



## Business Leadership Forum - Insurance Roadmap

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

The Business Leadership Forum is organized along two dimensions: one concerning cross-industry themes where clients have invested considerably to address common problems (Theme Tracks). The other dimension, addressed by the Industry Tracks, concerns industry-specific topics on BAO.

In addition to Business Leadership Forum sessions, this roadmap also lists additional sessions of interest to Insurance attendees featured in other programs at the conference, e.g. Business Analytics, Information Management and Enterprise Content Management Forums.

### Roadmap table of contents:

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- **Pages 6-7: Tuesday-Wednesday October 25-26, Insurance track sessions**
- **Pages 8-10: Other sessions of interest for Insurance participants**

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

### Sunday, October 23

6:00 – 8:00 PM	Expo Grand Opening Reception
8:00 – 10:00 PM	Business Leadership Forum Welcome - Community Reception

### Monday, October 24

8:15 – 9:45 AM	Opening General Session
10:15 – 11:15	Business Leadership Forum Keynote
11:30 AM – 12:30 PM	<b>Theme Track Kickoffs</b> <ul style="list-style-type: none"> <li>• The Customer Track – Client Panel</li> <li>• The Finance Track – Client Panel</li> <li>• The Operations Track – Client Panel</li> <li>• The Strategic Foundation Track – Client Panel</li> </ul>
12:30 – 2:00PM	Lunch
2:15 – 3:15 PM & 3:30 – 4:30 PM	<b>Theme Track Electives Afternoon Sessions</b> The Theme Track electives offer the opportunity to learn from your peers in other industries - how they addressed key business initiatives with BAO. Specifically, business initiatives include: marketing and sales initiatives to customers; optimizing finance processes; operational efficiency; and establishing a strategic foundation for BAO <i>(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is still in process.)</i>
	<b>The Customer Track</b>

■ Special / Other Events



<p>Driving B2B Sales with Predictive Analytics</p>	<p>With nine million domestic prospects alone, ADP needed a better way to identify sales opportunities. Now with several successful B2B predictive selling applications built and deployed, the results are in. In this session, you will get an understanding of the business issues faced by ADP, the people, process and tools used to overcome the issues and the successes or failures encountered when deploying Predictive Analytics in a large scale B2B sales environment.</p>
<p>Maximizing Customer Profitability and Marketing ROI, through Multi Channel Sales Campaigns Optimization</p>	<p>Banco Ita Argentina launched an aggressive new customer acquisition program and set the constrain of simultaneously increasing its Retail Bank's profitability. In order to achieve such goal the Bank had to maximize existing customers profitability and the return on its marketing investments. Using predictive analytics and optimization tools, the Bank run multi-channel sales campaigns, which allowed to increase customer cross-selling and profitability. By offering the right campaign, to the right customer through the right channel, the Bank grew its existing customer profitability by 40% in just one year. The project evolved to find also the right price for each customer obtaining even more profitability to the bank.</p>
<p>Combining Social Media Analytics (CCI) with Predictive Modeling and Other Data Sources</p>	<p>In this session, we will provide an overview of Cognos Consumer Insight and how it can be use to perform analysis of social media such as blogs, newssites, and message boards. We will also cover how this social media data can be integrated into broader customer analytisis activities with tools like SPSS to drive more effective marketing actions.</p>
<p>Contact Center, Enhanced Relationships Lead to Proven Financial Results</p>	<p>Increasing levels of customer retention, customer revenue, customer satisfaction, and agent satisfaction are an ongoing challenge of todays contact centers. IBM has developed an analytics-based, optimized, contact center solution that matches agents to customers based on the highest probability of success. This session will demonstrate how the outcome of an analytics-based, optimized contact center delivers an identifiable change in business performance, unique and new customer and agent insights and personalized agent/customer interaction that ultimately lead to greatly increased sales, retention and collections.</p>
<p>Getting Business Value from Watson</p>	<p>Will the innovative algorithms and natural language processing capabilities of Watson have a significant impact on how businesses use and apply analytics. And if so, what kind of impact will that be, and when would it start to happen. In this presentation, you will hear about the analytical innovations behind Watson and how they might change the way companies use descriptive, predictive, and prescriptive analytics to improve their performance. You will also see how deep question and answer technology correlates to the results of a study asking 3,000 corporate executives how they see the analytics space evolving over the next few years.</p>
<p>Applying Science to the Art of Marketing with Customer, Marketing and Sales Analytics</p>	<p>Customer, Marketing and Sales Analytics helps companies better integrate and more effectively manage their value chain by taking real-time actions leading to greater customer loyalty, revenue, margins and agility. Join leading companies and IBM experts to learn how you can apply analytics to bring science to the art of marketing to gain greater insight into your customers that will enable you to outperform the competition.</p>

**The Finance Track**

■ [Special / Other Events](#)



	<p>The Journey to a Value Integrator: Applying Real-time Data &amp; Analytics to Optimize Business Outcome</p> <p>In the midst of the crisis through today, CFOs are being called into more frequent boardroom and executive level. Today's CFO provides their enterprises with a competitive edge and help the business make not just faster, but smarter decisions. Learn how leading organizations drive value through a combination of finance efficiency through data and process standards, and business insight through analytics. Hear from leading experts about new tools and disciplines to help finance organizations improve the way they: Measure and monitor business performance Manage enterprise risk Drive information integration Enable sustainable financial governance</p> <p>A Deep Dive into the Benefits of Using an Integrated GRC Solution</p> <p>An overview of the Open Pages suite which combines powerful document and process management with rich interactive reporting capabilities in a flexible, adaptable easy-to-use environment, enabling CEOs, CFOs, managers, independent auditors and audit committees to perform all necessary activities for complying with financial reporting regulations in a simple and efficient manner. A deep dive and discussion of the benefits of implementing OpenPages ORM and IAM at Financial Institutions.</p> <p>Transforming Finance through Analytics</p> <p>While signs of recovery from the global recession abound, heightened uncertainty is now part of the normal course of business. Surviving and thriving in the recovery means anticipating and shaping business outcomes, and driving transparency to manage risk and improve decision making. This session will highlight Qualcomms success in using a range of IBM solutions, and their recent shift from IBM Cognos Planning to IBM Cognos TM1, to increase visibility into the drivers of revenue, profit and working capital and to improve the management of capital expenditures, project cost planning, and consolidated reporting for divisional P&amp;Ls.</p> <p>Enabling Risk-based Decisions: Case Studies in Risk Management</p> <p>Typically risk management has been the responsibility of the office of finance, but as business &amp; economic complexity accelerates business users in every department need a better understanding of real and potential impacts of risk on their decisions. But how do you get departmental users engaged and incorporating risk insight into daily decisions? This session will explore how the University of California and Argos Risk have each engaged business users in the risk management process through building an easy to use and customized, risk dashboard and reporting solution. They will discuss the key success factors to drive adoption and use and how system-wide visibility combined with user flexibility can drive quantifiable ROI for the business</p> <p>Fighting Fraud with Advanced Analytics</p> <p>Fraudulent claims are becoming one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Learn how advanced analytics and modeling can help identify patterns, behaviors and the bad guys in submitting fraudulent claims. Learn how MetLife is using predictive analytics with SPSS and Netezza to identify and fight fraud and how the State of North Carolina has saved their state millions of dollars in more effective identification of fraudulent claims.</p> <p>Embracing Analytics to Transform Financial Management: A Case Study on the IBM Office of Finance</p> <p>In today's complex business environment, the office of Finance is being called upon to play an increasing role in making critical business decisions. Leading finance organizations are leveraging business analytics to improve their ability to assess performance gaps, manage risk, deliver transparency and help shape and anticipate business outcomes to drive decision making. Learn how the IBM Office of Finance is embracing Business Analytics and Optimization to help them progress on their journey to becoming a value integrator.</p>
	<p><b>The Operations Track</b></p>



	<p><b>Revolutionize Your Business Processes with Streaming Analytics (Panel Discussion)</b></p> <p>It seems everyone is talking about real-time analytics, but how many can say they digest and analyze data with microsecond latencies? Speed and intelligence can have profound impact on how you do business. You can respond to events as they happen rather than analyzing and acting after the fact. Prevent customer satisfaction issues rather than remediating them. Anticipate and address asset failures rather than fixing them. Identify subtle trends in financial markets that can lead to big opportunities. Hear our business partners and customers how they are using Business Analytics and Optimization innovations including InfoSphere Streams - and their vision for the future of real-time data analysis. (Northrup Grumann, Terra Echoes, University of Ontario IT)</p> <p><b>Advanced Condition Monitoring at Caterpillar</b></p> <p>Companies like Caterpillar who lease and sell heavy equipment are constantly looking to increase machine up-times and the overall life of their equipment to maximize productivity and minimize costs. In this session, you'll learn how IBM is working with Caterpillar to leverage advanced predictive modeling techniques, based on Business Analytics and Optimization technologies including predictive analytics from SPSS, to identify ways to increase up times and overall life of heavy equipments.</p> <p><b>Driving Operational Excellence Through an Optimized Sales &amp; Operations Planning Process</b></p> <p>The challenge of meeting customer demand while balancing operational constraints and meeting financial goals has never been greater. Organizations struggle to align demand, supply, and finance plans. This session explores best practices in Sales and Operations Planning (S&amp;OP), and demonstrates how Business Analytics and Optimization capabilities enable a collaborative process. Come hear how progressive manufacturers link strategy to execution in order to meet customer demand, reduce cost, and drive competitive differentiation</p> <p><b>Achieving Operational Efficiencies with Business Analytics and Optimization</b></p> <p>This session covers today's critical topics facing business leaders responsible for operational aspects of their business, for example: business process optimization, supply chain management, asset tracking and management.</p>
	<p><b>The Strategic Foundation Track</b></p> <p><b>How Vanguard, a Leading Financial Firm, Maintains its Competitive Advantage by Leveraging BPM and ECM</b></p> <p>Vanguard is one of the world's leading investment management firms, and a key player in the highly competitive full service 401(k) recordkeeping business as evidenced by its #1 ranking in the most recent Boston Research Group survey. One of the factors contributing to Vanguards success has been a large scale people, process and technology program focused on eliminating manual processing, increasing quality, and reducing costs. By leveraging IBMs BPM Software and Services and other enabling technologies, Vanguard has witnessed impressive results, which have prompted other business value driven ECM initiatives. This session will present a business leadership perspective of Vanguards business process history and a roadmap for the future.</p> <p><b>IBM Watson, Big Data, and Better Business Outcomes - A Strategic Foundation for Analytics</b></p> <p>As IBM Watson demonstrates, todays winners are those who can analyze large volumes of information in real time. In business, such organizations can find insights, answer questions, and take actions faster than their competitors. To ingest huge amounts of both new and emerging information types, IBM Watson uses the Hadoop framework, the same technology now available to our customers within the IBM Big Data platform. Join Anjul Bhambri, Vice President, IBM Big Data Initiatives, to learn how organizations are applying Big Data management strategies to realize the IBM Watson vision today.</p>



	<p><b>Business Intelligence Center of Excellence - Case Study</b> In this session speakers will share the customer case study of implementing BI Center of Excellence for Printpack Inc that uses IBM P-series hardware and Oracle ERP applications. The session will take the attendee through the value proposition of BI Center of Excellence and how to strategize and implment it. In this case study of a manufacturing company, the crawl, walk and run steps will be discussed in details. The speakers will take the audience through the journey of BI and Performance Management maturity assessment to determine the focus of the BI CoE. The focus of this session is at the People, Process and Tools level to lay the solid foundation for the CoE using the successful customer case study.</p> <p><b>Building an Information Management Foundation to quickly analyze information and optimize Business Outcomes</b> More industry leading organizations are approaching their technical and infrastructure investments in new ways. Large scale people, process and technology programs, which are focused on eliminating manual processing, increasing quality, and reducing costs are becoming more critical within the demands of competitive business environments. IBMs BAO capabilities and Information Management Foundation ensures a combination of hardware, software and services to support impressive results. This session presents a business leadership perspective on the importance of a Strategic Foundation, and developing a roadmap for the future.</p> <p><b>Watson Innovation Workshop for Retail</b> This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.</p> <p><b>Watson Innovation Workshop for Healthcare</b> This hands-on workshop is limited-enrollment. It is a small, interactive workshop to learn about IBM Watson technologies and their application to organizations in this industry.</p> <p><b>The Ten Rules of Successful Information Governance</b> Information Governance can be a complex undertaking. Many organizations begin their Governance efforts without recognizing that there are ten rules for successful Information Governance. The session will review these core requirements and will include both IBM and client perspectives on how companies can design and execute succesful Information Governance initiatives.</p> <p><b>Toward the Segment of One - Making Cross Domain Master Data Management a Reality</b> The banking industry has focused on becoming more customer centric by establishing its 360 degree view of its customers, but has retained its highly segmented approach to developing products for those customers. Bank of America is breaking out of the pack by using its investment in MDM as a platform for product authoring, packaging and pricing to enable flexible and streamlined customization of product bundles for its customers. This break through approach will enable it to approach the magical "segment of one" for creation and effective marketing of a product bundle which exactly fits the needs of the individual customer and assure lifetime customer retention. Join us in see how Bank of America is making a breakout step toward that goal!</p> <p><b>Enabling Analytics with Real-time Data Integration</b> Leading organizations are looking for holistic solutions for their analytic requirements, rather than patchwork software, platforms, and services. Stone Soup is a set of Industry-based solutions that provide end-to-end solution accelerators to quickly implement Business Analytic capabilities. Join this session to hear case studies where the solution has been implemented successfully.</p> <p><b>Developing an Integrated ECM Strategy to Improve Business Value</b> The unstructured content explosion has created information chaos across the enterprise, emphasizing the need for new ways to harness the power insight and analytics. ECM is a key part of becoming an analytics-driven organization. That transformation involves creating an ECM strategy, establishing a flexible platform, and applying best practices to guide your investments and ensure alignment with business value. Learn how the IBM ECM Strategy &amp; Roadmap can help you develop strategic recommendations and tactical plans to accelerate your business value. Join this session to hear how Henkel KGaA has defined an effective global strategy for Information and Collaboration Management.</p>
<p><b>5:00 – 7:00 PM</b></p>	<p><b>EXPO Reception</b></p>

■ [Special / Other Events](#)



## Tuesday, October 25

<p><b>8:15 – 9:30 AM</b></p>	<p><b>General Session</b></p>				
<p><b>10:15 – 11:15 AM</b></p>	<p><b>Insurance Industry Kickoff</b>                  IBM industry leaders set the stage for the track by laying out IBM's vision and strategy for BAO to solve the top business problems faced by organizations in the Insurance industry.</p> <p><b>“Industry Perspective: How Insurers Can Use Analytics &amp; Optimization to Drive Revenue Growth and Efficiency</b>                  Insurance Carriers have always leveraged the power of analytics. However, through the advances in technology and an exponentially increasing supply of data, the power of applying analytics becomes a true competitive weapon. The critical question is - will it be your weapon? Or your competitors? In this session, IBM will explain it's point of view on the notion of Data as a competitive asset, and an Information Agenda as a means to grow the business by leveraging this asset. After this session, you will understand why Business Analytics and Optimization is critical to your future success, and how to go about constructing your own agenda.”</p>				
<p><b>11:30 AM – 12:30 PM</b></p>	<p><b>Insurance Client Panel</b>                  Client speakers share best practices and lessons learned from their BAO projects, bringing to life the topics discussed in the prior session's kickoff.</p> <p>Don't miss Insurance industry-leading professionals discuss thought-provoking topics and learn from their experiences as they share stories, points of view and wisdom about industry hot topics. Join us for this chat with Insurance leaders to hear about Smarter Claims Processing, Insurance Information Foundation, Customer Care &amp; Insight Best Practices and Information Lifecycle Management</p>				
<p><b>12:30 – 2:00 PM</b></p>	<p><b>Industry Lunch – Business Analytics Forum</b>                  You are invited to join your industry peers for networking and socializing at this event sponsored by the Business Analytics Forum.</p>				
<p><b>1:45 – 2:45</b>  <b>3:00 – 4:00</b>  <b>4:30 – 5:30 PM</b></p>	<p><b>Insurance Industry Track Afternoon Elective Sessions</b>                  Learn from your industry peers how BAO addresses the most critical business problems faced today  <i>(Note: some of the sessions listed below will take place on Wednesday October 26, as this Forum lasts 2.5 days ending at lunch on Wednesday. They have not been shown on Wednesday as scheduling is still in process.)</i></p> <table border="1" data-bbox="373 1291 1526 1900"> <tr> <td data-bbox="373 1291 633 1402"> <p>Linking customer and social media data to increase revenues and response time</p> </td> <td data-bbox="633 1291 1526 1570"> <p>Suncorp is a diversified financial services organisation in Australia, whose customers make up 40% of the Australian population. In the midst of unprecedented floods and cyclones across the country, Suncorp is experiencing rapid change in the buying patterns of consumers. Growth in the online channel has increased by 20% in the past two years and continues to grow sharply. While previously expensive and untargeted promotional strategy drove growth, it was an unsustainable strategy. Future revenue growth can only come from a fine grained understanding of customer behaviour over time. Find out how Suncorp was able to integrate a number of IBM products to dramatically increase revenue while responding to a wide scale human crisis.</p> </td> </tr> <tr> <td data-bbox="373 1591 633 1703"> <p>An Integrated Approach to Delivery and Adoption of Business Intelligence</p> </td> <td data-bbox="633 1591 1526 1871"> <p>Westfield's approach to delivering business intelligence solutions integrates several key elements: 1) a collaborative, iterative approach to technical development 2) implementation of an enterprise-focused data governance discipline 3) creation of the Analytics Resource Center as a center of excellence 4) integration of a formal change management program. While many BI implementations include one or more of these elements, what sets Westfield's BI efforts apart is that they integrated all four to drive successful adoption of BI in their organization. This presentation will outline Westfield's approach and describe how they achieved, using an integrated approach, delivering and adopting an enterprise-wide business intelligence solution.</p> </td> </tr> </table>	<p>Linking customer and social media data to increase revenues and response time</p>	<p>Suncorp is a diversified financial services organisation in Australia, whose customers make up 40% of the Australian population. In the midst of unprecedented floods and cyclones across the country, Suncorp is experiencing rapid change in the buying patterns of consumers. Growth in the online channel has increased by 20% in the past two years and continues to grow sharply. While previously expensive and untargeted promotional strategy drove growth, it was an unsustainable strategy. Future revenue growth can only come from a fine grained understanding of customer behaviour over time. Find out how Suncorp was able to integrate a number of IBM products to dramatically increase revenue while responding to a wide scale human crisis.</p>	<p>An Integrated Approach to Delivery and Adoption of Business Intelligence</p>	<p>Westfield's approach to delivering business intelligence solutions integrates several key elements: 1) a collaborative, iterative approach to technical development 2) implementation of an enterprise-focused data governance discipline 3) creation of the Analytics Resource Center as a center of excellence 4) integration of a formal change management program. While many BI implementations include one or more of these elements, what sets Westfield's BI efforts apart is that they integrated all four to drive successful adoption of BI in their organization. This presentation will outline Westfield's approach and describe how they achieved, using an integrated approach, delivering and adopting an enterprise-wide business intelligence solution.</p>
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■ [Special / Other Events](#)





	<p>Information Lifecycle Management at Zurich North America</p> <p>Information Lifecycle Management (ILM) is becoming more important to insurance companies as we manage information as a strategic asset. Zurich North American Commercial is starting an enterprise wide initiative to more effectively manage information across the full supply chain including: test data management, records management and ediscovery, archiving and information tiering, as well as roles based access and privacy/security. Learn about the types of benefits that a program like this can provide your organization.</p> <p>Sun Life Transforms their Claims with Advanced Case Management</p> <p>At Sun Life, we've transformed our case managers into Abilities Case Managers, as opposed to Disability Case Managers, recognizing that if we focus on the positive, on what people can do as opposed to the few restrictions that they might have, that we will have better results in the end. By utilizing advanced case management with predictive analytics, we leverage differentiated techniques around Duration Management to focus on prognosis rather than diagnosis, collaboratively working with our claims partners so we 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, not to mention better financial results.</p>
5:00 – 7:00 PM	<b>EXPO Reception</b>
7:00 – 11:00 PM	<b>Networking Event</b>

### Wednesday, October 25

8:15 – 9:30 AM	<b>General Session</b>
10:00 – 11:00 AM 11:30 – 12:30 PM	<b><i>Continuation of Business Leadership Forum Electives</i></b>  <i>The Business Leadership Forum runs through Wednesday morning of the conference. Some sessions listed in the Monday and Tuesday electives above will be held at this time when scheduling is complete. Check back to the conference website for latest information.</i>



## 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 Insurance 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 – Thursday, October 24-27

Business Analytics	Creating and Utilizing Active Reports' Unique Concepts in Cognos 10	Active Reports in Cognos 10 introduce many new reporting concepts that build off of existing Report Studio features. These let you organize content and allow for interactivity at a much greater level than most developers and users are familiar with in Cognos. One can fit dramatically more information in one attractive, self-contained report, streamlining both development and consumption. This session will review these new features by building a sample report and discussing the ways in which Active Reports can be utilized - both on and offline - in a typical reporting environment.
Business Analytics	Providing Insight Through a Highly Customized Front End Solution That is Simple, Secure, and Flexible.	Providing secure and meaningful information while introducing an effortless front-end solution requires a flexible reporting model and a high-tech solution. This informative session will guide you through an insurance company's innovative reporting solution that seamlessly integrates into their website. You will learn how to leverage Cognos security through bursting, customize the Cognos portal to fit the needs of various users, and provide a flexible reporting design that is capable of handling inevitable change.
Business Analytics	Game Changing Strategies: Z Linux and IBM Cognos Business Intelligence V10.1	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.
Business Analytics	Predictive Analytics - Essential Steps to Fulfilling a Vision	Infinity P&C and IBM SPSS have formed a strong, mutually beneficial partnership over the past 5+ years. But it was vision and purpose that started us down the path to becoming a predictive enterprise. That and the recognition that we needed to fundamentally change the way we did business to stay competitive and keep our customers happy. For us, the critical challenges were to ID and combat fraud while improving service to good customers. But regardless of your organization's challenge, you need a strategic plan...one embraced for the long-term by both vendor and customer. I want to provide a primer on how to make that work, as we have, in partnership with IBM SPSS Predictive Analytics and Cognos.
Enterprise Content Management	Auto Claim Process Optimization Lands on IBM ACM at a Leading China Insurance Company	Best practices built upon implementing the next generation claim processes, including process monitoring and optimization, rules management, collaboration, and imaging.
Enterprise Content Management	Enhancing ICC Processing at MassMutual	At MassMutual, an important use of P8 is to use IBM Content Collector (ICC) to process content generated by automated processes in other systems. ICC gives MassMutual a reliable ingestion capability, but there is a critical need to reconcile and account for every document sent to P8 and notify source systems and support staff of ingestion statuses. MassMutual addressed this need by developing a process that provides data prevalidation, post-ingestion validation, client status notifications and a reporting database with a dashboard webpage. 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.

■ Special / Other Events





Enterprise Content Management	What's New with FileNet System Monitor 4.5	Learn about the new FileNet System Monitor platform. Enhanced UI, capabilities, and reporting will enhance your monitoring capabilities and streamline your FileNet System Monitor user experience.
Enterprise Content Management	Establishment and Management of ECM Center of Competency at Zurich Insurance	The establishment and management of ECM Center of Competency at Zurich Insurance presentation will present the approach in forming the center of competency, challenges we encountered and how did we resolve them. The globalization of center of competency and the way we operate the global organization in ECM arena.
Enterprise Content Management	Enterprise Approach to ECM at Erie Insurance	Erie Insurance will discuss how we implemented an enterprise approach to ECM. This includes building the vision, gaining management sponsorship, bringing in the products, business use, and next steps: records management.
Information Management	Date Driven(Bi-Temporal) Development V10 versus V9	A side by side comparison of DB2 versions 9 and 10 from a developers perspective with hints and tips along the way. After a quick overview of temporal and bi-temporal data, we will go through working use cases showing possible SQL development solutions.
Information Management	Health and Life Insurance Management with IBM DB2 10 for z/OS Bitemporal Tables	Using an example from the Insurance industry, the ease-of-use of DB2 10 for z/OS Bitemporal Tables will be demonstrated. This example can be applied to different industries as well. The latest DB2 10 for z/OS enhancements to Bitemporal Tables will also be highlighted.
Information Management	Tuning the Performance of Dynamic SQL on DB2 z/OS: Using IBM Utilities	Michael Hood - Data Engineering Consultant at Nationwide Insurance. 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.
Information Management	Morgan Stanley Experiences with DB2 Admin 10	This session looks at how Morgan Stanley has used the latest features and functions of the DB2 Administration Tool/OC to effectively manage their DB2 10 for z/OS environment
Information Management	Peoples Insurance Company of China Presents Information Governance - Driving Competitive Advantages	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, process and technology to leverage information as a strategic company asset. In this presentation, Mr. Kui shares PICC's experience with challenges around managing and governing their data, and how Information Agenda team helped them define an information governance approach that works for the top Chinese insurer.
Information Management	Accelerating Transformation - Putting Governance into Information Life-cycle Management	Zurich North America's challenge to define our needs for managing both structured and unstructured data over its lifetime. Our view was to take a holistic approach to address the active information and data along with the decommissioned information and data. We defined a vision and incremental plan for implementing our goals to manage the growth, access and security for all of these sets of information while also addressing compliance and eDiscovery.
Information Management	AAA Case Study: Implementation Acceleration through IAA Assets	A demonstration of the successful use of the IAA assets as an accelerator in the creation of the canonical model, structural & transactional services, as well as messaging structures. The conversation will include a high level overview of the process involved, the assets created, examples of the reuse benefits realization, as well as some valuable lessons learned.
Information Management	QBE Case Study: Information Server enables innovations in Information Delivery for Global Insurance Leader	In this session, learn how QBE has implemented an information delivery architecture with governance and strategic oversight to drive innovations in business growth. Because QBE recognized the strategic importance of information to their success, they have revolutionized the way they provide information to their constituents. Leveraging an information catalog as the foundation for aligning business and IT, they have 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, the Foundation Tools and the impact these have had on their organization.



Information Management	Effective Data Governance at Chartis Insurance with IBM InfoSphere Information Server	European insurers have an obligation to demonstrate effective data governance under the Solvency-II regime by providing appropriate, accurate and complete data for their risk management processes. Chartis selected the IBM InfoSphere Information Server to accelerate this delivery with trusted Information. This session will discuss some of the challenges facing Insurance companies like Chartis and how Chartis leveraged the IBM capability to deliver against these requirements. The InfoSphere tools that Chartis use include Data Architect, Information Analyzer, Business Glossary, FastTrack, QualityStage, DataStage and Metadata Workbench to provide end-to-end data definition, quality and lineage across multiple geographies and lines of business.
Information Management	Securely publish Customer Master Data to Software-As-A-Service application providers	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. 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. This session 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.
Information Management	Erie Insurance: A Vision of Master Data Management	Hear a Fortune 1000 company's take on the importance and benefits of understanding Master Data Managements value across the organization in order to fully maximize its use and effectiveness to the business. Erie Insurance and Attevo will provide insight into how their MDM vision coupled with the ability to execute that vision using IBM technology, has given them a more effective approach to managing critical data and has delivered the necessary master data management infrastructure to give them a competitive edge in today's most competitive landscape.
Business Analytics	Old Dogs Can Learn New Tricks: How Quant Specialists and Traditional Credit Analysts Can Help Each Other	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.