IBM Software

Information On Demand 2011

October 23–27, 2011
Mandalay Bay | Las Vegas, Nevada

Business Leadership Forum - Consumer Products Roadmap

At the Information on Demand Conference 2011, this track will feature business leaders presenting their stories of success with Business Analytics and Optimization (BAO). Learn from them, and get inspired by the latest practical ideas and best practices from their experience.

The Business Leadership Forum is organized along two dimensions: one concerning cross-industry themes where clients have invested considerably to address common problems (Theme Tracks). The other dimension, addressed by the Industry Tracks, concerns industry-specific topics on BAO.

In addition to Business Leadership Forum sessions, this roadmap also lists additional sessions of interest to Cosumer Products attendees featured in other programs at the conference, e.g. Business Analytics, Information Management and Enterprise Content Management Forums.

Roadmap table of contents:

Please note: This document is accurate at the time of publication, but is subject to change. Please check back often to the conference website for the most current agenda.

Sunday, October 23

6:00 – 8:00 PM	**Expo Grand Opening Reception**
8:00 – 10:00 PM	**Business Leadership Forum Welcome - Community Reception**

Monday, October 24

8:15 – 9:45 AM	**Opening General Session**
10:15 – 11:15	**Business Leadership Forum Keynote**
11:30 AM – 12:30 PM	**Theme Track Kickoffs** • The Customer Track – Client Panel • The Finance Track – Client Panel • The Operations Track – Client Panel • The Strategic Foundation Track – Client Panel
12:30 – 2:00PM	**Lunch**
2:15 – 3:15 PM & 3:30 – 4:30 PM	**Theme Track Electives Afternoon Sessions** The Theme Track electives offer the opportunity to learn from your peers in other industries - how they addressed key business initiatives with BAO. Specifically, business initiatives include: marketing and sales initiatives to customers; optimizing finance processes; operational efficiency; and establishing a strategic foundation for BAO *(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is till in process.)*

■ Special / Other Events

Turn Insight Into Action

The Customer Track

Driving B2B Sales with Predictive Analytics	With nine million domestic prospects alone, ADP needed a better way to identify sales opportunities. Now with several successful B2B predictive selling applications built and deployed, the results are in. In this session, you will get an understanding of the business issues faced by ADP, the people, process and tools used to overcome the issues and the successes or failures encountered when deploying Predictive Analytics in a large scale B2B sales environment.
Maximizing Customer Profitability and Marketing ROI, through Multi Channel Sales Campaigns Optimization	Banco Ita Argentina launched an aggressive new customer acquisition program and set the constrain of simultaneously increasing its Retail Bank's profitability. In order to achieve such goal the Bank had to maximize existing customers' profitability and the return on its marketing investments. Using predictive analytics and optimization tools, the Bank ran multi-channel sales campaigns, which resulted in increased customer cross-selling and profitability. By offering the right campaign, to the right customer through the right channel, the Bank grew its existing customer profitability by 40% in just one year. The project evolved to find also the right price for each customer obtaining even more profitability to the bank.
Combining Social Media Analytics (CCI) with Predictive Modeling and Other Data Sources	In this session, we will provide an overview of Cognos Consumer Insight and how it can be use to perform analysis of social media such as blogs, news sites, and message boards. We will also cover how this social media data can be integrated into broader customer analytics activities with tools like SPSS to drive more effective marketing actions.
Contact Center, Enhanced Relationships Lead to Proven Financial Results	Increasing levels of customer retention, customer revenue, customer satisfaction, and agent satisfaction are an ongoing challenge of today's contact centers. IBM has developed an analytics-based, optimized, contact center solution that matches agents to customers based on the highest probability of success. This session will demonstrate how the outcome of an analytics-based, optimized contact center delivers an identifiable change in business performance, unique and new customer and agent insights and personalized agent/customer interaction that ultimately lead to greatly increased sales, retention and collections.
Getting Business Value from Watson	Will the innovative algorithms and natural language processing capabilities of Watson have a significant impact on how businesses use and apply analytics. And if so, what kind of impact will that be, and when would it start to happen. In this presentation, you will hear about the analytical innovations behind Watson and how they might change the way companies use descriptive, predictive, and prescriptive analytics to improve their performance. You will also see how deep question and answer technology correlates to the results of a study asking 3,000 corporate executives how they see the analytics space evolving over the next few years.
Applying Science to the Art of Marketing with Customer, Marketing and Sales Analytics	Customer, Marketing and Sales Analytics helps companies better integrate and more effectively manage their value chain by taking real-time actions leading to greater customer loyalty, revenue, margins and agility. Join leading companies and IBM experts to learn how you can apply analytics to bring science to the art of marketing to gain greater insight into your customers that will enable you to outperform the competition.

The Finance Track

■ Special / Other Events

Turn Insight Into Action

	The Journey to a Value Integrator: Applying Real-time Data & Analytics to Optimize Business Outcome	In the midst of the crisis through today, CFOs are being called into more frequent boardroom and executive level. Today's CFO provides their enterprises with a competitive edge and help the business make not just faster, but smarter decisions. Learn how leading organizations drive value through a combination of finance efficiency through data and process standards, and business insight through analytics. Hear from leading experts about new tools and disciplines to help finance organizations improve the way they measure and monitor business performance, manage enterprise risk, drive information integration, and enable sustainable financial governance
	A Deep Dive into the Benefits of Using an Integrated GRC Solution	An overview of the Open Pages suite which combines powerful document and process management with rich interactive reporting capabilities in a flexible, adaptable easy-to-use environment, enabling CEOs, CFOs, managers, independent auditors and audit committees to perform all necessary activities for complying with financial reporting regulations in a simple and efficient manner. A deep dive and discussion of the benefits of implementing OpenPages ORM and IAM at Financial Institutions.
	Transforming Finance through Analytics	While signs of recovery from the global recession abound, heightened uncertainty is now part of the normal course of business. Surviving and thriving in the recovery means anticipating and shaping business outcomes, and driving transparency to manage risk and improve decision making. This session will highlight Qualcomm's success in using a range of IBM solutions, and their recent shift from IBM Cognos Planning to IBM Cognos TM1, to increase visibility into the drivers of revenue, profit and working capital and to improve the management of capital expenditures, project cost planning, and consolidated reporting for divisional P&Ls.
	Enabling Risk-based Decisions: Case Studies in Risk Management	Typically risk management has been the responsibility of the office of finance, but as business and economic complexity accelerate, business users in every department need a better understanding of real and potential impacts of risk on their decisions. But how do you get departmental users engaged and incorporating risk insight into daily decisions? This session will explore how the University of California and Argos Risk have each engaged business users in the risk management process through building an easy to use and customized, risk dashboard and reporting solution. They will discuss the key success factors to drive adoption and how system-wide visibility combined with user flexibility can drive quantifiable ROI for the business
	Fighting Fraud with Advanced Analytics	Fraudulent claims are becoming one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Learn how advanced analytics and modeling can help identify patterns, behaviors and the bad guys in submitting fraudulent claims. Learn how MetLife is using predictive analytics with SPSS and Netezza to identify and fight fraud and how the State of North Carolina has saved their state millions of dollars in more effective identification of fraudulent claims.
	Embracing Analytics to Transform Financial Management: A Case Study on the IBM Office of Finance	In today's complex business environment, the office of Finance is being called upon to play an increasing role in making critical business decisions. Leading finance organizations are leveraging business analytics to improve their ability to assess performance gaps, manage risk, deliver transparency and help shape and anticipate business outcomes to drive decision making. Learn how the IBM Office of Finance is embracing Business Analytics and Optimization to help them progress on their journey to becoming a value integrator.
	The Operations Track	

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	Revolutionize Your Business Processes with Streaming Analytics (Panel Discussion)	It seems everyone is talking about real-time analytics, but how many can say they digest and analyze data with microsecond latencies? Speed and intelligence can have profound impact on how you do business. You can respond to events as they happen rather than analyzing and acting after the fact. Prevent customer satisfaction issues rather than remediating them. Anticipate and address asset failures rather than fixing them. Identify subtle trends in financial markets that can lead to big opportunities. Hear from our business partners and customers how they are using Business Analytics and Optimization innovations including InfoSphere Streams - and their vision for the future of real-time data analysis. (Northrup Grumann, Terra Echoes, University of Ontario IT)
	Advanced Condition Monitoring at Caterpillar	Companies like Caterpillar who lease and sell heavy equipment are constantly looking to increase machine up-times and the overall life of their equipment to maximize productivity and minimize costs. In this session, you'll learn how IBM is working with Caterpillar to leverage advanced predictive modeling techniques, based on Business Analytics and Optimization technologies including predictive analytics from SPSS, to identify ways to increase up times and overall life of heavy equipments.
	Driving Operational Excellence Through an Optimized Sales & Operations Planning Process	The challenge of meeting customer demand while balancing operational constraints and meeting financial goals has never been greater. Organizations struggle to align demand, supply, and finance plans. This session explores best practices in Sales and Operations Planning (S&OP), and demonstrates how Business Analytics and Optimization capabilities enable a collaborative process. Come hear how progressive manufacturers link strategy to execution in order to meet customer demand, reduce cost, and drive competitive differentiation
	Achieving Operational Efficiencies with Business Analytics and Optimization	This session covers today's critical topics facing business leaders responsible for operational aspects of their business, for example: business process optimization, supply chain management, asset tracking and management.
	The Strategic Foundation Track	
	How Vanguard, a Leading Financial Firm, Maintains its Competitive Advantage by Leveraging BPM and ECM	Vanguard is one of the world's leading investment management firms, and a key player in the highly competitive full service 401(k) recordkeeping business as evidenced by its #1 ranking in the most recent Boston Research Group survey. One of the factors contributing to Vanguards success has been a large scale people, process and technology program focused on eliminating manual processing, increasing quality, and reducing costs. By leveraging IBM's BPM Software and Services and other enabling technologies, Vanguard has witnessed impressive results, which have prompted other business value driven ECM initiatives. This session will present a business leadership perspective of Vanguard's business process history and a roadmap for the future.
	IBM Watson, Big Data, and Better Business Outcomes - A Strategic Foundation for Analytics	As IBM Watson demonstrates, today's winners are those who can analyze large volumes of information in real time. In business, such organizations can find insights, answer questions, and take actions faster than their competitors. To ingest huge amounts of both new and emerging information types, IBM Watson uses the Hadoop framework, the same technology now available to our customers within the IBM Big Data platform. Join Anjul Bhambri, Vice President, IBM Big Data Initiatives, to learn how organizations are applying Big Data management strategies to realize the IBM Watson vision today.

■ Special / Other Events

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	Business Intelligence Center of Excellence - Case Study	In this session speakers will share the customer case study of implementing BI Center of Excellence for Printpack Inc that uses IBM P-series hardware and Oracle ERP applications. The session will take the attendee through the value proposition of BI Center of Excellence and how to strategize and implement it. In this case study of a manufacturing company, the crawl, walk and run steps will be discussed in details. The speakers will take the audience through the journey of BI and Performance Management maturity assessment to determine the focus of the BI CoE. The focus of this session is at the People, Process and Tools level to lay the solid foundation for the CoE using the successful customer case study.
	Building an Information Management Foundation to quickly analyze information and optimize Business Outcomes	More industry leading organizations are approaching their technical and infrastructure investments in new ways. Large scale people, process and technology programs, which are focused on eliminating manual processing, increasing quality, and reducing costs are becoming more critical within the demands of competitive business environments. IBMs BAO capabilities and Information Management Foundation ensures a combination of hardware, software and services to support impressive results. This session presents a business leadership perspective on the importance of a Strategic Foundation, and developing a roadmap for the future.
	Watson Innovation Workshop for Retail	This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.
	Watson Innovation Workshop for Healthcare	This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.
	The Ten Rules of Successful Information Governance	Information Governance can be a complex undertaking. Many organizations begin their Governance efforts without recognizing that there are ten rules for successful Information Governance. The session will review these core requirements and will include both IBM and client perspectives on how companies can design and execute successful Information Governance initiatives.
	Toward the Segment of One - Making Cross Domain Master Data Management a Reality	The banking industry has focused on becoming more customer centric by establishing its 360 degree view of its customers, but has retained its highly segmented approach to developing products for those customers. Bank of America is breaking out of the pack by using its investment in MDM as a platform for product authoring, packaging and pricing to enable flexible and streamlined customization of product bundles for its customers. This break through approach will enable it to approach the magical "segment of one" for creation and effective marketing of a product bundle which exactly fits the needs of the individual customer and assure lifetime customer retention. Join us in see how Bank of America is making a breakout step toward that goal!
	Enabling Analytics with Real-time Data Integration	Leading organizations are looking for holistic solutions for their analytic requirements, rather than patchwork software, platforms, and services. Stone Soup is a set of Industry-based solutions that provide end-to-end solution accelerators to quickly implement Business Analytic capabilities. Join this session to hear case studies where the solution has been implemented successfully.
	Developing an Integrated ECM Strategy to Improve Business Value	The unstructured content explosion has created information chaos across the enterprise, emphasizing the need for new ways to harness the power insight and analytics. ECM is a key part of becoming an analytics-driven organization. That transformation involves creating an ECM strategy, establishing a flexible platform, and applying best practices to guide your investments and ensure alignment with business value. Learn how the IBM ECM Strategy & Roadmap can help you develop strategic recommendations and tactical plans to accelerate your business value. Join this session to hear how Henkel KGaA has defined an effective global strategy for Information and Collaboration Management.
5:00 – 7:00 PM	**EXPO Reception**	

■ Special / Other Events

Turn Insight Into Action

Tuesday, October 25

8:15 – 9:30 AM	**General Session**
10:15 – 11:15 AM	**Consumer Products Industry Kickoff** IBM industry leaders set the stage for the track by laying out IBM's vision and strategy for BAO to solve the top business problems faced by organizations in the Consumer Products industry. **"Industry Perspective: Using Analytics & Optimization to Achieve Sustainable Growth in Consumer Products** This session provides an overview of our client based experience, tools and methodology to help you develop a clear strategy and road map along with the information infrastructure needed for driving sustainable growth. Attend this session if you're seeking new insights on how to get the most value from your information management assets and analytics capabilities to build better brand awareness, deliver innovation driven by consumer foresight, drive profitable growth through improved collaboration and operate responsibly with full supply chain visibility."
11:30 AM – 12:30 PM	**Consumer Products Client Panel** Client speakers share best practices and lessons learned from their BAO projects, bringing to life the topics discussed in the prior session's kickoff.

Driving Results through Predictive Analytics Lessons from Smithfield Foods	Smithfield Foods, the worlds largest pork processor and global food company (NYSE:SFD), uses SignalDemand's predictive analytics* to determine its forward pricing strategy and optimal product mix. Hear Dave Brown, director of pricing at Smithfield, speak on their experiences as they try to maximize margins in the face of volatile commodity markets. SignalDemand will provide an overview of its solutions, with an emphasis on how Cognos and the IBM Cloud are used to drive value for its customers. *SignalDemand provides predictive analytics and optimization for commodity based value chains. Through on-demand software and services, SignalDemand delivers real-time recommendations to help make complex price, mix, supply and purchasing decisions.

12:30 – 2:00 PM	**Industry Lunch – Business Analytics Forum** You are invited to join your industry peers for networking and socializing at this event sponsored by the Business Analytics Forum.
1:45 – 2:45 3:00 – 4:00 4:30 – 5:30 PM	**Consumer Products Industry Track Afternoon Elective Sessions** Learn from your industry peers how BAO addresses the most critical business problems faced today *(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is till in process.)*

Smarter Supply Chain with Demand Signal Repository	A Demand Signal Repository becomes the center of the universe for making your Supply Chain smarter. Establishing a Demand Signal Repository of down stream demand data establishes a core foundational information management capability for many valuable analytics use cases. Advancements in information sharing and mining now make it feasible for CPG companies and their channel partners to drive closer supply chain collaboration by understanding product sku level demand and using new demand insights to optimize product assortment and inventory levels.

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	Business Visibility Results in Financial Gains for Del Monte	Del Monte selected IBM's Cognos TM1 for Financial Corporate Planning and Analysis. The solution has extended to operational planning for their warehouse and transportation operations. Del Monte has seen significant financial gains through better decision making and through more effective use of planner's time.
	Driving Results through Predictive Analytics Lessons from Smithfield Foods	Smithfield Foods, the worlds largest pork processor and global food company (NYSE:SFD), uses SignalDemand's predictive analytics* to determine its forward pricing strategy and optimal product mix. Hear Dave Brown, director of pricing at Smithfield, speak on their experiences as they try to maximize margins in the face of volatile commodity markets. SignalDemand will provide an overview of its solutions, with an emphasis on how Cognos and the IBM Cloud are used to drive value for its customers. *SignalDemand provides predictive analytics and optimization for commodity based value chains. Through on-demand software and services, SignalDemand delivers real-time recommendations to help make complex price, mix, supply and purchasing decisions.
5:00 – 7:00 PM	**EXPO Reception**	
7:00 – 11:00 PM	**Networking Event**	

Wednesday, October 25

8:15 – 9:30 AM	**General Session**
10:00 – 11:00 AM 11:30 – 12:30 PM	***Continuation of Business Leadership Forum Electives*** *The Business Leadership Forum runs through Wednesday morning of the conference. Some sessions listed in the Monday and Tuesday electives above will be held at this time when scheduling is complete. Check back to the conference website for latest information.*

■ Special / Other Events

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Other sessions of interest for the Consumer Products Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Consumer Products industry sessions, but will be conducted in the Information Management, Enterprise Content Management or Business Analytics forums, and deal primarily with those capability areas of BAO.

Monday – Thursday, October 24-27

Business Analytics	Using IBM Cognos Sales Analytics to Drive Sales Performance at Spyder	In the realm of performance, everything counts. For 30 years, Spyder has focused on engineering superior skiwear by integrating high-tech fabrics, fashion and functionality they're obsessed with keeping customers dry, comfortable, and warm. They approach their own internal performance with the same passion and rigor, and leverage IBM Cognos Customer Sales Analytics to help identify opportunities quickly, accelerate sales cycles, and generate revenue to grow the business. Learn how Spyder uses Analytics and BI Reporting to help take a wider view of sales productivity and track how the entire sales cycle is performing, from sales reps and territories to order fulfillment and pricing discounts.
Business Analytics	Terex Using BI Analytics to Drive Daily Performance	Terex Corporation is a diversified global manufacturer of a broad range of heavy equipment for a variety of industries, including construction, infrastructure, quarrying, recycling, surface mining, shipping, transportation, refining, utility and maintenance. Terex has more than 15,900 employees and operates 50 manufacturing facilities in North America, South America, Europe, Asia and Australia. Being a global business Terex sells its products in more than 170 countries and delivering analytics to operational stakeholders is critical for insightful decision making. Learn how Terex is embarking on the journey of creating a BI Analytics focused organization with IBM Cognos BI and Analytic Applications.
Business Analytics	North American Breweries Enables Acquisitions Through Use of Cognos Technology Stack	North American Breweries (NAB) owns and operates 4 U.S. breweries and six retail locations in 5 states within the U.S. NAB's growth has been enhanced by its acquisition of multiple brands over the last couple years. This strategy has helped growth, but was placing added stress on their planning and reporting solutions. NAB has now implemented both Cognos TM1 and BI to help streamline these processes and ease the burden being added by the rapid growth of the organization. The Cognos BI solution has created increased visibility of shipments, invoices and financial trends. Cognos TM1 has been used to create a much more effective sales planning solution which is more accurate and timely than any plan the organization has had in the past.
Business Analytics	Placeholder - Nike TM1 Global Implementation	TBC
Enterprise Content Management	A Company's Attempt To Bring Structure By Migrating From Fileshares	McCormick, a manufacturer of spices and seasonings, has recently begun a global deployment of FileNet P8. They will discuss key considerations when deploying an ECM solution globally and migrating from Fileshares to a central repository for emails and files. McCormick will also discuss how IT and Legal are collaborating to leverage FileNet to provide cost-effective discovery.

■ Special / Other Events

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Enterprise Content Management	Implementing a global ECM strategy for Henkel	Henkel KGaA is a leading manufacturer of consumer products and specialized on adhesives, cosmetics and detergents. Many processes in the area of R&D, sales, marketing and even innovation management are dependent on documents and other types of unstructured information. In 2009 the company decided to launch a project to assess the needs and define a global strategy for an effective Information and Collaboration Management (ICM).
Enterprise Content Management	Implementing ECM the Right Way with FileNet P8 5.0	With a history of implementing more than one unstructured data management platform Hormel Foods Corporation, a Fortune 500 manufacturer of consumer food products, had to get content under control. In this session we will discuss how we evaluated, implemented and ultimately purchased FileNet P8 to be our ECM architecture for the future, along with our experiences implementing P8 5.0, migrating content into it and getting our user community up to speed.
Information Management	Experiences and lessons from deploying DB2 9.7 in a large Power/AIX environment	This session will illustrate workflows, issues, lessons learned and results after upgrading one of the largest SAP/DB2 system landscapes in the world. An overview but also technical details are presented.
Information Management	Coca-Cola Bottling's Ongoing DB2 Journey	In 2008 Coca-Cola Bottling Company Consolidated (CCBCC) migrated its entire SAP landscape from Oracle to IBM's DB2 achieving a return on investment in eight months. Now, with over two years of production use behind us, they look back at how this change has worked out.. This session will focus on how this move has measured up to Coca-Cola's expectations in respect to savings, performance, reliability, and ease of use by comparing their system metrics over time.
Information Management	McCain Foods Case Study: Avoiding "Load And Explode" for SAP Data Migrations	McCain Foods leveraged IBMs Infosphere Ready To Launch (RTL) for SAP Applications solution to reduce risk and cost during the data preparation/migration phase of their One McCain SAP implementation. Integrating the data & process team, McCain was able to understand the relationships between SAP processes & data & subsequently improve the quality of their information driven processes. Ready to Launch methodology not only enabled McCain to mirror their data preparation process to the SAP implementation template, but also provided the opportunity to exploit IBM's market leading technology and accelerators for SAP. The benefits of leveraging IBM's experience (SAP implementation partner) and lessons learned through phase 1 of rollout.

■ Special / Other Events

Turn Insight Into Action