



Automotive Track – Business Leadership Forum

Learn how IBM clients are aligning their organizations around information and leveraging analytic capabilities to shape business outcomes. Automakers are racing to leverage the latest advances in vehicle telematics and infotainment systems to optimize the driving experience and improve safety. The next generation of educated, tech-savvy drivers expect much more from their vehicle, as well as from the purchase and maintenance / service experience. Automakers can meet these challenges by effectively collecting, managing and analyzing data from vehicles and the environment in which they operate.

| Tuesday, November 5, 2013 | Time | Speakers | Session # | Room |
|---|-------------------|--|-----------|-----------------|
| How can Insights on Sustainable Development Lead to Success for Big Data? | 10:00 – 11:00am | •Magnus Kuschel, Volvo IT Innovation Center, Managing Director, Commute Greener! | LAU-3217 | South Pacific B |
| Preventing Manufacturing Problems before they Occur | 11:15am – 12:15pm | •Tom Marks, Manager, Business Excellence, Daimler Trucks North America •Dan Barrett, Business Analytics Industrial Sector Solutions, IBM | LAU-3283 | South Pacific B |
| Becoming an Analytics-Centric Organization - A Case Study by BMW | 1:45 -2:45pm | •Alexander Thamm, Managing Director, alexanderthamm GmbH •Stefan Meinzer, Head of Customer Satisfaction Analytics, BMW AG | LAU-3315 | South Pacific B |
| Case Study: OshKosh Enterprise BI | 3:00 – 4:00pm | •Michelle Moats, Business Intelligence Director, Oshkosh •Jane Gallagher, Manager - Information Technology, Oshkosh •Kurt Wedgwood, Big Data Industry Sales, IBM | LAU-1700 | South Pacific B |
| Social Mobile Analytics Cloud and Beyond for Automotive Industry | 4:30 – 5:45pm | •David Ho, Architecture Manager, Toyota Corporation •Dan Ricci, Big Data Industry Sales, IBM | LAU-1732 | South Pacific B |

| Wednesday, November 6, 2013 | Time | Speakers | Session # | Room |
|---|-------------------|---|-----------|-----------------|
| Using Big Data & Analytics to improve product quality at General Motors | 10:00 -11:00am | •Kevin Mixer, Global Director Vehicle Solutions for Quality, General Motors •Jim Bydalek, Partner - Business Analytics & Optimization, IBM | LAU-3618 | South Pacific B |
| Best practices in collection, change and version management of Infotainment data at Jaguar Land Rover | 11:15am – 12:15pm | •Matt Jones, Senior Technical Specialist - Infotainment, Vice President GENIVI Consortium, Jaguar Land Rover | LAU-3836 | South Pacific B |

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