Smarter Analytics Live 2013

Canberra

Time	Session			
9:00-9:15	**Welcome**			
9:15-10:00	**IBM® Keynote – Big Data, Real Solutions, Big Impact** *Business Analytics and Optimisation Practice Lead, IBM Global Business Services*			
	Insight in Action for IT Professionals	**Analytics for effective citizen services**	**The Business of Government**	**Roundtable and Breakout Sessions**
10.00 – 10.45	Visualisation Tools to Make Analytics Consumable	Harness the Power of Big Data for Citizen Services	Client case study	
10:45-11:10	**Morning Tea**			
11:10-11.50	Stop the Fraud and Keep the Bottom Line	Client Case study	Big Data Analytics: Finding Opportunity in Chaos	
11.50- 12.30	The Real World Use of Big Data	Client Case study	A Roadmap to the Future: The Six Stages of Social Media Analysis Maturity	
12.30 – 1.30	**Lunch**			
1.30 -14:10	Delivering Trusted Information for Big Data and Business Analytics	Analytics in the Cloud: Accelerate Your Time to Value	What IF? Learn how Australia Post used analytics to create the ultimate forecast	
14:10-14.30	**Thank you and close** **Afternoon Tea & networking**			

IBM

Keynote Sessions
9.15am – 10.00am

IBM® Keynote – Big Data, Real Solutions, Big Impact

"Big data" is a frequently heard buzzword...is it really new? There is real value to be found in the application of big data however, the associated hype can cause anxiety and even skepticism for some IT and business executives trying to decipher fact from chatter.

For those organisations wise enough to capitalise on big data, this abundance of information offers a major opportunity to gain competitive advantage. Big data and the powerful analytics solutions now being used to analyse it are fundamentally changing the way organisations manage their daily operations, where they direct new investments and even how they are structured.

This keynote will give you a real-world perspective on big data, and will explore:

- How Smarter Analytics can transform big data into big results
- The role of legacy Information Management systems in big data
- Integrating analytic insights from big data into day-to-day operations
- The advantages of being an analytics driven organisation
- Inhibitors to success given the veracity of today's data
- Data latency and timely access to your big data
- The strengthening partnership between CIO and CMO and the impact

Business Analytics and Optimisation Practice Lead, IBM Global Business Services

Breakout Streams
10:00am – 10:45am

Insight in Action for IT Professionals

Visualisation Tools to Make Analytics Consumable
Real-time data. Social data. Big data. The world produces more than 2.5 exabytes of data every day. Visualisation is key to unlocking insight and discovering answers from the overwhelming data available to us. With visualisation, we can easily spot the patterns in data, such as trends, gaps and outliers. This session will provide a glimpse into the visualisation technology, expertise and community assets IBM provides to help you visualise your data and discover answers. From intelligent discovery capabilities, such as Smart Metadata and Smart Visualisation that guide users to meaningful insights to the IBM Rapidly Adaptive Visualisation Engine and Many Eyes visualisation community to help the business easily and quickly grasp insights, you'll enable your entire organization to discover new insight into your business faster.

James Rowntree, Client Technical Manager, IBM

Analytics for effective citizen services

Harness the Power of Big Data for Improved Citizen Services
Everyday, we create 2.5 quintillion bytes of data–so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: from sensors used to gather climate information, posts to social media sites, digital pictures and videos posted online, transaction records of online purchases, and from cell phone GPS signals to name a few. This data is big data. Big data is more than a challenge; it is an opportunity to find insight in new and emerging types of data, to filter through huge volumes of data (from multiple sources) to gain insights & to help formulate and evaluate policy. Until now, there was no practical way to harvest this opportunity. In this session learn how IBM's platform for big data opens the door to a world of possibilities, giving government organisations a solution that is designed specifically with the needs of citizens in mind.

Michael Kearney, Worldwide Big Data Executive, IBM

The Business of Government

Client case study

Roundtable and Breakout Session

Topic to be confirmed

Breakout Streams
11:10am – 11.50pm

Stop Fraud and Keep the Bottom Line
Fraud costs billions each year across the world—and government organisations today view it as a real and growing threat. With organisations and agencies confronting cost-cutting measures, there is growing pressure to investigate fraud and enforce compliance. Join this session to find out how organisations today across government are leveraging solutions from IBM to gather information more easily than ever before, analyse it to spot trends and make connections, and drive investigations using their findings to more reliably investigate fraud.

Adrian Barfield, Senior Consultant. IBM Enterprise Content Management Solutions

Analytics for effective citizen services

Client case study

The Business of Government

Big Data Analytics: Finding Opportunity in Chaos
This session delves into the world of big data analytics, focusing on where to start and what to analyse. We look at how government organisations and agencies can start to gain insight from data they already own and have access to, whether this be enterprise transaction data or machine generated data like systems log files. Big data doesn't need to be overly complex and we will give example of how you can get started now!

Chris Howard, Big Data Architect IM, IBM

Roundtable and Breakout Session

Topic to be confirmed

IBM

Breakout Streams

11.50– 12.30pm

Insight in Action for IT Professionals

The Real World Use of Big Data
Big Data" is more than just dealing with "lots of data". It represents an information management challenge beyond traditional solutions, and delivering outcomes in an effective and responsive time frame. When dealing with the volumes and varieties of content now available, turning information into insight requires a new level of capability. Decision makers are asking "how fast is the answer returned" as well as "how accurate is this answer?". IBM is unique in delivering a Big Data platform that is governable and consumable for analytics at rest and in motion. In this session we will look at the IBM Big Data platform, how it hangs together, and explore some practical use cases that are already delivering results to our clients.

Timothy Brown, Big Data Specialist, IBM and Kieran Hagan, Technical Sales Manager Information Management, IBM

Analytics for effective citizen services

Client case study

The Business of Government

A Roadmap to the Future: The Six Stages of Social Media Analysis Maturity
While social media itself is a recognised channel, social analytics is an emerging specialisation. This session proposes a social analytics maturity process that government organisations go through and share how a few organisations are being successful on this journey.

Dev Mookerjee, Senior Consultant - Business Analytics and Global Technical Ambassador, IBM

Roundtable and Breakout Session

Topic to be confirmed

Breakout Streams

1.30pm – 2.10pm

Insight in Action for IT Professionals

Delivering Trusted Information for Big Data and Business Analytics
Government leaders' confidence in data is decreasing as the volume, variety and velocity of information increases. Chief among their concerns is trustworthiness and whether their data are adequately protected. Today, one in three business and government leaders do not trust the information available to support decisions. Many organisations use analytics on big data to find breakthrough insights, but big data increases the risk of basing decisions on unreliable information. For governmennts to gain confidence in information to act upon it, data must be trusted and protected. Learn how leaders are leveraging integrated IBM Cognos and InfoSphere software to ensure they're armed with reliable, accurate information, to confidently filter through huge volumes of data (from multiple sources) to gain insights & to help formulate and evaluate policy,

Jill MacMurchy and Chris Day, Data Integration and Data Quality Specialists, IBM

Analytics for effective citizen services

Analytics in the Cloud: Accelerate Your Time to Value
Your analytics infrastructure is already up and running. This session will look at the IBM predictive and social analytics platforms that are available to you NOW.

Karen Hardie, Senior Technical Sales Consultant, IBM Business Analytics

The Business of Government

What IF? Learn how Australia Post used analytics to create the ultimate forecast
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 optimise the forecast to determine the best outcome? This session will discuss how companies are bringing together the power of analytics to help answer the WHAT IF? questions.

Armand Mizan, Manager Business Systems and Development, Australia Post

Roundtable and Breakout Session

TBA