IBM Software

Business Analytics **Forum** 2012

Smarter Analytics. Smarter Outcomes.

Tuesday 13th March 2012

	Business Analytics Super Sessions	Location
12.30 - 3.00pm	IBM Cognos® Business Intelligence	Room 110
12.30 - 3.00pm	IBM Cognos TM1®	Room 103
12.30 - 3.00pm	IBM Cognos Technical Architecture	Room 112
12.30 - 3.00pm	IBM SPSS® Data Mining and Predictive Modelling Workshop	Room 106
12.30 - 3.00pm	Market Survey and Research (SPSS)	Room 104

	Special Interest Groups	Location
3.30 - 5.30pm	Manufacturing & Retail	Room 103
3.30 - 5.30pm	Banking & Insurance	Room 106
3.30 - 5.30pm	Analytics in the Public Sector	Room 110
3.30 - 5.30pm	Market Survey and Research (SPSS)	Room 104
3.30 - 5.30pm	Defence & National Security	Room 109
3.30 - 5.30pm	Understanding the Customer	Room 112
3.30 - 5.30pm	Investing in Assets	Room 111

12.00 Noon	Conference Registration Open	Level 1
5.30 - 7.30pm	Welcome Drinks & Exhibition Open	Level 1

101 102
103 104 105 106

LEVEL 1

111 112 ENTRANCE
109 110

Wednesday 14th March 2012

9.00 - 10.30am	**General Session:** Drive Better Business Outcomes with Business Analytics							
10.30 - 11.00am	Coffee Break: Level 1 Foyer							
LOCATION	**Room 110**	**Room 105**	**Room 111 & 112**	**Room 109**	**Room 106**	**Room 101 & 102**	**Room 103**	**Room 104**
	Business Intelligence	**Planning, Budgeting & Forecasting**	**Governance, Risk & Compliance**	**Predictive and Advanced Analytics**	**Social Media & Customer Analytics**	**Integrated Solutions**	**Demo Theatre 1**	**Demo Theatre 2**
11.00 - 12.00 Noon	**Getting Personal with IBM Cognos Insight** Daniel Rushbrook, Technical Specialist, IBM	**IBM Cognos TM1 10.1: The Ultimate Driver Experience for Performance Management** Kevin Jessop, FPM Specialist, IBM	**Driving Better Business Outcomes with Integrated GRC** Patrick O'Brien, Director, Product Management OpenPages, IBM	**The Predictive Analytics Agenda** Colin Shearer, SPSS Worldwide Industry Solutions Leader, IBM	**The Social Analytics Maturity Curve** Dev Mookerjee, BI Specialist, IBM	**IBM Netezza serving your IBM Cognos Business Intelligence environment** Andrew Conacher, Netezza Specialist, IBM	**Introduction to IBM Cognos Business Intelligence** Anna Sum, BI Specialist, IBM	**Interactive Reports for Disconnected Users** Ben Post, BI Specialist, IBM
12.00 - 1.00pm	**Fremantle Ports gets on board with faster decision making** Collins Vuchocho, Business Systems Consultant, Fremantle Ports & Kieran Hudson, CSG	**Managing large workforces with IBM Cognos TM1 Contributor** Evan Williams, University of Adelaide James Wakefield, Cognos Practice Lead & State Manager, Trident	**Best Practices for Operational Risk Management** Patrick O'Brien, Director, Product Management OpenPages, IBM	**Ground-breaking research with IBM SPSS Predictive Analytics** Dr Adele Barnard, Clinical Research Manager, Clinical Intelligence	**Improve Customer Insight, Decision making and Profitability with Predictive Analytics** Jason Burke, SPSS Manager, IBM	**Archiving IBM Cognos Reports** Nick Lancuba, BI Specialist, IBM & Adrian Barfield, ECM Specialist, IBM	**Analytical approaches to fraud detection with IBM SPSS Modeler** Keith Doan, SPSS Specialist, IBM	**Introduction to IBM Cognos TM1** Gideon van Schalkwyk, FPM Specialist, IBM
1.00 - 2.00pm	Luncheon: Level 1 Foyer							
2.00 - 2.30pm	**General Session:** Harnessing the Power of IBM Research - Innovation Through Analytics, Dr. Jürg von Känel, Senior Manager of IBM Research and Development Lab – IBM Australia							
2.30 - 3.00pm	**Keynote Session:** From Race car Driving to Data-Driven: Why Business Analytics is not just for geeks! - *Steve Pizzati*							
3.00 - 4.00pm	**Immersing Business Intelligence within a Business** Simon Macarthur, Team Leader - Business Intelligence, Avant Mutual Group Limited & Ludovic Stire - Senior Consultant, Certus	**Planning to TM1** Jonathan Beattie, Dennis Corporation	**Risk Analytics (OpenPages & Cognos)** Con Cotronis, OpenPages Specialist, IBM	**Deeper insights for stronger student retention rates** Julie Arthur, Director Planning, Quality & Review, Southern Cross University & Paul McLeod, Principal Architect, Certus Solutions	**Better marketing programs through Predictive Analytics** Colin Shearer, SPSS Worldwide Industry Solutions Leader, IBM	**Socialise your Business Insights** Mary-Jane Goddard, BI Specialist, IBM & Mike Handes, Collaboration Specialist, IBM	**Creating Self-service Dashboards with IBM Cognos Business Intelligence** Anna Sum, BI Specialist, IBM	**Personalised What-If Analysis with IBM Cognos Insight** James Garty, FPM Specialist, IBM
4.00 - 4.30pm	Coffee Break: Level 1 Foyer							
4.30 - 5.30pm	**Designing Framework Manager models for maximum efficiency** Brian Causley, Senior Information Analyst, University Western Sydney	**Administering IBM Cognos TM1** Michelle Jessop, FPM Specialist, IBM	**Risk Aware Decision Making** Gavin Banks, Lead Consultant, Algorithmics, an IBM Company	**Introduction to IBM SPSS Decision Management** Marcus Hearne, Business Unit Executive - Predictive Analytics Market Strategy, IBM	**Smarter Commerce** Dev Mookerjee, BI Specialist, IBM	**IBM Cognos and InfoSphere® Software: Working together to deliver Trusted Information** Gavin Fernandes, InfoSphere Specialist, IBM	**Analytics on the Go** Nick Lancuba, BI Specialist, IBM	**Integrated Planning & Analytics** Jonaline Juarez, BA Solution Architect, IBM
7.00 - 11.00pm	**Special Event Dinner at Melbourne Convention Centre**							

Thursday 15th March 2012

8.00am	Exhibition & Information Desk Opens							
LOCATION	**Room 110**	**Room 105**	**Room 111 & 112**	**Room 109**	**Room 106**	**Room 101 & 102**	**Room 103**	**Room 104**
	Business Intelligence	**Planning, Budgeting & Forecasting**	**Governance, Risk & Compliance**	**Predictive and Advanced Analytics**	**IBM Best Practices**	**Integrated Solutions**	**Demo Theatre 1**	**Demo Theatre 2**
9.00 - 10.00am	**Dashboards: eye candy or food for thought?** Ken Diefenbach, BI Project Manager, CQ University Australia	**Improving Performance with Cognos Express** Byron Hsu, BI Manager, Talent2 and Ben Heinl, Director of Cubewise	**Financial Governance & Disclosure with IBM Cognos FSR** - Simon Dowle, FPM Specialist, IBM	**Fighting Cybercrime with IBM SPSS software** Paul Watters, Associate Professor in Information Security and Research Director, ICSL	**IBM Cognos BI Scalability: Understanding and Managing Consolidated and Distributed Deployments** Rajkeerat Sethi, SWG Services, IBM	**IBM Cognos TM1 Package Connector for SAP Integration** Agnes Chau, ERP Solution Specialist, IBM	**Social Media Analytics** Dev Mookerjee, BI Specialist, IBM	**Healthcare Insights & Outcomes with IBM SPSS Statistics** - Libby Jurd, SPSS Specialist, Worldwide Business Analytics Enablement, IBM
10.00 - 10.30am	Coffee Break: Level 1 Foyer							
10.30 - 11.30am	**Mapping the Future: Geographic Business Intelligence (GBI) in Action** Walt Hui, Senior Manager Information Delivery & Data Management, NRMA LTD	**IBM Cognos TM1 10.1: The Ultimate Driver Experience for Performance Management** Kevin Jessop, FPM Specialist, IBM	**Turning the Page - from gasbags to airbags** Fergal Murphy - Associate Partner and Enterprise Content Management Lead - GBS, IBM	**In the Age of Social, Market & Survey Research is more important than ever** Karen Hardie & Lance Nichols, IBM	**Implementing and Managing Security in IBM Cognos software** Anthony Smith, SWG Services, IBM	**Cognos to analyse Big Data** Aruna Kolluru, Information Management Specialist, IBM	**How Active Reports enable decision making on the go!** Scott Yaworski, Certus Solutions with Tracey Thomas, Manager, ERA - Office of the Deputy Vice-Chancellor (Research) University of Tasmania	**Introduction to Performance Modeler** Gideon van Schalkwyk, FPM Specialist, IBM
11.30 - 12.30pm	**Migration Customer Panel** Hosted by Mary-Jane Goddard, BI Specialist, IBM & Barnaby Cole, Practice Lead, IBM	**The power of IBM Cognos TM1 as an enterprise tool** Amendra Pratap, Senior Manager, Macquarie Group	**Governing business dimensions in a dynamic business environment using IBM Cognos Business Viewpoint** James Garty, Pre-Sales, IBM	**Delivering Deloitte's AsOne diagnostic with the support of IBM SPSS Data Collection** Chris Russell and Justin Giuliano, Deloitte	**Cognos Lab Services Expertise** Mark Enslin, BA Practice Manager, IBM	**Availability, scalability and performance with IBM System z®** Andrew Hegerty, IBM	**Integrated Planning & Analytics (REPEAT)** Jonaline Juarez, BA Solution Architect, IBM	**Creating Self-service Dashboards with IBM Cognos Business Intelligence (REPEAT)** Anna Sum, BI Specialist, IBM
12.30 - 1.30pm	Luncheon: Level 1 Foyer							
1.30 - 2.30pm	**New perspectives on student enrolments for Griffith University** Bronwyn Kershaw, Business Intelligence Analyst, Griffith University & Anh Nguyen, Griffith University	**The happy marriage of IBM SPSS Modeler and IBM Cognos TM1** Nimrod Kuti, Director, Tridant & Armand Mizan, Australia Post	**Selling Information Governance to the Business** Katarina Dulanovic, Delivery Manager – Enterprise Services, MLC and Vincent McBurney, Information Management Practice Lead Certus Solutions	**BMW grabs pole position by utilising predictive analytics** Stefan Meinzer, Head of Business Analytics Aftersales, BMW Group	**Staying on the growth side of the widening divide with analytics** Graham Kittle, GBS Partner and BAO Practice Leader, IBM	**Accelerating your Business Intelligence delivery with the IBM Smart Analytics System and Cognos** Phil Downey, InfoSphere Warehouse WW Product Manager, IBM	**IBM Cognos Statistics** David Pirie, BI Specialist, IBM	**IBM SPSS Data Collection & SPSS Statistics** Doug Porton, IBM
2.30 - 3.30pm	**The Art & Science of Data Visualisation** Mac Bryla, BI Specialist, IBM	**An Agile Approach to Designing for the Enterprise and Business Units** - Christopher Woo, Head of MIS-BT Finance, BT Financial Group	**APN News Media** Jenny Doessel, Group Development Manager, APN News & Media Limited & Mark Maddock, Finity	**Embedding Actionable Insights in the 24/7 Customer Operations** - Australian subsidiary of a global bank. Anand Sundaresan, IBM	**How to mitigate key challenges in successful Business Intelligence implementations** Simon Crisp, GBS BAO Associate Partner, BI&PM Leader, IBM	**Architecting solutions with IBM Business Analytics software** Jonaline Juarez, BA Architect, IBM	**Personalised What-If Analysis with IBM Cognos Insight (REPEAT)** James Garty, FPM Specialist, IBM	**The Cornerstone of PA: IBM SPSS Statistics & IBM SPSS Modeler** Marcus Hearne, Business Unit Executive - Predictive Analytics Market Strategy, IBM
3.30 - 4.30pm	**Getting Personal with IBM Cognos Insight (REPEAT)** Daniel Rushbrook, Technical Specialist, IBM	**Introduction to Performance Modeler (REPEAT)** Gideon van Schalkwyk, FPM Specialist, IBM	**Financial Governance & Disclosure with IBM Cognos FSR (REPEAT)** Simon Dowle, FPM Specialist, IBM	**Manage risk pro-actively with IBM SPSS Decision Management** Keith Doan, SPSS Specialist, IBM	**Techniques in BICC Scalability: Methods to Scale your BICC while Increasing User Adoption and Buy-In** - Mark Enslin, IBM	**IBM Netezza serving your IBM SPSS environment** Andrew Conacher, Netezza Specialist, IBM		
4.30 - 5.30pm	Closing Drinks in Level 1 Foyer							
5.30pm	Coaches Depart for the airport							