint Hospitals; Aaron Frazier, LifePoint Hospitals; Chad Porter, LifePoint Hospitals

**LHC-3729****Managing Population Health with Integrated Information**

Integrated data is necessary for supporting the management of population health and the rapidly changing healthcare landscape. Innovation requires a significant focus on the management of structured and unstructured data (big data). In this session, learn how the Premier Healthcare Alliance, with key members such as Texas Health Resources and Community Health Systems, are using an integrated performance platform to tackle the challenges of making integrated information available to everyone who needs it with an at-scale payer, provider and supply chain data model.

**Speakers:** Denise Hatzidakis, Premier, Inc.; Craig Rhinehart, IBM

**LIN-1614****Optimizing Agency Distribution Using IBM Smarter Analytics**

Westfield Insurance was revamping how its agencies were evaluated and segmented. They wanted an objective way to answer several business questions and problems. In this session, learn how Westfield used IBM SPSS Modeler to prepare geospatial, demographic, and performance data and then built optimization models using IBM ILOG CPLEX Optimization Studio to evaluate the entire distribution network holistically.

**Speakers:** Keith Kerver, Westfield Insurance; Mark Grabau, IBM

**LIN-2825****Santam Insurance Boosts Customer Service and Beats Fraud Using Decision Management**

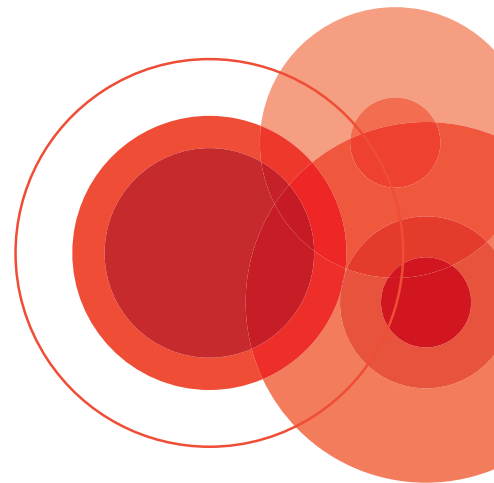
Santam is South Africa's largest insurance company and is using the IBM SPSS suite of predictive analytics solutions, including SPSS Decision Management, to assess the risk of fraud and accelerate settlement of legitimate claims. The predictive solution is embedded in Santam's claims management process and facilitates automated and consistent decisions about the optimal processing channel for claims. In this session, you will discover how the predictive solution empowers Santam and hear about how it has had a tremendous effect on fraud detection, customer service and cost reduction.

**Speakers:** Anesh Govender, Santam; Tracy Mckechnie, Olrac SPS

**LIN-3108****Smarter Analytics Plus Big Data Equals Smarter Insurance**

In this session, you will learn how an insurer applied big data and IBM Smarter Analytics for a smarter insurance transformation.

**Speakers:** Richard Hoehne, IBM; Craig Bedell, IBM; Peter Corbett, IBM



**LMP-2633**

**Visual Management of Analytics for Manufacturing Excellence**

Using visual tools, Daimler Trucks North America has changed from a department focus to a collaborative culture. In this session, you will see how an office dashboard for “build readiness” links to an operational dashboard for “delivery readiness” with feedback loops for analysis of leading and lagging process indicators. As a result, Daimler Trucks North America can statistically analyze trucks being built soon, find items at risk of interfering with production flow, assign triage responsibilities and keep visual diary notes until mitigated. In addition, the company can provide statistics of supply chain and manufacturing issues and continually refine risk identification and feedback.

**Speaker:** Tom Marks, Daimler Trucks North America

**LMP-3806**

**Supplier Analytics**

In this session, Oshkosh Corporation will share the value of having key metrics visible for their supply chain, specifically for procurement improvement, supplier scorecard and cost of poor quality projects. They will also describe how they achieved the metrics they needed for these projects with the rapid implementation of IBM InfoSphere DataStage and Cognos Business Intelligence software.

**Speaker:** Jeff Dart, Oshkosh Corporation

**LMP-3807**

**Enterprise BI with Trusted Information**

JLG, a leading manufacturer of lift equipment, is richly steeped in IBM Cognos Business Intelligence excellence. In this session, learn how their move to mobile business intelligence has proven effective and how they are now bringing high quality, harmonious data from many ERPs into the Cognos environment with the implementation of IBM InfoSphere Information Analyzer and Quality Stage.

**Speaker:** TBC

**LRL-2820**

**Using Analytics To Be More Customer Driven**

In this session, representatives from Best Buy and Bass Pro Shops will talk about how they used analytics to become more customer oriented and the business benefits derived from using the IBM Netezza Customer Intelligence Appliance solution.

**Speaker:** Shankar Venkataraman, IBM

**LRL-3211**

**Customer Analytics: Using Infosphere BigInsights and IBM Smart Analytics System at Dillard's**

In this session, learn how Dillard's Department Stores developed an integrated analytical environment with IBM Infosphere BigInsights and IBM Smart Analytics System that enables comprehensive customer analytics. As a result, transaction, demographic and social media data are used to design promotions and store assortments to meet customer preferences.

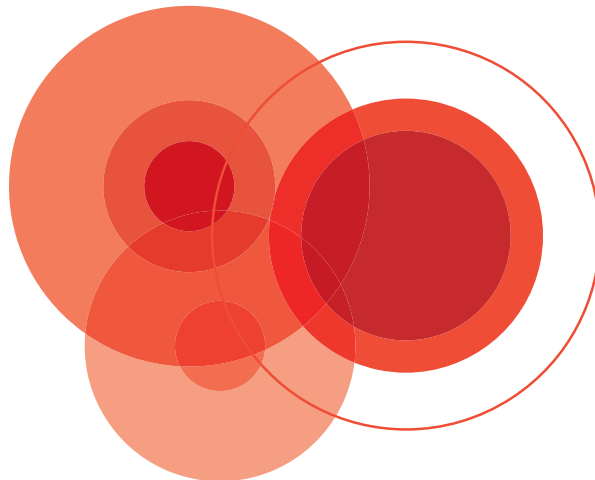
**Speakers:** Melody Playford, Dillard's Department Stores; Maiga Bishop, Dillard's Department Stores; Richard Hale, IBM

**LRL-3809**

**Using Customer Insight for Growth in the Luxury Good Segment**

In this session, you will hear how luxury goods company Coach is improving customer loyalty and product performance with targeted marketing, managed client relationships and local assortments that are based on insights into customer behavior and preferences.

**Speaker:** Mark Schroer, Coach



**LSF-2216****Lessons Learned: Building Analytic Capabilities in an Organization**

In this session, you will hear about the lessons one company learned while building analytics and business intelligence capabilities. The topics include: building an enterprise data governance function to broker an enterprise view of data; convincing business users to use analytics to make decisions and drive cultural change; increasing the skills and capabilities of analysts; successfully building an analytics center of competency; meeting growing business demand for data while staying within budget and with limited resources; creating a collaborative relationship with IT partners to deliver analytics and business intelligence; enabling analytics with IBM resources and tools.

**Speaker:** Elizabeth Riczko, Westfield Insurance

**LSF-2359****Beyond Marketing: Using Customer Analytics to Advance Your Business**

Companies use analytics to better understand their customers and adjust their marketing strategies. In this session you will hear how Telerx uses Beacon, their customer analytics solution, to drive business insights and a deeper view of the consumer by combining contact information, social commentary and consumer recordings. Beacon uses Cognos Consumer Insight, SPSS Modeler Text Analytics and Cognos Business Intelligence to derive customer sentiment, brand affinity and aversion. Threshold alerts provide valuable insights that affect business decisions from R&D to packaging design, from distribution to advertising.

**Speaker:** Monica Wood, Telerx

**LSF-2431****Beyond Marketing: Using Customer Analytics to Advance Your Business**

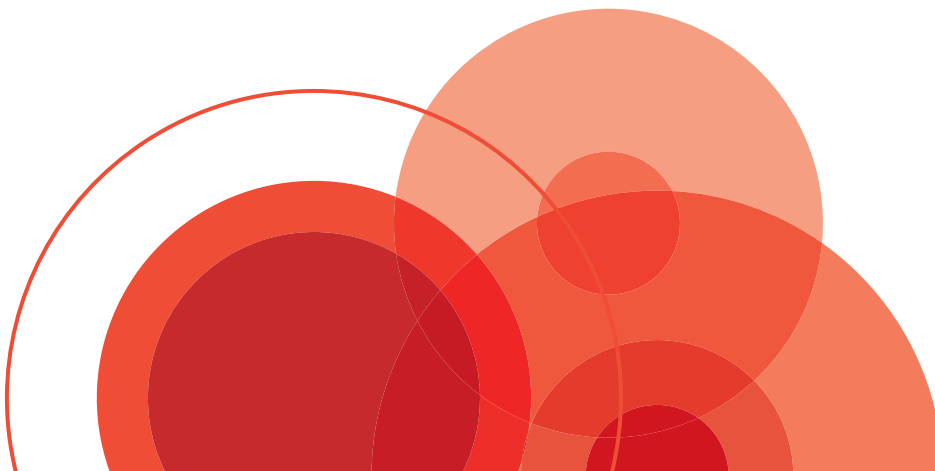
Business Analytics is not just about technology and software. Often, it is the organization and culture that can derail success. Join the authors of *Business Intelligence Strategy* as they discuss the key factors that should be considered when implementing a successful business analytics program such as: How do you manage a changing strategy? How do you measure and demonstrate value? What people, talent and skills are needed and how do you organize your business analytics department and community of stakeholders? How can you put agility and process into your program at the same time? What technology considerations do you need to make?

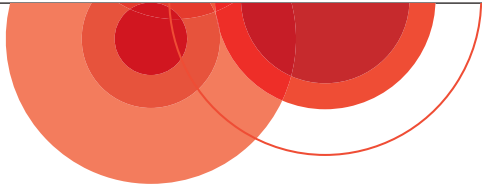
**Speakers:** Kay Van De Vanter, The Boeing Company; John Boyer, RCG Global Services; Bill Frank, Johnson & Johnson; Brian Green, Blue Cross Blue Shield of Tennessee; Tracy Harris, IBM

**LSF-2812****A Path to Delivering Real-time Marketing Offers to your Customer**

Enterprises are focusing on improving customer service, retention and cross and up-sell opportunities. Today's consumers are loyal to companies that know them, care about them, act on their behalf and help them make informed decisions. In addition, they are sophisticated, technically savvy and short on time. Nationwide set out to address these needs and enhance its customer experience by presenting the right opportunity to the right customer at the right time through the right touch point. In this session, learn how Nationwide connected their vast amount of data, applications, analytics and SOA capabilities to meet these objectives.

**Speaker:** Joshua Lowe, Nationwide Insurance





**LSF-2879**

**How Revel Entertainment is Creating a Smarter Gaming Environment**

With its new Atlantic City casino, Revel Entertainment is innovating with smarter gaming to develop customer loyalty and grow the business on many fronts. In this new destination for dining, shopping, group meetings and more, Revel is working to maximize the value of its assets through sophisticated analytics. In partnership with IBM, Revel is using customer analytics to maximize the value of the entertainment, gaming and other attractions at this resort. This session will describe the latest trends and innovations in smarter gaming based on sophisticated customer analytics and technology and demonstrate how Revel is providing a customer experience that keeps them coming back.

**Speaker:** Babu Kuttala, Revel Entertainment

**LSF-2992**

**Increased Audits, Data Calls and Regulation While Reducing Expenses: How Northrop Grumman Uses Cognos software**

In the past few years, Northrop Grumman has experienced a rapid increase in government oversight, regulations and audits, along with an increase in internal data calls. This trend has been followed by the tightening of purse strings and pressure from customers to reduce prices, at the same time that the company is expected to increase its profit margin. These demands are not just felt in the government and defense sector, but they also affect almost every company. In this session, you will learn how Northrop Grumman has been able to meet these demands by using IBM Cognos software to work smarter and do more with less and you will hear how you can do the same in your company, no matter what sector you're in.

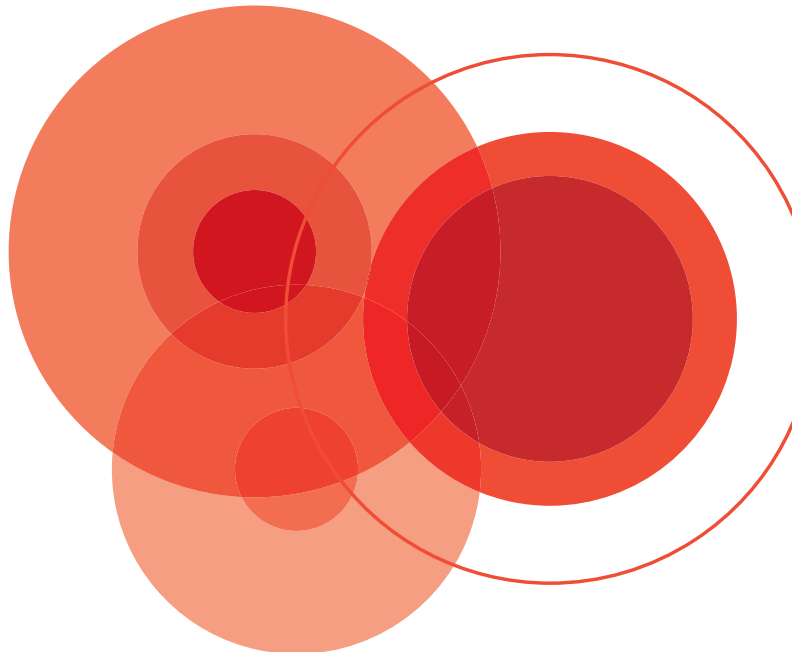
**Speakers:** Lisa Mazzocchi, Northrop Grumman; Chris Poll, Northrop Grumman; Geoff Springfield, Northrop Grumman

**LSF-3329**

**BMW Gains a Competitive Advantage by Using Predictive Analytics**

BMW has a reputation for innovation, original design and quality that it must uphold while continually evaluating and assessing customer opinions and demands. Faced with the task of turning mountains of data into information that the company can use, BMW turned to predictive analytics solutions. BMW has implemented various predictive solutions to provide capabilities for supply chain optimization, demand forecasting, inventory replenishment, customer segmentation, warranties and quality analytics. In this session, you will learn how predictive analytics is embedded in BMW processes and discover how your company can gain from predictive analytics.

**Speakers:** Stefan Meinzer, BMW Group; Alexander Thamm, Alexander Thamm Analytics



# Business Analytics on IBM System z

Why think about hardware when you're thinking about analytics? Because a successful analytics strategy depends on it! This track provides insight into new technologies that can simplify the deployment, maintenance and management of your business analytics and data warehousing solutions. You will learn new ways to improve your query/response times by up to 1000X, deliver faster real-time scoring and integrate/optimize your business analytics software. As those hosting transactional data on IBM System z already realize, this is one of the most secure, reliable platforms on the market today. You'll see how bringing your analytics to System z can drive better business performance while minimizing cost and complexity.

## BBI-1054

### Revisiting Miami-Dade County with IBM Cognos Solutions on Linux for IBM System z

This session will revisit Miami-Dade County's successful implementation of IBM Cognos solutions on Linux for IBM System z. You'll learn what has changed in the two years since Miami-Dade County's presentation at Information On Demand in 2010, and hear about the increase in the workload and additional success stories. The session will also include a discussion of tips and tricks for the installation and upgrade to IBM Cognos 10 on System z.

**Session Type:** Tips and Techniques

**Level:** Intermediate

**Speakers:** Jaci Newmark, Miami-Dade County; Rebecca Wormleighton, IBM

## BBI-2926

### Best Practices for Integrating and Optimizing IBM Cognos Business Intelligence on IBM System z

Are you planning or are in the process of deploying IBM Cognos Business Intelligence on IBM System z? Whether you are a current customer or planning to move to Cognos Business Intelligence, this session will provide integration and optimization tips and tricks to help you quickly, efficiently and effectively get your solution up and running. This session will include details on performance testing, sizing, installing, deploying, tuning and troubleshooting your Cognos Business Intelligence implementation on System z for maximum return on investment.

**Session Type:** Tips and Techniques

**Level:** Advanced

**Speakers:** Jim Youldassis, IBM; Ann Jackson, IBM; Amanda Bright, IBM

## IDW-1891

### Aetna Inc.'s User Experience with IBM DB2 Analytics Accelerator and IBM Netezza

Review the recent proof of concept (POC) experience that Aetna Inc. obtained, using IBM DB2 Analytics Accelerator and IBM Netezza.

**Session Type:** Product Overview

**Level:** Intermediate

**Speaker:** Jeffrey Kohan, Aetna

## IDW-2741

### IBM Netezza Client Panel

Attend this session to hear valuable in-the-field information from IBM Netezza users, as they discuss their deployments, results and analytics initiatives.

**Session Type:** Panel Discussion

**Level:** Intermediate

**Speaker:** Nancy Kopp, IBM

## IDW-2894

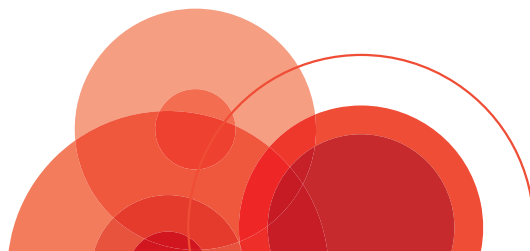
### ATE - Data Warehousing on System z

This Birds of a Feather (BOF) is for anyone interested in discussing an existing or future warehouse running on System z. It's an opportunity to talk to peers and IBM SMEs about warehousing on the System z platform. All and any topic can be discussed.

**Session Type:** Best Practices/Deployment

**Level:** Introductory

**Speakers:** William J. Favero, IBM; Gary Crupi, IBM; Jonathan Sloan, IBM; Ambica Bhasin, IBM



**IDZ-1079****What Can I Do to Protect IBM DB2 Against Warehousing, IBM WebSphere and Itself?**

DBAs and system programmers must be aware of the threats and ways to protect the availability of IBM DB2. This presentation will walk through three distinct tuning opportunities, based on previous customer experiences. In the first scenario, a client's DB2 warehouse environment is being negatively affected by system parameters. In the second, a client wonders how to protect the availability of DB2 at the application server, wherever it resides. In the third, a client investigates the virtual storage capability of DB2, including the tools, typical trends and what can be done to optimize its utilization safely.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Adrian G. Burke, IBM

**IDZ-1329****Agile Big Data Analytics: Implementing a 22-Billion-Row Data Warehouse**

This presentation discusses the design, architecture, metadata, performance and other experiences of building a big data and analytics data warehouse system. You'll learn about the real-life issues, agile development considerations and solutions that building a data warehouse of more than 22 billion rows in six months entailed. This presentation will help you understand techniques to manage, design and leverage the big data issues for a more in-depth understanding of your business. This presentation will help you understand all these experiences that took processes from 37 hours to seconds, so you can create a successful big data design and scalable data warehouse analytic architecture.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speaker:** Dave Beulke, Dave Beulke and Associates

**IDZ-1665****Improve Analysis with the IBM DB2 Analytics Accelerator at Banco do Brasil**

This session will demonstrate how the IBM DB2 Analytics Accelerator can improve business intelligence and analytics and consolidate the data warehousing environment with DB2 for z/OS.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Italo Freitas, Banco do Brasil; Fabricio Dos Santos Raposo Pimentel, IBM

**IDZ-1837****Big Data on Big Iron: How We Migrated Our Oracle Warehouse to IBM DB2 10 for z/OS**

This session will follow the journey of a faltering Oracle warehouse that was migrated to IBM DB2 for z/OS. It will explore the many reasons that DB2 for z/OS is not only capable, but excels at the big complex queries that today's warehouses demand. We'll examine the many technical differences between Oracle and DB2 10 for z/OS that make the warehouse on Big Iron shine. You'll look at the IBM System z SuperServer in a new light after seeing the power and versatility of this database and hardware combination.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speakers:** Scott Morrell, Florida Hospital; Robert Goodman, Florida Hospital

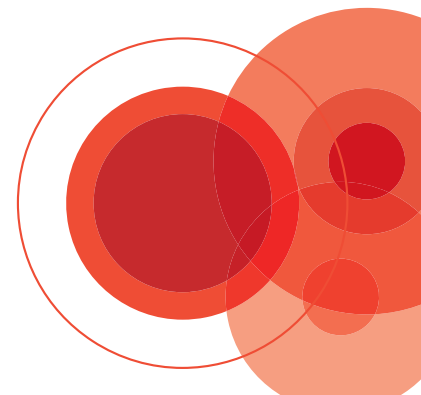
**IDZ-1972****IBM DB2 Analytics Accelerator in Production at Nova Ljubljanska banka (NLB): First-Hand Experience**

Nova Ljubljanska banka (NLB) is the largest bank in Slovenia. As the leader in innovative product and services offerings, NLB requires reliable, versatile and well-performing infrastructure for building business analytics solutions. NLB decided to extend its existing database platform, based on IBM DB2 for z/OS, with DB2 Analytics Accelerator, taking advantage of its world-class query performance, preserving the IBM System z quality of service and non-disruptive nature of the solution. In this presentation we share our experiences, starting as early adopters of the predecessor to IBM DB2 Analytics Accelerator, IBM Smart Analytics Optimizer, and continuing as the first implementation worldwide of IBM DB2 Analytics Accelerator in production.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** Mitja Makovec, NLB d.d.; Irena Starman, NLB d.d.; Namik Hrle, IBM



**IDZ-2030****Introducing the Next Generation DB2 Analytics Accelerator**

With query speed performance improvements of 2 hours to 5 seconds how could the DB2 Analytics Accelerator be better? That's what this session will focus on! IBM is adding a number of new features and key enhancements that improve performance and provide additional cost savings to name a few. This session will not only cover these key enhancements, but dive into both the underlying technologies and the business value of each. The DB2 Analytics Accelerator provides world-class data-intensive complex query performance transparently to DB2 for z/OS users. Hear the latest news from DB2 Analytics Accelerator development and learn about the trends and directions of this developing technology.

**Session Type:** Product Overview

**Level:** Introductory

**Speakers:** Namik Hrle, IBM; Guogen Zhang, IBM

**IDZ-2054****The IBM DB2 Analytics Accelerator Hands-on Learning Lab**

The IBM DB2 Analytics Accelerator brings revolutionary query performance to IBM DB2 for z/OS for select queries with great cost and performance characteristics. It is a workload-optimized, appliance add-on that enables the integration of business insights into operational processes to drive winning strategies. DB2 Analytics Accelerator is deeply integrated with DB2 9 and DB2 10 to combine the best of both IBM System z and IBM Netezza technologies to deliver unparalleled, mixed workload performance to DB2 applications transparently. And, it opens unique opportunities for System z to meet new complex analytic business needs. This hands-on lab contains step-by-step instructions on using DB2 Analytics Accelerator to accelerate DB2 queries.

**Session Type:** Hands-on Lab

**Level:** Intermediate

**Speakers:** Ruiqing Li, IBM; CJ Chang, IBM; Carlos Javier Caballero Grolimund, IBM; Guogen Zhang, IBM; Jane Man, IBM

**IDZ-2521****Predictive Analytics With IBM SPSS in IBM DB2 for z/OS: What Every DBA and Developer Should Know**

This hands-on learning session focuses on using IBM SPSS Modeler and Decision Management, with IBM DB2 for z/OS as the database server. We illustrate how to use our versatile data mining Modeler workbench to create predictive models with in-database mining, SQL pushback and UDF scoring; how to use Decision Management and Collaboration and Deployment Services to build decisions and deploy predictive information to your existing processes seamlessly for in-database transactional scoring and batch scoring with great performance; what to do in the DB2 server; and what information the application needs to create an enterprise solution for fraud detection, cross selling, credit scoring and client churn reduction to optimize profit, minimize cost.

**Session Type:** Hands-on Lab

**Level:** Introductory

**Speakers:** Jane Man, IBM; Guogen Zhang, IBM

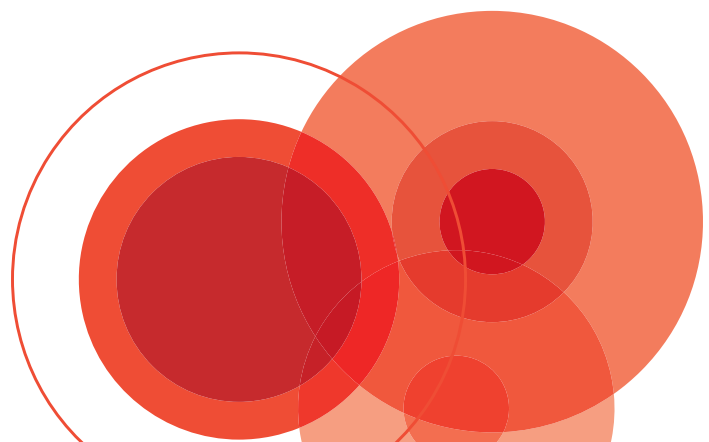
**IDZ-3154****Data Warehousing on IBM System z Best Practices**

Data warehousing on IBM System z is getting a lot of interest today. However, that interest is also generating a lot of questions. If you want to put your warehouse on System z using IBM DB2, or if you already have a warehouse on System z, you may want to know some of the best practices that have been learned over the years. This presentation will help answer your questions about doing warehousing on System z successfully. Some examples of what we'll be discussing are DB2 DSNZPARMs, buffer pools, table space choices, caching structures, sorting and utility processing. We'll also examine query performance, SQL structure choices and SQL analysis, along with looking at some of the tools available.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speakers:** William J. Favero, IBM; Gary Crupi, IBM



**IDZ-3720**

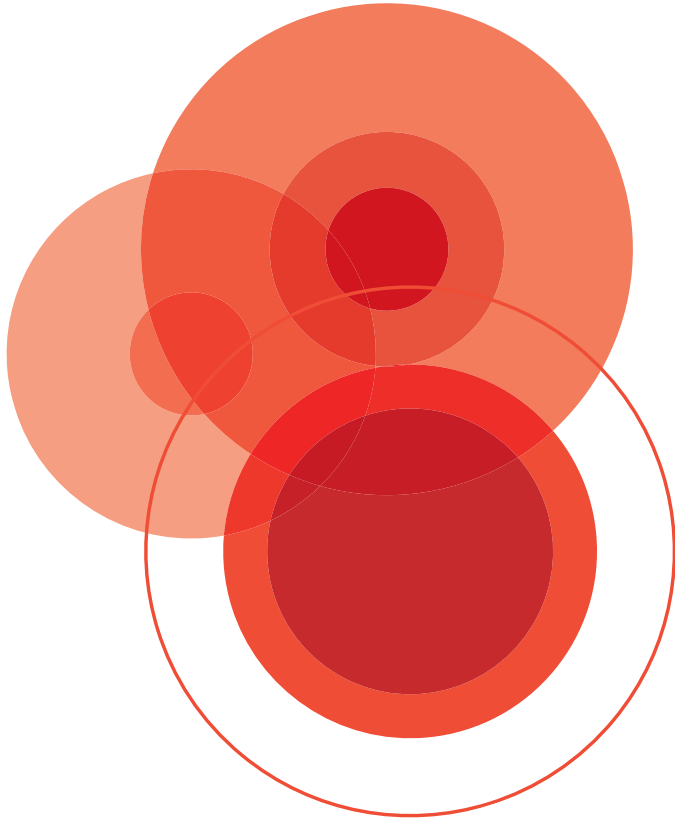
**IBM DB2 QMF 10: Hands-on With the New Business Analytics Version**

Install IBM DB2 QMF for Workstation with fixpack 5 and walk through a hands-on lab and demo. At the completion of this lab, you'll be able to perform face-to-face demo activities for clients with live data. No connectivity is required, as the installation will be a self-contained implementation. Skills transferred will include metadata modeling, query interfaces, reporting, dashboards and more. DB2 QMF for Workstation with fixpack 5 incorporates new data federation functions, enhanced web access with mobile device support and an enhanced query interface.

**Session Type:** Hands-on Lab

**Level:** Introductory

**Speaker:** John M. Biere, IBM



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*“Business Analytics Forum is the premier forum for predictive analytics, this gathering of cross-industry experts has allowed me to gain invaluable insights and make innovative changes to how we do things.”*

– Jimmy Jung, VP for Enrollment Management, University of Maine

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# Complementary Technical Sessions

The Information Management and Enterprise Content Management Forums have a variety of additional breakout sessions, delivering content on some of the hottest topics in IT. The following is a sample of what you will see.

## EAC-2743

### Building an IBM i2 and Case Manager Solution for Public Safety and Commercial Fraud

The integration of IBM i2 products and IBM Case Manager enables the sharing of intelligent data from different repositories, which can provide the valuable insights needed to manage cases in different areas. Cases can be solved faster, and analysis reports and case information can be integrated further with products such as Cognos Business Intelligence software and SPSS decision management solutions to provide the visualization and analysis needed to take action. This session will introduce and illustrate how all this can be achieved from the architectural level of thinking and design.

**Session Type:** Business Overview

**Level:** Introductory

**Speakers:** Mike Marin, IBM; Mimi Vo, IBM

## ELG-3037

### IBM Cognos Governance Reporting

In this new release showcase, find out about new IBM Cognos reporting capabilities, see a demonstration of combined information cost and risk reporting, and learn how to use Cognos Business Intelligence to develop your own key metric dashboards.

**Session Type:** Technical Deep Dive

**Level:** Advanced

**Speakers:** Paul Taylor, IBM; Rani H. Hublou, IBM

## IDS-2890

### Informix and IBM Cognos: Designing BI in ERP Environment

Pronto has an intuitive ERP application that is designed to be easy to set up and use. It currently has about 1500 customers. Over the last few years, the reporting structure has changed from using predefined reports to custom BI reports, dashboards and widgets using Cognos BI. This session will discuss how Informix can be used to help design Cognos BI.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Chad Gates, Pronto Software

## IDW-1286

### Implementing IBM InfoSphere Warehouse Cubing Services for Next-Generation OLAP at Bombay Stock Exchange

The Bombay Stock Exchange (BSE), Asia's oldest and world's leading stock exchange in terms of the number of listed companies, needed to fuel its growth. BSE implemented IBM InfoSphere Warehouse Cubing Services for high-performance online analytical processing (OLAP) and in-memory relational online analytical processing (ROLAP). InfoSphere Warehouse Cubing Services integrates closely with IBM Cognos, offering highly scalable business intelligence (BI) for both large data volumes and high numbers of users. Learn about this unique and powerful architecture, as well as best practices for successfully implementing InfoSphere Warehouse Cubing Services as part of your business analytics and data warehousing strategy.

**Session Type:** Best Practices/Deployment

**Level:** Advanced

**Speakers:** Dulal Mali, BSE India Ltd.; Mrityunjay Kumar, IBM

## IDW-1338

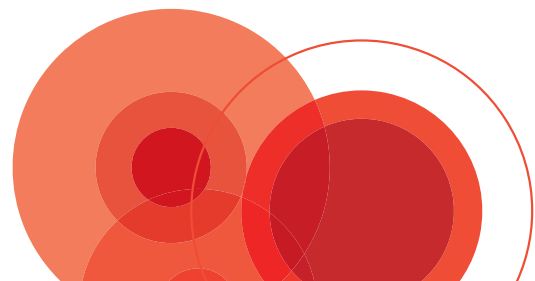
### Using IBM Cognos BI and IBM SPSS with IBM Netezza as the Center of Your Business Intelligence Environment

In this lab, attendees will learn how to integrate IBM's business intelligence solutions, IBM Cognos BI and IBM SPSS with IBM Netezza. The lab will cover the newest integration features. Attendees will learn how to access Netezza as a Hybrid online analytical processing (OLAP) data source using the new OLAP over Relational functionality of Cognos BI 10.1.1. The second part of the lab will cover the integration of SPSS Data Mining with Netezza. Attendees will learn how to increase the performance of SPSS with SQL pushback and the use of Netezza in-database mining.

**Session Type:** Hands-on Lab

**Level:** Intermediate

**Speakers:** Benjamin Leonhardi, IBM; Elis Gitin, IBM



**IDW-1512****The Retail Analytic Appliance from Datamatics Global Services Limited**

This session will cover the retail analytics appliance from Datamatics Global Services Limited, powered by the IBM Smart Analytics System 5710. This solution brings advanced IBM analytic capabilities in a preconfigured package to retail clients. Learn how many retailers, especially small and midsize retailers, are using the Datamatics retail analytics appliance, IBM Smart Analytics System (IBM InfoSphere Warehouse software) for data mining and text analytics, and IBM Cognos Consumer Insight to solve business challenges such as loss of clients because of out-of-stock products or negative customer sentiment in social media.

**Session Type:** Product Overview

**Level:** Intermediate

**Speakers:** Prem Vijoy, Datamatics Global Services Limited; Kit Man Cheung, IBM

**IDW-2674****Using IBM InfoSphere Warehouse Packs to Accelerate Your Data Warehouse Deployment**

The IBM InfoSphere Warehouse Packs enable clients to rapidly deploy focused data warehousing solutions related to specific cross-industry business issues. The InfoSphere Warehouse Packs have been specifically designed to deliver the traditional benefits of full-scale enterprise data warehouse solutions, but in a format that greatly simplifies the design, deployment and population activities. The Packs contain pre-defined integration with IBM technology, such as IBM Cognos, IBM Information Server, IBM DB2, IBM Netezza, IBM Information Warehouse and IBM Smart Analytics System. The packs are designed to exploit the Kimball approach for dimensional data warehouse deployment.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speaker:** Paul Kilroy, IBM

**IDW-3033****End-to-End Data Warehouse Modeling for Performance and Data Governance**

End-to-end data governance in enterprise data warehousing and business analytics solutions has become mandatory for most organizations. This session will take a scenario-driven look at the business value and capabilities of IBM's information integration solutions from data modeling to warehouse implementation and from in-database analytics optimization to business analytics development and deployment. This session will also describe the major features and integration of modeling tools, warehouse appliances and platforms, and information integration to show how data governance can be achieved through end-to-end metadata and business glossary sharing.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** James P. Bates, IBM

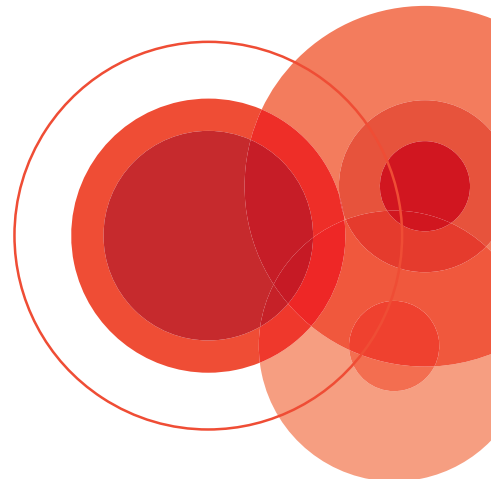
**IDW-3786****Accelerating BI Queries with IBM InfoSphere Warehouse and IBM Cognos Dynamic Cubes**

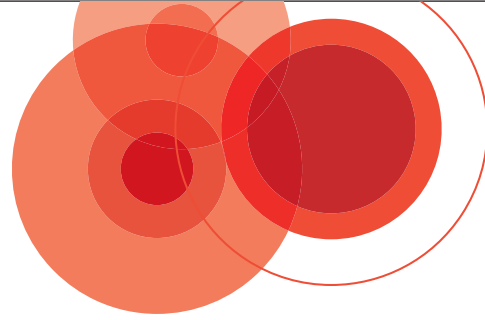
This session will cover how you can more easily and affordably deliver speed-of-thought analytics for terabytes of data. We will review the new Cognos Dynamic Cube ROLAP capabilities, and how they integrate with InfoSphere Warehouse. We will also examine how new DB2 technology can deliver the next level of speed improvements for operational BI queries. This session will include a live demonstration of InfoSphere Warehouse and Cognos Dynamic Cubes.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Phil Downey, IBM



**IIG-1775**

## A Best Practice Solution for Automated Data Quality Scorecards

How long before your latest data quality initiative loses steam? How long can your data stewards remain vigilant? This session will discuss how data quality (DQ) scorecards automated by IBM software can monitor a DQ framework to help achieve continuous DQ improvement. Scorecards employ DQ rules, KPIs and thresholds to trigger actions by stewards and data owners. Information Analyzer can help you manage DQ rules, stewards and owners. DataStage populates a DQ data mart with the organization hierarchy, DQ rules and the MIKE 2.0 DQ reporting dimensions. Cognos provides rich DQ scorecards and Active Reports for the browser or mobile device. A DQ rule can be entered once and shared across monitoring, ETL and BI tools.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Vincent Mcburney, Certus

**IIG-2853**

## Helping Enable Information Governance Within the Australian Defence Materiel Organisation

The value of reports and analytics is constrained by the quality of the source data. Through the use of data quality scorecards, the DMO quantified the issue by measuring and monitoring data compliance against established business policies. This prompted data remediation initiatives within the source system, which significantly increased data accuracy and user confidence. The solution leverages the existing DW architecture and integrates into the organization's BI workspace. The modular design and metadata-driven framework helps enable the rapid addition of new metrics as the organization matures. This session will cover the business and technical aspects of this implementation and outline the DMO Roadmap for Information Governance.

**Session Type:** Best Practices/Deployment

**Level:** Intermediate

**Speaker:** Nick Draper, Department of Defence

**ILG-1348**

## Learn How IBM InfoSphere Optim Archiving Helps Ease Heritage Application Retirement and Data Growth Challenges

IBM InfoSphere Optim Archiving Enterprise solution helps enterprises to solve data-growth challenges or prepare for application retirement, without jeopardizing data retention compliance. In this session you'll learn how InfoSphere Optim Archiving enables you to save storage and maintenance costs by archiving historical and legacy data, while providing ongoing access by way of common reporting tools, such as IBM Cognos. At the same time, you'll learn how IBM InfoSphere Information Server can be an added value to help consolidate your existing data, making it easier to make business decisions with continuous access to your consolidated, archived data.

**Session Type:** Hands-on Lab

**Level:** Introductory

**ILS-1353**

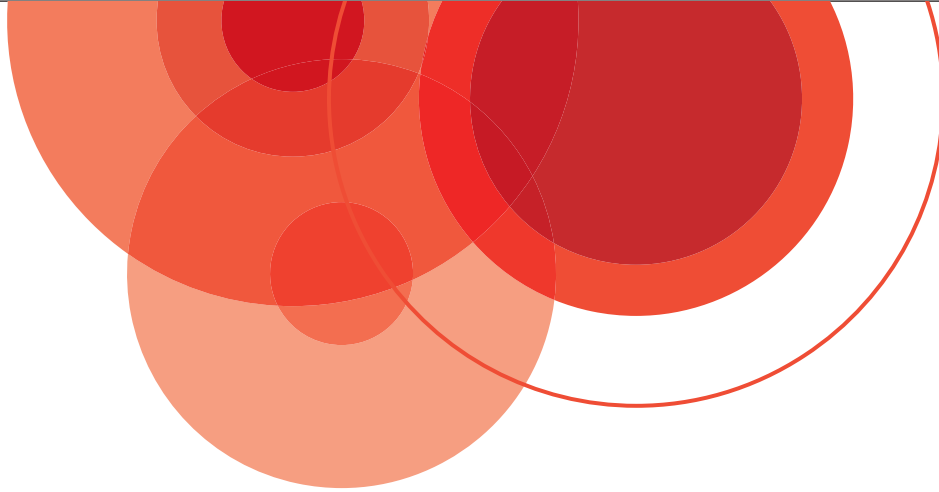
## Secure and Audit Your IBM Netezza and IBM Cognos Business Analytics Environments With IBM InfoSphere Guardium

Leverage IBM InfoSphere Guardium, the leading database activity monitoring and auditing solution for your IBM business analytics environment. Guardium is built on the proven IBM Netezza data warehouse and IBM Cognos business intelligence application. Learn why Guardium has been chosen by top Fortune 500 companies to secure and audit their heterogeneous enterprise data infrastructures. In this session you'll gain hands-on experience by deploying Guardium on Netezza, monitoring and securing data transactions and auditing Cognos user activity. You'll build a solution by setting up the Collector appliance, installing the S-TAP agent for Netezza, configuring Cognos user identification, implementing security policy and analyzing audit reports.

**Session Type:** Hands-on Lab

**Level:** Introductory

**Speakers:** Robert P. Ruskiewicz, IBM; Alan Fischer E Silva, IBM



**ISA-1204**

**Patterns for Information Management and Analytics: Driving the Information Supply Chain**

The Patterns for Information Management are a collection of related design patterns which cover the broad spectrum of information management capabilities that are needed to actively manage your organization's information. These patterns are designed to improve time to value for information solutions by guiding architects through the choices and options that are available to them and helping them understand, integrate, manage and enhance information in an enterprise setting. This session will use project examples to introduce you to these patterns and the architectural patterns that can embed analytics into strategic places in your IT system landscape.

**Session Type:** Best Practices/Deployment

**Level:** Introductory

**Speakers:** Mandy Chessell, IBM; Harald C. Smith, IBM; Paul Christensen, IBM

**ISA-1768**

**Fraud Reference Architectures Driving Real-Time Cross-Industry Analytics**

This session will introduce you to a cross-industry fraud reference architecture that is designed to address an organization's real-time operational needs as well as its deep analytical and reporting needs. This open architecture can help you accommodate both current and evolving data sources, and supports predictive analytics and the investigation needs of the organization. This architecture is drawn from current industry experience.

**Session Type:** Technical Deep Dive

**Level:** Intermediate

**Speakers:** William A. Mathews, IBM; Elizabeth Ackerman, IBM

# Business Analytics Workshops

Business Analytics Forum offers a series of highly-interactive workshops designed to build your knowledge of key topics step-by-step, through interaction and exchange of ideas in a small group environment. Topics include: “raise your analytics quotient,” performance management, midsize market segment, SPSS solutions and developing the skills to be a product champion—your organization’s go-to expert on a specific product or process.

## BAW-3875

### Analytics Quotient (AQ) Maturity and Business Analytics Strategy Workshop

Where are you on the Analytics Quotient (AQ) maturity curve? What is your business analytics (BA) strategy? In this dynamic workshop, you will take the AQ Quiz to identify where your company is on the IBM AQ maturity scale. Participants will then share their experiences - and challenges - in developing their own BA strategies and describe the specific steps along their BA journey that are helping them become more mature BA organizations. Experienced IBM facilitators will also share proven practices in gaining business alignment, organizing for success, and implementing successful BA solutions.

**Speakers:** John Boyer, RCG Global Services; Forrest Palmer, IBM; Aaron D. Gavzy, IBM

## BAW-3876

### Business Analytics Experience Workshop

Business Analytics Experience Workshops are hands-on sessions that place participants into executive roles in a fictitious company. Workshop attendees participate in a business simulation in which they have to meet aggressive revenue targets, while learning to use business analytics tools that make decision-making easier. Workshop attendees will learn how to use business analytics to establish a business plan, weigh different options, assess impacts, make decisions, and understand the outcomes. Can your team help the company outperform?

**Speakers:** Jack Musgrove, AlignAlytics; Roland Mosimann, AlignAlytics; Debra Eichten, IBM ; Nick Lancuba, IBM

## BAW-3877

### Business Analytics Experience Workshop for Finance

The Financial Performance Management Business Analytics Experience is a hands-on workshop for finance executives and other executive decision-makers. It places attendees into the role of a CFO of a fictitious company to experience being a “Value Integrator”, and it shows how effectiveness against the CFO agenda contributes to superior financial performance. Business insight and finance efficiency drive smarter decisions and better outcomes in this sophisticated business simulation. Using integrated enterprise information, participants will see how to achieve better alignment across strategic, financial and operational plans and learn to apply powerful variance and what-if scenario analysis based on the IBM Performance Management Framework.

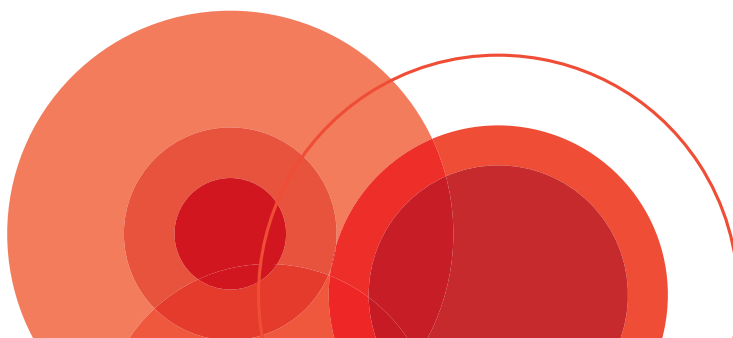
**Speakers:** Roland Mosimann, AlignAlytics; Tim Greenfield, IBM; Kendrick Heath, IBM; Nick Lancuba, IBM

## BAW-3878

### Successfully Implementing IBM Cognos Business Intelligence V10

This workshop will introduce the participants to high level IBM Cognos Business Intelligence architecture, implementation options and the components of Cognos Business Intelligence V10. During the workshop, you will walk through the high level tasks that need to be accomplished and then use this knowledge to build a case study of a project implementation plan.

**Speaker:** Sangeeta Gautam, IBM



**BAW-3879****Business Intelligence and Performance Management Competency Center (BICC) Workshop**

How do you organize for success in a business analytics initiative? In this interactive workshop, participants will learn about successful organizational design for a business intelligence competency center (BICC) that can help them propel an analytics endeavor forward. Learn about virtual and structured teams and reporting structures within an analytics context and about the roles and functions that can ensure success in your own initiative.

**Speakers:** Sarah Bauer, Purdue University; Andy Kruse, IBM

**BAW-3880****Business Analytics Journey for a Midsize Company**

This three-hour workshop will assist midsize companies in understanding how to get started and how to then scale an IBM Cognos implementation across an organization. Listen to best practices and tips from IBM experts and have an opportunity to learn from customer success stories. You will also get a chance to apply the new IBM Cognos Insight product and see how you can quickly create dashboards for sales, marketing, finance and operations, share them with your colleagues and get started on your BI journey within a few minutes.

**Speakers:** Roopak Nair, IBM; Mark Morton, IBM

**BAW-3883****Creating Valuable Predictions on a Smaller Scale with Statistics**

What does your data know about your business that you don't, and how can you get the numbers to talk to you? In this workshop, you will see how statistics can be used to drive meaning from data, from determining the likelihood of an event (e.g., sales churn) to making statements about confidence and significance. You will learn how to distinguish correlation from causation and how to use inferential statistics to make predictions on a small scale.

**Speakers:** Murali B. Prakash, IBM; Kyle A. Weeks, IBM; Einat Haftel, IBM

**BAW-3884****Building a Decision Management System**

IBM Analytical Decision Management empowers front-line people and systems to make the right decision each time. In this workshop, you'll see how IBM Analytical Decision Management combines and integrates predictive and business analytics, local rules, scoring and optimization techniques to deliver recommended actions that consistently maximize outcomes for the organization. This interactive, hands-on workshop will walk you through the seven typical steps of building a decision management system.

**Speakers:** Kurt Peckman, IBM; Jonathan J. Healy, IBM; Mark W. Sexton, IBM

**BAW-3885****Social Network Analysis: An Introductory Workshop**

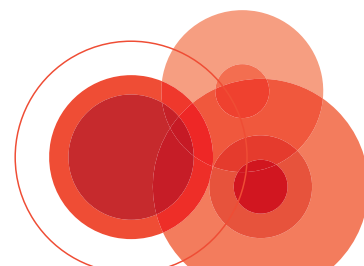
Social media content abounds, but who is actually influencing anyone? This workshop is designed for those interested in understanding the new Social Network Analysis capability in IBM SPSS Modeler Premium. The session will walk through examples of approaches to social network analysis and show you how to understand what's going on in social media.

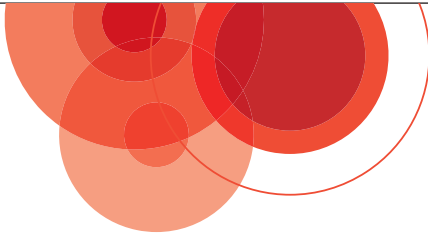
**Speakers:** Darlene Knafelz, IBM; Brad Hill, IBM; Stuart Torzewski, IBM

**BAW-3886****Building a Business Analytics Strategy**

Aligning your business needs to your business analytics strategy is the key to business analytics success. In this workshop, you'll learn how to create your strategy, how to identify the sweet spots of information and how to prioritize projects according to your business needs. Start your own prioritization exercise onsite and begin to build your business analytics strategy.

**Speakers:** Roland Mosimann, AlignAlytics; Mark Lack, Mueller Inc.



**BAW-3887****Quantifying and Demonstrating the Value of a Business Analytics Project**

Getting the right funding for your business analytics program will depend on demonstrating the value the business need. In this workshop, you will learn about the three levels of value and work on exercises that will help you get started in quantifying value and building your own business analytics business case.

**Speakers:** David Bergeron, Merial, Ltd.; John Boyer, RCG Global Services

**BAW-3888****Agile Business Intelligence Workshop**

What is agile business intelligence? How do you match the speed of business while creating a successful platform of information that provides consistency and security, and delivers trusted information? At this workshop, you'll discuss and debate what agile BI is and how to achieve it with your peers and understand how to overcome key challenges that can hinder a BI program as it grows.

**Speakers:** Bill Frank, Johnson & Johnson; John Boyer, RCG Global Services

**BAW-3889****Process in the Business Analytics Program**

Balancing agility and process is always difficult as your business analytics deployment grows. Processes are required to create efficiencies but processes that are too complex - or too numerous - will decrease agility. What processes should you think about as key enablers of success? How do you determine when a process has gone wrong? Attend this workshop and walk away with sample templates and ideas for how to implement and streamline processes in your organization.

**Speakers:** Thomas Marks, Daimler; Kay Van De Vanter, The Boeing Company

**BAW-3890****Best Practices in People and Culture with Business Analytics**

People, culture and politics are three intertwined areas that can derail a business analytics program. Learn about the sociology behind business analytics, how to evaluate the stakeholders you need, organize and design your team and create a collaborative team environment that will increase success. At this workshop you'll see sample organizational structures, learn about key areas you need to focus on and hear tips and tricks for spotting political concerns before they start!

**Speakers:** Jeff Guevin, Martin's Point Health Care; Kay Van De Vanter, The Boeing Company; Eric Place, Martin's Point Health Care

**BAW-3891****Best Practices in Business Analytics Technology Management**

Innovate, standardize, manage multiple standards or all of the above? Whether it's managing technology licenses, new releases, introducing innovations (or evaluating rogue solutions across departments), managing your technology solution is complex. Attend this workshop to gain an understanding of what technologies and capabilities you need to consider, and start building your own solution. Weigh the pros and cons of build vs. buy. Learn best practices for technology portfolio management, and how to meet the challenge of introducing constant innovation, implementing standards and architecting a solution to make your organization successful with business analytics.

**Speakers:** Brian Green, Blue Cross Blue Shield of Tennessee; Kay Van De Vanter, The Boeing Company

**BAW-3892****Business Analytics User Adoption Roundtable**

Gaining user adoption, increasing self-service, sharing expertise - and sharing the analytics workload - are at the top of everyone's mind. How do you increase self-service? What are training best practices? How do you increase the number of users in your business analytics program? Evaluate the checklist of "must-do's" and begin building your user adoption plans with tips and tricks from fellow program managers.

**Speakers:** John Boyer, RCG Global Services ; Brian Green, Blue Cross Blue Shield of Tennessee; Kay Van De Vanter, The Boeing Company

**BAW-4111**

**Performance Management Best Practices in Budgeting, Forecasting, KPIs and KRIs Part 1**

This interactive workshop covers best practices in budgeting, forecasting and strategy execution to drive better corporate performance, business agility, and workforce alignment with individual, workgroup, departmental and enterprise goals. You will learn the best practices required to identify key performance indicators (KPIs) and key risk indicators (KRIs) at all levels of the organization, as well as important change management techniques necessary to implement these improvements. You will also hear from Vale (Companhia Vale do Rio Doce), a Brazilian mining company, about how they have implemented and used performance management scorecards, including KPIs, and an analytics platform to drive better insight. Part 1 of a 2 part workshop.

**Speakers:** Rafael Lychowski, Vale; Tim O'Bryan, IBM

**BAW-4112**

**Performance Management Best Practices in Budgeting, Forecasting, KPIs and KRIs Part 2**

This interactive workshop covers best practices in budgeting, forecasting and strategy execution to drive better corporate performance, business agility, and workforce alignment with individual, workgroup, departmental and enterprise goals. You will learn the best practices required to identify key performance indicators (KPIs) and key risk indicators (KRIs) at all levels of the organization, as well as important change management techniques necessary to implement these improvements. You will also hear from Vale (Companhia Vale do Rio Doce), a Brazilian mining company, about how they have implemented and used performance management scorecards, including KPIs, and an analytics platform to drive better insight. Part 2 of a 2 part session.

**Speakers:** Rafael Lychowski, Vale; Tim O'Bryan, IBM

**BAW-4113**

**How Does Predictive Analytics Boost the ROI of Your Existing Investments? Part 1**

Predictive analytics can deliver some of the most impressive and quantifiable returns of any technology investment you could make. In this session, you'll get an understanding of where predictive analytics can fit in your organization and how best to approach a project that will deliver rapid, business focused predictive modeling with measurable results. (Part 1 of a 2 Part Session)

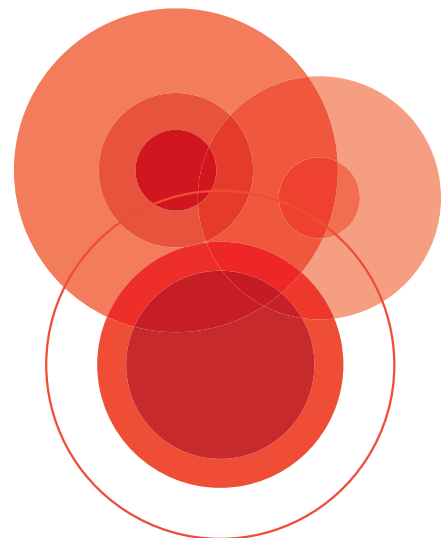
**Speakers:** Brad Hill, IBM; Beth Narrish, IBM; Mary Grace Bateman, IBM

**BAW-4114**

**How Does Predictive Analytics Boost the ROI of Your Existing Investments? Part 2**

Predictive analytics can deliver some of the most impressive and quantifiable returns of any technology investment you could make. In this session, you'll get an understanding of where predictive analytics can fit in your organization and how best to approach a project that will deliver rapid, business focused predictive modeling with measurable results. Part 2 of a 2 part session.

**Speakers:** Brad Hill, IBM; Beth Narrish, IBM; Mary Grace Bateman, IBM





# Hands-on Lab Sessions

Here's a unique opportunity for you to get intensive, classroom-quality training delivered by our team of highly experienced professionals. Choose from nearly 25 different sessions—many added at the request of last year's attendees—covering a wide range of topics. Each three-hour session lets you take a deep-dive, exploring and interacting directly with live software through well-proven, hands-on training exercise and workshops. Every year, customers who attend these sessions tell us they can't wait to get back to their workplace and apply what they've learned.

## **BBI-2369**

### Creating Dashboards for System Administrators and DBAs with IBM Cognos Business Insight

This hands-on lab session will show you how to create IBM Cognos Business Insight dashboards for system administrators and DBAs. The session will also explain how system administrators and DBAs can use Cognos Business Insight to check the status of various applications and databases and make proactive decisions accordingly.

**Level:** Intermediate

## **BBI-2508**

### Modeling, Deploying and Optimizing IBM Cognos Dynamic Cubes

Attend this lab session to get hands-on experience working with the IBM Cognos Dynamic Cubes. Using IBM Cognos' implementation of Relational Online Analytic Processing (ROLAP), you'll learn how to model, deploy, and optimize a dynamic cube that provides aggregate awareness and powerful in-memory capabilities to easily deliver a high-performance analysis experience in an enterprise data warehouse. You'll work directly with these technologies to walk through the complete end-to-end lifecycle of an optimized cube.

**Level:** Advanced

## **BBI-3760**

### Overview of New Capabilities in IBM Cognos Business Intelligence

Join this hands-on lab session for a high-level overview of the latest improvements in IBM Cognos Business Intelligence. You will learn about enhancements in the IBM Cognos Web based and mobile reporting environments, the introduction of new capabilities for modeling Relational Online Analytic Processing (ROLAP) cubes, and scalability and performance improvements in the IBM Cognos Business Intelligence platform.

**Level:** Intermediate

## **BBI-3761**

### Advanced Troubleshooting Tools and Special Task Logging in IBM Cognos Business Intelligence

Attend this advanced hands-on lab session for an overview of troubleshooting tools and task logging in IBM Cognos Business Intelligence. This session will provide you with the skills and information you need to identify installed IBM Cognos troubleshooting utilities, extract a model from the content store using CM Tester, and perform a portal trace. You will also learn the details of garbage collection, core dump files, Perf.QFS and URL commands.

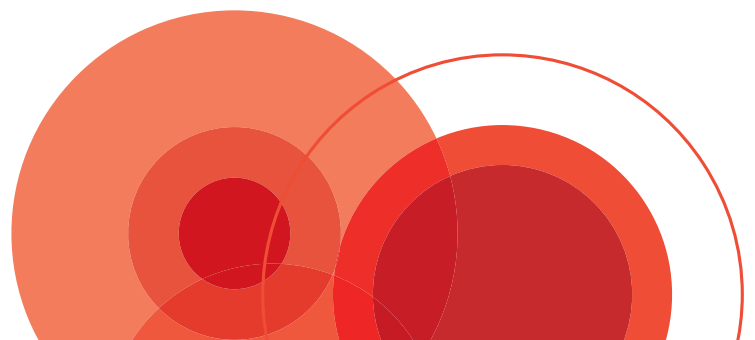
**Level:** Advanced

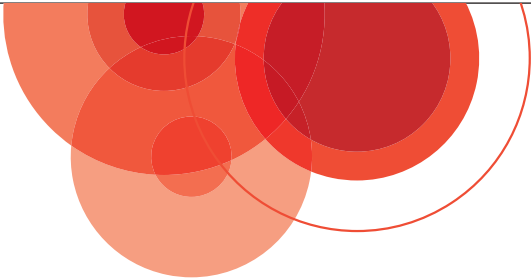
## **BBI-3762**

### Install and Configure to Unleash the Power of IBM Cognos Business Intelligence

In this hands-on lab session, you will learn about features of IBM Cognos Business Intelligence architecture, its three logical tiers, the IBM Cognos Application Firewall, Cognos Business Intelligence servlets and services, and Cognos Business Intelligence request processing, and installation and configuration options to facilitate load balancing and failover. You will learn how the components communicate and interact with each other by performing a basic installation and configuration of the components on a single computer, using a technique that simulates a distributed environment.

**Level:** Intermediate



**BBI-3764****IBM Cognos Report Studio: Adding Conditional Formatting to Your Reports**

In this session, designed for professional report authors, you'll see a demonstration of IBM Cognos Report Studio and learn how to render different languages and formats in your reports, based on conditions in the report. You will learn how to show and hide report data and highlight exceptional data. You'll also see fast, efficient methods for creating multi-lingual reports and learn how to conditionally render report objects.

**Level:** Intermediate

**BBI-3765****Interactive Reporting in IBM Cognos Business Intelligence V10.1.1**

In this session, professional authors will learn how to use the Report Studio Active Report report type to design and build disconnected but interactive reports for users. Authors will learn how to add various tools, controls, and data objects to the reports, which provide the interactive analysis capabilities that users need, and which allow them to consume the reports in either a connected or disconnected environment. Authors will also learn how to design and build active reports for mobile devices, such as the iPad tablet, using tools and techniques that are specific for consumption on that platform.

**Level:** Advanced

**BBI-3766****Self-Service Reporting Capabilities in IBM Cognos BI**

This hands-on lab session will focus on the solution's rich interactivity, advanced search and seamless, on-the-fly report editing. Business authors who attend will learn how to create new reports and explore hierarchical data by drilling, sorting, filtering and grouping. You'll also see new ways to easily build and work with BI dashboards.

**Level:** Intermediate

**BBI-3767****Optimizing and Tuning Metadata Models in IBM Cognos Framework Manager**

Learn techniques for optimizing and tuning your IBM Cognos Framework Manager models. This advanced hands-on lab session is for users who have experience in fundamental modeling tasks, such as importing metadata, modifying query subject and item properties, and modifying relationships. The session provides an overview of materialized views and minimized SQL, and shows you how to use governors to set limits on query execution. You'll also learn how to use filters and reuse data when running reports, how to reduce database connections and control where queries are processed and how aggregation is handled. The session also covers the Run Time Model (RTM) and metadata caching.

**Level:** Advanced

**BBI-3768****Advanced Generated SQL Concepts and Complex Queries in IBM Cognos Framework Manager**

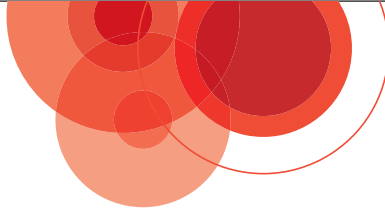
Metadata model developers and other users who have experience with advanced modeling tasks, such as creating virtual star schemas, consolidating metadata and specifying determinants, should join this hands-on lab session for an opportunity to examine the runtime structured query language (SQL) generated by IBM Cognos Business Intelligence. You'll learn about governors that affect SQL generation, conformed and non-conformed dimensions in generated SQL, and see how to stitch query SQL. You'll also learn about variances in IBM Cognos Report Studio-generated SQL and how to cross-join SQL.

**Level:** Advanced

**BBI-3790****IBM Cognos Report Studio: Creating and Designing Effective Dashboards**

In this hands-on lab session, attendees will build on their experience with IBM Cognos Report Studio by reviewing and creating dashboards. You'll learn how to implement best practices advocated by leaders in the field of presenting quantitative data. And you will also learn how to author dashboards that encourage rapid analysis by users.

**Level:** Advanced

**BFR-3778****Governance, Automation and Standardization in the Office of Finance**

In this lab, you'll explore the use of IBM Cognos products for managing your financial and regulatory disclosures. Specifically, you'll learn about configuring security for users and groups, creating reports and assigning template workflow, creating and configuring objects, populating objects with data (narrative or financials), automating through the use of variables and much more. By the end of this informative, hands-on lab session, participants will have a very good understanding of the value of Cognos solutions for disclosure management.

**Level:** Advanced

**BGN-3782****Customizing Your IBM Business Analytics Web-based Training Courses**

In this hands-on lab session, you will learn how your organization can perform in-house customization of existing IBM Business Analytics web-based training (WBT) courses, without the need for consulting services. In this session, you will examine the IBM Business Analytics web-based training architecture, review the tools necessary for a successful customization, add, remove, or modify course content, and see how to tailor course content to your implementation.

**Level:** Introductory

**BPA-2229****Solving Analytics Problems with IBM SPSS Statistics**

This lab will provide an instructor-guided, hands-on experience using IBM SPSS Statistics to find patterns and test ideas on real data sets. Attendees will learn how to use simple descriptive statistics, graphical methods and other statistical techniques to explore a data set of current interest. (No previous experience with SPSS Statistics is required. Users with all levels of experience are encouraged to attend.)

**Level:** Introductory

**BPA-2235****Using IBM SPSS Statistics and R Programming Language Together**

IBM SPSS Statistics is the flagship statistical product from IBM. And "R" is a popular open source programming language for statistical methods. Come to this hands-on lab session to learn how to use these together to take advantage of the best features of each. Learn how to use already integrated R packages and to tap other R packages. (Some familiarity with SPSS Statistics is helpful. Knowledge of R is not required, but attendees should have some background in a programming language.)

**Level:** Intermediate

**BPA-3772****Predictive Modeling without a Ph.D.**

This hands-on lab session will show you how to use IBM SPSS Modeler to automate the building of predictive models. You will learn how to read in data and automatically prepare that data for modeling and build predictive models for customer behavior. The session will also cover the automation of predictive models.

**Level:** Introductory

**BPA-3773****Entity Analytics - Pulling the Wool Away From Your Eyes - a Paradigm Shift for Data Cleansing**

Do you have duplicate entries in your data, overlapping data sources that are not simple to combine or a watch list for certain individuals, organizations or devices? Entity Analytics in IBM SPSS Modeler provides a single environment for enterprise-level analysis of entities, with predictive analytics for both structured and unstructured data. In this hands-on lab, you'll see how Entity Analytics helps you resolve your data in batch mode or in real time, to ensure that predictions are more reliable and that your assessment of those predictions is more accurate. Join this session to learn how to apply Entity Analytics for better model building and scoring, and gain a better understanding of this technology.

**Level:** Advanced

**BPA-3774****Deriving Greater Insights from Your Survey Data**

This hands-on lab session introduces you to IBM SPSS Survey Reporter. This analytical desktop or server tool offers an intuitive, easy-to-use means of creating aggregated tables and reports from a variety of data sources – though survey data is its primary focus. Learn how to create efficient cross tabulations and then easily export these to Microsoft Office products and web pages. See how to manage the table designs and output, and modify questions when needed. You'll also learn how to create new derived questions and how to build and apply different filter levels. As an added bonus, we'll explore the process for creating and assigning custom Microsoft Excel chart types.

**Level:** Introductory

**BPA-3775****Generating Profitable Offers with IBM Analytical Decision Management**

This hands-on lab will give you experience using IBM Analytical Decision Management to aid in managing customer interactions. In this session, you will become familiar with key concepts such as campaigns, offers and what-if analysis. With these concepts in mind, you will learn how to define data sources for a project, build models, define global selections, define campaigns and offers, prioritize campaigns and simulate results.

**Level:** Introductory

**BPA-3781****New Modeling Features in IBM SPSS Decision Management Version 7**

Join us in this hands-on lab to see new capabilities for building models in IBM SPSS Decision Management Version 7. You'll learn how association and clustering models can search data to help businesses better target their customers. This session will provide an overview of modeling objectives and statistical measures that can be used, based on the nature of the available data. You'll see how association models can find hidden relationships, for example, between medical procedures prescribed for patients, insurance claims, bank transactions, or telecom services used by customers. You'll also see how clustering models are used to find groups of like customers who have similar buying habits so they can be marketed to more effectively.

**Level:** Intermediate

**BPM-3324****IBM Cognos TM1 Advanced Modeling Techniques for Performance and Scalability**

This hands-on lab session teaches IBM Cognos TM1 advanced modeling techniques for performance and scalability. General topic areas include: optimization of rules and feeders, and minimization of multiuser impact on cache invalidation by separation of read and write activity. Specific topics include: underfeeding and overfeeding, conditional feeding, special-case elimination of feeders, materializing rule calculations, and read-only cubes. Through comprehensive guided exercises, you will learn how to recognize the need for a particular technique, see how to apply it, and how to verify the resulting performance improvement.

**Level:** Advanced

**BPM-3416****Faster, Simpler Solution Design with IBM Cognos TM1 Performance Modeler**

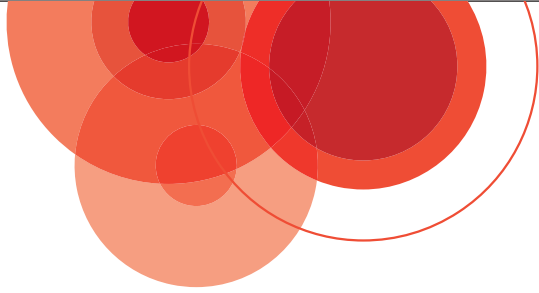
In this hands-on workshop, you will design, build and deploy a planning and analysis solution with IBM Cognos TM1 Performance Modeler and IBM Cognos Insight. Cognos TM1 Performance Modeler is a new modeling tool for Cognos TM1 V10.1, which provides a guided process for modeling and enables rapid prototyping, especially for users with no prior familiarity with Cognos TM1. You'll learn how to use simple, spreadsheet-like calculations and graphical links to move data between cubes. Experienced Cognos TM1 users will find that they are still able to access the power of Cognos TM1 rules and see enhancements to features like Cognos TM1 TurboIntegrator editing.

**Level:** Introductory

**BPM-3777****Create, Share and Publish Compelling Dashboards and Scenario Models with IBM Cognos Insight**

This session teaches business users and analysts how to use the personal analytics solution, IBM Cognos Insight, to independently explore data, build scenario models and share insights without the need for IT involvement. In this hands-on lab, you will learn how to use Cognos Insight to import and merge corporate enterprise data with personal local data, to slice, dice and drill down through data quickly, create compelling charts and grids for a multi-dimensional view of the data, perform powerful scenario modeling on the fly, and easily publish plans and dashboards for others to see and use.

**Level:** Intermediate



**BPM-3779**

**How to Configure and Implement Security in IBM Cognos TM1**

This hands-on lab session teaches IBM Cognos TM1 modelers and administrators how to work with Cognos TM1 security features for server, object, and application access. Participants will create users on a Cognos TM1 server, assign users to groups, grant access to objects, and assign privileges to applications for planning and analysis. Multiple techniques for defining access will be reviewed, including the use of control cubes, rules and processes in order to apply and maintain security in a Cognos TM1 model.

**Level:** Advanced

**BSC-3776**

**How to Accurately Measure Social Media Impact**

This session gives attendees an understanding of how to derive actionable results from social media analysis. You will become familiar with key concepts such as social media sources, sentiment analysis, affinities and the discovery of new social media topics. You will learn how to define analysis to track your brand in social media, structure analysis for the key sources that matter to marketing, interpret the results to gauge brand impact in social media and explore new topics emerging in social media.

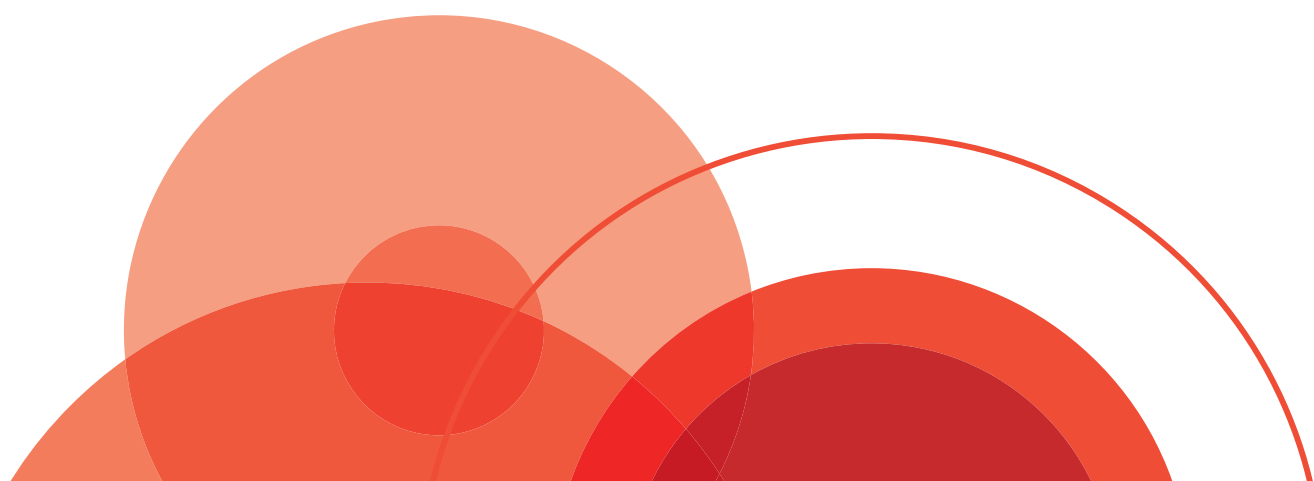
**Level:** Intermediate

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*“I truly enjoyed the event. What a great forum to network with peers, learn about the latest trends and see how others are utilizing IBM solutions.”*

– John Hassman, Director Marketing Analytics, United Stationers, Inc.

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# Usability Sandbox Sessions

Use your experience with IBM Cognos, SPSS, OpenPages, and Clarity products to help us shape future product direction. Usability experts will lead you through a variety of interactive group sessions, including prototype walkthroughs, design review and feedback sessions, and opportunities to identify/vote on user requirements and prioritize them. **Due to the confidential nature of these sessions, participants will be required to sign a non-disclosure agreement.**

## **BBI-1804**

### **BI Information Everywhere**

Visit the Usability Sandbox and participate in a group discussion about your business needs for mobile BI. How can you use your existing reports and dashboards on a smartphone or tablet device? How can large dashboards with many widgets e.g. charts, tables, and filters, be accessed in a mobile device? Who are your users and what interactivity do they require? Would themes and templates work in a mobile environment? In this session, we will show you some potential scenarios and ask for your feedback and priorities.

**Speaker:** Susan McIntyre, IBM

## **BBI-1805**

### **Data Import**

Visit the Usability Sandbox and join a group discussion about importing data into your Cognos environment. What should the steps be? What type of data do you typically need to import, e.g., spreadsheets? When and how should errors be corrected? Who are the users and what would their data look like? What level of data modeling terminology (e.g. dimension, measure, level, etc.) should be introduced in the tool? In this session, we will show you various scenarios and ask for your feedback and priorities.

**Speaker:** France Lapointe, IBM

## **BBI-1806**

### **The Future of BI Modeling**

Explore the future of modeling with IBM Cognos Business Intelligence in this Usability Sandbox. Do you use Framework Manager, PowerPlay Transformer or Cognos TM1 Performance Modeler? Have you ever wished that the modeling process could be easier and faster to complete? Do you find yourself having to switch between tools to recreate your models? What capabilities would you like to see in your modeling tools? This session will provide an opportunity to review ideas and offer feedback that will help define the next generation of modeling tools.

**Speaker:** Steven Macko, IBM

## **BBI-1807**

### **Visual Analytics and Data Interaction**

Why is visual analytics more than just basic interactive reporting? How can we best couple the strength of algorithms with the intuition of expert users? What are the most common types of analytic algorithms used in your business? And what types of data interaction and charting would help your business most? In this session you will have the opportunity to preview different ideas for visual analytics and data interaction, and give us your feedback. Please visit the Usability Sandbox to help drive the future of IBM Cognos solutions beyond basic reporting.

**Speaker:** Ian Stewart, IBM

## **BBI-1808**

### **Engaging Content Delivery and Enhanced Search**

Do you open your reports and dashboards from IBM Cognos Connection? Would you like to know how it could be done differently and in a more engaging manner? What capabilities would you like to provide to your users to ensure that they can locate existing content or create new content? In this session we'll show you some future ideas for searching and navigating to information. Join us in the Usability Sandbox and share your thoughts on the future of business intelligence content delivery.

**Speaker:** Steven Macko, IBM

## **BBI-1810**

### **User Interaction with Big Data**

Join us in the Usability Sandbox and help drive the future of Cognos analysis with big data. Share your views on how you want business intelligence to help you understand the data that's often ignored because it's too difficult to process using traditional means. Consider data such as log records, click streams, social media data, news feeds, emails, electronic sensor output, or POS data. This session will give you the opportunity to provide feedback on possible prototypes and concepts as well as to put forward your own wish list.

**Speaker:** Ron Gagnier, IBM

**BBI-1811****From Personal Insight to Enterprise Workspace**

During this session in the Usability Sandbox, we will compare personal and enterprise business intelligence needs. How should personal business data support or be integrated with enterprise data? Do users analyze the two types of data differently? What interactivity should be offered in a personal desktop application compared to an enterprise web application? How seamless should the experience be between the two environments? And are there any activities or features that you would allow or not allow in either environment? In this session, we will show you some potential scenarios and ask for your feedback and priorities.

**Speaker:** Doug Liversidge, IBM

**BBI-1814****Tablet-based Planning and Performance Management**

How can mobile users contribute to the planning process? Should mobile users be able to review, submit and approve plan contributions from their tablet computers? How can you put performance management tools into the hands of mobile professionals? Can you provide tablet-based scorecards and planning tools that allow users to manage the performance of the organization while in transit or at local or customer sites? Visit the Usability Sandbox and participate in a discussion of planning scenarios that are appropriate to the tablet interface and help us refine prototypes for tablet-based performance management.

**Speakers:** Marnie Andrews, IBM; Roy Ballantine, IBM

**BBI-1818****Defining the Next Generation User Interface of IBM Cognos FSR**

Are you an experienced IBM Cognos FSR user, who wants to find out what the next generation of Cognos FSR will bring in terms of a user interface? Do you want a better tool, integrated with your Microsoft Word and Microsoft Excel files to automate the production of financial reports and narrative disclosures in a more secure, transparent and auditable environment? Join this session for an opportunity to review ideas and give feedback to help define the next generation of automated reporting software.

**Speaker:** Adrian Popescu, IBM

**BBI-1820****A Unified Approach to Data Analysis Using IBM SPSS Consumable Analytics and IBM SPSS Statistics**

This presentation will bring together IBM SPSS Consumable Analytics and IBM SPSS Statistics in a single story. You will see new functionality designed to make sharing data, sharing results and moving between the two products as seamless as possible. You will also see how you can use SPSS Consumable Analytics to get an overall impression of your data and then use that information to guide further, in-depth analysis using SPSS Statistics. Participants will be asked to comment on the integration of the two products, suggest ways to make that integration more natural, and discuss enhancements you would like to see in the future.

**Speaker:** Keith E. Sealy, IBM

**BBI-1824****Build a Smarter Survey**

Organizations recognize that the key to their success lies in understanding their customers, employees and stakeholders. IBM SPSS Smarter Surveys represents a shift away from passive surveying capabilities toward a high-value offering that leverages the relevance of social media and the power of predictive analytics to score an attitudinal channel in real time at the point of dialogue. Join this hands-on session in the Usability Sandbox and see how you can use IBM SPSS products to create a more targeted survey engagement combining traditional survey techniques with social media and predictive analytics.

**Speaker:** James E. Calvert, IBM

**BBI-1992****IBM OpenPages–User Experience Enhancements**

OpenPages has long been the best program to identify, monitor, and manage risk, but its abstract information model has been a challenge for end users. Visit the Usability Sandbox and participate in group discussions on proposed enhancements to the usability of the software. Attendees will have the opportunity to preview potential designs of the user interface and page flows and provide feedback. Join us and help drive the future of OpenPages.

**Speaker:** Laura Harley, IBM

# Networking—Think Big with Peers and Experts

Gain inspiration and knowledge from once-a-year, face-to-face conversations

## Explore Hot Topics

Peers outside your company can provide fresh insights and ideas. And there's no better place than the largest annual gathering of business analytics professionals to hear how these like-minded colleagues are using analytics solutions to drive great decision making and business results. With 3,000 Business Analytics Forum attendees, your networking opportunities will seem endless.

## Birds of a Feather Lunches

Exchange challenges, strategies and success stories during informal discussions over lunch — Monday through Wednesday. This year, topics include:

- Personal Analytics with IBM Cognos Insight
- Business Analytics for SAP Environments
- Upgrade/Migration to IBM Cognos Business Intelligence V10
- IBM Cognos Mobile
- Getting the Most from Your IBM Cognos TM1 Solutions
- How BI Professionals Can Use Disclosure Management
- Extending IBM Cognos BI Scorecards and Reports with IBM Cognos TM1
- Governance, Risk and Compliance
- Managing IT Risk and Compliance
- Managing Risk Data Throughout the Enterprise
- Reporting and Analysis for midsize companies
- Predictive Analytics
- Statistical Analytics
- Market and Survey Research
- Customization of Web-based Training Courses
- IBM Technical Support: Tips and Techniques

Visit [ibm.com/events/baforum](http://ibm.com/events/baforum) for a full listing of topics.

## Ask the Experts

These informal technical discussions are led by you and the other attendees, giving you an hour-long opportunity to have experts—including experienced product managers—provide detailed answers to any product-related questions you have.

Choose from a variety of unique sessions, spread across the conference, covering topics on BI and platform, financial and risk analytics, predictive analytics, and more.

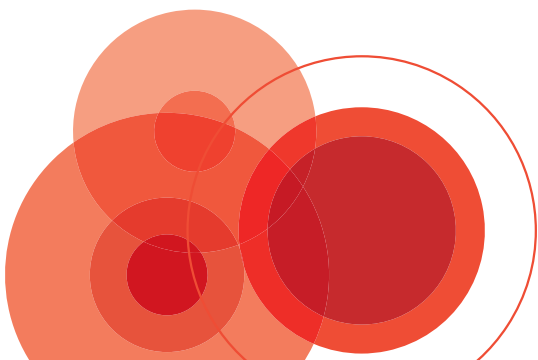
Sample topics include:

- IBM Cognos Mobile
- Better Queries with Dynamic Query Mode and New Technology
- Optimizing IBM Cognos TM1 for Scale and Performance
- Integrating IBM Cognos TM1 with BI to Enhance Reporting and Scorecarding
- How to Use BI Data and Reports in Disclosure Management
- Solution considerations for migrating from IBM Cognos Planning to IBM Cognos TM1
- Solutions for Midsize Companies
- Gain Insight on Attitudes and Opinions with Survey Research
- The Journey of Customer Analytics and Beyond
- Getting Started with Predictive and Advanced Analytics
- Real Insight from Social Media Analytics

Visit [ibm.com/events/baforum](http://ibm.com/events/baforum) for a full listing of topics

## Industry Lunches

Join peers from your industry in a stimulating dialogue about the unique challenges facing organizations like yours and learn how others are using analytics to address those challenges. Meet new contacts and renew old acquaintances as you discuss how to apply business analytics solutions to everyday, industry-specific challenges. For complete details, see page 68.





## How to Leverage a User Group Community

### IBM Business Analytics SAP User Group Meeting

**Sunday, October 21**  
**3:00 p.m.–6:00 p.m.**

Members of the IBM Business Analytics on SAP User Group (IBASUG) will meet to share experiences and discuss strategies of best practices and adoption of IBM Business Analytics on SAP in their organizations. With a mix of customer and IBM presentations and discussions, this is a great opportunity to network with others that are implementing IBM Business Analytics on SAP. To join IBASUG, visit [tinyurl.com/IBASUG](http://tinyurl.com/IBASUG).

### BBI-1302

#### Discovering the Benefits of a BI User Group

**Wednesday, October 24**  
**2:30 p.m. – 3:30 p.m.**

A business intelligence user group can be a valuable source for networking, product education, and discovering how other companies in your area are using IBM Cognos Business Intelligence to address critical business challenges. This session will go over all the aspects of starting and maintaining a BI user group, from logistics to content to what tools are out there to help you execute a successful meeting.

**Speaker:** Susan Dean, General Electric Power Generations Services

## Grand Opening Reception in the EXPO

**Sunday, October 23**  
**6:00 p.m.–8:00 p.m.**

Join us for the official Information On Demand 2012 kickoff. Enjoy light refreshments as you get reacquainted with people you've met, introduce yourself to new friends, and get a "first look" at the EXPO, which features more than 200 Business Partners, 100 IBM solutions, and industry solutions to meet your specific business needs.

## Business Analytics Community Reception

**Sunday, October 21**  
**8:00 p.m.–10:00 p.m.**

This is your opportunity to meet attendees interested in business intelligence, predictive analytics, financial and risk analytics, and other topics in a community setting. Join us and start your networking on day one!

## EXPO Receptions

Be sure to attend the additional EXPO receptions on Monday and Tuesday to experience the entire Solutions Center while networking with your peers, IBM Business Partners and solution experts!

**Monday, October 22 and Tuesday, October 23**  
**5:00 p.m.–7:00 p.m.**

## Evening Networking Event

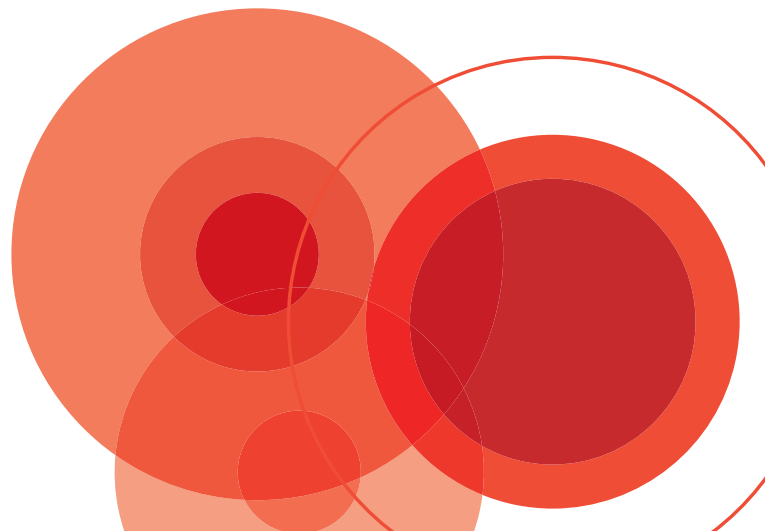
**Tuesday, October 23**  
**7:00 p.m.–11:00 p.m.**

Join the fun at the Networking Event on Tuesday evening. In addition to the hands-on entertainment and activities, your palate will be pleased by the array of sumptuous treats and beverages. This event will bring the entire conference community together for fun and relaxation!

## New! Business Analytics Reference Lounge

During the conference, stop by the Business Analytics Reference Lounge, located at the BA booth in the EXPO, to:

- Share with us how you use IBM Business Analytics solutions
- Learn more about the benefits of the Business Analytics Performance Leader Program
- Join the Performance Leader Program or if you are already a member, give us an update on your story and receive a complimentary gift
- Mingle with our topic experts onsite to gain advice on maximizing your business performance while networking with peers and experts



# EXPO: Business Analytics Center

Familiarize yourself with literally hundreds of real-world solutions, powerful innovations and hands-on demos in the EXPO. If you have questions about products, training, technical support, industry-specific solutions, what it means for you to be an IBM client, or any other aspect of your analytics solution, you'll find knowledgeable people and actionable answers here.

## Every Expert You Need, All in One Place

In the EXPO, you'll find experts—from across IBM and from our many Business Partners—who can talk about and demonstrate the value of the products, training, support and services we offer you. Be sure to set aside plenty of time to take advantage of this once-a-year opportunity!

## Business Analytics Exhibits

Visit our Business Analytics exhibits to learn about solutions that are helping analytics-driven organizations outperform their rivals. Meet one-on-one with Business Analytics experts and see demos of the latest software:

- See the latest IBM Cognos solutions for business intelligence, performance management and reporting, plus analytic applications for social media and customer analytics
- Hear about cost-effective solutions designed for midsize organizations and for departments or workgroups in large enterprises
- Learn about solutions for XBRL tagging and new IBM OpenPages solutions for financial governance, risk management, disclosure management and regulatory compliance
- See demos of IBM SPSS solutions for decision management, predictive analytics, text analytics, data mining and statistical analysis

## Meet Business Analytics Support

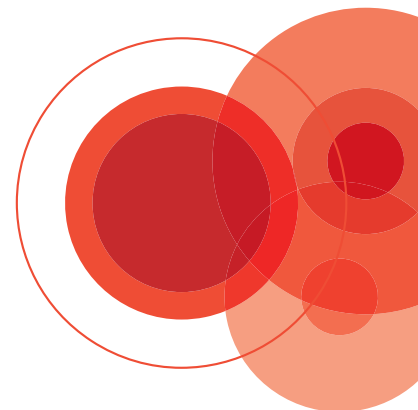
Do you have a challenging test case, a design problem, or any other pressing technical question? Schedule time to meet one-on-one with a Support Analyst to work through your specific issues and get advice on how to overcome your toughest challenges.

## IBM Business Partner Solutions

There will be hundreds of experienced Business Partners on site, sharing solutions that can help you extract even more value from your business analytics investment. Here's a sample of the exhibitors who'll be waiting to meet with you:

- Application Consulting Group
- Atigeo
- Aviana Global Technologies, Inc.
- Breakaway Technologies, Inc.
- BrightStar Partners, Inc.
- CarpeDatum Consulting
- Creative Computing
- Data41
- Datacert, Inc.
- eCapital Advisors
- Kinetek Consulting
- Locus Solutions Inc.
- Lodestar Solutions
- LPA Systems, Inc.
- Motio, Inc.
- NeoSystems
- Newcomp, Inc.
- PerformanceG2, Inc.
- Peritas Solutions Ltd.
- Pronto Software
- QueBIT
- Revolution Analytics
- Technology Dynamics Inc
- Teradata Corporation
- Esri
- Ironside Group
- NEC
- Software By Design, Inc.
- Ernst & Young LLP
- NetApp

Many more IBM Business Partners will be added to enhance your experience. Visit [ibm.com/events/baforum](http://ibm.com/events/baforum) for an up-to-date list.



## What Topics Can You Bring to Your Technical Support Session? That's Up to You!

You'll be working with our most experienced technical experts, so nothing is off limits. When you schedule your meeting, indicate the product and the related issue or challenge you want to discuss. Here's a brief sample of topics previously covered:

- Integrating BI with Active Directory authentication
- Recommendations for fail-over while building cubes
- Report aggregation techniques at the reporting level and the model level within FM
- Predictive modeling tips, techniques and best practices

## Business Analytics Center Labs: The Place for Your Hands-on Experience

When you want to learn about a new solution or capability, or find out how to do more with a tool you already use, there's just no substitute for rolling up your sleeves and actually trying it yourself. And our labs are dedicated to letting you get as "hands-on" as you want.

### Products Lab

Stop by whenever your schedule allows; no appointment needed. Test-drive the latest software at your own pace. Work through real life scenarios created by product experts and learn how to apply the software to your own business problems. Spend time with experts and see how you can improve your existing implementation with new capabilities.

This is your opportunity to actually work with all the solutions you'll hear about and see elsewhere at the Business Analytics Forum, explore all their features and functionality, and get a real sense for the business benefits they deliver.

### Services and Education Lab

Find the education approach that suits the way you prefer to learn. Explore training options based on your role, product or preferred delivery method, including...

- Web-based training courses
- Self-paced virtual class delivery options
- Instructor-led online training
- Cognos 10 embedded learning videos
- Cognos 10 consumer learning library
- SPSS statistics learning library

This lab also gives you the opportunity to work one-on-one with our consulting services team, and learn more about their Proven Practice modules.

## EXPO Hours

Sunday: 6:00 p.m.–8:00 p.m.  
Monday: 8:00 a.m.–7:00 p.m.  
Tuesday: 8:00 a.m.–7:00 p.m.  
Wednesday: 8:00 a.m.–3:30 p.m.

The EXPO will be fully staffed during these hours:

Sunday: 6:00 p.m.–8:00 p.m.  
Monday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.  
Tuesday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.  
Wednesday: 12:30 p.m.–3:30 p.m.

## "Navigating IBM"—What you Need to Know

This drop-in area lets you talk one-on-one with subject matter experts who can act as "guides," helping you understand the programs, processes, policies and systems you need to use for Support and Training as an IBM client. Demonstrations and discussions will be geared toward addressing customer satisfaction issues, including:

- Navigating for online support and knowledge resources
- Demonstrations of the support request tool
- How to search and enroll for training courses
- How to find training schedules, locations and offerings
- How to create a Web ID or find an IBM Customer Number (ICN)

## Accelerated Value Program Red Carpet Lounge

If you're a member of the Accelerated Value Program (AVP), be sure to join us in your Red Carpet Lounge, located in the EXPO and open during all EXPO hours. In this quiet, exclusive space, you can:

- Network with your AVP peers from other organizations
- Schedule meetings with your Accelerated Value Leader or IBM executives
- Consult with AVP experts
- Take a break from the conference and relax with light refreshments

## Not a Member Yet? Find Out What You're Missing!

Come by the Lounge to learn about the program. AVP experts will be waiting to explain the value and benefits of the program, which provides personal service above and beyond the standard Software Subscription and Support program.

# Industry Events

Share challenges and solutions with leaders in your industry.

Learn how others in your industry are outperforming with analytics, despite tremendous competitive pressure and global economic volatility. Networking lunches, face-to-face meetings with experts and case study presentations offer practical tips and proven strategies for maximizing profitability, getting closer to your customer and improving organizational performance.

## Industry Lunches

Industry-focused lunches are a great way for you to make new contacts within your industry, or renew old friendships. Discuss topics relevant to your business and critical to your success with peers in other organizations, facilitated by IBM industry experts. Industry lunches will include:

- Banking and Financial Markets
- Service Providers/Telco
- Consumer Products
- Energy and Utilities
- Government
- Healthcare and Life Sciences
- Insurance
- Manufacturing and Process
- Retail

## Meet Industry Experts

Throughout the conference, IBM Business Analytics Industry Directors and Solution Experts will be available to discuss your specific industry challenges and answer your strategy or implementation questions.

## Learn from Your Peers

Throughout Business Analytics Forum, IBM clients will lead breakout sessions, sharing their real-world experiences with business intelligence, financial and risk analytics, predictive analytics and other solutions. You'll hear and learn from business analytics leaders from a wide range of industries and companies:

### Aerospace & Defense

Teledyne Brown Engineering  
The Boeing Company  
Northrop Grumman

### Automotive

BMW AG  
Daimler AG  
Daimler Trucks North America  
GM Volt Manufacturing

### Banking

BBVA Compass  
Fiserv  
Home Trust Company  
MLC, Wealth Management Division of National Australia Bank  
Standard Bank

### Chemicals & Petroleum

ANCAP Administración Nacional de Combustibles, Alcoholes y Portland (ANCAP)  
Vale

### Consumer Products

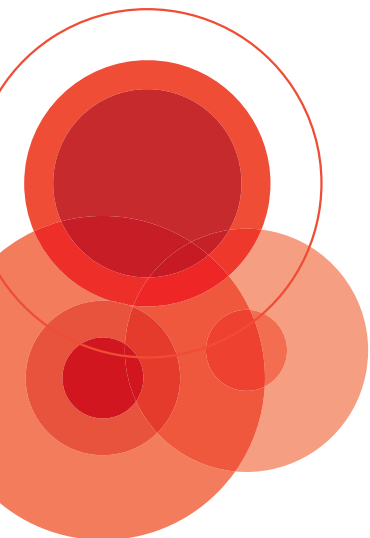
BC Egg Marketing Board  
Coach  
Columbus Foods

### Education

Compass for Success  
State University of New York

### Electronics

Intel Corporation  
Qualcomm Inc.



### Energy & Utilities Services

Cosan Entergy  
EQT Corporation

### Financial Markets

Deloitte Australia  
Equifax  
Knight Capital Group  
Liquidnet Holdings Inc.  
Oppenheimer Funds

### Government: Central/Federal

Canadian Revenue Agency  
Development Corporation  
National Geospatial-Intelligence Agency (NGA)  
National Security Agency

### Government – State/Provincial/Regional

Los Angeles County  
Miami-Dade County  
Miami-Dade Police Department  
NSW Roads & Maritime Services

### Healthcare

DaVita Inc.  
LifePoint Hospitals  
HealthNow New York, Inc.  
Kaiser Permanente  
Metro Spinal Clinic  
Martin's Point Health Care  
Seton Healthcare Family  
Truven Health Analytics  
Vancouver Island Health Authority (VIHA)

### Industrial Products

Jabil Circuit Inc.  
JLG Industries, Inc. an Oshkosh Corporation Company  
Mueller Inc.

### Information Technology & Services

Computer Sciences Corporation (CSC)  
RSA Security Inc.  
RCG Global Services

### Insurance – General

Massachusetts Mutual Life Insurance Company (MassMutual)  
Nationwide Insurance  
Santam Insurance  
Westfield Insurance

### Insurance – Health

Blue Cross Blue Shield of Tennessee  
Provider Information & Intelligence

### Life Sciences

Illumina  
Johnson & Johnson  
Meril, Ltd.

### Market Research

New Media Strategies  
Telerx  
The Nielsen Company

### Media & Entertainment

Cablevision  
Point Defiance Zoo & Aquarium  
Revel Entertainment  
Walt Disney Company

### Retail

Australia Post  
Best Buy  
Dillard's Department Stores  
Nike Corporation  
Oshkosh Corporation

### Telecommunications

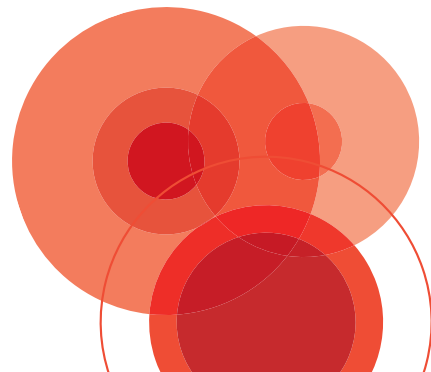
CenturyLink  
DIRECTV  
Everything Everywhere  
LitePoint  
XO Communications

### Travel & Transportation

White Lodging Services

### Wholesale Distribution and Services

United Stationers



## Business Leadership Forum

Developed for executives, managers and key decision makers, the Business Leadership Forum is a comprehensive, 2.5 day program packed with relevant, thoughtful content on a number of business issues, including how analytics-driven organizations are making the leap from the possible to the proven to generate new sources of value and outperform their competition. Share your innovative ideas and successful strategies to grow your business, improve customer service, reduce costs and manage risk with other conference attendees.

## Spotlight on Business Analytics

The Business Leadership Forum offers more than two dozen sessions. These are some of the highly-recommended sessions for IBM Business Analytics customers, by industry. Visit page 9 for the full list of business analytics sessions and abstracts.

### Aerospace and Defense

- Increased Audits, Data Calls and Regulations While Reducing Expenses: How Northrop Grumman Utilizes Cognos

### Automotive

- BMW gains a competitive advantage by utilizing predictive analytics

### Banking and Financial Markets

- BBVA Compass Gains Greater Financial Insight While Reducing Costs
- How Banks Are Using Smarter Analytics to Drive Business Value

### Consumer Products

- Beyond Marketing, Using Customer Analytics To Advance Your Business

### Energy and Utilities

- Micro Segmentation for Utilities to Help Achieve Strategic Goals

### Government

- Advances Made in Law Enforcement Using Smarter Analytics
- Keeping the Country Safe - Big Data and Analytics for Threat Prediction and Prevention

### Healthcare and Life Sciences

- Strategy for Enterprise Analytics at UPMC
- IBM and Seton Healthcare Family Target CHF Readmissions
- LifePoint Hospitals - Using Business Intelligence (BI) to Create Healthier Communities

### Insurance

- Using Predictive Analytics to Prevent Fraud in Real Time
- Santam Insurance Boosts Customer Service and Beats Fraud Using Decision Management
- A Path to Delivering Real-time Marketing Offers to your Customer

### Manufacturing and Process

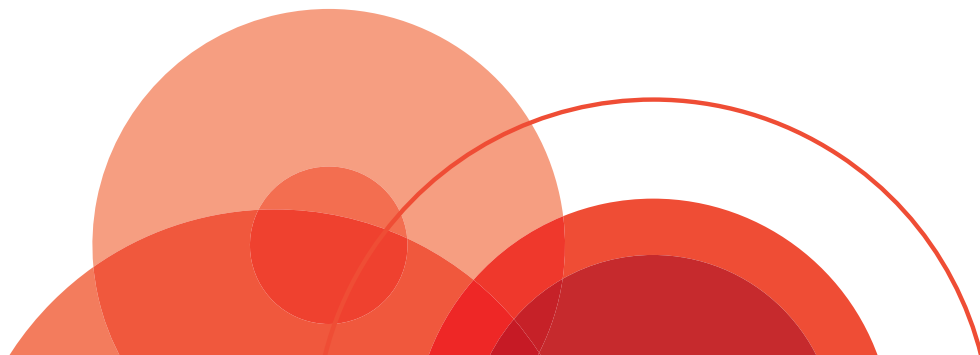
- Visual Management of Analytics for Manufacturing Excellence
- The Premier of the Sales and Operations Planning (S&OP) Blueprint
- Supplier Analytics

### Media and Entertainment

- How Revel Entertainment is Creating a Smarter Gaming Environment

### Service Providers/Telco

- Monetising Telco Data - An Intelligent Pipe
- Optimizing Complementary IBM Solutions: SPSS Modeler, Netezza, and Cognos BI Integration
- Communications Service Providers Client Panel



# Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining, and the world-famous Shark Reef Aquarium, an exciting array of entertainment options awaits you.

## Hotel Information

Register and reserve your room before August 31 to get the best rate and the conference hotel of your choice.



### Mandalay Bay Resort

**Early Bird rate: \$215 USD per night until August 31, 2012**  
 \$250 USD per night after August 31, 2012  
 \$10 USD resort fee per room, per night, plus 12 percent tax

### THEhotel

**Early Bird rate: \$225 USD per night until August 31, 2012**  
 \$279 USD per night after August 31, 2012  
 \$10 USD resort fee per room, per night, plus 12 percent tax

### Luxor Las Vegas

**Early Bird rate: \$134 USD per night (Pyramid rooms) or \$154 USD per night (Tower rooms) until August 31, 2012**  
 \$144 USD per night (Pyramid) or \$164 USD per night (Tower) after August 31, 2012  
 \$10 USD resort fee per room, per night, plus 12 percent tax. Resort fee includes wired, high-speed Internet access in guest rooms; a daily newspaper; daily admission to the Nurture Fitness Center; and unlimited local and toll-free calls from guest rooms.

### Excalibur Hotel & Casino

**\$109 USD per night on Friday, October 19; Saturday, October 20; Friday, October 26; and Saturday, October 27, 2012**  
 \$59 USD per night from Sunday, October 21, through Thursday, October 25, 2012

\$10 USD resort fee per room, per night, plus 12 percent tax. Resort fee includes wired Internet access in guest rooms; a daily newspaper; admission to the fitness center; and unlimited local, toll-free and domestic long distance calls from guest rooms.

Visit [ibm.com/events/informationondemand](http://ibm.com/events/informationondemand) for more information or to register and reserve your room now.

## Travel Discounts

### American Airlines Group Travel Discount

Get 8 percent off the lowest applicable eligible published air fare.

- For domestic reservations, go to [www.aa.com](http://www.aa.com), contact AA Meeting Services at 1-800-433-1790 (6:00 a.m. to midnight central daylight time [CDT]) or contact your local travel agency. (NOTE: If you make your reservation by phone, there will be a reservation service charge. If you make your reservation on AA.com, you will pay no ticketing fees.)
- For international reservations, contact your local reservation number.
- Promotion code: **18H2BR**
- Valid for travel between October 18 and October 28, 2012, for travel to Las Vegas, Nevada.

### WestJet Airlines Group Travel Discount

Get 10 percent off the best available regular fare (excluding web and promotional fares). *Reservations can only be made by phone.*

- Contact the WestJet convention line at 1-888-493-7853. Agents are available to assist Monday through Friday, 7:00 a.m. to 5:30 p.m. mountain daylight time (MDT).
- Group discount code: **CC6543**
- Valid for travel between October 18 and October 28, 2012, from any city served by WestJet into Las Vegas, Nevada.

### Avis Group Rental Car Preferred Rates

Avis Rent A Car has provided attendees a group discount number designed to shop the best available rate, including unlimited mileage.

- Make reservations by calling Avis at 1-800-331-1600 or by visiting [avis.com](http://avis.com)
- Avis Worldwide Discount number: **B1360013**
- Valid from seven days before to seven days after the conference.

# Registration Information

Register before August 31 and save \$300 USD!

## Conference Registration Fees

Early Bird fee: \$1,895 USD per person  
Ends August 31 (save \$300 USD)

Standard fee: \$2,195 USD per person  
September 1–October 20

On-site fee: \$2,395 USD per person  
October 21–25

## Full Conference Pass Includes:

- Access to all keynotes, breakout sessions, networking events and lunches at Information On Demand 2012
- Access to the EXPO
- Access to all evening events, including the networking event on Tuesday night located in the Mandalay Bay Events Center
- Food and beverages at all scheduled events, including breakfast and lunch
- Online access to available conference materials, including session presentations

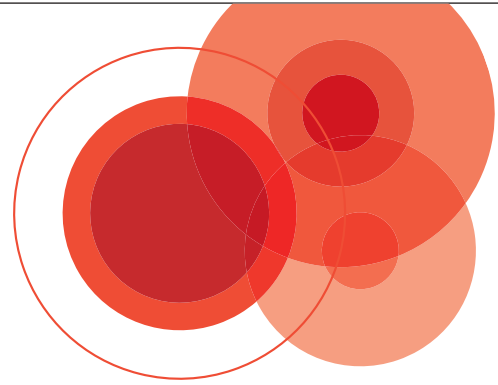
## Company Pass (for Large Groups)

With a company pass, you could be saving up to 32 percent off the price of registration. Administrators for your company participation should [contact us](#) to set up a company pass and discuss payment options. NOTE: You must enroll in the program and obtain a promo code prior to registering for the conference. Promo codes will not be added or changed retroactively. Only members of your company can be included.

Great Savings Plus a meeting space for one half-day meeting!

Number of Attendees	Fixed Price	Additional Cost per Attendee	Approximate Discount off \$2,195 USD
7 attendees	\$13,160 USD	\$1,880 USD	14 percent
20 attendees	\$32,000 USD	\$1,600 USD	27 percent
40 attendees	\$60,000 USD	\$1,500 USD	32 percent





### Education Packs

We accept IBM Education Pack prepaid training accounts as a payment option toward registration (U.S. clients only). Get details on how to purchase Education Packs at:

[ibm.com/training/us/savings](http://ibm.com/training/us/savings)

For questions please contact [edpack@us.ibm.com](mailto:edpack@us.ibm.com)

For more information on the Education Pack program, visit:

[ibm.com/services/learning/edpack](http://ibm.com/services/learning/edpack)

Online Education Pack training dollars can only be used for payment of the standard rate registration fee (\$2,195 USD). They cannot be combined with any other discounts, offers, programs, coupons or promotions.

### Refund and Cancellation Policy

- Full refund, no cancellation fee before August 31, 2012
- Full refund less \$200 USD cancellation fee after August 31, 2012
- No refund after September 21, 2012
- No refunds will be made for no-shows. No-shows may also incur a charge for one night's hotel room rate if hotel accommodations are not cancelled in advance. Cancellations must be received in writing only via:

Email: [InformationOnDemand2012@meetingconsultants.com](mailto:InformationOnDemand2012@meetingconsultants.com)

Fax: 1-770-399-3170

### Policies

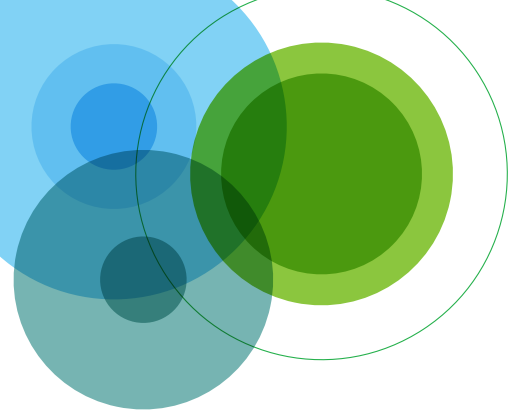
For information regarding our payment, substitution, and refund and cancellation policies, please visit:

[ibm.com/events/informationondemand](http://ibm.com/events/informationondemand)

### Questions?

For all questions concerning registration, hotel and group discounts, please contact the registration/housing line at 1-800-227-4374 or 1-770-359-6591 Monday through Friday from 9:00 a.m. to 6:00 p.m. eastern daylight time (EDT) or send an email to

[InformationOnDemand2012@meetingconsultants.com](mailto:InformationOnDemand2012@meetingconsultants.com)



SAVE \$300 USD!  
Register before August 31.  
[ibm.com/events/baforum](http://ibm.com/events/baforum)

# Business Analytics **Forum**

@**Information** On Demand **2012**

*Align ... Anticipate ... Act ... Learn ... Transform*

**October 21–25, 2012**

Mandalay Bay | Las Vegas, Nevada

[ibm.com/events/baforum](http://ibm.com/events/baforum)

