Business Leadership Forum - Retail 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 Retail 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.)*
	The Customer Track

■ Special / Other Events

Turn Insight Into Action

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

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

■ Special / Other Events

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	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	
	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)

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	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.
	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.

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	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

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Tuesday, October 25

8:15 – 9:30 AM	**General Session**
10:15 – 11:15 AM	**Retail 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 Retail industry. **"Industry Perspective: How Retailers Can Use Analytics & Optimization to Drive Revenue Growth & Profits** Discover how Business Analytics and Optimization can transform your retail business by creating a truly information driven supply chain, from raw data to assertiveness. Find out how to transition from reporting the past to predicting trends and behaviors, taking advantage of experience. Leverage information consumables: how focusing on your customer can drive more effective promotions, improve customer experience, tailor assortments, and understand how consumers perceive your brand to drive customer value. Learn how optimized supply chain and merchandising operations drive smarter decisions around logistics, allocation, and inventory movement with the use of trusted data. Real customer examples, business value and best practices will be shared."
11:30 AM – 12:30 PM	**Retail 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. <table><tr><td>Best Practices for Creating a Smarter Shopping Experience</td><td>Retailers continue to be challenged by an increasingly competitive environment and technologically sophisticated customers. This customer panel will discuss real-world experiences in using information to improve the customer shopping experience by exploiting new and diverse channels, executing pinpoint marketing tactics, and applying fact-based merchandising.</td></tr></table>
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**	**Retail 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.)* <table><tr><td>Realizing Netezza A leading retailers journey from DW vision through TwinFin Appliance implementation</td><td>Faced with an aging Customer Data Warehouse, long query times, missed SLAs, constrained staff, and the prospect of a costly upgrade, one leading retailer's new IT BI team decided to look at the latest in Data Warehouse appliances. This session will follow the team's swift journey from crafting a BI vision through the implementation of a Netezza TwinFin Data Warehouse Appliance. Stops along the way will include building the business case, preparing and evaluating RFPs, defining and testing POC success criteria, migrating ETL and reports, and cutover. Attendees will also see how the team overcame technology biases, and how they worked hand-in-hand with the vendor and ETL consultants to successfully deliver unique business and IT value to REI.</td></tr></table>

■ Special / Other Events

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	IBM Performance Management Sides of Business at Donna Karan	The Donna Karan Company LLC (DKI) is one of the worlds leading fashion design houses. It designs, markets and distributes collections of apparel, sportswear, accessories and shoes under the Donna Karan and DKNY brand names. Learn now DKI uses IBM's performance management solutions to streamline the budgeting cycle, gain greater visibility into the entire financial plan for its three channels of business: retail, wholesale and licensing. See the development of Key Performance and merchandise planning indicators that help drive a growing retail network. DKI will highlight how a business analytics driven environment has helped the global organization manage a complex business model and remain competitive.
	Strategic Inventory Controls with FIFO Cost Using Netezza and Cognos	Price Choppers Perpetual inventory project team will discuss how a strategic combination of Netezza and Cognos technology contributed to the implementation of a unique FIFO Cost Inventory Control System. Learn how the project team leveraged two IZBMZ technologies and several IBM partners to reduce project risk and gain business unit commitment and acceptance.
	Best Buy Optimizes Performance through Customer Insight	A leading electronics retailer, Best Buy, outperforms the industry on a reduced marketing budget, discovers new revenue opportunities, and creates a cultural shift towards a customer-driven organization with business analytics.
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 Retail Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Retail 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	How to Deploy a Single Report in Multiple Languages and Burst the Report	Learn how you easily can setup your IBM Cognos environment and reports to support multiple languages without creating new reports. Understand the Multilanguage feature using Framework Manager and Report Studio.In a multinational company it is not always enough to distribute the report in the corporate language. The solution to this is to use the feature in IBM Cognos where you can execute one single report in different output languages. The largest toy retailer in Scandinavia TOP-TOY has used this solution to deploy and distribute reports to its more than 280 shops in 6 countries. Besides using the language feature in IBM Cognos, bursting is also in play to provide each shop with its own data.
Business Analytics	Implementing Ad hoc Reporting at Nike with IBM Cognos Business Insight Advance on a Teradata Platform	The power to unveil hidden patterns coupled with the ability to analyze data in a pure ad hoc environment is an obvious next step for many organizations. This session will provide you with insights into the challenges of a pure ad hoc environment and show how the Nike Enterprise Business Intelligence team, with the help of IBM Cognos Lab Services team, provided a flexible and scalable BI environment leveraging the functionality of the a Teradata platform.
Business Analytics	Best Practices in Self Service Reporting at Office Depot	Self Service Reporting can be a blessing or a curse to the business. If business resources are properly trained and motivated then self service can provide more directed reports which can be delivered in a timelier manner. Self Service Reporting in allows the Business Experts to focus on developing reports while freeing up IT Resources to focus on providing direction and a solid foundation and framework for the Reporting Environment. The downside is uncoordinated and duplicates reporting which can waste critical business resources and time if not controlled. We will share the successes we've had in this area with the upgrade to Cognos 10
Business Analytics	Turning Data Into Customer Insight: Leveraging SPSS To Predict Customer Buying Behavior	SPSS provides the capability for organizations to effectively data mine large volumes of information from source systems and data warehouses. In this session, we will detail how Knowledge Universe effectively leverages SPSS in conjunction with Cognos 10 to predict customer buying behavior and gain insights previously not possible. You will also discover key lessons learned and best practices for a successful deployment in your organization.
Business Analytics	Leading the Way with an Information-Led Transformation at Elie Tahari	At high-fashion retailer Elie Tahari Ltd., investments in business intelligence, performance management and predictive analytics were motivated by the need to ensure that the company had the right mix of products on the floor at any given time, and could sense changes in selling patterns. In this session, you'll learn how Elie Tahari started with a near-real-time enterprise BI solution called TREND (Tahari Real Time Environment for Data), which is based on IBM Cognos Business Intelligence, that provided information for strategic and tactical decision making. You'll also learn how the company improved a labor intensive and error-prone financial planning process by implementing an IBM Cognos solution for budgeting, planning and forecasting.

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Business Analytics	How integrate data mining in business application? -our case of customer segmentation.	1.Introduction to Our business 2.What kind of data do we have. -members data 70 million -purchase data 1 billion - variety services 3. Case of Our Customer Segmentation -Using Data Modeler -Some Tips -Results of Segmentation4.Business application-Result of A/B test-Personalization-e-mail marketing
Information Management	Target Stores Case Study: Real-Time Data Integration & Infrastructure for Supply Chain & Merchandise	Target Stores Case Study: Target Corporation, the #2 discount retailer with over 1700 stores in the U.S, wants to get closer to their customer and a better means to manage their supply chain. Hear directly from Target regarding how they use IBM Information Server platform to enable near real time data integration to improve merchandise assortment & supply chain optimization. Session will discuss Target's move from a traditional, batch-oriented, multi-server data integration platform to a dynamic, near-realtime, shared services (Grid / private cloud) deployment using InfoSphere Information Server 8.5 and deployment of Change Data Capture (CDC) in grid and private cloud.
Information Management	360 Degree Customer Understanding with Hadoop-based InfoSphere BigInsights	How well do you know your customers and can you direct all your interactions with them in real-time? Do you understand their purchase history across all channels? What does their click-stream history tell you about their preferences? Can you combine this information with their history of customer service interactions? Do you know what they are saying about you across various social media outlets? How do they influence other existing or potential customers? Unless you can make sense of all this data in a holistic fashion, your understanding of your customer is incomplete at best. Learn how InfoSphere BigInsights, can help you take your customer relationship to the next level.
Information Management	Information Server deployment in Grid: Near Real Time Data integration at Target Corp	This session will discuss Target's move from a traditional, batch-oriented, multi-server data integration platform to a dynamic, near-realtime, shared services (Grid / private cloud) deployment using InfoSphere Information Server 8.5 and CDC.
Information Management	Got Wine? Enhancing The On-line Wine Shopping Experience at SAQ	The SAQ (Quebec Liquor Board) turned to IBM to solve a key business challenge around improving order management with a focus on a cross-channel selling and cross-LOB/multi-client order management. The organization is now turning product data into insight to offer their customers an enhanced shopping experience. Customers are now able to learn as they shop, receiving targeted information about wine history, food pairing and tasting tips. Come learn how IBM solutions such as WebSphere Commerce, InfoSphere MDM Server for PIM, WebSphere Portal, Web Content Manager and Omnifind Search are contributing to this client's success.

■ Special / Other Events

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