Predictive Perspectives 2010

INNOVATIVE IDEAS FOR ANALYTICS

TRACK 1
Predictive Analytics Overview Track

Sessions for this track vary by city, as indicated below.

Creating Customer Intimacy
(St. Louis, Miami, Portland)

Cultivating true customer intimacy helps put you ahead of the competition, but it requires planning, collaboration and the right tools. Learn how you can create a positive and personalized experience for each of your customers that keeps them satisfied and loyal. See the predictive analytics technologies that drive these personalized dialogues by helping organizations:

- Collect meaningful data from every type of interaction
- Analyze customer data to develop predictive models
- Deploy insights that build more profitable customer relationships

Predictive Human Capital Management
(St. Louis, Portland, Charlotte, Minneapolis)

Discover how predictive analytics is helping organizations thrive amid the new challenges of human capital management. In a time of changing worker expectations, tight budgets and increasing competition for human resources, the ability to predict what to do next is critical. Find out how predictive analytics optimizes human capital management so organizations can:

- Accurately predict future needs for staff and programs
- Identify at-risk resources before they leave
- Improve attendance and boost efficiency

Predictive Marketing for Banking and Financial Services
(Dallas, Charlotte)

Learn how banking and financial services organizations are using predictive analytics to improve marketing ROI, boost revenue and grow customers. This session will show you how to gain a deeper understanding of your customers so you can gain more value and bigger returns from every customer interaction. Discover how predictive analytics helps financial service organizations:

- Anticipate what customers want and will do next
- Attract higher value clients who purchase more and stay longer
- Reduce marketing costs and increase marketing ROI

Fighting Crime with Predictive Analytics
(Miami, Dallas)

Learn how police organizations worldwide are using predictive analytics as a front line tool for fighting crime. Armed with increasing amounts of data yet challenged by shrinking resources, law enforcement agencies have been searching for better ways to protect the public. Predictive analytics has been proven to be a highly successful and cost-effective solution. Find out how police are using this technology to:

- Accurately predict how, when and where crimes are likely to occur
- More effectively allocate resources and programs to reduce crime
- Gain better results with fewer resources and tighter budgets

Improving the Retail Experience with Predictive Analytics
(Minneapolis)

Learn how predictive analytics is helping retail organizations improve the shopping experience by identifying and anticipating customer needs and behaviors, as well as developing smarter merchandising, supply chains and operations. With unrelenting competition from both click and mortar businesses and razor thin margins, analytics are a cost-effective way to gain better results faster and more effectively. Find out how predictive analytics can help retailers:

- Identify and retain the best customers
- Improve projections and forecasting
- Offer the precise assortment of merchandise that customers desire
- Deliver a superior shopping experience driven by customer feedback

Breakthrough Results with Decision Management
(All cities)

Find out how decision management can help your organization dramatically improve business outcomes. Decision management combines predictive analytics, business rules and business applications to automate and optimize daily decisions. In this session, you'll see how decision management works with your existing technologies and front-line systems to:

- Move beyond intuition to fact-based decisions
- Implement the seven steps for analytical decision-making
- Improve customer interactions, minimize operational risk, reduce fraud and optimize results

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TRACK 2
Technology Deep Dive Track

End to End Survey Research with IBM® SPSS® Data Collection

Learn how you can improve the entire survey research lifecycle with the IBM SPSS Data Collection product family. This session will teach you how to easily create compelling and effective surveys, analyze the data and create easy-to-understand reports for decision-makers. Discover how to:

- Simplify and accelerate the survey creation process
- Preview, test and generate survey data from your desktop
- Collaborate with other survey creators easily and securely

Predictive Analytics at Work

Gain a deep understanding of how predictive analytics generates results through this exploration of IBM® SPSS® Modeler (including Text Analytics) and IBM® SPSS® Collaboration and Deployment Services. Follow the analytic process from predictive modeling to the delivery of insights to decision-makers and front line processes for dramatic benefits. You'll learn how to:

- Discover hidden relationships in your data and predict future outcomes
- Leverage valuable text data in analyses to develop better models and discover new insights
- Centrally manage, automate and deliver analytic results across the enterprise

What's New in IBM® SPSS® Statistics 19

Discover the major performance enhancements, improved procedures, and new ease-of-use features in IBM SPSS Statistics 19. Learn how this new release helps business users, analysts and decision makers by speeding and simplifying analytic tasks. You'll see exciting features and learn how to:

- Deploy analytic capabilities to a thin-client interface with IBM SPSS Collaboration and Deployment Services
- Code open-ended responses with IBM SPSS Text Analytics for Surveys
- Work faster and more effectively with new enhancements

TRACK 3
Business Intelligence and Performance Management Overview Track

Combining the Power of Predictive Analytics with IBM Cognos BI

Learn how you can add new value to your IBM Cognos 8 Business Intelligence and performance management solutions by incorporating predictive analytics. This session will show you how you can easily integrate both predictive and statistical results into your IBM Cognos 8 BI solution. Learn how to:

- Integrate IBM SPSS Predictive Analytics with your IBM Cognos BI solution
- Provide all users with unique insights to drive more effective decision making
- Gain better results and bigger returns from your data

Achieving Peak Business Performance with IBM Cognos 8 Business Intelligence

Learn how IBM Cognos software can help you unlock information across the enterprise and deliver on the full promise of business optimization. This session will show you how to overcome obstacles such as tighter budgets, volatile markets and global competition and achieve superior business performance. Join us to learn how to:

- Unlock the hidden business value in your data
- Beat the competition by leveraging dynamic business intelligence
- Improve business outcomes through performance management solutions

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