

Join us at the Business Analytics Program at Insight2014

October 26 – 30

Mandalay Bay | Las Vegas, Nevada



Analytic Business Solutions at Insight 2014

Why choose the Analytic Business Solutions track:

Market volatility, new operating models, reduced margins, empowered consumers. The need to run your organization smarter has never been more pressing. IBM Business Analytics enables organizations to transform information into insight and insight into action. Attend these sessions to learn how to apply core analytic capabilities and prescriptive solutions to key business imperatives to deliver substantial value and ROI. You'll gain practical know-how for implementing customer analytics, operational analytics, and threat and fraud analytics programs.

Listen to these customer speakers:

BBS-6231 Foodservice: sCampaign & sales optimization - a multi phased approach at Foodservice DK using BI and predictive analytics

BBS- 5136 Sicoob: How to Define a Big Data & Analytics Strategy with Measurable Results: An example from Smarter Banking

BBS-4302 DaVita: Finding a Small Signal in Lots of Noise – The Ability to Proactively Intervene and Improve Business Process

Meet us in the EXPO Solution Center:

See demos of our latest solutions, engage subject matter experts from IBM and business partners, and more!

- Check out our solutions and chat with experts in the BA booth.
- Take a self service assessment and meet with BA Lab Services to discuss next steps.
- Meet the BA Technical Support team to discuss your specific analytics deployments.
- Gain first-hand experience with BA software in the Smarter Support Hands-on Lab.
- Learn about becoming a customer reference in the Customer Reference Lounge.

Experience using our software at a Hands-on Lab:

Due to popular demand, we expanded capacity for our popular Hands-on Labs and Drop-in Labs by 30%.

- LCB-6444 Improving Operations with IBM Predictive Maintenance and Quality
- LCB-6933 Improve the Client Experience, Every Time, with Predictive Customer Intelligence

Plan to attend these top sessions:

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| M | 08:15 | Business Analytics in General Session |
| M | 10:15 | IBM Watson Analytics: Offering individual LOB users unprecedented access to advanced analytics |
| M | 03:30 | Business Analytics Keynote |
| T | 11:15 | Technical Deep Dive: Behind the Scenes of IBM Predictive Customer Intelligence |
| W | 10:00 | The Mathematics behind IBM Predictive Maintenance and Quality |
| W | 10:00 | Counter Fraud: Detecting Fraud through Predictive Analytics |

Meet 1:1 with IBM Executives:

Take advantage of a unique opportunity to meet 1:1 with IBM executives, subject matter experts and innovative IBM Business Partners. Talk strategy with Business Analytics business leaders, such as Alistair Rennie, Jason Verlen and Marcus Hearne. Or take a deep dive into Analytic Business Solutions product and solutions with experts from our product and technical teams. Don't miss out!