

# Join us at the Business Analytics Program at Insight2014

October 26 – 30

Mandalay Bay | Las Vegas, Nevada



## Performance Management at Insight 2014

### Why choose the Performance Management track:

Learn how to transform slow, expensive, disconnected processes into dynamic, efficient and connected experiences that serve finance, line-of-business and IT professionals alike. Attend these sessions to see how linking diverse processes for planning, reporting, profitability modeling, sales management and more with business intelligence, predictive and risk analytics can drive better results. With flexible deployment options including cloud and mobile, it's now easier than ever to extend the benefits of performance management across your organization.

### Listen to these customer speakers:

**BPM-6842 -Mueller Inc.:** Mueller Combines Predictive Intelligence with Performance Management to Improve Operations

**BPM 4194 Pabst Brewing Co.:** Get a Taste of IBM Business Analytics from Pabst Brewing Company and IBM Business Partner, Aviana

**BPM-5606 DIRECTV:** Elevating the user experience and infusing predictive > analytics with IBM Cognos TM1, IBM Cognos BI and IBM SPSS at DIRECTV

### 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-6828 “TM1 Server and Integration with BI” - Learn about capabilities in IBM Cognos TM1 that can help you maintain applications and servers in your enterprise environment.
- LCB-6824 “Enterprise Modeling with Performance Modeler” - Design, build and deploy a range of planning and analysis solutions with IBM Cognos TM1 Performance Modeler.
- LCB-6967B “Cognos Insight - A Range of Activities Showing how you can Create Models, Dashboards and do Data Input” - Design, build and deploy a variety of planning and analysis solutions with Cognos Insight.

### Plan to attend these top sessions:

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|---|-------|---|
| M | 08:15 | Business Analytics in General Session   |
| M | 10:15 | BPM-6838 IBM Cognos TM1 on Cloud  |
| M | 03:30 | Business Analytics Keynote  |
| T | 10:00 | BPM-6839 Getting the Most from Your IBM Cognos BI and TM1 Investments                         |
| T | 01:45 | BPM-4622 Predictive Forecasting with IBM Cognos TM1, IBM SPSS Modeler and IBM SPSS Statistics |
| W | 11:15 | BPM-5386 IT Perspective: How IBM Cognos Solutions Can Help Your Line of Businesses            |

### 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, Marc Altshuller and Dan Beer. Or take a deep dive into Performance Management product and solutions with experts from our product and technical teams. Don't miss out!