



Join us at the  
**Business Analytics Program**  
at **Insight2014**

**October 26 – 30**

Mandalay Bay | Las Vegas, Nevada



## Predictive & Business Intelligence at Insight 2014

### Why choose the Predictive & Business Intelligence track:

Leading organizations are using analytics to exploit all of their data, expand their viewpoints from what happened in the past to what will happen next, and help decision-makers at all levels. Attend these sessions to learn how IBM Business Analytics can help you enhance the value of your BI program with new capabilities, extract new insights from big data and expand your predictive point solutions to the broader organization.

### Listen to these customer speakers:

**BBI-4514 Danske Bank:** Danske Bank uses the IBM SPSS Modeler to improve real-time decisions

**BBI-5305 Eli Tahari:** BBI-5305, Reshape the Business Future: Use Business Intelligence and Predictive Analytics to Gain Competitive Advantage

**BBI-6885 Miami-Dade County:** Case Study: Miami-Dade County Uses IBM Cognos Audit Reports and Dashboards to Improve Management

### 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%.

- Ironside Group: Expanding Beyond Business Intelligence

### Plan to attend these top sessions:

M	10:15	BBI-5143, IBM Cognos Business Intelligence V10.2.2: What's New
T	01:45	BBI-4525, Reporting and Dashboarding Best Practices using 10.2.2 New Features in IBM Cognos Business Intelligence
T	03:00	BBI-4653, IBM SPSS Modeler: What's New, Tips and Tricks
W	11:15	BBI-4615, Embedding Predictive Analytics into Your Enterprise Solutions
W	03:00	BBI-4943, From Forward Looking BI to Guided Discovery: Using Predictive Analytics with your BI Systems
TH	10:00	BBI-6300, IBM Cognos Active Report: Intermediate to Advanced Authoring Techniques

### 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, Eric Sall and Marcus Hearne. Or take a deep dive into Predictive & Business Intelligence product and solutions with experts from our product and technical teams. Don't miss out!