InformationOnDemand**2013**

Business Analytics Forum

November 3 – 7
Mandalay Bay | Las Vegas, Nevada

ibm.com/events/baforum

IBM

Dear IBM clients and Business Partners,

We're creating 2.5 quintillion bytes of data every day.

But the news isn't this data explosion, it's the emerging technologies and solutions that will help you analyze your Big Data and find the actionable insights hidden within. Your organization's relevance — even survival — will depend on how well you integrate these solutions into your processes and use them to drive better results and stay competitive.

At Business Analytics Forum at Information On Demand 2013, you'll gain the strategic vision and technical expertise to utilize game-changing analytics innovations that create value for your organization. After attending, you'll be better prepared to understand and respond in real time to what is happening today and predict what is likely to happen tomorrow.

This once-a-year event offers you:

- Hundreds of business analytics breakout sessions and workshops across the conference. Many are presented by clients such as BMW, Sanofi, Adidas, ADP, France Telecom and ING.
- The EXPO hall has more than 350 exhibitors, IBM Business Partners and hands-on demonstrations, so you can experience the business analytics ecosystem and get solutions to your toughest challenges.
- Opportunities to network with like-minded peers and colleagues in the business analytics community.
- Access to the Business Leadership Forum, delivering relevant and thoughtful ideas on a number of industry-specific business issues, including customer care and insight, risk and compliance, and operational efficiencies related to proper management of content and data.
- A look "behind the curtain." Business Analytics Forum has always been the place to find out about the latest technology advancements across the portfolio. Expect more of the same this year.
- Deep dives into IBM solutions for data management, enterprise content management, information integration, master data management and data warehousing through sessions delivered as part of the Enterprise Content Management Forum and Information Management Forum.

Leading organizations are not only thinking big, they are acting now. If you want to ensure your organization is among the leaders, plan to join us for Business Analytics Forum at Information On Demand 2013.

We'll see you in Las Vegas.

Les Rechan

Les Rechan
General Manager, IBM Business Analytics

Drive more value

Use Analytics to understand and respond in real time to what's happening today and predict what is likely to happen tomorrow.

Business Analytics Forum gives you three ways to drive more value from your IBM Business Analytics solutions.

1. Education

With more than 200 business analytics breakout sessions and workshops across the conference, there's practically no end to the deployment best practices, technical tips and techniques, expert guidance, and success strategies you'll gain from our educational content.

2. Networking

Experience the power of fresh viewpoints as you share tips, tricks and insights with more than 3,000 analytics experts from other organizations. Learn from informal meetings with product experts and meet leaders who have the inside scoop on emerging trends and strategies—all in one place.

3. The EXPO

Interact with solutions and product. Take advantage of live demo presentations, talk one-on-one and get answers to your specific challenges, preview our latest innovations and provide feedback on product direction.

"From consulting companies and solutions providers to IBM Product and Support teams, attendees are able to have meaningful, thought-provoking interactions. I have leveraged those connections on many occasions for different projects."

Elcenora Martinez
Senior Director, Business Intelligence
Host Hotels

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Top **5** Reasons to Attend

1. Improve your skills

2. Gain insight into best practices

3. Explore new technologies – solutions and services that can help you

4. Network with peers, subject matter experts and industry leaders

5. Discover practical 'next steps' to improve, innovate and grow

Business Analytics Forum

Come to Business Analytics Forum to get four days of indispensable hands-on knowledge and expert advice.

Studies show organizations that use analytics to drive business decisions financially outperform their peers with up to 1.6X revenue growth, 2X EBITDA growth and 2.5X stock price appreciation.* These organizations are building analytics competencies that enable them to exploit all data, leverage all perspectives and guide all decisions across their enterprises.

Join us at Business Analytics Forum to learn about our latest innovations and solutions in the areas of Business Intelligence, Predictive Analytics, Performance Management and Risk Analytics.

Designed for the entire business analytics community

- IT, business intelligence and analytics professionals responsible for virtually any type of business analytics deployment
- Business professionals who need to drive operational performance, manage risk and improve decision making
- Large companies with enterprise deployments
- Small and midsize businesses across a broad range of industries
- IBM Business Partners and industry analysts

Embrace the changing analytics landscape to turn challenges into opportunities

Business Analytics Forum will connect you to hot topics, presented by the experts who can help you understand what's happening and what's coming.

- Deep dives into personal data exploration, report authoring for mobile devices, business self-service, administration, performance, advanced techniques for dashboards, reporting and modeling
- Advice for managing risk, driving cash flow, creating reliable forecasts, increasing visibility into key business drivers, containing costs, improving profitability and shaping business outcomes
- Deep dives into scenario modeling, real-time monitoring, report authoring for mobile devices, advanced techniques for dashboards, reporting and modeling
- New capabilities to help you leverage social business
- An in-depth look at predictive analytics that lets you detect patterns, gain powerful new insights, predict outcomes and optimize decisions
- Proven practices for implementing and enhancing performance management initiatives and for building a comprehensive information and analytics strategy
- Insights into the latest product innovations and road maps

*Source: "Outperforming in a data-rich, hyper-connected world," an IBM Center for Applied Insights study conducted in cooperation with the Economist Intelligence Unit and the IBM Institute of Business Value, March 2012

Use the Session Preview Tool!

Six Reasons Why It's Smart to Attend with Your Coworkers

1. **Bring everyone up to speed**—Find out how to use your business analytics solutions more effectively.
2. **Drive greater adoption**—Help your colleagues realize the value of the investments you have made in analytics solutions.
3. **Divide and conquer**—There are so many different ways to learn—including hundreds of breakout sessions—that no one person can cover them all.
4. **Maximize networking opportunities**—Gain valuable insight from product experts and other users.
5. **Experience more of the EXPO**—With hundreds of exhibits, demo theaters, and labs in the Business Analytics Center, there's a lot for you to see and try.
6. **Bring more, save more**—The Pass Bundle program lets you save up to 32 percent when you register as a group. See page 23 for details.

One Conference for Your Entire Analytics Strategy

Business Analytics Forum at Information On Demand 2013 gives you the knowledge and tools to think big and create a comprehensive analytics and information strategy.

- **More opportunities to learn**—Access hundreds of additional technical breakout sessions plus industry-specific business leadership sessions focused on strategic issues and opportunities.
- **More professional networking**—Every year, this global IBM conference attracts more than 10,000 attendees, all interested in IBM's information and analytics strategy. Imagine the range of expertise, insights and experiences that you'll be able to access.
- **More experts to meet**—Schedule one-on-one meetings with product experts, and discuss your specific business challenges, technical environments and strategies.
- **An EXPO that features a wealth of business analytics solutions**—It also includes more than 100 IBM Information Management, IBM Enterprise Content Management, IBM Global Business Services and hardware exhibits; more than 200 IBM Business Partners showcasing a comprehensive range of information and analytics solutions; and many other ways to learn and network.

Discover
Information On Demand

Are you new to the IBM Information On Demand Conference? Perhaps you are unaware of the value that IBM Business Analytics, Enterprise Content Management and Information Management solutions can bring to your organization.

If so, start your week with this educational pre-conference session series that will educate you on a broad range of IBM products and help you decide which topics to explore further. Plan to attend one or all three sessions. Each session has its own theme—Business Analytics, Enterprise Content Management or Information Management.

Sessions in this series use presentations from subject matter experts, live demonstrations and illustrations to guide you through the capabilities of IBM solutions. With this foundation, you can get even more value from the sessions you attend during Information On Demand 2013.

Week at a Glance

Sunday 11/03	Monday 11/04	Tuesday 11/05	Wednesday 11/06	Thursday 11/07	
Registration 7:30 a.m.–9:30 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–7:00 p.m.	**Registration** 6:30 a.m.–2:30 p.m.	
NOTE: All times are Las Vegas local time. The time changes from PDT to PST at 2 a.m. on Sunday, November 3	**Breakfast** 6:45 a.m.–7:45 a.m.	**Breakfast** 6:45 a.m.–7:45 a.m.	**Breakfast** 6:45 a.m.–7:45 a.m.	**Breakfast** 7:00 a.m.–8:00 a.m.	**NOTE:** **Hands-on Lab hours** Monday through Thursday 10 a.m.–1 p.m. and 2 p.m.–5 p.m. **Drop-in Lab hours** Monday through Wednesday 9:30 a.m.–5:00 p.m. and Thursday 9:30 a.m.–4:00 p.m.
	General Session 8:15 a.m.–9:45 a.m.	**General Session** 8:15 a.m.–9:30 a.m.	**General Session** 8:15 a.m.–9:30 a.m.	**Electives** 8:15 a.m.–9:30 a.m.	
	Electives **BLF Keynote** 10:15 a.m.–11:15 a.m. **Electives** 11:30 a.m.–12:30 p.m. **IM Keynote** 11:30 a.m.–12:45 p.m.	**Electives** 10:00 a.m.–11:00 a.m. **Electives** 11:15 a.m.–12:15 p.m.	**Electives** 10:00 a.m.–11:00 a.m. **Electives** 11:15 a.m.–12:15 p.m. **BLF Sessions End**	**Electives** 10:00 a.m.–11:00 a.m. **Electives** 11:15 a.m.–12:15 p.m.	
Discover Information On Demand 2:00 p.m. 3:00 p.m. 4:00 p.m.	**Lunch** 12:30 p.m.–2:00 p.m. **BOFs** 12:45 p.m.–1:45 p.m.	**Lunch** 12:30 p.m.–2:00 p.m. **BOFs** 12:45 p.m.–1:45 p.m.	**Lunch** 12:30 p.m.–2:00 p.m. **BOFs** 12:45 p.m.–1:45 p.m.	**Lunch** "Next? Join the Conversation!" 12:30 p.m.–1:30 p.m.	
	EXPO Open 12:30 p.m.–3:30 p.m.	**EXPO Open** 12:30 p.m.–3:30 p.m.	**EXPO Open** 12:30 p.m.–3:30 p.m.		**LEGEND:**
	Electives **ECM Keynote** 2:00 p.m.–3:00 p.m. **Electives** 3:30 p.m.–4:30 p.m. **BA Keynote** 3:30 p.m.–5:00 p.m.	**Electives** 1:45 p.m.–2:45 p.m. **Electives** 3:00 p.m.–4:00 p.m. **Electives** 4:30 p.m.–5:45 p.m.	**Electives** 1:45 p.m.–2:45 p.m. **Electives** 3:00 p.m.–4:00 p.m. **Electives** 4:30 p.m.–5:45 p.m.	**Electives** 1:45 p.m.–2:45 p.m. **Electives** 3:00 p.m.–4:00 p.m. **Electives** 4:15 p.m.–5:15 p.m.	**BA** Business Analytics **BLF** Business Leadership **ECM** Enterprise Content Mgt
EXPO Grand Opening Reception 6:00 p.m.–8:00 p.m.	**EXPO Reception** 5:00 p.m.–7:00 p.m.	**EXPO Reception** 5:00 p.m.–7:00 p.m.		**Conference Ends**	**IM** Information Mgt
Community Receptions 8:00 p.m.–10:00 p.m.	**OPEN Evening**	**Social Event** 7:00 p.m.–10:30 p.m.	**OPEN Evening**		**BOFs** Birds of a Feather

General Sessions

Gain valuable insights as industry experts, fellow IBM clients, IBM Business Partners and IBM executives share their experience and guidance for managing big data and analytics at the speed of business.

General Session–Day One
Monday, November 4
8:15 a.m.–9:45 a.m.

New opportunities to transform an organization or an entire industry are emerging for organizations that embrace social media, mobile technology, cloud computing, and big data analysis. However, it requires focusing on the right strategies, investments and business outcomes. Information On Demand 2013 is the perfect place to learn the fastest route to turn big thinking into big impact for your organization.

Start your week by hearing, first hand, from business and IT leaders using IBM Big Data and Analytics for better insight and business outcomes. See the latest innovations that can help.

General Session–Day Two
Tuesday, November 5
8:15 a.m.–9:30 a.m.

This session describes how leading organizations optimize business and IT investments using IBM Big Data and Analytics solutions. These solutions help unlock new opportunities to engage deeper with customers, optimize operations and infrastructure, identify threat and fraud and find entirely new sources of revenue.

General Session–Day Three
Wednesday, November 6
8:15 a.m.–9:30 a.m.

In Wednesday's session, top technology thought leaders discuss the exciting technologies that lie ahead and how you can stay ahead of your competition by positioning yourself for success today. With their insight, you'll begin to see opportunities instead of challenges and view the possibilities in a different way.

Thursday Next Luncheon
Join the conversation on Thursday, November 7
12:30 p.m.–1:30 p.m.

Interact with top IBM technical luminaries in a fun, relaxed environment and discuss technology trends and future directions. This non-scripted, free-flowing event allows you to exchange ideas with some of the leaders in technology today.

"You'll go home pumped up, ready to try out the new techniques and solutions discovered while attending the sessions. The Q &A at the end usually delivers rich insights."

David Mould, Ph.D.
Predictive Analytics Scientist
MedeAnalytics

Use the Session Preview Tool!

Keynote

The Future of Analytics Starts Today

Monday, November 4
3:30 – 5:00 p.m.

Leaders say they are confident in their decisions only 75 percent of the time. And in today's fast-paced marketplace, you need to make decisions quicker than ever before, while being challenged by major technology shifts, increasing business pressures, and complex market conditions.

To make the right decisions more often under these circumstances, and drive better business outcomes, you need a smarter approach to analytics: one built on solutions that are easy to consume, deliver faster time to insight and value, and are smart, with embedded business and industry expertise.

Join Les Rechan, General Manager, IBM Business Analytics, to see how IBM has evolved and expanded our portfolio with analytic innovations that meet those criteria and help you drive value from data, both big and small.

Elective Sessions

Use the new Session Preview tool to explore Information On Demand 2013 and get a complete look at all the sessions and activities available at the conference. Search for sessions by program, track or keyword, view the details and start your conference planning today!

Visit: ibm.com/events/iodsessionpreview

Note: Session details are subject to change.

Networking

with Peers and Experts

Gain inspiration and knowledge from face-to-face conversations.

Explore Hot Topics

Peers outside your company can provide fresh insights and ideas. And there's no better place than the largest annual gathering of business analytics professionals to ask these like-minded colleagues how they use analytics solutions to drive great decision making and business results. With over 3,000 Business Analytics Forum attendees, your networking opportunities will seem endless.

Expert Exchange

Focused on current topics, Expert Exchange sessions provide an interactive hour of attendee-driven discussion with experts from IBM and beyond. Now is the time to find the answers in a small group discussion driven by your questions and comments.

This year's topics include:

Business Intelligence & Predictive Analytics
- Dynamic Query Mode and Dynamic Cubes
- Metadata Modeling in Framework Manager
- Report Authoring with IBM Cognos BI
- Cognos Workspace and Workspace Advanced
- Cognos BI & IBM System z Integration
- Cognos Business Intelligence Security
- IBM Cognos Administration
- Migrating to IBM Cognos BI V10.2
- IBM Cognos Mobile
- Skills for SPSS Analytic Catalyst
- Designing Effective Visualizations
- Mining & Modeling with IBM SPSS Modeler
- Analysis of Unstructured Data
- Advanced Analysis with SPSS Statistics
- Getting Started in Predictive Analytics
- Actionable Analytics for End Users

Applying Analytics to Deliver Business Value
- Using Analytics to Improve Marketing ROI
- Measuring Sentiment to Improve Retention
- Analytics for Predicting Equipment Failure
- Analytics to Reduce Operational Costs

Big Data Analytics
- Bringing Big Data into Your Analysis
- Cutting Through the Big Data Hype

Performance Management
- Combining SPSS Modeler and Cognos TM1
- Cognos TM1 Performance Modeler
- Getting the Best–Cognos TM1 & Cognos BI
- Using Cognos TM1 & Cognos Command Center
- Choosing Cognos TM1 End-User Clients

MidMarket
- Business Analytics for Midsize Companies

Global Support, Services & Education
- Support, Service and Education for BA

Workshops
- Intro to Analytics Center of Excellence

Visit **ibm.com**/events/baforum for a full listing of topics.

"Attending IOD is a high priority for me. Besides getting updates on the latest developments in software…the networking is fantastic – keeping in touch after meeting at IOD is invaluable."

Lars Andersen
Performance Management Specialist
TOP-TOY

Birds-of-a-Feather sessions

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (BOFs) are networking opportunities that allow attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics are assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among like-minded peers.

This year's topics include:

Predictive & Business Intelligence
• Business Analytics Competency Center
• Deploy Business Analytics in the Cloud
• Deployment for New Usage Patterns
• Metadata Modeling for OLAP Analysis
• BI Reporting Mashups
• Fostering End-user Self Service
• Advanced Visualization
• Mobile BI
• Advanced Statistical Analysis
• Data Mining and Predictive Modeling
• Analyzing Unstructured Data
• Social Media Analytics
• Survey Research Techniques
• Embedded Analytics–Decision Management
• Accessible Analytics for End Users

Applying Analytics to Deliver Business Value
• Analytic Techniques for Marketing ROI
• Better Customer Service with Analytics
• Applying Social Media Insights
• Predictive Maintenance
• Analytics to Reduce Operational Costs
• Detecting Fraud and Other Threats

Business Analytics for Big Data
• Analytics that Benefit from Big Data
• Bringing Big Data into Your Analysis
• Leveraging Big Data Frameworks - Hadoop

Performance Management
• Integrating Cognos BI and Cognos TM1
• Cognos TM1 Scalability in Large Projects
• Analytic Capabilities in Cognos TM1

Risk
• Governance, Risk and Compliance
• Managing IT Risk and Compliance

Mid-Market
• Business Analytics for Midsize Companies

Education
• Customizing Web-based Training Courses
• Enterprise Training Solutions

Support
• IBM Technical Support: Tips & Tricks
• IBM Subscription and Support

Services
• Upgrading to IBM Cognos BI
• Evangelizing for Your Analytics Program

Workshops
• Building an Analytics Center of Excellence

Visit **ibm.com**/events/baforum for a full listing of topics.

Grand Opening Welcome Reception

Information On Demand 2013 kicks off on Sunday, November 3, from 6:00 p.m. to 8:00 p.m. with a welcome reception in the EXPO that you won't want to miss!

Raise a glass and enjoy hors d'oeuvres with fellow attendees, IBM Business Partners, developers, subject matter experts, and technology enthusiasts from around the globe.

The grand opening reception is your chance to meet IBM Business Partners, IBM solution experts, and fellow attendees and explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome.

EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday from 5:00 p.m. to 7:00 p.m. to experience the EXPO while networking with your peers, IBM Business Partners and solution experts.

Social Lounge

Visit the Information On Demand Social Lounge and network with peers and social luminaries on topics such as big data, analytics, cloud computing and mobile technology. Attend an executive town hall forum, compete with colleagues for prizes at the Information On Demand Trivia Game, share your experiences with friends at the Instagram Photo Booth, exchange ideas at one of the 'campfire' conversation areas or just recharge your electronic devices while exploring the digital conversation in real-time on streaming monitors. The social lounge can help connect you with peers or enable you to join the conversation—virtually.

Business Analytics Community Reception

Sunday, November 3: 8:00 p.m.–10:00 p.m.

Community receptions provide you the opportunity to meet and chat with like-minded conference attendees following the Grand Opening Welcome reception, on Sunday evening. Nibble on delicious desserts and sip coffee and beverages while you visit the receptions of your choice.

Learn about interest areas specific to each community. These open discussions help you choose agenda topics and areas to focus on at the conference, which can be by job role or industry.

Receptions are planned for the following communities:
• Business Analytics
• Enterprise Content Management
• Information Management

Business Analytics Reference Lounge: Share your Story

During the conference stop by the lounge, located in the Business Analytics booth in the EXPO, and:

• Share your story and your success with business analytics
• Learn about the benefits of our Performance Leaders & BA Champions Program and join while you're there
• If you're already a member, share your update and receive a free gift
• Network with other customers and with on-site topic experts

Industry Lunches

Join peers from your industry in a stimulating dialogue about the unique challenges facing organizations like yours, and learn how others are using analytics to address those challenges. Meet new contacts and renew old acquaintances as you discuss how to apply business analytics solutions to everyday, industry-specific challenges. For complete details, see page 16.

Evening social event
Tuesday, November 5: 7:00 p.m. - 10:30 p.m.

FUN. After a day of world-class education and business sessions, unwind with your fellow attendees at the Evening Social event to Grammy Award winning, trio **fun.** will perform exclusively for you. Join your peers to hear hits like "We Are Young" - winner of the 2012 Song of the Year Grammy, "Some Nights" and "Carry On."

Entertainment is proudly sponsored by IBM Business Partner, Rocket Software. Don't miss this great night of feasting, networking, and fun!

Rocket

EXPO

Business Analytics Center

Familiarize yourself with literally hundreds of real-world solutions, powerful innovations and hands-on demonstrations in the EXPO. If you have questions about products, training, technical support, industry-specific solutions or any other aspect of your analytics solution, you'll find knowledgeable people and actionable answers here.

With more than 350 IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action from the EXPO floor.

EXPO schedule

Day	Time	Event
Sunday	6:00 p.m. - 8:00 p.m.	Grand Opening Reception
Monday	12:30 p.m. - 3:30 p.m.	EXPO Open
Monday	5:00 p.m. - 7:00 p.m.	Reception
Tuesday	12:30 p.m. - 3:30 p.m.	EXPO Open
Tuesday	5:00 p.m. - 7:00 p.m.	Reception
Wednesday	12:30 p.m. - 3:30 p.m.	EXPO Open
Wednesday	3:30 p.m.	EXPO Closes

Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2013 at the welcome reception on Sunday evening, November 3, from 6:00 p.m. to 8:00 p.m. in the EXPO.

Take this opportunity to network with your peers and IBM representatives while you preview the technology and exhibits in this premier exposition. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

Presentation Theaters

The theaters showcase IBM and IBM Business Partner solutions that help optimize your system performance and address your business issues. Presentations will be held during the open EXPO hours. Plan now to attend these valuable discussions.

IBM Software Services and Support Experience

Installing software, developing business applications, improving your team's knowledge and discovering new ways to approach old problems – finding solutions to these real-world challenges requires a team of experts skilled in the technologies essential for turning challenges into opportunities.

We've gathered IBM specialists from the Accelerated Value Program (including the AVP Red Carpet Lounge), Lab Services, Training Services, and Subscription and Support in this one location to help you discover new ways to address your most challenging business issues.

Take 5 Lounge in the EXPO

Engage while you relax. The Take 5 Lounge is the place in the EXPO to sit back and relax while you network with like-minded professionals. Take advantage of this opportunity to network with other attendees from the technical community, including IBM champions and user group members. Visit one of our massage chair sponsors and treat yourself to a five-minute massage, a foot massage, or simply recharge your phone.

Business Partner Café

The Business Partner Café is the place to network and meet with IBM program and product experts. Visitors can enjoy a fresh cup of coffee while talking with IBM subject matter experts who can offer the latest insights about the IBM Business Analytics, Information Management and Enterprise Content Management portfolios.

The Café is a convenient venue where IBM Business Partners can discuss programs, tools, offerings, and benefits that best align to your business priorities for 2014. The Café is also an ideal place for IBM Business Partners to network with fellow IBM Business Partners and the IBM team, discuss their plans, and hold one-on-one meetings.

Demo Rooms and Lounges

There are a variety of demo rooms in the EXPO that offer "deep-dive" opportunities for the IBM products that most interest you. Take some time to visit these demo rooms while you are in the EXPO, or make an appointment to participate in a one-on-one, deep-dive demo.

Every Expert You Need, All in One Place

In the EXPO, you'll find experts—from across IBM and from our many Business Partners—who can talk about and demonstrate the value of the products, training, support and services we offer you. Be sure to set aside plenty of time to take advantage of this once-a-year opportunity.

Business Analytics Exhibits

Visit our business analytics exhibits to learn about solutions that help analytics-driven organizations outperform their rivals. Meet one-on-one with experts and see demos of the latest software:

- See the latest analytic applications for social media and customer analytics, plus IBM Cognos solutions for process automation, data integration, business intelligence, performance management and reporting.
- Hear about cost-effective solutions designed for midsize organizations and for departments or workgroups in large enterprises
- Learn about solutions for disclosure management and XBRL tagging, and see IBM OpenPages solutions for financial governance, risk management, and regulatory compliance
- See demos of IBM SPSS solutions for decision management, predictive analytics, text analytics, data mining and statistical analysis
- Learn about sales performance management (SPM) and incentive compensation management (ICM) solutions that deliver insight for finance, sales and HR

Meet Business Analytics Support

Do you have a challenging test case, a design problem or any other pressing technical question? Schedule time to meet one-on-one with a support analyst to work through your specific issues and get advice on how to overcome your toughest challenges.

IBM Business Partner Solutions

There will be hundreds of experienced Business Partners onsite, sharing solutions that can help you extract even more value from your business analytics investment. Here's a sample of the exhibitors who'll be waiting to meet with you:

- Alacrinet
- Application Consulting Group
- Aviana Global Technologies, Inc.
- Breakaway Technologies, inc.
- BSP Software
- Business Performance Management Northwest
- CarpeDatum Consulting
- CDW
- CitiusTech Inc.
- Cortell New Zealand
- Creative Computing, Inc.
- Data41
- DataClarity Corporation
- eCapital Advisors
- Ernst & Young
- Esri
- Global Knowledge
- i4C Analytics
- Ironside Group
- KINETEK CONSULTING
- Locus Solutions Inc
- Lodestar Solutions
- LPA Systems, Inc.
- Mainline Information Systems
- Marketing Advocate, LLC
- Motio
- NeoSystems
- Newcomp, Inc.
- Perficient
- PerformanceG2, Inc.
- Peritas Solutions Ltd.
- Persistent Systems Inc
- QueBIT
- Revolution Analytics
- Senturus
- Sogeti USA LLC
- Teradata

Visit our sponsors for an up-to-date list.

What Topics Can You Bring to Your Technical Support Session? That's Up to You.

You'll be working with our most experienced technical experts, so nothing is off limits. When you schedule your meeting, indicate the product and the related issue or challenge you want to discuss. Here's a brief sample of topics previously covered:

- Integrating BI with Active Directory authentication
- Recommendations for Dynamic Cubes
- How to report off of TM1 from BI
- How to run/schedule a report for Mobile
- Report aggregation techniques at the reporting level and the model level within Cognos Framework Manager software
- Predictive modeling tips, techniques and best practices

Business Analytics Center Labs: The Place for Your Hands-On Experience

When you want to learn about a new solution or capability or find out how to do more with a tool you already use, there's no substitute for rolling up your sleeves and actually trying it yourself. And our labs are dedicated to letting you get as hands on as you want.

Products Lab

Stop by when your schedule allows; no appointment needed. Test-drive the latest software at your own pace. Work through real-life scenarios created by product experts, and learn how to apply the software to your own business problems. Spend time with experts to find out how you can add new capabilities to your existing implementation.

This is your opportunity actually to work with the solutions you'll hear about and see elsewhere at the Business Analytics Forum, explore their features and functionality, and get a real sense for the business benefits they deliver.

Services and Education Lab

Find the education approach that suits the way you prefer to learn. Explore training options based on your role, product or preferred delivery method, including:

- Customized training
- Web-based training courses
- Self-paced virtual class delivery options
- Instructor-led online training
- Cognos 10 embedded learning videos
- Cognos 10 consumer learning library
- SPSS Statistics learning library

This lab also gives you the opportunity to work one-on-one with our consulting services team and learn more about their proven practice modules.

IBM Client Care: Support Tips and Tricks

This drop-in area lets you talk one-on-one with subject matter experts who can act as guides, helping you navigate the online processes, programs, policies and systems you need to use for access and information as an IBM client. Demonstrations and discussions will be geared toward addressing client satisfaction issues, including:

- Navigating online support and knowledge resources
- Demonstrations of the support request tool and custom Support Portal
- How to create an IBM Web ID or find an IBM Customer Number (ICN)
- How to search and enroll for training courses/schedules, locations and offerings

Accelerated Value Program Red Carpet Lounge

If you're a member of the Accelerated Value Program (AVP), be sure to join us in your Red Carpet Lounge, located in the EXPO and open during all EXPO hours. In this quiet, exclusive space, you can:

- Network with your AVP peers from other organizations
- Schedule meetings with your Accelerated Value Leader or IBM executives
- Consult with AVP experts
- Take a break from the conference and relax with light refreshments

Not a Member Yet? Find Out What You're Missing.

Come by the AVP Red Carpet Lounge to learn about the program. AVP experts will be waiting to explain the value and benefits of the program, which provides personal service above and beyond the standard IBM Software Subscription and Support program.

Use the Session Preview Tool!

Industry Events

Share challenges and solutions with leaders in your industry.

Learn how others in your industry are succeeding with analytics. Networking lunches, face-to-face meetings with experts and case study presentations offer practical tips and proven strategies for maximizing profitability, getting closer to your customers and improving organizational performance.

Industry Lunches

Industry-focused lunches are a great way for you to make new contacts within your industry or renew old friendships. Discuss topics relevant to your business and critical to your success with peers in other organizations, facilitated by IBM industry experts. Industry lunches will include:

- Banking and financial markets
- Service providers/telecommunications companies
- Automotive
- Consumer products
- Energy and utilities
- Government
- Travel and transportation
- Healthcare and life sciences
- Insurance
- Media and entertainment
- Manufacturing and process
- Retail

Learn from Your Peers

Throughout Business Analytics Forum, IBM clients will lead breakout sessions, sharing their real-world experiences with business intelligence, financial and risk analytics, predictive analytics and other solutions. You'll hear and learn from business analytics leaders from a wide range of industries and companies:

Aerospace and Defense
- The Boeing Company
- Lockheed Martin

Automotive
- BMW
- Daimler Trucks North America
- General Motors Company

Banking
- Sistema de Cooperativas de Crédito do Brasil (Sicoob)
- Mercedes-Benz Financial Services

Chemicals and Petroleum
- Owens Corning

Consumer Products
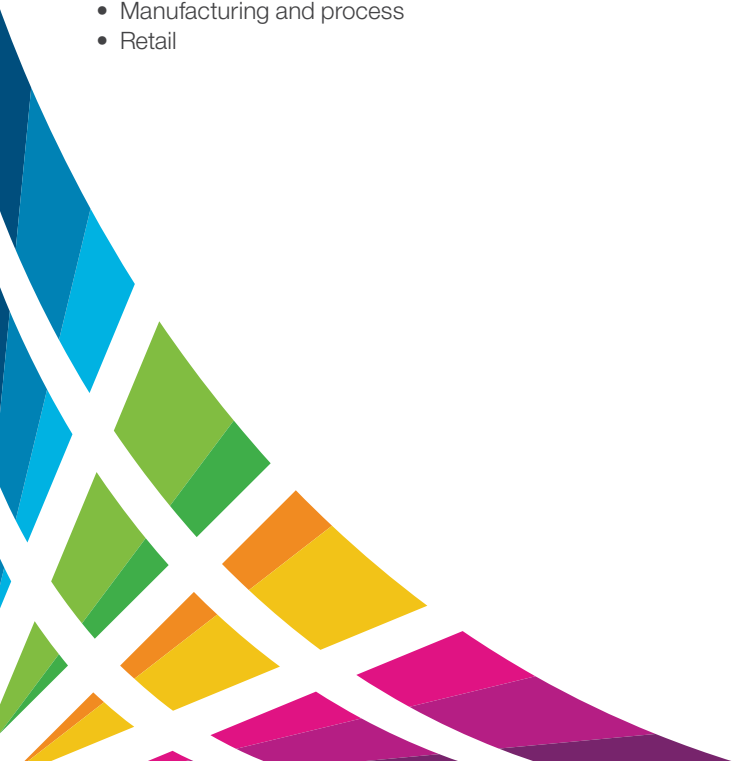- Bunge
- Strauss Water

Education
- Knowledge Universe
- Michigan State University
- Villanova School of Business

Electronics
- Cisco

Energy and Utilities Services
- CenterPoint Energy
- E.ON
- Israeli Electric

Financial Services
• Depósito Central de Valores (DCV)
• Fiducia IT

Government—Central/Federal
• Miami-Dade County
• United States Coast Guard
• Chickasaw Nation

Government—State/Provincial/Regional
• Royal Canadian Mounted Police

Healthcare
• Blue Cross and Blue Shield Association
• Kaiser Foundation Health Plan of the Northwest
• MedeAnalytics
• Sanofi

Industrial Products
• Caterpillar
• OshKosh B'gosh
• Thiess Australian Mining

Information Technology and Services
• Automatic Data Processing (ADP)
• Deloitte
• Volvo IT Innovation Centre

Insurance—General
• ING U.S.

Insurance—Health
• WellPoint

Life Sciences
• Cyberonics
• Johnson & Johnson

Media and Entertainment
• Clear Channel Communications
• Omnicom Group
• The Walt Disney Company

Retail
• Adidas
• Luxottica
• Mueller
• ShoeDazzle

Telecommunications
• AT&T
• DIRECTV
• France Télécom
• XO Communications

Travel and Transportation
• Hertz
• Omnitracs
• Waterford Hotel Group

Business Leadership Forum

Developed for executives, managers and key decision makers, the Business Leadership Forum is a comprehensive, two-and-a-half day program packed with relevant, thoughtful content on a range of business issues. Join other attendees to share your ideas and successful strategies to increase business, improve customer service, reduce costs and manage risk.

Business Strategies for Big Data & Analytics Track
Monday, November 4

In this new computing era, big data and powerful analytics solutions are fundamentally changing the way organizations engage with their customers. New business models and processes for organizations, and even entire industries, are emerging. In this track, you'll discover the innovative strategies and pragmatic steps organizations are taking to make the shift from big data exploration to excellence.

Spotlight on Business Analytics

The Business Leadership Forum offers more than two dozen sessions. These are some of the most highly recommended sessions for IBM Business Analytics clients, by industry:

Banking
- Big Data & Analytics: Driving Better Business Outcomes in Banking and Financial Markets
- Becoming Customer Centric - Customer Panel Discussion on Leading Edge Use Cases
- How Can Banks and Financial Markets Firms Manage the Use of Social Media Without Diluting its Benefits?
- Banking on Big Data for Customer Insight

Insurance
- Is Big Data More Data or a Disruptive Force?
- Information and Analytics at the C/Board Level
- Modern Fraud and Claims Optimization in Insurance
- Why Sales Performance Management and Incentive Compensation Management are Vital in Insurance

Retail
- Big Data & Analytics: No Longer a Hype and Delivering Business Value in Retail Today
- Luxottica Gains Actionable Customer Insight
- Retailers Capitalizing on Evolving Consumers' Use of Mobile with Presence Zones & Big Data
- Merchandising Analytics Best
- Driving Consumers to our new Multi-brand and Multi-channel Distribution Sales Channels requires Big Data & MDM

Telecommunications
- Big Data & Analytics: Driving Better Business Outcomes in Telecommunications
- Predictive Analytics at Verizon Wireless: The Current State and Big Data Trends
- Advanced Analytics Platform - Case Studies in Marketing
- A Powerful Campaign Management Solution & Big Data Analytics as the enabler for a Successful Growth Strategy

Energy & Utilities
- Big Data and Analytics for Energy and Utilities
- Use of Streaming Data from SCADA to enable Smart Grid Analytics
- E.ON's Smart Energy Data - A Smart Source for New Business Models
- Exploiting Information for Energy Distribution

Automotive
- How can Insights on Sustainable Development Lead to Success for Big Data?
- Preventing Manufacturing Problems before they Occur
- Becoming an Analytics-Centric Organization
- Case Study: Driving Enterprise Insight and a BI Organization across Four Global Divisions
- SMAC and Beyond for Automotive Industry

Manufacturing
- Maximize Manufacturing Asset ROI with Big Data & Analytics
- Paving TM1 Success to Run the Global Business at Caterpillar
- Supply Chain Transformation: A Case Study in the Innovative Use of Analytics
- Application of Predictive Analytics in a Continuous Manufacturing Process

Travel & Transportation
- Big Data and Analytics; Business Use Cases in Travel & Transportation

Healthcare & Life Sciences
- Carilion Clinic: Improving Integrated Patient Centered Care through Analytics
- From Insights to Engagement: Understanding Triggers for Chronic Illness and Optimizing Consumer Engagement
- Smarter Care: Transforming the Healthcare Industry Through Analytics and Patient Care Coordination

Government
- Big Data for Government
- The Art of Smart—Boston's Journey
- How Big Data, Business Intelligence and Predictive Analytics are Improving Social Services
- How to Fight the Rising Tide of Government Data Breaches
- Information-led Policing—Two Perspectives
- Can Big Data Analytics Improve Both Education and Disaster Management?
- It's All About Information and Analytics—How the U.S. Army and Australia Immigration are Improving Operations

Sessions

Choose from more than 200 business analytics sessions and workshops to enhance your skills and knowledge.

Business Analytics Forum offers rich content for the entire business analytics community. Whether you focus on business intelligence, financial performance management, predictive analytics, analytic applications or social media, Business Analytics Forum is the place to get the practical know-how you need to maximize the value of your deployments and perform your day-to-day job more effectively. You'll hear implementation success stories, learn deployment best practices, and valuable tips, techniques, and innovative strategies to accelerate your business analytics initiatives.

Learn from the People Who Know These Solutions Best
Presenters include:
- The experts who design, build and support the products
- Consultants who specialize in implementing the software
- Clients and IBM Business Partners who use these solutions every day, including speakers from Hertz, Sanofi, Adidas, BMW, France Telecom, ADP and ING U.S.
- Industry-leading analysts

Breakout Session Types

- **Business overview:** how organizations use technology to improve business strategies, processes, results and objectives
- **Technical deep dives:** focus on a specific feature or product to improve performance and results
- **Deployment and best practices:** what worked (and what didn't) with tangible best practices you can immediately implement
- **Product overview:** the latest features and functions of current products and a sneak peak at future products
- **Technical tips and techniques:** practical tips and troubleshooting techniques you can start using right away
- **Strategy and direction:** keynote or high-level sessions outlining product direction
- **Panel discussions:** candid conversations among expert practitioners—including clients—on critical topics
- **Workshops:** interactive environments that focus on solutions
- **Hands-On labs:** explore and interact directly with software in a hands-on environment

Use the Session Preview Tool!

Predictive and Business Intelligence

Attend this track to learn how IBM Business Analytics can help you enhance the value of your business intelligence program with new capabilities, expand your predictive point solutions to a broader organizational implementation and embrace the "analytic mavericks" in your organization so everyone can benefit from their innovations. Understand how BI and predictive analytics can help you champion the adoption of analytics throughout your organization.

Hot Topics include:
- Best practices for expanding the adoption of analytics within your organization
- Getting BI self-service right and building a framework for successful dashboards
- Technical deep dives into the IBM SPSS predictive analytics portfolio

Applying Analytics to Solve Business Problems

Market volatility, new operating models, reduced margins, empowered consumers. The need to run your organization smarter has never been more pressing. In these sessions, you'll learn from leading companies and IBM technical experts how to apply business intelligence, predictive and advanced analytics to key business imperatives. You'll walk away with ideas for implementing customer analytics, operational analytics, and threat and fraud analytics programs.

Hot Topics include:
- Best practices for using analytics to deliver data-driven marketing programs
- Applying analytics to business processes to reduce cost and waste
- Improving forecasting by combining BI, predictive analytics and performance management

Business Analytics for Big Data

The market is buzzing with excitement about what big data can do for organizations–and for good reason. Attend this track to learn new ways to expand and evolve your analytics program and blend traditional information with big data. Understand how to enrich decision-making by capitalizing on the unique characteristics of big data with new techniques, smarter visualizations and innovative applications.

Hot Topics include:
- Best practices for adding big data to your IBM Business Analytics solutions
- Getting started with big data analysis with intelligent analytics, interactive visuals and "statistician in the software" technology
- Leveraging big data technologies like Hadoop with your traditional data analysis

Performance Management

Learn how to transform slow, expensive, disconnected performance planning and management processes into dynamic, efficient and connected experiences. In this track, you'll hear from fellow software users, IBM product experts and Business Partners about implementing solutions for enterprise planning, budgeting, forecasting, profitability modeling and optimization, scorecarding, strategy management, narrative performance reporting, and sales performance management.

Hot Topics include:
- Pushing business analytics and modeling to the edge – using IBM Cognos TM1 to put more power in the hands of work groups and functions
- Performance management strategies – building on business intelligence investments to improve business coordination and drive better outcomes
- Performance reporting and scorecarding – how to manage and drive business performance throughout the organization using reports and scorecards

Risk Analytics

Managing risk and leveraging risk data to improve decision making involve aggregating and consolidating risk data from different business processes and risk initiatives. Use the sessions in this track to learn how IBM Risk Analytics solutions provide a flexible approach to both horizontal and vertical risk integration. You'll see how these solutions provide a more holistic view of enterprise risk that improves frontline decision making in today's organizations.

Hot Topics include:
- Using IBM IT governance solutions to reduce the complexity of IT risk management
- Using an integrated risk management framework to manage risk data across the enterprise
- Implementing a simplified, unified approach to enterprise governance, risk and compliance (GRC) management

Use the Session Preview Tool!

Business Leadership Forum

Developed for executives, managers and key decision makers, this is a comprehensive, two-and-a-half day program packed with relevant, thoughtful content on a number of business issues, including how analytics-driven organizations are making the leap from the possible to the proven to generate new sources of value and outperform their competition. Share your innovative ideas and successful strategies to grow your business, improve customer service, reduce costs and manage risk with other conference attendees.

Hot Topics include:
• Analytics Transformation - shifting the investment focus from foundational to value-generating initiatives
• Increasing business agility through an analytics center of competency
• Accelerating Big Data & Analytics client journeys through industry use cases that derive real, quantifiable business value

Complementary Technical Sessions

The Information Management and Enterprise Content Management Forums have a variety of additional breakout sessions, delivering content on some of the hottest topics in IT.

Hot Topics include:
• Query acceleration: how to improve query acceleration by 2000+% while reducing the cost of storing that data
• Real-time scoring: how to score 3000 to 5000 business transactions per second in real time
• Capacity Management: how to leverage Cognos BI and SPSS Modeler to manage and optimize zEnterprise

Business Analytics Workshops

Business Analytics Forum offers a series of highly interactive workshops to build your knowledge of key topics step-by-step through interaction and exchange of ideas in a small group environment.

Hot Topics include:
• Learn how to build an analytics center of excellence within your organization to maximize the quality, efficiency and application of analytics across all lines of business
• Play the role of a business executive in an exciting, hands-on demo that simulates the benefits of working within a mature business analytics environment
• Assess where you are in your analytics journey, and learn how to expand beyond your current point of view to build a strategy and foundation that prepares your organization for the future

Hands-On Lab Sessions

Here's an exceptional opportunity for you to get intensive, classroom-quality training from our highly experienced professionals. Each three-hour session lets you take a deep dive, exploring and interacting directly with live software through well-proved, hands-on training exercises and workshops. Every year, clients who attend these sessions tell us they can't wait to get back to their workplace and apply what they've learned.

Hot Topics include:
• Learn to design and create effective dashboards in IBM Cognos Report Studio that encourage rapid analysis by users
• New Capabilities in IBM Cognos TM1 for most effective planning and analysis for business users
• Learn the Four Pillars of Effective Visualizations which can be applied to one off reports, status snapshots, or ongoing dashboards

Usability Sandbox Sessions

Use your experience with IBM Cognos®, SPSS®, OpenPages®, Clarity and VARICENT® products to help us shape future product direction. Usability experts will lead you through a variety of interactive group sessions, including prototype walkthroughs, design review and feedback sessions, and opportunities to identify and vote on user requirements and prioritize them. Due to the confidential nature of these sessions, participants will be required to sign a non-disclosure agreement.

Hot Topics include:
• Managing Your data sources for Big Data Analytics
• User research into business analysis through data visualization
• IBM SPSS Modeler meets TM1: the future of financial planning, budgeting and forecasting

Use the Session Preview Tool!

Explore

More Opportunities at Information On Demand 2013

Enterprise Content Management Forum

IBM Enterprise Content Management solutions help IT, line of business and C-level audiences harness the value of unstructured information for new insights and better business outcomes. By putting the right content in motion—capturing, activating, socializing, analyzing and governing—professionals across all industries can transform their business with informed, timely decisions.

ECM program sessions cover: document imaging and capture; advanced case management; social content management; content analytics and information lifecycle governance. Other activities include dedicated hands-on labs, ask the experts and special networking events.

Information Management Forum

Building a flexible information management foundation is critical to meeting the needs of mission-critical applications. Learn how to be in the forefront of the latest market requirements such as big data and analytics, optimized systems, mobile, cloud, and governance.

"I've had the opportunity to attend several of IBM's IOD conferences – they have a great mixture of customer presentations, product demos and extensive peer networking. I really look forward to attending."

John Hassman
Director, Marketing Analytics
United Stationers

Registration Information

Register NOW for the best deal!

Conference Registration Fees
Standard fee: USD2,195 per person September 14 to November 7

Visit ibm.com for details on registration discount offers.

Questions?
For all questions concerning registration, hotel and group discounts, please contact the registration/housing line at 800-227-4374 or 770-359-6591 Monday through Friday from 9:00 a.m. to 6:00 p.m. ET or send an email to:
InformationOnDemand2013@meetingconsultants.com

Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining, and the world-famous Shark Reef Aquarium, an exciting array of entertainment options awaits you.

Hotels
The Mandalay Bay Resort and Convention Center is the site of this year's Information On Demand 2013 conference. Arrange your accommodations online as part of the registration process. Conference hotel accommodations are limited and will be on a "first-come, first-served" basis.

We encourage you to register early to get the deepest conference registration discount and the best hotel accommodation.

Visit the conference site for details on hotel options and rates.

Travel Discounts
Visit the conference site for details and promotion codes.

Business Analytics Forum

InformationOnDemand**2013**

November 3–7, 2013
Mandalay Bay | Las Vegas, Nevada

ibm.com/events/baforum