



Telco Track – Business Leadership Forum

Learn how IBM clients are aligning their organizations around information and leveraging analytic capabilities to shape business outcomes. Today, the market for communication service providers is crowded and competitive. To reduce churn and improve profitability, CSPs need to leverage and monetize network and customer big data. In this track, you'll hear how analytic solutions are helping CSPs harness this data to gain insight into customer needs to increase loyalty, improve networks to deliver a differentiated customer experience and manage costs, while growing profits.

Tuesday, November 5, 2013	Time	Speakers	Session #	Room
Big Data & Analytics: Driving Better Business Outcomes in Telecommunications	10am – 11am	Rich Lanahan, IBM Perry McDonald, IBM Bruce Weiss, IBM	LCS-3641	South Pacific G
Oi Network Analytics platform optimize network investments, reduce OPEX while improving Customer Satisfaction	11:15am – 12:15pm	Jose Valeriano Moraes, Oi Roberto Galvao, IBM	LCS-2525	South Pacific G
Predictive Analytics at Verizon Wireless The Current State and Big Data Trends	1:45pm – 2:45pm	Ksenija Draskovc, Verizon Wireless Perry McDonald, IBM	LCS-3203	South Pacific G
Advanced Analytics Platform - Case Studies in Marketing	3pm – 4pm	Arvind Sathi, IBM Howard M Atienza, Smart Communications Mathews Thomas, IBM Matt Westover, Turn	LCS-3429	South Pacific G
Partnering to deliver big data solutions for service providers	4:30pm – 5:45pm	Rich Lanahan, IBM Steve Durante, Comscore Bassam Madi, Roamware Bob Becklund, PreClarity Ben Sharma, Zaloni Professor Paul Joseph Morrissey, Ventraq	LCS-3682	South Pacific G

Wednesday, November 6, 2013	Time	Speakers	Session #	Room
A Powerful Campaign Management Solution & Big Data Analytics as the enabler for a Successful Growth Strategy	10:00am – 11:00am	Kendji Wolf, VIVO TELEFONICA Marcio Da Silva, VIVO TELEFONICA Martin Volpacchio, Telefonica de Argentina Maria Ines Lopez Belsue, Telefonica de Argentina	LCS-2497	South Pacific G
How Netezza gave 2degrees mobile Faster & Better Decision Making to Reduce Churn & increase Customer Loyalty	11:15am – 12:15pm	Peter McCallum, Two Degrees Mobile Limited Dean Hughes, IBM	LCS-2155	South Pacific G

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