



**Please join us at the IBM® Business Analytics User Group in Brisbane**

**When:** Tuesday 10th December 2013

**Time:** 2:30pm registration for 3:00pm start

**Venue:** Teach Room, Level 1, Christie Centre, 320 Adelaide Street, Brisbane

**RSVP:** Please reserve your place by emailing [kim.andrews@au1.ibm.com](mailto:kim.andrews@au1.ibm.com)

<b>Agenda:</b>	
<b>2:30pm</b>	<b>Registration</b>
<b>3:00pm</b>	<p><b>Welcome to the Qld Business Analytics User Group (10 mins)</b></p> <p><i>Kim Andrews, IBM Business Analytics</i></p>
<b>3:10pm</b>	<p><b>IBM Business Analytics Solutions Update (30 mins)</b></p> <p>Update on IBM's Vision, Strategy and Roadmap, including the major announcements that were made at IBM's recent Global Information on Demand (IOD) Global Conference in Las Vegas.</p> <p>Demonstrations will include:</p> <ul style="list-style-type: none"> <li>• Project Neo</li> <li>• Concert</li> <li>• Analytic Catalyst</li> </ul> <p><i>David Hatt, Business Analytics Solutions Manager, Asia Pac and Growth Markets, IBM</i></p>
<b>3:40pm</b>	<p><b>A day in the life of an IBM Cognos 10.2.1 mobile user (30 mins)</b></p> <p>The IBM Cognos 10.2.1 platform covering BI Enterprise, TM1 Enterprise and Cognos Express is now fully mobile! As of the 1st of Nov 2013 the IBM Cognos Mobile 10.2.1 native apps were made publicly available.</p> <p>Some of the key features to come forward with this release include;</p> <ul style="list-style-type: none"> <li>• Introduction of the new iPhone app</li> <li>• Cognos Workspace on iOS and Android native apps</li> <li>• Mobile UI Theme configuration for the iOS app</li> <li>• Access to Active Reports Saved Output</li> <li>• Webapp support for Active Reports</li> <li>• TM1 Mobile Contributor</li> </ul> <p>And much more.</p>

	<p>In this presentation, we will demonstrate the real world application of the enhanced IBM Cognos Mobile capabilities by showing what a day in the life of a mobile user looks like using IBM Cognos 10.2.1.</p> <p><i>Yiannis Georgaros and Melinda Smith are both Senior Solution Experts and part of Bistech's GOLD Accredited BI and TM1 Consulting team.</i></p>
<b>4:10pm</b>	<p><b>Integrated TM1, Predictive Analytics, and BI to Achieve Forecast Accuracy (20 mins)</b></p> <p>It's all well and good having forecasts and budgets however what opportunities are being missed by your organisation not having accuracy on these plans. SPSS Modeler 16 will shortly be released and with it comes a node to directly leverage your TM1 data and plans. This means that IBM now offers an integrated platform for enabling predictive forecasts and budgets.</p> <p>We will demonstrate the integrated platform and provide tips and considerations in doing so.</p> <p><i>Presenter TBA, IBM Business Analytics Certified Technical Professional</i></p>
<b>4:30pm</b>	<p><b>Using Analytics to Sustainably Grow Revenue (30 mins)</b></p> <p>It has never been harder to sell than it is now. The average sales pipeline in Australia last year converted less than 3 out of every 100 leads generated into closed sales. Nearly half of the sales rep's in this country failed to make their targets and only 15% of organisations made theirs. Regardless of your product or service, buyer dynamics and behaviours have changed forever and continue to do so at an alarming rate.</p> <p>Hear how visionary companies are using a new IBM predictive analytics solution called RPM-Telemetry along with TM1 and Cognos to change the way they engage with customers and manage their sales pipelines - and in the process achieving astonishing improvements in revenue and profitability.</p> <p><i>Shaun O'Brien, Queensland Practice Leader - Revenue Performance Management Group</i>  <i>Craig McKell, CEO - Revenue Performance Management Group</i>  <i>David Hatt, Business Analytics Solutions Manager, Asia Pac and Growth Markets, IBM</i></p>
<b>5:00pm</b>	<b>Christmas Drinks and Networking (1 hour)</b>
<b>6:00pm</b>	<b>Close</b>

Please forward this invitation to colleagues who might be interested in attending and if you don't wish to receive these emails in future, please reply to this email letting me know.

Please submit questions and ideas to: [kim.andrews@au1.ibm.com](mailto:kim.andrews@au1.ibm.com)

We look forward to seeing you on Tuesday the 10<sup>th</sup> December

Kim Andrews