



Business Analytics Sessions for Midsize Businesses

Use analytics to outperform your competition! Attend the Business Analytics Forum at Information on Demand 2011 to gain the technical expertise and strategic vision you need to build an organization this is driven by pervasive analytics, prepared to understand and respond in real time to what is happening today and predict what is likely to happen tomorrow. Check out some of the sessions designed specifically for midsize businesses.

Note: This document is accurate at the time of publication, but subject to change. Check the conference [website](#) for the most current agenda.

Session Highlights

<p>Session 4064A Monday, Oct 24 10:15 AM - 11:15 AM</p> <p>Thursday, Oct 27 11:30 AM – 12:30 PM</p>	<p>Managing Growth at Vantage Drilling with IBM Cognos Express for Ad Hoc Analysis, Forecasting and Reporting Vantage Drilling Company is an offshore drilling contractor that has grown its revenues from less than \$1M in 2008 to \$278M in 2010. With this dramatic growth have come challenges. The company's planning environment formerly consisted of complex spreadsheet models that were emailed to planners around the world. There was no visibility to the monthly rolling forecast process, and key information was often missing. Learn how IBM Cognos Express was implemented to address these problems.</p>
<p>Session 3952A Monday, Oct 24 3:45 PM - 5:00 PM</p>	<p>KEYNOTE SESSION Driving Better Business Outcomes with Business Analytics Speaker: Rob Ashe, General Manager, IBM Business Analytics</p>
<p>Session 3703A Tuesday, Oct 25 9:45 AM - 12:45 PM</p>	<p>IBM Cognos Express V9.5 Overview - Hands On Lab In this session, you will review IBM Cognos Express V9.5, the latest release of the integrated business intelligence and planning solution specifically designed for midsize organizations. You will learn how to use Cognos Express to analyze data and for managed planning applications. You will also have the opportunity to create reports using Cognos Express Reporter.</p>
<p>Session 3925A Tuesday, Oct 25 10:00 AM - 11:00 AM</p>	<p>Solutions for Midsize Companies – Ask the Experts IBM Cognos Express provides a one-stop integrated business intelligence and planning solution purpose-built for midsize companies. Users can analyze data in a business context and quickly gain insight into company performance and trends to take immediate action. Visit our experts to discuss how integrated BI and planning can provide consistent, reliable information for better, faster decision-making to manage costs, drive profitability and increase growth.</p>
<p>Session 3953A Tuesday, Oct 25 11:15 AM - 12:15 PM</p>	<p>KEYNOTE SESSION IBM Business Analytics--Power to Meet Your Priorities Speakers: Deepak Advani, Vice President, IBM Business Analytics Products and Eric Yu, Vice President, IBM Business Intelligence & Performance Management</p>
<p>Session 2702A Tuesday, Oct 25 3:00 PM – 4:00 PM</p>	<p>Applying Your Spreadsheet Skills to a Complete Business Analytic Platform: IBM Cognos Express Microsoft Excel is a great tool but it's overused as an analytics platform. In this case study, you'll learn how Accelrys Technologies, a developer of software for the life sciences industry, was able to migrate a number of spreadsheet models and interfaces into Cognos Express, creating a single application for all of its forecasting and analytic needs. Hear how financial reporting, revenue forecasting and analysis of operations, as well as customer and product analytics were all migrated to Cognos Express.</p>



Session 3999A Tuesday, Oct 25 6:00 PM - 6:30 PM	Join us in the EXPO Theater! Integrated Business Intelligence and Planning for Midsize Companies See how IBM Cognos Express lets you turn data into information with reporting and dashboards, get insight with analysis, and then take action to optimize performance.
Session 2955 Wednesday, Oct 26 11:30 AM - 12:30 PM Thursday, Oct 27 10:00 AM – 11:00 AM	Turning Data into Sales Using IBM Cognos Express & SPSS Predictive Analytics Learn how Mentoring Minds, an educational publisher, was able to combine the power of IBM Cognos Express and IBM SPSS Predictive Analytics to make confident predictions about customer buying propensities and shape personalized marketing campaigns that increased sales. Hear how they have been able to create campaigns that, in one market, generated 250 percent more sales.
Session 3817A Wednesday, Oct 26 2:00 PM - 5:00 PM	Business Analytics Journey for a Midsize Company For midsize companies or departments of large enterprises that are just starting their Business Analytics journey, we'll discuss a pragmatic 'think big, start small' approach to developing your Business Analytics strategy. Topics include identifying potential projects, defining the business case and value, and evaluating the value and risk / planning an effective deployment. Participants will leave the session with a Value Quadrant of potential projects which highlights highest value low risk projects.

Birds of a Feather Lunches, 12:30-1:30

Session 3829 Monday - Thursday	Getting Started with Business Analytics in Midsize Companies
Session 3830A Monday, Oct 24	Business Intelligence for Midsize Companies
Session 3844A Tuesday, Oct 25	Dashboards for Midsize Companies
Session 3859A Wednesday, Oct 26	Planning for Midsize Companies
Session 3867A Thursday, Oct 27	Business Analytics for Midsize Companies: Leveraging In-Memory Analytics

Demos at the EXPO

Sunday, Oct 23 6:00 PM – 8:00 PM Monday, Oct 24 8:00 AM – 7:00 PM Tuesday, Oct 25 8:00 AM – 7:00 PM Wednesday, Oct 26 8:00 AM – 3:00 PM	EXPO Join us for the official Information on Demand 2011 Grand Opening Reception in the EXPO Sunday evening. Then plan to visit the EXPO with all the experts throughout the week. With more than 200 Business Partners showcasing their full range of solutions and services and exhibits from IBM, the EXPO is the place to be. BI and Planning for Midsize Companies – IBM Cognos Express Demo Be sure to visit this IBM Cognos Express demo to see all the capabilities that midsize companies like you need. Take this opportunity to learn about how you can achieve a lower total cost of ownership.
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