



## Business Leadership Forum Insurance 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 Insurance attendees featured across the entire Conference – providing a wealth of education and experience to Insurance participants.

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- **Pages 1-7: Monday October 24, Theme Track (Cross-industry) sessions**
- **Pages 7-9: Tuesday-Wednesday October 25-26, Business Leadership industry track**
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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

<p><b>8-10PM</b> Mandalay Bay North Convention Center - South Pacific D-F</p>	<p><b>Business Leadership Forum Welcome – Community Reception</b> 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.</p>
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## Monday, October 24 – Theme Tracks

<p><b>8:15AM</b> Mandalay Bay Events Center – Events Center  <b>CGS-3790</b></p>	<p><b>Opening General Session – Turn Insight into Action.</b>  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>
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<p><b>10:15AM</b> Mandalay Bay South Convention Center – Jasmine A-G</p> <p><b>LGN-3554</b></p>	<p><b>Business Leadership Forum Keynote</b>  <b>Business Analytics &amp; Optimization: Outpace your Competition and Deliver Break Away Results</b>            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.  <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Fred Balboni, Global Leader, Business Analytics and Optimization, IBM Global Business Services</li> <li>• Adam Braff, SVP, Head of Customer Data and Analytics, JPMorgan Chase &amp; Co</li> <li>• Mark Clare, SVP, Senior Vice President Technology, JPMorgan Chase &amp; Co</li> </ul> <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><b>11:30AM</b> Mandalay Bay South Convention Center – Palm A</p> <p><b>LSA-3547</b></p>	<p><b>Customer Track Kickoff: Applying Science to the Art of Marketing</b>            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.  <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Katharyn White, IBM VP Marketing; IBM Global Business Services</li> <li>• Mauricio Botto, Chief Operating Officer, Banco Itau</li> <li>• Thomas Miller, VP Marketing, ADP</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm C</p> <p><b>LFA-3546</b></p>	<p><b>Financial Analytics Track Kickoff: The Journey to a Value Integrator: Applying Real-time Data and Analytics to Optimize Business Outcomes</b>            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.  <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Susan Cook, VP - Risk, Fraud and Finance, IBM Global Business Services</li> <li>• Robert Loreto, Senior Director, IT Finance, Qualcomm Inc</li> <li>• Steven Thomson, Senior Director Finance Transformation, Jabil Circuit Inc</li> <li>• Carlos Passi, Assistant Controller, Business Transformation, IBM</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm D</p> <p><b>LOE-3548</b></p>	<p><b>Operational Efficiency Track Kickoff: Achieving Operational Efficiencies with Business Analytics and Optimization</b>            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.  <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Gary Cross, IBM, GBS Partner BAO</li> <li>• Donald Walker, McKesson, SVP Business Process ReDesign</li> <li>• Sam Wagar, Golub Corporation, Manager Information Integration</li> </ul>





<p><b>11:30AM</b> Mandalay Bay South Convention Center – Palm B</p> <p><b>LSF-3549</b></p>	<p><b><u>Strategic Foundation Track Kickoff: Building an Information Management Foundation to Quickly Analyze Information and Optimize Business Outcomes</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Michael Schroeck, VP, Global Information Management Foundation Leader, IBM Global Business Services</li> <li>• Todd Okuley, Nationwide, Director, Enterprise Data Governance</li> <li>• Herb Berger, Cardinal Health, Director Enterprise Architecture</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm A</p> <p><b>LSA-2731</b></p>	<p><b><u>Customer Breakout: Optimizing Your Multi-Channel Sales Campaign to Maximize Customer Profitability</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mauricio Botto, Banco Itau, Chief Operating Officer</li> <li>• Katharyn White, VP Marketing, IBM Global Business Services</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Banyan C</p> <p><b>LSA-2925</b></p>	<p><b><u>Customer Breakout: Combining Social Media Analytics With Predictive Modeling and Other Data Sources</u></b></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><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Christer Johnson, Partner, BIPM, IBM Global Business Services</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Banyan D</p> <p><b>LSA-2999</b></p>	<p><b><u>Customer Breakout: Contact Center Enhanced Relationships Lead to Solid Financial Results</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Cameron Hurst, Assurant Solutions, VP, Targeted Solutions</li> <li>• Toby Cook, IBM, BAO CMS Practice Leader</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Banyan B</p> <p><b>LFA-3589</b></p>	<p><b><u>Financial Analytics Breakout: Transforming Finance With Analytics</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Robert Loreto, Qualcomm Inc., Senior Director, IT Finance</li> <li>• Douglas Barton, IBM, Worldwide Financial &amp; Risk Analytics Product Marketing</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm C</p> <p><b>LFA-3657</b></p>	<p><b><u>Financial Analytics Breakout: Fighting Fraud with Advanced Analytics</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Shaun Barry, IBM, Global Leader for Fraud Management Solutions</li> </ul>



<p><b>2:15PM</b> Mandalay Bay South Convention Center – South Seas C</p> <p><b>LFA-3671</b></p>	<p><b><u>Financial Analytics Breakout: How the IBM Office of Finance Has Embraced Analytics to Transform Financial Management: A Case Study</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Carlos Passi, IBM CHQ, CFO, Assistant Controller, Business Transformation</li> <li>• Susan Cook, IBM Partner &amp; VP, Risk, Fraud and Finance , GBS BAO</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – South Seas D</p> <p><b>LOE-2430</b></p>	<p><b><u>Operational Efficiency Breakout: McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Donald Walker, SVP Business Process ReDesign, McKesson</li> <li>• Bob Gooby, VP of Process ReDesign, McKesson</li> <li>• Tim Espy, IBM, Supply Chain Management</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – South Seas J</p> <p><b>LOE-2377</b></p>	<p><b><u>Operational Efficiency Breakout: Strategic Inventory Control Using IBM Netezza and Cognos Solutions</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Gary Cross, IBM, GBS Partner BAO</li> <li>• Sam Wagar, Golub Corporation, Mgr Information Integration</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm D</p> <p><b>LOE-3048</b></p>	<p><b><u>Operational Efficiency Breakout: Advanced Condition Monitoring at Caterpillar</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Bhavin Vyas, Caterpillar</li> <li>• Christer Johnson, IBM GBS, Partner</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm H</p> <p><b>LSF-3280</b></p>	<p><b><u>Strategic Foundation Breakout: Business Intelligence Center of Excellence Case Study</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Shyam Nath, IBM, BI Architect</li> <li>• Tony Santos, Printpack, Business Analytics Center (BAC) Manager</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Palm B</p> <p><b>LSF-3584</b></p>	<p><b><u>Strategic Foundation Breakout: 10 Rules of Successful Information Governance - Two Companies and their Paths to Governance Maturity</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Brett Gow, IBM, Associate Partner – GBS</li> <li>• Brooks Zaremski, Cardinal Health, Sr. Project Manager- Information Modeling &amp; Services</li> <li>• Todd Okuley, Nationwide, Director, Enterprise Data Governance</li> </ul>



<p><b>2:15PM</b> Mandalay Bay South Convention Center – Banyan A</p> <p><b>LSF-3592</b></p>	<p><b><u>Strategic Foundation Breakout: Toward the Segment of One: Making Cross-Domain Master Data Management a Reality</u></b></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><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Richard Bardine, IBM, GBS, FSS, MDM Competency Lead</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Outrigger Boardroom</p> <p><b>LSF-3550</b></p>	<p><b><u>Strategic Foundation Breakout: Watson Innovation Workshop for Retail</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Michael Haydock, IBM Distinguished Engineer, Partner, Chief Scientist – BAO</li> <li>Craig Silverman, IBM, Partner, Retail Analytics Global Leader</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center – Voyager Boardroom</p> <p><b>LSF-3551</b></p>	<p><b><u>Strategic Foundation Breakout: Watson Innovation Workshop for Healthcare</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Currie Boyle, IBM GBS BAO DE for Watson/Deep QA Solutions</li> <li>Dwight McNeill, IBM GBS BAO Healthcare Leader</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Banyan C</p> <p><b>LSA-1921</b></p>	<p><b><u>Customer Breakout: Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics</li> <li>Richard Delisser, Suncorp, Executive Manager</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Banyan D</p> <p><b>LSA-2268</b></p>	<p><b><u>Customer Breakout: Driving Business-to-Business Sales With Predictive Analytics</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Thomas Miller, ADP, Vice President, Marketing</li> </ul>



<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm A  <b>LSA-3008</b></p>	<p><b><u>Customer Breakout: Getting Business Value From IBM Watson</u></b> 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. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Christer Johnson, IBM, Partner</li> <li>• Radhesh Nair, IBM, Senior Managing Consultant</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – South Seas C  <b>LFA-2039</b></p>	<p><b><u>Financial Analytics Breakout: Deriving Business Insight With a CFO Dashboard</u></b> 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. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mark Gosnell, IBM, Senior Managing Consultant</li> <li>• Luis Levy, IBM, Business Unit Executive, Financial and Risk Analytics</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Banyan B  <b>LFA-3578</b></p>	<p><b><u>Financial Analytics Breakout: The Benefits of Using an Integrated Governance, Risk and Compliance Solution</u></b> 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. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Kevin Coto, IBM, Associate Partner, GBS</li> <li>• Gordon Burnes, IBM, OpenPages Marketing and Business Development</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm C  <b>LFA-3637</b></p>	<p><b><u>Financial Analytics Breakout: Building Risk Into Your Decision-Making: Case Studies in Risk Management</u></b> 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. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Erica Webber, IBM, Associate Partner - Operations &amp; Finance, FM, Education</li> <li>• Grace Crickette, UCOP, Chief Risk Officer</li> <li>• Steve Foster, Argos Risk LLC, CEO and President</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm D  <b>LOE-2399</b></p>	<p><b><u>Operational Efficiency Panel Discussion: Revolutionize Your Business Processes With Streaming Analytics</u></b> 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. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Prakash Paranjape, Idea Cellular, Chief Information Officer</li> <li>• Alex Philp, Terra Echos Inc.</li> <li>• Pierre Dubost, Alcatel-Lucent, VP Strategy and Alliances</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm H  <b>LSF-1424</b></p>	<p><b><u>Operational Efficiency Breakout: Vanguard Maintains Competitive Advantage With Business Process Management and Enterprise Content Management</u></b> 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. <b>Speaker:</b> George Heming, Vanguard, Principal</p>





<p><b>3:45PM</b> Mandalay Bay South Convention Center – Palm B</p> <p><b>LSF-1800</b></p>	<p><b><u>Strategic Foundation Breakout: IBM's Watson, Big Data, and Better Business Outcomes A Strategic Foundation for Analytics</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Anjul Bhambhri, IBM, Vice President, Big Data Solutions</li> <li>• Matt Birkner, Cisco, CISCO DE, Service Provider Business</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – Banyan A</p> <p><b>LSF-3663</b></p>	<p><b><u>Strategic Foundation Breakout: Optimizing The Return On Your Business Intelligence Investment</u></b></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><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Kevin Elder, IBM, Partner &amp; Telecom Industry Leader for North America - AMS</li> </ul>
<p><b>3:45PM</b> Mandalay Bay South Convention Center – South Seas J</p> <p><b>LSF-3672</b></p>	<p><b><u>Strategic Foundation Breakout: Developing an Integrated Enterprise Content Management Strategy</u></b></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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Garrett Rea, IBM, Business Solutions Manager</li> <li>• Claudio Joesch-Asmar, Henkel of America, Inc, Global Manager Team DMS</li> </ul>

### Tuesday, October 25 – Insurance Industry Track

<p><b>8:15AM</b> Mandalay Bay Events Center</p> <p><b>CGS-3791</b></p>	<p><b>Tuesday General Session:</b></p> <p><b>Transforming in the Era of Big Data &amp; Analytics</b></p>
<p><b>10:00AM</b> Mandalay Bay South Convention Center - Palm B</p> <p><b>LIN-3534</b></p>	<p><b><u>Industry Perspective: How Insurers Can Use Analytics and Optimization to Drive Revenue Growth and Efficiency</u></b></p> <p>In this session, IBM analytics experts will explain why IBM views data as a competitive asset and how an IBM Information Agenda can help insurers use business analytics for competitive advantage. After this session, you will understand why business analytics and optimization is critical to your future success, and how to go about establishing your own agenda.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Peter Corbett, IBM, BAO Partner, Financial Services, IBM Global Business Services</li> <li>• Richard Hoehne, IBM, Global Insurance Leader &amp; Exec Consultant, Info Agenda</li> </ul>
<p><b>11:15AM</b> Mandalay Bay South Convention Center - Palm B</p> <p><b>LIN-3542</b></p>	<p><b>Panel Discussion: Insurance Industry Panel Discussion</b></p> <p>In this session, leading professionals in the insurance industry will share stories, points of view and wisdom about industry hot topics, such as smarter claims processing, insurance information foundation, customer care and insight and information life-cycle management.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Richard Hoehne, IBM, Global Insurance Leader &amp; Exec Consultant, Info Agenda</li> </ul>





<p><b>12:30PM</b> Mandalay Bay South Convention Center - Jasmine B</p> <p><b>BGN-4053</b></p>	<p><b>Insurance Lunch: Driving Customer Retention, Executive Insight and Claims Process Optimization with Analytics</b> Exchange challenges, strategies and success stories during these informal discussions over lunch.</p> <p><b>Hosts:</b></p> <ul style="list-style-type: none"> <li>• Tony Boobier, IBM, European Industry Leader – Insurance</li> <li>• Craig Bedell, IBM, Worldwide Industry Executive Insurance IBM Business Analytics</li> <li>• Martijn Wiertz, IBM, WW SPSS Insurance Solutions Leader &amp; Predictive Analytics Leader IBM South</li> </ul>
<p><b>1:45 PM</b> Mandalay Bay South Convention Center - Palm B</p> <p><b>LIN-3585</b></p>	<p><b>Accelerating Transformation - Putting Governance into Information Life-cycle Management</b> Learn how leading insurance companies are working to both manage structured and unstructured data over its lifetime. Start by taking a holistic approach to address the active information and data along with the decommissioned information and data. By defining a vision and incremental plan for implementing goals to manage the growth, access and security for all of these sets of information organizations can reduce costs and complexity, while reducing risk through improved compliance and eDiscovery.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Bill Mathews, IBM, Information Agenda Architect</li> <li>• Andrea Eichhorn, IBM, Insurance Information Agenda Tiger Team</li> <li>• Hans Brunner, IBM, Worldwide Insurance BVA Leader</li> </ul>
<p><b>3:00 PM</b> Mandalay Bay South Convention Center - Palm B</p> <p><b>LIN-3586</b></p>	<p><b>Sun Life Transforms Their Claims With Advanced Case Management</b> In this session, Sun Life will share how they use advanced case management with predictive analytics to focus on prognosis rather than diagnosis, collaboratively working with their claims partners to have the right resources on the right claims at the right time. The result is better outcomes for recovery, with early returns to health and wellness, along with better financial results.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Darren Gilroy, Sun Life, Assistant Vice President, Group Benefits IT</li> <li>• Annette Gibbs, Sun Life Insurance Company, Senior Vice President, Life and Disability Claims</li> </ul>
<p><b>4:30PM</b> Mandalay Bay South Convention Center - Palm B</p> <p><b>LIN-1891</b></p>	<p><b>An Integrated Approach to Delivery and Adoption of Business Intelligence at Westfield Insurance</b> In this session, you will hear about the approach Westfield Insurance takes to delivering business intelligence. This approach integrates a collaborative, iterative process for technical development; enterprise-focused data governance; an analytics resource center that serves as a center of excellence; and a formal change management program, and it has yielded outstanding results.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Elizabeth Riczko, Westfield Insurance, Group Analytics Leader</li> </ul>

### Wednesday, October 26 – Insurance Track and Themes Sessions

<p><b>8:15AM</b> Mandalay Bay Events Center</p> <p><b>CGS-3792</b></p>	<p><b>Wednesday General Session:</b></p> <p><b>New Possibilities</b> 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><b>10:00AM</b> Mandalay Bay South Convention Center – Banyan B</p> <p><b>LFA-4069</b></p>	<p><b><u>Financial Analytics Breakout: Improving business insight with Cognos 10 and analytics: on-demand reporting &amp; the analytics suite at Jabil</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mo Treadway, IBM, BAO - NA BIPM Service Leader</li> <li>• Steven Thomson, Jabil Circuit Inc, Senior Director Finance Transformation</li> <li>• Patrick Patterson, Jabil, Financial Systems Manager</li> </ul>
<p><b>10:00AM</b> Mandalay Bay South Convention Center – Palm C</p> <p><b>LOE-3599</b></p>	<p><b><u>Operational Efficiency Breakout: How to Operationalize Analytics: The 2011 IBV Analytics Study</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Rebecca Shockley, IBM, Institute of Business Value, BAO Global Lead</li> <li>• Nina Kruschwitz, MIT Sloan Management Review, Special Projects Editor</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center - Palm B</p> <p><b>LIN-1921</b></p>	<p><b><u>Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</u></b> 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><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Richard Delisser, Suncorp, Executive Manager</li> <li>• Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics and CoBRA</li> </ul>
<p><b>12:30PM</b> Mandalay Bay South Convention Center - Jasmine B</p> <p><b>BGN-4053</b></p>	<p><b><u>Insurance Lunch: Driving Customer Retention, Executive Insight and Claims Process Optimization with Analytics</u></b> Exchange challenges, strategies and success stories during these informal discussions over lunch.</p> <p><b>Hosts:</b></p> <ul style="list-style-type: none"> <li>• Tony Boobier, IBM, European Industry Leader – Insurance</li> <li>• Craig Bedell, IBM, Worldwide Industry Executive Insurance IBM Business Analytics</li> <li>• Martijn Wiertz, IBM, WW SPSS Insurance Solutions Leader &amp; Predictive Analytics Leader IBM South</li> </ul>



### Other sessions of interest for the Insurance Industry

The list below represents other sessions of interest planned for the conference. They are cross listed here as Banking and Financial Markets 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

<p><b>10:15AM</b> Mandalay Bay South Convention Center - Breakers K-L</p> <p><b>BPA-3683</b></p>	<p><b>Combating Fraud and Improving Customer Service with Predictive Analytics and BI</b> Infinity Property and Casualty Insurance and IBM have formed a strong, mutually beneficial partnership over the past five years. But it was vision and purpose that started Infinity down the path to becoming a predictive enterprise. The company recognized that it needed to fundamentally change the way it did business in order to stay competitive and keep its customers happy. For Infinity, the critical challenges were to identify and combat fraud while improving service to good customers. This session offers a primer on how to build a strategic plan that will be embraced for the long-term by both vendor and customer as Infinity has, using IBM SPSS Predictive Analytics and IBM Cognos solutions.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Bill Dibble, Infinity Property &amp; Casualty Insurance, SVP Claims</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center - Breakers F</p> <p><b>BBI-1459</b></p>	<p><b>Creating and Utilizing Unique Concepts in IBM Cognos Active Report</b> This IBM Cognos Active Report introduces many new concepts that build off of existing IBM Cognos Report Studio features. These concepts let you organize content and allow a much greater level of interactivity than most developers and users are familiar with in IBM Cognos solutions. You can fit dramatically more information into one attractive, self-contained report, streamlining both development and distribution. This session will review these new features, showing you how to build a sample report and discussing the ways in which Cognos Active Report can be utilized both online and offline in a typical reporting environment.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Todd Nappi, ACE INA, Technical Analyst</li> <li>• Jeff MacDonald, IBM, Product Manager</li> </ul>
<p><b>2:15PM</b> Mandalay Bay South Convention Center - Breakers I-J</p> <p><b>BFR-1333</b></p>	<p><b>IBM Cognos TM1: Creating a Successful Enterprise-wide Deployment at The Hartford</b> This presentation will outline an operating model developed at The Hartford, which enabled the insurance giant to support a number of enterprise-wide applications. The session will highlight the company's use of business analytics, development, project management and change control processes and present an overview of current applications, focusing on architecture, the user base and applications. This session will also cover governance and master data management strategies that are essential to the successful deployment of the company's applications enterprise wide.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Bruce Conklin, The Hartford, The Hartford Financial Services Group, AVP, TM1 Operations</li> </ul>
<p><b>3:45PM</b> Mandalay Bay North Convention Center - Islander H</p> <p><b>IDZ-1031</b></p>	<p><b>Tuning the Performance of Dynamic SQL on DB2 z/OS: Using IBM Utilities</b> With the introduction of application-packaged solutions using Java and dynamic SQL, there have been many challenges for performance on DB2 z/OS. With the use of standard IBM Utilities and Data Studio, it is possible to get the most out of your applications that use DB2 V9 z/OS, and greatly enhance the performance of dynamic SQL.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Michael Hood, Nationwide Insurance, Consultant, Database Administrator</li> </ul>
<p><b>3:45PM</b> Mandalay Bay North Convention Center - Tradewinds E</p> <p><b>ILS-2186</b></p>	<p><b>Help me find my test data! A Case Study</b> This presentation takes a customer perspective in using information management principles to find and consume relevant test data. This session will cover the approaches, technologies, and lessons learned in the continual quest to streamline test data consumption. Find out more about this solution has been applied to both automated and manual Quality Assurance processes.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Jerome Steven Beatty, State Farm Insurance Company, Systems Analyst</li> </ul>





### Tuesday October 25

<p><b>10AM</b> Mandalay Bay North Convention Center - Islander C</p> <p><b>ISA-2389</b></p>	<p><b>Peoples Insurance Company of China Presents Information Governance-Driving Competitive Advantages</b> The China insurance industry is evolving from a fast-growing "seize the market" stage to focusing on building core competencies. Information management is critical in improving operational efficiency, customer service and product innovation. Information governance orchestrates people, processes and technology to leverage information as a strategic company asset. In this presentation, Mr. Kui shares Peoples Insurance Company of China's experience with challenges around managing and governing their data, and how IBM's Information Agenda team helped them define an information governance approach that works for China's leading insurer.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Lijia Xu, IBM, Senior Managing Consultant</li> <li>• Zhi Gang Kui, Property and Casualty Company Limited, Deputy General Manager, IT Department/Data Center</li> <li>• Barry Rosen, IBM, Global Executive Architect</li> </ul>
<p><b>11:15AM</b> Mandalay Bay North Convention Center - South Pacific H</p> <p><b>INT-2196</b></p>	<p><b>Case Study: Data Governance at Chartis, Inc. using IBM InfoSphere Information Server</b> European insurers must demonstrate effective data governance under the Solvency-II regime by providing appropriate, accurate and complete data for risk management processes. Chartis, a worldwide property-casualty and general insurance company, selected the IBM InfoSphere Information Server to deliver trusted information. This session discusses some of the challenges facing the insurance industry and how Chartis works with IBM to deliver solutions. The InfoSphere tools they use to provide end-to-end data definition, quality and lineage across multiple geographies and lines of business include: Data Architect, Information Analyzer, Business Glossary, FastTrack, QualityStage, DataStage and Metadata Workbench.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Dhananjay Unde, Chartis Insurance, European Business Data Architect;</li> <li>• Kevin D'Silva, IBM, InfoSphere Client Technical Professional</li> </ul>
<p><b>1:45PM</b> Mandalay Bay South Convention Center - Breakers K-L</p> <p><b>BPA-3139</b></p>	<p><b>Old Dogs Can Learn New Tricks: How Quant Specialists and Traditional Credit Analysts Can Help Each Other</b> Can you teach an old dog new tricks? The answer is, absolutely yes. And old dogs, having learned new tricks, can in turn teach new tricks to new dogs! This session uses recent research performed with IBM SPSS Statistics to describe how traditional credit analysts can take advantage of statistical tools to improve their credit risk assessment skills. The session will illustrate how model developers can benefit from the experience and know-how of a traditional credit analyst. You will hear two examples of how the proper integration of quantitative expertise and traditional credit know-how has helped Prudential Fixed Income gain a better understanding of credit risks.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Masaru Kakutani, Prudential Financial, Vice President</li> </ul>
<p><b>1:45PM</b> Mandalay Bay South Convention Center - Lagoon B</p> <p><b>EGN-1767</b></p>	<p><b>The Enterprise Content Management Center of Competence at Zurich Insurance</b> In this session, you will hear from Zurich Insurance about the steps they took to establish an Enterprise Content Management Center of Competence, the challenges they resolved, the globalization process for the center and how they operate it today.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Alex Dorogi, Zurich Financial US, Enterprise IT Architect</li> </ul>





<p><b>4:30PM</b> Mandalay Bay North Convention Center - South Pacific G</p> <p><b>IIG-1229</b></p>	<p><b>QBE: Reshaping their Insurance Strategy with Innovations in Information Governance</b></p> <p>As one of the top 25 insurers and reinsurers worldwide across key global markets, QBE Insurance Group Limited is driving their business through innovation. In this session, QBE Management will describe how they have revolutionized their business by deploying an Information Governance strategy to drive alignment between the business and IT while driving integration across their systems. Because acquisitions play a key part of QBE's growth strategy, the creation of a Information Governance board has ensured they have a consolidated view of their business. QBE will discuss their organizational challenges, goals and strategy implemented to achieve their business objectives using the IBM Industry Models and Information Server.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Dave Heller, QBE the Americas, Head of Information Management</li> <li>• Paul Pries, QBE, Data Quality Manager</li> <li>• Paula M. Fricker, IBM, InfoSphere World-Wide Sale</li> </ul>
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### Wednesday October 26

<p><b>10AM</b> Mandalay Bay North Convention Center - Islander D</p> <p><b>IDZ-1442</b></p>	<p><b>User Experience: Aetna's Success with DB2 Query Monitor 3.1 for z/OS</b></p> <p>Aetna is a large major U.S. health insurance company who has been successfully using Query Monitor to significantly reduce MIPs in their environment. They've recently participated in the beta program for the latest release of IBM DB2 Query Monitor for z/OS, v3.1. Learn about their experiences and discover some of the latest enhancements to the product.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Timothy Jeff Kohan, Aetna, Systems Engineering Manager</li> <li>• Barry Davis, Rocket Software, Senior Product Manager - Database Tools</li> </ul>
<p><b>10AM</b> Mandalay Bay North Convention Center - South Pacific I</p> <p><b>INT-1230</b></p>	<p><b>QBE Case Study: Information Server Enables Innovations in Information Delivery for Global Insurance Leader</b></p> <p>In this session, attendees learn how QBE has implemented an information delivery architecture with governance and strategic oversight to drive innovations in business growth. Using an information catalog as a foundation for aligning business and IT, they lowered costs, improved collaboration across geographically dispersed teams and ensured compliance with insurance regulations. QBE will discuss their business drivers, challenges, architecture deployed (including the IBM Industry Models, Information Server, and the Foundation Tools) and the impact these have had on their organization.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mike Connor, QBE The Americas, Enterprise Data Architect</li> <li>• Paul Pries, QBE, Data Quality Manager</li> <li>• Paula M. Fricker, IBM, InfoSphere World-Wide Sale</li> </ul>
<p><b>10AM</b> Mandalay Bay North Convention Center - South Pacific J</p> <p><b>IMD-2891</b></p>	<p><b>Improving Analytics &amp; Client Centricity with Master Data Management at RBC Insurance</b></p> <p>In this session, discover the business drivers, deployment experiences and business benefits achieved with the deployment of MDM at RBC Insurance. This session will cover the business case for master data management; readiness planning activities involving technology, people and process; and lessons learned in deploying and operating MDM.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Joe Likuski, Royal Bank of Canada, Lead Architect - Enterprise Applications</li> </ul>
<p><b>10AM</b> Mandalay Bay North Convention Center - South Pacific C</p> <p><b>ILS-2187</b></p>	<p><b>Test Data Privacy - A Case Study</b></p> <p>Data privacy and identity theft prevention continue to be a hot topic for IT professionals. Learn about a customer experience in securing sensitive test data in a major insurance company. This session will cover the ongoing lessons learned, technology choices and organizational challenges in a successful test data privacy program.</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• Mark Moncelle, State Farm Insurance, Systems Analyst</li> </ul>





<p><b>1:45AM</b> Mandalay Bay North Convention Center - Islander B</p> <p><b>IDZ-2800</b></p>	<p><b>Date-Driven (Bitemporal) Development in IBM DB2 V10 versus DB2 V9</b> A side-by-side comparison of IBM DB2 9 and DB2 10 from a developer's perspective, with hints and tips along the way. After a quick overview of temporal and bitemporal data, we will go through working use cases showing possible SQL development solutions. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Adam Jelinek, State Farm Insurance, Systems Analyst</li> </ul>
<p><b>2PM</b> Mandalay Bay South Convention Center - Mandalay Bay D</p> <p><b>BBI-3244</b></p>	<p><b>Game Changing Strategies: Z Linux and IBM Cognos Business Intelligence V10.1</b> Today's analytic platforms are powerful, scalable, and effective. They can bring order to pure chaos. Yet, in some cases the ROI and total cost of ownership (TCO) are disappointing. The root of the problem lies not in the technology but in the application of the technology. In this session, you'll learn how to inventory your BI spectrum, leaving no stone unturned: licensing, platform, metadata management, administration, training, human resources, and information benefits. The sum of these determines both ROI and TCO. You'll learn how to deploy IBM Cognos Business Intelligence V10.1 and System z for increased ROI, lower TCO, and greater competitive advantage. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Travis Neel, Chartis Insurance, Bi CoE SIO</li> <li>Rebecca Wormleighton, IBM, Product Marketing Manager</li> </ul>
<p><b>3:15PM</b> Mandalay Bay South Convention Center - Breakers H</p> <p><b>BBI-3174</b></p>	<p><b>Providing Insight through a Simple, Secure and Flexible Customized Front-End Solution</b> Providing meaningful information through a secure, easy-to-use interface requires a powerful solution that includes a flexible reporting model. This informative session will guide you through the American Modern Insurance Group's innovative reporting solution, which seamlessly integrates into the company's website. You will learn how to use IBM Cognos Business Intelligence security features through bursting, customize the Cognos portal to fit the needs of various users, and provide flexible reporting that is capable of handling inevitable changes in the business. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Blair Meiser, American Modern Insurance Group, Information Analyst</li> <li>Sandy Wagner, American Modern Insurance Group, Vice President of Information Management</li> </ul>
<p><b>3:15PM</b> Mandalay Bay South Convention Center - Mandalay Bay D</p> <p><b>BPA-2415</b></p>	<p><b>Providing Problem Formulation - The Key to Effective Analytics</b> Performing analytic work is easy, producing actionable insights is not. Technology is a great enabler in the analytics space and we have watched the barriers to entry for performing analytics be rapidly removed. Now, anyone with a computer, a brain, and some motivation can quickly acquire a dataset, analyze it, and publish the results. But, despite the technological improvements, the fact remains, companies struggle to identify and answer the right questions. During this talk, Frank Sheridan, Associate VP at Nationwide Insurance will share the analytic methodology followed at Nationwide and our approach to changing business outcomes, highlighting the importance of sound problem formulation, critical thinking, and content expertise. <b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Frank Sheridan, Nationwide Insurance, Associate Vice President</li> </ul>
<p><b>3:15PM</b> Mandalay Bay North Convention Center - Tradewinds D</p> <p><b>IMD-1598</b></p>	<p><b>Securely Publish Customer Master Data to Software-as-a-service Application Providers</b> As more applications move to cloud hosted systems for sales force automation, customer service and other critical business functions, IT organizations are challenged to securely provide valuable customer master data into the cloud. In this session, hear how Nationwide Insurance is changing the game with independent insurance agents by carefully publishing previously "internal only" data to the third-party cloud-hosted agency management systems. We will explore the business drivers for this bold move, how increasingly strict customer privacy related information can be securely shared, and how Nationwide's MDM architecture was extended. Insights will be provided into the business processes and tools used to address this unique opportunity. <b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Matthew Pittsenbarger, Nationwide Insurance, System Architect</li> <li>Josh Lowe, Nationwide Insurance, Director, IT Applications</li> </ul>



<p><b>4:30PM</b> Mandalay Bay North Convention Center - Tradewinds D</p> <p><b>ISA-3392</b></p>	<p><b>Accelerating Transformation-Putting Governance into Information Life-Cycle Management</b></p> <p>This session examines an insurance company's challenge to IBM to define the requirements for managing both structured and unstructured data over the organization's lifetime. The session explores how IBM took a holistic approach to address the active information and data along with the decommissioned information and data. IBM's Information Management team defined a vision and incremental plan for achieving the goal of managing the growth, access and security for all of these sets of information while also addressing compliance and electronic discovery.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Bill Mathews, IBM, Information Agenda Architect</li> <li>• Andrea Eichhorn, IBM, Insurance Information Agenda Tiger Team</li> <li>• Hans Brunner, IBM, Worldwide Insurance BVA Leader</li> </ul>
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## Thursday October 27

<p><b>8:15AM</b> Mandalay Bay North Convention Center - Islander A</p> <p><b>IDZ-3593</b></p>	<p><b>Breathe New Life into Your Mainframe Data Assets</b></p> <p>Are you struggling with making your heritage databases available in a world where clients using the Internet and mobile devices expect 24x7 availability? See what steps we have taken with IBM DB2 9 to improve our availability, and take a sneak peak into the DB2 10 features we are planning to exploit to help even more</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Gregory Debo, State Farm</li> <li>• Maryela E. Weihrauch, IBM, Distinguish Engineer</li> </ul>
<p><b>10AM</b> Mandalay Bay North Convention Center - South Pacific H</p> <p><b>ISA-3398</b></p>	<p><b>AAA Case Study: Implementation Acceleration Through IBM Insurance Application Architecture (IAA) Assets</b></p> <p>Although A demonstration of the successful use of the IBM Insurance Application Architecture (IAA) assets as an accelerator in the creation of the canonical model, structural and transactional services and messaging structures. The conversation will include a high-level overview of the process involved, the assets created, examples of the reuse benefits realization and some valuable lessons learned.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Brian Schween, AAA Insurance Exchange, Technical Authority</li> <li>• Elizabeth Ackerman, IBM, Information Agenda Architect</li> <li>• Mike Freiburger, IBM, Information Agenda Architect</li> </ul>
<p><b>11:30AM</b> Mandalay Bay South Convention Center - Lagoon A</p> <p><b>ELG-2042</b></p>	<p><b>Enhancing IBM Content Collector Processing at MassMutual</b></p> <p>In At MassMutual, the IBM FileNet P8 platform employs IBM Content Collector to process content that is generated by automated processes in other systems. Content Collector gives MassMutual a reliable ingestion capability, but there is a critical need to reconcile and account for every document sent to FileNet P8 and notify source systems and support staff of ingestion status. MassMutual developed a process that provides data pre-validation, post-ingestion validation, client status notifications and a reporting database with a dashboard web page. This session describes how MassMutual developed this capability and the benefits it brings in terms of improved accountability, reduced support costs and streamlined processing with internal customers.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Kent Damon, MassMutual, Business Systems Consultant</li> <li>• Palak Shah, MassMutual Financial Group, System Specialist</li> </ul>
<p><b>2PM</b> Mandalay Bay South Convention Center - Lagoon A</p> <p><b>EGN-2208</b></p>	<p><b>Enterprise Content Management at Erie Insurance</b></p> <p>In this session, you will hear how Erie Insurance approached the implementation of enterprise content management, including how they crafted their vision, gained management sponsorship, brought in the products and gained user acceptance. The company's plans for the next step, records management, will also be shared.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Mary Jo Ingalls, Erie Insurance, Section Supervisor, ECM</li> </ul>