IBM®

Business Analytics **Forum**

@**Information** On Demand **2012**

Align … Anticipate … Act … Learn … Transform

October 21–25, 2012
Mandalay Bay | Las Vegas, Nevada

ibm.com/events/baforum

Les Rechan

Dear IBM clients and Business Partners,

Join us in October as we launch the next phase of the analytics revolution.

Analytics is transforming businesses—and industries—around the world, creating sustainable, competitive advantage for organizations that understand how to weave the power of analytics into the fabric of their day-to-day decision making.

Business Analytics Forum at Information On Demand 2012 is where you'll gain the technical expertise and strategic vision you need to build an organization that is driven by pervasive analytics. After you attend the conference, you will be better prepared to understand and respond in real time to what is happening today and predict what is likely to happen tomorrow. This once-a-year event offers you:

- **More than 200 business analytics breakout sessions and workshops** across the conference. Many are presented by clients such as Intel, DIRECTV, Kaiser Permanente, Qualcomm, Standard Bank and United Stationers
- **The EXPO hall, with more than 300 exhibitors**, IBM experts, IBM Business Partners and hands-on demonstrations, so you can experience the business analytics ecosystem and get solutions to your toughest challenges
- **Opportunities to network** with like-minded peers and colleagues in the business analytics community
- **Access to the Business Leadership Forum**, delivering relevant and thoughtful topics on a number of business issues, including customer care and insight, risk and compliance, and operational efficiencies related to proper management of content and data
- **A look "behind the curtain."** Business Analytics Forum has always been the place to find out about the latest technology advancements across the portfolio. Expect more of the same this year
- Deep dives into IBM solutions for data management, enterprise content management, information integration, master data management and data warehousing through sessions delivered as part of the **Enterprise Content Management Forum** and **Information Management Forum**

Analytics has quickly moved from business initiative to business imperative. If you want to be sure that you and your organization are on the front end of this revolutionary change, make your plans now to join us for Business Analytics Forum at Information On Demand 2012.

We'll see you in Las Vegas.

Les Rechan
General Manager, IBM Business Analytics

Use Analytics to Outperform the Competition and Transform Your Organization

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

Education

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

Networking

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

The EXPO

Interact with solutions and product experts in the Business Analytics Center, which is made up of five zones: business intelligence, performance management, risk analytics, predictive and advanced analytics, and social media and customer analytics. Take advantage of live demo presentations, get one-on-one answers to your specific challenges, preview our newest innovations and provide feedback on product direction.

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Business Analytics Forum

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

The world is talking about analytics. In practically every industry and every region around the globe, organizations are using analytics to study, analyze and use their data as never before. And those that master analytics will be better prepared to succeed in the marketplace or in their public sector mission.

Join us at Business Analytics Forum to learn how it's done. This annual event is for anyone who uses—or wants to learn more about—IBM Cognos®, IBM SPSS®, IBM Clarity, IBM OpenPages®, or Algorithmics® products and solutions.

Designed for the Entire Business Analytics Community

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

Embrace the Big Changes in Analytics Technology and the Incredible Opportunities That Come with Change

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

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

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

- **Bring everyone up to speed**—Find out how to effectively use your business analytics solutions.
- **Drive greater adoption**—Help your colleagues realize the value of the investments you have made in analytics solutions.
- **Divide and conquer**—There are so many different ways to learn—including hundreds of breakout sessions—that no one person can cover them all.
- **Maximize networking opportunities**—Gain valuable insight from product experts and other users.
- **Experience more of the EXPO**—With hundreds of exhibits, demo theaters, and labs in the Business Analytics Center, there's a lot for you to see and try.
- **Bring more, save more**—For every six coworkers registered, the seventh pass is complimentary.

One Conference for Your Entire Analytics Strategy

Business Analytics Forum at Information On Demand 2012 gives you the knowledge and tools to think big and create a comprehensive analytics and information strategy.

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

Stay in touch with Twitter. Follow @IBMCognos, @IBMSPSS or @IBMRisk, and use the hashtag #IBMIOD for real-time updates from our team and to add your voice to the conversation.

Week at a Glance

Sunday, October 21

7:30 a.m.–9:30 p.m.	Registration
6:00 p.m.–8:00 p.m.	Grand opening reception in the EXPO
8:00 p.m.–10:00 p.m.	Community receptions

"The general sessions were both extremely interesting and entertaining; they were a great way to jump-start the day. I left the conference renewed and energized, thinking of ways to leverage the latest technology and software to improve my company."

—Senior pricing analyst from a North America–based global manufacturing company

Monday, October 22

6:30 a.m.–7:00 p.m.	Registration
6:45 a.m.–7:45 a.m.	Breakfast
8:15 a.m.–9:45 a.m.	General session
10:15 a.m.–11:15 a.m.	Elective sessions
10:15 a.m.–11:15 a.m.	Keynote—Business Leadership
11:30 a.m.–12:30 p.m.	Elective sessions
11:30 a.m.–12:30 p.m.	Keynote—Information Management
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Birds-of-a-feather lunches
12:30 p.m.–2:30 p.m.	EXPO
2:15 p.m.–3:15 p.m.	Elective sessions
2:15 p.m.–3:15 p.m.	Keynote—Enterprise Content Management
3:45 p.m.–4:45 p.m.	**Keynote—Business Analytics**
5:00 p.m.–7:00 p.m.	EXPO reception

EXPO Dates and Hours

Sunday	6:00 p.m.–8:00 p.m.	EXPO grand opening reception
Monday	12:30 p.m.–2:30 p.m.	EXPO open
	5:00 p.m.–7:00 p.m.	EXPO reception
Tuesday	12:30 p.m.–2:30 p.m.	EXPO open
	5:00 p.m.–7:00 p.m.	EXPO reception
Wednesday	12:30 p.m.–3:30 p.m.	EXPO open
	3:30 p.m.	EXPO close

Tuesday, October 23

6:30 a.m.–7:00 p.m.	Registration
6:45 a.m.–7:45 a.m.	Breakfast
8:15 a.m.–9:30 a.m.	General session
10:00 a.m.–11:00 a.m.	Elective sessions
11:15 a.m.–12:15 p.m.	**Keynote—Business Analytics**
12:30 p.m.–2:00 p.m. 12:45 p.m.–1:45 p.m.	Lunch Birds-of-a-feather and industry lunches
12:30 p.m.–2:30 p.m.	EXPO
1:45 p.m.–2:45 p.m.	Elective sessions
1:45 p.m.–2:45 p.m.	Keynote—Information Management
3:00 p.m.–4:00 p.m. 4:30 p.m.–5:45 p.m.	Elective sessions
5:00 p.m.–7:00 p.m.	EXPO reception
7:30 p.m.–10:30 p.m.	Evening networking event

Wednesday, October 24

6:30 a.m.–6:00 p.m.	Registration
7:45 a.m.–8:45 a.m.	Breakfast
9:00 a.m.–10:15 a.m.	General session
10:45 a.m.–11:45 a.m. Noon–1:00 p.m.	Elective sessions
Business Leadership Forum ends	
12:30 p.m.–3:30 p.m.	EXPO
1:00 p.m.–2:30 p.m. 1:15 p.m.–2:15 p.m.	Lunch Birds-of-a-feather and industry lunches
2:30 p.m.–3:30 p.m. 3:45 p.m.–4:45 p.m. 5:00 p.m.–6:00 p.m.	Elective sessions

Thursday, October 25

6:30 a.m.–2:30 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:15 a.m.–9:30 a.m. 10:00 a.m.–11:00 a.m. 11:30 a.m.–12:30 p.m.	Elective sessions
12:30 p.m.–2:00 p.m. 12;45 p.m.–1:45 p.m.	Lunch Lunch-and-learn event
2:00 p.m.–3:00 p.m. 3:30 p.m.–4:30 p.m.	Elective sessions

General Sessions

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, clients and industry experts. The tone for each day is set with compelling content on turning insight into action, diving into new technologies and leading change. You won't want to miss these sessions.

Plan to be riveted by renowned political statistician Nate Silver on Wednesday, October 24, in the general session. Called a "spreadsheet psychic" and a "number-crunching prodigy," Nate will explain how to distinguish real signals from noisy data as well as how predictive analytics is used in politics. We'll also be joined by television personality, film-maker and philosopher Jason Silva, who will lend his unique perspective as a moderator each day in the general session. Jason was recently described as "part Timothy Leary, part Ray Kurzweil, and part Neo from The Matrix." His work has been featured in *The Economist, Vanity Fair, Forbes* and *Wired* as well as many other publications.

Jason Silva

Nate Silver

Think Big

**Monday, October 22
8:15 a.m.–9:45 a.m.**

In the new era of computing, the use of analytics has evolved from an initiative to an imperative and from changing an organization to transforming entire industries. Getting there, however, requires focusing on the right strategies, investments and business outcomes, and Information On Demand 2012 is the right place to learn how you can "think big" to make a difference in your organization.

Start your week by hearing first-hand from business and IT leaders who are harnessing IBM Smarter Analytics for better insight and business outcomes. Learn how the latest innovations—such as big data, analytics, decision management and expert integrated systems—can help you align your organization around information, anticipate and shape business outcomes, act with confidence at the point of impact, and improve the economics of your IT investments.

Big Opportunities

**Tuesday, October 23
8:15 a.m.–9:30 a.m.**

Through thousands of engagements with clients across industries, it is clear that each industry has a distinct set of challenges and unique opportunities. In this session, you will hear how leading organizations are optimizing their business and IT investments using IBM Smarter Analytics solutions designed to address their unique industry imperatives in critical business processes across the C-suite.

Learn from IBM executives about the imperatives, solutions and capabilities that deliver game-changing results for a single department, an entire organization and those helping transform whole industries. Attend this session to understand the latest industry and C-suite studies that will help you discover your next big opportunity.

Big Future

**Wednesday, October 24
9:00 a.m.–10:15 a.m.**

Technology is rapidly changing the world and affecting the way we live and conduct business. Think of some of the daily things you do that just five years ago were not imaginable. In this new era of computing, the possibilities that lie ahead are endless, but succeeding in the future requires that you think differently today.

In Wednesday's session, top technology thought leaders will discuss the exciting possibilities that lie ahead and how you can stay ahead of your competition by positioning yourself for success. With their insight, you'll begin to see opportunities instead of challenges and view the possibilities in a different way. You'll leave the session ready to return to your organization with a new vision for the future.

Business Analytics Keynote Sessions

Partnering for Big Impact with Business Analytics

Monday, October 27
3:45 – 4:45 p.m.

We are now at an inflection point, as the role of analytics has shifted from an IT initiative to a business imperative. The increasing complexity of business and the escalating volume and variety of data being generated today can either be seen as a major threat or a golden opportunity for you to capitalize on to gain competitive advantage. Join Les Rechan, General Manager of IBM Business Analytics, and other industry leaders to learn about the latest Business Analytics innovations and how you can drive greater impact faster through partnership with IBM, our solutions, and our industry and domain expertise.

Business Analytics Expertise for your Biggest Imperatives

Tuesday, October 28
11:15 a.m. – 12:15 p.m.

Recent research shows that analytically sophisticated enterprises outperform their peers financially with up to 1.6X revenue growth, 2X EBITDA growth and 2.5X stock price appreciation. Join this session to hear how innovations from IBM can help you address your industry imperatives in key business domains including finance, risk, customer and operations. Learn how IBM expertise and solutions have enabled leading organizations to weave analytics into the fabric of their business and deliver game-changing results. Get a peek at the future of analytics, as Brenda Dietrich, IBM Fellow and Business Analytics CTO, discusses "big data" analytics, advanced visualization, social media analytics, Watson and other next-generation analytic solutions.

"Business Analytics Forum at Information On Demand is the one conference I try to attend every year. I have been attending since 2004 and the networking opportunities are endless. It gives me a chance to reconnect with the tight-knit community of Business Analytics software users I have met over the years."

—Mark C. Lack, manager, strategy analytics and business intelligence, Mueller, Inc.

View the live broadcasts. The conference general sessions and Business Analytics keynotes will be broadcast live, as well as a series of informative interviews with key executives, technology experts and conference attendees. Go to livestream.com/ibmiod to view the live broadcasts and on-demand replays.
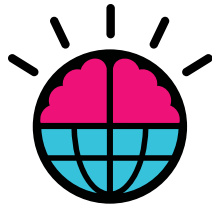
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Information On Demand **2012**

Think **BIG**

October 21–25, 2012
Mandalay Bay | Las Vegas, Nevada

Business Analytics Forum Sessions

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

This year's Business Analytics Forum features a wealth of information spanning virtually all products, solutions and levels of expertise from novice to expert. You'll learn from in-depth, interactive discussions and presentations, relevant case studies, and practical advice.

Hot Topics

- Increase your knowledge of traditional business intelligence (BI) topics including reporting, analysis, dashboards, scorecarding; expanded BI topics including modeling and planning; and hot BI topics including in-memory, cloud computing and big data analytics.
- Use analytics to understand customer sentiment, acquire ideal customers, identify your most valuable customers and grow existing customer relationships.
- Get expert advice for managing risk, driving cash flow, creating reliable forecasts, increasing visibility into key business drivers, containing costs and improving profitability.
- Gain technical insights and real-world know-how for the IBM business analytics platform and architecture.
- Take an in-depth look at how predictive analytics lets you detect patterns, gain powerful new insights, predict outcomes and optimize day-to-day decisions.
- Get information on the very latest releases and products.
- Learn about proven practices for implementing and enhancing analytics initiatives and for building a comprehensive information and analytics strategy

Learn from the People Who Know These Solutions Best

Presenters include:

- The experts who design, build and support the products
- Consultants who specialize in implementing the software
- Clients and IBM Business Partners who use these solutions every day, including speakers from Kaiser Permanente, Intel, DIRECTV, Qualcomm, Standard Bank and United Stationers
- Industry-leading analysts

Breakout Session Types

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

Session Abstracts

Take Advantage of Much More at Information On Demand 2012

Business analytics topics are featured prominently across the Information On Demand 2012 conference:

Hands-On Lab Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced, professional instructors. Choose from many unique three-hour sessions across a wide range of products. Full details begin on page 59.

Usability Sandbox Sessions

Use your experience with specific IBM analytics products to help shape product direction. Usability experts will lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements. Full details begin on page 64.

Information Management Forum

The Information Management Forum offers deep technical sessions for IBM information management products, including database, database tools, data warehousing, information governance, master data management, information integration tools and big data. Information Management Forum sessions will help you build technical skills across a wide array of IBM technologies, learn about new software products and releases, get behind-the-scenes views of how others are solving their toughest information management and big data challenges.

Enterprise Content Management Forum

The Enterprise Content Management Forum will give you deep insight into how our new solutions can add significant value across your organization in several key areas, including advanced case management, content analytics, document capture and imaging, information lifecycle governance, and social content management. In these sessions, you will learn new technical and business skills that you can take back to your organizations and immediately improve efficiency and apply innovation.

Business Leadership Forum

The Business Leadership Forum is a curriculum for executives, managers and key decision makers. This comprehensive program offers you client case studies, panel discussions and solution overviews focused on business issues facing organizations today. Full details begin on page 41.

Create a Customized Agenda at the SmartSite

Access everything Information On Demand 2012 has to offer using SmartSite. Browse and select sessions, enroll in conference activities, build an agenda tailored to meet your needs, and connect with other attendees and speakers. This year, navigating SmartSite is even easier. New features give you quick access to the information you're looking for. Make time management easy while you're on-site. Use SmartSite to get conference details, news and other essentials. And remember, you can access SmartSite via a web browser or an Internet-enabled mobile device by visiting iodsmartsite.com. Native mobile apps will be available in early October. Navigating the conference has never been so simple.

Want to save up to 32 percent on your registration fees?
Register seven or more people and you qualify for our Company Pass and incredible registration savings. See page 74 for details.

"Business Analytics Forum allows us to experience new ideas and concepts that we can put into practice to enhance our performance. We are achieving increases in performance each year."

—Kirk Kelly, Ed.D., M.B.A., director, accountability and testing, Hamilton County Department of Education

Business Intelligence

Get the most out of your business intelligence deployment and learn about exciting new BI innovations from IBM. This track covers topics for both IT and business users including personal data exploration, mobile and disconnected use, business self-service, administration, performance and the ease of upgrading to IBM Cognos 10. Hear about the latest BI innovations from IBM product experts and learn real-life best practices from your peers. Increase your knowledge on traditional BI topics including reporting, analysis, dashboards, scorecarding; expanded BI topics including modeling and planning; and hot BI topics including in-memory, cloud computing and big data analytics.

BBI-1054
Revisiting Miami-Dade County with IBM Cognos Solutions for Linux on IBM System z

This session will revisit Miami-Dade County's successful implementation of IBM Cognos solutions for Linux on IBM System z® technology. You'll learn what has changed in the two years since Miami-Dade County's presentation at Information On Demand 2010 and find out about the increase in the workload and additional success stories. The session will also include a discussion of tips and tricks for the installation and upgrade to IBM Cognos 10 on the System z mainframe.

Session Type: Tips and Techniques
Level: Intermediate
Speakers: Jaci Newmark, Miami-Dade County; Cindi Austin, IBM; Amanda Bright, IBM

BBI-1065
In the Labs: Automating Prompt Interaction

In this technology preview, you will get a deep technical dive into a new mechanism for automating prompt interaction, which allows JavaScript applications to interact with report prompts for validation and custom interaction. You'll learn how to use application programming interfaces (APIs) to query and set user selections, to validate typed-in values using patterns, to set default values using expressions or query data, and more. This API session includes many sample reports showing various usage scenarios.

Session Type: Technical Deep Dive
Level: Advanced
Speaker: Rick Blackwell, IBM

BBI-1096
IBM Cognos Business Intelligence and SAP HANA for Corporatewide Reporting at Home Trust

The mandate facing Toronto-based Home Trust Company was to convert reports from Microsoft SQL Server data warehouse to SAP Business Information Warehouse (SAP BW) and SAP HANA in a short time. This session explains how Home Trust worked with SAP and IBM to deliver this project. You'll find out about lessons learned, what to avoid and how to make SAP BW work harmoniously with IBM Cognos Business Intelligence software.

Session Type: Strategy and Direction
Level: Advanced
Speakers: Imad Jawadi, Home Trust Company; Sanjiv Purba, Home Trust Company

BBI-1103
World-Class Business Analytics Implementation and Operations for a Financial Organization

Find out how business analytics applications can help generate revenue and profits for your organization. In this session, you will learn how a fast-growing global financial organization moved from using spreadsheets to heavy use of IBM Cognos solutions for data analysis and reporting. You will learn how IBM Cognos tools drove the company's BI initiative and delivered huge successes and earned awards in this area. You will also learn best practices for successfully managing continual growth and meeting heavy demands for data analysis in a fast-growing financial organization. The presentation will cover an exciting real story with facts about our tremendous growth in the BI area using the IBM Cognos toolset.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Biral Patel, Liquidnet Holdings, Inc.

BBI-1190

Dashboarding with IBM Cognos Business Intelligence—When Should You Use What?

IBM Cognos 10 introduced two new capabilities for authoring and distributing interactive dashboards: IBM Cognos Business Insight and IBM Cognos Active Report software. Now there is a new desktop tool: Cognos Insight software. When starting a dashboard project, how do you decide which one to use? This presentation will outline various criteria, including target platform, role of the professional author, degree of user self-service and licensing. This session is aimed at BI developers and business intelligence competency center members who may have created dashboard applications before but are not familiar with these three tools.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Colin Moden, IBM

BBI-1211

Migrating from Cognos Series 7 to Cognos Business Intelligence

To take advantage of the many valuable and exciting features in IBM Cognos Business Intelligence 10.1 software, IBM Cognos Series 7 clients must first migrate their applications. But understanding the various options and supported paths for such an activity can be a challenge. This session provides an overview of the various ways Cognos Series 7 clients can move to Cognos Business Intelligence 10.1 software and the technology and methodologies available to make the move a success.

Session Type: Product Overview
Level: Advanced
Speaker: Jamie Brigden, IBM

BBI-1214

Using IBM Cognos Business Insight Advanced to Author IBM Cognos PowerPlay Client Reporter Mode–Style Reports

IBM Cognos PowerPlay® Client users have often been reluctant to move to a web-based report authoring tool for fear of giving up the ability to create flexible, free-form reports as they can in Cognos PowerPlay Reporter mode. But many of these users are not aware that Cognos Business Insight Advanced software provides a lot of the PowerPlay Reporter mode functionality. This session will help users understand how to create these reports in Cognos Business Insight Advanced software.

Session Type: Tips and Techniques
Level: Intermediate
Speaker: Jamie Brigden, IBM

BBI-1302

Discovering the Benefits of a BI User Group

A business intelligence user group can be a valuable source for networking, product education and discovering how other companies in your area are using IBM Cognos Business Intelligence software to address critical business challenges. This session will go over how to start and maintain a BI user group, such as logistics, content, and what tools are out there to help you execute a successful meeting.

Session Type: Panel Discussion
Speakers: Susan Dean, Panel Moderator, General Electric Power Generation Services (Southeast Cognos User Group); Doug Isbecque, Panelist, Data Clarity (SECUG); Lisa Morella, Panelist, Massachusetts General Physicians Org (NECUG); Brendan McGuire, Panelist, Waypoint Consulting (MACUG)

BBI-1396

OLAP Dimensional Reporting for the Experienced Relational Report Author

Whether you are new to dimensional reporting or want to learn about the benefits of dimensional reporting, this session will equip experienced relational report authors with the information they need to successfully begin writing reports against dimensional data sources such as online analytical processing (OLAP) cubes, relational OLAP (ROLAP) and dimensionally modeled relational data sources. Through the use of examples, this session will connect the most important dimensional concepts to reporting using IBM Cognos Business Insight Advanced and Report Studio while providing guidance to assure a successful reporting implementation.

Session Type: Technical Deep Dive
Level: Intermediate
Speakers: Stewart Winter, IBM; Eric McCully, IBM

BBI-1560

Truven Health Analytics' Large-Scale Deployment Using the Cognos Software Development Kit

In this session, attendees will learn about Truven Health Analytics and its experience using the IBM Cognos Software Development Kit (SDK) to redesign and deploy an established decision support system to its users. The session will cover the background of the project, including an architecture overview and the security implementation and deployment approach, and describe the lessons learned. Time will also be devoted to addressing participant questions and discussing ideas.

Session Type: Technical Deep Dive
Level: Intermediate
Speakers: Renee Wiczorek, Truven Health Analytics; Brian Henk, Truven Health Analytics; Matt Campbell, Truven Health Analytics

BBI-1702

In the Labs: Emerging Trends in Business Analytics

Successful organizations today weave analytics into how they do business, informing virtually every aspect of decision making—from the highly collaborative to the fully automated—with the right analytic capabilities. In this session, we will share insights into emerging trends that can be game changers for successful analytics-driven organizations. This session discusses trends in business analytics, shares the IBM statement of direction for business intelligence and highlights some of our "in the labs" research and development (R&D). We'll cover new interaction styles, visualization, big data, and in-memory and cloud for IT flexibility, to name just a few topics. Attend this session for practical guidance on how you can plan to take advantage of what the BA future has to offer.

Session Type: Strategy and Direction
Level: Intermediate
Speakers: Brian Loveys, IBM; Gene Villeneuve, IBM; Sarah Jeong, IBM

BBI-1731

Creative Solutions for Common Challenges at Qualcomm: IBM Cognos Report Studio Intermediate to Advanced

BI teams throughout industries often face similar report development challenges. Qualcomm has built a strong developer community where we share our challenges and creative solutions for those challenges. In this session, Qualcomm will share our solutions for dynamically setting date prompts for ad hoc and scheduled reports, running reports in different formats with less customer training, displaying advanced values in cross tabs, branding reports, displaying charts on an Apple iPad, creating blank values, and producing multiple outputs from one report. The session will also offer quick tips to make a developer's life easier.

Session Type: Tips and Techniques
Level: Advanced
Speakers: Sarah Parnell, Qualcomm; Andre Starker, Qualcomm; David Moser, Qualcomm; Mahos Kastanas, Qualcomm

BBI-1734

How IBM Uses Business Analytics for Its Own Competitive Advantage

IBM is the largest customer for Cognos solutions, with over 200,000 users worldwide. Join this session to hear how IBM is transforming itself using a centralized, cloud-based Business Analytics deployment model for moving to the latest version of Cognos solutions (V10.1.1). You'll learn how this effort creates a true partnership between different teams within IBM, including the Analytics@IBM Program Office and the CIO's Business Analytics Center of Competency. The session will outline our business analytics transformation journey and provide some real-life examples of best practices and pitfalls to avoid. This will be a colorful and very useful presentation of how IBM is maturing with Business Analytics to gain a competitive advantage.

Session type: Best Practices/Deployment
Level: Intermediate
Speakers: Meleisa L. Holek, IBM; Julie Severance, IBM; Dave Kelly, IBM

BBI-1863

Executive Dashboards on the Apple iPad at the Vancouver Island Heath Authority

Attend this session, and learn how to improve decision making in your organization by delivering business intelligence to your users where and when they need it. Find out how the Vancouver Island Health Authority (VIHA) delivers interactive dashboards with organizational performance information to its executives and board of directors on desktops and through the IBM Cognos Mobile native application on an Apple iPad. A representative from VIHA will walk through the agency's experience, from designing and developing to deploying IBM Cognos Mobile software for this high-profile user community.

Session Type: Product Overview
Level: Intermediate
Speakers: Leah Anscombe, Vancouver Island Health Authority (VIHA); Nic Leduc, IBM

BBI-1880
Making the Move to IBM Cognos Dynamic Query

Have you heard great things about IBM Cognos Dynamic Query mode? Do you want to know what benefits it can bring to your organization but don't know where to start? This presentation will focus on the reasons that you should consider Cognos Dynamic Query mode and what you need to know before you go there. You'll find out about recommended best practices for migrating existing applications to Cognos Dynamic Query mode and learn the key things to keep in mind as you develop and implement your Cognos Dynamic Query migration project plan.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Mike Armstrong, IBM

BBI-1886
Cognos Lifecycle Manager Proven Practices

IBM Cognos Lifecycle Manager software has established a solid track record as a valuable tool for managing upgrades between versions of IBM Cognos Business Intelligence software. However Cognos Lifecycle Manager software is more than just an upgrade tool. Learn how this tool, which is included within your BI solution, can not only help you with upgrade tasks but can also play a role with report validation during application development, benchmarking performance and validating after third-party modification to your environment.

Session Type: Product Overview
Level: Advanced
Speaker: Mike Armstrong, IBM

BBI-1894
Best Practices for Upgrading to IBM Cognos 10

This presentation will focus on best practices, workflow and approaches for upgrading your existing IBM Cognos Business Intelligence solution to the latest IBM Cognos 10 release. In addition, the session will include a discussion of the resources and tools available to assist you in the upgrade process.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Mike Armstrong, IBM

BBI-1910
How Cloud-Based Analytics Can Accelerate Your Time to Insights and Improved Outcomes

Many organizations are using the power of cloud computing to improve speed and dexterity and to deliver faster results. But cloud computing can also help minimize the barriers to deployment and adoption for analytics. In this session, we will discuss how cloud computing can help eliminate barriers to analytic adoption in your organization. You will learn about the options that are currently available to you and how to get started. We will also talk about some potential challenges and how different organizations are addressing them as well as the IBM vision for the future of cloud-based analytics.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Kathy Konkel, IBM; Michael Norris, IBM

BBI-1946
Finance Transformation at Jabil: IBM Cognos TM1 + IBM Cognos Business Intelligence— Inverted Triangle

Join this session to see how Jabil Circuit, a leading global electronics manufacturing service provider, implemented an integrated application including IBM Cognos TM1® and IBM Cognos Business Intelligence software, and effectively inverted the triangle of data preparation and analysis.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Patrick Patterson, Jabil Circuit, Inc.; Simon Yannopoulos, Jabil Circuit, Inc.

BBI-2058
Implementing a Robust Security and Governance Model in IBM Cognos Business Intelligence

Security is a critical consideration in most BI applications. This session will cover industry best practices that allow system administrators to implement, manage and maintain a robust security and governance model in IBM Cognos Business Intelligence software. You will learn how to monitor license usage; audit security policies; restrict access to the application; incorporate existing governance, risk and compliance (GRC) requirements; and monitor user activity as well as address other key elements of your overall security infrastructure.

Session Type: Best Practices/Deployment
Level: Advanced
Speaker: Scott Masson, IBM

BBI-2126

Accelerate Your Reporting and Analytics Capabilities with IBM Cognos Express Xcelerator

Operating in six countries with five currencies, wireless and cellular device developer LitePoint was struggling to produce reports in time for its regular board meetings. In addition, its legacy spreadsheet-based solution was not optimized for complex reporting tasks, making it difficult to gain visibility of important data. This session will show how LitePoint used IBM Cognos Express® Xcelerator software to improve its reporting and analytics.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Dan Atler, Meraki

BBI-2194

Advanced BI Report Authoring Techniques with IBM Cognos Business Intelligence

This session will explore the most current advanced reporting techniques with IBM Cognos Business Intelligence software. You will learn how to solve common and tricky problems in reporting. In addition to new features and capabilities, you will learn about design and development principles that can help you create powerful visualizations for your report consumers.

Session Type: Tips and Techniques
Level: Advanced
Speaker: J.J. Persaud

BBI-2239

IBM Cognos 10 in the Cloud at Point Defiance Zoo & Aquarium

Located in Tacoma, Washington, Point Defiance Zoo & Aquarium, founded in 1905, is an Association of Zoos and Aquariums (AZA)–accredited facility that serves more than 650,000 visitors annually. The zoo has deployed IBM Cognos 10 software in the cloud and is using business analytics to drive insight into guest visitation and spending habits and to fuel its mission of worldwide animal conservation. In this session, you will learn how Point Defiance Zoo & Aquarium learned from the analytics successes of its partners at the Cincinnati Zoo & Botanical Garden (featured last year on the main stage at IOD) and took its line-of-business-driven analytics project into the cloud to further accelerate deployment and increase the value and return on investment (ROI) of its system.

Session Type: Strategy and Direction
Level: Introductory
Speaker: Donna Powell, Point Defiance Zoo & Aquarium

BBI-2268

IBM Cognos 10 Family: Best Practices for Moving Content between Desktop, Workgroup and Enterprise

With the introduction of IBM Cognos Insight software, businesses of practically any size can benefit from the strengths of the IBM Cognos reporting and analytics portfolio. IBM Cognos solutions are tailored for many tasks, including desktop data exploration and analysis and enterprise reporting. This session will focus on solutions in the IBM Cognos 10 family and the technical details of moving content from one stage to the next. Attendees will learn about the various approaches available and best practices for moving content from Cognos Insight software to IBM Cognos Express or IBM Cognos Enterprise software.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Chris McPherson, IBM; Martin Keller, IBM

BBI-2317

The System Management Methodology for IBM Cognos Business Intelligence: Installation

This session, on the System Management Methodology (SMM) for IBM Cognos Business Intelligence software, provides examples of how administrators can use the standard features of IBM Cognos Administration along with IBM Cognos Business Intelligence functionality to increase their own productivity and proactively manage Cognos Business Intelligence applications, users and servers. This session will provide an in-depth look at the SMM component and walk through a typical SMM implementation.

Session Type: Best Practices/Deployment
Level: Advanced
Speaker: Dean Browne, IBM

BBI-2370

Effectively Deploying and Managing your Cognos Mobile Solutions

Mobile access to business data is fast moving from a nice-to-have to a hard requirement, and many employees and customers are moving exclusively to mobile devices. In this session, you will go through the areas an organization needs to consider in rolling out and supporting IBM Cognos Mobile software, including connectivity and security, device management, application deployment, and report authoring. Special attention will be given to the new features of IBM Cognos Mobile software as well as providing a sneak peek at new work in the labs.

Session Type: Best Practices/Deployment
Level: Advanced
Speaker: Michael Iles, IBM

BBI-2384

Improving Student Outcomes with IBM Cognos 10 Active Report and IBM Cognos Business Insight

Compass for Success is a collaboration among more than 30 Canadian school boards in Ontario. It has harnessed IBM Cognos 10 Business Insight Advanced software to build an analytics platform that offers more-advanced capabilities than any of the individual school boards could have achieved on its own. IBM Cognos 10 software gives users a way to use sophisticated analytical tools to interact with data, monitor student performance and develop a culture of inquiry instead of just reading numbers. Attendees will see a demonstration of the solution and learn how actionable insights can lead to real-world results.

Session Type: Strategy and Direction
Level: Intermediate
Speaker: Diane Findlay, Compass for Success

BBI-2423

Designing Reports for Performance

This session takes a ground-up approach to designing reports for performance. Beginning with data access strategies and followed by metadata modeling tips, attendees will delve into various best practices for report design and learn how to ensure that reports are optimized for performance. Topics span various IBM Cognos Business Intelligence roles, including administrators, metadata modelers and report authors.

Session Type: Best Practices/Deployment
Level: Advanced
Speaker: Armin Kamal, IBM

BBI-2433

What's New in IBM Cognos Express 10?

This session will demonstrate and discuss the latest release of IBM Cognos Express software, one of the only integrated reporting, analysis and planning solutions purpose-built for workgroups and midsize organizations. You'll learn how Cognos Express software benefits from enhancements in the Cognos Enterprise 10 platform, with new capabilities including improved workspaces and dashboards, added mobile and disconnected analytics for people who are not online, and new discovery and visualization capabilities that make it easier to develop, contribute to and monitor your planning activities.

Session Type: Product Overview
Level: Intermediate
Speakers: Mark Morton, IBM; Carm Janneteau, IBM

BBI-2545

IBM Cognos Business Intelligence and IBM InfoSphere BigInsights BI on Big Data

Increasing demands to incorporate large data volumes with social, web and sensor data to perform customer, operational and risk analytics requires access to Apache Hadoop and providing analytics to a broad business user community. You will learn about the new integration of IBM Cognos Business Intelligence and IBM InfoSphere® BigInsights™ software, IBM's Hadoop distribution solution. The session will describe the new integration, which uses Hive, and provide a comprehensive picture of how structured and unstructured data can be loaded into InfoSphere BigInsights software and analyzed and queried with Cognos Business Intelligence software. The session will also discuss the best ways to query and make this data available to business users.

Session Type: Technical Deep Dive
Level: Intermediate
Speakers: Chandrashekhar Jain, IBM; Jason Tavoularis, IBM

BBI-2570

Customer Analytics, Big Data and Your SAP or Oracle ERP System

Customer analytics is all about gaining insight into your customers and driving actions that will result in better business outcomes. This requires analyzing large volumes of data from multiple sources, such as SAP, Oracle and other internal systems, to better understand customer interactions. It then involves combining this with big data from sources such as sensors, social media and websites to describe the behavior of those customers in order to explain the interactions and results so that appropriate action can be taken. In this session, we will describe how to use SAP and Oracle enterprise resource planning (ERP) systems in combination with big data to address some key use cases in customer analytics.

Session Type: Strategy and Direction
Level: Intermediate
Speakers: Kathy Konkel, IBM; Juha Teljo, IBM

BBI-2861

Overview of IBM Cognos Business Intelligence (with IBM Cognos Enterprise)

It's possible to arm the users in your organization with the analytics they need to transform insight into action. With today's global economy and ever-faster business cycles, business intelligence has expanded to include real-time data, collaboration, what-if analysis, mobile and other capabilities that help fuel the decision-making process. In this session, you'll learn how IBM Cognos Enterprise software balances the need for IT control with the analytic freedom that users demand. You'll also see how Cognos Enterprise software supports the ways business users work by delivering analytics on the web or to the desktop or mobile device and by embedding analytics in everyday applications.

Session Type: Product Overview
Level: Introductory
Speakers: Jonathan D'Sa, IBM; Sarah Jeong, IBM

BBI-2888

IBM Cognos Business Intelligence Deployment at Kaiser Permanente Northwest

Attend this session and learn how health insurance and integrated healthcare provider Kaiser Permanente Northwest designed, implemented and deployed IBM Cognos Business Intelligence software as its regional management reporting tool. In three years, the management reporting team (DIME) has rolled out standardized production reporting to more than 1,200 users for finance, operations, labor and planning. You'll learn deployment best practices, find out how the company standardized its reports, used data governance to manage the business rules and increased user adoption by more than 250 percent. This session will also review the lessons learned and outline the future path for management and performance reporting at Kaiser Permanente Northwest.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Ryan Henderson, Kaiser Permanente; Brian Sikora, Kaiser Permanente

BBI-2926

Best Practices for Integrating and Optimizing IBM Cognos Business Intelligence on IBM System z

Are you planning or in the process of deploying IBM Cognos Business Intelligence on IBM System z technology? Whether you are a current client or planning to move to Cognos Business Intelligence software, this session will provide integration and optimization tips and tricks to help you quickly, efficiently and effectively get your solution up and running. This session will include details on performance testing, sizing, installing, deploying, tuning and troubleshooting your Cognos Business Intelligence implementation on System z technology for maximum ROI.

Session Type: Tips and Techniques
Level: Advanced
Speakers: Jaci Newmark, Miami-Dade County; Cindi Austin, IBM

BBI-3001

Cognos Insight—Data Discovery and Advanced Analytics

Learn how to create compelling interactive dashboards and collaborate with your line-of-business colleagues. This session will demonstrate how you can rapidly develop a dashboard using IBM Cognos Insight software, and you will learn tips and tricks for making the analysis more interactive and engaging for your work group.

Session Type: Tips and Techniques
Level: Intermediate
Speaker: David Clement, IBM

BBI-3103

Monitoring and Tuning IBM Cognos 10 Business Intelligence for High Performance

Come and learn the latest best practices in monitoring and tuning IBM Cognos Business Intelligence software to maximize your performance and scalability. What are the metrics that you should be watching? How can you monitor these metrics? What buttons can you tweak to improve your performance or scale to higher loads? If you have these questions, then this session can assist you in getting more out of your BI software and hardware.

Session Type: Tips and Techniques
Level: Advanced
Speakers: Mark McFadden, IBM; Mark Pilon, IBM

BBI-3146

In the Labs: What's New in IBM Cognos Business Intelligence

See the latest features and capabilities in the most recent release of IBM Cognos Business Intelligence software. Join us at this session, and stay ahead of the curve by being prepared for the latest and greatest in BI innovations from IBM.

Session Type: Product Overview
Level: Intermediate
Speakers: Jane Farquhar, IBM; Rick Blackwell, IBM

BBI-3195

Extract More Value from SAP NetWeaver Business Warehouse with the IBM Cognos Family

Learn how you can build on your SAP NetWeaver Business Warehouse (SAP NetWeaver BW) investment with the IBM Cognos product family. Using a series of demonstrations, we will walk you through various scenarios that take advantage of the new capabilities of IBM Cognos products, using data from SAP NetWeaver BW.

Session Type: Product Overview
Level: Intermediate
Speakers: Jonathan D'Sa, IBM; Chad McGlothlin, IBM

BBI-3199

A Practical Guide to Implementing IBM Cognos Active Report at OppenheimerFunds

OppenheimerFunds, one of the largest investment management companies in the United States, uses IBM Cognos Active Report software to enable its executives to view daily metrics. This session will show how the company converted its business requirements into a robust business intelligence solution. You will learn how it translated a spreadsheet grid of business data into a concise report from Cognos Active Report software, and you'll hear about design considerations including tips for creating reports using features of the Apple iPad. You'll learn about training created for report developers and how the company prototyped and marketed Cognos Active Report software using the iPad and a video recording. You'll also hear about challenges the company overcame during implementation.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Joe Allyn, OppenheimerFunds

BBI-3320

Driving Deeper Returns at Cablevision with IBM Cognos 10 and IBM Netezza

This session will describe how Cablevision, a leading telecommunications and media company, extended its market share with the help of superior analytics, using IBM Cognos 10 Business Intelligence software and the IBM Netezza® data warehouse appliance.

Session Type: Strategy and Direction
Level: Intermediate
Speaker: Travis Neel, Cablevision

BBI-3360

Best Practices Migrating to Cognos 10 from Other Business Intelligence Tools

Standardizing on a common business intelligence tool can be a challenging and expensive project. Find out how other organizations have standardized on IBM Cognos 10 software and migrated content from other business intelligence tools. We will discuss how they developed their business case for the migration and other tips and techniques.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Kathy Konkel, IBM; Jonathan D'Sa, IBM

BBI-3424

Tips and Tricks for Effectively Deploying IBM Cognos Workspace (previously IBM Cognos Business Insight)

Attend this session, and learn how to effectively deploy unified workspaces to your business users where they can assemble, personalize and interact with data from virtually any time horizon in a single place. This session explores, discovers and demonstrates the latest features, performance optimization, best practices and customization of IBM Cognos Business Insight workspaces.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Michael McGeein, IBM; Brent Winsor, IBM

BBI-3438

Fun with IBM Cognos Mashup Service

In this session, you will learn about the power of the IBM Cognos Mashup Service software and find out how to use the service to more easily add advanced features to a report, such as adding mapping capabilities by interfacing with an online map or drilling through to a report as a small pop-up window rather than a new viewer. You'll also learn how Cognos Mashup Service software is designed to provide fast and easy access to report output, whether as raw data or as HTML from within a report.

Session Type: Technical Deep Dive
Level: Advanced
Speaker: Neil Warner, IBM

BBI-3545

The Power of IBM Cognos Active Report, Interactivity and Design at DIRECTV

This session will explore the user interface aspect of IBM Cognos Active Report software for the Apple iPad, development and maintenance issues faced at DIRECTV, design and standardization techniques, and tips and tricks in designing a report from Cognos Active Report software using Cognos Report Studio software. You will see a demo of different DIRECTV Cognos Active Report use cases on an iPad as well as in IBM Cognos Portal Services software with interactive features in Cognos 10 software. An interactive session will also be held to display tips and tricks that will help you achieve quicker development and maintenance. New features in Cognos 10.1.1 software will be highlighted with a real-time display of new features within Cognos Report Studio software using Cognos 10.1.1 software.

Session Type: Tips and Techniques
Level: Advanced
Speakers: Nitin D'Souza, DIRECTV; Grace Ng, DIRECTV

BBI-3566

Disney: Cognos TM1 10.1 and Business Intelligence Integration

Virtually every Cognos TM1 implementation with have some integration with Cognos Business Intelligence software. Come join us as we explore some of the great integration features of Cognos TM1 10.1 and Cognos Business Intelligence 10.1.1 software that will allow you to quickly create highly formatted dashboard reports with write-back capabilities.

Session Type: Best Practices/Deployment
Level: Introductory
Speakers: Kevin Meyer, The Walt Disney Company; Chris Lebedeff, The Walt Disney Company

BBI-3825

Extending Dynamic Query for High-Performance Analytics and Introduction to Dynamic Cubes, Part 1

Learn about enhancements to Cognos Dynamic Query software that can help drive high-performance, self-serve analytics with exploding data volumes. These enhancements are intended to help clients more easily harness the depth and breadth of data stored in enterprise data warehouses and put the power of information into the hands of business users. It leverages cubing technology for dimensional data exploration as well as extensive usage of in-memory data assets to maximize performance and manage the load on the database. You'll gain a solid understanding of these new features that can deliver fast performance and low latency over terabytes of data, making your large enterprise data warehouse available in the same familiar IBM Cognos interfaces.

Session Type: Tips and Techniques
Level: Advanced
Speakers: David Cushing, IBM; Mario Daigle, IBM; Skyla Loomis, IBM

BBI-3826

Extending Dynamic Query for High-Performance Analytics and Introduction to Dynamic Cubes, Part 2

Learn about enhancements to Cognos Dynamic Query software that can help drive high-performance, self-serve analytics with exploding data volumes. These enhancements are intended to help clients more easily harness the depth and breadth of data stored in enterprise data warehouses and put the power of information into the hands of business users. It leverages cubing technology for dimensional data exploration as well as extensive usage of in-memory data assets to maximize performance and manage the load on the database. You'll gain a solid understanding of these new features that can deliver fast performance and low latency over terabytes of data, making your large enterprise data warehouse available in the same familiar IBM Cognos interfaces.

Session Type: Tips and Techniques
Level: Advanced
Speakers: David Cushing, IBM; Mario Daigle, IBM; Skyla Loomis, IBM

BBI-3827

Metadata Modeling for Reporting and Analysis, Part 1

Preparing useful and intuitive models for report authors and ad hoc users to consume in the IBM Cognos studios is a fundamental step in creating a successful BI application. This presentation will cover techniques and proven practices for modeling relational data sources for both reporting and OLAP-style analysis. Techniques discussed will be relevant to IBM Cognos Framework Manager modeling in general and to working with new features to support emerging analysis capabilities.

Session Type: Tips and Techniques
Level: Advanced
Speakers: Chris McPherson, IBM; Ralf Vierich, IBM

BBI-3828

Metadata Modeling for Reporting and Analysis, Part 2

Part 2 of this session will dive deeper into the modeling of OLAP over relational constructs to support analysis and multidimensional reporting. Discussions and demonstrations will also include how to use the strengths and performance benefits of innovative, new capabilities for the analysis of large volumes of data.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Chris McPherson, IBM; Ralf Vierich, IBM

BBI-3830

Big Data Analytics: Where to Start

Big data is a hot topic. Storing and accessing large volumes of data inexpensively sounds attractive, but having the data is just the first step. Transforming that data into meaningful information to guide decision making is the harder challenge. This session will introduce you to how IBM Business Analytics defines big data analytics. We will offer example use cases by industry, show you what capabilities are currently supported and present a road map of what to expect in the future. This session complements session BBI-2570, Customer Analytics, Big Data and Your SAP or Oracle ERP System, and session BBI-2545, IBM Cognos Business Intelligence and IBM InfoSphere BigInsights BI on Big Data.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Harriet Fryman, IBM; Kathy Konkel, IBM

BBI-3831

IBM Cognos Active Report: Intermediate to Advanced Authoring Techniques, Part 1

By employing the capabilities of IBM Cognos Active Report software, authors can build disconnected interactive dashboards that can be deployed to desktop computers and the Apple iPad. This session will focus on best practices for authoring, and it will present various techniques for creating interactive reports. There will also be an emphasis placed on developing mobile optimized dashboards and on ways to exploit the visualization capabilities of Cognos Active Report software.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Jeff MacDonald, IBM; Stewart Winter, IBM

BBI-3832

IBM Cognos Active Report: Intermediate to Advanced Authoring Techniques, Part 2

By employing the capabilities of IBM Cognos Active Report software, authors can build disconnected interactive dashboards that can be deployed to desktop computers and the Apple iPad. This session will focus on best practices for authoring, and it will present various techniques for creating interactive reports. There will also be an emphasis placed on developing mobile optimized dashboards and on ways to exploit the visualization capabilities of Cognos Active Report software.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Jeff MacDonald, IBM; Stewart Winter, IBM

BBI-3833

IBM Cognos Dynamic Query Mode: What You Need to Know, Part 1

This presentation is targeted at BI administrators, authors, modelers and power users. Following a review of what Cognos Dynamic Query mode is, you'll learn where it fits in the evolution of the IBM Cognos Business Intelligence platform. You'll also find out what's new in Cognos Business Intelligence 10.2, and we'll discuss high-level best practices and important considerations for Cognos Dynamic Query mode.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Jason Tavoularis, IBM; Sean MacPhee, IBM

BBI-3834

IBM Cognos Dynamic Query Mode: What You Need to Know, Part 2

This presentation is targeted at BI administrators, authors, modelers and power users. Following a review of what Cognos Dynamic Query mode is, you'll learn where it fits in the evolution of the IBM Cognos Business Intelligence platform. You'll also find out what's new in Cognos Business Intelligence 10.2, and we'll discuss high-level best practices and important considerations for Cognos Dynamic Query mode.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Jason Tavoularis, IBM; Martin Petitclerc, IBM

BBI-3851

Enabling Customer-Driven Insight: How IT@Intel Is Evolving to Deliver Self-Service Business Intelligence

As analytics becomes an ever-increasing priority, IT@Intel continues to evolve its partnership with the business user community. This session will demonstrate how Intel improved its ability to deliver self-service BI to its customers, resulting in faster time to market and lower total cost of ownership. Real-world use cases and success stories are interwoven throughout the session to illustrate high-profile best practices in evolving the IT and business partnership in delivering agile business analytics solutions.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: David Schaeffer, Intel

BBI-3852

How Nike Sales Gained Rapid Business Insights with IBM Cognos Business Intelligence

With an eye toward creating a user-empowered, self-service reporting model, Nike chose the IBM Cognos solution to deliver business intelligence speed and scalability. This session will describe Nike's phased rollout of IBM Cognos Business Intelligence software, which aligned Nike's six global geographies and disparate systems. You will learn how Nike, after previous failed attempts, used the Cognos solution to successfully turn the Nike sales analyst community from being report creators, using cumbersome data dumps and spreadsheets, to suppliers of business insight and market intelligence.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Matthew Arnis, Nike Corporation

BGN-4117

Visualization Tools to Make Analytics Consumable

Visualization is an invaluable technique for exploring large data sets. But after the discoveries have been made, interactive visualization can also be instrumental in communicating and sharing those analytical discoveries, in effect making the analytics more "consumable." In this session, we will share recent research projects that show how interactive visualization can assist people in understanding complex data results and the underlying analytics. You'll learn how visualization can be used for projects involving predictive analytics on sales teams, historical timeline visualizations and visualizations of unstructured textual data.

Session Type: Strategy and Direction
Session Level: Intermediate
Speaker: Joan DiMicco, IBM

Performance Management

Learn about the latest advances that transform slow, expensive and disconnected performance planning and management processes into dynamic, efficient and connected experiences. Learn how the latest solutions for performance management serve finance, line-of-business and IT professionals alike, helping them create analytics-driven organizations. In this track, you'll hear from your fellow software users and from IBM product experts and Business Partners about their experiences implementing solutions for enterprise planning, budgeting and forecasting, profitability modeling and optimization, and performance reporting and scorecarding. In addition, you will learn about our new product offerings for incentive compensation management and sales performance management from our recent acquisition of Varicent Software. And you'll see how linking all of these processes with business intelligence, predictive and risk analytic investments can drive better outcomes.

BPM-1027

Distributed Architecture for IBM Cognos Insight in IBM Cognos TM1 10.1

In this session, we explore the new distributed architecture for IBM Cognos Insight in IBM Cognos TM1 10.1 software. You will learn about the architecture and the benefits it creates as well as the performance and scalability improvements it provides. You will also hear about best practices for managing an application deployed with this new option.

Session Type: Technical Deep Dive
Level: Intermediate
Speakers: Gunes Sengunes, IBM; Jon Sandles, IBM

BPM-1070

What If? Using Analytics for Predictive Forecasting, Featuring Australia Post

What if you could start your forecast with a prediction of what is likely to happen? What if you could adjust the predicted forecast to factor in known conditions? What if you could optimize the forecast to determine the best outcome? This session will discuss how companies are bringing together the power of IBM Cognos TM1, IBM SPSS predictive analytics and IBM ILOG CPLEX software into a single business application that can help answer the what if questions and create the ultimate forecast.

Session Type: Business Overview
Level: Introductory
Speakers: Armand Mizan, Australia Post; Katrina Read, IBM

BPM-1569

Optimizing Rolling Sales Forecasts with IBM Cognos TM1 10.1

This session will highlight a successful migration from IBM Cognos Planning 10 to IBM Cognos TM1 10.1 software, including cube model consolidation benefits and the enhanced capabilities enabled by Cognos TM1 10.1 software. Michael Poirier from Illumina will describe the company's monthly five-quarter rolling sales forecast process with more than 300 global contributors. The session will also cover integration with IBM Cognos Business Intelligence 10.1 software, Cognos TM1 Contributor and Cognos Insight interfaces, the integration of ERP actuals and customer relationship management (CRM) pipeline data; bottom-up and top-down planning processes, multiple scenarios and sandboxes, support of midterm three-year planning, and the ability to push top-level plans down to the lowest levels efficiently and productively.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Michael Poirier, Illumina

BPM-1942

What Everyone Should Know about IBM Cognos TM1 and IBM Cognos Business Intelligence Integration

Achieving integration between an IBM Cognos TM1 data source and the IBM Cognos Business Intelligence suite can be challenging. This session will technically detail how best to work with Cognos TM1 software as a report developer to help ensure a successful outcome. Using examples from real client implementations, you will gain a better understanding of what settings in Cognos TM1 software can be exploited to maximize the benefit in Cognos Business Intelligence software.

Session Type: Tips and Techniques
Level: Advanced
Speakers: Brian Simpson, IBM; Jason Tavoularis, IBM; Ronnie Rich; IBM

BPM-2121

Aligning Production and Logistics to Customer Demand with IBM Cognos TM1 at Columbus Foods

IBM Cognos TM1 software is commonly deployed to address the overreliance on spreadsheets for forecasting and planning. In this session, you'll hear from a long-term Cognos TM1 client about how his company has used the Cognos TM1 platform to help refine demand planning and a related manufacturing process. You'll learn how Columbus Foods has identified significant savings in labor time and production cost by applying Cognos TM1 software to its sales and manufacturing process.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Dave Siegfried, Columbus Foods

BPM-2477

Fast-Tracking Scorecards—A Suggested Framework to Accelerate BI Maturity

Adaptability is crucial for a successful business intelligence and corporate performance management implementation. The objective of this session is to throw light on the implementation of scorecards at Entergy, a company engaged in the production and retail distribution of electric power. You'll see how the company increased user adaptability as well as BI and corporate performance management (CPM) awareness by using an existing IBM Cognos Business Intelligence platform to render the key performance indicators. A working model of the framework will be demonstrated to show the tangible and intangible benefits of the framework. Strategic alternatives faced during implementation will also be discussed.

Session Type: Technical Deep Dive
Level: Advanced
Speaker: Karthik P. Gomathy, NEC Corporation of America

BPM-2537

Using IBM Cognos TM1 to Manage Capital Spending at EQT's Natural Gas Production Company

New technology has made it more cost-effective to drill for natural gas where it has been historically unprofitable or impossible. EQT plans to drill more than 100 new wells each year at a cost of hundreds of millions of dollars. The existing solution for managing such expenditures consisted of linked spreadsheets. Maintenance of the spreadsheet models was cumbersome, and forecasting was time-consuming and inexact. An IBM Cognos TM1 model was developed to analyze large amounts of data to provide information on expected capital expenditures needed to fund drilling operations. In this session, learn how the TM1 model gave users the ability to modify key drivers for each well to generate timelier and more-accurate capital forecasts.

Session Type: Best Practices/Deployment
Level: Introductory
Speakers: Rob Kovacevic, EQT; Shawn Freundschuh, eCapital Advisors

BPM-2749

Innovative Financial Practices with IBM Cognos TM1 at White Lodging Services

In this session, you'll learn how White Lodging Services, a hotel and property management company with a portfolio of more than 180 hotels across the United States, joined forces with IBM Business Partner LPA Systems to replace the company's existing tool with IBM Cognos TM1 software to implement a robust financial analysis system enterprisewide and help launch the company's growth initiative. This session will cover many uses and processes, such as daily labor reporting, including scheduling from Kronos for daily flex labor versus forecasted rooms occupied; credit card funding and reconciliations from merchant data incorporating budget, labor, purchase order (PO) logs and more into monthly forecast data; and an internal audit program and scoresheet aging recaps and comments on aged items.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Carolyn Cochran, White Lodging Services; Chad Erman, LPA Systems

BPM-2945

A Gentle Migration to IBM Cognos TM1 from IBM Cognos Planning: Taking a Staggered Approach to Limit Impact

Northrop Grumman's Information Systems sector has been using IBM Cognos Planning software since 2004 and developed a robust planning and forecasting functionality. But as the data sets and number of users grew, the company realized that it needed to boost performance to answer the demands from users. In this session, you'll hear how Northrop Grumman implemented a gradual migration to IBM Cognos TM1 software and how its users were able to see improved reporting capabilities and enjoy greater data visibility before they even knew the words "Cognos TM1." Learn how users were able to keep the look and feel they were used to but get the performance they needed.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Chris Poll, Northrop Grumman; Geoff Springfield, Northrop Grumman; Nick Mattus, Northrop Grumman

BPM-3023

How IBM Succeeded After Others Failed in a Performance Management Implementation at Brazil's Cosan

In three consecutive years, Cosan, Brazil's largest renewable energy company, implemented three different performance management tools and was not successful in the planning cycles for these years. In 2010, Cosan started a new process of evaluating vendors to provide a solution that would overcome the deficiencies of the previous tools. At the end of the process, Cosan selected IBM. As the final result of using the tools during the 2011/2012 planning cycle, Cosan has a comprehensive solution for planning and financial control that allows the company to manage its business in a fast, safe manner because the whole process is now automated and integrated into a single IBM business analytics platform.

Session Type: Best Practices/Deployment
Level: Advanced
Speaker: Reginaldo Ferraz Junior, Cosan

BPM-3216

Improved Budget Management and Lower Costs with Scenarios by Business Type Using IBM Cognos TM1

Implementing a corporate performance management solution at Administración Nacional de Combustibles, Alcohol y Pórtland (ANCAP), Uruguay's state oil company, involved multiple challenges, from strategy to technology. As a public enterprise, it has to report to the central government but also has to maintain the agility of a dynamic business. (ANCAP produces not only fuels and lubricants but also alcohol and Portland cement.) In this session, Sergio Pi from ANCAP will share the company's experiences, the phased implementation process, lessons learned, and the benefits gained from implementing IBM Cognos TM1 software for budgeting and scenarios and IBM Cognos Business Intelligence 10 software for balanced scorecard, datamarts and reports.

Session Type: Business Overview
Level: Intermediate
Speaker: Sergio Pi, ANCAP

BPM-3235

Financial Performance Management at Teledyne Brown Engineering

James Hough from Teledyne Brown Engineering will share his thoughts on IBM Cognos Insight software and the potential it could bring to the company in the months to come. Join us to find out how Teledyne Brown applies IBM Cognos financial performance management solutions to help transform its planning, budgeting and forecasting processes and increase the company's analytics quotient. Attendees will learn how Teledyne Brown is using IBM Cognos TM1 and IBM Cognos Business Intelligence software to transform the way it manages its business.

Session Type: Business Overview
Level: Introductory
Speaker: James Hough, Teledyne Brown Engineering

BPM-3439

Under the Hood of IBM Cognos TM1 Performance Modeler

This session provides a deep dive into the new modeling capabilities of IBM Cognos TM1 Performance Modeler software. Designed for people who are already experienced with Cognos TM1 software, this session will give you insight into how Cognos TM1 Performance Modeler software turns user gestures such as calculations and links into rules, feeders and TurboIntegrator (TI) processes.

Session Type: Technical Deep Dive
Level: Advanced
Speaker: Stephen Brook, IBM

BPM-3453

NANA Development Corporation's Deployment of IBM Cognos TM1 and IBM Cognos Controller

In this session, you will learn how NANA Development Corporation, a community-owned enterprise based in Anchorage, Alaska, and with operations around the world, implemented IBM Cognos TM1 and IBM Cognos Controller software. You'll learn how these solutions were used to address the financial consolidation, budgeting and planning requirements for NANA's multicompany structure.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Frank Long, NANA Development Corporation; Phil Maynard, Semfin

BPM-3476

Building High-Performing IBM Cognos TM1 Contributor Applications

This session will focus on techniques for building high-performing IBM Cognos TM1 Contributor applications. It will also describe the capabilities of the new Cognos Insight clients available for Cognos TM1 Contributor in Cognos TM1 10.1 software and when they are best deployed. The session will also touch on highlights of the distributed architecture available for the first time.

Session Type: Tips and Techniques
Level: Intermediate
Speaker: Stephen Brook, IBM

BPM-3866

Transforming Finance Operations and Disclosure Management

Today's finance organizations are under more pressure than ever to provide leadership and insights to guide and grow the corporation, but many finance groups are mired in manual processes. This session highlights IBM Cognos solutions that enable finance organizations to transform manual, time-consuming and error-prone processes into efficient, standardized and controlled finance operations. You'll learn how integrated disclosure management solutions can automate and enhance controls over day-to-day processes in a global finance operation. You'll also learn innovative ways to integrate BI data and reports into dynamic business reviews, board books and management presentations—all in a single, security-rich, collaborative environment.

Session Type: Business Overview
Level: Introductory
Speakers: Khurram Raja, IBM; Dan O'Brien, IBM

BPM-3867

Sales Performance Management: The Missing Ingredient in Corporate Performance Management Solutions

Aligning the sales organization with corporate objectives is often difficult. And most corporate performance management (CPM) systems do not deal with driving desired sales behavior. This session will help define and discuss the differences and the integration points between sales performance management (SPM) and CPM systems. Supported by research from analysts, this session will look at trends in the marketplace and explore ownership and responsibilities for finance, human resources, sales and information technology groups. Attendees will gain a better understanding of why finance and sales must be better aligned and how to achieve that alignment.

Session Type: Business Overview
Level: Introductory
Speaker: Mike Meisenheimer, Varicent, an IBM Company

BPM-3868

Keys to Success for Sales Performance Management

Keeping up with the pace of business requires a variety of skills. Discover the story of implementation from the RFP to real-life deliverability of an SPM solution at RSA Security. This session will identify the challenges and benefits that SPM solutions can provide, along with new transparency into business issues and processes that were not available just a few years ago. Attend this session, and take away the keys to a successful implementation.

Session Type: Best Practices/Deployment
Level: Introductory
Speakers: Bill Slyva, RSA Security, Inc.; Fred Sass, Varicent, an IBM Company; Jim Connolly, RSA Security, Inc.

BPM-3924

How MassMutual Uses Cognos Financial Statement Reporting

This session will demonstrate how MassMutual has creatively used IBM Cognos Financial Statement Reporting software across multiple areas of the organization. You'll learn how Cognos Financial Statement Reporting software has supported the successful automation of internal and external reporting processes to support the standardization of multiple reports. And you'll learn how the project created an atmosphere of stronger collaboration between interdependent business areas. We will discuss the methodology MassMutual implemented in the design of its customized reports, including the innovative use of Cognos Financial Statement Reporting software and Microsoft Word and Excel functionalities to resolve complex issues. This session will also review operational deployment and MassMutual's long-term vision for Cognos Financial Statement Reporting software within the organization.

Session Type: Business Overview
Level: Introductory
Speaker: Thomas Kellner, Massachusetts Mutual Life Insurance Company (MassMutual)

Risk Analytics

Learn how integrated risk management programs help global companies make risk-aware decisions that improve business outcomes while keeping pace with regulatory change. Sessions in this track will introduce you to the latest solutions for IT risk and compliance, financial risk management, and overall governance, risk and compliance (GRC). You'll learn from risk practitioners and IBM product experts how IBM OpenPages and IBM Algorithmics solutions can help you enable risk-aware decision making, optimize your use of capital and reduce the cost and complexity of regulatory compliance.

BFR-2556

Manage IT Risk and Compliance with IBM OpenPages IT Governance

In today's highly regulated business environment, it is critical that organizations identify and manage IT risks that can threaten business performance. In this session, you will learn how you can drive successful IT GRC programs using IBM OpenPages software in concert with IBM security solutions. You will find out how to combine regulatory requirements, policies and controls with bottom-up operational IT data to deliver visibility into risk and compliance; use asset, configuration management and security compliance data to understand the business impact of IT risks and incidents; and use predictive and risk analytics to identify risks and issues before they become incidents.

Session Type: Strategy and Direction
Level: Intermediate
Speaker: Julie R. Marobella, IBM

BFR-3068

Using IBM OpenPages Solutions to Support the IT Risk Map Process at IBM

This session will introduce you to the IT risk map process and explain why the process has been adopted at IBM. You'll learn about the company's deployment of IBM OpenPages Operational Risk Management software and get an overview of the OpenPages implementation for the office of the CIO. This session will also provide a deep dive to show you how OpenPages Operational Risk Management software offers an adaptable, easy-to-use environment that enables stakeholders to perform the activities necessary for completing the quarterly IT risk map process.

Session Type: Best Practices/Deployment
Level: Introductory
Speaker: Richard T. Laudig, IBM

BFR-3716

Managing Risk Data Across the Enterprise

Risk data typically exists in many locations in financial institutions, and organizations are challenged to bring it together for effective risk management. Each of the major lending systems typically stores its own data. Risk data may also be separated by region, division or type of lending. Furthermore, risk reporting, management reporting, regulatory reporting and capital reporting may all use slightly different data sources or calculations. In this session, using credit lifecycle management as an example, we will discuss how different organizations are using IBM solutions to bring risk data to a central location for consistent inquiry and for risk, management, capital and regulatory reporting.

Session Type: Business Overview
Level: Introductory
Speaker: Rory McClure, IBM

BFR-3952

Developing an Integrated Approach to Risk Data Management

The global finance industry has seen a significant deluge of regulatory requirements, forcing a greater focus on managing risk and on the growing cost of implementing technology. Regulators are demanding more transparency, while stakeholders are pushing for enhanced business value. Yet many firms have deployed fragmented, silo-based risk solutions that are not scalable, that are supported by diverse technology and that do not integrate into a common framework for a single view of risk. In this session, you will learn how IBM's integrated risk platform approach with a defined reporting suite to deliver a single view of risk can enhance the value of your IBM Banking Data Warehouse deployment.

Session Type: Business Overview
Level: Intermediate
Speaker: Clive Williams, IBM

BFR-3753

CSC's Global Management of Financial Controls and IT Risks with an IBM OpenPages GRC Platform

Computer Sciences Corporation (CSC) is a global leader in technology-enabled business solutions and services, operating in 90 countries with a workforce of approximately 91,000. With the company's global presence in the marketplace, CSC is compelled to manage and assess a wide range of financial, IT and strategic risks. This session will detail how CSC has grown and matured in its use of IBM OpenPages solutions and describe how the company's implementation approach has gained efficiencies and reduced CSC's risk and compliance burden while improving decision making. The presentation will focus on how offline assessments have been migrated to the OpenPages solution, and it will look into future integration and initiatives.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Syed Adnan Jafer, Computer Sciences Corporation

BFR-3754

GRC Maturity Model: From Disorganized to Integrated Risk and Performance

GRC solutions that operate autonomously from business processes introduce further risk in today's complex and distributed business environment. Organizations require an enterprise view of GRC that not only brings together silos of risk and compliance but also integrates them into the enterprise process and application fabric of the business. IBM has developed the GRC maturity model to articulate an organization's maturity in GRC processes. Organizations may have GRC processes that operate at the unaware, fragmented or integrated stage. We will outline the five stages of GRC maturity and explain how companies can figure out where their program currently fits and how to reach the next level of maturity.

Session Type: Strategy and Direction
Level: Intermediate
Speaker: John Kelly, IBM

BPM-3778

Governance, Automation and Standardization in the Office of Finance

In this lab, you'll explore the use of IBM Cognos products for managing your financial and regulatory disclosures. Specifically, you'll learn about configuring security for users and groups, creating reports and assigning template workflow, creating and configuring objects, populating objects with data (narrative or financials), automating through the use of variables, and much more. By the end of this informative, hands-on lab session, participants will have a solid understanding of the value of Cognos solutions for disclosure management.

Level: Advanced

"The amount of valuable content was outstanding. After reviewing the schedule and selecting all the sessions of interest to me, I was triple-booked for every day of the conference!"

—Tom Doub, CEO and COO, Centerstone Research Institute

Predictive and Advanced Analytics

The ever-increasing volume, velocity and variety of data has made it necessary for virtually any type of organization to embrace predictive intelligence, both to differentiate itself in the marketplace and to simply survive. Come and learn how a broad range of organizations across industries are using predictive and advanced analytics to find, capture and grow market segments, increase customer satisfaction and drive down costs. Sessions in this track will show you how to gain greater operational efficiencies and detect threatening or fraudulent activity before it can have a negative effect on your business. Discover the latest techniques for data and text mining, statistical analysis, marketplace research, decision management and social media analysis. Find out how analytic platforms can help you optimize decision making at the point of business impact.

BPA

IBM Helps the City of Cambridge, Ontario Create a Smarter Infrastructure

The challenges of managing a city's infrastructure rival that of any industry. Different components often exist in the same physical space, so every excavation to repair, replace or renew a system can affect another system. Every intervention can interrupt traffic on the street and other municipal services. In addition, every system is typically independently funded and managed. In this session, you'll learn how the City of Cambridge, Ontario deployed an IBM Maximo Asset Management based solution that included IBM Cognos solutions; IBM SPSS predictive analytics and ILOG to address integrated asset lifecycle planning for the city's infrastructure. Hear how the city reduced the total cost of ownership while minimizing service interruptions.

Session Type: Best Practices/Deployment
Level: Introductory
Speaker: Stan Smith, IBM

BPA-1131

Protect Your Organization from Threats and Combat Fraud with IBM SPSS Predictive Analytics

As organizations become more instrumented, interconnected and intelligent, different challenges appear with new possibilities, new complexities and new risks. Organizations must protect themselves and control how they respond to threats and fraud by taking a preventive, proactive approach rather than a corrective one. In this session, you'll learn how IBM SPSS predictive analytics solutions can help you act smarter by monitoring your environment across a wide variety of data sources. You'll find out how to detect suspicious behavior to identify threats, information breaches, crime or fraud; reduce exposure or loss; and maximize the beneficial impact of any action.

Session Type: Business Overview
Level: Introductory
Speaker: Shawn M. Parks, IBM

BPA-1196

How IBM Cognos 10, Cognos AAF and IBM SPPS Predictive Analytics Help Deloitte Australia Compete on Analytics

Deloitte Australia has initiated a business strategy to compete on analytics, using the core technologies of IBM Cognos Business Intelligence V10.1.1, the IBM Cognos Adaptive Application Framework (AAF) and IBM SPPS Predictive Analytics. The aim of the strategy is to help Deloitte Australia move to data-driven decision making. In this session, you'll learn how Cognos AAF has helped Deloitte Australia "unleash the data" by moving report development from the BI team directly to the end-users, significantly reducing the development pipeline and getting management reports out faster. You'll also see how SPSS solutions have been used to build models aimed at driving down staff turnover and increasing client profitability.

Session Type: Business Overview
Level: Intermediate
Speaker: James Huckerby, Deloitte

BPA-1202

Customer-Centric Analytics—Next Best Action, Architecture and Best Practices

How do you take advantage of the best knowledge and insight available at every customer interaction? In this session, you will learn how an IT architecture that combines IBM SPSS predictive analytics, master data management (MDM) solutions from IBM, a data warehouse, information integration and big data can deliver a customer-centric predictive analytics solution that offers a 360-degree view of your customers.

Session Type: Technical Deep Dive
Level: Intermediate
Speakers: Mandy Chessell, IBM; Michael T. McRoberts, IBM

BPA-1225

The Happy Marriage of IBM SPSS Modeler and IBM Cognos TM1 at Australia Post

Australia Post is Australia's biggest retailer and one of the country's best-known brands. Its IBM Cognos TM1 deployment is one of the largest in Australia. Join us at this session to find out how integrating Cognos TM1 and IBM SPSS Modeler software has delivered significant benefits for Australia Post, helping address one of Australia's largest cash flow forecasting challenges. Learn how even small improvements in accuracy can deliver huge investment returns, and discover an ideal approach to the solution architecture and ways to harness the strengths of each product.

Session Type: Business Overview
Level: Introductory
Speakers: Armand Mizan, Australia Post; Nimrod Kuti, Trident Pty. Ltd.

BPA-1331

Using IBM SPSS Predictive Analytics for Highly Accurate Sales Forecasts at United Stationers

United Stationers, a Fortune 500 wholesale and distribution company, uses IBM SPSS Statistics software to accurately forecast sales, budgets and growth rates with time-series forecasting and sophisticated statistics. Forecasts have become more than 20 percent more accurate over the last two years using IBM SPSS software for financial forecasting, translating into more-efficient use of capital budgets and faster responses to changes in the marketplace.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: John Hassman, United Stationers

BPA-1332

Beyond Surveys—Using Social Media and Predictive Analytics to Drive a Deeper Dialogue

It's time to drive a deeper dialogue. Social media, combined with the power of IBM SPSS predictive analytics, can enable a shift from passive surveying to scoring an attitudinal channel in real time at the point of dialogue. Key to an organization's success is understanding customers, employees and stakeholders. While traditional surveys provide a point of dialogue, social media analytics enables you to tap sentiment about the latest marketplace buzz. In this session, you'll find out how SPSS predictive analytics allows you to analyze current and historical facts to predict future events. Learn how the real opportunity emerges when you combine all three capabilities in a harmonized approach.

Session Type: Product Overview
Level: Intermediate
Speakers: Nick Read, IBM; Lance Nichols, IBM

BPA-1410

Driving Innovation with IBM Predictive Analytics at General Motors

Next-generation technologies such as electric cars require innovation in product design, manufacturing and operations. Compressed cycle time to design, build and deliver these new technologies is driven by macro concerns such as global energy trends and consumer demand. GM has introduced groundbreaking innovation in the area of battery manufacturing to meet production demands for the next generation of extended-range electric vehicles. In this session, you will learn how IBM SPSS predictive analytics helps GM optimize battery production for the new Chevy Volt and effectively model production line data to develop early intervention strategies that lead to higher yields.

Session Type: Strategy and Direction
Level: Intermediate
Speakers: Kevin Mixer, General Motors Company; Ishan Sehgal, IBM

BPA-1588

In the Labs: IBM SPSS Research Group Explores Making Analytics Accessible to Nonanalysts

This "In the Labs" session will explore a new way for businesses to leverage more value from predictive analytics. Universities are adding analytics to their business curriculums, but most existing software is narrowly targeted to trained analysts and statisticians. How can business users more readily make use of predictive analytics? The IBM SPSS research applications group is researching alternative interfaces to make analytics more consumable. This session will explore an automated analysis process that allows business users to interact with their results almost immediately. By focusing on insights, users can more quickly affect business decisions as opposed to spending time massaging data or discerning the proper analytic method.

Session Type: Business Overview
Level: Introductory
Speaker: Jing Shyr, IBM

BPA-1590

Equifax Creates Risk Analytics Value from Big Data with IBM SPSS Predictive Analytics

Using IBM SPSS predictive analytics, Equifax has created new statistical approaches that increase business value from multiple, large and diverse data sources involving risk analytics on financial data. Attend this session to learn the concepts that Equifax used for its statistical analysis. You'll see results showing both the incorporated data and how the statistical techniques made a difference to the business value of the analytical solution. Case study examples will demonstrate significant reductions in losses on credit portfolios and large increases in revenue from telecommunications accounts.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Martin O'Connor, Equifax; Tom Aliff, US-Analytics

BPA-1643

Transform Your Operations for Competitive Advantage with IBM SPSS

With empowered consumers in a truly global economy, organizations have had to modify their operations several times over in a short period of time. IBM SPSS predictive analytics can help you increase efficiency and reduce costs at virtually every stage of your operational processes. Attend this session to discover how organizations in various industries are using SPSS predictive analytics to boost efficiency, productivity and profitability; reduce costs; enhance customer satisfaction; and become more competitive.

Session Type: Business Overview
Level: Introductory
Speaker: Anuj Marfatia, IBM

BPA-1649

How Forward-Thinking Banks Use IBM SPSS Predictive Analytics

Banking organizations are facing a range of issues, such as reducing risk, rebuilding trust, and attracting and retaining increasingly demanding consumers. Banks have access to seemingly unlimited data but are still not using this information to make better decisions. With IBM SPSS predictive analytics, banks can determine the right offer for the right customer at the right time, improve bad debt collections, practically eliminate credit risk, and detect fraudulent banking activities. Attend this session to learn how various organizations are using SPSS predictive analytics to increase consumer satisfaction, improve operations, reduce fraud and increase profitability.

Session Type: Business Overview
Session Level: Introductory
Speaker: Keith Ellis, IBM

BPA-1724

Predictive Maintenance for Coca-Cola Freestyle Vending Machines

Coca-Cola Freestyle is the ultimate beverage experience, offering customers access to more than 100 flavors in one dispensing system. Take a deep-dive look at the innovative way Coca-Cola has implemented IBM Analytical Decision Management to monitor the operational health of its equipment fleet and to optimize its approach to predictive maintenance by servicing cutting-edge machines, minimizing downtime and increasing customer satisfaction.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: David Pham, The Coca-Cola Company; Mark W. Sexton, IBM

BPA-1902

In the Labs: What's New in IBM SPSS Statistics

The latest version of IBM SPSS Statistics software is packed with new capabilities. Product experts will show you how to simulate data according to user-specified parameters and then use that data as an input to predict an outcome. You'll also find out how you can tweak the parameters used to process the data and compare outcomes, for example, simulating various advertising budgets to determine how they affect total sales.

Session Type: Product Overview
Level: Intermediate
Speakers: Kyle A. Weeks, IBM; Keith E. Sealy, IBM

BPA-1956

From Predicting to Acting in Real Time with IBM Cognos Business Intelligence and IBM SPSS Modeler

The combination of IBM SPSS data mining and IBM Cognos Business Intelligence software can significantly increase the accuracy of a decision-making process and reduce the time to action. In this session, you'll learn how integrating these solutions enabled the end-to-end automation of a sales lead management workflow while enforcing corporate data governance rules. Learn how SPSS solutions bring in modeled data from Cognos Business Intelligence software, including sales leads from salesforce.com via IBM Cognos Virtual View Manager software, and use it to train a classification data mining model and execute production flow. Also find out how IBM Cognos Event Studio software uses predicted classification assigned to sales leads to alert the most appropriate sales resources, in virtually real time, via online or mobile channels.

Session Type: Tips and Techniques
Level: Intermediate
Speakers: George Yuhasz, HealthNow New York, Inc.; Alex Dorfman, Inergex; Paul DeSarra, Inergex

BPA-2089

Empowering IBM i2 Fraud Intelligence Analysis with IBM SPSS Predictive Analytics

IBM i2® Fraud Intelligence Analysis software helps financial institutions such as insurance companies and banks combat fraudulent transactions in two ways: by intelligently predicting them with rules and patterns using IBM SPSS Modeler software and by investigating them using IBM i2 analysis tools. Join this session to learn how the synergy between IBM SPSS Modeler and IBM i2 Fraud Intelligence Analysis software works. Understand the overarching business solution, and find out how it can be used with your existing software. Discover other technologies that i2 Fraud Intelligence Analysis software can be integrated with and how this solution can be extended to cover other domains such as healthcare and retail.

Session Type: Product Overview
Level: Advanced
Speakers: Wilfred C. Jamison, IBM; Rob Tucker, IBM

BPA-2222

IBM SPSS Predictive Analytics in IBM InfoSphere Streams

Accounting for big data isn't enough. With IBM SPSS predictive analytics and IBM InfoSphere Streams software, users account for big data in motion. Attend this session to learn how you can score massive amounts of data in massive volumes per second with low latency to help you make more-accurate, high-volume decisions exactly when you need them.

Session Type: Product Overview
Level: Advanced
Speakers: John D. Thorson, IBM; Mike Koranda, IBM

BPA-2226

Improved Collections and Reduced Recovery Costs at Standard Bank Argentina with IBM SPSS Predictive Analytics

Attend this session to find out how Standard Bank Argentina uses IBM SPSS Modeler software to deploy and implement predictive models. You'll learn how the organization significantly improved its collection strategy, yielding a 40 percent reduction in recovery costs.

Session Type: Tips and Techniques
Level: Intermediate
Speaker: Sebastian Cibeira, Standard Bank

BPA-2289

IBM SPSS Predictive Analytics Improves Process Efficiency and the Bottom Line at Daimler

Improving productivity and quality are major goals for the Daimler foundry. With the foundry producing more than a thousand cylinder heads a day, even a small reduction in scrap or improvement in efficiency can mean huge bottom-line savings. Join this session to learn how Daimler has implemented IBM SPSS predictive analytics technology and dramatically improved its capability and speed in analyzing data. Learn how you too can profit from implementing SPSS predictive analytics in your production process.

Session Type: Business Overview
Level: Intermediate
Speaker: Rene Schwarz, Daimler AG

BPA-2323

What's New in IBM SPSS Modeler

Join us to learn what's new in IBM SPSS Modeler software. You'll see the user-friendly, process-driven interface that has helped make it a leading data mining workbench. You'll see new capabilities of IBM SPSS Modeler 15 software, including social network analysis, which can be used to determine which customers are your influencers, and entity analytics for data preparation, which often takes up a significant amount of a data miner's time. In addition, you'll learn about new and enhanced in-database capabilities that can provide tremendous performance gains for scoring on databases such as IBM Netezza, IBM DB2® for z/OS® and Teradata software. This session will cover these and many other new features, including map visualizations and generalized linear mixed model (GLMM).

Session Type: Product Overview
Level: Intermediate
Speaker: Darlene Knafelz, IBM

BPA-2445

Closing the Insight to Action Gap: Deploying IBM SPSS Predictive Analytics for Exceptional Results

Organizations derive maximum value from analytics when they deploy the results of their analysis to drive better decisions. Such operationalization of analytics automates high-volume, high-value decisions. IBM SPSS Collaboration and Deployment Services software provides a platform for operationalizing analytics by scaling from the analysis of small data sets to integrating with IBM InfoSphere Streams software to deliver recommendations in real time by rapidly conducting advanced analytics on data in motion.

Session Type: Product Overview
Level: Intermediate
Speakers: Rod Reicks, IBM; Seyed Mirsepassi, IBM

BPA-2524

Exploit the Power of IBM Netezza Analytics with IBM SPSS Modeler

In this session, you will find out how your organization can exploit the power of high-performance, in-database analytics. Join us to learn how to build insight from big data with the help of IBM SPSS Modeler and IBM Netezza software.

Session Type: Product Overview
Level: Intermediate
Speakers: Darlene Knafelz, IBM; Thomas Dinsmore, IBM

BPA-2715

Groundbreaking Clinical Research with Predictive Analytics

Metro Spinal Clinic, a leading spinal pain intervention management facility, uses an advanced data analytics system built on IBM SPSS predictive analytics technology to track and manage patients' pain. In this session, you will learn how Metro Spinal's clinical intelligence solution gains insight into patients' conditions and boosts follow-up rates with online questionnaires. Learn how patient data collected in IBM SPSS Data Collection Web Interviews software assists patients in identifying where and how intensely they feel pain and how this feedback can fuel front-line research. You'll also learn how IBM SPSS Statistics software is used to identify patterns in patient data and suggest possible diagnoses.

Session Type: Product Overview
Level: Introductory
Speaker: Karen Hardie, IBM

BPA-3074

Better Practical Business Outcomes with IBM Software for Decision Management

According to the IBM Global CIO Study 2011, seventy-five percent of CIOs with mandates for cross-enterprise growth are leading the charge to drive better real-time decisions. But the rest of the executive suite may feel underprepared to meet the new challenges of big data. Learn how organizations that automate, manage and optimize their operational decision processes can achieve better business outcomes. IBM SPSS Decision Management software can help organizations attract and retain profitable customers and identify risk, fraud and compliance lapses at the speed of today's business. This session will present best practices for integrating IBM Analytical Decision Management and IBM Operational Decision Management to drive optimal decisions.

Session Type: Product Overview
Level: Introductory
Speakers: Erick P. Brethenoux, IBM; Pierre-Henri Clouin, IBM; Asit Dan, IBM

BPA-3297

Building on the Possibilities Created by IBM Tivoli and IBM SPSS Solutions

The latest IBM Tivoli® Monitoring product introduced the ability to usethe IBM SPSS Forecasting add-on of IBM SPSS Statistics software to make nonlinear predictions based on historic data. This session will begin by introducing the new capability that Tivoli Monitoring software offers and will conclude with a discussion of how users could gain greater value by using the full set of features that SPSS Statistics software offers beyond SPSS Forecasting Server software.

Session Type: Product Overview
Level: Intermediate
Speakers: Billy York, IBM; Stuart Torzewski, IBM

BPA-3376

Ensuring Better Outcomes in Real Time, Every Time—An Overview of IBM Analytical Decision Management

IBM Analytical Decision Management empowers front-line people and systems to make the right decisions and perform the recommended actions by combining predictive analytics, business rules, scoring and optimization. Attend this session to learn how companies can automatically optimize resource trade-offs to help ensure that organizational goals are always met; use predictive analytics and scoring to get the most out of every customer interaction to profitably grow revenues and increase loyalty; predict and prevent threats and fraud in real time to reduce risk; and proactively manage resources by predicting equipment failure, staffing downtime and service disruptions.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Kurt Peckman, IBM; Janine Browder, IBM

BPA-3543

How BMW Uses Predictive Maintenance to Increase Customer Loyalty in After-Sales Business

While automotive original equipment manufacturers (OEMs) earn a significant amount of their profits after the initial sale, customer loyalty is jeopardized by intense competition (for example, from independent fast-fit chains) in this high-margin market segment. IBM SPSS predictive analytics has enabled BMW Group to increase customer loyalty by addressing the right customers at the right time with the right products. Join us at this session to learn how BMW has significantly increased its after-sales conversion rates and the length of maintenance relationships by analyzing diagnostic, retail and warranty customer data.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Alexander Thamm, Alexander Thamm Business Analytics Services; Stefan Meinzer, BMW Group

BPA-3544

IBM SPSS Predictive Analytics for Law Enforcement—The Blue PALMS Project at Miami-Dade Police Department

The Miami-Dade Police Department has a new weapon in the fight against crime: Blue PALMS (Predictive Analytics Lead Modeling Software). Built using IBM SPSS solutions, Blue PALMS seeks to put a dent in the unsolved robbery rate in Miami-Dade County by generating a list of suspects and lead-based intelligence for unsolved robberies, thus giving investigators accurate leads to close more cases. Learn how IBM SPSS predictive analytics has contributed to the department's success and find out about the future plans for analytics at the Miami-Dade Police Department.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Arnold Palmer, Miami-Dade Police Department; Joshua Poduska, IBM

BPA-3701

Analytics in the Cloud: Solving the Puzzle One Piece at a Time

Answering one critical question about your business can be the key that unlocks dramatically better outcomes. This session will demonstrate how midmarket line-of-business leaders can use the power and simplicity of cloud-hosted analytics to overcome risks and barriers to analytics adoption and gain predictive insights that improved key business decisions. Find out how companies in various industries can take advantage of IBM's deep analytic expertise to focus on specific business objectives such as identifying the optimal product mix, driving increased insurance policy renewals, and improving student retention and performance.

Session Type: Best Practices/Deployment
Level: Introductory
Speakers: Theresa Morelli, IBM; Colin Shearer, IBM

BPA-3702

Analytics in the Cloud: Accelerating Analytics Adoption with IBM Business Partners

Learn how IBM Business Partners are delivering significant value to organizations seeking to uncover answers to critical questions using cloud-hosted predictive analytics. In this session, you will hear examples of how the collaborative power of IBM and its Business Partner network helps clients in a variety of industries bypass the typical barriers to analytics adoption and quickly hone in on key business problems.

Session Type: Best Practices/Deployment
Level: Introductory
Speakers: Theresa Morelli, IBM; Colin Shearer, IBM

BPA-3739

Moving Beyond Caveman Communication to Explain the Statistics behind Your Model: So Easy a Ph.D. Can Do It

Understanding basic principles and, yes, even a little statistics will help you communicate to your coworkers and managers why the model you built with the IBM SPSS solution is predictive. Your first model needs to have the "WOW" factor—WithOut Worry—and it begins with showing how successful you are at delivering results in your initial effort.

Session Type: Tips and Techniques
Level: Advanced
Speaker: Kari Kelso, Provider Information & Intelligence

BPA-3847

The IBM SPSS Predictive Analytics Portfolio: What Is It and How Is It Changing?

Predictive analytics is a key part of the overall strategy for organizations focused on improving their outcomes in a wide variety of ways. Yet many applications of predictive analytics technology were not envisioned or understood as recently as just a few years ago. Learn exactly what IBM SPSS predictive analytics is and what it can add to your current business operations. Attend this session to learn how the SPSS predictive analytics portfolio is being expanded to enable organizations to cope with the rate of change we are seeing and the many emerging challenges that today's businesses face.

Session Type: Product Overview
Level: Introductory
Speaker: Jason Verlen, IBM

BPA-3874

Real-Time Transactional Scoring: How to Do It Better, Faster, More Affordably

A significant number of all data transactions in banking, insurance, retail, telecommunications, utilities and government occur on the IBM System z platform, where qualities of service and performance are virtually unparalleled. IBM has introduced new technology that embeds IBM SPSS Modeler scoring algorithms directly into IBM DB2 for z/OS transactional data. This provides easier integration of new and historical data at big data volumes into the scoring process for greater access, accuracy and efficiency. Join this discussion to learn how this real-time scoring approach improves antifraud and next best customer decisions.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Jaime F. Anaya, IBM; Amanda Bright, IBM

BPA-4148

We've Got Your Back: Detecting Insider Security Threats Using Predictive Analytics

Threats from insiders are extremely dangerous to agencies and companies because insiders can bypass external security safeguards and strike at the heart of an organization. However, predictive analytics can counter this threat and – when harnessed to its full potential – even flag those insiders who are at greatest risk of becoming an emerging danger. Come and see how Elder Research employs a wide array of data mining techniques from within the IBM SPSS Predictive Analytics workbench to boost the productivity of analysts and investigators, and provide them with a multi-dimensional view of their organization's members. Learn how to sleep better at night through technology.

Session type: Tips and Techniques
Level: Intermediate
Speaker: Stephen Gawtry, Elder Research, Inc.

Social Media and Customer Analytics

Thanks to numerous technological, social and economic factors, customers have become more empowered and are demanding a unique and personalized experience from the companies they purchase from. This track delivers a rich blend of business and technical knowledge, sharing the experience of breakaway companies that embed analytics into operational processes to anticipate customers' needs and respond to the sentiments they express through social media. Sessions in this track will examine how IBM Business Analytics technologies enable you to make sense of the myriad customer data that resides internally and externally and deliver comprehensive customer insight, increased value and improved customer satisfaction.

BSC-1186
Improving Decisions at the Point of Customer Interaction

Decisions need to be made in your organization constantly. And when large organizations are dealing with customers on a routine, transactional basis, these interactions can take place hundreds or thousands of times per second. Attend this session to learn about a solution that incorporates technology to process interactions at speeds that a human cannot. You'll hear how, by automating and optimizing these touchpoints at the time of impact, organizations can provide excellent customer service while increasing cross-sell and up-sell offers for more revenue.

Session Type: Strategy and Direction
Level: intermediate
Speaker: Shawn M. Parks, IBM

BSC-1272
Delivering a Positive Experience with Customer Analytics

Recent technology advances have changed the way people purchase products and services and raised the bar for customer support. Business-to-business (B2B) and business-to-consumer (B2C) customers today expect more personalized experiences— and they're leaving volumes of digital fingerprints behind that provide valuable clues to their needs and preferences. By embedding predictive customer analytics within business processes, you can deliver a positive customer experience that sustains greater customer loyalty. In this session, you'll learn how innovative organizations are optimizing operations; attracting and retaining highly profitable customers; capturing new market segments; and leveraging social media through cohesive, agile decision and customer experience management strategies.

Session Type: Strategy and Direction
Level: intermediate
Speakers: Karen Hardie, IBM; Scott Groenendal, IBM

BSC-1759
Social Media Monitoring Is Dead—Long Live Predictive Social Media Analytics

The novelty of siloed social media monitoring is over. Leading organizations have already pushed beyond this entry point in the social media maturity curve and moved into practical deployments of predictive models enhanced with social media insight. Come to this session to find out how IBM is working with companies to link social insight with powerful IBM SPSS predictive capabilities, including social network analysis and highly targeted segmentation models, to improve their customer engagement and gain an advantage over their competitors. Learn how these new social models can be deployed in a wide range of front-office business processes to make a dramatic difference to your business.

Session Type: Strategy and Direction
Level: Advanced
Speakers: Graham Mackintosh, IBM; Olivier Jouve, IBM

BSC-2152
How Analytics Can Help You Retain and Grow Business from Existing Customers

Younger generations rely on mobile devices to check product reviews, prices and competing offerings when they shop. And customers regularly volunteer their thoughts through reviews and feedback on items they have purchased. Attend this session to learn how, by analyzing customer feedback, reviewers' demographics, and purchasing habits, you can gain valuable insights for up-selling and cross-selling opportunities and opportunities to improve customer satisfaction.

Session Type: Technical Deep Dive
Level: Advanced
Speakers: Laura Anderson, IBM; Mo Zhou, IBM

BSC-2295

The Empowered Marketer

Today's customers are empowered by technology and transparency. As a marketer, shouldn't you be too? Marketers are facing shifting marketplace conditions as well as a customer base that increasingly relies on digital communication tools. Customers have heightened expectations for quality, service and corporate transparency, and marketing professionals not only need to respond proactively to these challenges but also put the odds in their favor by using all available data to their advantage. Join us at this session to learn how IBM is empowering marketers and transforming the environment.

Session Type: Strategy and Direction
Level: Introductory
Speakers: Heena Jethwa, IBM; Vanessa L. Melaragno, IBM

BSC-2410

The Secret Sauce of Satisfaction: How to Keep Your Customers Coming Back for More

Even though social media usage is skyrocketing, organizations are having difficulty using social media to interact with their customers and ensure that customers are satisfied with their products and services. Fortunately, with predictive analytics, you will be able to garner insights from and about your customers, better understand customer behavior, and ensure that you are providing and promoting the right products and services to the right customers. At this session, you will discover how organizations in various industries are utilizing predictive analytics to understand customer sentiment, increase revenues, enhance customer satisfaction and improve customer loyalty.

Session Type: Tips and Techniques
Level: Introductory
Speakers: Mary Grace Bateman, IBM; Anuj Marfatia, IBM

BSC-2780

Research and Brand Support in Social Media: An Agency Perspective from NMS

Join this session to learn how New Media Strategies (NMS), a customer care outsourcing partner with clients throughout North America, uses IBM social media analytics to perform the difficult task of supporting multiple companies and a multitude of brands in an ever-changing world. You'll find out about best practices and lessons learned by the agency in supporting a large population of brands and learn how to best respond to brand and customer wants.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Jack Macleod, NMS; Jennifer Hanniman, IBM

BSC-3248

Predictive Analytics in Banking Transaction Processing at Fiserv

Fiserv provides innovative technology solutions to more than 16,000 clients in the financial services industry worldwide. Fiserv Decision Optimization Solutions is applying predictive analytics to integrate billions of transactions from core banking account processing, person-to-person payments, mobile payments, electronic funds transfers and e-bill payments to determine what a consumer will likely need next. The response has been an increase of at least 100 percent in response rates to targeted marketing initiatives and a significant increase in debit card use. In this session, you will learn about the innovations highlighted in the six U.S. patents (pending) from Fiserv Decision Optimization Solutions.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Don Hopper, Fiserv; Kejun Zhang, Fiserv; Fan Lu, IBM

BSC-3293

Social Media Analytics Framework: Providing Tangible, Actionable Insights from Social Media Analytics

Social media can provide rich customer feedback to show how market segments are evolving. The challenge is to use an analysis approach and metrics that are aligned with your company's goals. Yet the question arises, which metrics and for which customers? The social media analytics framework, a key design element of IBM's social media analytics software, attempts to provide a relevant set of these metrics. This session will introduce the framework and show how internal departments such as risk, employee relations and marketing as well as product strategy can benefit from metrics and insights derived through this framework—without requiring a "Social Media Ph.D."

Session Type: Tips and Techniques
Level: Intermediate
Speaker: Edward R. Burek, IBM

BSC-3355

Panel Discussion: Social Media Analytics in the Enterprise Today

Join this discussion to learn how IBM clients are using and deploying social media analytics today. You'll get insights from IBM experts on best practices for rolling out a social media analytics initiative and get the chance to share your views and ideas in this interactive panel.

Session Type: Panel Discussion
Speakers: Gary Weber, Telerx; Edward R. Burek, IBM; Jack Macleod, NMS

BSC-3362

Revolutionizing How Business Understands Customers—Big Data Meets Social Analytics

Businesses that adopt social consumer technologies can enjoy enhanced customer intimacy, improved employee well-being and a more responsive marketplace presence. A key element in a successful approach is the application of social analytics to the big data present in the social web. This session will demonstrate how a strategic approach to harvesting big data insights with social analytics can help businesses be more competitive by improving marketing campaigns and driving lead generation. Come and learn how to transform your marketing management outcomes with big data and social analytics.

Session Type: Tips and Techniques
Level: Intermediate
Speakers: Aya Soffer, IBM; Mark Heid, IBM

BSC-3856

Deriving Insights From Consumer Initiated Contacts

Premier customer care outsource partner, Telerx, provides not just contact center services, but the analysis and actionable insight that comes from customer feedback. Attend this session to learn how Telerx uses IBM solutions to combine internal customer response data with external customer social media analysis. You'll hear how Telerx alerts its clients to anomalous activity, tracks customer response to new products, and translates the voice of the customer into analytic insights.

Session Type: Business Overview
Level: Introductory
Speaker: Gary Weber, Telerx

BSC-4029

Big Data = Better Marketing Campaigns: How IBM Unica and the IBM Netezza Appliance Deliver Better Results

Is your marketing organization challenged by the explosion of customer data in digital and traditional channels that are increasingly intertwined, e.g., in web, social, mobile, point-of-sale systems and more? Are expectations for marketing performance souring? Solutions based on IBM Unica software and the IBM Netezza data warehouse appliance can provide capabilities to help you address and overcome these challenges. Attend this session to learn how you can turn big data into better customer insights and greater marketing performance. This session will feature best practices from the front lines of marketing, based on a customer case history.

Speakers: Geoffrey Lowney, REI; Akin Arikan, IBM; David Panek; IBM

BSC-4239A

Addressing Big Data in Customer Analytics at XO Communications with Hadoop and IBM Business Analytics

By combining rich internal data with disparate external data, XO Communications goes from big data acquisition to meaningful information delivery for their sales team. Join us to learn how Hadoop and IBM Business Analytics put leads in their hands that are prioritized through a powerful segmentation process. It starts by acquiring and processing huge amounts of disparate, often unstructured data. With Hadoop at the front end, clean data is passed to IBM SPSS for data mining and modeling. SPSS modeling and statistical analysis, in turn, feeds IBM Netezza and IBM Cognos solutions for data visualization and dashboard reporting. This session will show you how this combined, BA-driven solution functions effectively for XO Communications.

Speaker: Naveen Pinjani, XO Communications

Business Leadership Forum

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

LCP-2527

IBM Cognos TM1: Because Millions of Chickens Can't Be Wrong

The British Columbia Egg Marketing Board (BC Egg) initially invested in IBM Cognos TM1 software to upgrade its financial planning process. But the organization soon discovered that the power and scalability of Cognos TM1 software was well suited for its broader mission of managing the supply, planning and production of 65,000,000 eggs a year. This session will review the many ways that BC Egg uses Cognos TM1 software for a variety of tasks. For example, after dramatically improving its budgeting and scenario modeling, BC Egg expanded its use of Cognos TM1 software into processes for quota management, analyzing data from inspections, monitoring compliance with biosecurity regulations and more.

Speakers: Anne-Marie Butler, British Columbia Egg Marketing Board; Brian Simpson, IBM

LCS-1752

Monetizing Telecommunications Data: An Intelligent Pipe

Telecommunications companies have an enormous amount of valuable data that can be used by third parties. The key is to identify and enable the different ways it can be used, such as to understand customer segments, to generate new advertising revenue or to provide valuable marketplace research. In this session, learn why developing and prioritizing the analytical environment and business process is essential.

Speaker: Chris Gobby, Everything Everywhere

LCS-3698

Optimizing Complementary IBM Solutions: SPSS Modeler, Netezza and Cognos Business Intelligence Integration

IBM solutions are great in a stand-alone environment, but by integrating all the data management, reporting and analytics capabilities available, you can achieve a whole that is truly greater than the sum of its parts. XO Communications started using predictive analytics in 2008 because of a heightened focus on churn reduction. After going live with its solution in 2009, the company has been able to cut its churn rate in half. Refinement of business intelligence operations has led the company to integrate all of its IBM assets to optimize its return on investment, to improve performance and to evangelize the importance of data throughout the organization.

Speakers: Cris Payne, XO Communications; Perry McDonald, IBM

LCS-3845

Communications Service Providers' Client Panel

Join executives from communications service providers from around the globe as they discuss best practices for using IBM Smarter Analytics to address big data challenges and drive business results that increase revenue while reducing customer churn and operating costs.

Speakers: Teresa Jacobs, CenturyLink; Chris Gobby, Everything Everywhere; Cris Payne, XO Communications; Mehul Shas, IBM

LFM-2427

BBVA Compass Gains Greater Financial Insight While Reducing Costs

BBVA Compass is one of America's fastest growing banks. As a result, manual and spreadsheet-based financial reporting and budgeting will not be sustainable in the long term. The bank decided to automate and accelerate these processes with business analytics software. In this session, BBVA Compass will describe how the organization has transformed its annual budgeting process and significantly improved management reporting, sales tracking, customer segmentation and workforce planning.

Speakers: Laura Smith, BBVA Compass; Wesley Waldrop, BBVA Compass

LGV-1642

Advances Made in Law Enforcement with Smarter Analytics

Smarter analytics is helping law enforcement organizations enhance officer safety, drive investigative efficiency and predict and prevent crime. Join this panel of experts representing North American law enforcement organizations as they discuss how IBM Smarter Analytics solutions, including Cognos software, SPSS predictive analytics and InfoSphere Identity Insight software, are working in their departments. In this session, panel members will discuss not only how they are applying smarter analytics today but also where they see it being used in the future. Interact with the panel to find out how your information strategies align with those of these industry leaders.

Speakers: Manny San Pedro, MDSP Consulting Group; Sandra Aerts, Numius; David Angus, It's Not Rocket Science Solutions; Michael Reade, IBM

LGV-3824

Improving Social Services and Tax Collection with Information and Analytics

Providing social services and collecting taxes are major government responsibilities. Join this session to hear how two agencies share have improved efficiency and effectiveness with information and analytics. The Los Angeles County Department of Public Social Services is taking a new approach to addressing key issues such as a growing backlog of cases, healthcare reform legislation, loss of staff, and the errors and fraud that can result from this combination. The Canada Revenue Agency is successfully applying technology to help investigate suspected cases of tax evasion, fraud and other tax offenses.

Speakers: Michael Sylvester, Los Angeles County; Jonathan Richardson, Canada Revenue Agency

LGV-3861

From Transportation to Contracting

This session will demonstrate how information and analytics and enterprise content management is providing significant benefits to two very different government functions: transportation and the government contracting process. You'll hear representatives from transportation agencies in Australia and North America share information about their innovative use of information and analytics in front-line traffic congestion prediction, flow optimization, road safety improvements and back-office operations. You will also find out how the Czech Postal Service created an electronic tender system to improve efficiency and visibility of government contracting processes.

Speakers: Treva Beard, North Dakota Department of Transportation; Meghan Vesey, Roads and Maritime Services, New South Wales Government; Dusan Bajana, Independent Adviser

LGV-3863

Keeping the Country Safe: Big Data and Analytics for Threat Prediction and Prevention

There is no more important governmental function than providing for the safety and security of citizens. Information and analytics play a critical role in these activities. Join this session to hear two national security experts discuss how the National Security Agency and the National Geospatial-Intelligence Agency are using analytics and big data extensively in the effort to identify and thwart both internal and external threats. You won't want to miss this fascinating session about innovative technology that keeps the country safe.

Speakers: Jeff Maille, National Geospatial-Intelligence Agency (NGA); Fred Walker, U.S. government; Joseph M. Kenney, IBM; Paul R. Lohr, IBM

LHC-2283

IBM and Seton Healthcare Family Target Congestive Heart Failure Readmissions

Join this session to learn how Seton Healthcare Family and IBM analytics are unlocking clinical insights to reduce congestive heart failure readmission rates. Heart failure affects an estimated 5,000,000 people in the United States. Reversing this trend requires health systems to make information accessible in new ways. Seton, the leading provider of healthcare services in central Texas, is using IBM Content and Predictive Analytics for Healthcare software to uncover clinical and operational insights trapped in unstructured data such as physicians' notes, discharge summaries and echocardiogram reports.

Speaker: Craig Rhinehart, IBM

LHC-2392

The Journey to Sustainable Healthcare: Big Data and Smarter Analytics

New payment models, requirements for accountable care and increased consumer expectations are compelling healthcare organizations to be more proactive and analytics driven. IBM Smarter Analytics solutions, when combined with an information strategy, can enable real-time and predictive analytics capabilities that can tackle these healthcare challenges. In this session, IBM and healthcare client executives explain how to develop information strategies for action, achieve meaningful interoperability and lay the foundation for using big data technologies such as IBM Watson to address the ever-changing world of healthcare.

Speakers: Charles Bloss, Florida Blue; Barbara Collum, DaVita; Murali Ramanathan, State University of New York; Bruce Gardner, IBM

LHC-2437

LifePoint Hospitals: Using Business Intelligence to Create Healthier Communities

To remain fiscally sustainable and meet reform requirements for greater accountability, healthcare providers must adopt a care delivery model of value over volume. LifePoint Hospitals, which operates 55 campuses in 18 states, was recently chosen to participate in the Center for Medicare and Medicaid Services Partnership for Patients, a shared effort to make hospital care safer, more reliable and less costly. Learn how LifePoint is developing standardized tools and tracking measures to bring together distributed data and using business intelligence to derive meaningful information for action.

Speakers: Melissa Waddey, LifePoint Hospitals; Aaron Frazier, LifePoint Hospitals; Chad Porter, LifePoint Hospitals

LHC-3729

Managing Population Health with Integrated Information

Integrated data is necessary for supporting the management of population health and the rapidly changing healthcare landscape. Innovation requires a significant focus on the management of structured and unstructured data (big data). In this session, learn how the Premier healthcare alliance, with key members such as Texas Health Resources and Community Health Systems, is using an integrated performance platform to tackle the challenges of making integrated information available to everyone who needs it with an at-scale payer, provider and supply chain data model.

Speakers: Allen Naidoo, Carolinas HealthCare System; Christopher Danzi, Carolinas HealthCare System; Denise Hatzidakis, Premier, Inc.; Maxwell Reverman, IBM

LIN-1614

Optimizing Agency Distribution Using IBM Smarter Analytics

Westfield Insurance was revamping how its agencies were evaluated and segmented. It wanted an objective way to answer several business questions and problems. In this session, learn how Westfield used IBM SPSS Modeler software to prepare geospatial, demographic and performance data and then built optimization models using IBM ILOG CPLEX Optimization Studio software to evaluate the entire distribution network holistically.

Speakers: Keith Kerver, Westfield Insurance; Mark Grabau, IBM

LIN-2825

Santam Boosts Customer Service and Beats Fraud Using Decision Management

Santam is South Africa's largest insurance company and is using the IBM SPSS suite of predictive analytics solutions, including SPSS Decision Management software, to assess the risk of fraud and accelerate settlement of legitimate claims. The predictive solution is embedded in Santam's claims management process and facilitates automated and consistent decisions about the optimal processing channel for claims. In this session, you will discover how the predictive solution empowers Samtam and find out how it has had a tremendous effect on fraud detection, customer service and cost reduction.

Speakers: Anesh Govender, Santam; Tracy Mckechnie, OLRAC SPSolutions

LIN-3108

Smarter Analytics Plus Big Data Equals Smarter Insurance

In this session, you will learn how an insurer applied big data and IBM Smarter Analytics for a smarter insurance transformation.

Speakers: Richard Hoehne, IBM; Craig Bedell, IBM; Peter Corbett, IBM

LMP-2633

Visual Management of Analytics for Manufacturing Excellence

Using visual tools, Daimler Trucks North America has changed from a department focus to a collaborative culture. In this session, you will find out how an office dashboard for build readiness links to an operational dashboard for delivery readiness with feedback loops for analysis of leading and lagging process indicators. As a result, Daimler Trucks North America can statistically analyze trucks being built soon, find items at risk of interfering with production flow, assign triage responsibilities and keep visual diary notes until mitigated. In addition, the company can provide statistics of supply chain and manufacturing issues and continually refine risk identification and feedback.

Speakers: Tom Marks, Daimler Trucks North America

LMP-3806

Supplier Analytics

In this session, Jeff Dart from Oshkosh Corporation will share the value of having key metrics visible for its supply chain, specifically for procurement improvement, supplier scorecard and cost of poor-quality projects. He will also describe how Oshkosh achieved the metrics it needed for these projects with the rapid implementation of IBM InfoSphere DataStage® and Cognos Business Intelligence software.

Speaker: Jeff Dart, Oshkosh Corporation

LMP-3807

Enterprise BI with Trusted Information

JLG Industries, a leading manufacturer of lift equipment, is richly steeped in IBM Cognos Business Intelligence excellence. In this session, learn how JLG's move to mobile business intelligence has proven effective and how it is now bringing high-quality, harmonious data from many ERPs into the Cognos environment with the implementation of IBM InfoSphere Information Analyzer and IBM InfoSphere QualityStage® software.

Speaker: Kym Benford, JLG

LRL-2820

Best Buy and Bass Pro Shops Rack Up Results with IBM's Customer Intelligence Appliance

In this session, representatives from Best Buy and Bass Pro Shops will talk about how they used analytics to become more customer oriented and the business benefits derived from using the Customer Intelligence Appliance solution from IBM Netezza and Aginity.

Speakers: Scott Friesen, Best Buy; Dwayne Foresee, Bass Pro Shops; Farrukh Khan, IBM

LRL-3211

Dillard's Optimizes Promotional Effectiveness Leveraging Big Data and Smarter Analytics

In this session, learn how Dillard's Department Stores developed an integrated analytical environment with IBM InfoSphere BigInsights software and the IBM Smart Analytics System that enables comprehensive customer analytics. As a result, transaction, demographic and social media data are used to design promotions and store assortments to meet customer preferences.

Speakers: Melody Playford, Dillard's Department Stores; Maiga Bishop, Dillard's Department Stores; Richard Hale, IBM

LRL-3809

Canadian Tire—One Company, One Customer. Establishing the Right Data Foundation for Growth.

MDM enables the intersection between diverse lines of business and provides a comprehensive view of the customer in achieving the CIO initiative for "one company, one customer" at Canadian Tire Corporation, a multibillion dollar company that includes multiple brands and a financial services business. This session covers best practices and considerations for putting an MDM foundation in place that satisfies immediate tactical needs but more importantly establishes a solid platform for growth during the MDM journey to fulfill Canadian Tire's vision.

Speakers: Ryan Shaw, Canadian Tire; Mahmood Abbas, InfoTrellis; Swanie P. Tolentino, IBM

LSF-2216

Lessons Learned: Building Analytic Capabilities in an Organization

In this session, you will hear about the lessons one company learned while building analytics and business intelligence capabilities. The topics include building an enterprise data governance function to broker an enterprise view of data, convincing business users to use analytics to make decisions and drive cultural change, increasing the skills and capabilities of analysts, successfully building an analytics center of competency, meeting growing business demand for data while staying within budget and with limited resources, creating a collaborative relationship with IT partners to deliver analytics and business intelligence, and enabling analytics with IBM resources and tools.

Speaker: Shibu Joykutty, Westfield Group; Keith Kerver, Westfield Insurance

LSF-2359

Beyond Marketing: Using Customer Analytics to Advance Your Business

Companies use analytics to better understand their customers and adjust their marketing strategies. In this session, you will learn how Telerx uses Beacon, its customer analytics solution, to drive business insights and a deeper view of the consumer by combining contact information, social commentary and consumer recordings. Beacon uses IBM Cognos Consumer Insight, IBM SPSS Modeler Text Analytics and Cognos Business Intelligence software to derive customer sentiment, brand affinity and aversion. Threshold alerts provide valuable insights that affect business decisions from R&D to packaging design and from distribution to advertising.

Speaker: Gary Weber, Telerx

LSF-2431

Five Steps to Implementing a Successful Business Analytics Program

Business analytics is not just about technology and software. Often it is the organization and culture that can derail success. Join the authors of *Business Intelligence Strategy* as they discuss the key factors that should be considered when implementing a successful business analytics program such as, How do you manage a changing strategy? How do you measure and demonstrate value? What people, talent and skills are needed, and how do you organize your business analytics department and community of stakeholders? How can you put agility and process into your program at the same time? What technology considerations do you need to make?

Speakers: Kay Van De Vanter, The Boeing Company; John Boyer, RCG Global Services; Bill Frank, Johnson & Johnson; Brian Green, BlueCross BlueShield of Tennessee; Tracy Harris, IBM

LSF-2812

A Path to Delivering Real-Time Marketing Offers to Your Customers

Enterprises are focusing on improving customer service, retention, and cross- and up-sell opportunities. Today's consumers are loyal to companies that know them, care about them, act on their behalf and help them make informed decisions. In addition, they are sophisticated, technically savvy and short on time. Nationwide Insurance set out to address these needs and enhance its customer experience by presenting the right opportunities to the right customers at the right time through the right touchpoint. In this session, learn how Nationwide connected its vast amount of data, applications, analytics and service-oriented architecture (SOA) capabilities to meet these objectives.

Speaker: Joshua Lowe, Nationwide Insurance

LSF-2879

How Revel Entertainment Is Creating a Smarter Gaming Environment

With its new Atlantic City casino, Revel Entertainment is innovating with smarter gaming to develop customer loyalty and grow the business on many fronts. In this new destination for dining, shopping, group meetings and more, Revel is working to maximize the value of its assets through sophisticated analytics. In conjunction with IBM, Revel is using customer analytics to maximize the value of the entertainment, gaming and other attractions at the resort. This session will describe the latest trends and innovations in smarter gaming based on sophisticated customer analytics and technology and demonstrate how Revel is providing a customer experience that keeps customers coming back.

Speaker: Babu Kuttala, Revel Entertainment

LSF-2992

Increased Audits, Data Calls and Regulations While Reducing Expenses: How Northrop Grumman Uses Cognos Software

In the past few years, Northrop Grumman has experienced a rapid increase in government oversight, regulations and audits along with an increase in internal data calls. This trend has been followed by the tightening of purse strings and pressure from customers to reduce prices at the same time that the company is expected to increase its profit margin. These demands are not just felt in the government and defense sector—they also affect almost every company. In this session, you will learn how Northrop Grumman has been able to meet these demands by using IBM Cognos software to work smarter and do more with less, and you will find out how you can do the same in your company, no matter what sector you're in.

Speakers: Lisa Mazzocchi, Northrop Grumman; Chris Poll, Northrop Grumman; Geoff Springfield, Northrop Grumman

LSF-3329

BMW Gains a Competitive Advantage by Using Predictive Analytics

BMW has a reputation for innovation, original design and quality that it must uphold while continually evaluating and assessing customer opinions and demands. Faced with the task of turning mountains of data into information that the company can use, BMW turned to predictive analytics solutions. BMW has implemented various predictive solutions to provide capabilities for supply chain optimization, demand forecasting, inventory replenishment, customer segmentation, warranties and quality analytics. In this session, you will learn how predictive analytics is embedded in BMW processes and discover how your company can gain from predictive analytics.

Speakers: Stefan Meinzer, BMW Group; Alexander Thamm, Alexander Thamm Business Analytics Services

Business Analytics on IBM System z

Why think about hardware when you're thinking about analytics? Because a successful analytics strategy depends on it. This track provides insight into new technologies that can simplify the deployment, maintenance and management of your business analytics and data warehousing solutions. You will learn new ways to significantly improve your query and response times, deliver faster real-time scoring, and integrate and optimize your business analytics software. As those hosting transactional data on a IBM System z platform already realize, this is one of the most secure, reliable platforms in the marketplace today. You'll see how bringing your analytics to a System z environment can drive better business performance while minimizing cost and complexity.

BBI-1054

Revisiting Miami-Dade County with IBM Cognos Solutions in a Linux on System z environment

This session will revisit Miami-Dade County's successful implementation of IBM Cognos solutions in a Linux on IBM System z environment. You'll learn what has changed in the two years since Miami-Dade County's presentation at Information On Demand in 2010 and hear about the increase in the workload and additional success stories. The session will also include a discussion of tips and tricks for the installation and upgrade to IBM Cognos 10 on the System z platform.

Session Type: Tips and Techniques
Level: Intermediate
Speakers: Jaci Newmark, Miami-Dade County; Amanda Bright, IBM

BBI-2926

Best Practices for Integrating and Optimizing IBM Cognos Business Intelligence on IBM System z

Are you planning to deploy or are you in the process of deploying IBM Cognos Business Intelligence software on IBM System z technology? Whether you are a current client or planning to move to Cognos Business Intelligence software, this session will provide integration and optimization tips and tricks to help you quickly, efficiently and effectively get your solution up and running. This session will include details on performance testing, sizing, installing, deploying, tuning and troubleshooting your Cognos Business Intelligence implementation on the System z platform for maximum return on investment.

Session Type: Tips and Techniques
Level: Advanced
Speakers: Jim Youldassis, IBM; Ann Jackson, IBM; Amanda Bright, IBM

IDW-1891

Aetna's User Experience with IBM DB2 Analytics Accelerator and IBM Netezza

Review the recent proof of concept (POC) experience that Aetna, Inc., obtained using IBM DB2 Analytics Accelerator for z/OS and IBM Netezza software.

Session Type: Product Overview
Level: Intermediate
Speaker: Jeffrey Kohan, Aetna

IDW-2741

IBM Netezza Client Panel

Attend this session to learn valuable in-the-field information from IBM Netezza users as they discuss their deployments, results and analytics initiatives.

Session Type: Panel Discussion
Level: Intermediate
Speaker: Nancy Kopp, IBM

IDW-2894

Ask the Experts - Data Warehousing on System z

This birds-of-a-feather (BOF) session is for anyone interested in discussing an existing or future warehouse running System z technology. It's an opportunity to talk to peers and IBM subject matter experts about warehousing on the System z platform. All and any topics can be discussed.

Session Type: Best Practices/Deployment
Level: Introductory
Speakers: William J. Favero, IBM; Gary Crupi, IBM; Jonathan Sloan, IBM; Ambica Bhasin, IBM

IDZ-1079

What Can I Do to Protect IBM DB2 Against Warehousing, IBM WebSphere® and Itself?

Database administrators (DBAs) and systems programmers must be aware of the threats and ways to protect the availability of IBM DB2 software. This presentation will walk through three distinct tuning opportunities based on client experiences. In the first scenario, a client's DB2 warehouse environment is being negatively affected by system parameters. In the second, a client wonders how to protect the availability of DB2 software at the application server wherever it resides. In the third, a client investigates the virtual storage capability of DB2 software, including the tools, typical trends and what can be done to optimize its utilization safely.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Adrian G. Burke, IBM

IDZ-1329

Agile Big Data Analytics: Implementing a 22-Billion-Row Data Warehouse

This presentation discusses the design, architecture, metadata, performance and other experiences of building a big data and analytics data warehouse system. You'll learn about the real-life issues, agile development considerations and solutions that building a data warehouse of more than 22 billion rows in six months entailed. This presentation will help you understand techniques to manage, design and leverage the big data issues for a more in-depth understanding of your business. This presentation will help you understand all these experiences that took processes from 37 hours to seconds so you can create a successful big data design and scalable data warehouse analytic architecture.

Session Type: Technical Deep Dive
Level: Intermediate
Speaker: Dave Beulke, Dave Beulke and Associates

IDZ-1665

Improving Analysis with the IBM DB2 Analytics Accelerator for z/OS at Banco do Brasil

This session will demonstrate how IBM DB2 Analytics Accelerator for z/OS software can improve business intelligence and analytics and consolidate the data warehousing environment with IBM DB2 for z/OS software.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Italo Freitas, Banco do Brasil; Fabricio Dos Santos Raposo Pimentel, IBM

IDZ-1837

Big Data on Big Iron: How We Migrated Our Oracle Warehouse to IBM DB2 10 for z/OS

This session will follow the journey of a faltering Oracle warehouse that was migrated to IBM DB2 for z/OS software. It will explore the many reasons that DB2 for z/OS technology not only is capable but also excels at the big, complex queries that today's warehouses demand. We'll examine the many technical differences between Oracle and IBM DB2 10 for z/OS technology that make the warehouse on big iron shine. You'll look at the IBM System z platform in a new light after seeing the power and versatility of this database and hardware combination.

Session Type: Technical Deep Dive
Level: Intermediate
Speakers: Scott Morrell, Florida Hospital; Robert Goodman, Florida Hospital

IDZ-1972

IBM DB2 Analytics Accelerator for z/OS in Production at Nova Ljubljanska banka: Firsthand Experience

Nova Ljubljanska banka (NLB) is the largest bank in Slovenia. As a leader in innovative product and services offerings, NLB requires a reliable, versatile and well-performing infrastructure for building business analytics solutions. NLB decided to extend its existing database platform, based on IBM DB2 for z/OS technology, with DB2 Analytics Accelerator for z/OS software, taking advantage of its world-class query performance and preserving the IBM System z quality of service and nondisruptive nature of the solution. In this presentation, we share our experiences, starting as early adopters of the predecessor to IBM DB2 Analytics Accelerator for z/OS technology, IBM Smart Analytics Optimizer for DB2 for z/OS software, and continuing as the first implementation worldwide of IBM DB2 Analytics Accelerator z/OS technology in production.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: Mitja Makovec, NLB d.d.; Irena Starman, NLB d.d.; Namik Hrle, IBM

IDZ-2030

Introducing the Next Generation DB2 Analytics Accelerator for z/OS

With query speed performance improvements of two hours to five seconds how could DB2 Analytics Accelerator for z/OS technology be better? That's what this session will focus on. IBM is adding a number of new features and key enhancements that improve performance and provide additional cost savings, to name a few. This session will not only cover these key enhancements but will also dive into both the underlying technologies and the business value of each. DB2 Analytics Accelerator for z/OS technology provides world-class, data-intensive complex query performance transparently to DB2 for z/OS users. Find out the latest news from DB2 Analytics Accelerator for z/OS development, and learn about the trends and directions of this developing technology.

Session Type: Product Overview
Level: Introductory
Speakers: Namik Hrle, IBM;Guogen Zhang, IBM

IDZ-2054

The IBM DB2 Analytics Accelerator for z/OS Hands-On Learning Lab

IBM DB2 Analytics Accelerator for z/OS technology brings revolutionary query performance to IBM DB2 for z/OS software for select queries with great cost and performance characteristics. It is a workload-optimized appliance add-on that enables the integration of business insights into operational processes to drive winning strategies. DB2 Analytics Accelerator for z/OS technology is deeply integrated with DB2 9 and DB2 10 software to combine the best of both IBM System z and IBM Netezza technologies to deliver virtually unparalleled mixed workload performance to DB2 applications transparently. And it opens innovative opportunities for System z technology to address new, complex analytic business needs. This hands-on lab contains step-by-step instructions on using DB2 Analytics Accelerator for z/OS technology to accelerate DB2 queries.

Session Type: Hands-On Lab
Level: Intermediate
Speakers: Ruiping Li, IBM; CJ Chang, IBM; Carlos Javier Caballero Grolimund, IBM; Guogen Zhang, IBM; Jane Man, IBM

IDZ-2521

Predictive Analytics with IBM SPSS in IBM DB2 for z/OS: What Every DBA and Developer Should Know

This hands-on learning session focuses on using IBM SPSS Modeler and SPSS Decision Management software with IBM DB2 for z/OS technology as the database server. We illustrate how to use our versatile data mining SPSS Modeler workbench to create predictive models with in-database mining, SQL pushback and user-defined function (UDF) scoring; how to use SPSS Decision Management and SPSS Collaboration and Deployment Services software to build decisions and deploy predictive information to your existing processes seamlessly for in-database transactional scoring and batch scoring with great performance; what to do in the DB2 server; and what information the application needs to create an enterprise solution for fraud detection, cross-selling, credit scoring and client churn reduction to optimize profit and minimize cost.

Session Type: Hands-On Lab
Level: Introductory
Speakers: Jane Man, IBM; Guogen Zhang, IBM

IDZ-3154

Data Warehousing on IBM System z Best Practices

Data warehousing on IBM System z technology is getting a lot of interest today. However, that interest is also generating a lot of questions. If you want to put your warehouse on a System z platform using IBM DB2 software or if you already have a warehouse in a System z environment, you may want to know some of the best practices that have been learned over the years. This presentation will help answer your questions about doing warehousing on System z technology successfully. Some examples of what we'll be discussing are DB2 DSNZPARMs, buffer pools, table space choices, caching structures, sorting and utility processing. We'll also examine query performance, SQL structure choices and SQL analysis and look at some of the tools available.

Session Type: Best Practices/Deployment
Level: Intermediate
Speakers: William J. Favero, IBM; Gary Crupi, IBM

IDZ-3720

IBM DB2 QMF 10: Hands On with the New Business Analytics Version

Install IBM DB2 Query Management Facility (QMF™) for Workstation software with fix pack 5, and walk through a hands-on lab and demo. At the completion of this lab, you'll be able to perform face-to-face demo activities for clients with live data. No connectivity is required because the installation will be a self-contained implementation. Skills transferred will include metadata modeling, query interfaces, reporting and dashboards. DB2 QMF for Workstation with fix pack 5 incorporates new data federation functions, enhanced web access with mobile device support and an enhanced query interface.

Session Type: Hands-On Lab
Level: Introductory
Speaker: John M. Biere, IBM

"Business Analytics Forum is the premier forum for predictive analytics; this gathering of cross-industry experts has allowed me to gain invaluable insights and make innovative changes to how we do things."

—Jimmy Jung, VP for enrollment management, University of Maine

Complementary Technical Sessions

The Information Management and Enterprise Content Management Forums have a variety of additional breakout sessions, delivering content on some of the hottest topics in IT. The following is a sample of what you will see.

EAC-2743

Building an IBM i2 and Case Manager Solution for Public Safety and Commercial Fraud

The integration of IBM i2 products and IBM Case Manager enables the sharing of intelligent data from different repositories, which can provide the valuable insights needed to manage cases in different areas. Cases can be solved faster, and analysis reports and case information can be integrated further with products such as Cognos Business Intelligence software and SPSS Decision Management solutions to provide the visualization and analysis needed to take action. This session will introduce and illustrate how all this can be achieved from the architectural level of thinking and design.

Session Type: Business Overview
Level: Introductory
Speakers: Mike Marin, IBM; Mimi Vo, IBM

ELG-3037

IBM Cognos Governance Reporting

In this new release showcase, find out about new IBM Cognos reporting capabilities, see a demonstration of combined information cost and risk reporting, and learn how to use Cognos Business Intelligence software to develop your own key metric dashboards.

Session Type: Technical Deep Dive
Level: Advanced
Speakers: Paul Taylor, IBM; Rani H. Hublou, IBM

IDS-2890

Informix and IBM Cognos: Designing BI in ERP Environment

Pronto Software has an intuitive ERP application that is designed to be easy to set up and use. It currently has about 1,500 customers. Over the last few years, the reporting structure has changed from using predefined reports to custom BI reports, dashboards and widgets using Cognos Business Intelligence software. This session will discuss how Informix technology can be used to help design Cognos Business Intelligence functionality.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Chad Gates, Pronto Software

IDW-1286

Implementing IBM InfoSphere Warehouse Cubing Services for Next-Generation OLAP at Bombay Stock Exchange

The Bombay Stock Exchange (BSE), Asia's oldest and one of the world's leading stock exchanges in terms of the number of listed companies, needed to fuel its growth. BSE implemented IBM InfoSphere Warehouse Cubing Services technology for high-performance OLAP and in-memory ROLAP. InfoSphere Warehouse Cubing Services technology integrates closely with IBM Cognos software, offering highly scalable BI for both large data volumes and high numbers of users. Learn about this innovative and powerful architecture as well as best practices for successfully implementing InfoSphere Warehouse Cubing Services technology as part of your business analytics and data warehousing strategy.

Session Type: Best Practices/Deployment
Level: Advanced
Speakers: Dulal Mali, BSE India Ltd.; Mrityunjay Kumar, IBM

IDW-1338

Using IBM Cognos Business Intelligence and IBM SPSS with IBM Netezza as the Center of Your Business Intelligence Environment

In this lab, attendees will learn how to integrate IBM's business intelligence solutions—IBM Cognos Business Intelligence and IBM SPSS software—with IBM Netezza technology. The lab will cover the newest integration features. Attendees will learn how to access Netezza software as a hybrid OLAP data source using the new OLAP over relational functionality of Cognos Business Intelligence 10.1.1 software. The second part of the lab will cover the integration of SPSS data mining with Netezza software. Attendees will learn how to increase the performance of SPSS technology with SQL pushback and the use of Netezza in-database mining.

Session Type: Hands-On Lab
Level: Intermediate
Speakers: Benjamin Leonhardi, IBM; Elis Gitin, IBM

IDW-1512

The Retail Analytic Appliance from Datamatics Global Services Limited

This session will cover the retail analytics appliance from Datamatics Global Services Limited, powered by the IBM Smart Analytics System 5710. This solution brings advanced IBM analytic capabilities in a preconfigured package to retail clients. Learn how many retailers, especially small and midsize retailers, are using the Datamatics retail analytics appliance, IBM Smart Analytics System (IBM InfoSphere Warehouse software) for data mining and text analytics, and IBM Cognos Consumer Insight software to solve business challenges such as loss of clients because of out-of-stock products or negative customer sentiment in social media.

Session Type: Product Overview
Level: Intermediate
Speakers: Prem Vijoy, Datamatics Global Services Limited; Kit Man Cheung, IBM

IDW-2674

Using IBM InfoSphere Warehouse Packs to Accelerate Your Data Warehouse Deployment

The IBM InfoSphere Warehouse Packs add-ons enable clients to rapidly deploy focused data warehousing solutions related to specific cross-industry business issues. The InfoSphere Warehouse Packs offerings have been specifically designed to deliver the traditional benefits of full-scale enterprise data warehouse solutions but in a format that greatly simplifies the design, deployment and population activities. The packs contain predefined integration with IBM technology, such as IBM Cognos, IBM InfoSphere Information Server, IBM DB2, IBM Netezza, IBM InfoSphere Warehouse and IBM Smart Analytics System offerings. The packs are designed to exploit the Kimball approach for dimensional data warehouse deployment.

Session Type: Technical Deep Dive
Level: Intermediate
Speakers: Paul Kilroy, IBM; Milind Tamaskar, IBM

IDW-3033

End-to-End Data Warehouse Modeling for Performance and Data Governance

End-to-end data governance in enterprise data warehousing and business analytics solutions has become mandatory for most organizations. This session will take a scenario-driven look at the business value and capabilities of IBM's information integration solutions, including data modeling, warehouse implementation, from in-database analytics optimization, and business analytics development and deployment. This session will also describe the major features and integration of modeling tools, warehouse appliances and platforms, and information integration to show how data governance can be achieved through comprehensive metadata and business glossary sharing.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: James P. Bates, IBM

IDW-3786

Accelerating BI Queries with IBM InfoSphere Warehouse and IBM Cognos Dynamic Cubes

This session will cover how you can more easily and affordably deliver speed-of-thought analytics for terabytes of data. We will review the new Cognos dynamic cube ROLAP capabilities and how they integrate with InfoSphere Warehouse software. We will also examine how new DB2 technology can deliver the next level of speed improvements for operational BI queries. This session will include a live demonstration of InfoSphere Warehouse software and Cognos dynamic cubes.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Phil Downey, IBM

IIG-1775

A Best Practice Solution for Automated Data Quality Scorecards

How long before your latest data quality (DQ) initiative loses steam? How long can your data stewards remain vigilant? This session will discuss how DQ scorecards automated by IBM software can monitor a DQ framework to help achieve continuous DQ improvement. Scorecards employ DQ rules, key performance indicators (KPIs) and thresholds to trigger actions by stewards and data owners. InfoSphere Information Analyzer software can help you manage DQ rules, stewards and owners. InfoSphere DataStage software populates a DQ data mart with the organization hierarchy, DQ rules and the MIKE 2.0 DQ reporting dimensions. Cognos software provides rich DQ scorecards and IBM Cognos Active Report functionality for the browser or mobile device. A DQ rule can be entered once and shared across monitoring; extract, transform and load (ETL); and BI tools.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Vincent McBurney, Certus Solutions

IIG-2853

Helping Enable Information Governance within the Australian Defence Materiel Organisation

The value of reports and analytics is constrained by the quality of the source data. Through the use of data quality scorecards, the Australian Defence Materiel Organisation (DMO) quantified the issue by measuring and monitoring data compliance against established business policies. This prompted data remediation initiatives within the source system, which significantly increased data accuracy and user confidence. The solution leverages the existing data warehouse architecture and integrates into the organization's BI workspace. The modular design and metadata-driven framework helps enable the rapid addition of new metrics as the organization matures. This session will cover the business and technical aspects of this implementation and outline the DMO road map for information governance.

Session Type: Best Practices/Deployment
Level: Intermediate
Speaker: Nick Draper, Department of Defence

ILG-1348

Learn How IBM InfoSphere Optim Archiving Helps Ease Heritage Application Retirement and Data Growth Challenges

IBM InfoSphere Optim archiving enterprise solution helps enterprises solve data-growth challenges or prepare for application retirement without jeopardizing data retention compliance. In this session, you'll learn how InfoSphere Optim archiving enables you to save storage and maintenance costs by archiving historical and legacy data while providing ongoing access by way of common reporting tools, such as IBM Cognos software. At the same time, you'll learn how IBM InfoSphere Information Server technology can be an added value to help consolidate your existing data, making it easier to make business decisions with continuous access to your consolidated, archived data.

Session Type: Hands-On Lab
Level: Introductory
Speakers: Raki Robert, IBM; Alan Fischer E Silva, IBM

ILS-1353

Protect and Audit Your IBM Netezza and IBM Cognos Business Analytics Environments With IBM InfoSphere Guardium

Leverage IBM InfoSphere Guardium software—a leading database activity monitoring and auditing solution—for your IBM business analytics environment. InfoSphere Guardium software is built on the proven IBM Netezza data warehouse and IBM Cognos Business Intelligence application. Learn why InfoSphere Guardium has been chosen by top Fortune 500 companies to safeguard and audit their heterogeneous enterprise data infrastructures. In this session, you'll gain hands-on experience by deploying InfoSphere Guardium software on a Netezza appliance, monitoring and protecting data transactions and auditing Cognos user activity. You'll build a solution by setting up the Collector appliance, installing the S-TAP agent for the Netezza appliance, configuring Cognos user identification, implementing security policy and analyzing audit reports.

Session Type: Hands-On Lab
Level: Introductory
Speakers: Robert P. Ruszkiewicz, IBM; Alan Fischer E Silva, IBM

ISA-1204

Patterns for Information Management and Analytics: Driving the Information Supply Chain

The patterns for information management are a collection of related design patterns that cover the broad spectrum of information management capabilities that are needed to actively manage your organization's information. These patterns are designed to improve time to value for information solutions by guiding architects through the choices and options that are available to them and helping them understand, integrate, manage and enhance information in an enterprise setting. This session will use project examples to introduce you to these patterns and the architectural patterns that can embed analytics into strategic places in your IT system landscape.

Session Type: Best Practices/Deployment
Level: Introductory
Speakers: Mandy Chessell, IBM; Harald C. Smith, IBM; Paul Christensen, IBM

ISA-1768

Fraud Reference Architectures Driving Real-Time Cross-Industry Analytics

This session will introduce you to a cross-industry fraud reference architecture that is designed to address an organization's real-time operational needs as well as its deep analytical and reporting needs. This open architecture can help you accommodate current and evolving data sources and supports predictive analytics and the investigation needs of the organization. This architecture is drawn from current industry experience.

Session Type: Technical Deep Dive
Level: Intermediate
Speakers: William A. Mathews, IBM; Elizabeth Ackerman, IBM

Business Analytics Workshops

Business Analytics Forum offers a series of highly interactive workshops designed to build your knowledge of key topics step-by-step through interaction and exchange of ideas in a small group environment. Topics include raising your analytics quotient, performance management, midsize market segment, SPSS solutions and developing the skills to be a product champion—your organization's go-to expert on a specific product or process.

BAW-3875
Analytics Quotient Maturity and Business Analytics Strategy Workshop

Where are you on the analytics quotient (AQ) maturity curve? What is your BA strategy? In this dynamic workshop, you will take the AQ quiz to identify where your company is on the IBM AQ maturity scale. Participants will then share their experiences—and challenges—in developing their own BA strategies and describe the specific steps along their BA journey that are helping them become more mature BA organizations. Experienced IBM facilitators will also share proven practices in gaining business alignment, organizing for success and implementing successful BA solutions.

Speakers: John Boyer, RCG Global Services; Forrest Palmer, IBM; Aaron D. Gavzy, IBM

BAW-3876
Business Analytics Experience Workshop

Business analytics experience workshops are hands-on sessions that place participants into executive roles in a fictitious company. Workshop attendees participate in a business simulation in which they have to meet aggressive revenue targets while learning to use business analytics tools that make decision making easier. Workshop attendees will learn how to use business analytics to establish a business plan, weigh different options, assess impacts, make decisions and understand outcomes. Can your team help your company outperform?

Speakers: Jack Musgrove, AlignAlytics; Roland Mosimann, AlignAlytics; Debra Eichten, IBM ; Nick Lancuba, IBM

BAW-3877

Business Analytics Experience Workshop for Finance

The financial performance management business analytics experience is a hands-on workshop for finance executives and other executive decision makers. It places attendees into the role of a CFO of a fictitious company to experience being a value integrator, and it shows how effectiveness against the CFO agenda contributes to superior financial performance. Business insight and finance efficiency drive smarter decisions and better outcomes in this sophisticated business simulation. Using integrated enterprise information, participants will learn how to achieve better alignment across strategic, financial and operational plans and learn to apply powerful variance and what-if scenario analysis based on the Performance Management Framework from IBM.

Speakers: Roland Mosimann, AlignAlytics; Tim Greenfield, IBM; Kendrick Heath, IBM; Nick Lancuba, IBM

BAW-3878

Successfully Implementing IBM Cognos Business Intelligence 10

This workshop will introduce participants to high-level IBM Cognos Business Intelligence architecture, implementation options and the components of Cognos Business Intelligence 10 software. During the workshop, you will walk through the high-level tasks that need to be accomplished and then use this knowledge to build a case study of a project implementation plan.

Speaker: Sangeeta Gautam, IBM

BAW-3879

Business Intelligence and Performance Management Competency Center (BICC) Workshop

How do you organize for success in a business analytics initiative? In this interactive workshop, participants will learn about successful organizational design for a BICC from the diverse perspectives of a major university and a large hospitality and entertainment business. You'll learn about virtual and structured teams and reporting structures within an analytics context and also about the roles and functions that can ensure success in your own organizational environment.

Speakers: Sarah Bauer, Purdue University; Pat Neeley, Chickasaw Nation Division of Commerce; Myron Weber, Northwood Advisors; Andy Kruse, IBM

BAW-3880

Business Analytics Journey for a Midsize Company

This three-hour workshop will assist midsize companies in understanding how to get started and how to then scale an IBM Cognos implementation across an organization. Learn best practices and tips from IBM business analytics experts, and have an opportunity to learn from client success stories. You will also get a chance to apply the new IBM Cognos Insight product and find out how you can quickly create dashboards for sales, marketing, finance and operations; share them with your colleagues; and get started on your BI journey within a few minutes.

Speakers: Roopak Nair, IBM; Mark Morton, IBM

BAW-3883

Statistics in Everyday Life

What does your data know about your business that you don't, and how can you get the numbers to talk to you? In this workshop, you will find out how statistics can be used to drive meaning from data, such as determining the likelihood of an event (for example, sales churn) and making statements about confidence and significance. You will learn how to distinguish correlation from causation and how to use inferential statistics to make predictions on a small scale.

Speakers: Kurt Peckman, IBM; Einat Haftel, IBM

BAW-3884

Building a Decision Management System

IBM Analytical Decision Management empowers front-line staff and systems to make the right decision each time. In this workshop, you'll learn how IBM Analytical Decision Management combines and integrates predictive and business analytics, local rules, scoring, and optimization techniques to deliver recommended actions that consistently maximize outcomes for the organization. This interactive, hands-on workshop will walk you through the seven typical steps of building a decision management system.

Speakers: Kurt Peckman, IBM; Jonathan J. Healy, IBM; Mark W. Sexton, IBM

BAW-3885

Social Network Analysis: An Introductory Workshop

Social media content abounds, but who is actually influencing anyone? This workshop is designed for those interested in understanding the new social network analysis capability in IBM SPSS Modeler Premium software. The session will walk through examples of approaches to social network analysis and show you how to understand what's going on in social media.

Speakers: Sarah Dunworth, IBM; Alexander Lang, IBM

BAW-3886

Building a Business Analytics Strategy

Aligning your business needs to your business analytics strategy is key to business analytics success. In this workshop, you'll learn how to create your strategy, how to identify the sweet spots of information and how to prioritize projects according to your business needs. Start your own prioritization exercise on-site and begin to build your business analytics strategy.

Speakers: Roland Mosimann, AlignAlytics; Mark Lack, Mueller, Inc.

BAW-3887

Quantifying and Demonstrating the Value of a Business Analytics Project

Getting the right funding for your business analytics program will depend on demonstrating the value the business needs. In this workshop, you will learn about the three levels of value and work on exercises that will help you get started in quantifying value and building your own business analytics business case.

Speaker: John Boyer, RCG Global Services

BAW-3888

Agile Business Intelligence Workshop

What is agile business intelligence? How do you match the speed of business while creating a successful platform of information that provides consistency and security and delivers trusted information? At this workshop, you'll discuss and debate what agile BI is and how to achieve it with your peers and understand how to overcome key challenges that can hinder a BI program as it grows.

Speakers: Bill Frank, Johnson & Johnson; John Boyer, RCG Global Services

BAW-3889

Process in the Business Analytics Program

Balancing agility and process tends to be difficult as your business analytics deployment grows. Processes are required to create efficiencies, but processes that are too complex—or too numerous—will decrease agility. What processes should you think about as key enablers of success? How do you determine when a process has gone wrong? Attend this workshop, and walk away with sample templates and ideas for how to implement and streamline processes in your organization.

Speakers: Thomas Marks, Daimler; Kay Van De Vanter, The Boeing Company

BAW-3890

Best Practices in People and Culture with Business Analytics

People, culture and politics are three intertwined areas that can derail a business analytics program. Learn about the sociology behind business analytics, how to evaluate the stakeholders you need, organize and design your team, and create a collaborative team environment that can increase success. At this workshop, you'll see sample organizational structures, learn about key areas you need to focus on, and hear tips and tricks for spotting political concerns before they start.

Speakers: Jeff Guevin, Martin's Point Health Care; Kay Van De Vanter, The Boeing Company; Eric Place, Martin's Point Health Care

BAW-3891

Best Practices in Business Analytics Technology Management

Innovate, standardize, manage multiple standards or all of the above? Whether it's managing technology licenses or new releases, introducing innovations, or evaluating rogue solutions across departments, managing your technology solution can be complex. Attend this workshop to gain an understanding of what technologies and capabilities you need to consider and start building your own solution. Weigh the pros and cons of build versus buy. Learn best practices for technology portfolio management and how to meet the challenge of introducing constant innovation, implementing standards and architecting a solution to make your organization successful with business analytics.

Speakers: Bill Frank, Johnson & Johnson; Brian Green, BlueCross BlueShield of Tennessee; Kay Van De Vanter, The Boeing Company

BAW-3892

Business Analytics User Adoption Roundtable

Gaining user adoption, increasing self-service, sharing expertise and sharing the analytics workload are at the top of nearly everyone's mind. How do you increase self-service? What are training best practices? How do you increase the number of users in your business analytics program? Evaluate the checklist of "must-dos," and begin building your user adoption plans with tips and tricks from fellow program managers.

Speakers: John Boyer, RCG Global Services ; Brian Green, BlueCross BlueShield of Tennessee; Kay Van De Vanter, The Boeing Company

BAW-4111

Performance Management Best Practices in Budgeting, Forecasting and KPIs, Part 1

This interactive workshop covers best practices in budgeting, forecasting and strategy execution to drive better corporate performance, business agility and workforce alignment with individual, workgroup, departmental and enterprise goals. You will learn the best practices to identify key performance indicators (KPIs) at all levels of the organization, as well as important change management techniques necessary to implement these improvements. You will also hear from Versatil BPI, provider of BI and PM consulting services, about how you can use IBM Cognos solutions to implement best practices in budgeting and forecasting as well as performance management scorecards including KPIs to drive better insight. (Part one of a two-part workshop)

Speakers: Sylvie Ouellette, Versatil BPI;Tim O'Bryan, IBM

BAW-4112

Performance Management Best Practices in Budgeting, Forecasting and KPIs, Part 2

This interactive workshop covers best practices in budgeting, forecasting and strategy execution to drive better corporate performance, business agility and workforce alignment with individual, workgroup, departmental and enterprise goals. You will learn the best practices to identify key performance indicators (KPIs) at all levels of the organization, as well as important change management techniques necessary to implement these improvements. You will also hear from Versatil BPI, provider of BI and PM consulting services, about how you can use IBM Cognos solutions to implement best practices for budgeting and forecasting as well as performance management scorecards including KPIs to drive better insight. (Part one of a two-part workshop)

Speakers: Sylvie Ouellette, Versatil BPI; Tim O'Bryan, IBM

BAW-4113

How Does Predictive Analytics Boost the ROI of Your Existing Investments? Part 1

Predictive analytics can deliver some of the most impressive and quantifiable returns of any technology investment you could make. In this session, you'll get an understanding of where predictive analytics can fit in your organization and how best to approach a project that can deliver rapid, business-focused predictive modeling with measurable results. Part one of a two-part session.

Speakers: Brad Hill, IBM; Beth Narrish, IBM; Mary Grace Bateman, IBM

BAW-4114

How Does Predictive Analytics Boost the ROI of Your Existing Investments? Part 2

Predictive analytics can deliver some of the most impressive and quantifiable returns of any technology investment you could make. In this session, you'll get an understanding of where predictive analytics can fit in your organization and how best to approach a project that can deliver rapid, business-focused predictive modeling with measurable results. Part two of a two-part session.

Speakers: Brad Hill, IBM; Beth Narrish, IBM; Mary Grace Bateman, IBM

Hands-On Lab Sessions

Here's an exceptional opportunity for you to get intensive, classroom-quality training delivered by our team of highly experienced professionals. Choose from nearly 25 sessions—many added at the request of last year's attendees—covering a wide range of topics. Each three-hour session lets you take a deep dive, exploring and interacting directly with live software through well-proved, hands-on training exercise and workshops. Every year, clients who attend these sessions tell us they can't wait to get back to their workplace and apply what they've learned.

BBI-2369

Creating Dashboards for System Administrators and DBAs with IBM Cognos Business Insight

This hands-on lab session will show you how to create IBM Cognos Business Insight dashboards for system administrators and DBAs. The session will also explain how system administrators and DBAs can use Cognos Business Insight to check the status of various applications and databases and make proactive decisions accordingly.

Level: Intermediate

BBI-2508

Modeling, Deploying and Optimizing IBM Cognos Dynamic Cubes

Attend this lab session to get hands-on experience working with the IBM Cognos dynamic cubes. Using IBM Cognos software's implementation of ROLAP, you'll learn how to model, deploy and optimize a dynamic cube that provides aggregate awareness and powerful in-memory capabilities to easily deliver a high-performance analysis experience in an enterprise data warehouse. You'll work directly with these technologies to walk through the complete lifecycle of an optimized cube.

Level: Advanced

BBI-3760

Overview of New Capabilities in IBM Cognos Business Intelligence

Join this hands-on lab session for a high-level overview of the latest improvements in IBM Cognos Business Intelligence software. You will learn about enhancements in the IBM Cognos web-based and mobile reporting environments, the introduction of new capabilities for modeling ROLAP cubes, and scalability and performance improvements in the IBM Cognos Business Intelligence platform.

Level: Intermediate

BBI-3761

Advanced Troubleshooting Tools and Special Task Logging in IBM Cognos Business Intelligence

Attend this advanced hands-on lab session for an overview of troubleshooting tools and task logging in IBM Cognos Business Intelligence software. This session will provide you with the skills and information you need to identify installed IBM Cognos troubleshooting utilities, extract a model from the content store using the CMTester tool, and perform a portal trace. You will also learn the details of garbage collection, core dump files, Perf.QFS and URL commands.

Level: Advanced

BBI-3762

Install and Configure to Unleash the Power of IBM Cognos Business Intelligence

In this hands-on lab session, you will learn about the features of the IBM Cognos Business Intelligence architecture, its three logical tiers—the IBM Cognos Application Firewall software, Cognos Business Intelligence servlets and services and Cognos Business Intelligence request processing—and installation and configuration options to facilitate load balancing and failover. You will learn how the components communicate and interact with each other by performing a basic installation and configuration of the components on a single computer using a technique that simulates a distributed environment.

Level: Intermediate

BBI-3764

IBM Cognos Report Studio: Adding Conditional Formatting to Your Reports

In this session, designed for professional report authors, you'll see a demonstration of IBM Cognos Report Studio software and learn how to render different languages and formats in your reports, based on conditions in the report. You will learn how to show and hide report data and highlight exceptional data. You'll also see fast, efficient methods for creating multilingual reports and learn how to conditionally render report objects.

Level: Intermediate

BBI-3765

Interactive Reporting in IBM Cognos Business Intelligence 10.1.1

In this session, professional authors will learn how to use the Cognos Active Report output from Cognos Report Studio software to design and build disconnected but interactive reports for users. Authors will learn how to add various tools, controls and data objects to the reports, which provide the interactive analysis capabilities that users need and allow users to consume the reports in either a connected or disconnected environment. Authors will also learn how to design and build active reports for mobile devices, such as the Apple iPad tablet, using tools and techniques that are specific for consumption on that platform.

Level: Advanced

BBI-3766

Self-Service Reporting Capabilities in IBM Cognos Business Intelligence

This hands-on lab session will focus on the solution's rich interactivity; advanced search; and seamless, on-the-fly report editing. Business authors who attend will learn how to create new reports and explore hierarchical data by drilling, sorting, filtering and grouping. You'll also see new ways to easily build and work with BI dashboards.

Level: Intermediate

BBI-3767

Optimizing and Tuning Metadata Models in IBM Cognos Framework Manager

Learn techniques for optimizing and tuning your IBM Cognos Framework Manager models. This advanced hands-on lab session is for users who have experience in fundamental modeling tasks, such as importing metadata, modifying query subject and item properties, and modifying relationships. The session provides an overview of materialized views and minimized SQL and shows you how to use governors to set limits on query execution. You'll also learn how to use filters and reuse data when running reports, how to reduce database connections and control where queries are processed, and how aggregation is handled. The session also covers the runtime model (RTM) and metadata caching.

Level: Advanced

BBI-3768

Advanced Generated SQL Concepts and Complex Queries in IBM Cognos Framework Manager

Metadata model developers and other users who have experience with advanced modeling tasks, such as creating virtual star schemas, consolidating metadata and specifying determinants, should join this hands-on lab session for an opportunity to examine the runtime SQL generated by IBM Cognos Business Intelligence software. You'll learn about governors that affect SQL generation, conformed and nonconformed dimensions in generated SQL, and how to stitch query SQL. You'll also learn about variances in IBM Cognos Report Studio software–generated SQL and how to cross-join SQL.

Level: Advanced

BBI-3790

IBM Cognos Report Studio: Creating and Designing Effective Dashboards

In this hands-on lab session, attendees will build on their experience with IBM Cognos Report Studio software by reviewing and creating dashboards. You'll learn how to implement best practices advocated by leaders in the field of presenting quantitative data. You will also learn how to author dashboards that encourage rapid analysis by users.

Level: Advanced

BGN-3782

Customizing Your IBM Business Analytics Web-Based Training Courses

In this hands-on lab session, you will learn how your organization can perform in-house customization of existing IBM business analytics web-based training (WBT) courses without the need for consulting services. In this session, you will examine the IBM business analytics WBT architecture; review the tools necessary for a successful customization; add, remove, or modify course content; and see how to tailor course content to your implementation.

Level: Introductory

BPA-2229

Solving Analytics Problems with IBM SPSS Statistics

This lab will provide an instructor-guided, hands-on experience using IBM SPSS Statistics software to find patterns and test ideas on real data sets. Attendees will learn how to use simple descriptive statistics, graphical methods and other statistical techniques to explore a data set of current interest. (No previous experience with SPSS Statistics software is required. Users with all levels of experience are encouraged to attend.)

Level: Introductory

BPA-2235

Using IBM SPSS Statistics and R Programming Language Together

IBM SPSS Statistics software is the flagship statistical product from IBM. And R is a popular open source programming language for statistical methods. Come to this hands-on lab session to learn how to use them together to take advantage of the best features of each. Learn how to use already integrated R packages and to tap other R packages. (Some familiarity with SPSS Statistics software is helpful. Knowledge of R is not required, but attendees should have some background in a programming language.)

Level: Intermediate

BPA-3772

Predictive Modeling without a Ph.D.

This hands-on lab session will show you how to use IBM SPSS Modeler software to automate the building of predictive models. You will learn how to read in data and automatically prepare that data for modeling and build predictive models for customer behavior. The session will also cover the automation of predictive models.

Level: Introductory

BPA-3773

Entity Analytics—Pulling the Wool Away from Your Eyes: a Paradigm Shift for Data Cleansing

Do you have duplicate entries in your data, overlapping data sources that are not simple to combine or a watch list for certain individuals, organizations or devices? Entity analytics in IBM SPSS Modeler provides a single environment for enterprise-level analysis of entities with predictive analytics for both structured and unstructured data. In this hands-on lab, you'll find out how entity analytics helps you resolve your data in batch mode or in real time to help ensure that predictions are more reliable and that your assessment of those predictions is more accurate. Join this session to learn how to apply entity analytics for better model building and scoring and gain a better understanding of this technology.

Level: Advanced

BPA-3774

Driving Greater Insights from Your Survey Data

This hands-on lab session introduces you to IBM SPSS Data Collection Survey Reporter software. This analytical desktop or server tool offers an intuitive, easy-to-use means of creating aggregated tables and reports from a variety of data sources— although survey data is its primary focus. Learn how to create efficient cross-tabulations and then easily export these to Microsoft Office products and web pages. Find out how to manage the table designs and output and modify questions when needed. You'll also learn how to create new derived questions and how to build and apply different filter levels. As an added bonus, we'll explore the process for creating and assigning custom Microsoft Excel chart types.

Level: Introductory

BPA-3775

Generating Profitable Offers with IBM Analytical Decision Management

This hands-on lab will give you experience using IBM Analytical Decision Management to aid in managing customer interactions. In this session, you will become familiar with key concepts such as campaigns, offers and what-if analysis. With these concepts in mind, you will learn how to define data sources for a project, build models, define global selections, define campaigns and offers, prioritize campaigns, and simulate results.

Level: Introductory

BPA-3781

New Modeling Features in IBM SPSS Decision Management Version 7

Join us in this hands-on lab to see new capabilities for building models in IBM SPSS Decision Management Version 7 software. You'll learn how association and clustering models can search data to help businesses better target their customers. This session will provide an overview of modeling objectives and statistical measures that can be used based on the nature of the available data. You'll find out how association models can find hidden relationships, for example, between medical procedures prescribed for patients, insurance claims, bank transactions or telecommunications services used by customers. You'll also learn how clustering models are used to find groups of like customers who have similar buying habits so you can market to them more effectively.

Level: Intermediate

BPM-3324

IBM Cognos TM1 Advanced Modeling Techniques for Performance and Scalability

This hands-on lab session teaches IBM Cognos TM1 advanced modeling techniques for performance and scalability. General topic areas include optimization of rules and feeders and minimization of multiuser impact on cache invalidation by separation of read and write activity. Specific topics include underfeeding and overfeeding, conditional feeding, special-case elimination of feeders, materializing rule calculations, and read-only cubes. Through comprehensive, guided exercises, you will learn how to recognize the need for a particular technique, apply it and verify the resulting performance improvement.

Level: Advanced

BPM-3416

Faster, Simpler Solution Design with IBM Cognos TM1 Performance Modeler

In this hands-on workshop, you will design, build and deploy a planning and analysis solution with IBM Cognos TM1 Performance Modeler and IBM Cognos Insight software. Cognos TM1 Performance Modeler software is a new modeling tool for Cognos TM1 10.1 software, which provides a guided process for modeling and enables rapid prototyping, especially for users with no prior familiarity with Cognos TM1 technology. You'll learn how to use simple, spreadsheet-like calculations and graphical links to move data between cubes. Experienced Cognos TM1 users will find that they are still able to access the power of Cognos TM1 rules and see enhancements to features such as Cognos TM1 TurboIntegrator editing.

Level: Introductory

BPM-3777

Create, Share and Publish Compelling Dashboards and Scenario Models with IBM Cognos Insight

This session teaches business users and analysts how to use the personal analytics solution, IBM Cognos Insight software, to independently explore data, build scenario models and share insights without the need for IT involvement. In this hands-on lab, you will learn how to use Cognos Insight software to import and merge corporate enterprise data with personal local data to slice, dice and drill down through data quickly; create compelling charts and grids for a multidimensional view of the data; perform powerful scenario modeling on the fly; and easily publish plans and dashboards for others to see and use.

Level: Intermediate

BPM-3779

How to Configure and Implement Security in IBM Cognos TM1

This hands-on lab session teaches IBM Cognos TM1 modelers and administrators how to work with Cognos TM1 security features for server, object and application access. Participants will create users on a Cognos TM1 server, assign users to groups, grant access to objects and assign privileges to applications for planning and analysis. Multiple techniques for defining access will be reviewed, including the use of control cubes, rules and processes to apply and maintain security in a Cognos TM1 model.

Level: Advanced

BSC-3776

How to Accurately Measure Social Media Impact

This session gives attendees an understanding of how to derive actionable results from social media analysis. You will become familiar with key concepts such as social media sources, sentiment analysis, affinities and the discovery of new social media topics. You will learn how to define analysis to track your brand in social media, structure analysis for the key sources that matter to marketing, interpret the results to gauge brand impact in social media and explore new topics emerging in social media.

Level: Intermediate

"I truly enjoyed the event. What a great forum to network with peers, learn about the latest trends and see how others are utilizing IBM solutions."

—John Hassman, director marketing analytics, United Stationers, Inc.

Usability Sandbox Sessions

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

BBI-1804

BI Information Everywhere

Visit this usability sandbox to participate in a group discussion about your business needs for mobile BI. How can you use your existing reports and dashboards on a smartphone or tablet device? How can large dashboards with many widgets, such as charts, tables and filters, be accessed in a mobile device? Who are your users, and what interactivity do they require? Would themes and templates work in a mobile environment? In this session, we will show you some potential scenarios and ask for your feedback and priorities.

Speaker: Roy Ballantine, IBM

BBI-1805

Data Import

Visit this usability sandbox to join a group discussion about importing data into your Cognos environment. What should the steps be? What type of data do you typically need to import (for example, spreadsheets)? When and how should errors be corrected? Who are the users, and what would their data look like? What level of data modeling terminology (dimension, measure, level, and so on) should be introduced in the tool? In this session, we will show you various scenarios and ask for your feedback and priorities.

Speaker: France Lapointe, IBM

BBI-1806

The Future of BI Modeling

Explore the future of modeling with IBM Cognos Business Intelligence software in this usability sandbox. Do you use Cognos Framework Manager, PowerPlay Transformer or Cognos TM1 Performance Modeler software? Have you ever wished that the modeling process could be easier and faster to complete? Do you find yourself having to switch between tools to re-create your models? What capabilities would you like to see in your modeling tools? This session will provide an opportunity to review ideas and offer feedback that will help define the next generation of modeling tools.

Speaker: Steven Macko, IBM

BBI-1807

Visual Analytics and Data Interaction

Why is visual analytics more than just basic interactive reporting? How can we best couple the strength of algorithms with the intuition of expert users? What are the most common types of analytic algorithms used in your business? And what types of data interaction and charting would help your business most? In this session, you will have the opportunity to preview different ideas for visual analytics and data interaction and give us your feedback. Please visit this usability sandbox to help drive the future of IBM Cognos solutions beyond basic reporting.

Speaker: Ian Stewart, IBM

BBI-1808

Engaging Content Delivery and Enhanced Search

Do you open your reports and dashboards from IBM Cognos Connection software? Would you like to know how it could be done differently and in a more engaging manner? What capabilities would you like to provide to your users to help ensure that they can locate existing content or create new content? In this session, we'll show you some future ideas for searching and navigating to information. Join us in this usability sandbox to share your thoughts on the future of business intelligence content delivery.

Speaker: Steven Macko, IBM

BBI-1810

User Interaction with Big Data

Join us in this usability sandbox to help drive the future of Cognos analysis with big data. Share your views on how you want business intelligence to help you understand the data that's often ignored because it's too difficult to process using traditional means. Consider data such as log records, click streams, social media data, news feeds, emails, electronic sensor output or point-of-sale (POS) data. This session will give you the opportunity to provide feedback on possible prototypes and concepts as well as to put forward your own wish list.

Speaker: Ron Gagnier, IBM

BBI-1811

From Personal Insight to Enterprise Workspace

During this session in the usability sandbox, we will compare personal and enterprise business intelligence needs. How should personal business data support or be integrated with enterprise data? Do users analyze the two types of data differently? What interactivity should be offered in a personal desktop application compared to an enterprise web application? How seamless should the experience be between the two environments? And are there any activities or features that you would allow or not allow in either environment? In this session, we will show you some potential scenarios and ask for your feedback and priorities.

Speaker: Doug Liversidge, IBM

BBI-1814

Tablet-Based Planning and Performance Management

How can mobile users contribute to the planning process? Should mobile users be able to review, submit and approve plan contributions from their tablet devices? How can you put performance management tools into the hands of mobile professionals? Can you provide tablet-based scorecards and planning tools that allow users to manage the performance of the organization while in transit or at local or customer sites? Visit this usability sandbox to participate in a discussion of planning scenarios that are appropriate to the tablet interface and help us refine prototypes for tablet-based performance management.

Speakers: Marnie Andrews, IBM; Roy Ballantine, IBM

BBI-1820

A Unified Approach to Data Analysis Using IBM SPSS Consumable Analytics and IBM SPSS Statistics

This presentation will bring together IBM SPSS consumable analytics and IBM SPSS Statistics software in a single story. You will see new functionality designed to make sharing data, sharing results and moving between the two products as seamless as possible. You will also see how you can use SPSS consumable analytics to get an overall impression of your data and then use that information to guide further, in-depth analysis using SPSS Statistics software. Participants will be asked to comment on the integration of the two products, suggest ways to make that integration more natural and discuss enhancements you would like to see in the future.

Speaker: Keith E. Sealy, IBM

BBI-1992

IBM OpenPages—User Experience Enhancements

OpenPages software has long been an ideal program to identify, monitor and manage risk, but its abstract information model has been a challenge for users. Visit this usability sandbox to participate in group discussions on proposed enhancements to the usability of the software. Attendees will have the opportunity to preview potential designs of the user interface and page flows and provide feedback. Join us, and help drive the future of OpenPages software.

Speaker: Laura Harley, IBM

Networking—Think Big with Peers and Experts

Gain inspiration and knowledge from once-a-year, face-to-face conversations.

Explore Hot Topics

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

Birds-of-a-Feather Lunches

Exchange challenges, strategies and success stories during informal discussions over lunch on Monday, Tuesday and Wednesday. This year, topics include:

- Personal analytics with IBM Cognos Insight software
- Business analytics for SAP environments
- Upgrade/migration to IBM Cognos Business Intelligence 10 software
- IBM Cognos Mobile software
- Getting the most from your IBM Cognos TM1 solutions
- How BI professionals can use disclosure management
- Extending IBM Cognos Business Intelligence scorecards and reports with IBM Cognos TM1 software
- Governance, risk and compliance
- Managing IT risk and compliance
- Managing risk data throughout the enterprise
- Reporting and analysis for midsize companies
- Predictive analytics
- Statistical analytics
- Marketplace and survey research
- Customization of web-based training courses
- IBM technical support: tips and techniques

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

Ask the Experts

These informal technical discussions are led by you and the other attendees, giving you an hour-long opportunity to have experts— including experienced product managers—provide detailed answers to any product-related questions you have.

Choose from a variety of unique sessions, spread across the conference, covering topics on BI and platform, financial and risk analytics, predictive analytics, and more. Sample topics include:

- IBM Cognos Mobile software
- Better queries with dynamic query mode and new technology
- Optimizing IBM Cognos TM1 software for scale and performance
- Integrating IBM Cognos TM1 software with BI to enhance reporting and scorecarding
- How to use BI data and reports in disclosure management
- Solution considerations for migrating from IBM Cognos Planning software to IBM Cognos TM1 software
- Solutions for midsize companies
- Gain insight on attitudes and opinions with survey research
- The journey of customer analytics and beyond
- Getting started with predictive and advanced analytics
- Real insight from social media analytics

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

Industry Lunches

Join peers from your industry in a stimulating dialogue about the unique challenges facing organizations like yours, and learn how others are using analytics to address those challenges. Meet new contacts and renew old acquaintances as you discuss how to apply business analytics solutions to everyday, industry-specific challenges. For complete details, see page 70.

How to Leverage a User Group Community

IBM Business Analytics SAP User Group Meeting
Sunday, October 21
3:00 p.m.–6:00 p.m.
THEhotel, Mahogany G

Members of the IBM Business Analytics on SAP User Group (IBASUG) will meet to share experiences and discuss strategies of best practices and adoption of IBM Business Analytics software on SAP in their organizations. With a mix of client and IBM presentations and discussions, this is a great opportunity to network with others who are implementing IBM Business Analytics software on SAP. To join IBASUG, visit tinyurl.com/IBASUG.

BBI-1302
Discovering the Benefits of a BI User Group
Wednesday, October 24
2:30 p.m. – 3:30 p.m.

A business intelligence user group can be a valuable source for networking, product education and discovering how other companies in your area are using IBM Cognos Business Intelligence software to address critical business challenges. This session will go over how to start and maintain a BI user group, such as logistics, content and what tools are out there to help you execute a successful meeting.

Speakers: Susan Dean, Panel Moderator, General Electric Power Generation Services (Southeast Cognos User Group); Doug Isbecque, Panelist, Data Clarity (SECUG); Lisa Morella, Panelist, Massachusetts General Physicians Org (NECUG)

Grand Opening Reception in the EXPO

Sunday, October 23
6:00 p.m.–8:00 p.m.

Join us for the official Information On Demand 2012 kickoff. Enjoy light refreshments as you get reacquainted with people you've met, introduce yourself to new friends, and get a first look at the EXPO, which features more than 200 Business Partners, 100 IBM solutions and industry solutions to address your specific business needs.

Business Analytics Community Reception

Sunday, October 21
8:00 p.m.–10:00 p.m.

This is your opportunity to meet attendees interested in business intelligence, predictive analytics, financial and risk analytics, and other topics in a community setting. Join us and start your networking on day one.

EXPO Receptions

Monday, October 22, and Tuesday, October 23
5:00 p.m.–7:00 p.m.

Be sure to attend the additional EXPO receptions on Monday and Tuesday to experience the entire solutions center while networking with your peers, IBM Business Partners and solution experts!

Evening Networking Event

After a day of world-class education and business sessions, unwind at the Evening Networking Event on Tuesday Oct. 23, 7:30 p.m. to 10:30 p.m. Two of the music industry's top indie and alternative rock bands will bring down the house: OneRepublic and BareNaked Ladies. You won't want to miss the live performance from these Grammy Award nominees. Entertainment is proudly sponsored by IBM Business Partner, Rocket Software. In addition to this exceptional entertainment, you will enjoy an array of food and beverages.

ONEREPUBLIC   BARENAKED LADIES

Evening Networking Event
is Proudly Sponsored by   Rocket

New—Business Analytics Reference Lounge

During the conference, stop by the Business Analytics Reference Lounge, located at the Business Analytics booth in the EXPO, to:

- Share with us how you use IBM Business Analytics solutions
- Learn more about the benefits of the Business Analytics Performance Leaders Program
- Join the Performance Leaders Program or, if you are already a member, give us an update on your story and receive a complimentary gift
- Mingle with our topic experts on-site to gain advice on maximizing your business performance while networking with peers and experts

EXPO: Business Analytics Center

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

Every Expert You Need, All in One Place

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

Business Analytics Exhibits

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

- See the latest IBM Cognos solutions for business intelligence, performance management and reporting plus analytic applications for social media and customer analytics
- Hear about cost-effective solutions designed for midsize organizations and for departments or workgroups in large enterprises
- Learn about solutions for XBRL tagging and new IBM OpenPages solutions for financial governance, risk management, disclosure management and regulatory compliance
- See demos of IBM SPSS solutions for decision management, predictive analytics, text analytics, data mining and statistical analysis

Meet Business Analytics Support

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

IBM Business Partner Solutions

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

- Application Consulting Group
- Atigeo
- Aviana Global Technologies, Inc.
- Breakaway Technologies, Inc.
- BrightStar Partners, Inc.
- CarpeDatum Consulting
- Creative Computing, Inc.
- Data41
- Datacert, Inc.
- eCapital Advisors
- Ernst & Young LLP
- Esri
- The Ironside Group
- Kinetek Consulting
- Locus Solutions, Inc.
- Lodestar Solutions
- LPA Systems, Inc.
- Motio, Inc.
- NEC
- NeoSystems
- NetApp
- Newcomp, Inc.
- PerformanceG2, Inc.
- Peritas Solutions, Ltd.
- Pronto Software
- QueBIT
- Revolution Analytics
- Software By Design, Inc.
- Technology Dynamics, Inc.
- Teradata Corporation

Many more IBM Business Partners will be added to enhance your experience. Visit **ibm.com**/events/baforum for an up-to-date list.

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

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

- Integrating BI with Active Directory authentication
- Recommendations for failover while building cubes
- Report aggregation techniques at the reporting level and the model level within Cognos Framework Manager software
- Predictive modeling tips, techniques and best practices

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

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

Products Lab

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

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

Services and Education Lab

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

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

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

EXPO Hours

Sunday: 6:00 p.m.–8:00 p.m.
Monday: 8:00 a.m.–7:00 p.m.
Tuesday: 8:00 a.m.–7:00 p.m.
Wednesday: 8:00 a.m.–3:30 p.m.

The EXPO will be fully staffed during these hours:
Sunday: 6:00 p.m.–8:00 p.m.
Monday: 12:30 p.m.–2:30 p.m. and 5:00 p.m.–7:00 p.m.
Tuesday: 12:30 p.m.–2:30 p.m. and 5:00 p.m.–7:00 p.m.
Wednesday: 12:30 p.m.–3:30 p.m.

"Navigating IBM"—What You Need to Know

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

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

Accelerated Value Program Red Carpet Lounge

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

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

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

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

Industry Events

Share challenges and solutions with leaders in your industry.

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

Industry Lunches

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

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

Meet Industry Experts

Throughout the conference, industry directors and solution experts from IBM Business Analytics will be available to discuss your specific industry challenges and answer your strategy or implementation questions.

Learn from Your Peers

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

Aerospace and Defense
Teledyne Brown Engineering
The Boeing Company
Northrop Grumman

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

Banking
BBVA Compass
Fiserv
Home Trust Company
MLC, the Wealth Management Division of National Australia Bank
Standard Bank

Chemicals and Petroleum
Administración Nacional de Combustibles, Alcohol y Pórtland (ANCAP)

Consumer Products
British Columbia Egg Marketing Board
Coach
The Coca-Cola Company
Columbus Foods

Education
Compass for Success
State University of New York

Electronics
Intel Corporation
Qualcomm, Inc.

Energy and Utilities Services
Cosan
Entergy
EQT Corporation

Financial Markets
Deloitte Australia
Equifax
Knight Capital Group
Liquidnet Holdings, Inc.
OppenheimerFunds, Inc.

Government—Central/Federal
Canada Revenue Agency
The Development Corporation
National Geospatial-Intelligence Agency (NGA)
National Security Agency

Government—State/Provincial/Regional
Los Angeles County
Miami-Dade County
Miami-Dade Police Department
Roads and Maritime Services, New South Wales Government

Healthcare
DaVita, Inc.
LifePoint Hospitals
HealthNow New York, Inc.
Kaiser Permanente
Metro Spinal Clinic
Martin's Point Health Care
Seton Healthcare Family
Truven Health Analytics
Vancouver Island Health Authority (VIHA)

Industrial Products
Jabil Circuit, Inc.
JLG Industries, Inc., an Oshkosh Corporation Company
Mueller, Inc.

Information Technology and Services
Computer Sciences Corporation (CSC)
RSA Security, Inc.
RCG Global Services

Insurance—General
Massachusetts Mutual Life Insurance Company (MassMutual)
Nationwide Insurance
Santam
Westfield Insurance

Insurance—Health
BlueCross BlueShield of Tennessee
Provider Information & Intelligence

Life Sciences
Illumina
Johnson & Johnson
Merial, Ltd.

Market Research
New Media Strategies
Telerx
The Nielsen Company

Media and Entertainment
Cablevision
Point Defiance Zoo & Aquarium
Revel Entertainment
The Walt Disney Company

Retail
Australia Post
Best Buy
Dillard's Department Stores
Nike
Oshkosh Corporation
REI

Telecommunications
CenturyLink
DIRECTV
Everything Everywhere
XO Communications

Travel and Transportation
White Lodging Services

Wholesale Distribution and Services
United Stationers

Business Leadership Forum

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

Spotlight on Business Analytics

The Business Leadership Forum offers more than two dozen sessions. These are some of the most highly recommended sessions for IBM Business Analytics clients, by industry. Visit page 41 for the full list of business analytics sessions and abstracts at the Business Leadership Forum.

Aerospace and Defense
- Increased Audits, Data Calls and Regulations While Reducing Expenses: How Northrop Grumman Uses Cognos Software

Automotive
- BMW Gains a Competitive Advantage by Using Predictive Analytics

Banking and Financial Markets
- BBVA Compass Gains Greater Financial Insight While Reducing Costs
- How Banks Are Using Smarter Analytics to Drive Business Value

Consumer Products
- Beyond Marketing: Using Customer Analytics to Advance Your Business

Energy and Utilities
- Micro Segmentation for Utilities to Help Achieve Strategic Goals

Government
- Advances Made in Law Enforcement with Smarter Analytics
- Keeping the Country Safe: Big Data and Analytics for Threat Prediction and Prevention

Healthcare and Life Sciences
- Strategy for Enterprise Analytics at UPMC
- IBM and Seton Healthcare Family Target Congestive Heart Failure Readmissions
- LifePoint Hospitals: Using Business Intelligence to Create Healthier Communities

Insurance
- Using Predictive Analytics to Prevent Fraud in Real Time
- Santam Boosts Customer Service and Beats Fraud Using Decision Management
- A Path to Delivering Real-Time Marketing Offers to Your Customers

Manufacturing and Process
- Visual Management of Analytics for Manufacturing Excellence
- The Premier of the Sales and Operations Planning (S&OP) Blueprint
- Supplier Analytics

Media and Entertainment
- How Revel Entertainment Is Creating a Smarter Gaming Environment

Service Providers/Telecommunications Companies
- Monetizing Telecommunications Data: An Intelligent Pipe
- Optimizing Complementary IBM Solutions: SPSS Modeler, Netezza and Cognos Business Intelligence Integration
- Communications Service Providers' Client Panel

Destination Las Vegas

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

Hotel Information

Register and reserve your room before August 31 to get the best rate and the conference hotel of your choice.

Mandalay Bay Resort

$259 USD per night
$10 USD resort fee per room, per night, plus 12 percent tax

THEhotel

$279 USD per night
$10 USD resort fee per room, per night, plus 12 percent tax

Luxor Las Vegas

$144 USD per night (Pyramid) or $164 USD per night (Tower)
$10 USD resort fee per room, per night, plus 12 percent tax. Resort fee includes wired, high-speed Internet access in guest rooms; a daily newspaper; daily admission to the Nurture Fitness Center; and unlimited local and toll-free calls from guest rooms.

Excalibur Hotel & Casino

$109 USD per night on Friday, October 19; Saturday, October 20; Friday, October 26; and Saturday, October 27, 2012
$59 USD per night from Sunday, October 21, through Thursday, October 25, 2012
$10 USD resort fee per room, per night, plus 12 percent tax. Resort fee includes wired Internet access in guest rooms; a daily newspaper; admission to the fitness center; and unlimited local, toll-free and domestic long distance calls from guest rooms.

Visit **ibm.com**/events/informationondemand for more information or to register and reserve your room now.

Travel Discounts

American Airlines Group Travel Discount

Get 8 percent off the lowest applicable eligible published air fare.

- For domestic reservations, go to www.aa.com, contact AA Meeting Services at 1-800-433-1790 (6:00 a.m. to midnight central daylight time [CDT]) or contact your local travel agency. (NOTE: If you make your reservation by phone, there will be a reservation service charge. If you make your reservation on AA.com, you will pay no ticketing fees.)
- For international reservations, contact your local reservation number.
- Promotion code: **18H2BR**
- Valid for travel between October 18 and October 28, 2012, for travel to Las Vegas, Nevada.

WestJet Airlines Group Travel Discount

Get 10 percent off the best available regular fare (excluding web and promotional fares). *Reservations can only be made by phone.*

- Contact the WestJet convention line at 1-888-493-7853. Agents are available to assist Monday through Friday, 7:00 a.m. to 5:30 p.m. mountain daylight time (MDT).
- Group discount code: **CC6543**
- Valid for travel between October 18 and October 28, 2012, from any city served by WestJet into Las Vegas, Nevada.

Avis Group Rental Car Preferred Rates

Avis Rent A Car has provided attendees a group discount number designed to shop the best available rate, including unlimited mileage.

- Make reservations by calling Avis at 1-800-331-1600 or by visiting avis.com
- Avis Worldwide Discount number: **B1360013**
- Valid from seven days before to seven days after the conference.

Registration Information

Conference Registration Fees

Standard fee: $2,195 USD per person
September 1–October 20

On-site fee: $2,395 USD per person
October 21–25

Full Conference Pass Includes:

- Access to all keynotes, breakout sessions, networking events and lunches at Information On Demand 2012
- Access to the EXPO
- Access to all evening events, including the networking event on Tuesday night located in the Mandalay Bay Events Center
- Food and beverages at all scheduled events, including breakfast and lunch
- Online access to available conference materials, including session presentations

Company Pass (for Large Groups)

With a company pass, you could be saving up to 32 percent off the price of registration. Administrators for your company participation should contact us to set up a company pass and discuss payment options. NOTE: You must enroll in the program and obtain a promo code prior to registering for the conference. Promo codes will not be added or changed retroactively. Only members of your company can be included.

Great savings plus a meeting space for one half-day meeting.

Number of Attendees	Fixed Price	Additional Cost per Attendee	Approximate Discount off $2,195 USD
7 attendees	$13,160 USD	$1,880 USD	14 percent
20 attendees	$32,000 USD	$1,600 USD	27 percent
40 attendees	$60,000 USD	$1,500 USD	32 percent

Education Packs

We accept IBM Education Pack prepaid training accounts as a payment option toward registration (U.S. clients only). Get details on how to purchase Education Packs at:
ibm.com/training/us/savings

For questions please contact edpack@us.ibm.com

For more information on the Education Pack program, visit:
ibm.com/services/learning/edpack

Online Education Pack training dollars can only be used for payment of the standard rate registration fee ($2,195 USD). They cannot be combined with any other discounts, offers, programs, coupons or promotions.

Refund and Cancellation Policy

- Full refund, no cancellation fee before August 31, 2012
- Full refund less $200 USD cancellation fee after August 31, 2012
- No refund after September 21, 2012
- No refunds will be made for no-shows. No-shows may also incur a charge for one night's hotel room rate if hotel accommodations are not cancelled in advance. Cancellations must be received in writing only via:
  Email: InformationOnDemand2012@meetingconsultants.com
  Fax: 1-770-399-3170

Policies

For information regarding our payment, substitution, and refund and cancellation policies, please visit:
ibm.com/events/informationondemand

Questions?

For all questions concerning registration, hotel and group discounts, please contact the registration/housing line at 1-800-227-4374 or 1-770-359-6591 Monday through Friday from 9:00 a.m. to 6:00 p.m. eastern daylight time (EDT) or send an email to:
InformationOnDemand2012@meetingconsultants.com

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Business Analytics **Forum**
@**Information**OnDemand**2012**

Align … Anticipate … Act … Learn … Transform

October 21–25, 2012
Mandalay Bay | Las Vegas, Nevada

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