



Business Leadership **Forum**

October 21–24, 2012

Information On Demand **2012**

October 21–25, 2012

Mandalay Bay | Las Vegas, Nevada

ibm.com/events/informationondemand

Outsmart. Outperform.

The Business Leadership Forum gives you many ways to drive more value from your IBM solutions.

Learn What's New

Explore the latest advances in software and solutions from IBM Enterprise Content Management, IBM Business Analytics and IBM Information Management—including technical sessions, usability sandboxes and hands-on labs.

Explore Innovation

Find out what's possible in your industry. IBM's largest EXPO invites you to experience products, services and solutions in action.

Learn Best Practices

Hear from industry leaders who are leveraging information and applying analytics to realize and build competitive advantage in today's economic environment.

Experience Superior Networking

Meet one-on-one with industry experts, IBM executives and innovative IBM Business Partners. Network in a variety of interactive sessions and activities. Interact with peers, industry experts, IBM Business Partners and IBM executives who share your interests and challenges.

Take Action

Make an immediate impact on your organization with actionable next steps to improve business performance through business analytics and optimization.

Table of Contents

Information on Demand 2012 Week at a Glance	3
Information on Demand 2012 General Sessions	5
Information on Demand 2012 Keynote Sessions.....	6
About Information On Demand 2012.....	8
SmartSite	9
Elective Sessions.....	10
Networking.....	21
EXPO	22
Destination Information.....	23
Registration Information	24



Information on Demand 2012 Week at a Glance

Sunday, October 21

7:30 a.m.–9:30 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

Monday, October 22

6:30 a.m.–7:00 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. Elective sessions

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. Elective sessions

2:15 p.m.–3:15 p.m. Keynote—Enterprise Content Management

3:45 p.m.–4:45 p.m. Elective sessions

3:45 p.m.–4:45 p.m. Keynote—Business Analytics

5:00 p.m.–7:00 p.m. EXPO reception

“Information On Demand is a premier conference in the DB2® world. So not only do we get the chance to get current on technologies, but we get future technologies and the ability to be able to talk with developers and lab directors. The access is tremendous, and it is a tremendous opportunity to get training.”

—Anthony Ciabattoni, Fiserv



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. 11:15 a.m.–12:15 p.m.	Elective sessions
11:15 a.m.–12:15 p.m.	Keynote—Business Analytics
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Birds-of-a-feather lunches
12:30 p.m.–2:30 p.m.	EXPO
1:45 p.m.–2:45 p.m.	Elective sessions
1:45 p.m.–2:45 p.m.	Keynote—Information Management
3:00 p.m.–4:00 p.m. 4:30 p.m.–5:45 p.m.	Elective sessions
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.–6:00 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. Noon–1:00 p.m.	Elective sessions
Business Leadership Forum ends	
12:30 p.m.–3:30 p.m.	EXPO
1:00 p.m.–2:30 p.m. 1:15 p.m.–2:15 p.m.	Lunch Birds-of-a-feather lunches
2:30 p.m.–3:30 p.m. 3:45 p.m.–4:45 p.m. 5:00 p.m.–6:00 p.m.	Elective sessions

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.–2:30 a.m. 10:00 a.m.–11:00 a.m. 11:30 a.m.–12:30 p.m.	Elective sessions
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Lunch-and-learn event
2:00 p.m.–3:00 p.m. 3:30 p.m.–4:30 p.m.	Elective sessions



Information on Demand 2012 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. These presentations set the stage for the Business Leadership Forum.



Jason Silva

Plan to be riveted by renowned political statistician Nate Silver on Wednesday, October 24, in the general session. Called a “spreadsheet psychic” and a “number-crunching prodigy,” Nate will explain how to distinguish real signals from noisy data as well as how predictive analytics is used in politics. We'll also be joined by television personality, filmmaker and philosopher Jason Silva, who will lend his unique perspective as a moderator each day in the general session. Jason was recently described as “part Timothy Leary, part Ray Kurzweil, and part Neo from The Matrix.” His work has been featured in *The Economist*, *Vanity Fair*, *Forbes* and *Wired* as well as many other publications.



Nate Silver

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.

Information On Demand 2012 Keynote Sessions

Analytics—Making the Shift from Initiative to Business Imperative



*Fred Balboni
Worldwide
Business
Analytics and
Optimization
Leader
IBM*

Monday, October 22
10:15 a.m.–11:15 a.m.

We are seeing unprecedented volumes of data being created by the instrumentation of nearly everything on the planet. And it is causing a seismic shift in how we engage with our clients, how we manage our operations and how we run our businesses. The ability to deal with these escalating volumes of structured and unstructured data—generated in real time—is either an inhibitor for enterprises unable to keep up or an advantage for those that are able to analyze and exploit. We now are at an inflection point as the use of analytics shifts from an initiative to an imperative, from changing organizations to changing entire industries and from the possible to the proven.

Join Fred Balboni, Worldwide Business Analytics and Optimization leader for IBM, and other industry leaders as they share their collective experience to discuss how leading organizations are embracing analytics to transform their business and outpace the competition.

Information Management in the New Era of Computing



*Arvind Krishna
General Manager,
Information
Management
Software
IBM Corporation*

Monday, October 22
11:30 a.m.–12:30 p.m.

In the new era of computing, companies are heightening their focus on building an agile information management foundation that can address the needs for mission-critical applications and advanced analytics.

Join Arvind Krishna, General Manager, IBM Information Management, and innovative clients in this technical session that will describe IBM Information Management software's strategy and game-changing innovations that can help you reduce data management costs, increase trust in your data and accelerate analytics to exploit big data. In this keynote, learn and watch demonstrations of new capabilities that can help you optimize your information supply chain and greatly increase the effectiveness of your business and IT initiatives.

Smarter Content in Motion for Better Business Outcomes



*Doug Hunt
Enterprise
Content
Management
Business Leader
IBM Corporation*

Monday, October 22
2:15 p.m.–3:15 p.m.

Managing the volume, variety and velocity of information facing organizations every day represents a significant challenge. Doug Hunt, IBM Enterprise Content Management Business Leader, will discuss how to harness the information explosion and realize the full value of content. Capturing, activating, socializing, analyzing and governing content can help you improve outcomes and transform your business.

Hear how IBM clients are applying innovative best practices and IBM Business Partner expertise to meet competitive challenges, maximize efficiencies and leverage the right information at the right time. Successful companies are using collaborative and mobile tools to add better context. New analytics and case management capabilities improve fact-based decisions and outcomes, while defensible disposal of excess information can save enormous costs and reduce risk. In addition, you will get a strategic look into where IBM Enterprise Content Management is heading to help you work smarter to grow your industry-specific business with high-value solutions—today.



Turning Big Opportunity into Big Results with Business Analytics



Les Rechan
General Manager
IBM 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 be seen as a major threat by the unprepared or as a golden opportunity by those able to act on it for competitive advantage. Join Les Rechan, General Manager, IBM Business Analytics, as he shares new and enhanced capabilities from IBM that are enabling organizations to optimize outcomes by embedding analytics into the fabric of their business. Les will share 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.

The Future of Information Management



Arvind Krishna
General Manager,
Information
Management
Software
IBM Corporation

Tuesday, October 23
1:45 p.m.–2:45 p.m.

From the present to the future. This session is designed for Information Management professionals looking to understand and see the information management innovations that will be important to their IT investments over the next three to five years.

Join Arvind Krishna, General Manager, IBM Information Management, and other key industry thought leaders to hear about and get an early look at the technical advances in the IBM labs that will help you optimize your future information management strategies and the new skills you will need to meet the challenge of the new era of computing.

“I would most definitely recommend the conference to people at different levels. Honestly, we could send people from across the company, from a midlevel DB2 specialist all the way up to leaders within our organization—even the executive track.”

—Anthony Ciabattoni, Fiserv



Take Advantage of Much More— Information On Demand 2012

A wide array of topics are covered across forums, hands-on labs and usability sandbox sessions:

Hands-On Lab Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from unique three-hour sessions that cover a wide range of products.

Usability Sandbox Sessions

Use your experience with specific IBM Cognos® and IBM SPSS® 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.

Business Analytics Forum

The world is talking about analytics. In virtually every industry and every region around the globe, organizations are using analytics to study and analyze their data—perhaps more than ever. And those that master analytics will be better situated to succeed in the marketplace or in their public sector mission. Join us at Business Analytics Forum and learn how it's done.

Enterprise Content Management Forum

The Enterprise Content Management Forum will give you deep insight into how new ECM solutions can add significant value across their organizations 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 can learn new technical and business skills that you can take back to your organization to immediately improve efficiency and apply innovation.

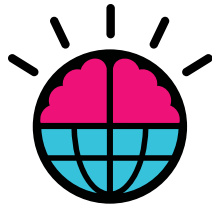
Information Management Forum

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 Forum sessions will help you build technical skills across a wide array of IBM technologies, learn about new software products and releases, and get behind-the-scenes views of how others are solving their toughest information management and big data challenges.

SmartSite

Access everything Information On Demand 2012 has to offer using [SmartSite](#). Browse and select sessions, enroll in conference activities, build an agenda tailored to meet your needs, and connect with other attendees and speakers. This year, navigating SmartSite is even easier. New features give you quick access to the information you're looking for. Make time management easy while you're on-site. Use SmartSite to get conference details, news and other essentials. And remember, you can access SmartSite via a web browser or an Internet-enabled mobile device by visiting iodsmartsite.com. Native mobile apps will be available in early October. Navigating the conference has never been so simple.





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Information On Demand2012

Think **BIG**

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Elective Sessions

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, and enabling analytics with IBM resources and tools.

Track: Analytics— from Possible to Proven

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 find out how Telerx uses Beacon, its 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 IBM Cognos Consumer Insight, IBM SPSS Modeler Text Analytics and IBM Cognos Business Intelligence software to derive customer sentiment, brand affinity and aversion. Threshold alerts provide valuable insights that affect business decisions about research and development (R&D), packaging design, distribution, and advertising.

Track: Analytics— from Possible to Proven

LSF-2431

Five Steps to Implementing a Successful Business Analytics Program

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?

Track: Analytics— from Possible to Proven

LSF-2577

Smarter Analytics by Design

The big data phenomenon has created massive data volume growth in a variety of forms from many sources and at an extraordinary velocity. As a result, analytics has expanded beyond enterprise information to include applications, infrastructure and services delivery, all of which must be designed in tandem to maximize the value of an analytics deployment. A major telecommunications provider, Sprint, will talk about using analytics to improve revenue, create new services and evolve with changes by using active intelligence, not best guesses. The talk will touch on insights that can help your organization avoid wrong turns and adapt to shifting priorities.

Track: Analytics— from Possible to Proven



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 Insurance set out to address these needs and enhance its customer experience by presenting the right opportunities to the right customers at the right time through the right touchpoint. In this session, learn how Nationwide connected its vast amount of data, applications, analytics and service-oriented architecture (SOA) capabilities to meet these objectives.

Track: Analytics—from Possible to Proven

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 conjunction with IBM, Revel is using customer analytics to maximize the value of the entertainment, gaming and other attractions at the 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 customers coming back.

Track: Analytics—from Possible to Proven

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—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 find out how you can do the same in your company, no matter what sector you're in.

Track: Analytics—from Possible to Proven

LSF-3137**Raising the Bar: Findings from a Study of Smarter Analytics Use and Outcomes by Industry**

How are different industries around the globe applying analytics to improve their business results? IBM and the Center for Business Analytics at the Villanova University School of Business set out to discover the answers to this question. Join this session to learn about the study the center conducted and what it says about the maturity of smarter analytics in various industries, different industry priorities and the link between industry marketplace influences and analytics investment decisions. Also, learn how clients that implement a smarter analytics approach are transforming themselves and their industries over time.

Track: Analytics—from Possible to Proven



LSF-3155**How to Drive High-Performance Business Results**

Align your business strategy to execution with practical and proven methods of getting key information into the hands of decision makers so they can drive high-performance business results. This session will showcase how you can use driver-based performance management to identify the metrics most likely to provide information to those who have the most influence on results and how your entire organization can enable these important metrics. We will also explore how a relationship between IBM, your business leaders and your IT organization can accelerate driver-based performance management in your organization.

Track: Analytics—from Possible to Proven

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.

Track: Analytics—from Possible to Proven

LSF-3745**Moving Beyond a Single View of the Customer to Deliver the Next Best Action**

It is the age of the empowered customer. This new class of consumer is dictating a new set of terms in the dynamic between buyers and sellers. Customer analytics can help organizations increase the value companies generate for their customers, partners and shareholders. With customer analytics, companies can better integrate and more effectively manage their value chain and processes by taking actions to increase customer loyalty, revenues, margins and agility. Learn how a rich and consolidated view of customers and advanced analytics can help your company determine the next best action to optimize customer interaction for better business results.

Track: Analytics—from Possible to Proven

LSF-3746**From the Possible to the Proven: Stories of Organizations Leading the Way**

Insights gleaned from analytics can improve results in areas such as customer satisfaction and retention; operational efficiency; financial performance; and risk, fraud and compliance management. Join this session to hear stories about how organizations are using analytics in their processes to derive action from insights, achieve better business outcomes and transform themselves into analytics-driven organizations.

Track: Analytics—from Possible to Proven

LSF-3749**Deploying an Effective Information and Analytics Strategy**

With the ever increasing volume, velocity and variety of information that is currently flooding companies, most decision makers are trying to determine how to capture the right information and insight. Analytics-driven organizations are outperforming their competitors by connecting people with trusted information so they can make decisions and act with confidence. Join this session to learn how leading organizations have simplified and accelerated the introduction of big data by deploying an effective information strategy that enables them to capitalize on new opportunities and achieve competitive advantage.

Track: Analytics—from Possible to Proven

LSF-3857**Analytics in Action: Building an Analytics Center of Competence**

Becoming an analytics-driven organization not only requires technology and tools but also the right skills and organizational culture. In this session, case studies describe how leading organizations are developing the core analytics competencies for success. You will also learn about the leadership imperative for establishing a clear analytics vision and program that can pave the way for success.

Track: Analytics—from Possible to Proven



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.

Track: Banking and Financial Markets

LFM-2588**Using Master Data Management to Unlock Organizational Information and Value**

In this session, you will learn how the Australia and New Zealand Banking Group (ANZ), one of Australia's biggest companies, is using its global customer registry (a master data management solution from IBM) to provide groups in its organization with access to valuable transactional, risk, financial and operational data located throughout the bank's network.

Track: Banking and Financial Markets

LFM-2664**The Value of Product Bundling in Retail Banking**

Retail banking is facing a significant onslaught on profits, whether from residual challenges in the credit marketplace, increased oversight, regulation and price control, new entrants in the payments business, or traditional competition with other banks. In this session, learn how some of the leading retail banks are becoming more agile in how they package, price and sell products and, in the process, increasing fee revenue, asset growth and market share.

Track: Banking and Financial Markets

LFM-3160**A Retail Bank Optimizes Customer Service with Advanced Case Management and Case Analytics**

In this session, you will hear from Maureen Kennedy, VP and senior systems manager at Union Bank, about how Union Bank deployed an advanced case management and case analytics solution pilot to reduce costs and processing time and improve customer service. You will also hear how the use of functional prototypes in an iterative project cycle reduced the deployment time while providing a superior solution to the bank's clients.

Track: Banking and Financial Markets

LFM-3801**How Banks Are Using Smarter Analytics to Drive Business Value**

In this session, join IBM senior executives and thought leaders from the front lines to find out how banks around the world are using smarter analytics to support their strategic imperatives and deliver increased business value. In addition, you will learn how other banks and financial organizations are using information and analytics to drive customer growth and profitability, deliver improved risk management capabilities, and drive operational efficiencies.

Track: Banking and Financial Markets

LFM-3802**Customer Insight and the Customer Experience: New Capabilities with Big Data and Analytics**

In this session, a panel of banking executives and IBM thought leaders will discuss key challenges and solutions for providing customer insight that banks and financial organizations can use to provide a consistent customer experience. Hear real stories from the front lines about how new big data and business analytics capabilities are helping organizations capitalize on customer interactions.

Track: Banking and Financial Markets



LBI-3042**Drive Value from Big Data and Analytics in a Mobile Enterprise**

As mobile apps get increasingly sophisticated, customers need to take advantage of big data and analytics to drive value and differentiate themselves from competitors while addressing the needs of the mobile enterprise. Enterprise CIOs are driving mobile strategies to meet the needs of customers and employees while enabling the organization to build, connect, manage and safeguard the mobile enterprise. In this session, Bob Sutor will discuss his views on the foundational needs of enterprises for a mobile application platform, mobile device management and security along with comments on how IBM can help you take advantage of big data within a mobile enterprise.

Track: Business Insights

LCP-1555**Farm-to-Table Tracking: An IBM Powered Smarter Food Solution at Westfleisch, a Leading European Meat Marketer**

Westfleisch eG, one of the leading meat marketers in Germany and Europe, is operating a networked IBM Informix® Flexible Grid infrastructure that tracks data from the farm to the table. Using public Internet portals and mobile apps, the company provides data to its consumers about its current meat production just in time. In this session, learn how in-memory capabilities in IBM Informix Warehouse Accelerator technology is the power behind that process.

Track: Consumer Products

LCP-1892**Driving Profit with Collaborative Category Management, Supply Chain Optimization and Customer Intelligence**

Learn how major retailers like Kroger are working together with their suppliers (such as Proctor & Gamble, Coca-Cola, Nestlé and others) to monitor and avoid stock outages, optimize in-store promotions, forecast consumer demand, and maximize shopper loyalty. This session will focus on retailer collaborative information services (such as Kroger's DemandView Information Service, which produces 14,000,000,000 forecasts nightly on IBM Netezza® technology for Kroger's suppliers) and supplier demand signal repositories.

Track: Consumer Products

LCP-2527**IBM Cognos TM1: Because Millions of Chickens Can't be Wrong**

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

Track: Consumer Products

LEU-1548**Europe's Largest Power and Gas Company Prepares for the Energy Data Avalanche**

Europe's largest power and gas company is facing an energy data avalanche with the installation of smart energy meters in each household in Europe. During this session, you will learn how this company plans to address the issues caused by a huge amount of time stamped data, such as scalable performance and efficient disk storage, with innovative IBM database technology and a smart meter data solution from IBM Business Partner ITF-EDV Fröeschl.

Track: Energy and Utilities

LEU-1834**Powering Data in the Lone Star State**

The sheer volume of data collected by smart meters creates challenges. CenterPoint Energy is one of the largest utility companies in the United States, well known for its smart grid and smart meter installations, so it has a great deal of experience with these challenges. In this session, join Dr. Steven Pratt, CTO of CenterPoint Energy, and Eric Offenberger, worldwide IBM InfoSphere® Optim™ sales executive, to learn how CenterPoint Energy took proactive steps to deal with this data volume and address many retention issues, all while lowering the total cost of managing the data.

Track: Energy and Utilities



LEU-3727

Improving Plant and Asset Management and Safety with IBM FileNet and IBM Maximo® Integration

Most asset-intensive organizations have separate document and asset management systems. These systems are frequently isolated in operations and engineering departments. However, input from multiple departments is vital to supplying workers with the information needed to perform crucial jobs. For example, maintenance personnel who have work scheduled and managed by an enterprise asset management system might not have easy access to all the information they need. In this session, learn how an integrated IBM enterprise asset management and IBM FileNet® solution bridges the information gap between operations, maintenance and engineering, resulting in reduced maintenance costs, improved safety and increased plant availability.

Track: Energy and Utilities

LEU-3844

The Utility Company of the Future Will Be a Data-Driven Organization

Historically, energy and utilities companies have not been data-driven organizations. That's all changing now. This session will help you understand why information management, big data and smarter analytics will be critical to the successful utility company of the future. Focusing on specific examples of where data-driven solutions have been critical to the success of energy companies around the world, presenters will explain how your company can become a data-driven utility company of the future.

Track: Energy and Utilities

LEU-3846

Is Data the New Currency for Utilities?

In this interactive industry panel session, executives from utilities companies from around the world will share their perspectives, experiences, challenges and lessons and will encourage input from the audience. Join the discussion to understand firsthand how leading enterprises use data to reduce costs, introduce new products and services, and improve operations and reliability.

Track: Energy and Utilities

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 Cognos software, SPSS predictive analytics and IBM InfoSphere Identity Insight software, are working in their departments. In this session, panel members 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 find out how your information strategies align with those of these industry leaders.

Track: Government

LGV-3752

Business Analytics and Government: IBM's Point of View

This presentation will introduce the government business leadership track and present IBM's point of view on how business analytics and optimization can help governments improve performance and reduce costs. As part of the kickoff, Lieutenant Colonel Mark DiCarlo will explain how the U.S. Department of Defense is using the threat prediction and prevention solution framework and technology from IBM to assess newly available information and uncover unobvious relationships to help keep personnel and property safe from harm.

Track: Government

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 how two agencies have improved efficiency and effectiveness with information and analytics. The Los Angeles County Department of Public 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 is successfully applying technology to help investigate suspected cases of tax evasion, fraud and other tax offenses.

Track: Government



LGV-3861

From Transportation to Contracting

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

Track: Government

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 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.

Track: Government

LHC-2283

IBM and Seton Healthcare Target Congestive Heart Failure Readmissions

Join this session to learn how Seton Healthcare Family and IBM analytics are unlocking clinical insights to reduce congestive heart failure readmission rates. Heart failure affects an estimated 5,000,000 people in the United States. 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 for Healthcare software to uncover clinical and operational insights trapped in unstructured data such as physicians' notes, discharge summaries and echocardiogram reports.

Track: Healthcare and Life Sciences

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.

Track: Healthcare and Life Sciences

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, such as IBM Watson™ solutions, to address the ever-changing world of healthcare.

Track: Healthcare and Life Sciences



LHC-2455**HCA: Harnessing Clinical Data for Enterprise Excellence in Healthcare Quality**

In recent years, HCA has seen an increased demand for information and analytics to support accountable care measures and Center for Medicare and Medicaid Services requirements. Working with IBM, HCA built a long-term business case and solution for clinical data management (CDM) that will become the platform for new, market-based care delivery models. In this session, you will hear how the CDM platform will manage the integration, analysis and information delivery of HCA's multifacility enterprise, starting with clinical and operational reporting and moving to advanced analytics.

Track: Healthcare and Life Sciences

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, is 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.

Track: Healthcare and Life Sciences

LHC-3800**Florida Blue: Pursuing Strategic Transformation: From Trusted Information to Advanced Analytics**

Florida Blue is in the midst of a transformation to strategic information environment that will evolve its data ecosystem and enable the delivery of next-generation analytics to multiple business areas. To get health services, delivery systems, finance, network services and marketing to buy in, you need not only a solid vision and good strategy but also a compelling story for each area. Charles Bloss will discuss the importance of building a foundation with trusted information to feed advanced analytics. Learn his strategy and methods used to convince his business customers that this transformation would not only add value but also accelerate their ability to do decision-making analytics and predictive and forward-looking analytics.

Track: Healthcare and Life Sciences

LHC-3848**Using Big Data Technology to Gain Insight into Multiple Sclerosis (MS)**

A major challenge in gene interaction research is analyzing immense and diverse data sets at a speed that will help save lives. Researchers at State University of New York (SUNY) use a big data solution that combines data warehouse and analytic capabilities to handle the exponential growth of genetic variations in breakthrough data-mining methods for gene interaction in disease discovery. In this session, Dr. Murali Ramanathan, lead researcher at SUNY, will discuss how new algorithms are being used to uncover critical factors that affect disease progression, explore clinical and patient data to find hidden trends, and gain insights to share with hundreds of doctors to better tailor treatment and prevention strategies.

Track: Healthcare and Life Sciences

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

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

Track: Insurance

LIN-2025**Insurance Industry Use Cases for How Content Analytics Is Used in a Smarter Analytics Transformation**

In 2008, one of IBM's leading subject matter experts in the insurance industry teamed up with the lead architect for IBM's content analytics group. The result was a completely new look at the application of content analytics in the insurance industry. In this session, Adam Bellchambers and James Luke will present a series of use cases articulating how insurance companies can exploit content analytics to generate business benefit. Each of these use cases is significant because the business benefit can be articulated and usually quantified up front. Adam and James will also discuss real life engagements where these use cases have been taken forward in the industry.

Track: Insurance

LIN-2676**Using Predictive Analytics to Prevent Fraud in Real Time**

Traditionally, insurers have taken a fragmented approach to fraud analytics. Quantitative analysts, fraud analysts and business analysts have all used their separate tools and techniques to create piecemeal solutions to prevent, detect and investigate fraud. And fraudsters continue to slip through the cracks and drive up the costs for both insurers and customers. As insurers continue to mature their fraud management efforts, these disconnected perspectives no longer suffice. Attend this session to learn how combining best-in-class capabilities from SPSS and IBM i2® technology enable insurers to take a comprehensive approach to fraud management, bringing together all data, all fraud types, all detection methods and all users in one solution.

Track: Insurance

LIN-2800**From Marketing to Support: Becoming a Customer-centric Organization**

Traditionally, insurance companies have focused mainly on products. As customer behavior and expectations change and competition grows, almost all insurers are being challenged to become more customer-centric. In this session, you will learn how to take the first steps toward focusing more on your customers as well as the different aspects of customer centricity and why senior business leadership is essential for success. In addition, the speaker will share personal experiences of leading a successful initiative, best practices and the importance of strong project governance.

Track: Insurance

LIN-2825**Santam 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 IBM SPSS Decision Management software, 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 find out how it has had a tremendous effect on fraud detection, customer service and cost reduction.

Track: Insurance

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.

Track: Insurance

LIN-3864**Lessons Learned: The Journey to Smarter Analytics**

Insurance industry leaders will discuss lessons learned on their journey to smarter analytics.

Track: Insurance

LMP-1460**Fueling Ford's CRM Machine: Building a Single View of the Consumer**

In this session, you will learn what the Ford Motor Company did to establish its consumer data refinery (CDR), which provides Ford with a single view of vehicle consumers and provides data and services that drive retail sales, service, credit, marketing and customer relationship management (CRM). The session will explain how Ford used business drivers and future opportunities to make the case for change and then describe what they used to manage the change. You will also hear about Ford's experiences when it implemented the change and lessons learned.

Track: Manufacturing and Process

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 find out 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.

Track: Manufacturing and Process

LMP-3806**Supplier Analytics**

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

Track: Manufacturing and Process

LMP-3807**Enterprise BI with Trusted Information**

JLG Industries, a leading manufacturer of lift equipment, is richly steeped in IBM Cognos Business Intelligence excellence. In this session, learn how JLG's move to mobile business intelligence has proved effective and how it is now bringing high-quality, harmonious data from many ERPs into the Cognos environment with the implementation of IBM InfoSphere Information Analyzer and IBM InfoSphere QualityStage® software.

Track: Manufacturing and Process

LRL-2820**Best Buy and Bass Pro Shops Rack Up Results with IBM's Customer Intelligence Appliance**

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 Customer Intelligence Appliance solution from IBM Netezza and Aginity.

Track: Retail

LRL-3211**Dillard's Optimizes Promotional Effectiveness Leveraging Big Data and Smarter Analytics**

In this session, learn how Dillard's Department Stores developed an integrated analytical environment with IBM InfoSphere BigInsights™ software and the 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.

Track: Retail

LRL-3808**Optimizing Retail: The Evolving Culture of Retail Analytics**

Hear from retailers on best practices, lessons learned and the business value of using predictive analytics as a way to differentiate from the competition.

Track: Retail

LRL-3809**Canadian Tire—One Company, One Customer. Establishing the Right Data Foundation for Growth**

Master data management (MDM) enables the intersection between diverse lines of business and provides a comprehensive view of the customer in achieving the CIO initiative for "one company, one customer" at Canadian Tire Corporation, a multibillion dollar company that includes multiple brands and a financial services business. This session covers best practices and considerations for putting an MDM foundation in place that satisfies immediate tactical needs and, more important, establishes a solid platform for growth during the MDM journey to fulfill Canadian Tire's vision.

Track: Retail

LRL-3810**Value of Big Data in Retail**

In this interactive session, hear directly from multiple retailers about how they envision getting value out of their big data strategy with help from IBM and participate in a lively discussion of where big data will take retail in the future.

Track: Retail

LRL-3812**Driving a Customer-Centric Strategy to Transform Marketing and Merchandising in Retail**

In this session, learn how a deep understanding of customers derived from customer segmentation and behavior dimensions can optimize marketing and merchandising. Marketers can be more precise in identifying their prospects, develop targeted and relevant offers for channels, and manage their marketing budgets. Merchandisers can optimize merchandising decisions for pricing, assortment, inventory and demand forecast. Retailer experience and best practices will also be shared.

Track: Retail



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 marketplace research. In this session, learn why developing and prioritizing the analytical environment and business process is essential.

Track: Service Providers/Telco

LCS-2735

Service Operation Center: The Evolution of the Network Operations Center

Customer-centric service and network management are the key initiatives behind the Telecom Italia service operations center and a natural evolution of the traditional network operations center (NOC). In this session, you will hear from Caterina Girone, VP, network operations data governance for Telecom Italia, about how Telecom Italia has bridged the information gap between network and business. The service operations center provides an integrated, end-to-end view of network and service performance mapped to detailed insight into customer behavior, revenue and devices that supports structured reporting and an on demand, multidimensional analytical environment.

Track: Service Providers/Telco

LCS-3645

Case Studies in Smarter Operations Using IBM Advanced Analytics Platform

Automation in commerce is providing significant amounts of data for analytics. Communications service providers have been aggressive in integrated order management, provisioning, billing and their feeds to their data warehouse. This session will cover case studies showing how information management and analytics techniques from IBM have been used to enhance the operations of two IBM clients. You will learn about how Verizon is reducing data capture latency for analytics and how CenturyLink uses analytics to make its operations smarter.

Track: Service Providers/Telco

LCS-3698

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

IBM solutions are great in a stand-alone 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 Communications started using predictive analytics in 2008 because of a heightened focus on churn reduction. After going live with its 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.

Track: Service Providers/Telco

LCS-3843

How Communications Service Providers Are Using Smarter Analytics to Drive Business Value

In this session, join IBM senior executives and thought leaders from the front lines to hear how telecommunications companies around the world are using smarter analytics to support their strategic imperatives and deliver increased business value. In addition, you will learn how other communications service providers are using analytics to deliver smarter services that generate new sources of revenue, transform operations to achieve business and service excellence and build smarter networks.

Track: Service Providers/Telco

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.

Track: Service Providers/Telco



Networking

Ask the Experts

Focused on specific topics, ask-the-experts sessions provide the setting for an interactive hour of attendee-driven discussion with experts from IBM and beyond. Now is the time to find the answers in a dynamic, small-classroom environment driven by your questions and comments.

Birds of a Feather

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (also known as BOFs) are networking opportunities for attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics will be assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among your like-minded peers.

Grand Opening Welcome Reception

Information On Demand 2012 kicks off with a welcome reception that you won't want to miss on Sunday, October 21, from 6:00 p.m. to 8:00 p.m. in the EXPO located in Bayside C and D, Mandalay Bay Convention Center. Raise a glass and enjoy hors d'oeuvres with fellow attendees, Business Partners, developers and technology enthusiasts from around the globe. The grand opening reception is your chance to meet Business Partners and IBM clients and explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome at this event.

EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday to experience the EXPO while networking with your peers, IBM Business Partners and solution experts.

Stay in touch with Twitter. Follow [@IBM_IOD](https://twitter.com/IBM_IOD) and use the hashtag [#ibmioid](https://twitter.com/hashtag/ibmioid) to join in the fun of Business Leadership Forum.

Community Receptions

Community receptions provide you the opportunity to meet and chat with like-minded conference attendees. Nibble on delicious desserts and sip coffee and beverages while you visit the receptions of your choice. You'll hear about suggested special interest areas for each community, and these discussions will help you choose topics and skill areas that interest you or fit your job role or industry.

Receptions are planned for the following communities:

- Business Analytics
- Enterprise Content Management
- Government
- Industries
- Information Management

Evening Networking Event

After a day of world-class education and business sessions, unwind at the Evening Networking Event on Tuesday Oct. 23, 7:30 p.m. to 10:30 p.m. Two of the music industry's top indie and alternative rock bands will bring down the house: OneRepublic and BareNaked Ladies. You won't want to miss the live performance from these Grammy Award nominees. Entertainment is proudly sponsored by IBM Business Partner, Rocket Software. In addition to this exceptional entertainment, you will enjoy an array of food and beverages.



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Evening Networking Event
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EXPO

With more than 300 IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action—as well as live stream video and interviews—from the EXPO floor.

Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2012 at the welcome reception on Sunday evening, October 21, from 6:00 p.m. to 8:00 p.m. in the EXPO. Take this opportunity to network and preview the wide-ranging technology and exhibits on hand in this premier exposition. Kick off the conference with us. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

Presentation Theaters

The theaters will showcase IBM and IBM Business Partner solutions that optimize your performance and address your business issues. Presentations will be held during the open EXPO hours. Be sure to stop by the theaters—it will be time well spent.

IBM Software Services, Education and Support Hub

Stop by the Hub and discover how to speed up your implementation, keep your software solutions productive, and build your skills and expertise. Services, education and support experts will answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

IBM Community Lounge

Engage while you relax. The IBM Community Lounge is one of the best places in the EXPO to sit back and relax while you network with like-minded professionals. The community lounge is equipped with comfortable seating; video games; and charging stations for your laptops, smartphones and more. Take advantage of this opportunity to network with other attendees from the technical community, including IBM Champions and user group members.

IBM Client Reference Lounge

Plan to visit the IBM Client Reference Lounge to relax in a comfortable area, enjoy some light refreshments and take advantage of casual networking opportunities with peers, colleagues and IBM executives. IBM is committed to helping companies thrive in an era

of intense competitive pressure from around the globe. So when we see our clients changing the playing field and driving real business success, we want to give them a chance to tell their story. That's where the IBM Client Reference Program comes in.

Demo Rooms and Lounges

You will find a variety of demo rooms in the EXPO that will offer you deep-dive opportunities for the products you are most interested in. Be sure to make the time to visit these demo rooms while you are in the EXPO, or set up an appointment to participate in a one-on-one deep-dive demo. Stop by various other lounges, such as the Accelerated Value Program (AVP) Red Carpet Lounge, this year.



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. 5:00 p.m.–7:00 p.m.	EXPO open EXPO reception
Tuesday	12:30 p.m.–2:30 p.m. 5:00 a.m.–7:00 p.m.	EXPO open EXPO reception
Wednesday	12:30 p.m.–3:30 p.m. 3:30 p.m.	EXPO open EXPO close

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 conference hotel of your choice.



Mandalay Bay Resort

\$259 USD per night
\$10 USD resort fee per room, per night, plus 12 percent tax

THEhotel

\$279 USD per night
\$10 USD resort fee per room, per night, plus 12 percent tax

Luxor Las Vegas

\$144 USD per night (Pyramid) or \$164 USD per night (Tower)
\$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 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, 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 the Avis [website](http://www.avis.com).
- Avis Worldwide Discount number: **B1360013**
- Valid from seven days before to seven days after the conference.

Registration Information

Conference Registration Fees

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

For questions please contact edpack@us.ibm.com

For more information on the Education Pack program, visit:

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

Fax: 1-770-399-3170

Policies

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

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

“I come to the EXPO and exhibit every year. It allows me to see other partner products and enables me to meet with different people from across the world. This kind of perspective is useful in allowing me to solve my clients’ issues.”

—Carol Mitchell, conference attendee





Business Leadership **Forum**

October 21–24, 2012

Information On Demand **2012**

October 21–25, 2012

Mandalay Bay | Las Vegas, Nevada

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