



Business Intelligence

Session Highlights

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference [website](#) for the most current agenda.

Monday, October 24

BBI-1313A	02:15 PM - 03:15 PM Mandalay Bay – Mandalay Bay F	Building IBM Cognos Business Intelligence V10.1 Reports for Your Apple iPad Users
BBI-2552A	02:15 PM - 03:15 PM Mandalay Bay – Breakers F	How Amedisys Uses BI Dashboards to Deliver Insight Across the Organization
BBI-3148A	02:15 PM - 03:15 PM Mandalay Bay – Mandalay Bay D	Business Intelligence That Matters: Creating Actionable Insights That Drive Results
BBI-3639A	02:15 PM - 03:15 PM Mandalay Bay – Mandalay Bay A	Improving Decision Making by Enabling Users with IBM Cognos Analysis
BBI-1704A	10:15 AM - 11:15 AM Mandalay Bay – Mandalay Bay A	Creating Dynamic Dashboards with IBM Cognos Business Insight
BBI-3640B	10:15 AM - 11:15 AM Mandalay Bay – Breakers I - J	Implementing and Managing a Robust Security Model in IBM Cognos Business Intelligence

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs



October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



BBI-3646A	10:15 AM - 11:15 AM Mandalay Bay – Mandalay Bay F	Overview of IBM Cognos Business Intelligence
BBI-4064A	10:15 AM - 11:15 AM Mandalay Bay – Mandalay Bay D	Managing Growth at Vantage Drilling with IBM Cognos Express for Ad Hoc Analysis, Forecasting and Reporting
BBI-4176A	10:15 AM - 11:15 AM Mandalay Bay – Breakers F	IBM Cognos Business Intelligence, SAP Business Warehouse and the Financial Systems Team Model at MassMutual
BBI-1459A	11:30 AM - 12:30 PM Mandalay Bay – Breakers F	Creating and Utilizing Unique Concepts in IBM Cognos Active Report
BBI-1724A	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay D	IBM Cognos Framework Manager Unleashed: An Innovative Approach to Modeling for Complex BI Projects
BBI-1811A	11:30 AM - 12:30 PM Mandalay Bay – Breakers H	Business Intelligence Production Workloads in the Cloud
BBI-2006B	11:30 AM - 12:30 PM Mandalay Bay – Breakers I - J	Resources and Practices for Upgrading to IBM Cognos Business Intelligence V10.1
BBI-3638B	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay K	Fast What-if Analysis: Improving Budgeting and Forecasting in Merial Corporate Finance with IBM Cognos TM1

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Tuesday, October 25

BBI-1541A	01:45 PM - 02:45 PM Mandalay Bay – Mandalay Bay C	How IBM Cognos Lifecycle Manager Improves BI Application Releases at Canadian Blood Services
BBI-2267A	01:45 PM - 02:45 PM Mandalay Bay – Mandalay Bay D	Advanced Reporting Techniques with IBM Cognos Business Intelligence V10.1
BBI-2550A	01:45 PM - 02:45 PM Mandalay Bay – Breakers F	Using IBM Cognos Workforce Performance to Drive HR Analytics Internally at ADP
BBI-3478B	01:45 PM - 02:45 PM Mandalay Bay – Breakers H	Migrating from IBM Cognos Series 7 to IBM Cognos Business Intelligence V10.1
BBI-3651A	01:45 PM - 02:45 PM Mandalay Bay – Mandalay Bay A	Future Trends: In-memory Analytics for Line-of-Business Self-service
BBI-1672A	03:00 PM - 04:00 PM Mandalay Bay – Breakers I - J	Implementing the System Management Methodology (SMM) for IBM Cognos Administration
BBI-2695B	03:00 PM - 04:00 PM Mandalay Bay – Breakers F	Best Practices and Lessons Learned in a Global Multiserver BI Environment at Merial
BBI-3003A	03:00 PM - 04:00 PM Mandalay Bay – Mandalay Bay D	Best Practices in Self-Service Reporting at Office Depot

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BBI-3731A	03:00 PM - 04:00 PM Mandalay Bay – Mandalay Bay F	Step-by-Step Guidance to Building End-to-End Business Intelligence--Part 1
BBI-1168A	04:30 PM - 05:45 PM Mandalay Bay – Breakers F	Attraction Insight Business Analytics at the Cincinnati Zoo
BBI-3484B	04:30 PM - 05:45 PM Mandalay Bay – Mandalay Bay D	Standardizing Reports at Kaiser Permanente with Centrally Controlled Templates Used by Multiple Developers
BBI-3732A	04:30 PM - 05:45 PM Mandalay Bay – Mandalay Bay F	Step-by-Step Guidance to Building End-to-End Business Intelligence--Part 2
BBI-1497A	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay F	Creating Self-service Dashboards with IBM Cognos Business Intelligence
BBI-1846A	10:00 AM - 11:00 AM Mandalay Bay – Breakers I - J	Performance Tuning: SAP Business Information Warehouse, IBM Cognos Business Intelligence
BBI-2564A	10:00 AM - 11:00 AM Mandalay Bay – Breakers F	Using IBM Cognos Customer Performance Sales Analytics to Drive Sales at Spyder Active Sports
BBI-3650A	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay D	Creating Better Reports with IBM Cognos Report Studio: Improving Layout with Skins, Stylesheets and JavaScript

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Wednesday, October 26

BBI-1612A	02:00 PM - 03:00 PM Mandalay Bay – Reef F	New Dimension in Data Warehousing: How the zEnterprise handles Today's BI Workloads
BBI-1652A	02:00 PM - 03:00 PM Mandalay Bay – Mandalay Bay A	Advanced Visualization in IBM Cognos Business Intelligence V10.1
BBI-2477A	02:00 PM - 03:00 PM Mandalay Bay – Breakers F	Extending Business Capabilities at Bank of America Merrill Lynch with IBM Cognos Solutions
BBI-3244A	02:00 PM - 03:00 PM Mandalay Bay – Mandalay Bay D	Game Changing Strategies: Z Linux and IBM Cognos Business Intelligence V10.1
BBI-3643B	02:00 PM - 03:00 PM Mandalay Bay – Mandalay Bay K	Build and Buy? IBM Cognos Analytic Applications and Cognos Application Workbench
BBI-3647E	02:00 PM - 03:00 PM Mandalay Bay – Breakers I - J	Emerging Trends in Business Intelligence
BBI-2723C	03:15 PM - 04:15 PM Mandalay Bay – Breakers K - L	Streamlining the Lifecycle of Your Business Intelligence Solution
BBI-3174A	03:15 PM - 04:15 PM Mandalay Bay – Breakers H	Providing Insight through a Simple, Secure and Flexible Customized Front-End Solution

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BBI-3645B	03:15 PM - 04:15 PM Mandalay Bay – Breakers F	Deploying IBM Cognos Mobile on the Apple iPad at Ogilvy & Mather
BBI-3690A	03:15 PM - 04:15 PM Mandalay Bay – Mandalay Bay F	Creating an IBM Cognos Active Report Intermediate to Advanced--Part 1
BBI-4093A	03:15 PM - 04:15 PM Mandalay Bay – Reef F	Cognos Business Intelligence v10 Optimized for Power Systems
BBI-2006C	04:30 PM - 05:45 PM Mandalay Bay – Mandalay Bay D	Resources and Practices for Upgrading to IBM Cognos Business Intelligence V10.1
BBI-2473A	04:30 PM - 05:45 PM Mandalay Bay – Mandalay Bay A	Implementing Ad Hoc Reporting at Nike with IBM Cognos Business Insight Advance on a Teradata Platform
BBI-3479A	04:30 PM - 05:45 PM Mandalay Bay – Breakers F	How to Enable a Mobile Workforce
BBI-3691A	04:30 PM - 05:45 PM Mandalay Bay – Mandalay Bay F	Creating an IBM Cognos Active Report Intermediate to Advanced--Part 2
BBI-1312A	10:00 AM - 11:00 AM Mandalay Bay – Breakers I - J	Lessons Learned at NASA: Optimizing IBM Cognos Business Intelligence Performance with SAP BW
BBI-1669A	10:00 AM - 11:00 AM M Bay - Breakers F	IBM Cognos Business Intelligence Scalability Managing Distributed Deployments

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BBI-3017A	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay A	Expanding Business Analytics for ALL Information Workers
BBI-3735A	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay F	IBM Cognos Framework Manager: Modeling Best Practices - Part 1
BBI-4042B	10:00 AM - 11:00 AM Mandalay Bay – Reef F	Research Trends and Technology Outlook in Business Analytics and Optimization
BBI-1364B	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay D	How TOP-TOY Deploys a Single Report in Multiple Languages and Bursts Reports
BBI-1459C	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay B	Creating and Utilizing Unique Concepts in IBM Cognos Active Report
BBI-2908A	11:30 AM - 12:30 PM Mandalay Bay – Breakers F	BI Analytics Drive Daily Performance at Terex Corporation
BBI-3282A	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay A	The Power of User Interface, Interactivity and Design Standards in IBM Cognos Business Intelligence V10.1
BBI-3736A	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay F	IBM Cognos Framework Manager: Modeling Best Practices - Part 2

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Thursday, October 24

BBI-2267B	02:00 PM - 03:00 PM Mandalay Bay – Breakers F	Advanced Reporting Techniques with IBM Cognos Business Intelligence V10.1
BBI-2972A	02:00 PM - 03:00 PM Mandalay Bay – Mandalay Bay D	Driving Business Analytics for Short-term Impact and Long-term Success
BBI-1096A	08:15 AM - 09:30 AM Mandalay Bay – Mandalay Bay A	IBM Cognos Business Intelligence - Improve Performance for Interactive Relational Data Access
BBI-3642A	08:15 AM - 09:30 AM Mandalay Bay – Mandalay Bay D	Driving Better Decisions with Collaborative Business Intelligence
BBI-2714A	10:00 AM - 11:00 AM Mandalay Bay – Breakers I – J	Extending the Value of Your SAP Applications with IBM Business Analytics
BBI-2732A	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay A	Value and Performance on the Netezza Platform at Blue Cross Blue Shield of Massachusetts
BBI-2961A	10:00 AM - 11:00 AM Mandalay Bay – Breakers F	Reducing the Cost and Complexity of Your Business Intelligence Deployments
BBI-3648A	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay F	The Five Ws of Dynamic Query Mode in IBM Cognos Business Intelligence V10.1--Part 1

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BBI-3647F	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay D	Emerging Trends in Business Intelligence
BBI-3649A	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay F	The Five Ws of Dynamic Query Mode in IBM Cognos Business Intelligence V10.1--Part 2
BBI-4064B	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay C	Managing Growth at Vantage Drilling with IBM Cognos Express for Ad Hoc Analysis, Forecasting and Reporting

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