Smarter Analytics Live 2013

Brisbane

Time	Session			
9:00-9:15	**Welcome**			
9:00-9:15	**IBM® Keynote – Big Data, Real Solutions, Big Impact** *Graham Kittle, Business Analytics and Optimisation Practice Lead, IBM Global Business Services*			
10:00-10:45	**Guest Keynote – Stepping into their shoes: Understanding social and new media trends in context** *Neer Korn, Social Trends Expert and Commentator*			
10:45-11:10	**Morning Tea**			
	Insight in Action for IT Professionals	**Customer Understanding for Marketing Effectiveness**	**Analytics for Business Decision-Making**	**Roundtables and Breakouts Sessions**
11:10-11:50	Visualisation Tools to Make Analytics Consumable	Harness the Power of Big Data for Improved Business Outcomes	Customer Case Study	Performance Management - Putting Smarter Analytics to Work
11:50-12:30	Exploring the Known Unknowns – Unleashing the Power of Your Unstructured Content	Customer Case Study	Big Data Analytics: Finding Opportunity in Chaos	Financial Services Sector – The Art of the Possible with Big Data and Analytics
12:30-13:30	**Lunch**			
13:30-14:10	The Real World Use of Big Data	Suncorp Case Study: Investing in your Greatest Asset (Customer Data) to Better Understand Customer Behaviour and Fuel Growth	A Roadmap to the Future: The Six Stages of Social Media Analysis Maturity	Utilities: Optimising Preventative Maintenance in Utilities Through Data Big and Small
14:10-14:50	Stop the Fraud and Keep the Bottom Line	Acquire, Retain and Grow Customers Through Analytics	What IF? Learn how Australia Post used analytics to create the ultimate forecast	Trusting What the Analytics Are Telling You
14:50-15:20	**Afternoon Tea**			
15:20-16:00	Delivering Trusted Information for Big Data and Business Analytics	The Empowered Marketer	Analytics in the Cloud: Accelerate Your Time to Value	Public Sector – The Art of the Possible with Big Data and Analytics
16:00-16:45	**Client Panel**			
16:45-17:00	**Thank you and close**			

Please note agenda is subject to change
Current as at 18 July 2013

Keynote Sessions
9am – 10:45am

IBM® Keynote – Big Data, Real Solutions, Big Impact

"Big data" is a frequently heard buzzword...is it really new? There is real value to be found in the application of big data however, the associated hype can cause anxiety and even skepticism for some IT and business executives trying to decipher fact from chatter.

For those organisations wise enough to capitalise on big data, this abundance of information offers a major opportunity to gain competitive advantage. Big data and the powerful analytics solutions now being used to analyse it are fundamentally changing the way organisations manage their daily operations, where they direct new investments and even how they are structured.

This keynote will give you a real-world perspective on big data, and will explore:

- How Smarter Analytics can transform big data into big results
- The role of legacy Information Management systems in big data
- Integrating analytic insights from big data into day-to-day operations
- The advantages of being an analytics driven organisation
- Inhibitors to success given the veracity of today's data
- Data latency and timely access to your big data
- The strengthening partnership between CIO and CMO and the impact

Graham Kittle, Business Analytics and Optimisation Practice Lead, IBM Global Business Services

Guest Keynote – Stepping into their shoes: Understanding social and new media trends in context

This presentation will take the audience on a journey through the attitudes and behaviours of Australians to new media, and the social context for these. Weaving a series of key trends with anecdotes, examples and video quotes of Australian of all ages, you will be invited step into their shoes and see the world from their perspective. Trends covered include: Smart living and beating the system, our culture of immediacy, why not evolving is stagnating, why privacy and security are old fashioned paradigms and the drivers behind social media addiction.

Neer Korn, Social Trends Expert and Commentator

Breakout Streams

11:10am – 11:50am

Insight in Action for IT Professionals

Visualisation Tools to Make Analytics Consumable
Real-time data. Social data. Big data. The world produces more than 2.5 exabytes of data every day. Visualisation is key to unlocking insight and discovering answers from the overwhelming data available to us. With visualisation, we can easily spot the patterns in data, such as trends, gaps and outliers. This session will provide a glimpse into the visualisation technology, expertise and community assets IBM provides to help you visualise your data and discover answers. From intelligent discovery capabilities, such as Smart Metadata and Smart Visualisation that guide users to meaningful insights to the IBM Rapidly Adaptive Visualisation Engine and Many Eyes visualisation community to help the business easily and quickly grasp insights, you'll enable your entire organization to discover new insight into your business faster.

James Rowntree, Client Technical Manager - ANZ, IBM

Customer Understanding for Marketing Effectiveness

Harness the Power of Big Data for Improved Business Outcomes
Everyday, we create 2.5 quintillion bytes of data–so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: from sensors used to gather climate information, posts to social media sites, digital pictures and videos posted online, transaction records of online purchases, and from cell phone GPS signals to name a few. This data is big data. Big data is more than a challenge; it is an opportunity to find insight in new and emerging types of data, to make your business more agile, and to answer questions that, in the past, were beyond reach. Until now, there was no practical way to harvest this opportunity. In this session learn how IBM's platform for big data opens the door to a world of possibilities, giving organisations a solution that is designed specifically with the needs of the enterprise in mind

Tim Young, GMU Big Data Executive, IBM

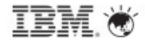## Analytics for Business Decision-Making

Customer Case Study

Roundtables and Breakouts Sessions

Performance Management: Putting Smarter Analytics to Work for Performance Achievement
When surveyed anonymously, senior executives lament that 20-35 percent of their companies' performance potential is lost due to subpar enterprise performance management practices. But organszations that embrace analytics and gain the advantage that dynamic, enterprise-wide performance management systems confer are outperforming their competitors. Join us in this session to learn about recent advances and hear about future plans aimed at helping companies forge a more continuous and reliable alignment of enterprise resources with business opportunities to drive better outcomes.

Facilitators: David Parmenter, Author and Guest Speaker and Christo Nel, Business Analytics Technical Manager, IBM

Breakout Streams
11:50am – 12:30pm

Insight in Action for IT Professionals

Exploring the Known Unknowns – Unleashing the Power of Your Unstructured Content
Increasingly, your knowledge workers are being challenged to develop business insight from unstructured enterprise content to help retain customers, reduce fraud and address new market opportunities. This session will enable business analysts to use a sophisticated yet easy to use technology that allows them to derive insight through ad-hoc discovery of their structured and unstructured information anywhere.

Adrian Barfield, Senior Consultant. IBM Enterprise Content Management Solutions

Customer Understanding for Marketing Effectiveness

Customer Case Study

Analytics for Business Decision-Making

Big Data Analytics: Finding Opportunity in Chaos
Whether it's big data or social media data, businesses are expected to make more use of the opportunities this data holds - and the opportunities are there. From better targeting of new customers to more personalised experiences for existing customer, the ability to structure unstructured data from social media, and combine it with a brand's own data, to give meaningful insight offers huge potential to businesses. But realising this potential is not easy – understanding and structuring data from social media sources is complicated. How do you understand what people are really talking about? How do you isolate discussions about your brand, competitors or your market? As businesses feel the pressure to gain new insights from social media, they require the analytics expertise to transform this flood of information into actionable strategies. Learn how IBM solutions for social media analytics help organisations take control of this data so they can improve customer satisfaction, identify patterns and trends, and make smarter decisions regarding marketing campaigns.

Chris Howard, Big Data Architect IM, IBM

Roundtables and Breakouts Sessions

Financial Services Sector: The Art of the Possible with Big Data and Analytics
Big data combined with advanced analytics are reshaping the world today and creating a smarter tomorrow. Turn the challenge of volume, variety and velocity of data into an opportunity for your industry to find insight in existing and emerging types of data and content, to make your business more agile, and to answer questions that, in the past, were beyond reach. IBM's platform for big data uses state of the art technologies including patented advanced analytics to open the door to a world of possibilities.

IBM

Breakout Streams
1:30pm – 2.10pm

Insight in Action for IT Professionals

The Real World Use of Big Data
Big Data" is more than just dealing with "lots of data". It represents an information management challenge beyond traditional solutions, and delivering outcomes in an effective and responsive time frame. When dealing with the volumes and varieties of content now available, turning information into insight requires a new level of capability. Decision makers are asking "how fast is the answer returned" as well as "how accurate is this answer?". IBM is unique in delivering a Big Data platform that is governable and consumable for analytics at rest and in motion. In this session we will look at the IBM Big Data platform, how it hangs together, and explore some practical use cases that are already delivering results to our clients.

Timothy Brown, Big Data Specialist IBM and Kieran Hagan Information Management Specialists, IBM

Customer Understanding for Marketing Effectiveness

Investing in your greatest asset (customer data) to better understand customer behaviour and fuel growth
Suncorp is a diversified financial services group that offers general insurance, banking, life insurance and wealth management services. After a number of mergers and acquisitions over the past decade, their customer base increased by 200 percent. In order to avoid internal conflict of marketing campaigns between brands and prevent duplication of efforts, the company saw the need for a single, integrated view of its customers that would have a positive effect on the bottom line. This session will outline Suncorp's experience in developing a group customer infrastructure, the business objectives, development hurdles and the success achieved..

Stephen Goldsworthy, Executive Manager, Customer Data Strategy, Suncorp

Analytics for Business Decision-Making

A Roadmap to the Future: The Six Stages of Social Media Analysis Maturity
While social media itself is a recognised channel, social analytics is an emerging specialisation. This session proposes a social analytics maturity process that organisation goes through and share how a few organisations are being successful on this journey.

Dev Mookerjee, IBM Business Analytics

Roundtables and Breakouts Sessions

Utilities and Natural Resources: Optimising Preventative Maintenance through Data Big and Small

Breakout Streams
2:10pm – 2.50pm

Insight in Action for IT Professionals

Stop Fraud and Keep the Bottom Line
Fraud costs billions each year across the world—and organisations today view it as a real and growing threat. With organisations confronting cost-cutting measures or competitive pressure, there is growing pressure to investigate fraud and enforce compliance. . Join this session to find out how organisations today across government, financial services and insurance industries are leveraging solutions from IBM to gather information more easily than ever before, analyse it to spot trends and make connections, and drive investigations using their findings to more reliably investigate fraud.

Adrian Barfield, Senior Consultant. IBM Enterprise Content Management Solutions

Customer Understanding for Marketing Effectiveness

Acquire, Retain and Grow Customers Through Analytics
In the age of the empowered consumer, how can you maximise the value of your interactions with your customers? Leading organisations are tapping into the wealth of insights hidden in their customer information to deliver the most appropriate action at the right time across channels. At this session, you will learn how customer analytics can help your company predict customer behaviour and determine the next best action to optimise customer interactions in real time to enhance loyalty and satisfaction, drive acquisition, and increase retention. This session will also outline how you can harness the power of big data, especially social media analytics, to gain deeper insights into the needs and wants of your customers and deliver customer delight translate our customer relationships as you strongest asset.

Tim Higgins, Senior Consultant - Advanced Analytics and Optimisation at IBM

Analytics for Business Decision-Making

What IF? Learn how Australia Post used analytics to create the ultimate forecast
WHAT IF you could start your forecast with a prediction of what is likely to happen? WHAT IF you could adjust the predicted forecast to factor in known conditions? WHAT IF you could optimise the forecast to determine the best outcome? This session will discuss how companies are bringing together the power of analytics to help answer the WHAT IF? questions.

Armand Mizan, Manager Business Systems and Development, Australia Post

Roundtables and Breakouts Sessions

Trusting What the Analytics Are Telling You

Breakout Streams
3:20pm – 4pm

Insight in Action for IT Professionals

Delivering Trusted Information for Big Data and Business Analytics
Business leaders' confidence in data is decreasing as the volume, variety and velocity of information increases. Chief among their concerns is trustworthiness and whether their data are adequately protected. Today, one in three business leaders does not trust the information available to support decisions. Many organisations use analytics on big data to find breakthrough insights, but big data increases the risk of basing decisions on unreliable information. For business leaders to gain confidence in information to act upon it, data must be trusted and protected. Learn how leaders are leveraging integrated IBM Cognos and InfoSphere software to ensure they're armed with reliable, accurate information, to confidently address the vital questions that will drive their businesses forward.

Chris Day, Information Integration Specialist, IBM and Jill MacMurchy, Information Integration Specialist, IBM

Customer Understanding for Marketing Effectiveness

The Empowered Marketer
Today's customers are empowered by technology and transparency. As a marketer, shouldn't you be too? Marketers are facing shifting marketplace conditions as well as a customer base that increasingly relies upon digital communication tools. Customers have heightened expectations for quality, service and corporate transparency, and marketing professionals not only need to respond proactively to these challenges but put the odds in our favour by using ALL available data to our advantage. Join us at this session to learn how IBM is empowering marketers and transforming the environment.

Valerie Walshe, Software Group Marketing Manager, IBM A/NZ

Analytics for Business Decision-Making

Analytics in the Cloud: Accelerate Your Time to Value
Your analytics infrastructure is already up and running. This session will look at the IBM predictive and social analytics platforms that are available to you NOW.

Karen Hardie, Senior Technical Sales Consultant, IBM Business Analytics

Roundtables and Breakouts Sessions

Public Sector: The Art of the Possible with Big Data and Analytics
Big data combined with advanced analytics are reshaping the world today and creating a smarter tomorrow. Turn the challenge of volume, variety and velocity of data into an opportunity for your industry to find insight in existing and emerging types of data and content, to make your business more agile, and to answer questions that, in the past, were beyond reach. IBM's platform for big data uses state of the art technologies including patented advanced analytics to open the door to a world of possibilities.