



Mark Fieldhouse

Director of Business Analytics and Collaboration Solutions, IBM





IBM

WIMBLEDON 24 JUNE - 7 JULY 2013	and the second se	GENTLEMEN'S SINGLES - NO.1 C L.Hewitt currently leads S.Wav		SLAMTRACKER SMARTER ANALYTICS BY
		SERVE SPEED: 117 MPH PC		
	n se g	FOLLOW ANALYSE		
GENTLEMEN'S SINGLES No.1 Court	6 - FIRST ROUND	LADIES' SINGLES - FIR Court 14	RST ROUND	GENTLEMEN'S DOUBLES - FIRST ROUND Court 15
L.Hewitt 🥥	15 6 7 3	M.Bartoli [15] 📀 Al	D 6 2	P.Raja D.Sharan 0 7 ⁷ 6 3 4
S.Wawrinka [11]	15 4 5 2	E.Svitolina		N.Monroe S.Stadler 6 5
LADIES' SINGLES - F Court 16	IRST ROUND	GENTLEMEN'S DOUBLES	- FIRST ROUND MATCH COMPLETED	
	30 5 3	P.Hanley J-P.Smith	6 1 7 ⁷ 6	
K.Flipkens [20]	30 7 1	P.Marx F.Mergea	3 6 6 ⁵ 4	
MPH KMH LIVE @ WIMBLEDON RADIO >				Elke 2.7k Tweet 610





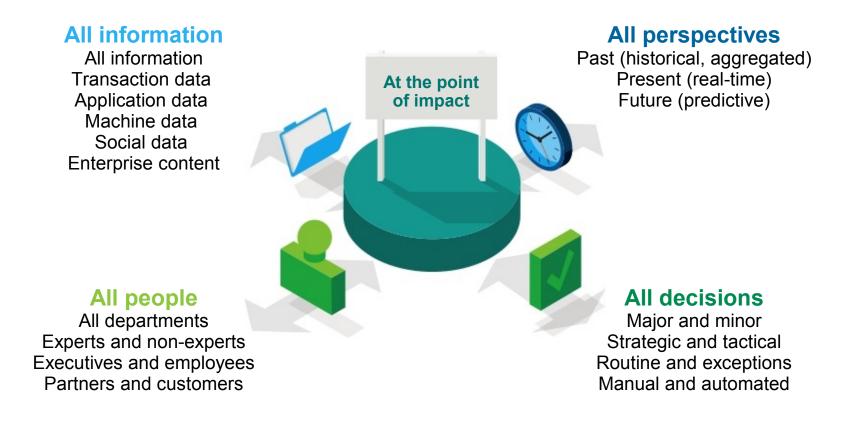






ANALYTIC-DRIVEN ORGANIZATIONS are

distinguished by their ability to leverage ...







Outperforming organizations attract, grow and retain **customers**







AGENDA

TIME		DESCRIPTION				
9.30	Welcome					
	Mark Fieldhouse, Business Unit Executive - IBM Business Analytics					
9.40	Business Analytics and the Rise of the Digital CMO (or why I'm hanging up my tap shoes and investing in analytics					
	instead)					
	Caroline Taylor, Vice President Marketing, Communications & Citizenship, IBM UK & Ireland					
10.00	The Value of Smarter Public Safety and Security					
	Keith Bentley, Chief Superintendent (Retired), Greater Manchester Police					
0.40	BREAK					
11.10	Analytics for Improving Social Outcomes					
	Gary Seaman, Head of Business Analytics, Medway Youth Trust					
11.50	Introduction to IBM Social Media Analytics					
	Sasha Maybury & Melanie Chilvers, Technical and Solution Specialists, IBM Business Analytics					
2.35	LUNCH					
13.35	Integrating "Business intelligence" with "Building intelligence" to improve customer outcomes					
	Global Workplace Solutions, Johnson Controls					
	Paul Savage, Global Business Intelligence Director, Johnson Controls					
14.15	Expert Panel Q&A session					
=	Interactive session for delegates to ask questions directly to the mornings expert presenters.					
4.45	Wrap up					
	Mark Fieldhouse, Business Unit Executive - IBM Business Analytics					
14.55	BREAK					
15.15	IBM Blue Insight: Learn how IBM	Changing Face of Data & Business	Laying the Foundations for a			
	built its strategic analytics solution via a single cost-effective private	Intelligence in Trader Media Group	Predictive Analytics Strategy			
	cloud architecture.					
	Marc Silhavy Manager, Business	Richard Walker, Market Intelligence	Anthony O'Neill, Director of Planning			
	Analytics Center of Competency	Director, Trader Media Group	and Analytics, Eircom			
16.00	Track repeated	Track Repeated	Track repeated			
16.45	CLOSE					





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