IBM Software
Information On Demand 2011

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada

Delivering Customer Success
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.

Sunday, October 23

BDS-2260A	04:00 PM - 05:00 PM Mandalay Bay – Breakers K - L	How to Leverage a User Group Community

Monday, October 24

BDS-2545A	02:15 PM - 03:15 PM Mandalay Bay – Breakers H	Becoming a Business Analytics Champion at Chickasaw Nation Division of Commerce
BDS-3629A	10:15 AM - 11:15 AM Mandalay Bay – Breakers H	Navigating IBM: What Cognos, SPSS, OpenPages and Clarity Customers Should Know
BDS-1250A	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay A	Driving End User Adoption of Business Analytics

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs

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Tuesday, October 25

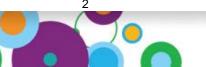| BDS-1103A	03:00 PM - 04:00 PM Mandalay Bay – Breakers H	Creating an Internal BI Certification Program and Business Partnership at Martin's Point Health Care
BDS-1670B	03:00 PM - 04:00 PM Mandalay Bay – Mandalay Bay K	Panel Discussion: How to Deliver BI Program Excellence
BDS-1334A	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay A	IBM Cognos 10 Migration and Upgrade for the U.S. Marine Corps
BDS-3630B	10:00 AM - 11:00 AM Mandalay Bay – Breakers H	The Future of Business Analytics: Smarter Decision Making

Wednesday, October 26

BDS-3385A	02:00 PM - 03:00 PM Mandalay Bay – Breakers H	Five Ways to Increase Business Analytics Success
BDS-1261A	03:15 PM - 04:15 PM Mandalay Bay – Mandalay Bay A	Business Analytics Strategy: Aligning with a Performance Management Framework
BDS-2081A	10:00 AM - 11:00 AM Mandalay Bay K	Marching up the Performance Management Maturity Curve at Boeing

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| BDS-2466A | 11:30 AM - 12:30 PM Mandalay Bay - Breakers H | Customer Advisory Boards and User Groups: How They Help Your People and Help Create Better Products |
| BDS-2955B | 11:30 AM - 12:30 PM Breakers I - J | Turning Data into Sales Using IBM Cognos Express and SPSS Predictive Analytics |

Thursday, October 24

BDS-2955D	10:00 AM - 11:00 AM Mandalay Bay – Breakers K – L	Turning Data into Sales Using IBM Cognos Express and SPSS Predictive Analytics
BDS-3471A	10:00 AM - 11:00 AM Mandalay Bay – Breakers H	Harness the Power of IBM Business Analytics
BDS-2257A	11:30 AM - 12:30 PM Mandalay Bay – Breakers H	Techniques in BICC Scalability: Methods to Scale your BICC while Increasing User Adoption and Buy-In

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