



Business Leadership Forum Communications Service Provider Roadmap

Turn your valuable information into insight and create new business opportunities with Business Analytics and Optimization.

At the Information on Demand Conference 2011, the Business Leadership Forum will feature business leaders presenting their stories of success with Business Analytics and Optimization (BAO). Learn from them, and be inspired by the latest practical ideas and best practices from their experience.

The Forum is organized along two dimensions: Theme Tracks include cross-industry themes where clients have invested considerably to address common problems, while Industry Tracks include industry-specific topics on BAO.

In addition to Forum sessions, this roadmap also lists additional sessions of interest to Communications Service Provider attendees featured across the entire Conference – providing a wealth of education and experience to Communications Service Provider participants.

Roadmap table of contents for Communications Service Providers:

- **Pages 1-7: Monday October 24, Theme Track (Cross-industry) sessions**
- **Pages 7-9: Tuesday-Wednesday October 25-26, Business Leadership industry track**
- **Pages 10-12: Monday-Thursday October 24-27, Technical sessions of interest**

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

8-10PM

Mandalay Bay North Convention Center - South Pacific D-F

Business Leadership Forum Welcome – Community Reception

The Industries Community Reception immediately follows the Expo Grand Opening and provides the opportunity to meet and chat with diverse conference attendees. Nibble on delicious desserts and sip beverages while you meet IBM industry executives and industry speakers in the various industry tracks. Specific industry roadmaps will be available to help you finalize your conference schedule. This is a great start to your week, and we look forward to sharing insights on how to maximize your conference experience.

Monday, October 24 – Theme Tracks

8:15AM

Mandalay Bay Events Center – Events Center

CGS-3790

Opening General Session – Turn Insight into Action.

Industry leaders are turning insight into action through new kinds of information and new approaches to business analytics and optimization. Find out how these leaders are outperforming their competition, tapping into insights revealed through a flexible information management foundation and business analytics. Get an early look at innovations coming from IBM to help you capture today's new opportunities and tomorrow's vast potential.





<p>10:15AM Mandalay Bay South Convention Center – Jasmine A-G</p> <p>LGN-3554</p>	<p>Business Leadership Forum Keynote Business Analytics & Optimization: Outpace your Competition and Deliver Break Away Results Business leaders today understand the future requires heightened intelligence and awareness - leveraging the growing velocity, variety, and volume of data to deliver valuable and actionable insights that drive faster and better decisions. Join business and IT executives for the keynote session of the Business Leadership Forum and learn how leading organizations are embracing analytics to transform their business and outpace the competition. Explore compelling new findings from the IBM and MIT Sloan Management Review study on how organizations are achieving break away results and hear from a panel of executives on how they have successfully charted a course for Business Analytics and Optimization to improve performance across their company.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Fred Balboni, Global Leader, Business Analytics and Optimization, IBM Global Business Services • Adam Braff, SVP, Head of Customer Data and Analytics, JPMorgan Chase & Co • Mark Clare, SVP, Senior Vice President Technology, JPMorgan Chase & Co <p><i>This session launches the 2.5 day Business Leadership Forum at IOD Global Conference. It is followed by a day of sessions organized by theme (Customer, Finance, Operational Efficiency and Strategic Foundation) and then a day organized by Industry. Details follow.</i></p>
<p>11:30AM Mandalay Bay South Convention Center – Palm A</p> <p>LSA-3547</p>	<p>Customer Track Kickoff: Applying Science to the Art of Marketing In this session, which leads off the Customer Track, you will join leading companies and IBM experts as they explore how you can apply analytics to the art of marketing for greater insight into the behavior and preferences of your customers. In addition, you will hear how IBM customer, marketing and sales analytics solutions help companies transform to achieve greater customer loyalty, revenue, margins and agility.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Katharyn White, IBM VP Marketing; IBM Global Business Services • Mauricio Botto, Chief Operating Officer, Banco Itau • Thomas Miller, VP Marketing, ADP
<p>11:30AM Mandalay Bay South Convention Center – Palm C</p> <p>LFA-3546</p>	<p>Financial Analytics Track Kickoff: The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes In this session, which leads off the Finance Track, hear from leading experts about new tools and disciplines that can help finance organizations improve the way they measure and monitor business performance. In addition, they will explain how data and process standards and business analytics can improve finance efficiency, one of the key components of becoming a value integrator.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Susan Cook, VP - Risk, Fraud and Finance, IBM Global Business Services • Robert Loreto, Senior Director, IT Finance, Qualcomm Inc • Steven Thomson, Senior Director Finance Transformation, Jabil Circuit Inc • Carlos Passi, Assistant Controller, Business Transformation, IBM
<p>11:30AM Mandalay Bay South Convention Center – Palm D</p> <p>LOE-3548</p>	<p>Operational Efficiency Track Kickoff: Achieving Operational Efficiencies with Business Analytics and Optimization This session kicks off the Operational Efficiency Track. For the past 30 to 40 years, businesses differentiated themselves based on process efficiency. Those with more streamlined supply chains, less inventory and quicker turnaround times saw higher profit margins that enabled them to invest in business growth. Today, while efficiency remains essential, it is no longer sufficient to create differentiation. Most, if not all, competitors have the same focus on bottom line growth. With ERP systems and packaged software, they are using the same or similar systems and processes to achieve comparable levels of efficiency. Learn from industry leaders and experts on how new operational efficiency tools, such as real-time data and analytics can help anticipate, shape and optimize your business outcomes.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Gary Cross, IBM, GBS Partner BAO • Donald Walker, McKesson, SVP Business Process ReDesign • Sam Wagar, Golub Corporation, Manager Information Integration





<p>11:30AM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-3549</p>	<p><u>Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes</u></p> <p>In this session, you will learn about the importance of building a flexible and scalable Information Management Foundation (IMF) required to deliver real business benefits through data and analytics. In addition, speakers will describe their Company's experiences in having implemented strategic information management solutions and the resultant business value. You will also learn about emerging trends in areas such as: "Big Data", Information Governance, Enterprise Content Management (ECM), etc.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Michael Schroeck, VP, Global Information Management Foundation Leader, IBM Global Business Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance • Herb Berger, Cardinal Health, Director Enterprise Architecture
<p>2:15PM Mandalay Bay South Convention Center – Palm A</p> <p>LSA-2731</p>	<p><u>Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability</u></p> <p>In this session, you will learn how Banco Itau Argentina used predictive analytics and optimization tools to implement multi-channel sales campaigns that increased customer cross-selling and profitability. The bank will describe how offering the right campaign, to the right customer, using the right channel helped it increase its existing customer profitability by 40 percent in just one year and how the project evolved into a mission to find the right price for each customer, which has yielded further profitability gains.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mauricio Botto, Banco Itau, Chief Operating Officer • Katharyn White, VP Marketing, IBM Global Business Services
<p>2:15PM Mandalay Bay South Convention Center – Banyan C</p> <p>LSA-2925</p>	<p><u>Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources</u></p> <p>In this session, you will learn how you can use IBM Cognos Consumer Insight to analyze content found in publicly available social media, such as blogs, news sites and message boards. In addition, you will see how social media data can be integrated into broader customer analytics activities with IBM SPSS solutions for more effective marketing</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Christer Johnson, Partner, BIPM, IBM Global Business Services
<p>2:15PM Mandalay Bay South Convention Center – Banyan D</p> <p>LSA-2999</p>	<p><u>Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results</u></p> <p>In this session, you will learn about an optimized, analytics-based contact center solution from IBM that matches agents to customers based on the highest probability of success and how it can provide new customer and agent insights and the personalized interactions that ultimately lead to greatly increased sales, retention and collections.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Cameron Hurst, Assurant Solutions, VP, Targeted Solutions • Toby Cook, IBM, BAO CMS Practice Leader
<p>2:15PM Mandalay Bay South Convention Center – Banyan B</p> <p>LFA-3589</p>	<p><u>Financial Analytics Breakout: Transforming Finance With Analytics</u></p> <p>In this session, you will hear how Qualcomm, a world leader in wireless communications, successfully used IBM Cognos TM1 to increase the visibility of the drivers of revenue, profit and working capital. With this visibility, Qualcomm was able to improve the management of capital expenditures, project cost planning and consolidated divisional profit and loss reporting.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Robert Loreto, Qualcomm Inc., Senior Director, IT Finance • Douglas Barton, IBM, Worldwide Financial & Risk Analytics Product Marketing
<p>2:15PM Mandalay Bay South Convention Center – Palm C</p> <p>LFA-3657</p>	<p><u>Financial Analytics Breakout: Fighting Fraud with Advanced Analytics</u></p> <p>Join this session to learn how advanced analytics and modeling can help identify patterns, behaviors and the individuals involved with submitting fraudulent claims - one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Hear how organizations are using IBM solutions to combat fraud and save their organization millions of dollars.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Shaun Barry, IBM, Global Leader for Fraud Management Solutions



<p>2:15PM Mandalay Bay South Convention Center – South Seas C</p> <p>LFA-3671</p>	<p><u>Financial Analytics Breakout: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study</u> In this session, the IBM Office of Finance will share how they have embraced IBM Business Analytics and Optimization solutions to help them to improve their ability to assess performance gaps, manage risk, provide transparency, shape and anticipate business outcomes and make decisions.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Carlos Passi, IBM CHQ, CFO, Assistant Controller, Business Transformation • Susan Cook, IBM Partner & VP, Risk, Fraud and Finance , GBS BAO
<p>2:15PM Mandalay Bay South Convention Center – South Seas D</p> <p>LOE-2430</p>	<p><u>Operational Efficiency Breakout: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings</u> McKesson, the world's largest healthcare services company, has partnered with IBM in the use of advanced analytics to optimize supply chain performance. To date, the McKesson/IBM collaboration has reduced working capital by more than \$65M, created a new air freight supply chain and enabled the creation of a roadmap that is leading the company to an expected \$1B savings. In this session, you'll hear the McKesson story and learn about the four analytics engines that have been created and are now being generalized for broad, cross-industry use, including IBM's own Integrated Supply Chain, which is using the sustainability engine to track carbon emissions</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Donald Walker, SVP Business Process ReDesign, McKesson • Bob Gooby, VP of Process ReDesign, McKesson • Tim Espy, IBM, Supply Chain Management
<p>2:15PM Mandalay Bay South Convention Center – South Seas J</p> <p>LOE-2377</p>	<p><u>Operational Efficiency Breakout: Strategic Inventory Control Using IBM Netezza and Cognos Solutions</u> At this session, the Price Choppers Perpetual Inventory project team will discuss how a strategic combination of IBM Netezza and Cognos technologies contributed to the implementation of a unique first-in-first-out cost inventory control system that included reducing project risk and winning business unit commitment and acceptance.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Gary Cross, IBM, GBS Partner BAO • Sam Wagar, Golub Corporation, Mgr Information Integration
<p>2:15PM Mandalay Bay South Convention Center – Palm D</p> <p>LOE-3048</p>	<p><u>Operational Efficiency Breakout: Advanced Condition Monitoring at Caterpillar</u> In this session, you will hear how IBM is working with Caterpillar to use advanced predictive modeling techniques in IBM SPSS software to identify ways to increase the up time and overall life of heavy equipment.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Bhavin Vyas, Caterpillar • Christer Johnson, IBM GBS, Partner
<p>2:15PM Mandalay Bay South Convention Center – Palm H</p> <p>LSF-3280</p>	<p><u>Strategic Foundation Breakout: Business Intelligence Center of Excellence Case Study</u> In this session, speakers will share their experiences with implementing a business intelligence (BI) center of excellence at Printpack, Inc., using IBM Power Systems hardware and Oracle ERP applications. You will hear about the value of a establishing a BI center of excellence, how to plan and implement it and the processes and tools required.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Shyam Nath, IBM, BI Architect • Tony Santos, Printpack, Business Analytics Center (BAC) Manager
<p>2:15PM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-3584</p>	<p><u>Strategic Foundation Breakout: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity</u> In this session, IBM experts and clients will share how your company can design and execute information governance initiatives based on the 10 rules for successful information governance.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Brett Gow, IBM, Associate Partner – GBS • Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling & Services • Todd Okuley, Nationwide, Director, Enterprise Data Governance



<p>2:15PM Mandalay Bay South Convention Center – Banyan A</p> <p>LSF-3592</p>	<p><u>Strategic Foundation Breakout: Toward the Segment of One: Making Cross-Domain Master Data Management a Reality</u></p> <p>In this session, you will learn how a leading national bank in the US is using its investment in IBM Master Data Management as a platform for the authoring, packaging and pricing needed to customize product bundles for its customers. This is part of their strategy to achieve the magical "segment of one" for creating product bundles that exactly fit the needs of the individual customer and assure lifetime customer retention. Join us to see how this client is taking a breakout step toward that goal.</p> <p>Speaker:</p> <ul style="list-style-type: none"> Richard Bardine, IBM, GBS, FSS, MDM Competency Lead
<p>2:15PM Mandalay Bay South Convention Center – Outrigger Boardroom</p> <p>LSF-3550</p>	<p><u>Strategic Foundation Breakout: Watson Innovation Workshop for Retail</u></p> <p>In the face of a radically transformed economy, retailers are under pressure to retain and build customer loyalty while at the same time cutting costs and streamlining operations. Success requires innovative business models that rely on real-time insights to meet customers changing demands and expectations. This innovation workshop features a Watson overview, potential retail applications, and analytics use cases to help you gain deeper understanding of Watson capabilities, engage in collaborative exploration on evolving retail dynamics and innovation opportunities through analytics use cases and envision how Watson-like capability can help support the unique grand challenges within your organization and retail industry.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Michael Haydock, IBM Distinguished Engineer, Partner, Chief Scientist – BAO Craig Silverman, IBM, Partner, Retail Analytics Global Leader
<p>2:15PM Mandalay Bay South Convention Center – Voyager Boardroom</p> <p>LSF-3551</p>	<p><u>Strategic Foundation Breakout: Watson Innovation Workshop for Healthcare</u></p> <p>Regulatory and marketplace changes are causing healthcare organizations to look for opportunities to create new business value. Medical records, texts, journals and research documents are all written in natural language. A system that instantly delivers a single, precise answer from these documents could transform the healthcare industry. This innovation workshop will help you gain deeper understanding of Watson capabilities in natural language. You will not only engage in collaborative exploration on evolving healthcare dynamics and innovation opportunities through analytics use cases but envision how Watson-like capability can help support the unique grand challenges within your organization and healthcare industry.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Currie Boyle, IBM GBS BAO DE for Watson/Deep QA Solutions Dwight McNeill, IBM GBS BAO Healthcare Leader
<p>3:45PM Mandalay Bay South Convention Center – Banyan C</p> <p>LSA-1921</p>	<p><u>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></p> <p>In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics Richard Delisser, Suncorp, Executive Manager
<p>3:45PM Mandalay Bay South Convention Center – Banyan D</p> <p>LSA-2268</p>	<p><u>Customer Breakout: Driving Business-to-Business Sales With Predictive Analytics</u></p> <p>In this session, you will hear how ADP, one of the worlds largest providers of business outsourcing solutions, addressed challenges the company encountered when deploying predictive analytics in a large-scale, business-to-business sales environment. ADP will also share their successes with using business-to-business predictive selling applications for better identification of viable sales opportunities from their 9,000,000 US prospects.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Thomas Miller, ADP, Vice President, Marketing



<p>3:45PM Mandalay Bay South Convention Center – Palm A LSA-3008</p>	<p><u>Customer Breakout: Getting Business Value From IBM Watson</u> In this presentation, you will hear about the analytical innovations behind IBM Watson and learn how they might change the way companies use descriptive, predictive and prescriptive analytics to improve performance. You will also see how comprehensive question-and-answer technology correlates with the results of a study that asked 3,000 corporate executives how they see analytics evolving over the next few years. Speakers:</p> <ul style="list-style-type: none"> • Christer Johnson, IBM, Partner • Radhesh Nair, IBM, Senior Managing Consultant
<p>3:45PM Mandalay Bay South Convention Center – South Seas C LFA-2039</p>	<p><u>Financial Analytics Breakout: Deriving Business Insight With a CFO Dashboard</u> In this session, you will learn how the IBM Business Analytics and Optimization - CFO performance dashboard - advanced edition can help finance organizations attain increased visibility of and control over the levers of performance. In addition, you will see how this CFO dashboard links relevant KPIs to critical transactional and decision-support processes. Speakers:</p> <ul style="list-style-type: none"> • Mark Gosnell, IBM, Senior Managing Consultant • Luis Levy, IBM, Business Unit Executive, Financial and Risk Analytics
<p>3:45PM Mandalay Bay South Convention Center – Banyan B LFA-3578</p>	<p><u>Financial Analytics Breakout: The Benefits of Using an Integrated Governance, Risk and Compliance Solution</u> In this session, you will learn about the benefits of implementing an IBM OpenPages governance, risk and compliance solution. In addition, there will be an in-depth look at the Open Pages suite, which combines document and process management with interactive reporting capabilities in a flexible, adaptable environment designed to help you comply with financial reporting regulations simply and efficiently. Speakers:</p> <ul style="list-style-type: none"> • Kevin Coto, IBM, Associate Partner, GBS • Gordon Burnes, IBM, OpenPages Marketing and Business Development
<p>3:45PM Mandalay Bay South Convention Center – Palm C LFA-3637</p>	<p><u>Financial Analytics Breakout: Building Risk Into Your Decision-Making: Case Studies in Risk Management</u> In this session, you will explore how the University of California and Argos Risk have engaged business users in the risk management process by building a customized, easy-to-use, risk dashboard and reporting solution. The University and Argos will also list the key success factors in driving adoption and tell you how system-wide visibility, combined with user flexibility, can drive quantifiable ROI for your business. Speakers:</p> <ul style="list-style-type: none"> • Erica Webber, IBM, Associate Partner - Operations & Finance, FM, Education • Grace Crickette, UCOP, Chief Risk Officer • Steve Foster, Argos Risk LLC, CEO and President
<p>3:45PM Mandalay Bay South Convention Center – Palm D LOE-2399</p>	<p><u>Operational Efficiency Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics</u> In this session, you will hear how IBM Business Partners and customers, such as Terra Echoes and Idea Cellular, are using IBM InfoSphere Streams to analyze data with microsecond latencies so they can respond to events as they happen rather than analyzing and acting after the fact. Discover how you can prevent customer satisfaction issues rather than remediating them, anticipate asset failures rather than fixing them and identify subtle trends in financial markets that can lead to big opportunities, all with real-time data analysis. Speakers:</p> <ul style="list-style-type: none"> • Prakash Paranjape, Idea Cellular, Chief Information Officer • Alex Philp, Terra Echos Inc. • Pierre Dubost, Alcatel-Lucent, VP Strategy and Alliances
<p>3:45PM Mandalay Bay South Convention Center – Palm H LSF-1424</p>	<p><u>Operational Efficiency Breakout: Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management</u> In this session, you will hear how Vanguard, a leading investment management firm, uses IBM business process management software, enterprise content management (ECM) solutions and other enabling technologies to eliminate manual processing, increase quality and reduce processing costs. Vanguard has had impressive results, which have prompted other business value-driven enterprise initiatives, and they will share their successes and best practices. Speaker: George Heming, Vanguard, Principal</p>





<p>3:45PM Mandalay Bay South Convention Center – Palm B</p> <p>LSF-1800</p>	<p><u>Strategic Foundation Breakout: IBMs Watson, Big Data, and Better Business Outcomes A Strategic Foundation for Analytics</u></p> <p>As the IBM analytical computing system Watson demonstrates, today's winners are those who can analyze large volumes of information in real time. In business, such organizations can find insights, answer questions and take action faster than their competitors. To ingest huge amounts of both new and emerging information types, Watson uses the Hadoop framework, the same technology now available to IBM customers through the IBM Big Data platform. Join Anjul Bhambhri, the Vice President of IBM Big Data Initiatives, to learn how organizations are applying big data management strategies to realize the IBM Watson vision today.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Anjul Bhambhri, IBM, Vice President, Big Data Solutions • Matt Birkner, Cisco, CISCO DE, Service Provider Business
<p>3:45PM Mandalay Bay South Convention Center – Banyan A</p> <p>LSF-3663</p>	<p><u>Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment</u></p> <p>Organizations around the globe are increasingly turning to business intelligence and analytics solutions to solve their toughest business challenges. With as much as 40% of the budget committed to managing the business intelligence and reporting environment, beyond just a "single version of the truth", business leaders are challenged with taking enormous amounts of data and turning that data into competitive differentiations. As these BI investments become more central to business strategy, CIO's are increasingly looking at ways to optimize their total cost of ownership. Join us to learn how enterprises of all sizes are improving their return on investment and optimizing the management of their business intelligence platforms.</p> <p>Speaker: Kevin Elder, IBM, Partner & Telecom Industry Leader for North America - AMS</p>
<p>3:45PM Mandalay Bay South Convention Center – South Seas J</p> <p>LSF-3672</p>	<p><u>Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy</u></p> <p>In this session, you will learn how an IBM Enterprise Content Management strategy and roadmap can help you develop plans for integrating your unstructured content to accelerate business analytics. Join us to hear how Henkel KGaA has defined an effective global strategy for information and collaboration management.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Garrett Rea, IBM, Business Solutions Manager • Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS

Tuesday, October 25 – Industry Tracks

<p>8:15AM Mandalay Bay Events Center CGS-3791</p>	<p>Tuesday General Session:</p> <p>Transforming in the Era of Big Data & Analytics</p>
<p>10:00AM Mandalay Bay South Convention Center – Banyan B</p> <p>LCS-3529A</p>	<p><u>Industry Perspective: How Communication Service Providers Use Analytics and Optimization</u></p> <p>In this session, which kicks off the Industry Track for Communications Service Providers (CSPs), you will explore the unique opportunities that CSPs have to differentiate themselves from the competition, gain market share and increase revenue and profits. The session will focus on how IBM can help you effectively market to your existing customers to sell more products and services, bring new products and services to market faster and target them to serve the most profitable customer segment. You will also learn about solutions that can help you drive effective campaigns with higher conversion rates and reduce customer churn and hear how CSPs are currently using them to reduce operational costs and drive greater productivity.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mark Holste, IBM, Lead Account Partner - T-Mobile • Ken Kralick, IBM, Global Communications Sector Leader - Information Agenda Tiger Team
<p>11:15 AM Mandalay Bay South Convention Center – Banyan B</p>	<p><u>Communication Service Providers Client Panel</u></p> <p>Leading Communications service providers across the globe will share their best practices in deploying industry solutions for Customer Experience Analytics & taking costs out of their information infrastructure for higher operational efficiency.</p> <p>Speakers:</p>





<p>LCS-3538A</p>	<ul style="list-style-type: none"> • Walid Hassan, Verizon, Executive Director, Enterprise Perf. Mgmt, Business Intelligence & Services • Teresa Jacobs, CenturyLink, Vice President • Prakash Paranjape, Idea Cellular, Chief Information Officer
<p>12:30 PM – 2:00 PM Mandalay Bay South Convention Center - Jasmine B BGN-4051A</p>	<p><u>Communications Industry Lunch: Improving Churn Management and Customer Insight with Analytics</u> You are invited to join your industry peers for networking and socializing at this event sponsored by the Business Analytics Forum. Speakers:</p> <ul style="list-style-type: none"> • Perry McDonald, IBM, WW Communications Sector Executive, Business Analytics
<p>3:00 PM Mandalay Bay South Convention Center – Banyan B LCS-2405A</p>	<p><u>Driving Revenue and Profits With IBM BAO Solutions</u> In this session, you will learn how you can run smarter campaigns & implement revenue assurance with IBM industry solutions. Explore how smarter campaigns solution combines capabilities from IBM InfoSphere Streams, Cognos Real time analytics, SPSS Predictive Analytics, ILOG for liquid analytics to detect patterns and determine need for a campaign, identify suitable customers & deliver personalized offers with a high acceptance rate. Learn how Idea Cellular, one of the largest Indian mobile service providers deployed IBM InfoSphere Streams for revenue assurance mediation to tackle explosive growth in subscriber base Speakers:</p> <ul style="list-style-type: none"> • Prakash Paranjape, Idea Cellular, Chief Information Officer • Roger Rea, IBM, Product Manager, InfoSphere Streams and solidDB
<p>4:30 PM Mandalay Bay South Convention Center – Banyan B LCS-2356A</p>	<p><u>Customer Experience Analytics Case Studies</u> In this session, you will explore how organizations are using knowledge gleaned from social media and collaboration to drive the development of new products based on customer needs and preferences and, ultimately, new revenues. Learn how Customer Experience Analytics (CEA) can help you improve customer experience across customer life cycle by monitoring, collating and analyzing customer experience data and driving actions that retain & expand customer base. Speakers:</p> <ul style="list-style-type: none"> • Srini Kalapala, Verizon, Director, Telecom IT Architecture & Service Experience • Arvind Sathi, IBM, Architect Information Agenda Tiger Team • Teresa Jacobs, CenturyLink, Vice President • Joshua Koran, AT & T Inc., Vice President, AdWorks

Wednesday, October 26 – Theme and Industry Track Session

<p>8:15AM Mandalay Bay Events Center CGS-3792</p>	<p>Wednesday General Session: New Possibilities Understand how you can apply insight you've acquired across the conference to lead change in your organization. We'll walk through specific actions you can take to turn that insight into action. You'll also hear from acclaimed author Michael Lewis, whose best-selling book, <i>Moneyball</i>, will hit movie screens in September. This award-winning journalist will share the story of the Oakland Athletics manager, Billy Beane. This sports legend developed a breakthrough method of using analytics and statistics to build his roster, assembling a winning team and revolutionizing the game of baseball along the way.</p>
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<p>10:00AM Mandalay Bay South Convention Center – Banyan B</p> <p>LFA-4069</p>	<p><u>Financial Analytics Breakout: Improving business insight with Cognos 10 and analytics: on-demand reporting & the analytics suite at Jabil</u></p> <p>As part of their transformation efforts, the Jabil finance group recognized the need for a centralized repository for financial information that could be accessed and analyzed on demand across various levels within their organization. The implementation of the TM1 management reporting system enabled the capture and organization of all financial data pertinent to the financial management process. By integrating TM1 with Cognos 10 and utilizing business insight, analytic tools and reports were developed, enabling users to create on demand ad-hoc analyses and dashboards that communicate effectively for results.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mo Treadway, IBM, BAO - NA BIPM Service Leader • Steven Thomson, Jabil Circuit Inc, Senior Director Finance Transformation • Patrick Patterson, Jabil, Financial Systems Manager
<p>10:00AM Mandalay Bay South Convention Center – Palm C</p> <p>LOE-3599</p>	<p><u>Operational Efficiency Breakout: How to Operationalize Analytics: The 2011 IBV Analytics Study</u></p> <p>The ability to create a competitive advantage using analytics has increased significantly in the past 12 months; at least for those organizations already on their analytic journey. This session will examine the organizational and technology capabilities that drive a robust analytics environment to deliver competitive analytics, based on findings from the 2011 Business Analytics and Optimization study, developed in partnership by the IBM Institute for Business Value and MIT Sloan Management Review. Case studies and in-depth analysis pinpoint the key characteristics needed for competitive analytics, the two paths organizations are taking to create them, and a roadmap for accelerating your organization's journey toward competitive analytics.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Rebecca Shockley, IBM, Institute of Business Value, BAO Global Lead • Nina Kruschwitz, MIT Sloan Management Review, Special Projects Editor
<p>11:30AM Mandalay Bay South Convention Center – Palm B</p> <p>LIN-1921</p>	<p><u>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></p> <p>In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics and CoBRA; • Richard Delisser, Suncorp, Executive Manager
<p>11:30 AM Mandalay Bay South Convention Center – Banyan B</p> <p>LCS-3577A</p>	<p><u>Case Study: How CenturyLink Streamlined Their Information Infrastructure</u></p> <p>In this session, hear how IBM InfoSphere Optim Data Growth and Test Data Management solutions have helped CenturyLink reduce costs and streamline their information infrastructure.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Arvind Sathi, IBM, Architect Information Agenda Tiger Team





Other sessions of interest for the Communication Service Providers Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Communication Service Providers industry sessions, but will be conducted in the Information Management, Enterprise Content Management or Business Analytics forums, and deal primarily with those capability areas of BAO.

Monday, October 24 – Other Sessions of Interest

<p>11:30 AM</p> <p>Mandalay Bay South Convention Center - Breakers K-L</p> <p>BPA-3168A</p>	<p>Reducing Customer Churn Rates through Predictive Analytics and Proactive Communication</p> <p>In the intensely competitive telecommunications industry, a fundamental tenet is that it costs much less to retain an existing customer than it does to acquire a new one. The challenge is to identify customers who are at the highest risk of churn before they switch to another carrier. This is something that Virginia-based XO Communications does extremely well, using the power of IBM SPSS Statistics and IBM SPSS Modeler to significantly improve customer retention with only a small in-house staff. This presentation will show you how XO uses IBM technologies to reduce churn rates, preserve revenue, and create successful, proactive, targeted communication and marketing programs.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Cris Payne, XO Communications, Inc., Senior Manager of Predictive Analytics • Trent Taylor, XO Communicatons, Inc., Director, Customer Intelligence & Retention Programs
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Tuesday, October 25 – Other Sessions of Interest

<p>11:15 AM</p> <p>Mandalay Bay South Convention Center - Breakers K-L</p> <p>ISA-3394A</p>	<p>Telecommunications Case Study: Intelligent Campaign Management</p> <p>The pre-paid growth markets for wireless carriers are highly competitive. With help from IBM's analytics and information management products, some of the leading growth market carriers have developed intelligent real-time campaign management solutions. These campaigns use carrier open-source software (OSS) and network data in real time to analyze and identify target customers for campaigns, then execute campaigns using rule-based expert systems and SMS-based delivery mechanisms directly interfacing with the customers. The presentation will use a case study to explain the architecture and provide insight on the use of predictive modeling, real-time analytics and integration with touch points in an integrated analytics environment.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Daryl Peh, IBM, Information Agenda Architect • Lijia Xu, IBM, Senior Managing Consultant
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Wednesday, October 26 – Other Sessions of Interest

<p>10 AM</p> <p>Mandalay Bay North Convention Center - Tradewinds C</p> <p>IDS-2875D</p>	<p>Deep Compression in a Real World - Saving time and Money</p> <p>This session explores how compression can help save time and money, including how to implement in the real world of really huge tables to save space, energy, and more.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Carlos Renato Pavanelli Olivo, Cleartech, CTO • Miguel Carbone, MC Software / Cleartech, CTO
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<p>10 AM</p> <p>Mandalay Bay South Convention Center - Mandalay Bay C</p> <p>BFR-2918A</p>	<p>Extending Planning and Analysis with IBM Cognos TM1 at DIRECTV</p> <p>Join this session to share the experience of DIRECTV in developing and extending new planning and analysis applications with IBM Cognos TM1 while the company was simultaneously running established IBM Cognos Planning applications. This session will cover topics such as preparation, training, hardware requirements, deployment and modeling considerations, and managing end user expectations. You will learn about the benefits that DIRECTV realized from its transition to IBM Cognos TM1 and gain valuable insights from the company's experience with building and effectively deploying its planning and analysis models.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Robby Meyers, DIRECTV, Principal BI Developer
<p>10 AM</p> <p>Mandalay Bay North Convention Center - South Pacific B</p> <p>IDB-3597A</p>	<p>Powering Subex's Revenue Operations Centre with IBM DB2</p> <p>Subex Limited is a leading global provider of operations and business support systems, and is a pioneer of the concept of a revenue operations center (RoC). Subex has put this critical system on IBM DB2 and the IBM Power platform after thorough benchmarking of their application against Oracle/Sun and DB2/IBM Power. In this session, Nitin D of Subex will share the experiences of the ease of migration and enablement of their systems on IBM DB2. The role of IBM and the immediate benefits realized by their customers will also be explored.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Nitin D, Subex, Unit Head Kollipara Kumar, IBM, Senior Manager, Information Management Technology Ecosystem
<p>11:30 AM</p> <p>Mandalay Bay North Convention Center - South Pacific H</p> <p>ISA-1532A</p>	<p>Derive Business Value Leveraging DataStage to Mine Voluminous Call Data Records - Telecom Industry Solution</p> <p>Need to know how about end-to-end CDR to DWH solutions for telecommunications? Learn how to leverage the large volume analytics capabilities of DataStage for TelCo CDR processing to enhance revenue assurance and realize additional marketing opportunities. This proposed single point cohesive solution has expandable support for multiple data sources, various switches and other sources. Well also review the validation and formatting of input records to normalize the record structure and evaluate record consolidation and the use of Bloom Filter for deduplication of records. Bloom Filter can stitch partial records and use custom record validation rules. This architecture allows easy changes to jobs such as adding an analytic angle or looking at the trends of a new metric and more.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Sreenivasa Murthy Sista, IBM, Manager Ritesh K. Gupta, IBM, Infosphere Architect Kranthi K. Charukonda, IBM, Staff Software Engineer
<p>11:30 AM</p> <p>Mandalay Bay South Convention Center - Lagoon B</p> <p>EGN-2519A</p>	<p>Bharti Airtel: A Success Story of Shared Services Implementation</p> <p>In this session, presenters will share why Bharti Airtel, a Communications Service Provider in India, decided to use a shared services platform and how it has helped automate key processes such as payment, HR orientation and revenue reporting. You will also hear how this shared services implementation uses the IBM FileNet P8 platform and IBM Cognos software to track processes and analyze efficiency.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Deep Shikha, IBM, Advisory Software Engineer Sreekanth Kakaraparthi, IBM, Advisory Software Engineer
<p>3:15 PM</p> <p>Mandalay Bay South Convention Center - Lagoon H</p> <p>EGN-2506A</p>	<p>Business Process Management and Invoice Verification</p> <p>In this session, you will hear how, as part of a business process management and electronic archiving initiative, Croatian Telecom is using IBM FileNet Process Manager and FileNet Process Analyzer for invoice verification for a number of departments that capture invoices in an SAP application. Representatives from Croatian Telecom will also share their experiences with process development and implementation modification, while stressing key points in the platform upgrade process.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Sebastian Mileta, TIS Objektni informacijski sustavi d.o.o., Technical Consultant





<p>4:30 PM</p> <p>Mandalay Bay South Convention Center - Lagoon H</p> <p>EIC-2307A</p>	<p>Support Operational Excellence with Web Services on the IBM FileNet P8 Platform</p> <p>In this session you will learn how one company used the IBM FileNet P8 platform to help create a robust and high performance platform for enterprise content management in just eight months. The business had been using FileNet with the FileNet Image Services Resource Adapter, but the balance of its platforms for customer relationship management used web services to retrieve documents for IBM FileNet. This caused incompatibility between FileNet and other platforms and performance issues occurred often on the systems for customer relationship management. Learn how an upgrade to the FileNet P8 platform created stable and compatible systems with high performance.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Goksal Adiguzel, Turkcell, Professional;Eray Gozener, Turkcell, Head of CRM Team
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Thursday, October 27 – Other Sessions of Interest

<p>10 AM</p> <p>Mandalay Bay South Convention Center - Mandalay Bay C</p> <p>BFR-1813A</p>	<p>Cellular South Adds Complex What-if Revenue Modeling to the Planning Environment with IBM Cognos TM1</p> <p>This session details how wireless service provider Cellular South was able to quickly resolve a complex revenue planning problem with IBM Cognos TM1. In the wireless industry, modeling multiple versions of new service plans and analyzing the cannibalization effect of these plans on existing customers, is a critical part of the planning process. This session explains how Cellular South developed a system that enabled users to simulate the creation of new service plans and analyze the impact of these plans on the existing business. Capabilities included toggles to add or remove the simulated plans and instantly see the detailed revenue impact on the business.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Peter Edwards, Application Consulting Group, President Justin Croft, Cellular South, Inc., Manager, Finance Analysis & Planning
<p>11:30 AM</p> <p>Mandalay Bay North Convention Center - Tradewinds D</p> <p>ISA-2031A</p>	<p>Metadata enables Data Quality for Telco Churn Analytics in a DB2 Warehouse</p> <p>Metadata and metadata management are increasingly important for multiple aspects of deploying and operating smarter information infrastructure components needed for business optimization. For example, churn analytics in an InfoSphere Dynamic Warehouse on DB2 requires high-quality data. If the BI reports for churn analytics show incorrect results, then data lineage using end-to-end metadata capabilities can help determine the root cause of the data quality issues caused by the wrong ETL transformations. We will demonstrate this solution with a scenario based on a DB2 database, the InfoSphere Dynamic Warehouse on the InfoSphere Information Server platform for ETL and a metadata infrastructure.</p> <p>Speakers:</p> <ul style="list-style-type: none"> Martin Oberhofer, IBM, Architect Eberhard Hechler, IBM, SCITA, Executive Architect

