

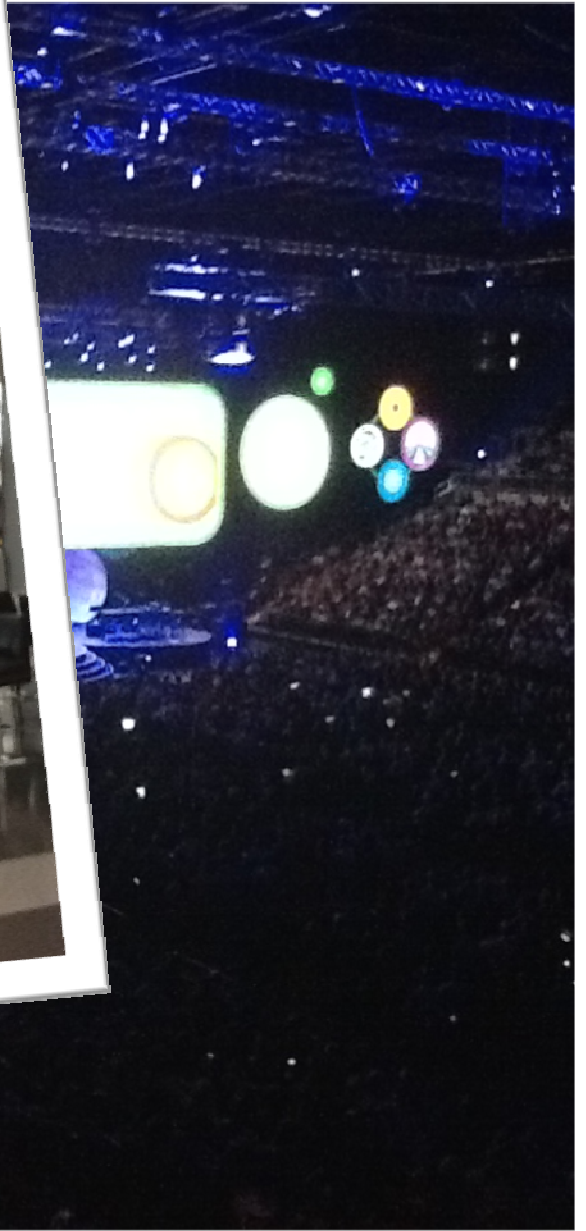
## An Overview

Dev Mookerjee

IBM Business Analytics User Group  
December 2011

IBM Software

**Information** On Demand **2011**



# Agenda

- Overview
- Highlights
- My takeaways
- Our BA Forum in Melbourne



# Overview



- Information OnDemand – Held annually, IBM’s global conference that brings together its core Smarter Analytics solutions.
- There are four main streams:
  - **Business Analytics**
  - Enterprise Content Management
  - Information Management
  - Business Leadership



# Announcements



- Business Partner Award
  - [AP Business Partner Excellence Award - Cortell Australia](#)
- [Cognos 10.1.1 and mobility](#)
- [SPSS Statistics 20 – with new mapping capabilities](#)
- [IBM Content and Predictive Analytics for healthcare](#)
  
- Videos: <http://www.youtube.com/user/IODGC>



# Customers are focussing on...



- Top three **Platform Focus** areas
  - Big data analytics,
  - Decision management, and
  - **Personal analytics**
- Top three **Solution Focus** areas
  - Customer analytics,
  - Analytics for finance, and
  - Risk management.



# My Key Takeaways



- [Analytics Quotient online quiz](#)
- [Cincinnati Zoo presentation](#) | [Another link](#) (Non IBM)
- All scapes: [On the cloud](#) – [on your mobile](#) – and getting personal
- [Oh.. And then there was Moneyball!](#)



# User Conference 2012

IBM Software

## Business Analytics **Forum 2012**

**March 13-15, 2012**

Melbourne Convention Centre | Melbourne



**Don't miss this informative  
annual user conference.**

Join us in Melbourne in March 2012.  
Registration is now OPEN

Call for Papers OPEN

View the full event overview at  
[www.ibm.com/au/forum2012](http://www.ibm.com/au/forum2012)

- ✓ Keynote presentations
- ✓ Over 600 Attendees
- ✓ Over 50 Breakout sessions
- ✓ Get face-to-face access to IBM Business Analytics experts and thought leaders
- ✓ Certification Testing
- ✓ EXPO Hall with real world solutions & hands on demos





# Changes to the Registration Tool

## Stay Subscribed:

Make sure you opt-in every time you register by ticking the 'by e-mail' box at the bottom of the registration form. If you don't opt-in you'll be automatically unsubscribed from the mailing list and won't receive an invitation to the next User Group:

IBM and its affiliates may use the information you have provided to keep you informed about IBM products, services and offerings.

- by e-mail.
- by telephone.
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By submitting this form I agree that IBM may process my data in the manner indicated above and as described in [IBM's Privacy statement](#).



# Changes to the registration tool

## Payment Option:

IBM now offer a facility for Government employees to pay for their food and beverages at all IBM events if they are required to by their agency.

If you have indicated on the registration form that you work for a government owned entity the below box will pop up. If your organisation does not require you to pay for your food and beverages please just tick 'I am not legally required to pay for the amenity package'.

**Payment options**

Please indicate your payment method \*

Credit card

Send me an invoice

I am not legally required to pay for the amenity package

If you have indicated on the registration form that you do not work for a government owned entity the below box will pop up. If your organisation does not require you to pay for your food and beverages please just tick 'no' on the box below:

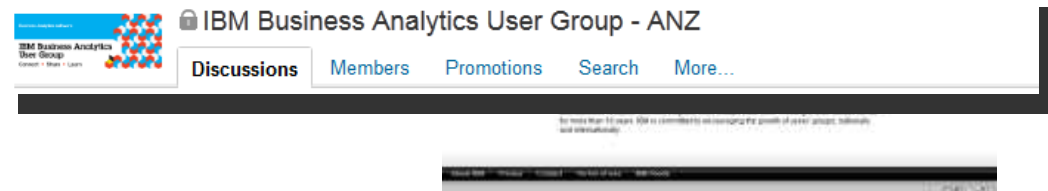
**Payment options**

Are you required by your agency to pay for the amenity package offered during this event? \*

Yes  No



# IBM Business Analytics User Group in Social Media



## Join us in a discussion group:

- Be the first to receive updates on the User Group and User Conference
- Shape the future of the IBM Business Analytics User Group meetings
- Network with other leading organisations



[@ibmbaug](https://twitter.com/ibmbaug)



<http://tiny.cc/ibmbaug>

**BA User Group ONLY Advanced Earlybird rate (up until 20 December) = \$1,500  
Watch out on the LinkedIn Group as we make announcements on code to use**





## Questions?

Contact:

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[www.Twitter.com/mookerjee](http://www.Twitter.com/mookerjee)

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