Agenda & Abstracts

IBM Software

Business Analytics **Forum**

See the future of decision making

November 3-5, 2010

Gold Coast Convention and Exhibition Centre | Gold Coast | Australia

IBM

Agenda at a glance

Wednesday 3rd November 2010		
	Certification Testing	**Location**
10.00am - 5.00pm	IBM Professional Certification Testing	Room 1
	Business Analytics Workshops	**Location**
12.30 - 3.00pm	IBM Cognos BI	Room 5
12.30 - 3.00pm	IBM Cognos Technical Architecture	Room 7
12.30 - 3.00pm	IBM Cognos TM1	Room 6
12.30 - 3.00pm	IBM SPSS - Data Mining & Predictive Modeling	Room 4
12.30 - 3.00pm	IBM Cognos Analytic Applications	Room 3
	Special Interest Groups	**Location**
3.30 - 5.30pm	Manufacturing & Retail	Room 2
3.30 - 5.30pm	Financial Services & Insurance	Room 6
3.30 - 5.30pm	Government	Room 7
3.30 - 5.30pm	Higher Education	Room 3
3.30 - 5.30pm	TM1	Room 5
3.30 - 5.30pm	Defence	Room 4
5:30 - 9:30pm	Welcome Drinks & Dinner	The EXPO

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Thursday 4th November 2010

7.00 - 8.30am	Conference Registration & Exhibition Opens
7.00 - 8.30am	Breakfast Served - Ground Floor - GCCEC
11.00am - 5.30pm	IBM Professional Certification Testing - Room 1
8.30 - 10.30am	General Session - Arena 1B
10.30 - 11.00am	Coffee Break - The EXPO

LOCATION	Arena 1B	Room 5	Room 6	Room 7	Room 8	Room 9	Room 3	Room 4
	Business Intelligence & Platform	Financial Performance Management	Analytic Applications	Business Value & Outcomes	Predictive Analytics	Business Leadership – Industry Sessions	Best Practice Theatre 1	Best Practice Theatre 2
11.00 - 12.00pm	Powerful New Charting Capabilities in IBM Cognos Business Intelligence Software IBM	The Savings are in The Mail for New Zealand Post with Cognos TM1 New Zealand Post	The New Era of Business Analytics BI on System Z IBM	Business Analytics for Growth Stategy Deloitte	Getting started with Predictive Analytics IBM	Citizen Analytics: The Challenge of Behavioural Analytics Australian Tax Office	IBM Cognos 10: The Evolving World of Information Access for Business Users IBM	Systems Management Methodology IBM
12.00 - 1.00pm	Building Executive Dashboards in Record Time University of New England & Altis Consulting	Understanding IBM Cognos TM1 Software: Performance and Scalability IBM	Integrating TM1 and Financial Performance Analytics Delivers Business Value to Suncorp Finance Suncorp & SMS Management & Technology	Innovations in Data Visualisation and Collaboration IBM	Delivering Results with Predictive Analytics IBM	Information is Power: Utility Outage and Map Integration with Cognos BI Alliant Energy & Certo Consulting		IBM Cognos 10: Streamlining Deployments & Administration IBM

1.00 - 2.00pm	Luncheon - The EXPO
2.00 - 3.00pm	General Session - Arena 1B
3.00 - 3.30pm	Coffee break - The EXPO

	Arena 1B	Room 5	Room 6	Room 7	Room 8	Room 9	Room 3	Room 4
3.30 - 4.30pm	Building Smarter Enterprises One Step at a Time - A Journey to Secure Cloud Computing IBM	Juniper Group Builds Financial Plans and Forecasts with Soul Juniper & Bistech Pty Ltd	Driving a Smarter Enterprise: Putting Insights from the IBM 2010 Global CFO Study to Work. IBM	Actionable Intelligence Requires Information and Thinking Department of Veterans' Affairs & Bistech	Discover the Valuable Insights Hidden in Text Data IBM	Using Operational Templates to Improve Performance Planning Accuracy Animal Health Board	Understanding the Real Value of Implementing BI Projects IBM	IBM Data Quality Dashboard IBM
4.30 - 5.30pm	Introducing Dashboards in a University: an Education in Itself Central Queensland University	Taking Control of Your Financial Consolidation Process with Cognos 8 Controller Kwena	Creating a Safe Harbour with Location Analysis and Cognos Reporting Port of Brisbane Corporation & Integeo	E-booking Systems Take Flight at Qantas Freight Qantas Freight & Altis Consulting	The Power of Data Mining IBM	Austar Shines with IBM Cognos Austar & Focus	Leverage Expertise to Accelerate Business Processes IBM	Macro Expressions IBM

| 6.30pm | Coaches Leave GCCEC for Movie World - Ground Floor Entrance of GCCEC |
| 7.00pm | Special Event Dinner: Warner Bros. Movie World |

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Friday 5th November 2010

8.00am	Exhibition & Information Desk Open in The EXPO
7.00 - 8.30am	Breakfast Served - Foyers A & B - Ground floor GCCEC

LOCATION	Arena 1B	Room 5	Room 6	Room 7	Room 8	Room 9	Room 3	Room 4
	Business Intelligence & Platform	Financial Performance Management	Analytic Applications	Business Value & Outcomes	Predictive Analytics	Business Leadership – Industry Sessions	Best Practice Theatre 1	Best Practice Theatre 2
8.30 - 9.30am	Cognos is the 12th Secret Spice Collins Food Group & Bistech Pty Ltd	IBM Cognos Express Cubewise	Meeting the Needs of Business Analysts with Advanced Analysis IBM	Empowering Business Analysts in Ever-Changing Business IBM	Make Every Decision the Right Decision with Decision Management IBM	From Paddock to Plate: Opportunities and Challenges of Cognos TM1 Landcorp Farming	Self-service Through Mashups and the IBM Cognos 8 Mash-Up Service IBM	Macro Expressions & Dimensional Reporting IBM
9.30 - 10.30am	Make Decisions In-Flight with Real-Time Monitoring IBM	Improving the Health of Your Financial Performance Management sanofi-aventis Australia & New Zealand	IBM Cognos and SAP Netweaver Platform IBM	Sydney Water Drinks to its Health with Cognos TM1 Sydney Water	Capture Feedback with IBM SPSS Data Collection IBM	Smarter Cities IBM	IBM Cognos 10: Delighting Business Managers with Integrated Query and Analysis IBM	IBM Cognos BI & the Mobile User IBM
10.30 - 11.00am	Coffee Break - The EXPO							
11.00 - 12.00pm	Learning to Grow from Spreadsheets to Sublime in Six Months Open Universities Australia	What's New in IBM Cognos Enterprise Planning and Analysis IBM	Analytic Application Framework (AAF) IBM	Cairns Airport and BI: Gateway to the Reef and Rainforest Cairns Airport Pty Ltd	Move Beyond Spreadsheets with IBM SPSS Statistics IBM	Say Goodbye to Missed Project Milestones National Centre for Vocational Education Research & Focus	Advanced Reporting Techniques Part 1 IBM	IBM Cognos 10: Enhanced Report Creation and Deliver for Professional Authors IBM
12.00 - 1.00pm	Advanced IBM Cognos 8 BI v8.4.1 Dashboarding Techniques IBM	Balance Sheet and Cash Flow Modelling Stockland	Extending IBM Cognos 8 BI Capabilities with IBM SPSS and Advanced Analytics IBM	Using Cognos Planning Tools to Drive Successful Forecasting Kia Motors Australia	Unveiling... IBM SPSS Modeler – New and Improved! IBM	Delivering Business Intelligence: When Excel Isn't Enough Singtel Optus Pty Ltd	Advanced Reporting Techniques Part 2 IBM	Your Market is Talking. Listen. Using IBM Business Analytics on Twitter Feeds IBM
1.00 - 2.00pm	Luncheon - Foyers E & F							
2.00 - 3.00pm	Cognos Topping the Class with Leading Independent Schools Commission QLD Catholic Education Commission & Bistech	Coordinating Business Dimensions in a Dynamic Environment IBM	MSS Security Empowers their Workforce with IBM Cognos TM1 MSS Security & Cubewise	Improving the Analytical Capabilities of a Healthcare Provider ABACUS ALS & CatapultBI	Discover the Valuable Insights Hidden in Text Data IBM	Data and Spatial Visualisation Techniques University of Technology, Sydney		
3:00-4:00pm	Closing General Session - Arena 1B							
4:30pm	Coaches depart for Airport - Ground Floor of GCCEC							

Business Analytics **Forum**
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Thursday 4 November 11.00am - 12.00 noon

Business Intelligence & Platform

Powerful New Charting Capabilities in IBM Cognos Business Intelligence Software - Arena 1B

Mary-Jane Goddard, IBM

Discover the new features and capabilities provided by charts in IBM Cognos Business Intelligence. In this session, you will learn how to use these new features to maximum effect to build appealing and informative visualisations in your BI solutions.

Analytic Applications

The New Era of Business Analytics - BI on System Z - Room 6

Nick Lancuba, IBM

One in every three business executives is making major decisions based on incomplete or untrustworthy information. Due to an outmoded Business Intelligence strategy. New Capabilities in BI give faster access to data, and help sort out the latest, most accurate data.

This presentation demonstrates the latest products and features available for the System Z Platform, which can help you:

- Simplify the management and maintenance of an enterprise BI infrastructure
- Make more informed, faster and more aligned business decisions
- Lower the cost of acquisition and ownership

Predictive Analytics

Getting started with Predictive Analytics - Room 8

Rob Risany, IBM

Markets are changing. Competitors are catching up. Customer expectations are rising. And innovation is harder to achieve and harder to sustain than ever before. The global economy is forcing organisations to find new ways to compete, and predictive analytics can give them a competitive advantage. In this session, you'll learn the basics of predictive analytics, separate the truth from the hype and discover how predictive analytics can transform your organisation and significantly impact your bottom line.

Best Practice Theatre 1

IBM Cognos 10: The Evolving World of Information Access for Business Users - Room 3

James Rowntree, IBM

Attend this technology preview to see how IBM Cognos Software is changing the face of information delivery for business users. Get a sneak peek at the new ways business users will be able to create, personalise and interact with all of their information assets in a single place. See how they will be able to search more easily and collaborate with others to improve decision-making across the enterprise.

Financial Performance Management

The Savings are in The Mail for New Zealand Post with Cognos TM1 - Room 5

Louise Davenport, New Zealand Post

The New Zealand Post Group's 17,000 staff provide postal, banking, communication, data management, logistics and distribution services. In this informative session, you'll learn how New Zealand Post used Cognos TM1 to replace a lengthy, manual and error-prone process based on spreadsheets. The new system based on TM1 is fast and automated, and provides better information for decision making. It has also eliminated spreadsheet errors and made trend analysis and reporting much easier.

Business Value & Outcomes

Business Analytics for Growth Strategy - Room 7

James Huckerby, Deloitte

The IBM-Cognos suite offers a broad range of capabilities for professional services firms. Deloitte Australia, an audit, tax, consulting and financial advisory services company, will discuss its experience using the business intelligence suite over the past four years. In this time it has rolled out dozens of projects covering reporting, analytics and budgeting as well as platforms to support its growth strategy. You'll discover the many applications for BI in a professional services environment.

Business Leadership – Industry Sessions

Citizen Analytics: The Challenge of Behavioural Analytics - Room 9

Philip Hind, Australian Tax Office

The Australian government has recently signalled the importance of citizen-centred approaches to service delivery. This will fundamentally challenge the business model and capabilities of every agency in government. Current delivery models, channel strategies and engagement models will all need to change. Behaviour-based methods of building 'citizen analytics' will emerge as the underlying operational foundation behind this change. Methods of segmentation, risk scoring and end-to-end value analysis will also need to change. This paper will explore what these changes mean for building and delivering an innovative business analytics capability and how the Australian Tax Office is reframing its strategic direction to position itself for this future.

Best Practice Theatre 2

System Management Methodology - Room 4

Barnaby Cole, IBM

Explore the use of system metrics within the Cognos 8 Administration Console and the Cognos System Management Methodology package.

Business Analytics **Forum**
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Thursday 4 November 12.00pm - 1.00pm

Business Intelligence & Platform

Building Executive Dashboards in Record Time - Arena 1B

James Cooper, University of New England & Peter Hopwood, Altis Consulting

This educational session by Altis Consulting explains how the University of New England and Altis partnered to deliver a student load and income executive dashboard in just five weeks. If you're facing seemingly impossible implementation timelines, this presentation illustrates the effectiveness of the Cognos BI platform at delivering best-practice data visualisations, which are a great way of helping senior executives conceptualise and understand any complex business.

Analytic Applications

Integrating TM1 and Financial Performance Analytics Delivers Business Value to Suncorp finance - Room 6

Suncorp & Steve Wayne, SMS Management & Technology

Suncorp provides banking, insurance and investing services for more than 7 million customers in Australia and New Zealand. With the assistance of SMS Management & Technology, an IBM Cognos Business Partner, Suncorp implemented IBM Cognos 8 Financial Performance Analytics (FPA) and Cognos TM1. This session will provide an overview of the implementation, and reveals the value of integrating TM1 and FPA to provide unparalleled business intelligence capability.

Predictive Analytics

Delivering Results with Predictive Analytics - Room 8

Mike Alessandro, IBM

This session will demonstrate how predictive analytics can be used within your organisation to both increase revenues and decrease costs. See real-world examples of how SPSS customers use and benefit from SPSS technology today. Customer case studies will be combined with detailed illustrations showing how predictive analytics delivers value in a variety of application areas, including: generating more value from customer relationships by improving customer retention, growth and acquisition; managing and mitigating risk; and detecting and preventing fraud. Finally, learn the steps you can take to deploy analytics within your organisation and begin your predictive analytics journey.

Financial Performance Management

Understanding IBM Cognos TM1 Software: Performance and Scalability - Room 5

John Van Den Berg, IBM

IBM Cognos TM1 is the leading in-memory read/write OLAP server on the market. But how does one optimise it for performance and scalability? In this session, you will learn the key factors that will ensure that your Cognos TM1 applications are performing as fast as possible. You will learn how rules and locking can affect your applications from a query standpoint, and hear how you can scale Cognos TM1 to a large user community.

Business Value & Outcomes

Innovations in Data Visualisation and Collaboration - Room 7

Harriett Fryman, IBM

Are your business users looking for new and innovative ways to visually analyse and communicate information? In this session, you will get a sneak peek at IBM Cognos software designed to be simple enough to enable all business users to create interactive visualisations of numeric and text data, and share their views in a collaborative environment.

Business Leadership – Industry Sessions

Information is Power: Utility Outage and Map Integration with IBM Cognos BI - Room 9

Ruth Hands, Alliant Energy and Rob Worthington, Certo Consulting

Headquartered in the northern US state of Wisconsin, Alliant Energy provides services to more than 1.4 million Americans. In this session, you'll hear how Alliant Energy, with assistance from IBM Business Partner Certo Consulting, integrated outage information, spatial data and IBM Cognos BI to provide an Outage Summary Portal for its call centres. You'll also hear now Queensland-based utility company ENERGEX combined business intelligence and spatial data to identify additional assets worth $500 million.

Best Practice Theatre 2

IBM Cognos 10: Streamlining Deployments & Administration - Room 4

Scott Masson, IBM

Learn about exciting new capabilities that enable IT to proactively manage the IBM Cognos solution and streamline the application lifecycle. In this session, you'll see how administrators can detect problems earlier and troubleshoot more easily. You'll hear about advances that help system managers visually validate and test saved content when the application, database or operating system conditions change or are upgraded. You'll also learn how application designers can extend BI into other applications to address new user requirements.

Business Analytics **Forum**
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Thursday 4 November 3.30pm - 4.30pm

Business Intelligence & Platform

Building Smarter Enterprises One Step at a Time - A Journey to Secure Cloud Computing - Arena 1B

Scott Masson, IBM

This session explores different deployment options for cloud computing and examines how deployment complexity can be reduced through the use of virtualisation technology, private cloud and public cloud. You will learn how to address security concerns and other common inhibitors to cloud computing and see how to get started on the exciting journey to cloud computing.

Analytic Applications

Driving a Smarter Enterprise: Putting Insights from the IBM 2010 Global CFO Study to Work - Room 6

John Petty, IBM

Surviving the downturn and thriving in the recovery means anticipating and shaping your business outcomes. To learn from the largest global study of its kind how you can emulate and sustain leading analytic practices to drive superior results. No matter what your starting point--whether you have IBM Cognos 8 Planning, IBM Cognos TM1, IBM Cognos 8 Controller, IBM Cognos Analytic Applications, or IBM Cognos 8 Business Intelligence--John will share what's new and offer advice for your next steps to a smarter enterprise. To outperform in 2011 and beyond, this session is your first step to driving a smarter enterprise with business analytics.

Predictive Analytics

Discover the Valuable Insights Hidden in Text Data - Room 8

Eric Martin, IBM

Valuable insights into people's attitudes and behaviours are often hidden in unstructured text. But if uncovered, these insights can drive a significant competitive advantage in maximising customer relationships. Discover how the newest features of IBM SPSS Text Analytics use semantic networks and resources to zero in on relevant issues, create hierarchical categories to organise extracted concepts, and import and export code frames, including hierarchical categories, annotations and keyword descriptors. You'll learn how to create and test rules on sample text before applying them to your data and see how to harness the power of text to add a new dimension to your predictive models.

Best Practice Theatre 1

Understanding the Real Value of Implementing BI Projects - Room 3

Simon Crisp, IBM Business Analytics and Optimisation

Gaining internal support for investing in BI can be the first hurtle faced by many of us. Understanding how to quantify the benefits and to track against them are key for continued support of BI investment.

This presentation will assist BI leaders to build and maintain internal support for a healthy portfolio of BI projects.

- Building a solid business case for investing in BI projects.
- Understanding your stakeholders is key.
- Key metrics to track project success and value.
- Building an internal framework to ensure quality and consistency.

Financial Performance Management

Juniper Group Builds Financial Plans and Forecasts with Soul - Room 5

Greg Drummond, Juniper,& Rob Melloy, Bistech Pty Ltd

Property development company Juniper Group and IBM Cognos Business Partner Bistech will reveal how Cognos TM1 helped form the financial foundations of the multi-million dollar Soul on the Gold Coast residential tower. Juniper replaced its spreadsheet-based job costing and profit-and-loss planning processes with a robust planning solution based on IBM Cognos TM1. This helped Juniper substantially reduce the time required by department managers and their staff to complete their planning process and increase forecasting accuracy.

Business Value & Outcomes

Actionable Intelligence Requires Information and Thinking - Room 7

Maarten van der Kleij, Department of Veterans' Affairs

The Department of Veterans' Affairs provides income support, compensation and health costs for war veterans and their eligible dependents. It has invested heavily in data warehousing and reporting. This session will focus on its use of IBM Cognos Report Studio Professional to extract actionable intelligence. Armed with this capability, the department conducts strategic analytical reporting, including the use of drill-through reports to understand cost drivers. This has helped identify unique needs for clients, specialisations of service providers and incorrect claiming patterns.

Business Leadership – Industry Sessions

Using Operational Templates to Improve Performance Planning accuracy - Room 9

Joy Tracey, Animal Health Board

This presentation steps through developing the criteria for the measures, the pitfalls encountered, the selection of the appropriate visual displays for each measure, and the structured progression from monthly to quarterly to annual measures. You will also see the interactive screens and selections that users have available to view and drill through to understand not only the big picture but to identify individual issues and problems for resolution.

Best Practice Theatre 2

IBM Data Quality Dashboard - Room 4

Kieran Hagan, IBM

Increasingly large numbers of customers have a requirement to demonstrate the quality of information to end users in an organisation. In this session, you can see a Proof of Technology showcase where Business and Operational Quality Measures are delivered to users via the Cognos Dashboard and leveraging the InfoSphere Information Analyzer rules engine. This product demonstration shows the native integration of IBM Cognos and InfoSphere technologies, and can address key initiatives such as data auditing, lineage and quality KPI measures.

Business Analytics Forum
See the future of decision making

Thursday 4 November 4.30pm - 5.30pm

Business Intelligence & Platform

Introducing Dashboards in a University: an Education in Itself - Arena 1B

Ken Diefenbach, Central Queensland University

Educating the business on the importance of business intelligence is crucial to the success of your BI implementation project. In this session, Central Queensland University shares the highs and lows of its transformation journey, moving the university's executive, management and academic staff from a traditional reporting environment to using and delivering strategic information.

Analytic Applications

Creating a Safe Harbour with Location Analysis and Cognos Reporting - Room 6

Leo Cairns, Port of Brisbane Corporation & Roderick Ross, Integeo

In this joint presentation, you'll hear how the Port of Brisbane Corporation is using its investment in Cognos BI to drive spatial analysis based on data in its systems. Jointly presented by IBM Business Partner Integeo, the session will cover the benefit of providing spatial analysis capabilities as part of a BI deployment, how this can deliver additional benefits and be readily developed by the Cognos Report Studio report developer without any additional skills requirements.

Predictive Analytics

The Power of Data Mining - Room 8

Brad Hill, IBM

Looking to go deeper into your analysis? Discover how data mining can take your analysis to the next level. Data mining provides the right tools and techniques that help you discover hidden insights, and turn those insights into business results. Quickly understand the benefits of data mining by attending this session.

Best Practice Theatre 1

Leverage Expertise to Accelerate Business Processes - Room 3

Mike Handes & Martin Buckley, IBM

Effective decision making depends on data analytics to uncover important business trends -- but often this insight is the starting point in the decision making process. To understand the situation more fully you may need to consult a key colleague, reach out to an expert community, or start a working group to discuss the trend revealed. What if you could add this collaborative dimension to your business intelligence tools? What if you had access to experts and their expertise, without having to switch to another tool? Learn how IBM brings people and information together to help you find the expertise you need and to help you collaborate effectively to make the best business decisions.

Financial Performance Management

Taking Control of Your Financial Consolidation Process with IBM Cognos 8 Controller - Room 5

Kevin Simon, Kwena

This presentation will provide an overview of the capabilities of Cognos 8 Controller and showcase its powerful functionality. Discover why, with Cognos 8 Controller, you have all the essential technology at your disposal to successfully support the delivery of auditable, certified, financial information to effectively run your business. Cognos 8 Controller provides your finance function with the right framework to effortlessly manage the close, consolidation and reporting process. With rich functionality and automation features, learn how you can use Cognos 8 Controller to gain improved visibility while significantly shortening your management and statutory consolidation and reporting cycles.

Business Value & Outcomes

E-booking Systems Take Flight at Qantas Freight - Room 7

Theo Triantafillides, Qantas Freight, Sophie Thevenin, Qantas Freight & Ridhish Arora, Altis Consulting

How can you save costs while providing a better customer experience? Working with Altis Consulting, Qantas Freight built an e-business dashboard to assist Qantas staff in targeting and monitoring the expansion of e-bookings across its freight network. This presentation explains how Qantas Freight empowered staff to change the way they used information, resulting in business process improvements and a significant reduction in costs.

Business Leadership – Industry Sessions

Austar Shines with IBM Cognos - Room 9

Ben Brooks, Austar & Ludovic Stire, Focus

By integrating IBM Cognos 8 with TM1, Austar moved away from a static and paper based reporting to a fully integrated solution with real time access. Management accountants can now focus on analysis and take control of the business. During the presentation we'll discuss about the functional and technical challenges of managing a Business Intelligence & Planning integration project and we will demonstrate how IBM Cognos 8 with TM1 reaches a high level of expectation in terms of business add-values.

Best Practice Theatre 2

Macro Expressions - Room 4

Philip Wittan, IBM

Making reports dynamic can be a challenging task when making use of simple prompt parameters and can cause complex queries which perform poorly. This session focuses on using macro expressions to pre-process the dynamic portions of your query. This both increases the dynamic capabilities for report development and simplifies the resulting query sent to the database, improving performance.

Business Analytics **Forum**
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Friday 5 November 8.30am - 9.30am

Business Intelligence & Platform

Cognos is the 12th Secret Spice - Arena 1B

Anne Cull & Julie Cudmore, Collins Food Group & Yiannis Georgaros, Bistech

Collins Food Group operates 118 KFC outlets and 26 Sizzler restaurants across the country. In this session you'll learn how Collins Food Group and IBM Cognos Business Partner Bistech deployed Cognos 8 to help with loss prevention and sales analysis. Discover how Bistech 'bent' the Cognos Enterprise Planning framework to suit Collins Food Group's complex budgeting and forecasting requirements. This has led to significant time savings in budgeting and forecasting, while the loss-prevention analysis has paid for itself several times over.

Analytic Applications

Meeting the Needs of Business Analysts with Advanced Analysis - Room 6

Dev Mookerjee, IBM

This technology preview will discuss how IBM Cognos software can increase business confidence and decision accuracy by easily incorporating and distributing key statistical information within the BI environment. See how incorporating results from predictive analytics empowers business analysts in their day-today roles and drives better business insights.

Predictive Analytics

Make Every Decision the Right Decision with Decision Management - Room 8

Rob Risany, IBM

Organisations looking to dramatically improve their business outcomes are turning to decision management, a convergence of technology and business processes that is used to streamline and predict the outcome of daily decision-making. IBM SPSS Decision Management technology provides the critical link between analytical insight and recommended actions. In this session you will learn how decision management software integrates analytics with business rules and business applications for front-line systems such as call centre applications, insurance claim processing, and websites. See how you can improve every customer interaction, minimise operational risk, reduce fraud and optimise results.

Best Practice Theatre 2

Self-service Through Mashups and the IBM Cognos 8 Mash-Up Service - Room 3

James Rowntree, IBM

Mashup technologies present line-of-business users with the ability to create applications to meet their own specific requirements, without having to rely on the IT department. This session will examine the role of the Cognos 8 Mashup Service in your enterprise mashup ecosystem and give examples of how to use it. You will also see what is new in the latest version of Cognos 8 Mashup Service and walk through examples, using the new capabilities.

Financial Performance Management

IBM Cognos Express - Room 5

Ben Heinl, Cubewise

See how real clients are taking advantage of the integration of Cognos 8 and TM1 with the new Cognos Express product. Cognos Express has features not available in any other Cognos Platform, which will be highlighted in this presentation.

Get some tips and tricks on how you can further leverage Cognos Express and the scalability and flexibility of the TM1 engine that ships with it. This presentation will focus on looking at the real product in detail and not be a powerpoint presentation. You should walk away with a better understanding of Cognos Express from both a conceptual and technical perspective.

Business Value & Outcomes

Empowering Business Analysts in Ever-Changing Business - Room 7

James Garty, IBM

See a technology preview of how IBM Cognos software can help business and IT align the structure and shape of information to better reflect business conditions. In this session, you will learn how business users can adjust dimension and hierarchy definitions for products, customers, sales account responsibilities, etc., and can align information for better business insight without affecting source systems. You will learn how business users can create, maintain, govern and share common, sanctioned versions of business definitions and can use those structures to realign the data all while collaborating with IT, which maintains ultimate ownership and control of the systems of record.

Business Leadership – Industry Sessions

From Paddock to Plate: Opportunities and Challenges of IBM Cognos TM1 - Room 9

Peter Mills, Landcorp Farming

Landcorp Farming is one of New Zealand's largest farming organisations, with extensive sheep, beef, deer and dairy operations and 1.5 million stock units. Hear how this government-owned organisation uses IBM Cognos TM1 to maximise the value in production – from paddock to plate – with strategic planning improvements including rolling forecasts and debt forecasting.

Best Practice Theatre 2

Macro Expressions & Dimensional reporting - Room 4

Philip Wittan, IBM

Take a look at the power and flexibility available through dimensional reporting. This session covers two areas. The first is the performance pitfalls of relational approaches to dimensional sources. The second is making use of dimensional functions to calculate and compare relative time periods.

Business Analytics Forum
See the future of decision making

Friday 5 November 9.30am - 10.30am

Business Intelligence & Platform

Make Decisions In-Flight with Real-Time Monitoring - Arena 1B

Harriet Fryman, IBM

In this session, you will learn how you can leverage your investment in IBM Cognos 8 BI with real time monitoring integration. You will see how you can zoom in on any information with time-value to your business and make instantaneous decisions in-flight. You will also learn how you can use that insight with BI reporting and analysis to make smarter business decisions.

Analytic Applications

IBM Cognos and SAP Netweaver Platform - Room 6

Agnes Chau, IBM

Discover how IBM Cognos extends and enhances customer's SAP experience with IBM Cognos 10. Join this session to see seamless interoperability of IBM Cognos 10 and your investments in SAP technology. Presenters will review new functionality and performance improvements provided in IBM Cognos 10 for SAP.

Predictive Analytics

Capture Feedback with IBM SPSS Data Collection - Room 8

Karen Hardie, IBM

What if you could use the feedback captured from customers, employees or other stakeholders, to make improvements to your business, services or programs?

The IBM SPSS Data Collection platform is known for its strength, sophistication and flexibility, which enables you to conduct survey research more efficiently and deliver deeper insights across the organisation. In this session, you will learn how IBM SPSS Data Collection helps you extend the survey creation (authoring) environment to business users and create surveys that better reflect real-life experience to deliver deeper insight.

Best Practice Theatre 1

IBM Cognos 10: Delighting Business Managers with Integrated Query and Analysis - Room 3

Greg Keller, IBM

See how IBM Cognos Software is blurring the lines between business authoring and analysis by providing the ability to view and interact with enterprise information in an exciting new way. From creating net-new analysis to 'topping up' existing reports from a personal data source, you'll see how business managers can be more self-sufficient and how IT can be confident that data will remain secure.

Financial Performance Management

Improving the Health of Your Financial Performance Management - Room 5

Mark Tannahill, sanofi-aventis Australia & New Zealand

Sanofi-aventis is one of the leading healthcare companies in Australia and New Zealand, with three distinct divisions focusing on pharmaceuticals, consumer healthcare and vaccines. In this session, you'll learn how the company used IBM Cognos business intelligence to reduce the time taken for financial consolidation and allocations, without the need to rely heavily on its IT department.

Business Value & Outcomes

Sydney Water Drinks to its Health with IBM Cognos TM1 - Room 7

Jeanine Avery, Sydney Water

Sydney Water, Australia's largest water utility with more than 3,000 staff, has been using Cognos TM1 for over 10 years. In this session, you'll hear how Sydney Water expanded its use of Cognos TM1 from financial reporting to financial and project budgeting and forecasting, regulatory forecasting, financial analysis and business scorecarding. You'll also learn how it used activity-based costing to make the components of its pricing more transparent and traceable for Independent Pricing and Regulatory Tribunal.

Business Leadership – Industry Sessions

Smarter Cities – How smart do we aspire to be? - Room 9

Chris Pavlovski, IBM

Making our cities smarter, Lessons we can learn here in Australia and from cities across the world. In 1900, only 13% of the world's population lived in cities. By 2050, that number will have risen to 70%. From safe neighbourhoods, to smarter transportation, healthcare and Smart Grids, hear IBM's vision for addressing the challenges of cities in the future.

Best Practice Theatre 2

IBM Cognos BI and the Mobile User - Room 4

Anna Sum, IBM

Explore the latest IBM Cognos mobile offerings and test-drive the capabilities to stimulate ideas on how to use mobile analytics in your organisation.

Business Analytics **Forum**
See the future of decision making

Friday 5 November 11.00am - 12.00pm

Business Intelligence & Platform

Learning to Grow from Spreadsheets to Sublime in Six Months - Arena 1B

Geoff Edlund, Open Universities Australia

Open Universities Australia offers more than 1,000 subjects and 90 qualifications taught by 18 leading universities. With demand for courses growing at more than 20% per year, this online higher education provider needed to unlock the value in its data to ensure continued profitability. In this session, you'll discover how Open Universities Australia used Cognos 8 and TM1 to build a data repository and self-service reports and analysis in just six months. This new platform now contributes towards decision-making that improves return to shareholders.

Analytic Applications

Analytic Application Framework (AAF) - Room 6

Ben Waetford, IBM

If you use the IBM Cognos AAF you'll want to come to this session to get a deeper understanding of the framework. We'll discuss the business value and evolution of packaged analytics, and view demos of Personalised Analysis.

Predictive Analytics

Move Beyond Spreadsheets with IBM SPSS Statistics - Room 8

Brad Hill, IBM

Do hours regularly vanish from your day while manipulating data in a spreadsheet and trying to produce reports - and you sit there thinking... "there must be an easier, quicker way?" ... well there is! Join us at this session to see this introduction to the SPSS data analysis tool for first-timers. See how IBM SPSS Statistics can speed up and simplify your regular spreadsheet work and make you wonder why you ever used a spreadsheet in the first place.

Best Practice Theatre 1

Advanced Reporting Techniques Part 1 - Room 3

Mary-Jane Goddard, IBM

Looking for design tips and techniques for creating visually appealing and relevant reports? This session shows you how to use advanced prompting techniques, powerful new charting options and Express Authoring Mode in IBM Cognos 8 BI Report Studio v8.4.1. You'll learn how to increase design efficiency by creating a library of report components and generating background images for more eye-catching reports. You'll also discover new authoring techniques that will make your reports more relevant and engaging, regardless of who uses them or how they are used.

Financial Performance Management

What's New in IBM Cognos Enterprise Planning and Analysis - Room 5

Craig Boyd, IBM

Learn how the latest IBM Cognos solutions can drive innovation into your enterprise planning and analysis environment. This session will showcase recent advances across our product portfolio and offer case studies and illustrations showing how you can drive better, faster, deeper insight and alignment in your resource allocation decision-making practices.

Business Value & Outcomes

Cairns Airport and BI: Gateway to the Reef and Rainforest - Room 7

Kevin Smith, Cairns Airport Pty Ltd

More than 3.5 million passengers pass through Cairns Airport each year on their way to the World Heritage-listed Great Barrier Reef and tropical rainforests. In this session, you'll learn how Cairns Airport uses Cognos 8 BI to improve the visibility of corporate information including airline and passenger analysis, commercial and retail opportunities and ground transport operations. Rather than "reporting history", Cairns Airport is changing its business focus towards using data to to support its business-growth strategy of "creating history".

Business Leadership – Industry Sessions

Say Goodbye to Missed Project Milestones - Room 9

National Centre for Vocational Education Research & Focus

How to use the innovative metadata capabilities of the IBM Information Server to reduce the cost, time and risk of Business Analytics projects and be confident of hitting project milestones.

Incomplete or inaccurate analysis and design for a Business Analytics project will lead to time and cost blow outs during the build and test phase of the project. Fixing problems late in a project is costlier than discovering issues early on. Discover an innovative approach to technical and business metadata available in products such as InfoSphere Business Glossary and InfoSphere Discovery to accelerate analysis and design and build an agile and trusted Data Warehouse.

Best Practice Theatre 2

IBM Cognos 10: Enhanced Report Creation and Delivery for Professional Authors - Room 4

Lisa Mcpherson, IBM

In this technology preview you will learn about IBM Cognos Software enhancements for professional report authors. See how an interactive report can be authored and securely bursted for receipt anywhere without connecting to a browser. You will also hear how to improve query performance and enhance the visual appeal of professional reports with new charting options.

Business Analytics **Forum**
See the future of decision making

Friday 5 November 12.00pm - 1.00pm

Business Intelligence & Platform

Advanced IBM Cognos 8 BI v8.4.1 Dashboarding Techniques - Arena 1B

Anna Sum, IBM

The ability to deliver compelling dashboards is critical as organisations begin to engage more business users. In this session you will learn advanced techniques for creating dashboards with IBM Cognos 8 Go! Dashboard, IBM Cognos 8 BI Report Studio and IBM Cognos 8 Connection.

Analytic Applications

Extending IBM Cognos 8 BI Capabilities with IBM SPSS and Advanced Analytics - Room 6

James Rowntree, IBM

Advanced Analytics can help organisations cut costs, reduce risk and increase profitability for competitive advantage. This session focuses on how to utilize SPSS and other Advanced Analytics solutions to extend the value of your Cognos 8 BI deployment. You will learn how you can leverage your existing Cognos investment with Advanced Analytics techniques including data mining, statistics and text analytics.

Predictive Analytics

Unveiling... IBM SPSS Modeler – New and Improved! - Room 8

Jason Burke, IBM

IBM SPSS Modeler is the industry-leading data mining workbench. In this session, you will get an early peek at innovations in Modeler that take analytics to new levels through new algorithms, new options that improve accuracy and performance, and new ways to leverage other technologies as part of your data mining efforts. See how you can embed predictive models within your business processes to improve results. And discover how these new features help you create and interpret models that integrate seamlessly with other IBM SPSS software and other IBM technologies to boost your ROI.

Best Practice Theatre 1

Advanced Reporting Techniques Part 2 - Room 3

Mary-Jane Goddard, IBM

Looking for design tips and techniques for creating visually appealing and relevant reports? This session shows you how to use advanced prompting techniques, powerful new charting options and Express Authoring Mode in IBM Cognos 8 BI Report Studio v8.4.1. You'll learn how to increase design efficiency by creating a library of report components and generating background images for more eye-catching reports. You'll also discover new authoring techniques that will make your reports more relevant and engaging, regardless of who uses them or how they are used.

Financial Performance Management

Balance Sheet and Cash Flow Modelling - Room 5

Brett Jeney, Stockland

Does this sound familiar? A company is required to prepare a P&L and balance sheet by a corporate department which is outside systems like TM1. The resulting processes in an Excel spreadsheet become convoluted, time consuming for all involved, error prone and difficult and costly to audit. In this session, you'll hear how property group Stockland automated its balance sheet and cash flow model, enabling it to deliver reports with confidence. By reducing the end-of-month process from three days to two, it created time for proper review and analysis.

Business Value & Outcomes

Using Cognos Planning Tools to Drive Successful Forecasting - Room 7

Tim Smith, Kia Motors Australia

Founded in 1944 in Korea, Kia produces a diverse range of vehicles sold in 190 countries around the world. In this session, you'll hear how Kia Motors Australia sucessfully deployed Cognos planning tools to improve and streamline the critical task of sales forecasting and ordering, which resulted in increased cashflow and improved supply management.

Business Leadership – Industry Sessions

Delivering Business Intelligence: When Excel Isn't Enough - Room 9

Michelle Irrgang, Singtel Optus Pty Ltd

Does your organisation create reports on a jumble of different platforms? In this session, learn how Singtel Optus's SMB division migrated 150 of its employees from a range of reporting tools, to a sustainable and centralised single source of information on IBM Cognos 8. The session will focus on the importance of allowing for an iterative approach to development – training business users during the development to ensure it is implemented and used to maximum effect.

Best Practice Theatre 2

Your Market is Talking. Listen. Using IBM Business Analytics on Twitter feeds - Room 4

Dev Mookerjee, IBM

Twitter gives us access to what the market is doing, thinking and saying right now. This session showcases the power of using IBM Business Analytics to access Twitter feeds, analyse them and report on them in a step-by-step process.

Follow the speaker on Twitter: @mookerjee

Business Analytics **Forum**
See the future of decision making

Friday 5 November 2.00pm - 3.00pm

Business Intelligence & Platform

Cognos Topping the Class with Leading Independent Schools Commission - Arena 1B

Gavin Carmont & Julie Hunt, QCEC and Shane Morgan, Bistech

QLD's largest Independent schools administration body, the QLD Catholic Education Commission (QCEC) is discovering how Cognos improves information management and reporting/analysis capabilities through trend analysis of schools enrolment data. In this session you will hear how Bistech, an IBM Premier Partner is assisting this leading Educatio n body to execute on a clear BI Roadmap that is providing strategic direction in progressing the successful deployment of a Cognos solution across the organisation.

Analytic Applications

MSS Security Empowers their Workforce with IBM Cognos TM1 - Room 6

Mark O'Reilly, MSS Security

MSS Security have recently deployed IBM Cognos TM1 to automate and standardise their day to day Operational Reports and identify areas for improvement in Operational and Financial Performance. The primary focus of the IBM Cognos TM1 Project has been to identify and improve the "E x E" (Efficiency and Effectiveness) of their Rostering and Management of their field workforce and given the multi-dimensional nature of the challenge, IBM Cognos TM1 was selected as the ideal application. Previously known as Chubb Security, this project has been one of the highest priorities for the company since their rebranding in late 2008.

Predictive Analytics

Discover the Valuable Insights Hidden in Text Data - Room 8

Eric Martin, IBM

Valuable insights into people's attitudes and behaviours are often hidden in unstructured text. But if uncovered, these insights can drive a significant competitive advantage in maximising customer relationships. Discover how the newest features of IBM SPSS Text Analytics use semantic networks and resources to zero in on relevant issues, create hierarchical categories to organise extracted concepts, and import and export code frames, including hierarchical categories, annotations and keyword descriptors. You'll learn how to create and test rules on sample text before applying them to your data and see how to harness the power of text to add a new dimension to your predictive models.

Financial Performance Management

Coordinating Business Dimensions in a Dynamic Environment - Room 5

James Garty, IBM

A consistent, harmonised view of the business is critical for performance management. But for most organisations, the combination of distributed systems, distinct views of the business and the dynamics of changing business models challenges the ability of IT and business leaders to coordinate a single approved view. Join this session to learn about the importance of consistent business rules, hierarchies and dimensions and effective strategies to create them. This session will use real-life scenarios to demonstrate the impact of IBM Cognos 8 Business Viewpoint and show how business users can collaborate to create authoritative viewpoints for better performance management.

Business Value & Outcomes

Improving the Analytical Capabilities of a Healthcare Provider - Room 7

Neville Bertwistle, Abacaus & Richard Green, CatapultBI

Abacus ALS is one of Australia's largest privately owned providers of diagnostic healthcare products. With the assistance of IBM Business Partner CatapultBI, the company introduced new analytical and reporting capabilities. In this session, you'll hear how Abacus ALS cut the lead time on the production of complex reports from days to just minutes, making it easier to measure product and territory performance, adapt to changes in budgets and measure customer profitability.

Business Leadership – Industry Sessions

Data and Spatial Visualisation Techniques - Room 9

Darren Dadley, University of Technology, Sydney

Organisations analyse millions of bytes of data on a regular basis and the worst form of disservice they can do is to depict that data in way that is illegible and hard to understand. In this session, the University of Technology, Sydney will demonstrate design techniques for presenting data through graphs, charts and spatial representation on maps and geographical tools. The session also covers ways to avoid common design mistakes and minimise distractions and unnecessary adornments.