



IBM®

Information On Demand **2013**



Pocket Agenda

Think **BIG**
Deliver **BIG**



WIN BIG

November 3 – 7

Mandalay Bay
Las Vegas, Nevada

Welcome to IBM Information On Demand 2013

The must-attend conference for business and IT professionals.

Over the next several days, you can look forward to rich content; incredible access to expertise; and a view of software, hardware, solutions and services that can help you optimize your business.

While you are with us, use this Pocket Agenda to find out about the rich content offered throughout the conference. It is delivered in a simple, day-by-day format reflecting hundreds of sessions across multiple forums, including Business Analytics Forum, Information Management Forum, Enterprise Content Management Forum and Business Leadership Forum.

To navigate all the choices and build your custom schedule for the week, be sure to check out the conference Agenda Builder on kiosks throughout the conference or log in at ibm.com/events/iodsessionagenda.

Expert Exchanges, Hands-on Labs and Usability Sandbox sessions are not separate programs. They are being offered within each of the core conference forums: Business Analytics Forum, Information Management Forum and Enterprise Content Management Forum. On Agenda Builder, use Activity Type to locate these sessions within each forum.

Refer to the digital screens located throughout the Mandalay Bay Convention Center for updates. Also, be sure to follow the IODHub and our social channels for the latest announcements and exclusive content.



facebook.com/InformationOnDemand
twitter.com/ibm_iod and [#ibmiod](https://twitter.com/ibmiod)
www.ibmiodhub.com

#ibmiod

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All content that is brand-specific in this guide is color coded. Otherwise content applies to all attendees.

- BUSINESS ANALYTICS
- BUSINESS LEADERSHIP
- ENTERPRISE CONTENT MANAGEMENT
- INFORMATION MANAGEMENT

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Week at a glance

Sunday 11/03	Monday 11/04	Tuesday 11/05
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.
	Breakfast 6:45 a.m.–7:45 a.m.	Breakfast 6:45 a.m.–7:45 a.m.
	General Session 8:15 a.m.–9:45 a.m.	General Session 8:15 a.m.–9:30 a.m.
	Electives BL Keynote 10:15 a.m.–11:15 a.m.	Electives 10:00 a.m.–11:00 a.m.
	Electives 11:30 a.m.–12:30 p.m.	Electives 11:15 a.m.–12:15 p.m.
	IM Keynote 11:30 a.m.–12:45 p.m.	
	Lunch 12:30 p.m.–2:00 p.m.	Lunch 12:30 p.m.–2:00 p.m.
	BoF 12:45 p.m.–1:45 p.m.	BoF 12:45 p.m.–1:45 p.m.
Discover Information On Demand 2:00 p.m. 3:00 p.m. 4:00 p.m.	EXPO Open 12:30 p.m.–3:30 p.m.	EXPO Open 12:30 p.m.–3:30 p.m.
	Electives ECM Keynote 2:00 p.m.–3:00 p.m.	Electives 1:45 p.m.–2:45 p.m.
	Electives 3:30 p.m.–4:30 p.m.	Electives 3:00 p.m.–4:00 p.m.
	BA Keynote 3:30 p.m.–5:00 p.m.	Electives 4:30 p.m.–5:45 p.m.
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.
Community Receptions 8:00 p.m.–10:00 p.m.	OPEN Evening	FunFEST Social Event 7:00 p.m.–10:30 p.m.

Wednesday 11/06	Thursday 11/07	
Registration 6:30 a.m.–7:00 p.m.	Registration 6:30 a.m.–2:30 p.m.	<p>NOTE: All times listed are Pacific Standard Time. The time changes from PDT to PST at 2 a.m. on Sunday, November 3.</p> <p>Hands-on Lab hours Monday through Thursday 10 a.m.–1 p.m. and 2 p.m.–5 p.m. Sponsored by</p>  <p>Global Knowledge.</p> <p>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.</p> <p>LEGEND: BA Business Analytics BL Business Leadership ECM Enterprise Content Mgt IM Information Mgt BOFs Birds of a Feather</p>
Breakfast 6:45 a.m.–7:45 a.m.	Breakfast 7:00 a.m.–8:00 a.m.	
General Session 8:15 a.m.–9:30 a.m.	Electives 8:15 a.m.–9:30 a.m.	
Electives 10:00 a.m.–11:00 a.m.	Electives 10:00 a.m.–11:00 a.m.	
Electives 11:15 a.m.–12:15 p.m.	Electives 11:15 a.m.–12:15 p.m.	
BL Sessions End		
Lunch 12:30 p.m.–2:00 p.m.	Lunch "Next? Join the Conversation!" 12:30 p.m.–1:30 p.m.	
BoF 12:45 p.m.–1:45 p.m.		
EXPO Open 12:30 p.m.–3:30 p.m.		
Electives 1:45 p.m.–2:45 p.m.	Electives 1:45 p.m.–2:45 p.m.	
Electives 3:00 p.m.–4:00 p.m.	Electives 3:00 p.m.–4:00 p.m.	
Electives 4:30 p.m.–5:45 p.m.	Electives 4:15 p.m.–5:15 p.m.	
	Conference Ends	
OPEN Evening		

General information

Location Abbreviations

MBCC Mandalay Bay Convention Center

 Mandalay Bay North Convention Center

 Mandalay Bay South Convention Center

MBCC Events Center Mandalay Bay Convention Center Events Center

Look for these abbreviations used throughout this guide.

Emergencies

If you experience a medical or other type of emergency while attending Information On Demand 2013, you can call for assistance from any Mandalay Bay Convention Center house phone by Dialing "77911" for the operator and stating that you have an emergency. The operator will connect you with hotel or Convention Center security. In the event of a fire in any facility, please follow the facility's emergency evacuation procedures and the directions of the facility's staff. NEVER USE ELEVATORS DURING A FIRE; always use the stairs.

"Green" Initiatives in 2013

We are excited to "Go EVEN MORE Green" in 2013.

We are focusing on reducing waste, repurposing materials and recycling throughout the conference.

We hope that you will join IBM and Dassault

Systemes, our Green Sponsor, in an effort to

become a more sustainable and environmentally responsible conference by watching for opportunities throughout the week.



Information Desk Locations and Hours

Bayside Foyer

Fri	2:00 p.m.–5:00 p.m.	Tue	6:30 a.m.–7:00 p.m.
Sat	7:30 a.m.–9:30 p.m.	Wed	6:30 a.m.–7:00 p.m.
Sun	7:30 a.m.–9:30 p.m.	Thu	6:30 a.m.–2:30 p.m.
Mon	6:30 a.m.–7:00 p.m.		

Breakers Desk

Mon	9:00 a.m.–5:00 p.m.	Wed	9:00 a.m.–6:00 p.m.
Tue	9:00 a.m.–6:00 p.m.	Thu	7:45 a.m.–5:30 p.m.

Islander Desk

Sun	8:00 a.m.–10:00 p.m.	Wed	9:00 a.m.–6:00 p.m.
Mon	9:00 a.m.–5:00 p.m.	Thu	9:00 a.m.–1:00 p.m.
Tue	9:00 a.m.–6:00 p.m.		

Jasmine Desk

Mon	9:00 a.m.–5:00 p.m.	Wed	9:00 a.m.–6:00 p.m.
Tue	9:00 a.m.–6:00 p.m.	Thu	7:45 a.m.–5:30 p.m.

Mandalay Bay Desk

Mon	9:00 a.m.–5:00 p.m.	Wed	9:00 a.m.–6:00 p.m.
Tue	9:00 a.m.–6:00 p.m.	Thu	7:45 a.m.–5:30 p.m.

General information

Social Lounges and Recharge Areas

In 2013, Information On Demand features a highly-interactive, newly-expanded, Connect Social Lounge on the Mandalay Bay Convention Center's second floor and the Get Social Area sponsored by Frequentz in Booth 304 in the Expo. Previous attendees may remember the Connect Social Lounge as an area to network, plug in and recharge. This year, we've re-imagined the Connect Lounge as a physical space to foster engagement with big data and analytics, access content, encourage networking and ultimately, spark relationship-building.



In addition to complimentary charging stations for all of your devices so you're never disconnected, and boosted Wi-Fi, this year's Social Lounge has several new reasons to drop in and Connect:

1. Information On Demand 2013's Win Big Challenge.

Step up to one of our game consoles and test your trivia skills while challenging friends on a variety of topics including business analytics, information management, enterprise content management. Players compete for "bragging rights", daily prizes and the chance to compete in the live Championship Round.

2. Live Interview Stage.

Drop into the Connect Lounge for a chance to watch Industry Luminaries, Subject Matter Experts, Data Celebrities and even IBM Executives take the "Hot Seat" in our new live interview show.

3. Dynamic Data Visualizations.

With more than 30 digital monitors displaying real-time data analytics on a variety of interesting topics, it's going to be tough not to become immersed in a true big data experience.



4. Instagram Photo Booth & Wall.

Capture the excitement of Information On Demand 2013 with a few close friends by stepping into our Instagram Photo Booth and seamlessly sharing the experience with your social networks or indulge your inner-voyeur and see what's happening elsewhere at the conference with our "life-size", real-time Instagram Wall.

5. Conversation Camp Fire.

Need a quiet place to escape the bustle and chat with a few colleagues and peers? Check out the Connect Lounge's Conversation Camp Fire for comfortable, circular seating arrangements designed to allow groups to convene and chat about the latest Information On Demand 2013 announcement.

6. The People Behind the Handles.

Ever wonder who the people behind the @IBMBigData, @IBMAalytics and @IBM_ECM twitter handles are? Here's your chance to meet them and watch them do their thing in the Information On Demand Social HQ, located in the center of the Connect Lounge.

The Connect Social Lounge will be located on the 2nd Floor of the Mandalay Bay Convention Center between the giant escalators and small elevator bank. Stop by and engage, recharge or merely soak up the sun in the huge floor-to-ceiling windows. We'll see you there!

General information



Agenda Builder

Access everything the conference has to offer using the Agenda Builder. Search for the sessions that meet your interests, build a customized agenda and keep current on conference highlights and updates. With Agenda Builder, you can connect with speakers and other conference attendees, find out what's happening in the EXPO, access presentations and complete your surveys.

Look for the kiosks in the North and South Mandalay Bay Convention Centers as well as the EXPO. Printers are available at the kiosks to print personalized schedules. You can also access the Agenda Builder at ibm.com/events/iodsessionagenda.



Security

Security officers will be posted throughout the conference. Please take the time to become familiar with the security policy for Information On Demand 2013:

- To obtain your conference badge and badge holder, you must present your photo ID with proof of age (driver's license or passport). Each registered attendee will only be permitted to pick up his or her own badge.
- IBM employees must wear their Information On Demand 2013-issued badge and should also have their IBM ID badge at all times while on-site.
- Attendees should safeguard personal materials such as laptops at all times. Do not leave any items unattended.
- IBM reserves the right to take any security measures we deem appropriate to ensure the safety of our exhibitors and attendees, without prior notice.
- IBM also reserves the right to change the policies set forth herein, without prior notice.

We thank you in advance for your cooperation.

General information



Track Codes

Codes for track and content identification have been assigned to each session. These codes will help identify sessions as you build your agenda.

CGS	Conference General Sessions
EXP	EXPO Theater Sessions

Business Analytics Forum

BAA	Applying Analytics to Deliver Business Value
BAW	Business Analytics Workshops
BBD	Business Analytics for Big Data
BPM	Performance Management
BBI	Predictive and Business Intelligence
BFR	Risk Analytics

Business Leadership Forum

LAU	Automotive
LFM	Banking
LBD	Business Strategies for Big Data & Analytics
LCP	Consumer Products
LCI	Cross Industry
LEU	Energy and Utilities
LGV	Government
LHC	Healthcare and Life Sciences
LIN	Insurance
LMP	Manufacturing
LME	Media and Entertainment
LRL	Retail
LCS	Telecommunications
LTT	Travel and Transport

Enterprise Content Management Forum

EAC	Advanced Case Management
ECA	Content Analytics
EIC	Document Imaging and Capture
ECG	General
ELG	Information Lifecycle Governance
ESC	Social Content Management
EGN	Solutions

Information Management Forum

IBD	Emerging Big Data Technologies
IDW	Data Warehousing and Analytics
ISA	Information Solution Architecture

Database Servers and Tools

IPT	Cross Platform Data Management
IDB	DB2 for LUW and Tools
IDZ	DB2 for z/OS and Tools
IDT	General
IMS	IMS and Tools
IDX	Informix and Tools

Information Integration and Governance

IIQ	Data Integration and Quality
ILM	Data Lifecycle Management
IQM	Data Quality Management
ISP	Data Security and Privacy
IIG	Information Governance
IMD	Master Data Management

EXPO and EXPO Theater Presentations

EXPO Hours

Sunday	6:00 p.m. - 8:00 p.m.
Monday	12:30 p.m. - 3:30 p.m. and 5:00 p.m. - 7:00 p.m.
Tuesday	12:30 p.m. - 3:30 p.m. and 5:00 p.m. - 7:00 p.m.
Wednesday	12:30 p.m.- 3:30 p.m.

EXPO Theater Presentations

Monday

1:00 p.m. - 1:30 p.m.	EXP-4008A: IGC Brava! for IBM Content Navigator offers a unified viewing experience for IBM FileNet P8 and IBM CM8
1:30 p.m. - 2:00 p.m.	EXP-3995A: Don't Replicate - Innovate with Next Gen Mainframe Data Architectures
2:00 p.m. - 2:30 p.m.	EXP-4000A: The Next Performance Revolution is Here!
2:30 p.m. - 3:00 p.m.	EXP-4017A: Don't Fight Mother Nature, Hire Her — A Case Study in Big Data, Supply Chain Logistics and Track & Trace
3:00 p.m. - 3:30 p.m.	EXP-4018A: Sticker Shock Now? Just Wait. Determine Products' True Cost Using Big Data and Predictive Analytics
6:00 p.m. - 6:30 p.m.	EXP-3996A: Deploying Rocket Software's General Purpose Event Correlation Technology to IT Infrastructure Management

Tuesday

1:30 p.m. - 2:00 p.m.	EXP-4004A: Mastering Control of Business-Critical Document Processes with IBM & ReadSoft
2:00 p.m. - 2:30 p.m.	EXP-3992A: I Used an Online File Sharing Program-Is that Wrong? Empower Mobile Users with Secure, Enterprise File Sharing
2:30 p.m. - 3:00 p.m.	EXP-4020A: Digital and Big Data Analytics
3:00 p.m. - 3:30 p.m.	EXP-4006A: Intel Datacenter Imperatives and Opportunities

Sunday November 3



Guided Tours of the EXPO

IBM experts will lead three key solution tours so that attendees see the right demos, get questions answered and leave with a plan to implement Big Data & Analytics solutions. Each tour will visit key IBM and IBM Business Partner booths to help you understand the solution benefits, and to discuss products and solutions that may be the Big Data and Analytics entry point for your business. Plan to spend an hour on each tour and you'll also have the opportunity to network with peers with similar needs and questions. Space is limited. Be sure to register in the IBM Business Partner Café.

Tour Descriptions:

Tour 1: Speed up and Simplify Data and Analytics

While the per-byte cost of capturing, processing and storing data continues to decline, total demand is increasing and new approaches are emerging. Learn how to build a Big Data & Analytics master plan in this tour.

Monday & Tuesday, 12:30 p.m. and 2:00 p.m.

Tour 2: Manage Risk

More data in more hands means more opportunity for error. In this tour, you'll discuss a strategy to be proactive in developing an approach to protect against security and privacy risks.

Monday & Tuesday, 1:00 p.m. and 2:30 p.m.

Tour 3: Transform Your Industry - IBM Use Cases

This tour is designed to provide an introduction to IBM's Big Data & Analytics strategic industry use cases. Learn how to outperform the competition by reinventing industry solutions.

Monday & Tuesday, 1:30 p.m. and 3:00 p.m.

With hundreds of IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to offer you a complete view of what is possible in your industry using leading-edge solutions and services. See products, services and solutions in action. Get acquainted with new technologies that can help achieve breakthrough results.

Sunday November 3









Conference Agenda Builder

- Browse sessions and build a customized agenda
- Enroll in Labs and Usability Sandbox sessions
- View presentations
- Learn what's happening in the EXPO
- Connect with attendees and speakers
- Access personalized surveys

Anytime, Anywhere Access

Available via kiosks or at

ibm.com/events/iodsessionagenda

CODE	TITLE	LOCATION
Elective Sessions		
2:00 PM – 2:45 PM		
CGS-3960A	Discover Information On Demand! Enterprise Content Management	 Mandalay Bay L
3:00 PM – 3:45 PM		
CGS-3959A	Discover Information On Demand! Business Analytics and Big Data	 Mandalay Bay L
4:00 PM – 4:45 PM		
CGS-3958A	Discover Information On Demand! Information Management, Tools and Governance	 Mandalay Bay L
EXPO Reception		Sponsored by
6:00 PM – 8:00 PM		 <i>The Difference in Distribution™</i>
CGS-3854A	EXPO Grand Opening Reception	 EXPO
Community Receptions		
8:00 PM – 10:00 PM		
CGS-3857A	Information Management Community Reception	 South Seas
CGS-3858A	Business Analytics Community Reception	 Islander
CGS-3859A	Enterprise Content Management Community Reception	 South Pacific F

Notes

Lined area for taking notes, consisting of multiple horizontal dashed lines.

Monday
November 4



Monday

IBM

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support for your IBM software?

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Monday
November 4



Solutions for the Business ... by the Business

Discover what
customer deployable
solutions look like.

Visit booth #824-G

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www.case4solutions.com

CODE TITLE LOCATION

General Session

8:15 AM – 9:45 AM

CGS-3850A **Win Big in the New Era of Computing** Mandalay Bay Events Center

Hands-on Labs

10:00 AM – 1:00 PM

BPM-1190A	IBM Cognos TM1—Best Practices for Enterprise Readiness	 Shorelines B Lab Room 7
BBI-3712A	IBM Cognos Report Studio: Adding Conditional Formatting to Your Reports	 Shorelines B Lab Room 8
BBI-3713B	Advanced Troubleshooting Tools and Special Task Logging in IBM Cognos Business Intelligence	 Shorelines B Lab Room 16
BBI-3717A	Predictive Modeling without a Ph.D.	 Shorelines B Lab Room 4
BBI-3729A	Customizing Your IBM Business Analytics Web-based Training Courses	 Shorelines B Lab Room 3
EAC-1116A	Extending Your Case Management Solution With Business Rules, Forms, and External Data Using IBM Case Manager	 Shorelines B Lab Room 6
ESC-1427B	Customizing and Extending IBM Content Navigator	 Shorelines B Lab Room 5
EIC-2647A	IBM Datacap and IBM Case Manager Integration: Hands-on Lab	 Shorelines B Lab Room 12

■ BUSINESS ANALYTICS
 ■ BUSINESS LEADERSHIP
■ ENTERPRISE CONTENT MANAGEMENT
 ■ INFORMATION MANAGEMENT

Monday, November 4









CODE

TITLE

LOCATION

Hands-on Labs *continued*

10:00 AM – 1:00 PM

IDB-1125A	IBM DB2 10.5 Data Movement Utilities: A Performance Perspective	 Shorelines B Lab Room 11
IDX-1344A	How to Use Sharding to Improve Performance and Availability of Distributed Applications	 Shorelines B Lab Room 2
ILM-1366A	Speed Test Processes for Extended Data Sources with IBM InfoSphere Optim Test Data Management Solution	 Shorelines B Lab Room 10
IDW-1623A	Analyzing Plan Files and Optimizing Query Performance of IBM PureData System for Analytics	 Shorelines B Lab Room 14
IBD-2041B	Power of Analytics in your hands with BigInsights	 Shorelines B Lab Room 9
IBD-2457A	Gain New Insights by Analyzing Machine Logs Using IBMs Accelerator for Machine Data Analytics	 Shorelines B Lab Room 15
IPT-3278A	Best Practices for Troubleshooting IBM Data Studio	 Shorelines B Lab Room 1
IDW-3282A	Powerful Big Data Analytics with R Language and IBM PureData System for Analytics	 Shorelines B Lab Room 13



MANDALAY BAY NORTH CONVENTION CENTER






















MANDALAY BAY SOUTH CONVENTION CENTER

CODE	TITLE	LOCATION
	Business Leadership Keynote	
	10:15 AM – 11:15 AM	
CGS-3877B	The Forward Thinker: Creating Value through Big Data and Analytics	 South Pacific E

Elective Sessions

10:15 AM – 11:15 AM

BAA-1067A	Applying Predictive Analytics in Boeings Manufacturing Environment	 Mandalay Bay A
BBI-1076A	Zero to Prediction in 60 days - Implementating IBM Predictive Analytics at Safelite AutoGlass	 Mandalay Bay F
BBI-1157A	IBM SPSS Analytic Catalyst: Bridging the Skills Gap from Data Analysis to Understanding	 Mandalay Bay I
BBI-1253A	Ashurst Australia's Analytic Journey to Turn Strategic Objectives into Business Reality	 Mandalay Bay K
BBD-1776A	Big Data and S.M.A.R.T. Thinking at Michigan State: Agile Use of Analytics to Inform Strategic Objectives	 Mandalay Bay C
BBI-1908D	Getting the Numbers to Talk to You with Statistical Analysis	 Mandalay Bay L
BPM-2101B	Growing, Planning and Empowering with Business Analytics at Strauss Water	 Mandalay Bay J
BPM-2228A	IBM Cognos Planning to IBM Cognos TM1: A Multi-tenant Migration at Fiducia IT AG	 Mandalay Bay B












CODE	TITLE	LOCATION
Elective Sessions <i>continued</i>		
10:15 AM – 11:15 AM		
BFR-3686A	Delivering Insight through an Integrated Risk Dashboard with IBM Algo Integrated Risk Reporting Manager	 Mandalay Bay D
ESC-1030A	CMIS Across IBM Product Lines: What is New?	 Lagoon H
EAC-1437A	IBM Case Manager to Manage Criminal History	 Lagoon D
ECG-1521A	IBM Content Manager OnDemand for Smarter Content: Product Update	 Lagoon B
EGN-2023A	Electronic Personnel File Management for SAP ERP Using xft Add-On Products for SAP	 Lagoon F
ECG-2393A	Setting Up and Delivering Enterprise Content Management Projects for Success: BC Hydro Lessons Learned	 Lagoon E
ELG-3082A	Disposing of Data Debris Improves Information Economics	 Lagoon K
EIC-3440A	Time is Money: Process Improvements with IBM Datacap	 Lagoon J
IIQ-1073A	Enterprise Information Integration in the Cloud Era	 Palm H
IDW-1096A	The Basics of IBM Integration: From Nearly Real-Time Data Acquisition to Business Intelligence Delivery	 South Seas I
IDZ-1196A	Eenie Meenie Miney Mo, With Which Table (Space) Type and Page Size Shall I Choose for DB2 on z/OS?	 Jasmine C



CODE	TITLE	LOCATION
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Elective Sessions *continued*

10:15 AM – 11:15 AM

IDB-1368A	Optimization to Ensure the Health of Your IBM DB2 Databases for SAP	 South Seas D
IIQ-1383A	Using Q Replication to Scale System Capability in a Top eCommerce Company in China	 South Seas A
IDZ-1476A	DB2 for z/OS Trends & Direction and Technical Overview	 South Seas F
ISP-1694A	InfoSphere Guardium Global Deployment for a Financial Services Company	 Palm C
IDX-1769A	IBM China Research Lab: A Technical Review of IBM's Database to Manage the Big Data Challenge of Sensor Data	 Banyan F
ISA-1842A	IBM Big Data Reference Architectures with Industry Use Cases	 Palm A
IPT-1961A	Scientific Research with DBaaS on IBM PureApplication and PureData for Transactions	 Banyan D
IMS-1983A	IMS: The Original No SQL Big Data Engine	 Banyan C
ILM-2382A	InfoSphere Optim Query Capture and Replay: Accelerate database deployment and automate database testing	 Palm B
IBD-2493A	Overview of IBM InfoSphere BigInsights: Bringing Hadoop to the Enterprise	 South Seas H
IIQ-2535A	What's New for InfoSphere DataStage on System z: DB2 z/OS Integration, GRID and more	 South Seas B

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
 ENTERPRISE CONTENT MANAGEMENT	 INFORMATION MANAGEMENT

Monday, November 4

CODE

TITLE

LOCATION

Elective Sessions *continued*

10:15 AM – 11:15 AM

IBD-2541A	Overview of InfoSphere Data Explorer: Discovering and Exploring Big Data	 South Seas G
IDB-2548A	IBM DB2 Ingest Utility for Linux, UNIX and Windows: Inserting, Updating, and Merging Data at High Speed	 South Seas C
IBD-3460A	The Role of Information in the New Era of Cognitive Systems	 Islander D
IIG-3510A	Integrating and Governing Big Data: InfoSphere Information Integration and Governance Strategic Direction	 Palm D
IDB-3528A	Overview of the New IBM DB2 Portfolio for Linux, UNIX and Windows	 Jasmine E
ISA-3638A	Location Analytics: A Deep Dive into a "First Of A Kind" Big Data Solution	 Jasmine A
IDW-3653A	Maximizing Business Value with Built-in IBM Netezza Analytics	 South Seas J
IDW-3656A	The Emergence of Big Media: Evolving and Dwarfing Today's Big Data Platforms	 Jasmine B
IBD-3993A	Streamline Business Operations with Advanced IT Analytics	 Jasmine G



MANDALAY BAY NORTH CONVENTION CENTER



MANDALAY BAY SOUTH CONVENTION CENTER

CODE	TITLE	LOCATION
Information Management Keynote		
11:30 AM – 12:45 PM		
CGS-3875C	Speed, Simplicity and Confidence in the Era of Big Data	 Mandalay Bay H

Elective Sessions and Workshops

11:30 AM – 12:30 PM

BBI-1186A	Put the Pedal to the Metal! Accelerating Report Development with IBM Cognos Workspace Advanced at Hertz	 South Seas F
BBI-1240A	Max Out IBM Cognos Business Intelligence V10.2 with External Gateways, DQM, Dynamic Cubes, Mobile and More	 Mandalay Bay L
BBI-1364A	Cognos Business Intelligence Framework Manager: Making Dimensionally Modeled Relations Methods Word for You	 Mandalay Bay I
BAA-1563A	IBM Smarter Analytics Signature Solution: Integrating Hindsight and Foresight with IBM CFO Performance Insight	 Mandalay Bay A
BBD-2467A	Adding Big Data to Your Business Intelligence and Predictive Analytics Solutions	 Mandalay Bay C
BBI-2907D	Incorporating Extensible Visualizations in IBM Cognos Report Studio	 Mandalay Bay K
BAW-2917A	Analytics Center of Excellence: Strategy and Value	 Breakers J
BFR-3147A	Predictive Modeling for Risk Identification and Business Improvement at General Motors	 Mandalay Bay D

Monday, November 4












CODE

TITLE

LOCATION

Elective Sessions and Workshops *continued*

11:30 AM – 12:30 PM

BPM-3271A	How Unity Health System Enhances its Financial Performance Management with IBM Cognos Technologies	 Mandalay Bay B
BPM-3532B	Driving Shareholder Value with Metrics that Matter at Omnicom Group	 Mandalay Bay J
LBD-1621A	Using Advanced Entity Analytics to Identify Criminal Presence on Social Media	 Islander D
LBD-1962A	Discovery From Big Data: Accelerated Biology and Drug Discovery	 South Pacific B
LBD-3664A	Analytics Transformation: a Global Perspective.	 Islander E
LBD-3666A	Pervasiveness of Advanced Analytics	 South Pacific C
LBD-3669A	Countering Fraud and Financial Crimes with Big Data & Analytics	 Islander I
ECA-1037A	IBM Content Analytics at the State Office of Criminal Investigation to Analyze a Real World Phishing Case	 Lagoon D
EAC-1093A	Upgrade IBM FileNet P8 V4.5.1 to FileNet P8 V5.1	 Lagoon E
EIC-1637A	Best Practices in Designing IBM Datacap Taskmaster Applications	 Lagoon J
ECG-2196A	Enterprise Content Management as a Service: How ECM Can Benefit Your Company	 Lagoon B



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CODE	TITLE	LOCATION
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Elective Sessions and Workshops *continued*

11:30 AM – 12:30 PM

EGN-2891A	Account Opening Document Life Cycle Management at Northern Trust	 Lagoon F
ELG-3102A	Best Practices and Lessons Learned in Improving Information Economics	 Lagoon K
ESC-3305A	Living and Working Social: It Is Not Just About the Conversations and Topics	 Lagoon H
ECG-3975A	Video Streaming and Analytics for Enterprise Content Management Systems	 Reef C

Birds-of-a-Feather

12:45 PM – 1:45 PM

BFR-3900A	Birds of a Feather: Governance, Risk and Compliance	 Bayside Dining BA Tables 23&24
BFR-3901A	Birds of a Feather: Managing IT Risk and Compliance	 Bayside Dining BA Tables 27&28
BBI-3902A	Birds of a Feather: Building a Business Analytics Competency Center	 Bayside Dining BA Tables 1&2
BBI-3906A	Birds of a Feather: BI Reporting Mashups	 Bayside Dining BA Tables 15&16
BBI-3907A	Birds of a Feather: Fostering End-user Self Service	 Bayside Dining BA Tables 3&4
BBI-3910A	Birds of a Feather: Advanced Statistical Analysis	 Bayside Dining BA Tables 17&18

Monday, November 4

CODE

TITLE

LOCATION

Birds-of-a-Feather *continued*

12:45 PM – 1:45 PM











BBI-3916A	Birds of a Feather: Making Analytics Accessible for End Users	 Bayside Dining BA Tables 20&21
BAA-3917A	Birds of a Feather: Analytic Techniques to Increase Marketing ROI	 Bayside Dining BA Tables 7&8
BAA-3920A	Birds of a Feather: Using Analytics to Reduce Operational Costs	 Bayside Dining BA Tables 11&12
BBD-3922A	Birds of a Feather: Analytic Initiatives that Benefit Most from Big Data	 Bayside Dining BA Tables 25&26
BAW-3924A	Birds of a Feather: Building an Analytics Center of Excellence	 Bayside Dining BA Tables 9&10
BPM-3925A	Birds of a Feather: Integration Best Practices for IBM Cognos Business Intelligence and IBM Cognos TM1	 Bayside Dining BA Tables 13&14
BPM-3926B	Birds of a Feather: IBM Cognos TM1 Scalability for Large Implementations	 Bayside Dining BA Table 22
BPM-3927A	Birds of a Feather: Making the Most of the Analytic Capabilities in IBM Cognos TM1	 Bayside Dining BA Tables 29&30
BBI-3928A	Birds of a Feather: Best Practices and Getting Started with Business Analytics for Midsize Companies	 Bayside Dining BA Table 19
BBI-3930B	Birds of a Feather: Train without Limits Using Enterprise Training Solutions	 Bayside Dining BA Tables 33&34




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CODE	TITLE	LOCATION
Birds-of-a-Feather <i>continued</i>		
12:45 PM – 1:45 PM		
BBI-3932A	Birds of a Feather: Getting the Most out of Your IBM Subscription and Support	 Bayside Dining BA Tables 31&32
BBI-3933B	Birds of a Feather: Best Practices for Upgrading to IBM Cognos Business Intelligence V10.2	 Bayside Dining BA Tables 5&6
EAC-3889A	BOF: IBM Case Manager/BPM	 Bayside Dining ECM Tables 1&2
EIC-3895A	BOF: FileNet Content Manager	 Bayside Dining ECM Tables 3&4
EIC-3896A	BOF: IBM Content Manager (CM8)	 Bayside Dining ECM Tables 5&6
ECG-3898A	BOF: Content Manager onDemand	 Bayside Dining ECM Tables 7&8
IMD-1940A	Birds of a Feather: Reference Data Management and Information Governance	 Bayside Dining IM Tables 7&8
ISP-3630A	Birds of a Feather: Protecting Enterprise Data with InfoSphere Guardium	 Bayside Dining IM Tables 9&10
IIQ-3810A	Birds of a Feather: Data Migration - SAP Ready to Launch	 Bayside Dining IM Tables 3&4
IIQ-3813A	Birds of a Feather: Best practices on Federation Server	 Bayside Dining IM Tables 1&2

 BUSINESS ANALYTICS


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Monday, November 4

CODE	TITLE	LOCATION
Birds-of-a-Feather <i>continued</i>		
12:45 PM – 1:45 PM		
IIQ-3818A	Birds of a Feather: InfoSphere Information Server Hypervisor Edition - Data Integration on the Cloud	 Bayside Dining IM Tables 5&6
IBD-3951A	Birds of a Feather: Enhanced 360-Degree View of the Customer with InfoSphere MDM and InfoSphere Data Explorer	 Bayside Dining IM Tables 11&12
IBD-3956A	Birds of a Feather: Big Data Requires Big Access: Connecting the Internet of Things	 Bayside Dining IM Tables 13&14
EXPO Theater		
1:00 PM – 1:30 PM		
EXP-4008A	IGC Brava! for IBM Content Navigator offers a unified viewing experience for IBM FileNet P8 and IBM CM8	 EXPO Theater
1:30 PM – 2:00 PM		
EXP-3995A	Don't Replicate - Innovate with Next Gen Mainframe Data Architectures	 EXPO Theater

CODE	TITLE	LOCATION
Enterprise Content Management Keynote		
2:00 PM – 3:00 PM		
CGS-3876A	Smarter content. New insights. Better outcomes.	 Mandalay Bay H

Hands-on Labs

2:00 PM – 5:00 PM

BBI-1872A	Modeling, Deploying and Optimizing New Features of IBM Cognos Dynamic Cubes V10.2.1	 Shorelines B Lab Room 16
BBI-3715A	Interactive Reporting in IBM Cognos Business Intelligence V10.2.1	 Shorelines B Lab Room 8
BBI-3718A	Rapid Visualization Creation with IBM RAVE	 Shorelines B Lab Room 15
BBI-3724B	IBM Cognos Report Studio: Creating and Designing Effective Dashboards	 Shorelines B Lab Room 7
BPM-3728B	What's New in IBM Cognos TM1 V10.2 for Mobile, Scorecarding, and Microsoft Excel Clients	 Shorelines B Lab Room 4
ECA-2324A	Basics of IBM Content Analytics to Gain New Insights Through Content Analytics	 Shorelines B Lab Room 13
ELG-2878B	Syndicating Retention Policies to IBM FileNet Content Manager and Enterprise Records using Atlas Policy Suite	 Shorelines B Lab Room 5
EAC-3157A	Best Practice for Side-by-Side Migration/ Upgrade from ICM 5.1.1 to ICM 5.2	 Shorelines B Lab Room 2

Monday, November 4









CODE

TITLE

LOCATION


Hands-on Labs *continued*

2:00 PM – 5:00 PM

IQM-1331A	IBM InfoSphere Information Server: The Platform for Data Quality	 Shorelines B Lab Room 9
IBD-1687B	Adding Value to HBase with IBM InfoSphere BigInsights and BigSQL	 Shorelines B Lab Room 3
IMD-1734A	InfoSphere Master Data Management Workbench: Extension Development for Hybrid Master Data Management	 Shorelines B Lab Room 10
IDB-1964A	Enhancing Your Backup and Recovery Strategy with the IBM DB2 Advanced Recovery Feature	 Shorelines B Lab Room 14
IBD-3695B	Enhanced 360 Degree View: Building Customer 360 Applications with InfoSphere Data Explorer	 Shorelines B Lab Room 1
IBD-3705A	Deep Exploration into the InfoSphere Streams Toolkits: TimeSeries, Geospatial, R, SPSS, and More	 Shorelines B Lab Room 11
IDB-3760A	From Basic to Expert with IBM DB2 10 HADR and IBM Tivoli System Automation for Multiplatforms	 Shorelines B Lab Room 6
IDW-3762A	Getting Started with IBM PureData System for Analytics	 Shorelines B Lab Room 12

Elective Sessions and Workshops

2:00 PM – 3:00 PM

BPM-1187A	How Walt Disney Drives Business Value in Corporate Cost Center Planning with IBM Cognos TM1 Contributor	 Mandalay Bay B
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CODE

TITLE

LOCATION

Elective Sessions and Workshops *continued***2:00 PM – 3:00 PM**

BAA-1298A	Building Customer Relationships through IBM SPSS Predictive Analytics at ING U.S.	 Mandalay Bay A
BAA-1462A	IBM Smarter Analytics Signature Solution: - Maximizing the Life and Uptime of Your Assets	 South Seas F
BBI-1610C	Emerging Trends in Business Analytics	 Mandalay Bay I
BAW-1627A	Successful Migration from SAP Business Objects to IBM Cognos Business Intelligence	 Breakers I
BBI-1927A	IBM Cognos Business Intelligence V10.2.1: What's New	 Mandalay Bay K
BBD-1997A	Mining Big Data at Hospitals to Predict Payment Behaviors	 Mandalay Bay C
BFR-3685A	Enterprise Risk Governance: The Key to Trusted Risk Insights in a World Awash in Data	 Mandalay Bay D
BPM-3696B	Pabst Brewing Meets Aggressive Timeline for Deployment of IBM Cognos TM1	 Mandalay Bay J
BBI-3977A	Omnicom Group's Successful Journey with IBM Cognos Mobile	 Mandalay Bay L
LBD-1072A	IBM's Journey Using Analytics to Transform and Secrets Learned Along the Way	 South Pacific B
LFM-1937A	Prospecting for New Clients With Analytics: A SICOOB Credit Union Case Study	 South Pacific A
LBD-3667A	Improving Business Results through Predictive Asset Optimization	 South Pacific C

 BUSINESS ANALYTICS BUSINESS LEADERSHIP ENTERPRISE CONTENT MANAGEMENT INFORMATION MANAGEMENT

Monday, November 4












CODE

TITLE

LOCATION

Elective Sessions and Workshops *continued*

2:00 PM – 3:00 PM

LBD-3668A	Raising the Bar on Risk Aware Decision Making with Integrated Risk Management	 Islander I
LBD-3672A	Big Data & Analytics: Integrating Innovation Versus Management to Succeed in a Rapidly Changing Environment	 Islander E
LBD-3711A	Embedding IBM Watson Technologies in an Advanced Collaborative Analytics Platform for Retail	 South Pacific D
LBD-3825A	Creating Value from Information and Analytics: Findings from the 2013 IBV Analytics Study	 Islander D
LCI-3834A	Use Case: Building an Information Strategy	 South Pacific I
IDB-1419A	IBM PureData System for Transactions: Year in Review	 Jasmine B
IMD-1484A	Master Data Management for Big Data	 Palm D
ILM-1570A	InfoSphere Optim Overview and Roadmap	 Palm B
IDB-1649A	Using IBM InfoSphere Optim Tools to Implement BLU Acceleration Faster	 South Seas D
ISA-1898A	Architecture Patterns for Information Management	 Palm A
IMS-1946A	45 Years Strong: IMS Introduces Its Most Innovative Release	 Banyan C



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CODE

TITLE

LOCATION

Elective Sessions and Workshops *continued***2:00 PM – 3:00 PM**

IDZ-2024A	IBM DB2 11 for z/OS Performance	 Jasmine E
ISA-2158B	Is the Data Warehouse Dead? The Role of the Data Warehouse in a Big Data Hadoop Era	 Jasmine A
IPT-2216A	Taking Advantage of the Advanced SQL Features in IBM DB2	 Banyan D
IIQ-2341C	IBM InfoSphere Information Server Virtualization on VMware and Intel Xeon processors	 Jasmine G
IDB-2346B	Best Practices for Warehouse Query Performance Optimization Using IBM DB2 10 and DB2 10.5	 South Seas C
IBD-2356A	Overview of the New IBM PureData System for Hadoop Appliance: Simplifying Big Data for the Enterprise	 South Seas H
IDZ-2398B	Buffer Pools and Group Buffer Pools Enhancements in IBM DB2 10 and 11	 South Seas A
IDZ-2426A	Why, Where And How: Using DB2 for z/OS Trusted Contexts and Roles	 South Seas B
IIQ-2964B	Big Data Integration - Scalable ETL for High Volume Analytics	 Palm H
IDZ-3063A	DB2 for z/OS Security: New Ways to Protect Your Assets	 Jasmine C
IDW-3300A	Easy Migration from Oracle to IBM PureData System for Analytics	 South Seas I

 BUSINESS ANALYTICS BUSINESS LEADERSHIP ENTERPRISE CONTENT MANAGEMENT INFORMATION MANAGEMENT

Monday, November 4

CODE	TITLE	LOCATION
Elective Sessions and Workshops <i>continued</i>		
2:00 PM – 3:00 PM		
IDX-3424A	It's Powerful. It's Simple. It's Data Management that's Simply Powerful!	 Banyan F
IBD-3622A	IBM Big Data Platform for the Enterprise - Innovations for Today and Tomorrow	 South Seas G
ISP-3624A	Protecting Sensitive Enterprise Data with IBM InfoSphere Guardium: Current Products and Future Plans	 Palm C
IDW-3648B	Evolving the Data Warehouse Architecture for the Big Data Era	 South Seas J
IBD-3790A	Expert Panel Debate: Data Scientist - New Role or Relabeled Title?	 Lagoon H
EXPO Theater		
2:00 PM – 2:30 PM		
EXP-4000A	The Next Performance Revolution is Here!	 EXPO Theater
2:30 PM – 3:00 PM		
EXP-4017A	Don't Fight Mother Nature, Hire Her — A Case Study in Big Data, Supply Chain Logistics and Track & Trace	 EXPO Theater
3:00 PM – 3:30 PM		
EXP-4018A	Sticker Shock Now? Just Wait. Determine Products' True Cost Using Big Data and Predictive Analytics	 EXPO Theater



CODE

TITLE

LOCATION

Business Analytics Keynote**3:30 PM – 5:00 PM**

CGS-3872B

The Future of Analytics Starts Today

Mandalay Bay H

Elective Sessions**3:30 PM – 4:30 PM**

LBD-2785A	Research Study: Predicting Big Data and Analytics Investment Decisions	South Pacific A
LBD-3191B	Optimizing Big Data and Analytics for Performance and Cost	South Pacific B
LBD-3347A	Information Management: State of the Industry	Islander D
LBD-3665A	Revolutionizing Your Business Using the Dynamic Power of Big Data	Islander E
LBD-3671A	Rethinking the 360-degree Customer View in the Big Data Age	South Pacific C
LCI-3834B	Use Case: Building an Information Strategy	South Pacific I
LBD-3955A	Insatiable Innovation - Implications for Big Data and Analytics	Islander I
ELG-1635A	SunTrust Leverages Viewpointes Information Governance Cloud Platform to Enable a Compliant Digital Enterprise	Lagoon E
ECG-1728A	Planning for IBM Content Manager OnDemand Scalability	Lagoon D
EAC-2122A	Smarter Commerce With Customer Service Solutions From Capgemini and IBM Case Manager	Lagoon F

BUSINESS ANALYTICS

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TITLE

LOCATION

Elective Sessions *continued*

3:30 PM – 4:30 PM

EIC-2578A	Transactional Capture in the Financial Industry: Why Guess Tomorrow What You Know Today?	 Lagoon H
ELG-3115A	Transform your ILG Processes , Achieve Savings, and Reduce Risk	 Lagoon K
ESC-3243A	Integrating IBM Connections With IBM Content Navigator	 Lagoon J
ECG-3754A	IBM Enterprise Content Management Products and Solutions Strategy	 South Seas F
ILM-1008A	2013 Forrester Consulting Study: The Benefits of Implementing Data Lifecycle Management	 Palm B
IDB-1149A	Best Practices: Upgrade to IBM DB2 10.5 with BLU Acceleration	 Jasmine B
IMD-1283C	InfoSphere MDM Strategic Vision and Product Roadmap	 Palm D
IDZ-1302A	IBM DB2 11 for z/OS Early Customer Experience	 South Seas A
IIQ-1428A	Solving Complex Business Problems Utilizing Classic CDC, Classic Federation and InfoSphere Data Replication	 Palm H
IDW-1541A	Using IBM Informix Warehouse Accelerator in Retail Environments: Use Cases From Skechers USA Inc.	 South Seas I
IDB-1584B	IBM DB2 10.5 Performance Highlights	 South Seas D



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CODE	TITLE	LOCATION
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Elective Sessions *continued*

3:30 PM – 4:30 PM

IIG-2144B	Creating Truest Customer Information using IBM InfoSphere Suite at Huntington Bank	 Reef C
IBD-2397A	Overview of InfoSphere Streams: Revolutionizing Real-time Analytics Processing	 South Seas H
IDX-2551A	"Developing ""Hybrid"" NoSQL/SQL Applications using JSON/BSON with Informix"	 Banyan F
IPT-2639C	Best Practices for Boosting Java Application Performance and Availability on IBM DB2	 Banyan D
IMS-2862A	Up and Running on IMS in Record Time	 Jasmine C
IDB-3153A	Agile IBM DB2 pureScale Deployment with DB2 10.5 on Intel Xeon processors and High Performance Fabric	 South Seas C
ISA-3211A	Transforming Big Data to Benefit Smarter Cities: Obtain Intelligent and Relevant Meaning	 Palm A
IMS-3245A	How a Company in the Healthcare Industry was Able to Improve Access to Data Through Cloning	 Banyan C
IDZ-3268A	Oracle SAP Winback to System z and DB2	 South Seas B
IBD-3410A	IBM Technical Strategy - Evolving Big Data Architectural Patterns and Technical Strategy Directions	 South Seas G

Monday, November 4

CODE	TITLE	LOCATION
Elective Sessions <i>continued</i>		
3:30 PM – 4:30 PM		
ISP-3625A	Data Security and Privacy Strategic Directions - IBM InfoSphere Guardium for Big Data and Key Trends	 Palm C
IDW-3651B	Leveraging the Benefits of IBM Netezza Platform Software Version 7.0	 South Seas J
IDZ-3756A	SQL Cost Optimization from the Ground Up	 Jasmine E
IBD-3792A	Big Data Machine Learning: Applications, Tools and Best Practices	 Mandalay Bay L
IBD-3976A	Big Data Analytics: Applications and Tools	 Jasmine G
IBD-4026A	Building a More Agile and Cost-efficient Big Data Infrastructure	 Jasmine A

CODE	TITLE	LOCATION
Reception		
5:00 PM – 7:00 PM		
CGS-3855A	Monday EXPO Reception	 EXPO
EXPO Theater		
6:00 PM – 6:30 PM		
EXP-3996A	Deploying Rocket Software's General Purpose Event Correlation Technology to IT Infrastructure Management	 EXPO Theater
Birds-of-a-Feather		
7:00 PM – 8:00 PM		
IBD-3498A	Data Science Meet-up	 Palm A

#ibmiod

Tuesday November 5



Evening social event

FUN. After a day of world-class education and business sessions, unwind with your fellow attendees at the FunFEST Event on Tuesday, November 5, from 7:00 p.m. to 10:30 p.m. Grammy Award winning, indie-pop 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!



Admission to the Tuesday evening entertainment is complimentary for conference attendees. Attendees must purchase tickets for additional guests wishing to attend. Tickets will be available for purchase for USD\$150 from the Registration Desk starting the afternoon of Monday, November 4. Ticket holders must be 21 or older and present photo ID at the entrance to gain admission.

Tuesday November 5

Information On Demand **2013**

Make System z your top priority

Visit System z Enterprise Solutions Booth #508:

Get a first-hand view of cloud, mobile, security, application development and connectivity solutions for System z[®].

Don't miss these featured System z sessions:

IDZ-3268A

Oracle SAP Win-back to System z and DB2[®]

IDW-3357A

IBM[®] System z, Big Data and Analytics

IDZ-3392A

Ask the Technical Experts: System z Software Panel

IDZ-1215A

**Real-Time Analytics on Transactional Data
with IBM DB2 Analytics Accelerator**



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CODE TITLE LOCATION

General Session

8:15 AM – 9:30 AM

CGS-3851A **Big Data & Analytics in Action** Mandalay Bay Events Center



Elective Sessions

8:15 AM – 9:30 AM

IDX-1138A	Eat OATs on the Move? Keeping Healthy with Informix Graphical OpenAdmin Tool	 Banyan F
IMS-1511B	Improving IMS Performance via Dynamic Tuning of Buffer Pools and Subpools	 Banyan C
IDZ-1622B	How to Design For High Volume Concurrent Insert	 South Seas A
IDZ-1760A	Exploiting DB2 for z/OS CPU-Saving Technology	 Jasmine B
IDW-2839A	Using IBM PureData System for Analytics Workload Management	 South Seas J
IDB-3536A	IBM DB2 PL/SQL Application Performance Tuning	 South Seas D

Hands-on Labs and Workshops

10:00 AM – 1:00 PM

BBI-3323A	Cognos BI Upgrade Workshop	 Shorelines B Lab Room 16
BBI-3713A	Advanced Troubleshooting Tools and Special Task Logging in IBM Cognos Business Intelligence	 Shorelines B Lab Room 8











CODE

TITLE

LOCATION

Hands-on Labs and Workshops *continued*

10:00 AM – 1:00 PM

BBI-3716D	Self-Service Reporting Capabilities in IBM Cognos BI	 Shorelines B Lab Room 7
BBI-3720A	Using IBM SPSS Statistics and R Programming Language Together	 Shorelines B Lab Room 4
BPM-3727C	Faster, Simpler Solution Design with IBM Cognos TM1 Performance Modeler	 Shorelines B Lab Room 3
BAW-3826C	Rethinking your Analytics Strategy	 Breakers I
EIC-2895A	An Exploration of Application Development Using IBM Datacap V8.1	 Shorelines B Lab Room 12
EIC-3417B	Full Text Indexing, Searching, and Other New Features of IBM Content Manager OnDemand V9	 Shorelines B Lab Room 9
IDB-1353A	Exploring the Expert Integration of IBM PureData System for Transactions	 Shorelines B Lab Room 1
IDX-1381A	Speed-of-thought Query Response with Informix Warehouse Accelerator and New SQL Enhancements in Informix 12.1	 Shorelines B Lab Room 2
IDB-1423A	Data Availability by Using High Availability and Recovery Features in IBM DB2 for Linux, UNIX, and Windows	 Shorelines B Lab Room 5
ISP-1579A	Secure and Audit your Big Data Warehouse and Business Analytics Environment using IBM InfoSphere Guardium	 Shorelines B Lab Room 10



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Hands-on Labs and Workshops *continued*

10:00 AM – 1:00 PM

IDZ-1852A	New Core Features and Enhancements in IBM DB2 11 for z/OS	 Shorelines B Lab Room 6
IDZ-2033A	Back to Basics? IBM DB2 for z/OS Accounting and Statistics Counters	 Shorelines B Lab Room 11
IBD-2313A	Where is My Big Data? A Hands On Lab with IBM InfoSphere Data Explorer	 Shorelines B Lab Room 15
IDW-3761A	Best Practices for IBM PureData System for Analytics	 Shorelines B Lab Room 14
IMD-3765A	IBM Master Data Management and Information Server Integration: Decreased Complexity Yields Greater Gains	 Shorelines B Lab Room 13

Elective Sessions and Expert Exchanges

10:00 AM – 11:00 AM

BBI-1696A	Tips and Best Practices for Effectively Deploying IBM Cognos Workspace for Self Service	 Mandalay Bay L
BBI-1752A	IBM SPSS Data Collection and IBM Social Media Analytics: Moving from Anonymous Insight to Specific Action	 Mandalay Bay A
BBI-1773A	Performance Tuning and Monitoring for IBM Cognos Business Intelligence V10.2	 Mandalay Bay K
BBD-1780A	Delivering More Value to the Business by Analyzing Internal Big Data	 Mandalay Bay C
BPM-1921B	Transforming Financial Performance Management at IBM	 Mandalay Bay J

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

10:00 AM – 11:00 AM

BBI-2851A	Expanding the Acceptance of Analytics at Infinity Insurance	 Mandalay Bay F
BBD-3006B	IBM SPSS Analytic Server: The Breakthrough Analytic Engine for Big and Wide Data	 Mandalay Bay I
BFR-3068A	How DCV Manages Risk and Compliance—Integrated Processes with IBM OpenPages in the Financial Industry	 Mandalay Bay D
BPM-3700A	What's New in IBM Cognos Performance Management	 Mandalay Bay B
BBD-3879A	Expert Exchange: Cutting Through the Big Data Hype	 Breakers K
BPM-3883B	Getting the Best Performance from Your IBM Cognos TM1 and IBM Cognos Business Intelligence Environments	 Breakers L
BAA-4001B	Enterprise MRI: Capability Spectrum of a Self-Aware Business	 Reef C
LCI-1783A	IBM MobileFirst: Put Your Business in Motion	 Islander H
LIN-2053A	Big Data and Analytics Journey: A Business Perspective on How Data Has Accelerated Growth	 Islander E
LCP-2760A	Smarter Consumer Products With Big Data and Analytics	 South Pacific J
LTT-2796A	Big Data and Analytics: Business Use Cases in Travel and Transportation	 South Pacific A
LAU-3217A	How can Insights on Sustainable Development Lead to Success for Big Data?	 South Pacific B



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Elective Sessions and Expert Exchanges *continued*

10:00 AM – 11:00 AM

LMP-3613A	Connected Car is Mobile, Social, Cloud, Big Data	 South Pacific I
LFM-3616A	Big Data and Analytics: Driving Better Business Outcomes in Banking and Financial Markets	 South Pacific C
LEU-3619A	Big Data and Analytics for Energy and Utilities	 South Pacific D
LCS-3641A	Big Data and Analytics: Driving Better Business Outcomes in Telecommunications	 South Pacific G
LRL-3646A	Big Data and Analytics: No Longer Hype and Delivering Business Value in Retail Today	 South Pacific H
LGV-3733A	Big Data Analytics for Government Kickoff	 Islander I
LHC-3786A	Transforming Healthcare With Big Data and Advanced Analytics	 Islander D
LCI-4021A	Digital Big Data: What Digital Tells Us About the Nature and Challenge of Big Data Analytics	 Islander G
ECG-1518A	Optimizing Customer Communications and Self-Service With High Performance	 Lagoon F
ECA-2079A	Content Classification: How to implement Content Classification - A Technical Overview	 Lagoon E
EGN-2440A	Smarter Content Drives Smarter Cities	 Lagoon D
EIC-2795A	Business Empowerment Through Enterprise Intelligent Capture Using Datacap at New York Life Insurance Company	 Lagoon J

	BUSINESS ANALYTICS		BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

10:00 AM – 11:00 AM

ECG-3080A	What is New in IBM Enterprise Content Management Products and Solutions	 Lagoon H
ELG-3233A	Developing a Holistic Governance Program	 Lagoon K
EAC-3739A	Expert Exchange: IBM Case Manager	 Breakers E
ELG-3748A	Expert Exchange: IBM Atlas Policy Suite	 Breakers F
ESC-4011A	Microsoft SharePoint: Get Beyond Good Enough	 Lagoon B
IMS-1013A	IMS Has a Catalog - Did You Get the Memo?	 Banyan C
IDB-1251A	Simplifying and Saving with IBM DB2 Advanced Editions for Linux, UNIX and Windows	 South Seas C
IIQ-1480A	Using IBM InfoSphere Change Data Capture to Allow Near Real-time Reporting for SAP	 Palm H
IMD-1558A	Which Master Data Management Architectural Style is Right for you: Virtual, Physical or Hybrid?	 South Seas F
IDX-1568A	Simply Powerful Data Management With IBM Informix	 Banyan F
IDZ-1620A	IBM DB2 Version 11 for SAP Solutions	 Jasmine C
IBD-1633A	How to Avoid Doing Dumb Things with Big Data	 South Seas H
IIG-1636A	Information Governance across InfoSphere with Business Information Exchange	 Palm D



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CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*

10:00 AM – 11:00 AM

IDW-1970A	Building on the Vision: A Leading Retailer's Experience Living With IBM PureData for Analytics	 South Seas J
IDZ-2021A	Demystifying Online IBM DB2 for z/OS Migration	 South Seas A
IDZ-2030A	Governing Your DB2 for z/OS Subsystems for Improved Availability	 South Seas B
IBD-2545A	Jump Start Your Big Data Journey with Big Data Exploration	 South Seas G
IDB-2590B	IBM DB2 with BLU Acceleration: DB2 Native Columnar Processing for Analytics	 South Seas D
IDB-2811A	Simplifying Your Continuously Available Big Data Needs with IBM PureData System for Transactions	 Jasmine E
IPT-2909B	Embracing NoSQL: IBM and the Community	 Banyan D
ISA-3107A	Data Strategy in a Big Data World: TD Bank Group	 Palm A
IDW-3357A	IBM System z, Big Data and Analytics	 South Seas I
IDZ-3361B	Set Yourself Free with Real-Time Statistics	 Jasmine B
IMD-3578A	Total Economic Impact of Implementing IBM InfoSphere MDM for Product Data - A Forrester Study	 Palm B
IBD-3622B	IBM Big Data Platform for the Enterprise - Innovations for Today and Tomorrow	 Mandalay Bay H

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
 ENTERPRISE CONTENT MANAGEMENT	 INFORMATION MANAGEMENT

Tuesday, November 5

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Elective Sessions and Expert Exchanges *continued*

10:00 AM – 11:00 AM

ISP-3628A	Deployment Guide for IBM InfoSphere Guardium Data Activity Monitor	 Palm C
ISA-3769A	Big Data Deep Dive - Making Big Data Easy wt Information Server & Hadoop Balanced Optimizer for Jaql	 Jasmine A
ISA-3771C	Expert Exchange: Data Architecture, Governance, and Big Data MDM with Search Discovery	 Banyan A
ILM-3805A	Expert Exchange: InfoSphere Optim Test Data Management, Database Archiving, and Data Masking Expert Exchange	 Banyan B
IBD-3994A	Resolve Issues in Minutes Using IT Operations Analytics	 Jasmine G

Elective Sessions, Expert Exchanges and Workshops

11:15 AM – 12:15 PM

BBI-1092B	IBM SPSS Statistics: What's New, Tips and Tricks	 Mandalay Bay C
BBI-1593B	IBM Cognos Mobile: What's New, Tips and Tricks	 Mandalay Bay F
BAA-1796A	Creating Confidence in Decision-Making: Driving a \$1B Slot Machine Industry with IBM Cognos Report Studio	 Mandalay Bay A
BBI-2159A	IBM Cognos Dynamic Query Mode: What You Need to Know	 Mandalay Bay K
BAA-2195A	Predictive Operational Analytics to Improve Cost Effectiveness at the Israel Electric Corp.	 Mandalay Bay I



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Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM

BFR-2689B	Enhancing Financial Capital Planning and Strategic Decision-Making in Today's Challenging Business Environment	 Mandalay Bay D
BAW-2988A	Analytics Center of Excellence: Necessary Skills and Effective Processes	 Breakers I
BPM-3701B	Performance Scorecarding and Strategy Management	 Mandalay Bay B
BPM-3702C	Driving Alignment and Performance Achievement with Advances in Performance Management	 Mandalay Bay H
BBI-3822A	General Motors and IBM Business Analytics - Build a Partnership to Drive Smarter Manufacturing	 Mandalay Bay L
BPM-3824A	Extend Your IBM Cognos investment with IBM Cognos Incentive Compensation Management	 Mandalay Bay J
BBI-3847B	Expert Exchange: IBM Cognos Workspace and IBM Cognos Workspace Advanced	 Breakers L
BAA-3870A	Expert Exchange: Using Analytics to Improve Marketing ROI	 Breakers K
LFM-1415A	Panel Session: Big Data and Analytics in Banking - Key Business Use Cases	 South Pacific C
LMP-1998A	Equipment Health for Natural Resources	 South Pacific I
LRL-2260A	Beyond 20-20 Vision: Luxottica Gains Actionable Customer Insight	 South Pacific H

 BUSINESS ANALYTICS
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Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM

LCS-2525A	Oi Network Analytics Platform Optimizes Network Investments While Improving Customer Satisfaction	 South Pacific G
LEU-2660A	Using Streaming Data From SCADA to Enable Smart Grid Analytics	 South Pacific D
LHC-2743A	Using big data analytics to transform population health and deliver patient-centered care	 Islander D
LTT-2749A	Improving Safety and Increasing Speed With Predictive Maintenance Analytics	 South Pacific A
LAU-3283A	Preventing Manufacturing Problems Before They Occur	 South Pacific B
LIN-3776B	Implementing Big Data Use Cases that provide value at Nationwide Insurance	 Islander E
LGV-3783A	The Art of Smart: Boston's Journey	 Islander I
LCI-4005A	88x + Performance Gains using IBM DB2 with BLU Acceleration on Intel Technology	 Islander H
LCI-4009A	Driving customer-centricity into business operations with Smarter Process	 Islander G
EGN-1151A	Using Case Management, Content Analytics, and Forensic Analytics to Tackle Fraud	 Lagoon D
ECA-1315A	NASA's Use of IBM Watson Technologies for Enhancing Innovation and Enabling Mission Success	 Lagoon H



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Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM

ESC-2772A	How to Integrate Your Systems of Engagement With Your Systems of Record	 Lagoon B
EIC-2822A	Imaging and Capture Product Update	 Lagoon K
EAC-3295A	IBM Case Manager - Architecture Overview of the Latest Release	 Lagoon F
ECG-3490A	Bank of America Implements a Scalable and Strategic ECM Platform to Improve Efficiency and Lower Costs	 Lagoon J
ECG-3741A	Expert Exchange: ECM Mobile Applications	 Breakers E
ESC-3749A	Expert Exchange: IBM Content Collector	 Breakers F
EGN-3779A	How Prodigio AP Automation improves operations and bottom line	 Lagoon E
ECG-4015A	Security, Privacy and Compliance for ECM Systems : An IRM Primer	 Reef C
IMS-1129A	IMS Disaster Recovery Overview	 Banyan D
IMD-1276A	Results! Results! Results! A Master Data Management and Big Data success story at a major bank	 Palm D
IDW-1349A	In-Depth Technical Exploration of IBM PureData Implementations at Nielsen	 South Seas J
IDB-1356A	Case Study: PureData System for Transactions provides DealerTrack better Scaling, Throughput & LOB Processing	 Jasmine E

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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LOCATION

Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM

IBD-1374A	InfoSphere BigInsights + Business Intelligence - IBM Big SQL Unleashes a New Era of Integration	 South Seas H
IIQ-1422A	Health Check for InfoSphere Data Replication for Linux, UNIX and Windows (LUW)	 Jasmine A
IDB-1444C	IBM DB2 Problem Determination	 South Seas D
IDB-1459A	IBM DB2 10.5 with BLU Acceleration for SAP NetWeaver Business Warehouse	 South Seas C
IDZ-1544A	Exploiting DB2 11 for z/OS - Where do we start ?	 South Seas A
ILM-1580A	Progressive's Approach to Archiving: More Than Just Removing Data	 Palm B
IDW-1611A	IBM DB2 Analytics Accelerator: Trends and Directions	 South Seas I
IIG-2013A	Providing a Common Business Language and Data Lineage for Air Force Logistics	 Palm C
IDZ-2043A	Migrating to IBM DB2 11 for z/OS	 Jasmine C
IDZ-2422A	Practical WLM for Distributed Access to DB2 for z/OS	 South Seas B
IIQ-2707A	Unlimited Data Scalability: Critical For Enterprise Data Integration And Big Data	 Palm H
IMS-3206A	Leveraging IMS - From 3270 to Mobile at Sun Life Financial	 Banyan C



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Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM











IDX-3608A	How IBM Technologies Help A Fast-growing Gaming Company Achieve Customer Loyalty and Increase Market Share	 Banyan F
ISA-3637A	Advanced Big Data Analytics Platform: Deep Dive Components, Design Patterns and Big Data Architecture	 Palm A
IBD-3710A	Leading Aircraft Manufacturer Explores Big Data across the Enterprise	 South Seas G
IDZ-3735A	Next Generation DB2, Getting modernized to run continuously!	 South Seas F
ISA-3767A	Successful Architectures: How IBM helped a Regional Bank in China Improve its Customer Analytics	 Jasmine B
IDW-3820A	Expert Exchange: Get the PureScoop on PureData System for Analytics	 Banyan B
IBD-3946A	Expert Exchange: Big Data Implementation Best Practices	 Banyan A
IMS-4003A	Exploring NoSQL for real-time access to VSAM and IMS data	 Jasmine G

Birds-of-a-Feather

12:45 PM – 1:45 PM

BFR-3900B	Birds of a Feather: Governance, Risk and Compliance	 Bayside Dining BA Tables 23&24
BFR-3901B	Birds of a Feather: Managing IT Risk and Compliance	 Bayside Dining BA Tables 27&28

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CODE	TITLE	LOCATION
Birds-of-a-Feather <i>continued</i>		
12:45 PM – 1:45 PM		
BBI-3904A	Birds of a Feather: Combining Deployment Options to Address New Usage Patterns	 Bayside Dining BA Tables 1&2
BBI-3908A	Birds of a Feather: Advanced Visualization	 Bayside Dining BA Tables 3&4
BBI-3909A	Birds of a Feather: Mobile BI	 Bayside Dining BA Tables 15&16
BBI-3911A	Birds of a Feather: Data Mining and Predictive Modeling	 Bayside Dining BA Tables 20&21
BBI-3914A	Birds of a Feather: Survey Research Techniques	 Bayside Dining BA Tables 17&18
BAA-3919A	Birds of a Feather: Applying Social Media Insights to Your Business	 Bayside Dining BA Tables 7&8
BBI-3921A	Birds of a Feather: Detecting Fraud and Other Threats	 Bayside Dining BA Tables 11&12
BAW-3924B	Birds of a Feather: Building an Analytics Center of Excellence	 Bayside Dining BA Tables 9&10
BPM-3925B	Birds of a Feather: Integration Best Practices for IBM Cognos Business Intelligence and IBM Cognos TM1	 Bayside Dining BA Tables 13&14
BPM-3926C	Birds of a Feather: IBM Cognos TM1 Scalability for Large Implementations	 Bayside Dining BA Table 22




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Birds-of-a-Feather *continued*


12:45 PM – 1:45 PM

BPM-3927B	Birds of a Feather: Making the Most of the Analytic Capabilities in IBM Cognos TM1	 Bayside Dining BA Tables 29&30
BBI-3928B	Birds of a Feather: Best Practices and Getting Started with Business Analytics for Midsize Companies	 Bayside Dining BA Table 19
BBI-3929A	Birds of a Feather: Customizing Web-based Training Courses	 Bayside Dining BA Tables 33&34
BBI-3931A	Birds of a Feather: IBM Technical Support: Tips & Tricks	 Bayside Dining BA Tables 31&32
BBI-3934A	Birds of a Feather: Communicating and Evangelizing for Your Analytics Programs Success	 Bayside Dining BA Tables 5&6
BBD-3940A	Birds of a Feather: Bringing Big Data into Your Analysis BOF	 Bayside Dining BA Tables 25&26
ELG-3890A	BOF: IBM Atlas Policy Suite	 Bayside Dining ECM Tables 1&2
ELG-3892A	BOF: IBM Content Collector	 Bayside Dining ECM Tables 3&4
EIC-3894A	BOF: IBM Datacap	 Bayside Dining ECM Tables 5&6
ECA-3897A	BOF: IBM Content Analytics	 Bayside Dining ECM Tables 7&8











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CODE	TITLE	LOCATION
Birds-of-a-Feather <i>continued</i>		
12:45 PM – 1:45 PM		
ECG-3970A	BOF: ECM System Monitor	 Bayside Dining ECM Tables 9&10
IMD-2887A	MDM and Big Data	 Bayside Dining IM Tables 7&8
ISP-3795A	Birds of a Feather: Data Security from Endpoint to the Cloud	 Bayside Dining IM Tables 9&10
ISP-3797A	Birds of a Feather: InfoSphere Optim Data Privacy, Traditional and Emerging Use Cases	 Bayside Dining IM Tables 11&12
ILM-3803A	Birds of a Feather:InfoSphere Optim Database Archiving Solutions	 Bayside Dining IM Tables 1&2
IIG-3807A	Birds of a Feather: InfoSphere Business Information Exchange BoF	 Bayside Dining IM Tables 3&4
IIQ-3815A	BOF: InfoSphere Information Server: Best Practices: InfoSphere Information Server Version Upgrade	 Bayside Dining IM Tables 5&6
IBD-3952A	Birds of a Feather: Big Data Use Case - Data Warehouse Augmentation Sponsored by  PERSISTENT	 Bayside Dining IM Tables 13&14
IBD-3957A	Birds of a Feather: Connected Car and Big Data: Driving a Responsive Experience	 Bayside Dining IM Tables 15&16

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EXPO Theater

1:30 PM – 2:00 PM

EXP-4004A	Mastering Control of Business-Critical Document Processes with IBM & ReadSoft	 EXPO Theater
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Elective Sessions and Expert Exchanges

1:45 PM – 2:45 PM

BBI-1828A	IBM Cognos Active Report: Intermediate to Advanced Authoring Techniques	 Mandalay Bay F
BPM-1914A	Achieving Strategic Finance Objectives at CATSA with IBM Business Analytics	 Mandalay Bay B
BBI-2218A	Performance Tuning Your IBM Cognos Solution: Creating a Hot Rod for Market Research	 Mandalay Bay C
BBI-2244A	Go Under the Hood of IBM Predictive Maintenance and Quality	 Mandalay Bay L
BBI-2431A	Next Generation Visualization in Business Intelligence	 Mandalay Bay K
BAA-2824A	Driving Bottom-Line Value and Profitability with Analytics at Waterford Hotel Group	 Mandalay Bay A
BBI-3448A	IBM SPSS Modeler: What's New, Tips and Tricks	 Mandalay Bay I
BFR-3688A	Driving Credit Risk Aggregation, Reporting and Process Management with IBM Credit Lifecycle Management	 Mandalay Bay D
BPM-3703A	Automation and Integration with Cognos Integration Server and Cognos Command Center	 Mandalay Bay J
BBI-3845B	Expert Exchange: Metadata Modeling with IBM Cognos Framework Manager	 Breakers K

- BUSINESS ANALYTICS
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Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

BBI-3849A	Expert Exchange: IBM Cognos Business Intelligence Security	 Breakers L
BBI-4028A	The Importance of Documenting IBM Cognos TM1 Models with QUBEdocs at Northwestern University	 Reef C
LCP-1952A	Transforming Nike Planning: Curing Information Paralysis With Better Data Analysis	 South Pacific J
LHC-2983B	Smarter Care: Transforming the Healthcare Industry Through Analytics and Patient Care Coordination	 Islander D
LME-3130A	Increasing Customer Adoption Through Advanced Audience Analytics	 South Pacific A
LMP-3179A	Maximize Manufacturing Asset ROI With Big Data and Analytics	 South Pacific I
LCS-3203A	Predictive Analytics at Verizon Wireless: The Current State of Big Data Trends	 South Pacific G
LAU-3315A	Becoming an Analytics-Centric Organization: A Case Study by BMW	 South Pacific B
LFM-3413A	Integrated risk reporting G-SIFI/G-SIB: A Global Bank Case Study	 South Pacific C
LRL-3645A	Real-time Analysis of Customer In-Store Shopping Behavior: A Game Changer in Retail	 South Pacific H
LEU-3692A	What if You Could Better Predict and Potentially Avoid Power Outages?	 South Pacific D
LIN-3777B	Information and Analytics at the Executive Level	 Islander E



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Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

LGV-3787A	How Big Data, Business Intelligence, and Predictive Analytics are Improving Social Services	 Islander I
LCI-4019A	Brand Protection and Consumer Safety: Avoid the Long Term Costs of Product Recalls	 Islander G
LCI-4025A	Avis Budget's Road to Customer Value	 Islander H
ECG-1301A	IBM Enterprise Content Management System Monitor: Travelers Implementation Strategy	 Lagoon F
EGN-1493A	Combine the Best: Highly Integrated Enterprise Content Management for SAP Solutions from xft and IBM	 Lagoon D
ECG-1532A	What is New for the IBM FileNet Portfolio	 Lagoon H
ECA-1619A	Security First Insurance: Disaster in a Socially Connected World	 Lagoon J
ELG-3250A	How Mature Are You? A Framework for Measuring Process Maturity is Required for Success	 Lagoon K
EAC-3468A	IBM Case Manager Enhancing Government: Automating US Nuclear Regulatory Commission Processes for Efficiency	 Lagoon E
ECG-3737A	Expert Exchange: ECM Cloud Solutions	 Breakers E
EIC-3745A	Expert Exchange: IBM Datacap	 Breakers F

	BUSINESS ANALYTICS		BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

ESC-3971A	Best Practices for Implementing FileNet with Connection/Connections Content Manager	 Lagoon B
IDZ-1007A	Unleashing the Power of XML Retrieval with XPath and Xquery	 Jasmine C
IDW-1146A	Aetna's Production Experience Using IBM DB2 Analytics Accelerator	 South Seas I
IDB-1258B	IBM DB2 10.5 for Linux, UNIX and Windows versus Oracle Database 12c	 South Seas D
IIQ-1424A	Health Check for InfoSphere Data Replication for z/OS	 Jasmine A
IQM-1432B	Getting Started with IBM InfoSphere Information Server for Data Quality	 Jasmine B
IIQ-1761A	Data Lineage - Finding Value and Enabling Trust in Data Integration in the Global Banking Sector	 Palm H
IDB-1801A	Performance Analysis of IBM DB2 pureScale with IBM InfoSphere Optim Performance Manager 5.3	 Jasmine E
IDZ-1813A	What's New from the Optimizer in DB2 11 for z/OS?	 South Seas A
IMS-1866A	Your Big Data solution is not complete without IMS on System z	 Banyan C
IDW-1929A	Hadoop and the IBM Big Data Platform	 South Seas J
IPT-2150B	IBM Data Retrieval Technologies: RDBMS, BLU, IBM Netezza, and Hadoop	 Banyan D



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Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM



IMD-2430A	Fundamentals of Master Data Management	 Palm D
IDB-2556A	Absolute Availability: Implementing SAP ERP on IBM DB2 pureScale at Arden Companies	 South Seas C
ISA-2600A	The Case for the Chief Data Officer: Recasting the C-Suite to Leverage Your Most Valuable Asset	 Palm A
IBD-2638A	Financial Services Case Study: Leveraging Big Data Analytics to Enhance Customer Insights	 South Seas H
IPT-2957A	IBM Mobile Strategy using backend services and Worklight	 Jasmine G
ISP-3113A	Protecting Customer Data in Non-Production Environments at HCSC using IBM InfoSphere Optim	 Palm C
IBD-3202A	Building an Enhanced 360 Degree View of Your Customers	 South Seas G
IDB-3304C	Streamlining Database Testing Without Rebuilding Your Application Infrastructure Stack	 South Seas B
ILM-3373A	Building Test Data Management Into the Application Development Lifecycle at Assurant Employee Benefits	 Palm B
IDZ-3469A	Expert Exchange: Data Security and Protection on System z: Are you ready for the next audit?	 Banyan A
IDZ-3497A	IBM DB2 for z/OS Data Sharing Technical Review	 South Seas F
IDX-3520A	Developing Mobile Applications with Genero	 Banyan F

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

IDW-3650A	Spotlight Session: The State of Data Warehousing in the Big Data World	 Mandalay Bay H
IIQ-3801A	Expert Exchange: InfoSphere Information Server for Data Integration - Tips and Tricks	 Banyan B

Hands-on Labs and Workshops

2:00 PM – 5:00 PM

BBI-2735B	Real-Time Analytics with IBM SPSS Solutions and IBM InfoSphere Streams	 Shorelines B Lab Room 3
BBI-2966A	Optimizing Performance of your Real Time Monitoring System	 Shorelines B Lab Room 4
BAW-3069A	Business Analytics Experience Workshop	 Breakers J
BAA-3234A	Business Analytics and Data Management on IBM System z	 Shorelines B Lab Room 16
BBI-3719A	IBM SPSS Statistics Made Easy for You	 Shorelines B Lab Room 8
BAW-3725B	The Four Pillars of Effective Visualizations	 Breakers I
BPM-3726A	Scorecarding and Dashboarding with IBM Cognos TM1 V10.2 and IBM Cognos Insight	 Shorelines B Lab Room 7
ELG-2870C	Implementing the Enterprise Storage Map: Policies and Reduced Cost Using IBM Atlas Policy Suite	 Shorelines B Lab Room 14



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




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Hands-on Labs and Workshops *continued*

2:00 PM – 5:00 PM









EIC-3408A	Lab Session for New Text Indexing in IBM Content Manager	 Shorelines B Lab Room 13
IDB-1426A	Moving Databases to IBM DB2 by Using IBM Database Conversion Workbench and IBM InfoSphere Data Replication Change Data Capture	 Shorelines B Lab Room 11
IDB-1447A	Monitoring and Troubleshooting Tips for Database Administrators with the db2pd Utility	 Shorelines B Lab Room 15
IDB-1451B	Optimizing SAP Availability and Scalability with Ease with IBM PureData for Transactions	 Shorelines B Lab Room 10
IDZ-1470A	Integrating DB2 for z/OS with Big Insights for Big Data Solutions	 Shorelines B Lab Room 9
IBD-2041A	Power of Analytics in your hands with BigInsights	 Shorelines B Lab Room 2
ILM-2406A	In-depth Insights: IBM InfoSphere Optim Data Growth Solution	 Shorelines B Lab Room 1
IDZ-2764A	A Deep Dive into New DB2 Utility Functionality	 Shorelines B Lab Room 12
IDW-3660A	IBM PureData System for Analytics: Using In-Database Analytic Technologies	 Shorelines B Lab Room 5
IDB-3763A	IBM DB2 10.5 with BLU Acceleration: Analytics Made Easy	 Shorelines B Lab Room 6

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Tuesday, November 5

CODE	TITLE	LOCATION
EXPO Theater		
2:00 PM – 2:30 PM		
EXP-3992A	I Used an Online File Sharing Program-Is that Wrong? Empower Mobile Users with Secure, Enterprise File Sharing	 EXPO Theater
2:30 PM – 3:00 PM		
EXP-4020A	Digital and Big Data Analytics	 EXPO Theater

Elective Sessions and Expert Exchanges

3:00 PM – 4:00 PM		
BAA-2037A	Combining Customer and Financial Analytics to Retain Customers with IBM Cognos TM1	 Mandalay Bay A
BBI-2460B	Using IBM SPSS Natural Language Processing to Improve Boeing Military Contract Performance	 Mandalay Bay F
BBI-2471A	IBM SPSS Predictive Analytics: Solutions for New Trends	 Mandalay Bay L
BBD-2540A	Using Big Data to Drive Innovation and Dealer Satisfaction at BMW	 Mandalay Bay C
BBI-2818A	Transforming Business through Better Corporate Reporting at Cyberonics	 Mandalay Bay I
BFR-3690B	Manage IT Risk and Compliance with IBM OpenPages IT Governance	 Mandalay Bay D
BPM-3698A	How IBM Cognos Command Center Automates Performance Management Applications with Ease and Elegance at The Gap	 Mandalay Bay J
BPM-3823A	What's New in IBM Cognos TM1	 Mandalay Bay B



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Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

BBI-3846A	Expert Exchange: Report Authoring with IBM Cognos Business Intelligence	 Breakers L
BBI-3848B	Expert Exchange: IBM Cognos Business Intelligence and IBM System z Integration and Optimization	 Breakers K
BBD-3974A	Big Picture: Mixed-Initiative Visual Analytics of Big Data	 Reef C
BBI-4022A	Reducing Fraudulent Invoicing with BI and Predictive Analytics at Memorial Sloan-Kettering Cancer Center	 Mandalay Bay K
LCP-1299A	From Weekend Warrior to Olympic Decathlete: Maximizing IBM Cognos V10.2 Usage at Nike	 South Pacific J
LHC-1443A	From Insights to Engagement: Understanding Triggers for Chronic Illness and Optimizing Consumer Engagement	 Islander D
LAU-1700A	Case Study: Driving Insight and Business Intelligence in an Organization Across Four Global Divisions	 South Pacific B
LIN-2104B	Expanding Globally Using A Big Data and Analytics Platform	 Islander E
LGV-2237A	How to Fight the Rising Tide of Government Data Breaches	 Islander I
LRL-2510A	Merchandising Analytics Successes: Now a Child's Play at TOP-TOY & Quantisense Delivering Rapid Time to Value	 South Pacific H
LEU-2664A	E.ON and Smart Energy Data: A Smart Source for New Business Models	 South Pacific D

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Tuesday, November 5













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Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

LFM-2997A	Addressing Banking Compliance Challenges in a New Regulatory World	 South Pacific C
LME-3152A	Delivering On-Demand Analytics at the Speed of Thought	 South Pacific A
LCS-3429A	Advanced Analytics Platform: Case Studies in Marketing	 South Pacific G
LMP-3589A	Successfully Using IBM Cognos TM1 to Run Global Business at Caterpillar	 South Pacific I
ECG-1535A	What is New for the IBM Content Manager Portfolio	 Lagoon H
EIC-1605A	Bank Audi: Web Scanning Over Citrix, A Challenging Environment to Implement Business Process	 Lagoon K
EAC-2162A	Zurich Mexico Deploys IBM Case Manager	 Lagoon J
ECA-2681A	Using IBM Content Analytics for JASMIN: Information System for Military Communications in Germany	 Lagoon E
ECG-2993A	Tips and Techniques: Simplify Managing Access to Documents in IBM FileNet P8	 Lagoon F
ESC-3305B	Living and Working Social: It Is Not Just About the Conversations and Topics	 Mandalay Bay H
EGN-3504A	IBM Patient Care and Insights: Defining a Deployment Roadmap Aligned to Outcomes-Based Care Coordination	 Lagoon D
EIC-3743A	Expert Exchange: FileNet Content Manager	 Breakers E













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Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

ECG-3744A	Expert Exchange: CMIS solutions from IBM	 Breakers F
IDZ-1025A	Sensor Data as Big Data for IBM DB2 for z/OS	 South Seas A
IBD-1052A	Customer Panel: Big Data Best Practices	 South Seas F
IDZ-1147A	A Whole Yotta IBM DB2 Log	 South Seas B
IDW-1173A	CIBC's Experience Implementing Hadoop and Warehousing	 South Seas J
IDZ-1174A	A Day in the Life of a DB2 for z/OS Production Database Administrator	 Jasmine C
IDB-1445A	Avoiding Risk for Data Loss Because of Insecure Configurations	 Jasmine E
IMS-1643A	Are Your Traditional Analysis Tools Overwhelmed Trying to Support 'Big Data' ?	 Banyan C
IDX-1704A	Where Do You Fit in The BI Life Cycle? From Operational Analytics to Big Data.	 Banyan F
IDZ-1741A	Fast Track to Optimal DB2 Performance	 South Seas G
IMD-1821A	Dive into IBM InfoSphere Master Data Management: A Technical Perspective	 Palm D
IMS-1881A	Orienteering through your Multi-Platform Enterprise: Java Development on System z Best Practices	 Banyan D

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

IQM-1982A	How High Quality Data Powers the DHL New Global SAP Environment	 Palm H
IDB-2412A	Fast on Fast: IBM DB2 10.5 with BLU Acceleration and IBM Cognos BI 10.2.1 Dynamic Cubes	 South Seas D
ILM-2576A	Test Data to the Masses: An End-to-End Test Data Management Case Study	 Palm B
IPT-3070A	Expert Exchange: Extending Information Management Solutions with NoSQL Capabilities—XML, RDF and JSON	 Banyan A
IDW-3081B	Improving Your IBM PureData System for Operational Analytics Appliance Experience	 Jasmine B
ISA-3237B	Successful Big Data Architecture and Big Data Warehousing	 Palm A
IDB-3446A	DB2 Database Management Solutions at UMPay — Improved Performance with High Data Availability	 South Seas C
ISA-3466A	Big Data Advanced Low Latency Data Warehousing Using Big Data Technologies	 Jasmine A
ISP-3533A	Begin the Journey to Sensitive Data Management: An Overview and Client Case Study	 Palm C
IDW-3540A	The Benefits of IBM DB2 With BLU Acceleration	 South Seas I
IBD-3793E	Apply Operational Data to Avoid Business Problems	 South Seas H



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MANDALAY BAY SOUTH CONVENTION CENTER

CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

IDW-3827A	Expert Exchange: Using IBM PureData System for Analytics for Analytics	 Banyan B
IBD-3990A	Real-time big data analytics - Bringing Data Integration and Application Integration together	 Jasmine G

EXPO Theater

3:00 PM – 3:30 PM

EXP-4006A	Intel Datacenter Imperatives and Opportunities	 EXPO Theater
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Elective Sessions and Expert Exchanges

4:30 PM – 5:45 PM

BPM-1747A	How IBM Cognos Integrated Performance Management Delivers Insight, Control and Confidence at AGAPLESION gAG	 Mandalay Bay B
BAA-2047A	Optimizing Offline Media at ShoeDazzle with IBM SPSS Modeler	 Mandalay Bay A
BBD-2717A	Using Hadoop with IBM Cognos Business Intelligence	 Mandalay Bay C
BAA-2814B	Using IBM Business Analytics and IBM Kenexa to Recruit the Right Employees for the Job— Now and in the Future	 Mandalay Bay L
BBI-2954A	Pushing the Boundaries of IBM Cognos Business Intelligence at Lockheed Martin	 Mandalay Bay K
BBI-3005A	Accelerate Your Time to Insight and Improve Outcomes with Cloud-based Analytics	 Mandalay Bay I

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

4:30 PM – 5:45 PM

BBI-3075C	How to Prepare Your Organization for the Evolving Analytics Landscape	 Mandalay Bay H
BBI-3674A	Why All the Buzz about Social Media Analytics?	 Mandalay Bay F
BFR-3689B	Raising Your IT Risk IQ with Advanced Analytics and Big Data	 Mandalay Bay D
BPM-3699A	Extend the Value of IBM Cognos TM1 with Spreadsheet Control from IBM Cognos Disclosure Management	 Mandalay Bay J
BPM-3881B	Combining Predictive Analytics and Performance Management with IBM SPSS Modeler and IBM Cognos TM1	 Breakers L
BPM-3884B	Automate and Monitor IBM Cognos TM1 with IBM Cognos Command Center and IBM Cognos TM1 Operations Console	 Breakers K
LTT-1351A	Canadian National Railway Uses IBM Business Glossary and IBM Metadata Workbench to Drive Business Efficiency	 South Pacific J
LMP-1571A	Enhancing Semiconductor Manufacturing Yield With IBM BigInsights, IBM InfoSphere Streams, and IBM PureData	 South Pacific I
LAU-1732A	Social, Mobile, Analytics, Cloud, and Beyond for the Automotive Industry	 South Pacific B
LIN-2271A	An Open Conversation - Big Data and Analytics in Insurance	 Islander E
LEU-2633A	Using Information for Energy Distribution	 South Pacific D



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MANDALAY BAY SOUTH CONVENTION CENTER

CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*


4:30 PM – 5:45 PM

LME-3163A	Delivering On the Promise of Real Time: The Power of Media in the Now	 South Pacific A
LHC-3594A	Artificial Intelligence for Healthcare: Reducing Costs and Improving Outcomes With Big Data Analytics	 Islander D
LFM-3657A	How Can Banks and Financial Institutions Manage the Use of Social Media Without Diluting Its Benefits?	 South Pacific C
LCS-3682A	Partnering to Deliver Big Data & Analytics Solutions for Service Providers	 South Pacific G
LRL-3683A	Bon-Ton Department Store Chain Enables Merchant Organization with First-Class Analytics	 South Pacific H
LGV-3782A	Information-Led Policing: Two Perspectives	 Islander I
ECG-1084A	A Tale of Two Migrations: A Contrast Between Two Large-Scale Migrations of Image Services to IBM FileNet	 Lagoon F
ECA-1743A	Automated Content Analytics in the Dutch Government	 Lagoon E
EAC-2161A	IBM Case Manager at Turner Industries	 Lagoon J
ECG-2432A	Upgrade IBM FileNet Through Migration to the Cloud	 Lagoon B
ELG-3112A	Build an Effective Approach to Improve Information Economics	 Lagoon K
EGN-3332A	Overview of Intelligent Investigation Manager: Changing the Game in Fighting Fraud	 Lagoon D

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 INFORMATION MANAGEMENT

Tuesday, November 5

CODE TITLE LOCATION

Elective Sessions and Expert Exchanges *continued*

4:30 PM – 5:45 PM

ESC-3364A	IBM Content Foundation: Nimble, Consumable, Social, and Mobile	 Lagoon H
EIC-3742A	Expert Exchange: IBM Content Manager (CM8)	 Breakers E
ECA-3746A	Expert Exchange: IBM Content Analytics	 Breakers F
ISA-1061A	Accelerating Analytics and Business Intelligence for Banks in Emerging Markets	 Jasmine A
IDB-1106A	IBM DB2 Business Continuity Features	 South Seas C
IDZ-1403A	Recovery Scenarios that Will Exercise Your Database Skills	 Jasmine C
IMD-1405A	UPMC - Delivering Critical Patient Care Inside UPMC and With Members of the Clinical/Connect HIE	 Palm D
IDB-1585B	Customer Experiences in Using IBM DB2 with BLU Acceleration	 South Seas D
ISP-1873A	Itau Unibanco Bank Secures Mission-Critical Banking Applications to Address SOX and PCI Requirements	 Palm C
IDZ-1959A	DB2 Utilities - Now and Next	 South Seas B
ILM-1960A	Bank of America: Managing the Lifecycle of Application Data through Enterprise Scalable Services	 Palm B
IDB-1995C	IBM DB2 10.5 with BLU Acceleration and Continuous Availability Advances	 Jasmine E



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MANDALAY BAY SOUTH CONVENTION CENTER

CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*

4:30 PM – 5:45 PM

IPT-1999B	IBM InfoSphere Optim Database Management Tools: Ready for the Future	 Jasmine B
IPT-2059A	JSON Document Support in IBM DB2 Schema Flexibility in a Trusted Database Environment	 Banyan D
IDX-3424B	It's Powerful. It's Simple. It's Data Management that's Simply Powerful!	 Banyan F
IIQ-3442A	IBM InfoSphere DataStage Master Class: Dynamic Extract, Transform and Load with End-to-End Data Lineage	 Palm H
IMS-3465A	Scotiabank Uses DataPower to Expand IMS Callout Capabilities	 Banyan C
ISA-3523A	Architecting Your Big Data Infrastructure	 Palm A
IDW-3567A	To the Cloud Using IBM DB2 with BLU Acceleration	 South Seas I
ISP-3632A	Expert Exchange: Over 20 years of Implementing Data Security Solutions - Success and Failure	 Banyan B
IDW-3649A	IBM PureData System for Analytics and Netezza Family Roadmap	 South Seas F
IBD-3706A	I Can't Believe I Ate the Whole Thing! Indexing at Scale with BigIndex	 South Seas H
IBD-3709B	Enhancing Customer Service Through Big Data Exploration	 South Seas G
IDZ-3736A	I Didn't Know DB2 Did THAT!	 South Seas A

Tuesday, November 5



CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

4:30 PM – 5:45 PM

IPT-3800A	Expert Exchange: Everything you want to know about big data and System z but were too afraid to ask	 Banyan A
IDW-4023B	Best Practices for Increasing SAS Performance and Reducing Long Running Jobs	 Jasmine G

CODE	TITLE	LOCATION
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Reception

5:00 PM – 7:00 PM

CGS-3856A	Tuesday EXPO Reception	 EXPO
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Birds-of-a-Feather

6:00 PM – 7:00 PM

ISA-3501A	Information Strategy and Architect Meet-up	 Palm A
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Reception

7:00 PM – 10:30 PM

CGS-3938A	FunFEST Evening Social Event Sponsored by	Mandalay Bay Events Center
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 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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Wednesday
November 6



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Wednesday
November 6

Your Feedback Matters!

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CODE

TITLE

LOCATION

General Session

8:15 AM – 9:30 AM






CGS-3852A

The Next Generation of Innovation

Mandalay Bay
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
Elective Sessions


8:15 AM – 9:30 AM

IMS-1012A	Upgrading to IMS 12 from IMS 10: Lessons Learned	 Banyan C
IDZ-1651A	Archive Support of IBM DB2, DB2 Analytics Accelerator, and Optim for z/OS	 South Seas B
IPT-2136A	End-to-end DB2 Performance Monitoring - Extended Insight is the Secret Sauce	 Banyan D
IDW-2529A	Migrating from Teradata to PureData for Analytics	 South Seas J
IDZ-2599A	NoSQL and DB2 for z/OS? Receiving Agility from a Trusted Enterprise Database	 South Seas A

Hands-on Labs and Workshops


10:00 AM – 1:00 PM

BAW-3093A	Business Analytics Experience Workshop for Finance	 Breakers J
BBI-3718B	Rapid Visualization Creation with IBM RAVE	 Shorelines B Lab Room 8
BBI-3721A	Solving Analytics Problems with IBM SPSS Statistics	 Shorelines B Lab Room 15
BBI-3724C	IBM Cognos Report Studio: Creating and Designing Effective Dashboards	 Shorelines B Lab Room 16

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CODE

TITLE

LOCATION

Hands-on Labs and Workshops *continued*

10:00 AM – 1:00 PM

BPM-3730A	IBM Cognos Incentive Compensation Management: Aligning Sales Performance with Corporate Strategy	 Shorelines B Lab Room 4
BPM-3844A	Advanced techniques for IBM Cognos TM1 Server	 Shorelines B Lab Room 7
EAC-1098A	Learn About the Benefits of Using IBM Intelligent Investigation Manager to Investigate Fraud	 Shorelines B Lab Room 6
ECA-2342A	Creating IBM Content Analytics Data Models, Annotators, and More	 Shorelines B Lab Room 13
ILM-1460A	InfoSphere Optim Archive, Test Data Management, Data Masking Solutions for Warehouse and Big Data Environments	 Shorelines B Lab Room 2
IDB-1477A	SAP on IBM DB2 pureScale for Highly Available and Scalable Transaction Handling	 Shorelines B Lab Room 11
IDB-2046A	Building and Modeling the Best IBM Cognos Dynamic Cubes by Using IBM DB2 10.5 with BLU Acceleration	 Shorelines B Lab Room 14
IDZ-2145B	The DB2 Performance Solution Pack in Your Hands-on Lab	 Shorelines B Lab Room 3
IDZ-2331A	IBM DB2 Analytics Accelerator	 Shorelines B Lab Room 1
IBD-2470A	Text Analytics for Big Data - extracting business value from Text	 Shorelines B Lab Room 10



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Hands-on Labs and Workshops *continued*

10:00 AM – 1:00 PM

IBD-3313A	Distilling Insights from Social Media Using the IBM Big Data Platform	 Shorelines B Lab Room 5
IDW-3538A	Developing and Using Netezza User-Defined Functions and User-Defined Analytic Processes for Analytic Queries	 Shorelines B Lab Room 12
IIQ-3785A	Big Data Integration for new Hadoop and noSQL data Stores	 Shorelines B Lab Room 9

Elective Sessions, Expert Exchanges and Workshops

10:00 AM – 11:00 AM

BBI-2301A	Tips and Tricks for Driving Better Business Outcomes with IBM Cognos Insight and IBM Cognos Workspace	 Mandalay Bay A
BPM-2466A	Applying IBM Business Analytics at Chickasaw Nation	 Mandalay Bay B
BAA-2985A	Using IBM Analytic Answers at Johnny's Selected Seeds to Recommend Products that Grow Customers Businesses	 Mandalay Bay C
BBI-3190A	IBM Analytical Decision Management: What's New, Tips and Tricks	 Mandalay Bay F
BAW-3325A	Getting Your Hands Dirty with Asset Maintenance and Management	 Breakers I
BBI-3343A	Advanced IBM Cognos Business Intelligence Report Authoring Techniques	 Mandalay Bay L
BBI-3423A	Analytics Patterns of Expertise—the Fast Path to Amazing Solutions	 Mandalay Bay K

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CODE

TITLE

LOCATION

Elective Sessions, Expert Exchanges and Workshops *continued*

10:00 AM – 11:00 AM

BBI-3489B	The Power of IBM Cognos SDK, IBM Cognos Event Studio and Performance Monitoring: Using a Dashboard at DIRECTV	 Mandalay Bay I
BFR-3687B	GRC Maturity and ROI Models: From Disorganized to Integrated Risk and Performance	 Mandalay Bay D
BPM-3697A	Managing Compensation to Meet Strategic Objectives at Shaw Floors	 Mandalay Bay J
BBI-3833B	From Insight to Foresight with Business Intelligence and Predictive Analytics	 Mandalay Bay H
BBI-3843B	Expert Exchange: Faster Query Performance with Dynamic Query Mode and Dynamic Cubes	 Breakers K
BPM-3885B	Expert Exchange: Choosing the Best IBM Cognos TM1 End-User Clients for Planning and Analysis	 Breakers L
LCI-1145A	IBM Research Global Technology Outlook (GTO)	 Islander H
LFM-1236A	Turning Insights Into Action: Next-Best-Action Approach of a Full-Service IT Provider of 700 Banks	 South Pacific D
LCP-1629A	Improve the Process for New Product Development Using IBM Case Manager	 South Pacific A
LRL-1669A	Driving Consumers to Our New Sales Channels Requires Big Data and IBM Master Data Management	 South Pacific H
LMP-2348A	Supply Chain Transformation: A Case Study in the Innovative Use of Analytics	 South Pacific I



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CODE TITLE LOCATION

Elective Sessions, Expert Exchanges and Workshops *continued*


10:00 AM – 11:00 AM

LCS-2497A	A Powerful Campaign Management Solution and Big Data Analytics Enable a Successful Growth Strategy	 South Pacific G
LHC-2603A	Transforming the Management of Provider Information: Eyes on 2014 and Beyond	 South Pacific J
LFM-3200A	Improving Your Odds of Governance Success: A Practical Guide to Operationalizing Data Governance	 South Pacific C
LAU-3618A	Big Data & Analytics Drives Quality Improvements at General Motors	 South Pacific B
LHC-3734B	Enabling Smarter Care Transitions for Improved Care and Reduced Costs	 Islander D
LGV-3788A	What Do Oil Rig Fires and Federal Grant Proposals Have in Common? Big Data & Analytics!	 Islander I
LIN-3832B	Using Data to Increase Agility for Responding to Market Needs	 Islander E
ECG-1788A	Enterprise Content Management Mobile Update and Roundtable	 Lagoon H
ECA-1837A	Embrace Big Data: How NC State Uses IBM Content Analytics, BigInsights, and PowerLinux for Business Analytics	 Lagoon E
ECG-2427A	CMIS and IBM Content Manager: Success and Frustration, an Implementation Story	 Lagoon J
EGN-2816A	What is New with IBM's Smarter Care Solutions	 Lagoon D

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CODE

TITLE

LOCATION

Elective Sessions, Expert Exchanges and Workshops *continued*

10:00 AM – 11:00 AM

ELG-3178A	Second Generation Archiving - Shining the Light on Dark Data	 Lagoon K
EAC-3231A	Claim-to-Payment: Advanced Case Management Using IBM Case Manager at the Texas Office of the Attorney General	 Lagoon F
EIC-3348A	How Union Bank Implemented Time and Production Efficiencies Using IBM Datacap	 Lagoon B
ELG-3747A	Expert Exchange: StoredIQ	 Breakers F
EGN-3752B	Expert Exchange: ECM Solutions and Accelerators	 Breakers E
ILM-1004A	Value Capture Through Decommissioning and Archiving at Dignity Health	 Palm B
IMD-1229A	Strykers Master Data Management Journey: Start Small. Think Big. Act Quickly	 Palm D
IDB-1265A	Preparing for IBM DB2 Migration: How to Monitor, Capture and Replay Your Workload on the Target System	 Jasmine E
IDZ-1270A	What Happened to My IBM DB2 Server? The Top Missteps in High Availability	 Jasmine C
IDB-1352A	Expert Exchange: PureData System for Transactions - The Expert Optimized OLTP System in a Factory Built Box	 Banyan A
ISA-1609A	Nordea Global Systemic Important Bank: Drive Risk Strategy and Big Data Architecture	 Palm A
IDW-1638A	Massively Parallel Patient Care Using IBM PureData for Analytics	 South Seas J



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Elective Sessions, Expert Exchanges and Workshops *continued*

10:00 AM – 11:00 AM

IDZ-1755A	Banco do Brasil: Delivering a Fast, Reliable, Secure Business Analytic Environment on System z	 South Seas A
IDW-1779A	SAS Efficiency with PureData System for Analytics (Netezza), Power Servers, Storage and Grid	 South Seas I
IDZ-1790A	Reduce Costs by Tuning DB2 to Reduce Your Rolling Four-Hour Average	 South Seas B
IMS-2035A	IMS in a Sysplex Environment: Challenges and Solutions	 Banyan D
IDB-2075A	Competitive Product Delivery with IBM DB2 JSON	 South Seas C
IQM-2172A	Better Warehouse Data Quality with IBM InfoSphere Information Analyzer and Data Governance	 Palm H
IBD-2325A	B-I-N-G-O: How On-line Gaming Companies are Using Big Data to Enhance Player Insights	 South Seas H
IMS-2416A	Simplify, Govern, and Enhance the Security of Your Enterprise Web Services	 Banyan C
IDB-2593A	Saving Storage by Using IBM DB2 with BLU Acceleration: Analytics Made Easy	 South Seas D
IIG-2844A	Developing an Information Strategy: The IBA Use Case	 South Seas F
IIG-2884A	Using the InfoSphere Information Server Grid Topology to Support Continuous Upgrades	 Jasmine A
IDZ-2972A	Partitioning and Indexing - Query Performance Considerations	 Jasmine B

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION


Elective Sessions, Expert Exchanges and Workshops *continued*

10:00 AM – 11:00 AM

IIG-3484A	Dell's Big Data Journey to Customer Engagement	 Palm C
IBD-3604A	Using Hadoop as a Queryable Data Store with Your Data Warehouse	 South Seas G
IDX-3722A	Balancing Big Data Workloads with NoSQL Auto-Sharding	 Banyan F
IIG-3808A	Expert Exchange: InfoSphere Business Information Exchange	 Banyan B
ISA-4007A	Extend your apps to mobile devices and the cloud with WAS Liberty	 Jasmine G

Elective Sessions, Expert Exchanges and Workshops

11:15 AM – 12:15 PM

BPM-1744A	How IBM Cognos TM1 Helps Adidas Financial Marketing Steer and Plan a Complex Product Assortment	 Mandalay Bay B
BAA-2391A	IBM Analytical Decision Management as a Catalyst for Business Transformation at C Spire	 Mandalay Bay A
BAA-2455A	Creating a 360-degree View of the Customer with IBM Social Media Analytics and IBM SPSS Data Collection	 Mandalay Bay F
BAW-3044A	Analytics Center of Excellence: Technology Management	 Breakers I
BAA-3118A	Making Human Capital Management Smarter: Using IBM SPSS Predictive Analytics to Profile Top Employees at Cisco	 Mandalay Bay L



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Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM

BBD-3322A	Finding the Needle of Value in the Haystack of Big Data	 Mandalay Bay C
BBI-3439A	Putting Your Head in the Clouds: Behind the Scenes of IBM Analytic Answers	 Mandalay Bay I
BPM-3563B	Dissecting Margins to Provide Actionable Insight and Drive Strategic Growth at Australia's Leading Supermarket	 Mandalay Bay J
BBI-3574B	Predictive Analytics Alone Isn't Enough: How an Analytics Ecosystem Drives Lasting Results at XO Communications	 Mandalay Bay K
BFR-3686B	Delivering Insight through an Integrated Risk Dashboard with IBM Algo Integrated Risk Reporting Manager	 Mandalay Bay D
BBI-3860A	Expert Exchange: IBM Cognos Administration	 Breakers K
BBI-3861A	Expert Exchange: Migrating and Upgrading to IBM Cognos Business Intelligence V10.2	 Breakers L
LRL-1343A	Want to Become a Smarter Retailer? Come See What Power Systems Can Do for You and How One Customer is Winning	 South Pacific H
LCS-2155A	How IBM Netezza Gave 2degrees Faster and Better Decision-Making to Reduce Churn and Increase Customer Loyalty	 South Pacific G
LIN-2278B	Modern Fraud and Claims Optimization in Insurance	 Islander E
LHC-3001A	Transforming How Healthcare is Taught, Practiced, and Paid For With IBM Watson	 Islander D













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Wednesday, November 6

CODE TITLE LOCATION

Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM

LBD-3053B	The Great Analytics Debate	 South Pacific A
LMP-3186A	Application of Predictive Analytics in a Continuous Manufacturing Process	 South Pacific I
LGV-3821A	It's All About Information & Analytics - How the U.S. Army and Australia Immigration Are Improving Operations	 Islander I
LFM-3835A	DTCC Leverages Big Data and MDM for Business Advantage	 South Pacific C
LAU-3836A	Best practices in collection, change and version management of Infotainment data at Jaguar Land Rover	 South Pacific B
ECA-1363A	IBM Content Analytics: Public Safety Agencies Connecting the Dots	 Lagoon H
ECG-1536A	IBM Content Navigator: The Enterprise Content Management User Experience	 Mandalay Bay H
ECG-1683A	Using Structured Content for Product Marketing Materials	 Lagoon D
EGN-2502A	IBM Smarter Care Solutions Drive WellPoint's Primary Care Initiative	 Lagoon E
ECG-2668A	Once Upon a Bank: How to Accelerate Your Retail Business by Using IBM Enterprise Content Management	 Lagoon J
ELG-3197A	Self-Funding E-Discovery Solution Best Practices	 Lagoon K
ESC-3354A	Prudential: Using the Best of Both Worlds, Content and Social	 Lagoon F














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CODE	TITLE	LOCATION
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Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM

IDB-1181A	Improving an SAP Environment with the Latest Versions of IBM DB2	 South Seas C
IDZ-1652A	Temporal Enhancements of IBM DB2 11 for z/OS	 South Seas A
IDZ-1657A	IBM DB2 for z/OS Management and Tuning - Best Practices in Information Technology	 South Seas B
ILM-1742A	Enabling Big Data with InfoSphere Optim	 Palm B
IDW-1915A	Keeping our Maxxinistas Happy!	 South Seas J
IDZ-1972A	DB2 11 for z/OS: Early Customer Experience	 South Seas F
IDZ-2009A	Proactive SQL Tuning: Optim Query Workload Tuner To The Rescue	 Jasmine C
IPT-2501A	A Simplified Enterprise Configuration Management Service	 Banyan D
IIQ-2697A	Workload Manager: The All New And Smart Feature in InfoSphere Information Server 9.1	 Jasmine A
ISA-2845A	Big Data Real Time Perpetual Identity Analysis for Perimeter Security	 Jasmine B
IDX-2880A	Achieving Operational Analytics with Informix Warehouse Accelerator	 Banyan F
IIQ-2885A	Building a Scalable InfoSphere Platform with HADR	 Palm H
IBD-2940A	Using Streaming Analytics to Improve Patient Monitoring in Intensive Care Units	 South Seas H

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LOCATION

Elective Sessions, Expert Exchanges and Workshops *continued*

11:15 AM – 12:15 PM











IDB-2965A	Big Data for IBM DB2 Professionals	 Jasmine E
IMD-3221A	Optimizing your Information Supply Chain with Information Server and Reference Data Management	 Palm D
ISP-3437A	Avoiding Data Breaches: Using Big Data and Security Intelligence	 Palm C
IDW-3445A	Getting Ready for Big Data: Best Practices for Data Warehouses	 South Seas I
IMS-3471A	Standard Access to IMS Data Assets from COBOL Using SQL	 Banyan C
IDB-3531A	Workload Management for IBM DB2 10.5 with BLU Acceleration	 South Seas D
ISA-3770A	Big Data Governance Ecosystem Simulations	 Palm A
IBD-3784A	Catalina Marketing Case Study: Combining Hadoop and Data Warehousing to Improve Customer Loyalty	 South Seas G
IDB-3796A	Expert Exchange: BLU Acceleration Expert Panel	 Banyan A
IDW-3820B	Expert Exchange: Get the PureScoop on PureData System for Analytics	 Banyan B
ISA-4002A	The BYOD Challenge: Rapidly and Securely Mobilizing Your Enterprise	 Jasmine G




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CODE	TITLE	LOCATION
Birds-of-a-Feather		
12:45 PM – 1:45 PM		
BFR-3900C	Birds of a Feather: Governance, Risk and Compliance	 Bayside Dining BA Tables 23&24
BFR-3901C	Birds of a Feather: Managing IT Risk and Compliance	 Bayside Dining BA Tables 27&28
BBI-3903A	Birds of a Feather: Deploying Business Analytics in the Cloud	 Bayside Dining BA Tables 1&2
BBI-3905A	Birds of a Feather: Metadata Modeling for OLAP Analysis	 Bayside Dining BA Tables 3&4
BBI-3912A	Birds of a Feather: Analyzing Unstructured Data	 Bayside Dining BA Tables 15&16
BBI-3913A	Birds of a Feather: Social Media Analytics	 Bayside Dining BA Tables 17&18
BBI-3915A	Birds of a Feather: Embedded Analytics for Decision Management	 Bayside Dining BA Tables 20&21
BAA-3918A	Birds of a Feather: Better Customer Service with Business Analytics	 Bayside Dining BA Tables 7&8
BBD-3923A	Birds of a Feather: Leveraging Big Data Frameworks Like Hadoop	 Bayside Dining BA Tables 25&26
BAW-3924C	Birds of a Feather: Building an Analytics Center of Excellence	 Bayside Dining BA Tables 9&10

 BUSINESS ANALYTICS

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CODE	TITLE	LOCATION
Birds-of-a-Feather <i>continued</i>		
12:45 PM – 1:45 PM		
BPM-3925C	Birds of a Feather: Integration Best Practices for IBM Cognos Business Intelligence and IBM Cognos TM1	 Bayside Dining BA Tables 13&14
BPM-3926D	Birds of a Feather: IBM Cognos TM1 Scalability for Large Implementations	 Bayside Dining BA Table 22
BPM-3927C	Birds of a Feather: Making the Most of the Analytic Capabilities in IBM Cognos TM1	 Bayside Dining BA Tables 29&30
BBI-3928C	Birds of a Feather: Best Practices and Getting Started with Business Analytics for Midsize Companies	 Bayside Dining BA Table 19
BBI-3930A	Birds of a Feather: Train without Limits Using Enterprise Training Solutions	 Bayside Dining BA Tables 31&32
BBI-3932B	Birds of a Feather: Getting the Most out of Your IBM Subscription and Support	 Bayside Dining BA Tables 5&6
BBI-3933A	Birds of a Feather: Best Practices for Upgrading to IBM Cognos Business Intelligence V10.2	 Bayside Dining BA Tables 33&34
BAA-3937A	Birds of a Feather: Predictive Maintenance	 Bayside Dining BA Tables 11&12
ECG-3891A	BOF: ECM Mobile Applications	 Bayside Dining ECM Tables 1&2
ECG-3893A	BOF: ECM Cloud Solutions	 Bayside Dining ECM Tables 3&4



CODE	TITLE	LOCATION
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Birds-of-a-Feather *continued*

12:45 PM – 1:45 PM

ELG-3899A	BOF: IBM Records and Retention Management	 Bayside Dining ECM Tables 5&6
IMD-2892A	Birds of a Feather: MDM in the cloud	 Bayside Dining IM Tables 7&8
ILM-3804A	Birds of a Feather: InfoSphere Optim Test Data Management	 Bayside Dining IM Tables 1&2
IIQ-3814B	BOF: InfoSphere Information Server: Leveraging a business glossary and metadata for Information Governance	 Bayside Dining IM Tables 9&10
IQM-3816A	Birds of a Feather: InfoSphere Information Server: Experiences improving and monitoring data quality	 Bayside Dining IM Tables 5&6
IIQ-3817A	Birds of a Feather: Data Integration and Hadoop	 Bayside Dining IM Tables 3&4
IBD-3953A	Birds of a Feather: Big Data Exploration with InfoSphere Data Explorer	 Bayside Dining IM Tables 11&12
IBD-3961A	Birds of a Feather: Meet IBM BigInsights Architects and Hadoop Committers	 Bayside Dining IM Tables 13&14

CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges

1:45 PM – 2:45 PM

BPM-1336A	A Journey to a Wall-to-Wall Enterprise Solution at Atea A/S	 Mandalay Bay B
BAA-2505A	How FleetRisk Advisors Built a Cloud Analytics Platform on IBM Netezza and IBM SPSS Solutions	 Mandalay Bay A
BBI-2715B	IBM zEnterprise System for IBM Smarter Analytics Solutions: Why Infrastructure Matters	 Mandalay Bay I
BBI-2863A	Integrating Predictive Analytics, BI and Performance Management to Extract the Hidden Value in Your Data	 Mandalay Bay K
BBI-2888A	AT&T Learning Effectiveness Metrics with Analytics and Business Intelligence	 Mandalay Bay L
BBI-3075A	How to Prepare Your Organization for the Evolving Analytics Landscape	 Mandalay Bay C
BBI-3591A	Consolidating Data and Requirements for Extendable and Reusable Development at ADP	 Mandalay Bay F
BBI-3673A	Answering the Questions Your Business Doesnt Know to Ask —But Should	 Mandalay Bay D
BPM-3774A	The IBM Cognos TM1 Journey at Roche Diagnostics	 Mandalay Bay J
BBI-3862A	Expert Exchange: IBM Cognos Mobile	 Breakers K
BBI-3863A	Expert Exchange: Bridging the Analytics Skills Gap with IBM SPSS Analytic Catalyst	 Breakers L
ECG-1615A	How to Integrate IBM Enterprise Content Management Solutions With Microsoft SharePoint and IBM Connections	 Lagoon D



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CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

EAC-2121A	How IBM Case Manager Works With IBM Business Process Manager	 Lagoon F
ECG-3024A	Serasa-Experian: Supporting Non-Stop Six Million Daily Inquiries at the Largest Latin America Credit Bureau	 Lagoon J
ELG-3207A	E-Discovery Solution Enhancements and Strategies for Success	 Lagoon K
ESC-3364B	IBM Content Foundation: Nimble, Consumable, Social, and Mobile	 Lagoon B
ESC-3566A	A Global Social Collaboration and Content Management Architecture and Deployment Strategy	 Lagoon H
ECG-3738A	Expert Exchange: Content Manager onDemand	 Breakers F
ECG-3740B	Expert Exchange: IBM Content Navigator	 Breakers E
EGN-3780A	Incident Management for Energy and Utilities With IBM Case Manager	 Lagoon E
IDW-1056A	Building and Using the Hybrid Data Server Approach to Servicing Mission Critical Business Analytics	 South Seas I
IDZ-1202A	An Extensive IBM DB2 Health Check: What Will the Specialist Prescribe for You?	 South Seas B
IDZ-1211A	How Florida Hospital Delivers Enterprise Analytics with DB2 Query Management Facility (QMF)	 Jasmine C

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

ISA-1308A	Data Lineage: Who am I? Where did I come from? Where am I going?	 Palm A
IDB-1418A	Case Study: PureData System for Transactions Meets the Challenge for Business Critical Application	 Jasmine E
IDZ-1817B	IBM DB2 for z/OS Migration - Query Performance Considerations	 South Seas F
IMD-1922A	ExpertExchange: Threat and Fraud: Outsmart the Bad Guy	 Banyan B
IIG-1978A	Blue Cross Blue Shield of Tennessee: Integrating and Governing Information in a Big Data Environment	 Palm C
IIQ-2170A	What's New in Data Integration: InfoSphere DataStage Latest Features	 Palm H
IMS-2190A	IMS 13 QPP Experience at Volvo IT	 Banyan C
IDB-2411A	The Prudential Experience: Transforming a Complex Sybase Architecture to a Simplified DB2 Environment	 South Seas C
IBD-2436A	Spy Catcher: Using Big Data to Revolutionize Security Intelligence	 South Seas G
IMD-2486A	Collaborative Master Data Management: An Overview and Bank of America Case Study	 Palm D
IBD-2536B	Visually Explore and Analyze Your Big Data	 South Seas H



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Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

IDX-2553A	Replication and Always-on Transactions For Big Data and All Data: It's Simple, Powerful and Flexible	 Banyan F
IMS-2561A	IMS 13 Transaction Manager: Simpler Operations in an Open Environment	 Banyan D
IDW-2570A	New POWER Technology for Information Management	 Jasmine G
IDW-2810A	CIBC Improves Success in Creating a Customer-Focused Enterprise with IBM PureData System for Analytics	 South Seas J
IDZ-3409A	DB2 10 for z/OS Performance Measurement at Wells Fargo	 South Seas A
IMD-3584A	Advanced Intelligence Operations: Integrating Solutions for a public safety agency	 Jasmine A
IDW-3652B	IBM PureData and Netezza Disaster Recovery Replication Solutions	 Jasmine B
IPT-3789A	Expert Exchange: IDUG Presents a DB2 Dojo	 Banyan A

Hands-on Labs and Workshops

2:00 PM – 5:00 PM

BAA-1034A	Creating Dashboards for System Administrators and Database Administrators in IBM Cognos Workspace	 Shorelines B Lab Room 15
BBI-1872B	Modeling, Deploying and Optimizing New Features of IBM Cognos Dynamic Cubes V10.2.1	 Shorelines B Lab Room 16

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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TITLE


LOCATION

Hands-on Labs and Workshops *continued*

2:00 PM – 5:00 PM

BAW-3069B	Business Analytics Experience Workshop	 Breakers J
BBI-3714B	Advanced Generated SQL Concepts and Complex Queries in IBM Cognos Framework Manager	 Shorelines B Lab Room 4
BBI-3715B	Interactive Reporting in IBM Cognos Business Intelligence V10.2.1	 Shorelines B Lab Room 3
BBI-3717B	Predictive Modeling without a Ph.D.	 Shorelines B Lab Room 8
BPM-3727B	Faster, Simpler Solution Design with IBM Cognos TM1 Performance Modeler	 Shorelines B Lab Room 7
ECG-3680A	IBM Content Foundation V5.2 Web Admin Hands-On Lab	 Shorelines B Lab Room 1
IDB-1463A	Using IBM DB2 10.5 with BLU Acceleration in SAP NetWeaver Business Warehouse	 Shorelines B Lab Room 2
IDX-1467A	Comprehensive Compression Techniques Using New Features Available in Informix 12.1	 Shorelines B Lab Room 11
IDW-1524A	Truly Specific Analytics Queries With IBM PureData System for Analytics and IBM Cognos	 Shorelines B Lab Room 14
ISP-1533A	Protect sensitive information with IBM InfoSphere Optim Masking on Demand	 Shorelines B Lab Room 13
IBD-1687A	Adding Value to HBase with IBM InfoSphere BigInsights and BigSQL	 Shorelines B Lab Room 12





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Hands-on Labs and Workshops *continued*

2:00 PM – 5:00 PM

IDZ-1826A	Total Recall: Replay Production Workloads in Test Environments	 Shorelines B Lab Room 10
IDB-3086A	Migration Scenario for IBM DB2 V9.7 to DB2 V10.5 with BLU Acceleration	 Shorelines B Lab Room 6
IDB-3759A	Q Replication for IBM DB2: Continuous Availability, Load Balancing and More	 Shorelines B Lab Room 5
IDB-3775A	IBM DB2 V10.5 with BLU Acceleration: Optimizing Your Database for Analytics	 Shorelines B Lab Room 9

Elective Sessions and Expert Exchanges

3:00 PM – 4:00 PM

BPM-1699A	Implementing IBM Cognos TM1 while opening a \$4 Billion Property in Las Vegas	 Mandalay Bay B
BBI-1963B	IBM Cognos Dynamic Cubes Super Session	 Mandalay Bay L
BPM-2340A	Modernizing Finance at Clear Channel Communications with IBM Cognos Solutions	 Mandalay Bay J
BBI-2709A	IBM Cognos Insight: What's New, Tips and Tricks	 Mandalay Bay A
BBI-3427A	Equifax Shares a Best Practice Framework to Raise the Personal Analytics Quotients in Your Organization	 Mandalay Bay C
BBI-3676A	Implementing a Robust Security and Governance Model in IBM Cognos Business Intelligence	 Mandalay Bay F

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TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

BBI-3678A	Practices for Migrating and Upgrading to IBM Cognos Business Intelligence V10	 Mandalay Bay K
BBI-3679A	Automate Survey Research with IBM SPSS Data Collection: Nielsen's Market Research Journey	 Mandalay Bay I
BBI-3864A	Expert Exchange: Designing Effective Visualizations	 Breakers K
BBI-3865A	Expert Exchange: Data Mining and Predictive Modeling with IBM SPSS Modeler	 Breakers L
ECG-1664A	Creating Enterprise Content Management Mobile Applications Using IBM Worklight and IBM Content Navigator	 Lagoon B
ECG-2415A	Case Study: How To Establish an Information Agenda in a High Tech Engineering Company	 Lagoon F
EGN-2951A	Case Study: Smarter Telehealth management and Improved Well Being for Good Samaritan Society Clients	 Lagoon D
ECA-3052A	Content Analytics for Mergers and Acquisitions	 Lagoon E
ECG-3080B	What is New in IBM Enterprise Content Management Products and Solutions	 Lagoon H
ECG-3184A	SunTrust Bank Implements Enterprise Content Management Core Technology to Maximize Efficiency and Lower Costs	 Lagoon J
ELG-3219A	I'm Deleting Content and So Can You - Records and Retention Management	 Lagoon K
ELG-3750A	Expert Exchange: Records & Retention Management	 Breakers F



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Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

ECG-3751A	Expert Exchange: ECM Engineering Roundtable	 Breakers E
IIQ-1144A	Information Virtualization in the Big Data Fabric	 Palm C
IDZ-1213A	How Republic of Turkey Social Security Jumped from DB2 8 to DB2 10	 Jasmine C
IDZ-1660A	DB2 10 for z/OS Data Sharing: New Features and Member Consolidation Considerations	 South Seas F
IDB-1818A	Why HCA Healthcare Chose IBM DB2 Advanced Enterprise and Why You Should Too	 South Seas D
IDZ-1860A	Exciting pureXML Enhancements in IBM DB2 11 for z/OS	 South Seas A
IDB-1943A	Firefighter Safety Enhancement through NoSQL Information Integration Architectures with IBM DB2 Graph Store	 South Seas C
IBD-2039A	A Marriage of Convenience: Analyzing Big Data through a Prism of Spreadsheets	 South Seas H
IMD-2111A	Product Master Data Management — A Retail Product Information Management (PIM) Case Study	 Palm D
IPT-2119B	Big Data Disaster Recovery Performance	 Banyan D
IDB-2309A	Preparing your Database for Critical Periods: Real-Life Examples from the Field	 Jasmine E
IDX-2409A	Driving Operational Excellence	 Banyan F

 BUSINESS ANALYTICS

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Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

IDZ-2508A	Continuous Availability and Scalability with DB2 for z/OS and Websphere	 South Seas B
ISA-2532A	Adding Value to your Organization beyond Hadoop: An Enterprise View of Big Data	 Jasmine A
ISA-2687A	Achieving Data Governance in Big Data with IBM Industry Models and IBM InfoSphere Technology	 Palm A
IIQ-2740A	Technical Overview: the IBM InfoSphere Change Data Capture Implementation and Success Story by Comerica Bank	 Palm H
IDW-3034A	Streamlining Westfield Insurances Enterprise Analytics Factory with PureData for Analytics	 South Seas J
IDW-3168A	Why Users Call IBM DB2 Analytics Accelerator the Magic Box	 South Seas I
IDX-3482C	Cognos and Informix: Business Analytics Just Got a Whole Lot Easier!	 Jasmine B
IIG-3601A	Grainger's Trusted Customer Information Journey and Information Governance	 Palm B
ISP-3625B	Data Security and Privacy Strategic Directions - IBM InfoSphere Guardium for Big Data and Key Trends	 Mandalay Bay H
ISP-3634A	Expert Exchange: Big Data Security Expert	 Banyan A
IMS-3755A	Fiducia: Driving Efficiencies with IMS	 Banyan C
ILM-3806A	Expert Exchange: InfoSphere Optim Architecture	 Banyan B

CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*


3:00 PM – 4:00 PM


IBD-4030A	The Now Factory and Big Data for Communications Service Provider	 South Seas G
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Elective Sessions and Expert Exchanges


4:30 PM – 5:45 PM


BAA-1347A	How DaVita Uses Advanced Analytics to Deliver Treatment Plans to Clinicians Worldwide	 Mandalay Bay C
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BBI-1963B	IBM Cognos Dynamic Cubes Super Session	 Mandalay Bay L
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BAA-2462A	Drive Desired Outcomes with IBM Signature Solution—next best action	 Mandalay Bay A
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BAA-2879A	Fighter Jets and Dashboards: Bringing Business Intelligence to the F-15 at Boeing	 Mandalay Bay F
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BBI-3675C	Extending IBM Social Media Analytics with Your IBM SPSS and IBM Cognos Solutions	 Mandalay Bay K
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BPM-3701C	Performance Scorecarding and Strategy Management	 Mandalay Bay B
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BBI-3831A	Let's Get Visual: Using IBM Rapid Adaptive Visualization Engine (RAVE) to Evolve Reporting at Jabil	 Mandalay Bay I
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BAA-3873A	Expert Exchange: Analytics for Predicting Equipment Failure	 Breakers K
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BBI-3939A	Expert Exchange: Business Analytics for Midsize Companies — How to Get Started or Move Beyond the Basics.	 Breakers L
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ESC-1787A	IBM Enterprise Content Management and Cloud	 Lagoon H
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 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

4:30 PM – 5:45 PM

EIC-1815A	Mobile and Multifunction Peripheral Transactional Capture to IBM Datacap and Enterprise Content Management	 Lagoon J
ECA-1845A	IBM Content Analytics With Enterprise Search Product Update and Demonstration	 Lagoon B
EAC-2116A	The Case for IBM Case Manager	 Lagoon D
ELG-3228B	Legacy Data Cleanup and SharePoint Governance	 Lagoon K
EIC-3248A	Building a Solid Output Strategy With IBM Content Navigator	 Lagoon F
EGN-3778A	Customer Case Study: Using IBM Counter Fraud Solution to Fight Worker's Compensation Fraud	 Lagoon E
IMD-1121A	Master Data Management Solutions Powered by IBM InfoSphere Information Server	 Palm D
IDZ-1175A	The Importance of Being Consistent: IBM DB2 for z/OS and DASD-based Disaster Recovery	 South Seas B
IIG-1182A	Data Stewardship: The Key Ingredient to a Successful Data Governance Program at Discover	 Palm B
IBD-1237A	Real-time Massive Geospatial Processing with InfoSphere Streams	 South Seas H
IDX-1453A	Virtualization and Cloud Computing Are Easier Than You Think!	 Banyan F
IBD-1803A	InfoSphere BigInsights and MDM: Performing Real-time Entity Resolution at Scale	 South Seas G



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Elective Sessions and Expert Exchanges *continued*

4:30 PM – 5:45 PM

IMS-1863A	Dynamic Change Management in IMS, Simplified to Deliver Higher Availability	 Banyan C
IDB-1871A	Key Concepts for Using IBM DB2 with BLU Acceleration	 South Seas D
IDW-1890A	Banking Reference Architecture and Best Practice for Defining Next Generation System Architecture	 South Seas I
IDB-2003A	IBM DB2 pureScale Active-Active Availability and Scalability Experiences	 Jasmine E
ISP-2090A	Test Data Privacy: A Case Study	 Palm C
IMS-2459A	Yes, You Can Automate and Simplify Database Monitoring of IMS Databases	 Jasmine C
IDB-2567A	Choosing the Right Storage for IBM DB2	 South Seas C
IIQ-2678A	Real-Time Application Development Using InfoSphere CDC	 Palm H
IDW-2797A	Ross Stores Leverages the Benefits of IBM PureData System for Analytics N2001	 South Seas J
IPT-3149A	Big Data, Hadoop, and NoSQL: A Crash Course for a Fearless IBM DB2 Practitioner	 Banyan D
IDB-3166B	Database on Cloud with the Potential for Heavy Cost Savings	 Jasmine B
IDZ-3270C	Exciting New SQL PL and SQL Features of DB2 11 for z/OS	 South Seas A

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TITLE

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Elective Sessions and Expert Exchanges *continued*

4:30 PM – 5:45 PM

IDZ-3392A	System z: Ask the Technical Experts	 South Seas F
ISA-3768A	Depository Trust and Clearing Corporation (DTCC) The Case for Purchasing a Data Model	 Palm A
IDZ-3794A	Expert Exchange: Best Practices with QMF 11 - Including Analytics for Big Data, Mobile and TSO	 Banyan A
IIQ-3809A	Data Migration - SAP Ready to Launch	 Banyan B



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CODE	TITLE	LOCATION
Women in Technology Panel and Reception		
4:30 PM – 5:45 PM		
CGS-3972A	Taking Charge of Your Career - A Panel Discussion for Women Professionals	 Islander D
6:00 PM – 7:00 PM		
CGS-3973A	Women in Technology Networking Reception	 Bayview Court Patio
Birds-of-a-Feather		
6:00 PM – 7:00 PM		
IIG-3503A	InfoGov Community Meet-up	 Palm A

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Thursday
November 7



Your Feedback Matters!

A customized list of evaluations and surveys will be built for you, based upon the sessions you attend.

Complete your surveys at any onsite event kiosk, mobile device or computer at: iod13surveys.com

Thursday

Thursday
November 7








CODE


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Elective Sessions and Expert Exchanges


8:15 AM – 9:30 AM

BBI-1773B	Performance Tuning and Monitoring for IBM Cognos Business Intelligence V10.2	 Mandalay Bay C
BBI-2159B	IBM Cognos Dynamic Query Mode: What You Need to Know	 Mandalay Bay K
BAA-2744A	Combining IBM SPSS Predictive Analytics and IBM Enterprise Marketing Management to Optimize Marketing	 Mandalay Bay A
BBI-3673B	Answering the Questions Your Business Doesn't Know to Ask —But Should	 Mandalay Bay I
BBI-3677B	Metadata Modeling with IBM Cognos Framework Manager for Reporting and Analysis	 Mandalay Bay L
BPM-3823B	What's New in IBM Cognos TM1	 Mandalay Bay B
BBI-3867B	Expert Exchange: Advanced Analysis and Simulation with IBM SPSS Statistics	 Breakers K
BBI-3869B	Expert Exchange: Making Analytics Available and Actionable to End Users	 Breakers L
EIC-1639A	IBM Datacap Taskmaster Custom Actions: Best Practices	 Lagoon J
EAC-1662A	Creating Mobile Case Solutions With IBM Case Manager	 Lagoon D
ECA-1840A	IBM Content Analytics With Enterprise Search: Finding the Right Information at the Right Time	 Lagoon F
EGN-2934A	How IBM Patient Care and Insights complements the Healthcare Analytics QuickStart, Initiate MDM, and IBM WebSphere	 Lagoon E

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TITLE

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Elective Sessions and Expert Exchanges *continued*

8:15 AM – 9:30 AM

ELG-3189B	Technical Deep Dive on Value-Based Archiving	 Lagoon K
ESC-3576A	Managed Collaboration With IBM Enterprise Content Management and Microsoft SharePoint	 Lagoon B
IMS-1065A	Achieving Consistent Microsecond Response Time in High Volume, High Growth Enterprise Databases	 Banyan C
IDW-1131A	Migrating to IBM PureData for Analytics From Your Overwhelmed Data Warehouse	 South Seas J
IDB-1150A	Database Administration Tips for DB2 10 for Linux, UNIX and Windows	 Jasmine E
IDX-1488A	The Process and Benefits of Choosing Informix for Improving Productivity in Manufacturing	 Banyan F
IPT-1979A	Data On and Off the Mobile Device - Strategy for Backend Storage and the Cloud	 Banyan D
ILM-2261A	Getting the Most Out of IBM InfoSphere Optim Solutions	 Palm B
IMD-2390B	ExpertExchange: Master Data Managements - your questions answered by the experts	 Banyan A
IMD-2802A	Why Context Matters	 Palm D
IIQ-2871A	Getting Started with InfoSphere Information Server for Data Integration	 Palm H
IDW-2902A	Embedding Applications in IBM PureData System for Analytics	 South Seas I



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Elective Sessions and Expert Exchanges *continued*

8:15 AM – 9:30 AM

IDB-3056A	Medtronic's Experience with Its SAP and IBM DB2 Landscape	 South Seas D
IDZ-3270B	Exciting New SQL PL and SQL Features of DB2 11 for z/OS	 Jasmine B
IDB-3396B	Real-world Stories About Using the Performance Management Tools in Advanced Warehouse Offerings	 South Seas C
ISA-3444A	Big Data and Information Management: What's the Right Tool for the Task?	 Palm A
IDZ-3511A	DB2 for z/OS and Profiles: Granular Parameters and More	 South Seas B
ISP-3636A	Data Masking for the New Era of Computing	 Palm C
IDZ-3640A	Big Data Strategies with DB2 for z/OS	 Jasmine C
IBD-3654A	Technical Overview and Client Experience with IBM PureData System for Hadoop	 South Seas H
IBD-3661A	Embracing Big Data: How NCSU is Using IBM Big Data Technologies to Redefine Business Analytics	 South Seas G
IDZ-3766A	Early Customer Experiences with DB2 11 for z/OS at Citigroup	 South Seas A
ISP-3798B	Expert Exchange: Soup to Nuts - Build a Data Security Strategy across the Enterprise	 Banyan B

Thursday, November 7











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TITLE

LOCATION

Hands-on Labs

10:00 AM – 1:00 PM

BAA-2932A	Using IBM Cognos Diagnostics to Spot Problems in Your Cognos Business Intelligence Environment	 Shorelines B Lab Room 7
BBI-3323B	Cognos BI Upgrade Workshop	 Shorelines B Lab Room 4
BBI-3716A	Self-Service Reporting Capabilities in IBM Cognos BI	 Shorelines B Lab Room 8
BPM-3728C	What's New in IBM Cognos TM1 V10.2 for Mobile, Scorecarding, and Microsoft Excel Clients	 Shorelines B Lab Room 16
BPM-3844B	Advanced Techniques for IBM Cognos TM1 Server	 Shorelines B Lab Room 3
ESC-1026A	Make Your Internal Services Accessible to IBM Content Navigator With OpenCMIS	 Shorelines B Lab Room 9
EAC-3330A	Hands-On With IBM Case Manager 5.2	 Shorelines B Lab Room 6
IIQ-1119A	Integrating InfoSphere Information Server with PureData for Analytics	 Shorelines B Lab Room 5
IDB-1438A	Converting Oracle Databases to IBM DB2 the Easy Way by Using the IBM Database Conversion Workbench	 Shorelines B Lab Room 11
ISP-1551A	IBM InfoSphere Guardium Secures Next Generation Applications: InfoSphere BigInsights and MongoDB	 Shorelines B Lab Room 10



MANDALAY BAY NORTH CONVENTION CENTER









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Hands-on Labs *continued*

10:00 AM – 1:00 PM

IMD-2198A	InfoSphere Reference Data Management Hub V11: A Lab for Business Users, Stewards and Administrators	 Shorelines B Lab Room 12
IBD-2973B	A Hands-on Look at BigR: R + IBM InfoSphere BigInsights (Lab)	 Shorelines B Lab Room 1
IBD-3475A	Crunch Big Data in the Cloud with IBM BigInsights and Hadoop	 Shorelines B Lab Room 15
IDX-3691A	Get the Best of Both Worlds: Bring NoSQL to Your SQL Database	 Shorelines B Lab Room 2
IBD-3704A	Analyzing Network Data with InfoSphere Streams to Fight Crime	 Shorelines B Lab Room 13
IDB-3758A	IBM DB2 First Responder Training	 Shorelines B Lab Room 14

Elective Sessions and Expert Exchanges

10:00 AM – 11:00 AM

BAA-1226B	Secrets to a Successful User Group	 Mandalay Bay K
BBI-1908B	Getting the Numbers to Talk to You with Statistical Analysis	 Mandalay Bay I
BAA-1916A	The Hunt for Talent: Optimizing Human Capital Recruiting with Smarter Workforce Analytics and IBM Kenexa	 Mandalay Bay A
BBD-3025A	IBM Watson: Transforming How Companies and Clients Interact	 Mandalay Bay C

■ BUSINESS ANALYTICS ■ BUSINESS LEADERSHIP
■ ENTERPRISE CONTENT MANAGEMENT ■ INFORMATION MANAGEMENT













CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

10:00 AM – 11:00 AM

BBI-3677B	Metadata Modeling with IBM Cognos Framework Manager for Reporting and Analysis	 Mandalay Bay L
BBI-3868B	Expert Exchange: Getting Started with Predictive Analytics	 Breakers K
BAW-3880A	An Introduction to the Analytics Center of Excellence: The Common Thread of a High Analytics Quotient	 Breakers L
ECA-1409A	Bringing Enterprise Search to Market	 Lagoon F
EIC-1667A	Capturing Content With Your Mobile Device	 Lagoon H
ECG-1726A	IBM FileNet Distributed Deployments	 Lagoon E
EAC-2130A	Advanced Intellectual Property Solution: Leveraging ICM to track and monetise intellectual property	 Lagoon D
ELG-3222B	IBM Records and Retention Management Solution Technical Advances	 Lagoon K
ESC-3764A	Securely Share Content With Anyone, Anywhere in the World	 Lagoon B
IDZ-1215A	Real-Time Analytics on Transactional Data with IBM DB2 Analytics Accelerator	 Jasmine C
IDZ-1268A	The Present and Future of Large Memory in IBM DB2	 South Seas A
ISP-1369A	An In-depth Look at IBM InfoSphere Guardium Data Encryption	 Palm C



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CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*

10:00 AM – 11:00 AM

IDZ-1373A	State of the Art DB2 for z/OS Security with Guardium	 South Seas B
IDB-1465B	IBM DB2 10.5 Database Features in SAP	 South Seas C
IDB-1730A	The DB2 Compression Evolution: How DB2 is Leading the Way in Database Compression Technology	 South Seas D
IMS-1965A	Worlds Together: IMS and .NET	 Banyan C
IBD-2210A	Architecting High Performance Production Analytic Workflows on InfoSphere BigInsights	 South Seas H
IIG-2487A	IBM InfoSphere Lessons Learned: Powering SAP at Cardinal Health	 Palm B
IDX-2551B	Developing "Hybrid" NoSQL/SQL Applications using JSON/BSON with Informix	 Banyan F
IMS-2566A	IMS 13 DB and DBRC: Greater Resiliency for Your Data	 Banyan D
IDZ-2594A	DB2 and System z Synergy	 Jasmine B
ISA-2859A	How China Lottery Online Used New IBM Technology to Improve Scalability	 Palm A
IDW-2921A	Overview of the SPSS Modeler Integration with IBM PureData System for Analytics	 South Seas J
IDW-2927A	Ambank Manages Risk with IBM PureData System for Analytics	 South Seas I

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION




Elective Sessions and Expert Exchanges *continued*

10:00 AM – 11:00 AM

IMD-2955A	Connecting Patient Data with InfoSphere Master Data Management	 Palm D
IIQ-2981A	DataClick for BigInsights: Agile and Governed Data Movement to BigInsights	 Palm H
IDB-3022A	IBM DB2 Internals for Database Administrators	 Jasmine E
IBD-3047A	Case Study: How IBM Burlington is Using Stream Computing in A Semiconductor Manufacturing Environment	 South Seas G
ISA-3428A	Big Data - Achieving Real Time Velocity of Data with Advanced Architectures and Methods - Deep Dive	 Jasmine A
IMD-3588A	ExpertExchange: Building a business case for MDM	 Banyan B
IBD-3948B	Expert Exchange: Large-Scale Indexing to Support Big Data	 Banyan A

Elective Sessions and Expert Exchanges

11:15 AM – 12:15 PM

BBI-1828B	IBM Cognos Active Report: Intermediate to Advanced Authoring Techniques	 Mandalay Bay L
BAA-2204A	IBM Smarter Analytics Signature Solution: How Savvy Organizations Detect, Prevent and Investigate Fraud	 Mandalay Bay A
BBI-2863B	Integrating Predictive Analytics, BI and Performance Management to Extract the Hidden Value in Your Data	 Mandalay Bay I



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CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*


11:15 AM – 12:15 PM

BAA-3871A	Expert Exchange: Measuring Sentiment for Customer and Employee Retention	 Breakers L
BPM-3882B	Designing and Deploying Large Scale IBM Cognos TM1 Applications with IBM Cognos TM1 Performance Modeler	 Breakers K
ELG-1537B	Architecture Blueprints for using ILG Products in Defensible Disposal Scenarios	 Lagoon K
ECG-1664B	Creating Enterprise Content Management Mobile Applications Using IBM Worklight and IBM Content Navigator	 Lagoon H
EAC-2128A	Complex Claims Solutions: Transforming Your Operations Using IBM Case Manager	 Lagoon F
EIC-2322A	Extracting Meaning From Medical Documents Using IBM Datacap Taskmaster Capture and IBM Content Analytics	 Lagoon E
ECG-2368A	Moving From eClient to IBM Content Navigator	 Lagoon D
EAC-3262B	Next Generation Case Management Capabilities from IBM Research	 Lagoon J
ESC-3954A	Content and Connections, Managing Documents in the Social Business	 Lagoon B
IDZ-1044A	Avoiding IBM DB2 Performance Problem Management Records	 South Seas B
IDB-1104A	IBM DB2 Backup and Recovery Best Practices	 South Seas D
IDW-1133A	IBM Netezza - Embracing Zero-Latency ELT For Radical Data Processing	 South Seas J

 BUSINESS ANALYTICS

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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

11:15 AM – 12:15 PM

IDW-1183A	IBM DB2 With BLU Acceleration: A Customer Case Study	 South Seas I
IDX-1314A	Better Managing Big Data Using Informix TimeSeries for Plant Operation Management	 Banyan F
IQM-1432A	Getting Started with IBM InfoSphere Information Server for Data Quality	 Palm H
IMD-1614A	Configuring and Customizing Master Data Management: Making Master Data Management Easier For You	 Palm D
IDZ-1817A	IBM DB2 for z/OS Migration - Query Performance Considerations	 Jasmine B
IDZ-1909A	A New Way to Tune: How Optimizing DB2 Queries a Workload at a Time Has Changed My Life as a DBA	 South Seas A
IDZ-2057A	New Techniques to Solve Database Administrator (DBA) Challenges	 Jasmine C
ILM-2338A	Integrating Enterprise Data Retention Policy Management with IBM InfoSphere Optim	 Palm B
IDB-2370B	Highly Effective Storage Use with IBM InfoSphere Optim Configuration Manager	 South Seas C
IBD-2381A	To SQL or NoSQL? That is the question.	 South Seas H
IIQ-2523A	VSAM and IMS Data Replication	 Jasmine A
IBD-2583A	SoLoMo Analytics for Mobile Internet Big Data Monetization	 South Seas G



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CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*

11:15 AM – 12:15 PM

IPT-2726A	Time Travel Queries and Temporal Data Storage: What You Need to Know	 Banyan D
ISA-2779A	Citi Builds Future-Proof Regulatory Oversight Using IBM Banking Data Warehouse	 Palm A
IMS-2922A	Increase ROI by Expanding the Life of Your IMS Applications for Another 45 years!	 Banyan C
IDB-3022A	IBM DB2 Internals for Database Administrators	 Jasmine E
ISA-3772B	Expert Exchange: Big Data Architects - Parallel Processing, Hadoop, Streams, II, Cloud, Infrastructure	 Banyan A
IIQ-3812A	Expert Exchange: Security and Performance Tuning in Federation Server	 Banyan B




Lunch Session

12:30 PM – 1:30 PM

CGS-3853A	Next? Join the Conversation!	 Mandalay Bay H
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Elective Sessions and Expert Exchanges

1:45 PM – 2:45 PM

BBI-1927B	IBM Cognos Business Intelligence V10.2.1: What's New	 Mandalay Bay L
BBI-3343B	Advanced IBM Cognos Business Intelligence Report Authoring Techniques	 Mandalay Bay I
BAA-3874A	Expert Exchange: Getting Started Using Analytics to Reduce Operational Costs	 Breakers L

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
 ENTERPRISE CONTENT MANAGEMENT	 INFORMATION MANAGEMENT













CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

BBI-3936A	Support, Service and Education to Help You Improve and Manage your Business Analytics Implementations	 Breakers K
ECG-1501A	A Petabyte: Scaled-out Enterprise Content Management Solution for Smarter Traffic in Nanjing China	 Lagoon F
ESC-2005A	An Exploration of Social Content Management With IBM FileNet, IBM Connections, and IBM Content Navigator	 Lagoon B
EAC-2124A	Protective Intelligence Using Analytics and IBM Case Manager	 Lagoon J
EIC-2247A	Update on Globalization in Datacap Taskmaster with application tips from APT	 Lagoon H
EIC-2387A	Processing Images Stored in IBM FileNet Content Manager Using IBM Datacap	 Lagoon D
ELG-3148B	Structured Data Archiving: A Deep Dive and Speeding Up To Save Big	 Lagoon K
EAC-3467C	Customizing IBM Case Manager web applications	 Lagoon E
IDB-1552A	Safeguarding Your Database Traffic	 Jasmine E
IBD-1727A	A Practitioner's Guide to Real-time Analytics Using InfoSphere Streams and SPSS	 South Seas G
IMD-1792A	New Insights from Master Data Management and Big Data via Text Correlation	 Palm D
IIQ-1833A	Applied Information Governance Using IBM's Infosphere Information Server Suite	 Palm B



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





MANDALAY BAY SOUTH CONVENTION CENTER

CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

IDB-1933A	Strengthening Your Business Continuity Strategy with the IBM DB2 Advanced Recovery Feature	 South Seas C
IMS-1949A	Big Data Database Maintenance Tasks are Simpler and Easier than Ever	 Banyan C
IDZ-2043B	Migrating to IBM DB2 11 for z/OS	 South Seas A
IDZ-2125A	IBM DB2 for z/OS: The Super-Server for Client-Server Applications	 Jasmine B
IDZ-2147A	Cool SQL for Real World Problems	 South Seas B
IIQ-2279A	How to Scale Your Data Integration Workload by Deploying InfoSphere InfoSphere Information Server on Cloud	 Palm H
ISP-2521A	Leverage IBM InfoSphere Guardium to Strengthen Security for Mission Critical Data on IBM DB2 for z/OS	 Palm C
IMS-2564A	IMS 13 System: Easier Management with Increased Reliability	 Banyan D
IDW-2776A	Deploying the IBM Data Models to IBM PureData System for Analytics	 South Seas J
IDW-2941A	Thousands of Queries per Second with IBM PureData for Operational Analytics	 South Seas I
ISA-3216A	Leveraging Big Data for More Effective Marketing and Enterprise Campaign Management	 Palm A

Thursday, November 7






CODE

TITLE

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Elective Sessions and Expert Exchanges *continued*

1:45 PM – 2:45 PM

IDX-3443A	Reduce Storage Needs and Improve Performance With Comprehensive Compression of Tables, Indexes, and BLOBS	 Banyan F
IBD-3456A	Best Practices for Deploying InfoSphere BigInsights and InfoSphere Streams in the Cloud	 South Seas H
IDB-3659A	Large SAP ERP Migration from Oracle on HP to IBM DB2 on IBM Power Systems	 South Seas D
IDZ-3757A	Improve the quality and efficiency of your DB2 for z/OS migrations with the right tools and best practices	 Jasmine C
IIQ-3811A	Expert Exchange: Picking the Most Appropriate Option for Your Multidirectional Replication Needs	 Banyan B

Hands-on Labs

2:00 PM – 5:00 PM

BBI-1110B	Predictive Analytics for the IT Professional	 Shorelines B Lab Room 3
BBI-3712B	IBM Cognos Report Studio: Adding Conditional Formatting to Your Reports	 Shorelines B Lab Room 8
BBI-3714A	Advanced Generated SQL Concepts and Complex Queries in IBM Cognos Framework Manager	 Shorelines B Lab Room 16
BPM-3726B	Scorecarding and Dashboarding with IBM Cognos TM1 V10.2 and IBM Cognos Insight	 Shorelines B Lab Room 7



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Hands-on Labs *continued*

2:00 PM – 5:00 PM

BPM-3731B	Improve and Extend Your Internal Reporting Process with IBM Cognos Solutions	 Shorelines B Lab Room 6
ESC-1427C	Customizing and Extending IBM Content Navigator	 Shorelines B Lab Room 11
ECA-2533A	Enterprise Search: Finding the Right Data in the Right Amount of Time	 Shorelines B Lab Room 4
ELG-2790B	Managing Structured Data in Defensible Disposal Processes Using IBM Atlas Policy Suite and InfoSphere Optim	 Shorelines B Lab Room 14
EIC-2875A	Implement IBM Datacap Capture Solution Using Taskmaster Web Services	 Shorelines B Lab Room 9
IDB-1878A	Agile Product Development Using IBM DB2 with JSON	 Shorelines B Lab Room 2
IDB-2335A	Step-by-Step Performance Management for IBM DB2 Advanced Editions	 Shorelines B Lab Room 5
IBD-2351B	InfoSphere Streams Hands on Lab — Creating a Streams Application	 Shorelines B Lab Room 1
IBD-3695A	Enhanced 360 Degree View: Building Customer 360 Applications with InfoSphere Data Explorer	 Shorelines B Lab Room 15
IMD-3819A	Get hands on with MDM and Big Data	 Shorelines B Lab Room 12

 BUSINESS ANALYTICS

 BUSINESS LEADERSHIP













 ENTERPRISE CONTENT MANAGEMENT

 INFORMATION MANAGEMENT

CODE TITLE LOCATION

Elective Sessions and Expert Exchanges

3:00 PM – 4:00 PM

BBI-3866D	Expert Exchange: Pulling Non-Traditional, Unstructured and Messy Data into Your Analysis	 Breakers L
BBD-3878A	Expert Exchange: Bringing Big Data into Your Analysis	 Breakers K
ESC-1787B	IBM Enterprise Content Management and Cloud	 Lagoon H
ELG-3228C	Legacy Data Cleanup and SharePoint Governance	 Lagoon K
EAC-3459C	Deep Dive Session on Solution Design with IBM Case Manager	 Lagoon E
IDZ-1140A	The Many Uses of the FlashCopy Function with IBM DB2 for z/OS	 South Seas A
IMD-1168A	Governance Improves Business Outcomes with MDM Stewardship and Policy Management	 Palm D
IDW-1401A	Telco Mobile Analytics With IBM SPSS and IBM PureData for Analytics	 South Seas J
IDB-1473A	Running SAP NetWeaver on IBM PureData Systems	 South Seas C
ISA-1474A	Leveraging Cognitive Computing and Big Data for Insurance Solutions	 Palm A
IDB-1665A	Oracle Compatibility in IBM DB2 for Linux, UNIX and Windows: Summary of Improvements	 South Seas D
IDZ-1751A	A Sneak Preview of the Extended RBA/LRSN Support	 Jasmine B



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


MANDALAY BAY SOUTH CONVENTION CENTER

CODE	TITLE	LOCATION
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Elective Sessions and Expert Exchanges *continued*

3:00 PM – 4:00 PM

IDZ-2021B	Demystifying Online IBM DB2 for z/OS Migration	 South Seas B
IDB-2060A	Higher Availability with IBM pureScale in IBM DB2 10.5	 Jasmine E
IPT-2085A	Row Permissions, Column Masks and Trusted Contexts: Making Security Compliance Easier	 Banyan D
IDZ-2146A	Monitoring Techniques for the DB2 Analytics Accelerator	 Jasmine C
IBD-2267A	Real-time Business Rules in InfoSphere Streams	 South Seas G
IIG-2699A	Improving Data Governance and Database Architecture at Aetna	 Palm B
IDW-2766A	Transitioning Your Data Warehouse into Cloud: China Mobile Communication Corporation Use Case	 South Seas I
IIG-2950A	From Real Time to Zero Downtime: Make the Most of Your Data with Replication	 Palm H
IBD-2952A	Analyzing Big Data with Open Source R and InfoSphere BigInsights	 South Seas H
ISP-3627A	IBM InfoSphere Guardium and IBM PureData: A Perfect Marriage	 Palm C
ISP-3633A	Expert Exchange - Navigating data compliance requirements	 Banyan B
IDX-3663A	Replication on Rails: Using Database Replication to Manage Rapid Transit Operations	 Banyan F

 BUSINESS ANALYTICS	 BUSINESS LEADERSHIP
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CODE

TITLE

LOCATION

Elective Sessions and Expert Exchanges

4:15 PM – 5:15 PM

BBI-3675D	Extending IBM Social Media Analytics with Your IBM SPSS and IBM Cognos Solutions	 Mandalay Bay C
IDB-1469A	Everything You Want to Know About Migrating, Developing and Monitoring PL/SQL and SQL PL Stored Procedures	 South Seas D
IMD-1510A	Leveraging IBM PureSystems for InfoSphere Master Data Management Deployments	 Palm D
IDB-1538A	Performance Management with IBM PureData System for Transactions	 South Seas C
IDW-1659A	Incremental Updates of IBM DB2 Analytics Accelerator	 South Seas I
IDZ-1760B	Exploiting DB2 for z/OS CPU-Saving Technology	 South Seas A
IDZ-1959B	DB2 Utilities - Now and Next	 Jasmine B
IDZ-2087A	Best Practices for configuration with DB2 Connect	 Jasmine C
IIG-2193A	Implementations in the Banking Industry with Reference Data Management and Information Governance	 Palm B
IBD-2395A	Stay Safe, Big Data! Steps to Secure and Protect Big Data	 South Seas G
IDB-2646A	Enabling Mobile Data with Your IBM DB2 Database	 Jasmine E
IIQ-2706A	A Technical Review of InfoSphere Federation Server for Data Virtualization	 Palm H



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Elective Sessions and Expert Exchanges *continued*

4:15 PM – 5:15 PM

ISA-2765A	Accelerated Big Data Deployments with IBM Industry Models and Data Integration Model Solutions	 Palm A
IDZ-3063B	DB2 for z/OS Security: New Ways to Protect Your Assets	 South Seas B
IIQ-3247A	Continuous Availability Using Replication and GDPS Active-Active Sites	 Palm C
IDX-3482A	Cognos and Informix: Business Analytics Just Got a Whole Lot Easier!	 Banyan F
IBD-3791B	Adios Silos! Big Data across Enterprise Repositories	 South Seas H
IQM-3802A	Expert Exchange: InfoSphere Information Server for Data Quality - Tips and Tricks	 Banyan B

Usability sandbox



Gain insight into the future of the industry while providing IBM with valuable feedback on product usability and the functionality most important to you. Usability experts will lead a variety of interactive events, including test-driving prototypes, small-group design reviews and feedback sessions, and opportunities to vote on user requirements and prioritize them. Topics range from big general issues such as the future of graphical user interfaces (GUIs) and autonomic computing, to prototypes and glimpses of early code of new products now in development.

Some of these early hands-on test-drive opportunities include products in Business Analytics, Big Data, Information Governance, Master Data Management, Enterprise Content Management, DB2, and Mobile tools and technologies. Experts in all these areas will be able to talk to you about what's coming soon and how your ideas and concerns can help shape IBM's direction. Activities will run throughout the length of the conference, and many of them will be repeated throughout the event. When you sign up to attend the Usability Sandbox you'll find good company and a welcome atmosphere to share your ideas, your gripes, and your wishes for future product enhancements. To view and enroll in Usability Sandbox sessions, please use the Agenda Builder at any onsite kiosk or online at ibm.com/events/iodsessionagenda.

CODE	TITLE
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Business Analytics - Reef E

BAA-1185	Using IBM SPSS Analytic Catalyst Output in Collaboration with SPSS and Cognos Solutions (Usability Session)
BAA-1230	IBM SPSS Data Collection, Modeler, and Social Media Analytics for 360-degree Text Analysis (Usability Session)
BAA-1231	IBM SPSS Modeler meets IBM Cognos TM1: The Future of Financial Planning, Budgeting and Forecasting.
BAA-2637	Enabling an Extensible Visualization Experience
BBD-1217	Big Data and IBM SPSS Statistics

Usability sandbox

CODE TITLE

Business Analytics - Reef E *continued*

BBD-1224	Managing Your Data Sources for Big Data Analytics
BBI-1218	User Research into Business Analysis through Data Visualization
BBI-1222	Business Questions driving Analysis and Data Visualization
BBI-1223	Solutions to Simplify Installation and Configuration of IBM Cognos Business Intelligence
BBI-1244	User Research into Improving BI Development through the Use of Templates and Themes
BBI-1245	Controlling Functionality Available to Users in Business Intelligence Applications
BBI-1246	Trust vs. Smarts in Analytic Applications
BBI-1247	User Research into Design Concepts for Visual Data Comparison

Enterprise Content Management - Breakers D

EAC-1392	Usability Sandbox: Exploring Case Management Mobile Solutions
EAC-2031	Usability Sandbox: Building Solutions with IBM Case Manager Case Builder
EAC-2032	Usability Sandbox: Exploring the IBM Case Manager Client for Case Workers
ECA-1394	Auto-Classification Using IBM Content Navigator: Usability Session
ECA-1472	Usability Sandbox: IBM Content Analytics With Enterprise Search, Making the Experience Even Easier
ECA-1853	IBM Content Classification: The Key to Organizing Your Content

CODE

TITLE

Enterprise Content Management - Breakers D *continued*

ELG-1429	Usability Sandbox: Exploring IBM Information Lifecycle Governance, IBM Enterprise Records
ELG-1499	Usability Sandbox: Exploring IBM Information Lifecycle Governance, Value Based Archiving and Retention
ELG-1548	Usability Sandbox: Exploring IBM Information Lifecycle Governance, IBM Atlas Policy Suite, and IBM eDiscovery
ELG-1956	Usability Sandbox: Exploring IBM Information Lifecycle Governance, IBM Content Assessment and Management
EGN-1430	Usability Sandbox: Accessing FileNet P8 and CM8 Repositories Using Navigator Integration for Microsoft Office
EGN-1654	Usability Sandbox: Managing Enterprise Content with Mobile Solutions
EGN-1656	Usability Sandbox: Managing Enterprise Content with IBM Content Navigator
EGN-1672	IBM Watson at Work: Feedback on Designs in Progress
EGN-1723	Usability Sandbox: Taking a Closer Look at IBM Patient Care and Insights

Information Management - South Seas E

IPT-1628	PureApplication System: Simplified Pattern Creation and Management - Feedback Session
IPT-2152	Database Testing with IBM InfoSphere Optim Query Capture and Replay: Usability Session

Usability sandbox



CODE TITLE

Information Management - South Seas E *continued*

IPT-2156	Single Point of Control for IBM DB2 Database Administration: Usability Session
IDB-1793	PureApplication & PureData System for Transactions: Integrating with Your IT Systems - Feedback Session
IDB-1798	PureData System for Transactions: Simple Setup for Disaster Recovery - Feedback Session
IDB-1990	IBM DB2 Performance and Administration on the Web and Mobile Usability Session
IDB-1991	IBM InfoSphere Optim Query Tuning and Optimization Tooling Usability Session
IDB-2277	PureData System for Transactions: Enhancements to Database Monitoring - Feedback Session
IDT-1195	DB2 with BLU Acceleration - Usability Roundtable
IDT-3401	IMS and DB2 for z/OS Tooling Usability Session - Solution Deployment Assistance
IMS-3390	Web-based Administration Console for IMS and DB2 for z/OS - Usability Session
IBD-1319	Getting Started with Big Data: Focus Group
IBD-1869	Making Sense of Social Data - Feedback Session
IBD-1870	Making Sense of Big Data In Motion - Feedback Session
IBD-1879	Big Data Exploration And Search Capabilities - Feedback session
IBD-2304	Big Data Application Builder Configuration - Feedback Session



CODE	TITLE
Information Management - South Seas E <i>continued</i>	
IBD-3258	Data Shopping with Information Governance Catalog - Feedback Session
IBD-3582	Visually Building Text Extractors with InfoSphere BigInsights - Feedback Session
IIQ-2696	A First Look at New InfoSphere Data Replication Enhancements - Feedback Session
IIQ-3236	Self-service Data Integration with InfoSphere Data Click - Feedback Session
IIQ-3249	Next Generation IBM DataStage Designer Usability Roundtable
IIQ-3416	Information Server Support and Serviceability Usability Session
ISP-2153	Protecting Data Security with IBM InfoSphere Guardium: Usability Session
ISP-2154	Getting Started with IBM InfoSphere Guardium: Usability Session
IIG-2175	Leveraging Data Lineage for Governance and Trusted Information using Business Glossary & Workbench - Usability
IMD-1948	Master Data Management - Unified Workbench Usability Roundtable
IMD-2492	Reference Data Management: Usability Walkthrough of UI Designs
IMD-2499	Master Data Management: Usability Walkthrough of Master Data Stewardship User Interface Designs
ISA-1436	Strategic Directions for IBM Product Documentation (Knowledge Center): Feedback Session

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1230
1228 1327

720
Cloud Computing

826-G

824-G

Deepa Image System Ltd
1126 1225
1124 1223

1226 1325
1224 1323

MR12
Enterprise Content Management Central

822
820-G

922 1021
920 1019

1022-G 1121
1020 1119

1118-G

1222
1220 1319



714
Social Business

818-G
816-P

918 1017
916 1015-G

1018 1117
1016 1115

1116-G

1218 1317
1216

1316-G

1314-G

814-G
812-G

914 1011
912 1009

1014 1113
1012 1111

1114 1213
1112 1211

1214
1212 1311

Turkey

1209
1207

1313-G

1311-G

706
IBM IT & Infrastructure Analytics

808-P

902
Business Analytics

1205
1203

1303-G
1206-G

MR13
Business Analytics Hands-On Labs: Products & Support Tips & Tricks

MR14
Business Analytics Meet Your Technical Support Team

MR15
Business Analytics Learning Services

702
Rocket Software

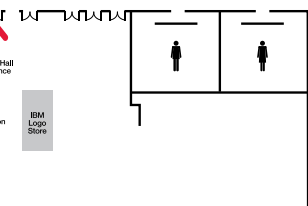
1401 1402 1403-G 1404 1405 1406 1407 1408 1409 1410-G 1412-G



You Are Here! Map

Conference Agenda Builder

Conference Agenda Builder
Conference Agenda Builder



Food & Beverage



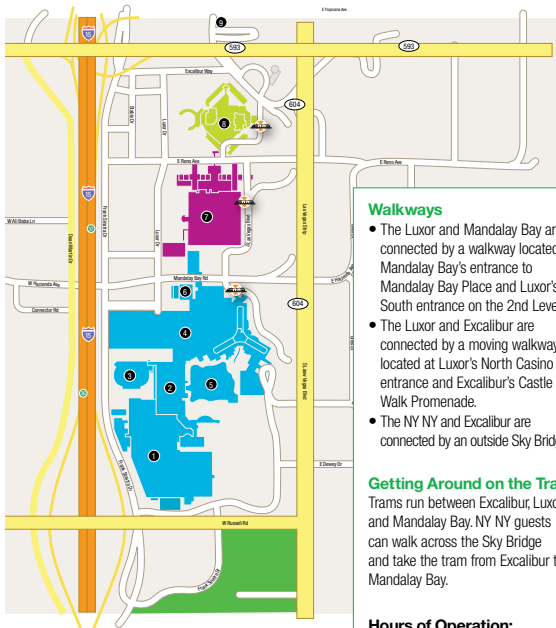
Bayside B Birds-of-a-Feather



Notes

A series of horizontal dashed lines for writing notes, spanning the width of the page.

Maps: Getting Around the Conference



Points of Interest

1. Mandalay Bay South Convention Center
2. Mandalay Bay North Convention Center
3. Mandalay Bay Events Center
4. Mandalay Bay Resort
5. Mandalay Bay Beach & Pool Area
6. THEhotel
7. Luxor Hotel
8. Excalibur Hotel
9. New York, New York

Walkways

- The Luxor and Mandalay Bay are connected by a walkway located at Mandalay Bay's entrance to Mandalay Bay Place and Luxor's South entrance on the 2nd Level.
- The Luxor and Excalibur are connected by a moving walkway located at Luxor's North Casino entrance and Excalibur's Castle Walk Promenade.
- The NY NY and Excalibur are connected by an outside Sky Bridge.

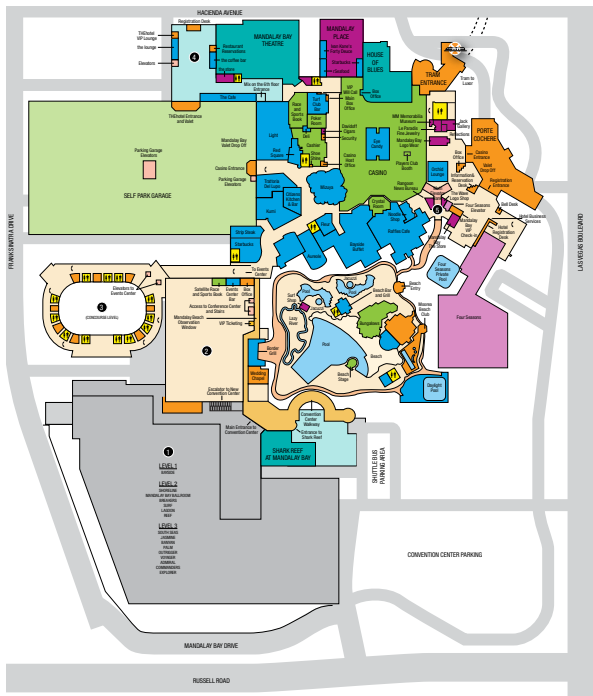
Getting Around on the Tram

Trams run between Excalibur, Luxor and Mandalay Bay. NY NY guests can walk across the Sky Bridge and take the tram from Excalibur to Mandalay Bay.

Hours of Operation:

Saturday, 11/2: 6:30 a.m. - 10:30 p.m.
Sunday, 11/3: 6:30 a.m. - 11:00 p.m.
Monday, 11/4: 5:30 a.m. - 9:00 p.m.
Tuesday, 11/5: 5:30 a.m. - 11:30 p.m.
Wednesday, 11/6: 5:30 a.m. - 9:00 p.m.
Thursday, 11/7: 5:30 a.m. - 10:00 p.m.

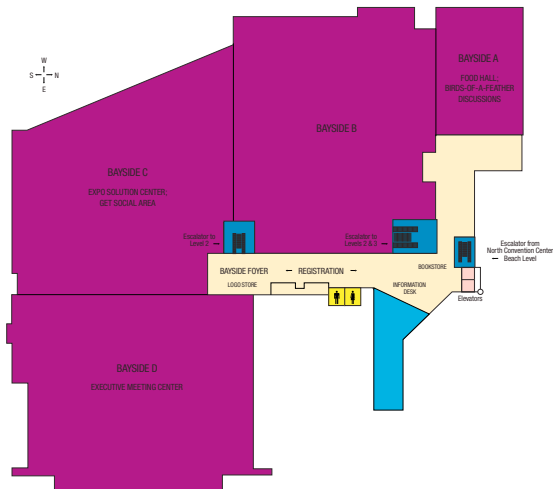
Maps: Mandalay Bay Property Map



Points of Interest

1. South Convention Center See Pages 149 – 151 for more information.
2. North Convention Center See Page 152 for more information.
3. Events Center See Page 153 for more information.
4. THEhotel See Page 154 for more information.
5. Mandalay Bay Resort

Hotel map subject to change



On the First Level

Bayside Foyer – Conference Registration; Housing Information; Ancillary Meeting Desk; Information Desk and Lost & Found

Maps: Mandalay Bay South — Level 2



On the Second Level

Mandalay Bay Foyer – Cyber Help Desk; Connect Lounge; Information Desk

Maps: Mandalay Bay South — Level 3

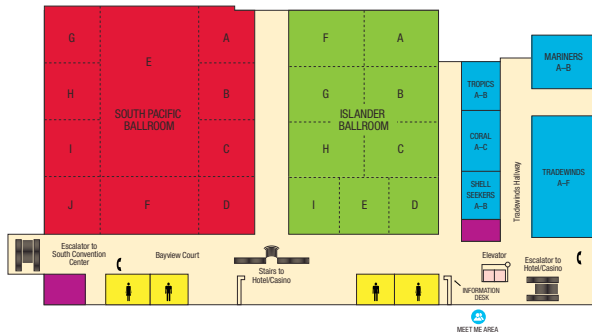


On the Third Level

Palm Foyer – Meet Me Area Green; Information Desk

South Seas Foyer – Meet Me Area Purple

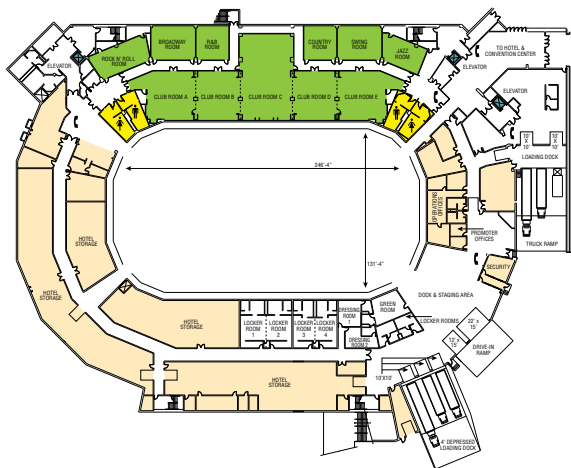
Maps: Mandalay Bay North



In the North Convention Center

Bayview Court – Information Desk; Meet Me Area Blue

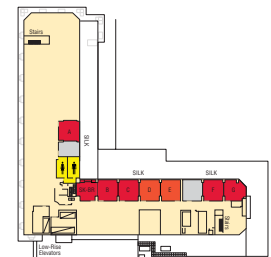
Maps: Mandalay Bay Events Center



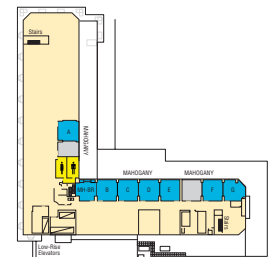
In the Events Center

Events Center – General Session (Monday - Wednesday);
FunFEST Evening Social Event (Tuesday)

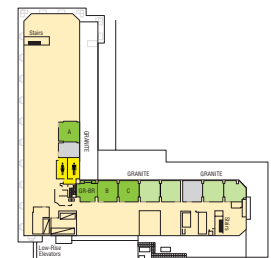
Maps: THEhotel



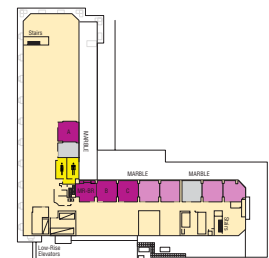
On the Third Floor
Silk Boardroom
Silk A-G



On the Fourth Floor
Mahogany Boardroom
Mahogany A-G



On the Fifth Floor
Granite Boardroom
Granite A-G



On the Sixth Floor
Marble Boardroom
Marble A - G

Notes



Making
the value
of your
big data
real

Visit
Capgemini and
pick up your
make it real
puzzle

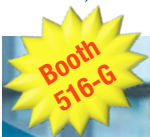
Booth
number
G522





STREAM

INTEGRATION



FIND OUT HOW TO:

- Improve Performance
- Increase ROI
- Maximize Investment



WITH A FREE HEALTH CHECK