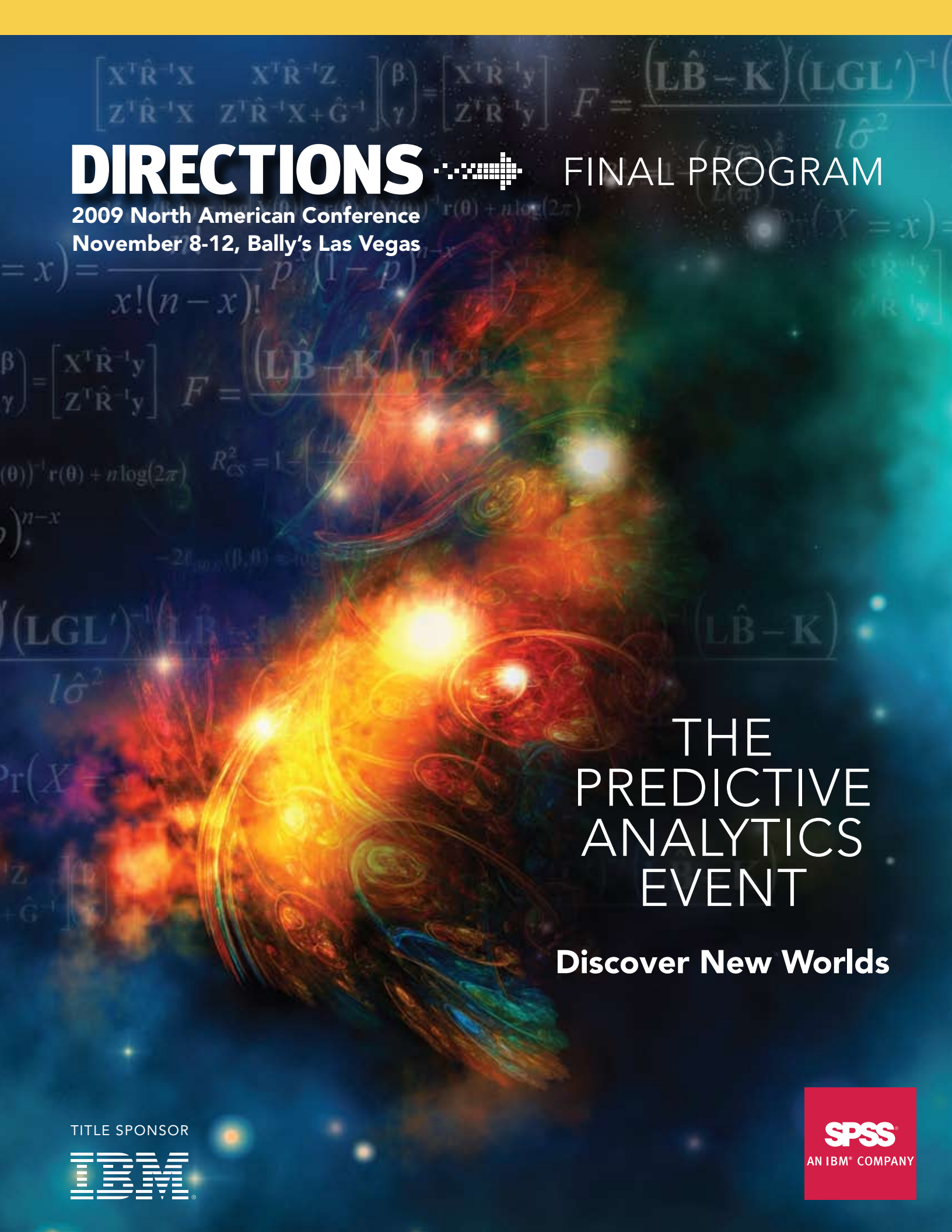




DIRECTIONS



FINAL PROGRAM

2009 North American Conference

November 8-12, Bally's Las Vegas

THE PREDICTIVE ANALYTICS EVENT

Discover New Worlds

TITLE SPONSOR



SPSS
AN IBM® COMPANY



THE PREDICTIVE ANALYTICS EVENT

Discover New Worlds

WELCOME TO DIRECTIONS 2009!

Welcome to Las Vegas. And welcome to Directions, the most important event of the year for the SPSS community. This year's conference is special because of our new relationship with IBM. We look forward to sharing with you the latest developments, trends and best practices, as well as our combined portfolio of software, services and solutions. You'll hear about IBM's vision and commitment to predictive analytics and to you, our customers.

This conference is your opportunity to dive deep into the SPSS universe – our products, our services, our partners, our vision and our roadmaps for the future. Explore the latest in data collection for market research and feedback management, text and data mining, advanced statistical analysis and predictive analytics solutions ... all designed to enable your organization to predict future events and proactively act upon that insight to drive better business outcomes.

Get a first look at new releases and a sneak peek at emerging technologies still in the labs. Take a test drive of current products, talk one-on-one with product experts. Get answers to your most pressing questions and share your own expertise with your peers. And discover practical tips and tricks that you can immediately put to use when you return home.

We are excited about the opportunities you'll have this week to help you accelerate your knowledge and take your analytics to a new level. Thank you for your ongoing partnership with us and for attending Directions.

AGENDA AT A GLANCE*

Sunday, November 8

1:30 pm - 5:30 pm	Optional Pre-Conference Training Courses
6:00 pm - 8:00 pm	Registration and Welcome Reception

Monday, November 9

7:00 am - 9:00 am	Registration Continental Breakfast Directions Expo
9:00 am - 11:00 am	Keynote Sessions
11:00 am - 11:30 am	Break
11:30 am - 12:15 pm	Concurrent Breakout Sessions
12:15 pm - 1:30 pm	Lunch and Insight Award
1:30 pm - 2:15 pm	Concurrent Breakout Sessions
2:30 pm - 3:15 pm	Concurrent Breakout Sessions
3:15 pm - 3:45 pm	Break
3:45 pm - 4:30 pm	Concurrent Breakout Sessions
6:00 pm - 9:00 pm	Customer Reception - Risqué Nightclub

Tuesday, November 10

8:00 am - 9:00 am	Continental Breakfast Directions Expo
9:00 am - 10:00 am	Keynote Sessions
10:00 am - 10:30 am	Break
10:30 am - 11:15 am	Concurrent Breakout Sessions
11:30 am - 12:15 pm	Concurrent Breakout Sessions
12:15 pm - 1:30 pm	Lunch
1:30 pm - 2:15 pm	Concurrent Breakout Sessions
2:30 pm - 3:15 pm	Concurrent Breakout Sessions
3:15 pm - 3:45 pm	Break
3:45 pm - 4:30 pm	Concurrent Breakout Sessions

Wednesday, November 11

8:00 am - 9:00 am	Continental Breakfast Directions Expo
9:00 am - 9:45 am	Concurrent Breakout Sessions
10:00 am - 10:45 am	Concurrent Breakout Sessions
11:00 am - 11:45 am	Concurrent Breakout Sessions
11:45 am - 12:45 pm	Closing Reception
1:30 pm - 5:30 pm	Optional Post-Conference Training Courses

Thursday, November 12

8:30 am - 12:30 pm	Optional Post-Conference Training Courses continue
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* Agenda is subject to change

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KEYNOTE SESSIONS

MONDAY, November 9

9:00 am - 10:00 am

Room: Gold/Platinum

Discover New Worlds: Taking Predictive Analytics to a New Level

Jack Noonan,
CEO

SPSS, an IBM Company

Rob Ashe,
General Manager, Analytics and
Performance Management

Deepak Advani,
Vice President, Predictive Analytics,
IBM

Ed Hamburg, Moderator



Join Jack Noonan, Rob Ashe and Deepak Advani to hear about the newest advances in predictive analytics and the importance of this capability in the IBM portfolio. Learn about IBM's commitment to the continued innovation of SPSS solutions. Hear how the combined value of IBM and SPSS will give organizations even more power to predict future events and proactively act upon that insight to drive better business outcomes.



Discover how leading organizations are using analytics to solve problems, increase revenue, improve productivity and cut costs.



You'll hear about the critical role of SPSS in IBM's most important initiatives, including Smarter Planet, Information Agenda and Business Analytics Optimization services. Attend this session to learn how the IBM ecosystem benefits



you with better use of information for smarter business outcomes.

We invite you to be part of this compelling leadership conversation where we'll explore trends and best practices, provide a glimpse into what the future holds and address audience questions.

10:00 am - 11:00 am

Room: Gold/Platinum

Nudge: Improving Decisions About Health, Wealth, and Happiness

Richard Thaler,
Author, Professor of Behavioral Economics



Hear the fascinating story of groundbreaking new research in behavioral economics from the coauthor of the critically acclaimed book *Nudge: Improving Decisions About Health, Wealth, and Happiness*.

Richard Thaler will share insights from his pioneering studies of how thinking and emotions affect individual economic decisions and the overall behavior of markets. Due to human psychology, markets often don't behave as traditional economists describe them, and people often don't make sense when they make economic decisions.

Thaler will explain how recent research in human behavior can be utilized to improve human decisions. The solution is a "nudge" – using noncoercive policies designed to make people better off (as judged by themselves) without restricting their freedom of choice. A nudge can make all the difference, setting up the decision so that they do act in their best interest, without interfering with their freedom of choice. Learn how to design environments that make it more likely for people to act in their own interests.

Mr. Thaler is the Robert P. Gwinn Professor of Behavioral Science and Economics and Director of the Center for Decision Research at the University of Chicago's Graduate School of Business, as well as a regular contributor to the Economic View column of *The New York Times*. He was credited with doing most of the work of integrating psychology into economics by Daniel Kahneman, who won the Nobel Prize for his work in behavioral economics.

TUESDAY, November 10

9:00 am - 10:00 am

Gold/Platinum

The Alchemist's Dilemma:

Turning Data into Knowledge

Nate Silver,

Statistician/Journalist



Working in two domains with an abundance of data, sports and politics, Nate Silver has repeatedly produced uncannily accurate predictions. He first came to prominence as the creator of PECOTA, a remarkably reliable

system for forecasting the performance of Major League Baseball players. He then applied his statistical expertise to the world of politics, successfully predicting the winner of 49 of 50 states in the 2008 presidential election. In 2009, *Time* magazine named him one of "The World's 100 Most Influential People."

How does he do it? In this presentation for Directions attendees, Silver will share some of the lessons he has learned about turning mountains of data into nuggets of gold. Today there is hardly any topic obscure enough that we do not have an ocean of data. But data alone is not sufficient: we need to possess the tools and ability to digest or analyze this data, and turn it into usable knowledge. Silver will show you how to work more effectively with data in order to generate more accurate predictions.

Nate Silver's columns and analyses have appeared in *Sports Illustrated*, ESPN, *The New York Times* and *The New Republic*. He also operates a Web site, *FiveThirtyEight.com*, which accumulates and analyzes polling and political data.

SPSS 2009 Insight Award

Please join us for the 2009 Insight Award presentation on Monday, November 9, at 12:15 pm in the Gold/Platinum room.

Established in 2004, the SPSS Insight Award recognizes customers who have achieved significant results through their use of SPSS Predictive Analytics software.

The program was created to provide our customers with a forum for their accomplishments and an opportunity to share their success with others.

Customers are evaluated on the SPSS deployment across their organization — including the original business problem, how it was solved and return-on-investment (ROI) — measured in either quantitative results or objective observations.

We hope you can join us as we honor this year's recipients of the SPSS Insight Award.



TRACK KEY AND DESCRIPTIONS

TRACK KEY:

AD	Analytic Deployment
AR	Analysis and Reporting
CMM	Customer Management and Marketing
MRLP	Managing Risk and Loss Prevention

NPI	New Product Introductions
P	Partner Sessions
PS	Public Sector

SII	Solutions for IBM i
SMR	Survey and Market Research
WS	Workshops

AD Analytic Deployment

Hear how organizations incorporate Predictive Analytics into front-line operations such as call centers, campaign management systems and customer channel communications.

AR Analysis and Reporting

See how leading organizations use Predictive Analytics to carry out clustering, modeling and dozens of other types of data analysis easily and effectively.

CMM Customer Management and Marketing

Learn how analytics can help you win more customers and execute highly effective marketing campaigns. See the most successful strategies across topics such as CRM, segmentation, predictive targeting, high impact marketing and more.

MRLP Managing Risk and Loss Prevention

Identifying risk and preventing losses are critically important to both private and public sector organizations. Find out how leading organizations have successfully minimized their exposure to risk and loss.

NPI New Product Introductions

See the newest product and solution releases from SPSS, an IBM Company, and get a first look at the innovative new technologies that are currently in development.

P SPSS Partner Presentations

Find out how SPSS strategic partners are adding significant value to the Predictive Analytics solutions organizations rely on every day.

PS Public Sector

Find out how government agencies and academic institutions are using Predictive Analytics for statistical analysis, data and text mining, program feedback management and many other purposes.

SII Solutions for IBM i

If you are using any of the products in the IBM SPSS ShowCase Suite family, these sessions offer valuable strategies for solving business problems and getting the most out of your investment in the IBM i platform.

SMR Survey and Market Research

Discover the latest developments in survey and market research, including the most efficient and effective practices for survey authoring, data collection, data analysis, and reporting.

WS Workshops

Don't miss this opportunity to take a hands-on test drive of the latest analytical software. Sessions are limited to a maximum of 20 attendees and registrations will be taken on-site on a first-come, first-served basis. Sign up in advance at registration desk.

NEW NAMES...SAME GREAT PRODUCTS!

You may have noticed that our product names have been updated. Here's a quick key to our **NEW PRODUCT NAMES**:

IBM SPSS Statistics
(PASW® Statistics)

IBM SPSS Modeler
(PASW® Modeler)

IBM SPSS Data Collection
(PASW® Data Collection)

IBM SPSS Collaboration and Deployment Services
(PASW® Collaboration and Deployment Services)

IBM SPSS Decision Management
(PASW® Decision Management)

IBM SPSS Text Analytics for Surveys
(PASW® Text Analytics for Surveys)

IBM SPSS Viz Designer
(PASW® Viz Designer)

IBM SPSS ShowCase Suite
(ShowCase® Suite)

IBM SPSS Essbase for System i
(Essbase® for System i)

IBM SPSS Web Analysis for System i
(Web Analysis for System i)

BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

MONDAY, November 9

PS MRLP

11:30 am - 12:15 pm

Room: Bronze 2

Panel Session: An Inside Perspective on Applying Predictive Analytics in Government

Moderated by:

Lt. General Harry Raduege Jr.,
Senior Counselor

The Cohen Group

Bill Haffey,
Director, Sales Engineering
SPSS, an IBM Company

Fred Walker,
Program Lead

National Security Agency (NSA)

Dustin Hux,
VP Analytics
Elder Research

Here's a rare opportunity to hear firsthand how those responsible for critical public safety initiatives use Predictive Analytics to make their operations more efficient and effective.

Moderated by former Lt. General Harry Raduege (ret.), the former Director of the Defense Information Systems Agency and Joint Task Force for Global Network Operations, the panel will share insights and discuss real-world case studies in which Predictive Analytics has been successfully applied to accomplish a wide range of objectives, including general threat assessment, cyber-threat identification and strengthened law enforcement.

Join us for a lively and informed discussion of the increasingly important role Predictive Analytics plays within government organizations.

NPI

11:30 am - 12:15 pm

Room: Bronze 3

IBM SPSS Technology Vision

Jason Verlen,
VP, Product Strategy
SPSS, an IBM Company

In the last five years, the world of Predictive Analytics has changed dramatically. What used to be understood and performed by only a few organizations for a targeted list of narrow uses is now demanded by many for an astonishing number of real-world and frequently real-time or near-real-time applications. What should we expect of this rapidly evolving technology in the years ahead?

Get a look at the future of Predictive Analytics in this thought-provoking presentation from our vice president of product strategy. You'll learn how the tremendous growth in the amount of data, and the new sources that now generate data, are both competing with and complementing traditional analysis. Find out how our company's technology vision intersects with this exciting and chaotic situation in the world of analytics.

For anyone who has an interest in how the Predictive Analytics industry will play out in the coming years, and how SPSS technology will drive new developments in this field, this session offers an informed perspective on this colorful landscape.

AR SII IBM SPSS Viz Designer

11:30 am - 12:15 pm

Room: Palace 1

Picture This: Visualizing Predictive Models

Tim Daciuk,
Director, Worldwide Demo Resources
SPSS, an IBM Company

Predictive modeling isn't a simple concept to explain. But it can be done, and visualizations can help.

In this session, you'll learn how to present complex yet critical Predictive Analytics information in visual formats. Graphs, charts and tables can be used to turn the results of predictive modeling into digestible information. Illustrating Predictive Analytics pictorially leads to more compelling presentations and, more importantly, conveys the insight needed to make business decisions.

Attend and you'll see how to illustrate Predictive Analytics for your internal teams and external customers, and make it easier for "information consumers" to understand what lies beneath the insights they use for day-to-day and long-term marketing decisions.

"The breakout sessions were not only educational, they provided detail to apply to real-life examples."

— Bethany Foster, MetLife Auto & Home

BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

MONDAY, November 9

CMM IBM SPSS Modeler, IBM SPSS Collaboration and Deployment Services

11:30 am - 12:15 pm

Room: Palace 2

Reaching Out to Customers

Albert Labermeier,
Senior Marketing Manager
Swisscom (Schweiz) AG

Organizations understand the importance of being able to reach the right customer at the right time with the right offer – and the challenges marketers face in accomplishing this both efficiently and cost effectively.

Swisscom AG, Switzerland's leading telecom provider, needed to scale its campaigns in order to reach its growth and customer retention goals, and found the answer in SPSS Predictive Analytics. By using advanced modeling and collaboration techniques to score and segment its customer base, Swisscom now can execute campaigns up to 60 percent faster than it could before.

Attend this session and discover strategies to help you conduct campaigns that increase profitability and lead to a greater return on your marketing investment.

SMR IBM SPSS Data Collection

11:30 am - 12:15 pm

Room: Palace 3

Mastering Mobile Phone Surveys

Andy Lees,
Global IT Project Manager
Kantar Operations

Get a valuable overview of the latest techniques and technologies for mobile phone surveys from one of the leading innovators in the field. Kantar Operations has been developing new and successful mobile phone interviewing practices for years.

In this session, Kantar will dispel some misconceptions about deploying surveys by mobile phones and then show you

what you need to know to get quality results, including how to:

- Identify opportunities for engaging customers and prospects
- Incorporate functions such as Web access, Global Positioning data, text and multimedia messaging
- Leverage IBM SPSS Data Collection software

You'll hear real-world examples of successful mobile phone survey projects and also get their informed perspective on the future of mobile phone interviewing.

AR **PS** IBM SPSS Statistics, IBM SPSS Modeler

11:30 am - 12:15 pm

Room: Palace 6

Birds of a Feather Flock Together

Josh Birkholz,
Principal

Bentz Whaley Flessner

With keen eyes – and the right analytic tools – nonprofit and commercial organizations alike can spot the people or groups that have the resources, and the interest, to become major donors or high-value customers.

Bentz Whaley Flessner has built analytics strategies for leading fundraising institutions such as Memorial Sloan-Kettering Cancer Center, MIT, the University of Michigan, the National Wildlife Federation and scores of other major nonprofit organizations. Their custom-engineered solutions identify patterns that allow these programs to focus their efforts on the prospects who are most likely to make major gifts.

Broad lessons about segmenting donors (or customers) into target groups can be learned from this session. So, if improving the effectiveness of customer, donor or student acquisition or retention is important to you, put this session on your "watch" list.

AR **NPI** IBM SPSS Statistics

1:30 pm - 2:15 pm

Room: Bronze 3

(This session can also be seen Wednesday at 9:00 - 9:45 am in Palace 6)

What's New in IBM SPSS Statistics 18?

Kyle Weeks,
Director of Product Management

David Vergara,
Director, Product Marketing
SPSS, an IBM Company

Get up-to-speed on the innovative features of the latest release of our flagship analytics software. IBM SPSS Statistics 18 includes new automation, new research and reporting tools, and architectural advancements for better performance and flexibility. Learn how these new features can benefit your entire organization. Hear how:

- IBM SPSS Direct Marketing module lets business users easily create powerful analyses and reports
- IBM SPSS Bootstrapping module ensures the stability of predictive models
- IBM SPSS Statistics Developer product lets you work easily in R and Python programming languages
- Automated Data Preparation eliminates repetitive tasks and prevents errors

This session also includes an overview of the SPSS product roadmap and how it ties to the increasingly mission-critical role that advanced analytics play in organizations.

For those who want to take full advantage of the new capabilities in IBM SPSS Statistics, this is a valuable opportunity to gain detailed information and address questions to product experts.

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MONDAY, November 9

AR SMR IBM SPSS Data Collection

1:30 pm - 2:15 pm

Room: Bronze 2

A Starring Role for Survey Reporting

David Breihan,
Associate Director, Research and
Organizational Development
MarketCast

Which movie poster will bring more customers to the theater, or which cover will sell more video games? These are the types of questions MarketCast, a top-30 U.S. market research firm, answers for its clients. Specializing in the movie, television and gaming industries, MarketCast prospers by creating, deploying and reporting on surveys within tight time frames – typically less than a week.

In this presentation, MarketCast will describe how the company has integrated IBM SPSS Data Collection – particularly its reporting capabilities – into its research processes. This has not only reduced errors, but also increased their capacity for conducting research.

Whether you're trying to identify this year's hit movie, spot your most profitable customers, or uncover other insights into human behavior, attend this session to get a very valuable look behind the scenes at survey research pros in action.

AR CMM IBM SPSS Modeler

1:30 pm - 2:15 pm

Room: Palace 1

Marketing Effectiveness You Can Bank On

T. Tanner Mueller,
Marketing Strategy & Innovation
First Tennessee Bank

To increase the effectiveness of its marketing programs, First Tennessee Bank turned to customer behavior-based segmentation. Using propensity models, the bank identified its highest performing customer segments and built monthly marketing campaigns around them.

Attend this session to hear how First Tennessee increased the overall ROI of direct response campaigns by more than 600 percent! Discover how you can dramatically increase your organization's ROI by:

- Targeting the customers most likely to respond to specific marketing offers
- Using modeling to decrease the cost of direct response campaigns
- Gaining other marketing efficiencies by implementing a customer behavior-based segmentation model

Don't miss this opportunity to see how you can gain an unprecedented level of insight from your data by using Predictive Analytics.

MRLP IBM SPSS Modeler, IBM SPSS Text Analytics

1:30 pm - 2:15 pm

Room: Palace 2

Stopping Fraud in its Tracks: Identifying and Combating Fraud with Text Analytics

Daniel Quealy,
Executive Director, Fraud Investigation
and Dispute Services
Ernst & Young

Organizations around the world are looking for new and more effective ways to deal with the challenge of corporate fraud. In this session, you'll hear how global accounting firm Ernst & Young, (E&Y) combines established anti-fraud strategies with advanced analytics to help clients detect and stop fraud in its earliest stages.

The cornerstone of E&Y's fraud-risk assessment program is the Fraud Triangle Theory, which suggests that incentive, opportunity and rationalization must be present for fraud to exist. By evaluating employee surveys and interviews, as well as existing controls and policies, E&Y analysts pinpoint where fraud is most likely to be present in an organization. Text analytics software is then used to analyze unstructured data in high-risk areas, identifying key words or phrases that can indicate activities

such as financial statement fraud or asset misappropriation.

Join us to learn how to use the most advanced techniques and technologies to build a framework for an anti-fraud program in your organization.

AD

1:30 pm - 3:15 pm

Room: Palace 3

The Predictive Transformation: Driving Analytics Adoption and Value Across Your Enterprise

Kris Hackney,
VP, Worldwide Strategic Accounts
& Services

Michael Scruggs,
VP, Strategic Accounts & Services

Martijn Wiertz,
Director, Enterprise Analytics
SPSS, an IBM Company

Discover how you can achieve exceptional benefits from Predictive Analytics by extending its reach across your entire organization. This special seminar will show you how to achieve The Predictive Transformation™ by planning and implementing an enterprise-level integration of Predictive Analytics into your business processes.

In the first half of this presentation, you will learn how Predictive Analytics can create a sustainable advantage across all parts of your business and help you create 1:1 relationships with millions of people. In the second half, you'll hear a description of our methodology and best practices for driving The Predictive Transformation, and see how to leverage the systems you already have in place to dramatically impact your bottom line.

If you've ever wondered about the full potential of Predictive Analytics for maximizing value and performance across your organization, this session will show you how it's done.

BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

MONDAY, November 9

AR **WS** IBM SPSS Statistics

1:30 pm - 3:15 pm

Room: Palace 4

Workshop: Test Drive the New IBM SPSS Statistics 18*

Nancy Morrison,
Senior Curriculum Developer
SPSS, an IBM Company

Experience the innovative new features of this latest release, including new automation, better analysis and reporting, improved technology and optimized architecture. See how IBM SPSS Statistics 18 empowers business users, analysts, and statistical programmers to work together on one platform to efficiently deliver actionable insights to decision makers.

In this hands-on workshop, you'll be able to see – and use – new features and modules such as:

- Automated Data Preparation to reduce time and correct quality errors, impute missing values and get recommendations to help determine which data to use
- Improved reporting capabilities that benefit both statisticians and business users
- The new IBM SPSS Direct Marketing module that allows business users to conduct robust analysis and reporting
- The new IBM SPSS Bootstrapping module that helps improve the stability of models
- New procedures including non-parametric tests, post-computed categories and significance tests
- IBM SPSS Statistics Developer for developers working with the R and Python programming languages

This is your chance to get a concise overview of how IBM SPSS Statistics 18 can help you work faster and more effectively, for better analysis and results across your organization.

* Workshops require pre-registration at registration desk

SMR **WS** IBM SPSS Data Collection

1:30 pm - 3:15 pm

Room: Palace 5

Workshop: Unlock Survey Secrets with IBM SPSS Data Collection*

Jane Hendricks,
Product Marketing Manager

Rich Wilson,
Senior Curriculum Developer
SPSS, an IBM Company

You've conducted survey or feedback research – now make sure that key findings don't stay locked away in your data. Attend this workshop to learn how new features in IBM SPSS Data Collection's data management and reporting tools can help you unlock those secrets.

This session includes hands-on experience using the latest techniques for managing and sharing the valuable, actionable insights within your research data. You will learn how to manipulate survey data more quickly and easily, apply sophisticated aggregation and filtering, and create reports to support data-driven decision-making.

If you want to make certain that you are getting the most out of survey research results, be sure to attend this workshop.

NPI **SII** IBM SPSS Showcase Suite

1:30 pm - 2:15 pm

Room: Palace 6

Introducing IBM SPSS Essbase and IBM SPSS Web Analysis 11 for IBM i

Kathy Konkell,
Product Marketing Manager
SPSS, an IBM Company

Gain deeper insight into every aspect of your organization with IBM SPSS Essbase and IBM SPSS Web Analysis 11 for IBM i, the components that make up IBM SPSS ShowCase Suite's OLAP solution. In this session see how these applications enable organizations to leverage their

investment in IBM i technology and provide a solid infrastructure for delivering multidimensional analytical applications.

Discover the value these products can provide your organization and learn about the powerful new capabilities in the latest release – including a faster, lighter-weight Web browser interface, custom calendars, built-in time calculations and seamless integration of multi-dimensional reports with Microsoft Office applications.

AR **PS** IBM SPSS Collaboration and Deployment Services

2:30 pm - 3:15 pm

Room: Bronze 3

Crushing Crime with Predictive Analytics

Barbara Adams,
Intel / Analyst Officer
Memphis Police Department

Like many organizations today, police agencies across the country are being asked to do more with less as their budgets are dramatically reduced. The Memphis Police Department (MPD) takes a proactive approach to crime fighting through Predictive Analytics. Its Real Time Crime Center uses a statistical modeling program called Blue C.R.U.S.H. (Crime Reduction Using Statistical History) to improve crime analysis.

By analyzing past crime data and identifying and mapping "hot spots" and crime trends, the department can anticipate criminal activity and deploy resources where they are needed most. This approach has contributed to a nearly 14 percent reduction in crime in the Memphis area, and even greater reductions in some places.

Join us for an inside look at how analytics helps a metropolitan police force operate more efficiently and cost effectively. If you've ever wondered whether analytics can have a real, measurable impact in your organization, this presentation will convince you.

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MONDAY, November 9

NPI IBM SPSS Modeler

2:30 pm - 3:15 pm

Room: Bronze 2

IBM SPSS Modeler Today ... and Tomorrow

Darlene Knafelz,
Sr. Product Manager

Marcus Hearne,
Product Marketing Manager
SPSS, an IBM Company

When you need to find pattern and order in your data, many organizations turn to IBM SPSS Modeler. This industry-leading data mining workbench offers a wealth of options for finding segments or creating classifications in your data, allowing you to spot trends that will help you correctly anticipate and respond to change. And we continue to enhance IBM SPSS Modeler to help you work more efficiently and productively and deliver more accurate results.

In this session, learn how Automated Data Preparation, new algorithms, enhanced graphing capabilities and additional security help you improve the speed and reliability of your analyses, make better predictions, communicate results more effectively and achieve a deeper level of integration with other software products. You'll also get a sneak preview of what you can expect to see in future releases of IBM SPSS Modeler.

SMR IBM SPSS Data Collection

2:30 pm - 3:15 pm

Room: Palace 1

Meet the Modern Call Center

James Weber, SVP,
Information Technology and Operations
Opinion Research Corporation

In response to increased demands for global reach and greater flexibility in conducting research, market research firms are redefining the call center. This session features an in-depth look at how Opinion Research Corporation (ORC), a leading global research organization, transitioned to a new type of call center, and how

Predictive Analytics helped them do it. ORC conducts research for clients in multiple industries and locations. To provide a flexible and responsive approach to the research projects it undertakes, the firm set up a network of call centers across the globe. IBM SPSS Data Collection software enables ORC to split up projects across locations and still deliver timely results, efficiently and securely. The software's capabilities also make it easier to supervise interviewers and ensure the quality of their work, whether they work in the center or remotely.

If your organization conducts telephone research – or is thinking of doing so – you'll want to attend this session to see what today's call center looks like and to get a preview of what tomorrow's call center could look like.

MRLP IBM SPSS Statistics, IBM SPSS Text Analytics for Surveys

2:30 pm - 3:15 pm

Room: Palace 2

Improving Patient Safety with Analytics

Bridgette Thom,
Research Analyst

Nancy E. Kline,
Director of Evidence-Based Practice
and Research

Memorial Sloan-Kettering Cancer Center

As the world's oldest and largest private cancer center, Memorial Sloan-Kettering Cancer Center has devoted more than a century to patient care and innovative research. Reducing falls was identified as a high safety priority after learning that falls and fall-related injuries present an additional threat to patient recovery. This led to the center's nursing staff forming a performance improvement team to determine and execute fall-reduction strategies.

The team relied on Predictive Analytics for the initial development and pilot testing of an assessment tool to identify patients who were at risk for falling, and then for the refinement of the tool for hospital-wide use and psychometric testing. Later, the

team added text analytics to monitor and categorize event descriptions to gain better insight into the nature of patient falls. Since the implementation of the new risk assessment tool and corresponding patient interventions, there has been an overall reduction both in the number of patient falls and the number of falls resulting in injuries.

This session will describe the role analytics played in improving patient safety and quality of care at Memorial Sloan-Kettering. Healthcare professionals facing similar challenges will benefit from learning more about the development and implementation of this successful assessment tool, as will others involved in improving safety, or those using reporting systems with open-ended comments and descriptions.

AD **SII** IBM SPSS Collaboration and Deployment Services

2:30 pm - 3:15 pm

Room: Palace 6

Automate Production Reporting for Better Decision Making

Glenn VanBenschoten,
Sr. Product Manager
SPSS, an IBM Company

Decision makers throughout your organization need the right information at the right time – and in the right format – to make informed decisions. Publishing information widely can be done securely, efficiently and cost effectively – with the right technology platform.

In this session you'll learn how to leverage IBM SPSS Collaboration and Deployment Services to manage and automate production reporting processes. Discover how to construct flexible analytical processes that can be operationalized, ensuring the timely delivery of critical information. You'll also see how you can integrate your reporting processes with overall operational processes.

Attend this session and see how you can make analytics a core component of daily decision-making processes while streamlining your workload by automating your production reporting.

BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

MONDAY, November 9

AD IBM SPSS Collaboration and Deployment Services

3:45 pm - 4:30 pm

Room: Bronze 3

Modeling Best Practices: Beginning with the End in Mind

Simran Bagga,

Sr. Sales Engineer

SPSS, an IBM Company

Many people are talking about the value in deploying analytics within operational business processes, but building models is just the beginning. Here are some questions you may want to ask yourself:

- Are you building models with deployment in mind?
- Are you able to effectively deploy and integrate scoring models within your operational systems?
- Do you update your models and analytic processes to reflect new data and capture new patterns? Are those processes automated?
- Are you considering best practices for model development in order to achieve effective deployment?
- Are you creating analytical processes in a way that they are repeatable?

If you cannot confidently answer yes to all of these questions, then this session is for you. You will learn about the deployment of Predictive Analytics as an integral part of your analysis process.

This session will describe best practices for using IBM SPSS Collaboration and Deployment Services to deploy and automate analyses. It will include information on building models for deployment as well as discuss considerations – business, analytical and technical – for the model development process.

SMR IBM SPSS Data Collection

3:45 pm - 4:30 pm

Room: Bronze 2

Presentations that Pop: Beyond Crosstabs and PowerPoint®

Rod Reicks,

Director, Product Management

Jane Hendricks,

Product Marketing Manager

SPSS, an IBM Company

You've collected the data, performed the analysis and compiled the results – so how do you let people know about what you've found, and put it to use? Standard methods like crosstabs and PowerPoint slides can be limiting, and aren't always the most useful format.

In this session, you'll explore alternatives to the traditional methods of delivering information. You'll see how Predictive Analytics can help you add value at every step along the way, as you plan and conduct surveys and report on your results. You'll also see there's no limit to the impact you can have, if you choose the right ways to deliver your results.

CMR IBM SPSS Data Collection

3:45 pm - 4:30 pm

Room: Palace 1

A Recipe for Success: The Ingredients of Effective Customer Management

Tim Daciuk,

Director, Worldwide Demo Resources

Heena Jethwa,

Product Marketing Manager

SPSS, an IBM Company

Cooking up satisfying customer relationships helps put you ahead of the competition, but it takes great technique – and the right tools. If you want to learn how to create an analytical environment that turns customer insight into targeted action and, ultimately, greater revenue and profits, you'll want to attend this session.

You'll see firsthand how the entire IBM SPSS Data Collection portfolio can be used to help your organization enhance current customer management efforts. You'll be shown step by step how SPSS technologies work together to collect data from every type of interaction, analyze it to develop predictive models, and then deploy reports and recommendations throughout your organization to build strong customer relationships.

If you'd like to learn how you can "spice up" your customer interactions for greater loyalty and higher profits, be sure to attend this session.

AR **PS** IBM SPSS Statistics

3:45 pm - 4:30 pm

Room: Palace 2

Rehabbing a Rehab Program

Tyler Amell,

Director of Program Evaluation

LifeMark Health Management Inc.

Every big change starts with baby steps. In this session, learn how LifeMark Health Management took the steps necessary to improve a weak business unit's performance. Although LifeMark helped patients regain strength and mobility, the organization found it needed to reinvigorate its business practices, in order to be a leader in the field of occupational medicine and rehabilitation.

To make this leap, the organization used Predictive Analytics to establish and communicate baseline metrics. They then established a system to measure performance at regular intervals. The result was increased business awareness among staff, greater accountability, improved outcomes and stronger financials.

You'll see just how it was done in this session, and perhaps take home some ideas for a "rehab" of your own.

TRACK KEY:

AD	Analytic Deployment
AR	Analysis and Reporting
CMM	Customer Management and Marketing
MRLP	Managing Risk and Loss Prevention

NPI	New Product Introductions
P	Partner Sessions
PS	Public Sector

SII	Solutions for IBM i
SMR	Survey and Market Research
WS	Workshops

MONDAY, November 9

CMM IBM SPSS Modeler

3:45 pm - 4:30 pm

Room: Palace 3

Separating Apples from Oranges Results in Improved Sales Revenue

Nainish Patil,
Data Mining Team Lead
Globe Life and Accident Insurance

If you've been trying to target your customer acquisition and retention campaigns more effectively, you're not alone. For example, Globe Life and Accident Insurance, already a sizable insurance firm, wanted to tap into new markets and grow its business – and wanted to do so cost effectively.

Using Predictive Analytics, the company discovered clusters within its customer base. It then built predictive models for individual clusters instead of having a single generalized model for everyone. Marketing campaigns saw increased response rates, which translated into added sales.

Attend this session and learn how the company learned to recognize the apples from the oranges within its customer base and speak to each group with messages that helped sales grow.

SII IBM SPSS Showcase Suite

3:45 pm - 4:30 pm

Room: Palace 6

IBM SPSS Essbase Troubleshooting Tips

Doug Maxson,
Consultant
SPSS, an IBM Company

Does looking at your IBM SPSS Essbase logs and IBM SPSS Warehouse Builder statistics, (the automatically provided system updates), leave you with more questions than answers? If so, attend this session to get a guided tour of the inner workings of your IBM SPSS Essbase application. You'll learn how to use the diagnostic information it provides to quickly address any performance issues and minimize downtime.

Learning how to interpret this information – what to look for and what to do – can save you time and keep information flowing to your organization's business users. You'll also have more time to develop new IBM SPSS Essbase applications that provide added information, and value, for your organization.

TUESDAY, November 10

AR **CMM** IBM SPSS Text Analytics

10:30 am - 11:15 am

Room: Bronze 3

How Text Analytics Transformed Motorola

Doug Hall,
Senior Manager, Consumer Analytics,
Motorola

If you want to create a company culture that truly puts customers first, you must be able to understand precisely what customers are telling you. Find out how Motorola used text analytics to gain sophisticated insights into the attitudes and opinions of their customers.

By collecting and analyzing unstructured customer feedback across a variety of channels including the Internet, email and call centers, the mobile device manufacturer transformed its operations into a highly effective customer-driven enterprise. Motorola can now quickly synthesize customer feedback and deliver products and services that customers desire.

This session offers valuable instruction on how to use text analytics to drive new initiatives and achieve greater customer familiarity.

Smarter technology for a Smarter Planet:

Finding meaning in the noise.

An unprecedented amount of information flows through companies every day. But to what effect? A recent study found that 52% of managers don't have confidence in the information they rely on to do their job. Without the right approach to business intelligence, companies are struggling to turn all that information into sound decisions. IBM business intelligence and performance management solutions give you the smarter tools you need to access the right information, making it available to the right people, when and how they need it. Today IBM is helping over 20,000 companies spot trends, mitigate risk and make better decisions, faster. In fact, we helped a major retail supplier achieve this by cutting their average financial reporting time by almost 50%.

Please visit the IBM Cognos Software booth for more information.

A smarter business needs smarter software, systems and services.
Let's build a smarter planet. ibm.com/intelligence



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BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

TUESDAY, November 10

CMM IBM SPSS Statistics, IBM SPSS Modeler

10:30 am - 11:15 am

Room: Bronze 2

A “Nu” Focus on Customer Retention

Alex Soria,
Marketing Analyst

Nu Skin International

Many companies focus on growing through customer acquisition, and that's what Nu Skin International did on its way to becoming a global company with more than \$1 billion in annual sales. Then the company realized that by keeping their most valuable customers from churning, they could grow even further and still protect the bottom line.

Using Predictive Analytics, Nu Skin's marketing department developed highly effective churn propensity models that helped reduce customer churn by 40 percent. With these models, Nu Skin was able to successfully re-engage customers with life-stage and event-based marketing activities months before they might defect. Nu Skin's customer churn in targeted markets is now less than half that of its competitors.

If you would like to know how to develop the tools to understand the reasons customers leave and, more importantly, how to prevent them from doing so – this session offers vital information.

AR **PS** IBM SPSS Text Analytics

10:30 am - 11:15 am

Room: Palace 1

Don't Box Me In! Discover How People Really Feel with Open-Ended Text Responses

Nicole Catapano,
Coordinator for Data Analysis
The Washington-Saratoga-Warren-Hamilton-Essex Board of Cooperative Educational Services

Discover what your customers, students, constituents or employees really think

when you offer open-ended survey responses. Like many organizations,

Washington-Saratoga-Warren-Hamilton-Essex Board of Cooperative Educational Services (WSWHE BOCES) traditionally limited surveys to close-ended questions due to the time and expense of reading and manually coding text responses. However, through Predictive Analytics they are now exploring new ways to improve classroom instruction by moving beyond yes/no and multiple choice questions in their student feedback assessments.

This session will highlight how WSWHE BOCES used IBM SPSS Text Analytics for Surveys to give instructors more detailed information they could in turn use to target areas of weakness in their instructional plans and methods. Their story can easily translate to everything from retailers looking to improve products and services, to organizations wanting to improve employee satisfaction.

SMR IBM SPSS Data Collection

10:30 am - 11:15 am

Room: Palace 2

Building the Best Surveys: Here's What Works

Bruce Rebhan,
Senior Director, Product Development & Innovation
Corporate Executive Board

Find out how to create surveys that quickly hook participants and deliver the most valuable results. Corporate Executive Board, the renowned business research organization, will show you the best practices that winning organizations use to conduct highly effective survey research, including:

- How to design compelling, innovative surveys that keep participants interested
- How to minimize errors by improving data quality while the interview is still live
- How to get higher completion rates by building surveys that minimize respondent frustration

These proven practices increase survey completion rates, generate more insightful analyses and reports, reduce labor, and minimize data entry errors. If you would like to take home a solid check-list of what it takes to create a successful survey, be sure to attend this session.

AD

10:30 am - 11:15 am

Room: Palace 3

Now It's Personal: Managing Customer Interactions in a Web 2.0 World

Erick Brethenoux,
VP, Corporate Development
SPSS, an IBM Company

Web 2.0 technologies have enabled the development of hosted services, Web-based communities and social-networking sites. And now they are also revolutionizing the way organizations relate to their customers. No longer can an organization dominate and control customer interactions, because in this “New World Data Order” those conversations are mainly taking place outside of the enterprise.

Attend this session and find out how your organization can continue to engage in profitable customer interactions in such an environment. A number of pertinent issues will be covered, including:

- How can enterprises build one-to-one relationships with their customers in a new Web 2.0 world?
- How can organizations establish multi-channel conversations with their customers?
- What are the essential points of time, or moments of truth, when organizations can derive the most out of their customer relationships?

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WS	Workshops

TUESDAY, November 10

CMM WS IBM SPSS Modeler

10:30 am - 12:15 pm

Room: Palace 4

Workshop: Enhancing Your Decision Making Process Through Real-Time Scoring*

Simran Bagga,
Senior Sales Engineer

Peter Frometa,
Senior Sales Engineer
SPSS, an IBM Company

Want to learn how to make customer interactions better through real-time scoring? In this hands-on session you'll see how to create browser-based interfaces that enable you to deliver – at the point of customer interaction – the scores generated by models created with IBM SPSS Modeler. With this method, you can make offers customers are likely to accept, or provide instant approval of credit, loan or other types of applications ... generating business while improving customer satisfaction.

With real-time scoring you can:

- Record current activity to enhance future modeling effectiveness
- Combine historical data with information gathered at the time of the interaction to determine the score – which is optimized for real-time delivery

Attend this workshop to learn more about the capabilities of Real Time Scoring as part of IBM SPSS Collaboration and Deployment Services.

AR CMM WS IBM SPSS Viz Designer

10:30 am - 12:15 pm

Room: Palace 5

Workshop: Better Graphics in Less Time: We'll Show you How*

Tim Daciuk,
Director, Worldwide Demo Resources
SPSS, an IBM Company

A compelling graphic can bring your most highly detailed research findings into sharp focus, enabling people to quickly

grasp the meaning of your analysis. But creating just the right graphic can sometimes be a challenge. No longer. With IBM SPSS Viz Designer, you don't need extensive programming skills to conceive, create, and share compelling visualizations.

In this hands-on session, learn how to develop and create new visualizations – from basic, simple charts to advanced, highly compelling graphics – that enable new ways to communicate analytics to others.

The session will use the IBM SPSS Viz Designer interface to create a graphic and then use that graphic in IBM SPSS Statistics or IBM SPSS Modeler. Attendees will then work with the Graphics Production Language (GPL) syntax for enhanced graphic construction. The session will conclude with a review of how to use the graphics created in IBM SPSS Viz Designer for enhancing reports and presentations.

SII IBM SPSS ShowCase Suite, IBM SPSS Essbase

10:30 am - 11:15 am

Room: Palace 6

Automating IBM SPSS Essbase Reports

Nigel Bennett,
Data Warehouse Specialist
Thermadyne Holdings Corp.

In this session, you will learn how to automate the entire reporting process so end-users get analytical results more quickly and easily. You'll get the complete story from Thermadyne Holdings, a global manufacturer and distributor of welding, cutting and safety products. Like many companies, Thermadyne faced the challenge of delivering critical business information faster to users in many geographically dispersed locations. Using innovative reporting technology, Thermadyne built a system that automatically generates and delivers daily reports throughout its organization.

You'll hear about the specifics steps Thermadyne took to implement an automated reporting system, including:

- Creating a form to update e-mail addresses for report delivery
- The basics of converting data from the block storage option (BSO) to the aggregate storage option (ASO)
- How to create a dynamic time dimension for ASO cubes
- How to create a basic MAXL script to run an ASO cube and aggregate it

If you want to automate your reporting for faster delivery – and with less need for intervention from your IT staff – you'll want to attend this session.

AD

11:30 am - 12:15 pm

Room: Bronze 3

Panel Discussion: Maximize the Value of Predictive Analytics in your Organization

Colin Shearer,
SVP, Strategic Analytics
SPSS, an IBM Company

Join us as a panel of experts in SPSS products discuss the issues facing organizations that are adopting analytics into the heart of their business. Panelists will share their thoughts and experiences, and you'll have the opportunity to ask questions of these people who are driving the Predictive Analytics market.

This session is an exciting glimpse into what leading adopters are experiencing as they deploy the SPSS integrated portfolio within their enterprise IT systems and business processes. You'll learn valuable tips and strategies for maximizing the impact of analytics from those who have made it happen.

** Workshops require pre-registration at registration desk*

BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

TUESDAY, November 10

AR IBM SPSS Statistics

11:30 am - 12:15 pm

Room: Bronze 2

Shedding Light on Workforce Planning

Heather Whiteman,
Senior HR Research Analyst
Pacific Gas & Electric Company

Worried about workforce continuity? Find out how your organization can determine future demands and potential deficits in staffing. Pacific Gas & Electric Company (PG&E) will show you how they use Predictive Analytics to assess the likely impact of employee attrition on hiring, relocation and training requirements.

PG&E wanted to predict which employees were most likely to retire, and when, so it could ensure continuity in critical areas. By running regression procedures against a set of personal characteristics, the company was first able to determine an individual's likelihood for retirement. Then it further analyzed those results according to job titles and regional areas, to see where the greatest impact was likely to occur over the next five years.

This session offers useful insights for organizations that want to more effectively plan the short and long term allocations of its resources.

AR **SMR** IBM SPSS Statistics

11:30 am - 12:15 pm

Room: Palace 1

Mapping the Competitive Landscape: New Techniques and Best Practices

Larry Anderson,
VP, Marketing Science
IPSOS

In the race to find new market opportunities, companies are exploring new sources of data and new ways to maximize the potential it contains. IPSOS, one of world's largest market research agencies, continually pushes the envelope in research innovation and

helping customers identify marketing opportunities worldwide through advanced analytics.

This session will focus on how IPSOS uses Predictive Analytics to consistently deliver high-value market landscape studies, which customers use to identify market gaps and opportunities. IPSOS will also describe how it has been able to overcome multidimensional scaling stress, a common analytical difficulty, through the use of Predictive Analytics.

If you're looking for best practices in market research, you'll want to attend this session to learn from a leader in the industry

AR **PS** IBM SPSS Statistics, IBM SPSS Modeler, IBM SPSS Text Analytics for Surveys

11:30 am - 12:15 pm

Room: Palace 2

Go to the Head of the Class: Improving Institutional Reporting and Performance with Data Mining

Kirk Kelly,
Director, Accountability & Testing
Phil Ashworth,
Coordinator, Accountability & Testing
Hamilton County Department of Education

It's an all-too-common management challenge: knowing that performance is lagging but not knowing why. To meet a particular challenge – complying with the federal No Child Left Behind Act – the Hamilton County Department of Education (HCDE) in Chattanooga, Tennessee, turned to data mining software, for a better way to organize information, report on student progress, and keep students in school and on track.

Data mining software helped the HCDE take a deeper look at student performance by combining data sources and exploring variables beyond those that state reports provided. As a result, school administrators were able to:

- Isolate warning signs of low performance or attrition
- Develop intervention strategies to help at-risk students
- Achieve some of the best NCLB results in the district's history and reduce high school dropout rates by five percent

Attend this session to learn how improving data analysis and reporting can help your organization achieve its most important objectives.

MRLP IBM SPSS Modeler

11:30 am - 12:15 pm

Room: Palace 3

On the Frontline in the Fight Against Fraud

Natalya Dymova,
Research Analyst
MetLife Auto & Home

All fraudulent activities have one thing in common: companies and consumers end up paying the price. To reduce these risks, MetLife Auto & Home is always searching for new ways to identify and investigate suspicious insurance claims. In this session, you'll hear how MetLife is using Predictive Analytics as an efficient, effective new weapon in the fight against fraudulent home insurance claims.

MetLife's in-house team built and implemented a predictive model that scores claims by analyzing both structured data and "unstructured" text. The new model plugs seamlessly into an existing application used to detect auto insurance fraud, resulting in a robust and efficient process that helps the company deter, detect, investigate and prosecute fraud across product lines.

If your organization is seeking automated solutions for complex data challenges, this session offers you insight into how it can be done.

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SII	Solutions for IBM i
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WS	Workshops

TUESDAY, November 10

SII IBM SPSS Essbase

11:30 am - 12:15 pm

Room: Palace 6

Planning a Successful Upgrade to IBM SPSS Essbase 11 for IBM i

Doug Maxson,
Consultant

SPSS, an IBM Company

IBM SPSS Essbase 11 for IBM i, the newest release of the IBM SPSS ShowCase Suite OLAP solution, offers a wealth of new capabilities to help you deliver more meaningful analysis throughout your organization. You can now:

- Easily customize reporting to match your organization's business calendar,
- Build outlines and load rules with less hard coding
- View data and perform basic analysis through a faster Web browser interface

If upgrading to IBM SPSS Essbase 11 has become a priority for your organization, this session will cover how to make a successful transition from previous versions. You'll leave with a better understanding of how to migrate your data and applications to the new environment, as well as what to do before you upgrade.

Don't miss out on the greater flexibility and other benefits you'll obtain from this release – join us to find out what you need to know to make the switch to IBM SPSS Essbase 11.

AR **SMR** IBM SPSS Data Collection

1:30 pm - 2:15 pm

Room: Bronze 3

A Roadmap to Customized Reporting

Jonathan Laius,
System Programmer
Market Strategies International

Learn how to create a highly effective reporting system that delivers actionable business insights to decision makers. Market Strategies International, a leading

market research firm, will show you the roadmap it followed to develop a customized reporting solution.

You'll learn how to extend the reporting capabilities of IBM SPSS Data Collection to satisfy your organization's unique requirements, including:

- Developing customized reports and tools
- IT environment changes that support enhanced reporting
- Examples of the benefits of enhanced reporting
- Tips and tricks for implementing customized reporting

This session offers important, step-by-step information for organizations that want to gain the maximum business benefit from their reporting capabilities.

AR **NPI** **SMR** IBM SPSS Data Collection

1:30 pm - 2:15 pm

Room: Bronze 2

Modern Data Entry: New Technology for Traditional Tasks

Hetal Thaker,
Product Manager

Aaron Rangel,
Product Manager
SPSS, an IBM Company

The online world changed how organizations think about data collection. But when you are faced with a stack of responses that must be analyzed and summarized, offline data entry is still the most common method. For that reason alone, offline data collection tools must become as powerful and flexible as those for online data collection.

See the new data entry technology that makes this advancement possible. IBM SPSS Data Collection 5.6 helps you work more quickly, easily and accurately. You'll learn how this streamlined system accelerates keyboard entry, keeps data clean through real-time logic and validation and enables you to track productivity and quality metrics.

This introduction will be particularly useful for organizations that want to improve the speed, quality, oversight and ease-of-use of their survey research projects.

AD

1:30 pm - 2:15 pm

Room: Palace 1

50 Million Blogs, 1000 Friends ... So, What Do We Do Now?

Olivier Jouve,
VP, Corporate Development

George Makovic,
Senior Project Manager
SPSS, an IBM Company

Millions of new comments are posted on social networks every day. On these networks, Web 2.0 technologies enable people to easily, freely and visibly say what they think about government, organizations, brands, or products. Their voices can reach and influence not only their close friends but also people they've never even met.

So what can your company or organization do with all of this information? How can you "hear" what you need to, through all the noise?

This presentation will address the new challenge of social networks and discuss the types of technologies – such as text analytics and social networks analysis – that will be needed in order to respond to it.

If your organization recognizes the value of becoming a true Predictive Enterprise, you'll want to attend this session to learn about a source of information you can't afford to ignore.

*"A great meeting of minds
for those using quantitative
methods to make decisions and
improve processes."*

— Jimmy Jung, Baruch College (CUNY)

BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

TUESDAY, November 10

AD NPI SII IBM SPSS Collaboration and Deployment Services

1:30 pm - 2:15 pm

Room: Palace 2

Building a Foundation for Analytics: What You Need to Know

Rod Reicks,
Director, Product Management
SPSS, an IBM Company

Want to gain greater impact from your analytics? In this session, discover how IBM SPSS Collaboration and Deployment Services provides the foundation that lets you:

- Share analytical assets among analysts
- Protect the business by storing analytical assets in a central location, controlling access and tracking changes
- Enable analysts to publish information easily from within their analytic tools, and make it easy for end users to access results whenever they need to

Whether your organization uses IBM SPSS Statistics, IBM SPSS Modeler, or IBM SPSS Data Collection, you will benefit from learning about the benefits of IBM SPSS Collaboration and Deployment Services.

AD MRLP IBM SPSS Modeler

1:30 pm - 2:15 pm

Room: Palace 3

Predictive Analytics "In the Cloud"

David Mould,
Predictive Analytics Scientist
MedeAnalytics

"Cloud computing" is a hot topic, and you may wonder what this new technology infrastructure offers your organization. MedeAnalytics found that it not only offered cost savings but also helped the company serve its clients better.

By providing access to analytics performed on a remote server, the U.K.-based medical consulting firm found that it could help its hospital customers avoid

heavy capital expenditures. An added benefit was easier model management, since models were stored centrally instead of at each client site.

MedeAnalytics found that IBM SPSS Modeler and other Predictive Analytics technologies readily adapted to the requirements of working through a remote server – the definition of cloud computing. One application helped hospitals optimize collections from the ever-growing population of self-pay patients. Another provided internal clients with forecasting tools for budgeting and monthly updates.

You'll benefit from this session if you are looking for ways to use analytics with greater efficiency and flexibility, whether for your own firm or for your clients.

SMR WS IBM SPSS Data Collection

1:30 pm - 3:15 pm

Room: Palace 4

Workshop: No-Hassle Dazzle: The Easy Way to Build Flash®- based Surveys*

Kevin Gray,
Director, Product Management
SPSS, an IBM Company

As the Internet matures, expectations about the sophistication of information delivery continue to rise. Organizations that deploy surveys and deliver results online must be able to satisfy these expectations – and do so without significantly increasing costs or labor.

In this hands-on session, you'll see how to use the latest Adobe technologies as you develop online surveys with IBM SPSS Data Collection software.

While Adobe Flash has long been seen as the state-of-the-art standard for the delivery of rich media content, now there's also Adobe Air, which allows for the delivery of content through desktop applications. Even those new to using IBM SPSS Data Collection can easily and effectively take advantage of these technologies to:

- Build a Flash-based survey without previous skill in Flash or scripting
- Deploy survey results via the Web and Adobe Air
- Build custom reporting tools in a branded interface

If you already use rich media for data collection or reporting, or want to quickly ramp up your capabilities for doing so, you'll want to attend this session.

AR WS IBM SPSS Modeler

1:30 pm - 3:15 pm

Room: Palace 5

Workshop: A Hands-on Session with IBM SPSS Modeler*

Tim Daciuk,
Director, Worldwide Demo Resources

Kurt Peckman,
Sr. Product Marketing Manager
SPSS, an IBM Company

If you want to discover hidden insights in data through data mining, this session will show you how this process works. You'll get a look at the innovative graphical interface of IBM SPSS Modeler, which provides visual guideposts as you access data, build models and create compelling graphs that help others understand the hidden patterns or insights that you have uncovered.

This hands-on workshop will show you how to use the IBM SPSS Modeler interface to build a "stream" and then create, evaluate and use a predictive model. You'll also see how to apply the graphics capabilities of IBM SPSS Modeler and IBM SPSS Statistics to illustrate your results.

If you're curious about how to take advantage of IBM SPSS Modeler's capabilities, this workshop is the perfect starting point.

* Workshops require pre-registration at registration desk

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TUESDAY, November 10



2:30 pm - 3:15 pm

Room: Bronze 3

Boost the Power of Your Analyst Teams

Rob Risany,
Director, Product Marketing
SPSS, an IBM Company

If you are interested in building a world-class analytics team, the secret lies in collaboration. With collaboration, you can leverage work done by one group across your entire organization, avoiding redundant efforts and achieving consistent results.

This session describes the technologies and best practices that enable teams of analysts to develop and safeguard processes that allow them to be more productive and fully protect your organization's analytical assets. You'll also have a chance to discuss some of the "people" issues that you may face in defining appropriate skill paths for your analysts.

Attend this session to learn how to plan for collaboration at every phase of an analytic project so that your organization's analytic teams can maximize their technological and human "brain power."



2:30 pm - 3:15 pm

Room: Bronze 2

Is that Job Candidate a Perfect Fit – or Faking it?

Renae Manning,
Consultant
Assess Systems, a Bigby Havis Company

With unemployment at record highs, it's no wonder applicants are doing whatever it takes to get hired. But do you need to evaluate a candidate for fraud potential as well as hiring potential?

This is the question Assess Systems, a provider of employee selection and development solutions, set out to determine. Realizing that generational

values, attitudes and characteristics can have a significant effect on people's behavior, they wanted to determine whether there is a connection between job candidates' age group, comfort level with technology and their tendency to falsify responses to personality assessments.

The company's study analyzed ten years of personality assessment data for trends within and across generational groups and job levels. It revealed that younger candidates – who are more comfortable with Web sites, blogs and other sources that provide information on how to answer test questions "correctly" – attempted to fake their responses more often than older candidates did.

Join us for this look at how you can use statistical techniques to identify and predict behavior trends and how this knowledge may affect your organization's human resources and organizational development practices.



2:30 pm - 3:15 pm

Room: Palace 1

"Making the Case" for Text Mining

Gerard Britton,
Director Of Counsel
Constantine Cannon LLP/CAAS LLC

Hear how a major law firm is using text analytics to save money in the typically costly processes of litigation review and case preparation. CAAS is using IBM SPSS Text Analytics to address document identification and classification problems intelligently and to structure document reviews more cost effectively. This led to improved quality of work, reduced costs and better investigation and litigation outcomes.

While this session features an example in the legal profession, text analytics can be applied to address many other challenges, from fighting crime to reducing customer churn. Text analytics can be used to

uncover concepts and relationships in text that would be too costly – or even impossible – to detect by any other methods.

Attend this presentation to see how CAAS went about implementing text analytics, and you may well come away with ideas for how text analytics could be used to make some of your organization's processes less costly and more efficient.



2:30 pm - 3:15 pm

Room: Palace 3

Deploying Predictive Analytics: The Convergence of Analytics, Architecture and Business Process

Ted Morris,
Director, Product Management
Daniel Ng,
Director, Enterprise Architecture
SPSS, an IBM Company

To become a Predictive Enterprise, you need to integrate Predictive Analytics directly with your customer-facing business processes. This session describes the technical and organizational challenges commonly encountered during deployment, and the strategy for addressing them.

We'll explain how the SPSS platform architecture helps organizations overcome common technical challenges and introduce you to the SPSS pr3 deployment methodology. This methodology is designed to ensure that you gain the most value from your Predictive Analytics technology.

BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

TUESDAY, November 10

SII IBM SPSS ShowCase Suite

2:30 pm - 3:15 pm

Room: Palace 6

Pump Up Reporting with the IBM SPSS ShowCase Suite

Jeniel Benge,
Director of Business Analysis
Schiff Nutrition

Schiff Nutrition International, Inc., markets a broad range of vitamins, supplements, and nutrition bars worldwide. When Schiff needed to energize its business by improving internal reporting, the company did so by adding deployment capabilities to the IBM SPSS ShowCase products it had used for years.

Schiff found that using IBM SPSS Collaboration and Deployment Services with its IBM SPSS ShowCase reporting software allowed it to efficiently and cost-effectively provide diverse internal audiences with timely reports based on cleansed data. Even better, the company was able to do this with a very lean IT staff.

Join us at this session to learn how your organization can boost your reporting efficiency and deliver the information business users need, in the way they prefer – and also get some tips on factors to weigh before you begin your project.

AD CMM MRLP NPI IBM SPSS Decision Management

3:45 pm - 4:30 pm

Room: Bronze 3

Harness the Power of Predictive Analytics with IBM SPSS Decision Management

Rob Risany,
Director, Product Marketing

Dave Pugh,
Director, Product Management
SPSS, an IBM Company

See the latest advancements for integrating real-time Predictive Analytics into front line business processes. This session features a first look at the

next generation of IBM SPSS Decision Management, an essential technology for realizing the full power and benefits of Predictive Analytics.

IBM SPSS Decision Management optimizes critical business processes by integrating analytic results, business rules and goals to deliver recommended actions within operational business systems such as call center applications, insurance claims processing applications or Web sites. You'll see how this leading-edge technology can help your organization know which offers to make to your customers, minimize operational risks, spot potential fraud and improve every interaction with clients.

This session is great opportunity to witness the exciting new capabilities that will drive the future of Predictive Analytics, and how they will affect the success of organizations that adopt them.

SMR IBM SPSS Data Collection

3:45 pm - 4:30 pm

Room: Bronze 2

Revealing the Mysteries of OpenXML

Kevin Gray,
Director, Product Management
SPSS, an IBM Company

Looking for a new way to look good to the clients who commission surveys? Then attend this session, which describes a technology that's just entering the picture – OpenXML.

The potential of OpenXML, introduced with Microsoft Office 2007, is just beginning to be explored by market and survey researchers. This groundbreaking technology offers alternative ways to generate "consumable" output. For example, it can be used in combination with IBM SPSS Data Collection to easily and automatically create personalized communications for people who complete surveys, based on the responses they provide.

After attending this session, the mysteries of OpenXML will no longer be mysteries –

and you'll be able to deliver services that will set you apart from your competitors.

CMM PS IBM SPSS Statistics, IBM SPSS Modeler

3:45 pm - 4:30 pm

Room: Palace 1

Ready, Aim, Hit Your Target

Kevin Lyman,
Deputy Director Center for
Accessions Research
U.S. Army Accessions Command

When selling a product or service, who wouldn't want to have to have tens of millions of potential customers? The trick is to devise a strategy that will identify segments among prospective customers so that targeted – and more effective – messages can be delivered.

In this session, you'll learn how the U.S. Army Accessions Command successfully modified its marketing to address an older group of potential recruits. Research identified three distinct segments within the 25- to 42-year-old age group, allowing the Accessions Command to hone its marketing efforts and improve response rates.

You'll take away new insights on segmentation, insights you can use in various arenas – such as targeting prospective college admissions applicants, attracting the right candidates for hard-to-fill job openings or developing new markets for your company's products.

"I really liked the workshops and the fact that some of them were on the intro level. Although I use only PASW Statistics, now I'm interested in using other SPSS programs."

— Ilona Bartman,
Medical Council of Canada

TRACK KEY:

AD	Analytic Deployment
AR	Analysis and Reporting
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MRLP	Managing Risk and Loss Prevention

NPI	New Product Introductions
P	Partner Sessions
PS	Public Sector

SII	Solutions for IBM i
SMR	Survey and Market Research
WS	Workshops

TUESDAY, November 10

AR PS SMR IBM SPSS Statistics, IBM SPSS Data Collection

3:45 pm - 4:30 pm

Room: Palace 2

Making a Difference Today! Using Predictive Analytics to Advance the Quality of Patient Care

Deborah Lennon,
Clinical Research Assistant/
Data Management Coordinator
Wesley Research Institute

Getting the best results from your efforts is a central concern for all types of organizations, but can be a matter of life or death for healthcare professionals. Hospitals and clinics everywhere are looking to improve outcomes – and many are turning to predictive analytics to do so.

In this session, you'll hear how the Wesley Research Institute (WRI) collaborated on a recent project at The Wesley Hospital, one of the largest private hospitals in Queensland, Australia. As an integral part of the data collection and analysis process, Predictive Analytics software made it possible for the Data Management Office at WRI to deliver clear, accurate results quickly to all those involved in the research. Results then enabled physicians, technicians and others to modify procedures and establish best practices. In addition, by developing a transparent data collection and analysis process on this project, the Institute and the Hospital now find it easier to compare reports from one year to the next.

If you're interested in learning how to support continuous improvement efforts in your organization, you may well find this session contains a valuable "prescription."

AR PS IBM SPSS Statistics, IBM SPSS Modeler

3:45 pm - 4:30 pm

Room: Palace 3

Studying Real Needs Leads to Better Service

John Lemon,
Student Liaison Officer/ SPSS Coordinator
University of Aberdeen

College students and technology are often inseparable. But how much of that technology does a university need to provide, and how much do the students already own? The University of Aberdeen, Scotland, conducted a usage analysis of its resources to answer this question.

The school used Predictive Analytics to conduct a year-long study of how its 13,000 students used the various computer resources (computer labs, printers, software and wireless access points) available on campus. By combining usage data on all resources into a central database, researchers identified areas to save money ... and areas where more resources were needed.

Come to this session to learn the role Predictive Analytics played in uncovering the true patterns of usage and see how you might take a similar path in balancing resources against needs, or supply versus demand, in your organization.

AR IBM SPSS Statistics, IBM SPSS Modeler

3:45 pm - 4:30 pm

Room: Palace 6

The Fall of the Wall: IBM SPSS Statistics and IBM SPSS Modeler as One Application

Kyle Weeks, PhD,
Director, Product Management

Darlene Knafelz,
Senior Product Manager
SPSS, an IBM Company

Learn how you can achieve an unprecedented level of insight and prediction from your data by integrating IBM SPSS Statistics and IBM SPSS Modeler. The ability to leverage both of these powerful solutions as a unified predictive application opens a new world of analytic possibilities.

In this session, you'll learn how to easily integrate the solutions and apply their predictive capabilities across your organization. Discover how this integration significantly improves data analysis, uncovers deeper insights and gives you the ability to discover hidden patterns in your data you may have missed.

If your organization wants to attain superior benefits from your analytic software, this presentation offers valuable strategies and guidance.



BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

Managing Risk and Loss Prevention

WEDNESDAY, November 11

AR **CMM** IBM SPSS Statistics,
IBM SPSS Modeler, IBM SPSS Text
Analytics for Surveys

9:00 am - 9:45 am

Room: Bronze 3

Your Secret Weapon: Customer Feedback

Alan Payne,
Manager, Member Research & Development
Navy Federal Credit Union

As the world's largest credit union serving the needs of all Department of Defense (DoD) military and civilian personnel, Navy Federal Credit Union takes pride in its ability to stay in touch with and serve its more than three million members effectively. In this session, we'll explore how Navy Federal applies Predictive Analytics software to better understand customer behavior, enabling it to drive increased member satisfaction and improve overall business growth.

You'll learn the strategies Navy Federal used to assess member satisfaction levels with its products and services and how it applied this insight across strategic business units to grow from \$24.8 billion in assets to \$40 billion in just six years.

If you've been looking for a way to grow and expand your customer relationships, this presentation will help you understand how to meet these goals – and achieve outstanding ROI – with Predictive Analytics.

CMM **SMR** IBM SPSS Statistics,
IBM SPSS Data Collection

9:00 am - 9:45 am

Room: Bronze 2

Using Data Analysis to Delight Your Customers

Eugene Tavares,
Senior Engineer
Procter & Gamble

Get an inside look at how Procter & Gamble uses survey research and data analysis to generate better products and keep customers happy. You'll see how the multinational manufacturer

is able to maintain its personal touch with consumers by analyzing product test results, reporting key findings, and improving product propositions.

You'll also learn how the corporation uses analytics to target consumers and identify market opportunities for new and improved products. Procter & Gamble's data analysis has driven significant improvements in product proposition as measured by key consumer metrics and volume forecasting.

For organizations that want to implement leading-edge consumer research practices, this session offers valuable lessons on how it's done.

AR **MRLP** IBM SPSS Modeler

9:00 am - 9:45 am

Room: Palace 1

Give Credit Where Credit is Due: Predictive Analytics Leads to Sharper Focus, Better Results

Valeria Hall,
Credit and Collection Manager
CMR Falabella Argentina

Looking for ways to improve operational efficiency is standard practice for CMR, the largest private-label credit card issuer in the Argentinean retail industry. As the economy worsened, CMR noticed a rise in the volume of delinquent accounts and realized the collection management system they were using wasn't powerful enough.

Through the use of Predictive Analytics, CMR saw a 20 percent improvement in collections, and achieved payback of its investment in less than 3 months. In addition, the company found that allowing selected accounts the opportunity to self-correct eliminated the kind of friction that can cause good customers to churn.

If you are interested in learning how Predictive Analytics can help your organization focus resources where they will have the greatest impact, you'll want to attend this session.

AD **AR** IBM SPSS Statistics with
Collaboration

9:00 am - 9:45 am

Room: Palace 2

Breaking Down Barriers: The Beauty of Thin-Client Statistics

Mike Tong,
Associate Sales Engineer

Aaron Rangel,
Product Manager
SPSS, an IBM Company

We all know that using Predictive Analytics to report on business trends provides a great deal of value. And the value is even greater when recommendations, based on analytics, can reach the people who interact with your customers. In the past, there were barriers to delivering analytics to the front lines. But today, "there's an app for that."

This session will cut out the fat and show you how IBM SPSS Statistics with Collaboration can help your organization:

- Enable people to analyze data through thin-client statistics
- Put the power of analytical results in the hands of business users by publishing interactive analytical results through a browser interface
- Keep analysts performing at the highest levels by sharing repeatable analytical processes
- Centralize and manage the work of your analysts and protect your intellectual property
- Build the value of analytics throughout your organization

Directions Closing Reception

NOV. 11, 2009, 11:45 AM - 12:45 PM ■ DIRECTIONS EXPO



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BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

WEDNESDAY, November 11

CMM IBM SPSS Statistics

9:00 am - 9:45 am

Room: Palace 3

Walk This Way: Making Every Customer Count

Gary Dispensa,
Senior Statistician

ShopperTrak RCT Corp.

If you'd like to learn more about your customers, take a look at how major retailers, shopping center developers, and industry analysts are using Predictive Analytics to analyze patterns in shoppers' behavior.

ShopperTrak's products generate foot traffic estimates to give retailers a better understanding of trends and the impact of individual store performance on company revenues. Using foot traffic data received daily from 30,000 stores, the company developed a methodology for estimating overall shopper traffic in specific shopping centers and malls. These estimates are aggregated and analyzed over time by retail category, shopping center and market. Companies can then see how their stores are performing, create comparisons with competitors and make informed business decisions.

Learn how ShopperTrak used a combination of statistical analysis, data mining and macro language products to enable clients to gain invaluable insights into who's shopping where, and when.

AD SII WS IBM SPSS Collaboration and Deployment Services

9:00 am - 10:45 am

Room: Palace 5

Workshop: Automate the Entire Analytical Process*

Glenn VanBenschoten,
Sr. Product Manager
SPSS, an IBM Company

As organizations increasingly rely on analytics, the burden on your IT staff can also grow, sometimes exponentially. But there are ways you can automate analytical processes such as data preparation, database scoring and report distribution – saving IT staff time and allowing the delivery of more customized information to end users.

In this hands-on session, you'll learn how you can use the Automation Service in IBM SPSS Collaboration and Deployment Services to design and manage highly complex analytical processes by using parameters to customize how each one is executed.

This means that a process can be defined once but customized in various ways – making the process more consistent and results more useful to a greater number of people in your organization.

If you're tired of doing things the hard way, sign up for this workshop now.

AR WS IBM SPSS Text Analytics for Surveys

9:00 am - 10:45 am

Room: Palace 4

Workshop: Don't Close Me In! Keep Your Surveys Open-Ended with IBM SPSS Text Analytics for Surveys*

Jim Mott,
Senior Education Consultant
SPSS, an IBM Company

If you've limited your surveys to close-ended questions due to the time and expense of reading and manually coding text responses, this session can be your organization's first step toward maximizing the value of your survey data.

This hands-on workshop gives you the chance to see how you can make the analysis of open-ended survey responses easier, faster and more consistent. Using proven technologies in computational linguistics, IBM SPSS Text Analytics for Surveys, allows you to categorize hundreds – even thousands – of responses in a fraction of the time it would take to do so manually. It also automatically detects positive and negative opinions from customers' own words – so you can easily quantify and better understand customer satisfaction. You can then quickly export results for further analysis and graphing.

Don't miss this opportunity to see how much more you can learn from the words your customers or constituents use by accurately turning them into quantifiable information and reports to drive successful decision making.

“The best part of the conference is the ability to *Speak Directly* with the product managers and other high-level staff at SPSS. You get way more information that way...”

— Robert Muenchen
University of Tennessee

* Workshops require pre-registration at registration desk

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WEDNESDAY, November 11

NPI **AR** IBM SPSS Statistics

9:00 am - 9:45 am

Room: Palace 6

(This session can also be seen Monday from 1:30 - 2:15 pm in Bronze 3)

What's New in IBM SPSS Statistics 18?

Kyle Weeks,
Director of Product Management

David Vergara,
Director, Product Marketing
SPSS, an IBM Company

Get up-to-speed on the innovative features of the latest release of our flagship analytical software. IBM SPSS Statistics 18 includes new automation, new research and reporting tools, and architectural advancements for better performance and flexibility. Learn how these new features can benefit your entire organization, including how:

- IBM SPSS Direct Marketing module lets business users easily create powerful analyses and reports
- IBM SPSS Bootstrapping module ensures the stability of predictive models
- IBM SPSS Statistics Developer product lets you work easily in R and Python programming languages
- Automated Data Preparation eliminates repetitive tasks and prevents errors

This session also includes an overview of the SPSS product roadmap and how it ties to the increasingly mission-critical role that advanced analytics play in organizations.

For those who want to take full advantage of the new capabilities in IBM SPSS Statistics, this is a valuable opportunity to gain detailed information and address questions to product experts.

SMR IBM SPSS Data Collection

10:00 am - 10:45 am

Room: Bronze 3

Revolutionize Respondent Management with Predictive Analytics

Jane Hendricks,
Product Marketing Manager

Colin Shearer,
SVP, Strategic Analytics
SPSS, an IBM Company

One of the continuing challenges for survey researchers is keeping respondents engaged, so that they will continue to participate – and the researchers continue to gain insights they need into people's attitudes, preferences and behavior.

Attend this session to see how to combine best practices in customer relationship management (CRM) with Predictive Analytics to get more value from survey research. You'll discover how to recruit and manage survey respondents efficiently, using both traditional and Web 2.0 methodologies – while ensuring that your research efforts produce high quality results.

This session goes beyond showing how advanced analytics can add value to survey results. You'll hear how analyzing data about the research process can make your operations more productive, efficient, and effective.

P

10:00 am - 10:45 am

Room: Bronze 2

Triple Play: Better Decisions Through Predictive Analytics, Business Intelligence and Performance Management

Gene Villeneuve,
Business Unit Executive, Business Intelligence Product Management
IBM Software Group

If your organization is like most, it has an enormous amount of historical and operational data. But do you know how you can use all of that data to your full advantage? Attend this session to find out. You will see how combining Predictive Analytics technologies with business intelligence and performance management software, empowers you to extend predictive insights throughout your organization.

The key is to integrate advanced statistical models with pervasive business intelligence and performance management technology. The result is interactive, easy-to-use reports, dashboards and financial plans – and better-informed business decisions.



BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

WEDNESDAY, November 11

AR IBM SPSS Statistics

10:00 am - 10:45 am

Room: Palace 2

Using Dynamic Data to Make Current Decisions

Lisa Sell,

Energy Data Analyst

Central Iowa Power Cooperative

Much like other industries that have constantly updating inventory or that rely on changing data from multiple sources, utility companies deal with massive amounts of dynamic data. Market prices and load data change every hour, and a number of other variables – such as fuel costs and renewable energy credits – are also constantly in flux.

At this session, you will learn how Iowa's largest energy cooperative uses Predictive Analytics to efficiently manage, analyze and visualize patterns in this dynamic data. This lets them bring more intelligence to bear in both their strategic and tactical decision-making

Organizations that rely on efficient, timely interpretation of multi-faceted data will benefit from applying the techniques that will be covered in this session. If you'd like to avoid some common pitfalls and reach that moment of "enlightenment" sooner, this presentation is a must.

CMM **PS** IBM SPSS Statistics, IBM SPSS Modeler

10:00 am - 10:45 am

Room: Palace 1

Bucking a Trend: Focused Marketing Gets Them in the Door

Jimmy Jung,

Assistant Vice President for

Enrollment Management

Baruch College

What's the use of recruiting new customers if they don't buy much? Or recruiting students who don't apply, or who apply but don't enroll? Why waste

your precious marketing budget on people who just won't stick around?

Discover how Baruch College of New York devised a plan to increase market visibility and target specific segments of prospective students. Using Predictive Analytics, the college created well-defined market clusters and effectively implemented strategies to recruit students who were most likely to make the leap from "interested" to "committed."

The result: increased applications and enrollment when other schools are seeing significant decreases.

But whether your audience is students or customers, the same rule applies ... you can attract and retain the most profitable customers using Predictive Analytics. This session will be especially useful for anyone interested in marketing to customers or students using applied statistical models, or developing cluster models in IBM SPSS Modeler.

AD **CMM** IBM SPSS Modeler

10:00 am - 10:45 am

Room: Palace 3

Buy and Buy Again: Succeeding at Selling More to Existing Customers

Mauricio Gonzalez-Botto,

Director of Marketing & Business

Development

Banco Itaú Argentina

Sometimes your best customers are the ones you already have. Banco Itaú Argentina (a subsidiary of one of the world's largest banks) discovered this when they used Predictive Analytics to estimate how likely customers were to accept the offers made in 30 marketing campaigns. Each campaign was aimed at maximizing the cross-selling of its financial products. By being able to match the right customers to the right campaigns, this premier financial institution increased customer profitability by 40 percent in one year, with an average campaign payback period of about six months.

Attend this session and learn how to:

- Develop a strategy to maximize the value of your current customers
- Build a customer-based commercial approach, rather than a product-based one
- Get the greatest value from your marketing budget
- Implement a continuous learning process to refine and improve marketing campaigns

AR IBM SPSS Statistics

11:00 am - 11:45 am

Room: Bronze 3

Predicting Downtime Keeps Flights On Time

Ed Laster,

Manager, Advanced Analytics

Southwest Airlines Company

Nothing spoils a trip faster than a delayed flight. Southwest Airlines realized that the "nuts and bolts" behind on-time performance depend a good deal on actual nuts and bolts – those involved in repair and maintenance operations. Using Predictive Analytics, Southwest developed a performance metric for unscheduled aircraft downtime which improved the airline's ability to predict how much maintenance time will be needed for specific types of planes. This meant that realistic maintenance targets could be set ... and met. And more planes could be available to fly as scheduled.

This session describes the approach Southwest took for predicting and managing unscheduled aircraft downtime and explains how it was able to model how often specific subsystems break or need maintenance, based on the age of an aircraft. In addition, Southwest gained insight into the lifecycle costs of its planes. If your work involves equipment capacity management or the development of operational metrics that help improve customer service, don't "delay" – attend this session.

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WEDNESDAY, November 11

AR **SMR** IBM SPSS Data Collection

11:00 am - 11:45 am

Room: Bronze 2

Surveys without a Server: A Guide to SaaS and Disconnected Technologies

Kevin Gray,
Director, Product Management

Dave Suedkamp,
VP, Services
SPSS, an IBM Company

The ability to connect to customers, students, constituents and other stakeholders and capture their feedback is key to understanding what drives your organization. However, many organizations find that the expense and labor of hardware and IT management is keeping them from this valuable source of insight.

This presentation will show you how you can easily deploy multi-channel surveys without having to make large-scale technology and administrative investments. By utilizing SaaS (Software as a Service) and disconnected technologies, organizations gain all the benefits and returns of survey research, without the burdens associated with an IT infrastructure.

Attend this session to find out how your organization can take advantage of these cost-effective technologies and put them to work gathering valuable information about your stakeholders.



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BREAKOUT SESSIONS DESCRIPTIONS AND SCHEDULE

WEDNESDAY, November 11

AD **MRLP** IBM SPSS Modeler

11:00 am - 11:45 am

Room: Palace 2

Making Sure Crime Doesn't Pay

Felipe Correa Builes,
Section Manager, Compliance Information
Bancolombia

Fraud and wasteful activities cost businesses and government agencies hundreds of billions every year, so detecting and preventing such activities is critical. In this session, you'll hear how Bancolombia combated money laundering by using Predictive Analytics to monitor customer behavior patterns.

Through the use of sophisticated pattern recognition, anomaly detection, predictive modeling and risk analysis capabilities, bank officials were able to zero in on customer activities that showed the highest likelihood of being connected to criminal activity. As a result, the number of suspicious operations that required auditing decreased by more than 90 percent, and the bank increased its accuracy in identifying positive cases of money laundering. Best of all, investigators can adapt models to the changing tactics of those engaged in this type of criminal activity.

This session offers a fascinating look inside the fight against money laundering and has implications for many other situations in which studying patterns in people's behavior can minimize the impact of criminal or fraudulent activities.

AR **PS** IBM SPSS Statistics

11:00 am - 11:45 am

Room: Palace 1

More Than Just Stats – Using IBM SPSS Statistics to Manage Data and Automate Reporting

Dr. Joe Hay,
Senior Program Officer
Agriculture Canada – Biofuels and
Opportunities Division

Tired of manually managing data and reports in a spreadsheet? Hear how a division of Agriculture Canada discovered that IBM SPSS Statistics could do much more than statistical analysis.

Harnessing IBM SPSS Statistics' ability to automatically generate and paste syntax took the drudgery out of report writing – and the division reaped immediate and powerful results. They were able to:

- Reduce the time required to produce reports
- Decrease the cost of generating reports
- Improve report quality and consistency
- Precisely re-create past reports
- Track changes to the data effectively

Get your organization to "think outside the boxplot." Discover how IBM SPSS Statistics can be used as a data management tool to monitor all data transactions, improve the quality, frequency and content of management reports – while reducing costs and the effort needed to produce quality reports.

AD **CMM** IBM SPSS Modeler, IBM SPSS Collaboration and Deployment Services

11:00 am - 11:45 am

Room: Palace 3

Rev Up Sales by Satisfying Customer Demand

Scott Mutchler,
Senior Merchandising Scientist
Advance Auto Parts

Learn how Predictive Analytics can help you satisfy customer demand, even in the most challenging and complex markets. With more than 3,400 stores and a huge assortment of specialized merchandise, Advance Auto Parts must distribute, market, and sell thousands of unique auto parts to meet the needs of its customer base.

In this session, you'll see how the company uses a combination of business rules and customized predictive models to keep its stores stocked with products customers want. It's a fully automated system that solves many of the challenges presented by both traditional merchandise planning and the "long tail" approach of marketing a wide variety of niche products.

If your business is looking for a better way to meet customer needs, you'll want to attend this session.

*"A great chance to **meet people** from around the country who do the same work I do. I loved being able to **explore what SPSS has to offer** so that I can obtain the most useful tools; thanks for the event - hope to return next year!"*

— Nicole Catapano
WSWHE BOCES

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WEDNESDAY, November 11

AD SII WS IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services

11:00 am - 11:45 am
Room: Palace 5

Workshop: The Results Are In – Now Learn How to Share Them Across your Organization*

Glenn VanBenschoten,
Sr. Product Manager
SPSS, an IBM Company

Because organizations increasingly rely on analytics, it's critical that information flows smoothly – and securely – to those who need it. This hands-on session focuses on how to deliver analytic results in ways that make it easier for more people to put those results to use.

You'll discover how to create and publish interactive interfaces and statistical processes from IBM SPSS Statistics so that all users can leverage this expertise and customize their own results – whether or not they have it installed on their desktops. This can be accomplished when you learn how to customize the Deployment Portal Browser interfaces of IBM SPSS Collaboration and Deployment Services.

Sign up for this workshop if you're looking for a way to give your organization easier access to analytical results.

SII IBM SPSS ShowCase Suite

11:00 am - 11:45 am
Room: Palace 6

Upgrading to IBM SPSS Web Analysis 11

Jane Black Eagle,
Consultant
SPSS, an IBM Company

IBM SPSS Web Analysis 11 for IBM i makes it easier than ever for your organization's business users to view and interact with information contained in your IBM SPSS Essbase applications. In this session, we'll walk you through the process of migrating your existing environment to this major release so will be able to take advantage of its new capabilities – including a faster, lighter-weight Web browser interface, easier-to-use formatting options, powerful new calculation capabilities and seamless integration of multidimensional reports with Microsoft Office applications.

Attend this session to get a better understanding of what it takes to upgrade to the new release so that you can take advantage of all of its new capabilities.

AR WS IBM SPSS Statistics

11:00 am - 11:45 am
Room: Palace 4

Workshop: Working with R or Python? Get More Out of the Experience with IBM SPSS Statistics*

Jon Peck,
Technical Advisor and Principal
Software Engineer
SPSS, an IBM Company

In this hands-on workshop, you'll get a taste of how IBM SPSS Statistics allows you to create extension commands – commands developed with traditional IBM SPSS Statistics syntax which can be implemented in the Python or R programming languages.

You'll learn how you can:

- Improve the appearance of analytic output by customizing the formatting of tables and titles
- Perform utility tasks such as creating a set of dummy variables
- Execute R-based statistical procedures such as quantile regression

You'll also learn more about how you can participate in the community of developers already using versions 17 and 18 of our statistical software to develop procedures that others working in Python and R can use for free.

No prior experience working in R or Python is required to benefit from this workshop. All you need is a working knowledge of IBM SPSS Statistics – and some curiosity about what additional capabilities it offers you.

** Workshops require pre-registration at registration desk*



Directions Expo

Be sure to stop by the Directions Expo in the Silver section of the Grand Ballroom. It's a great opportunity to see what's new in analytical products, services, and technologies. Visit our booths to discover the latest solutions to today's business challenges.

Cyber Café E-Mail Stations

If you need to check your email or get online, just drop by the Cyber Café and use one of our complimentary computer stations. The Cyber Café is open and available for your use during all Directions Expo hours (see below).

Directions Expo Hours

Sunday November 8	6:00 pm - 8:00 pm
Monday, November 9	7:00 am - 9:00 am 11:00 am - 11:30 am 3:15 pm - 3:45 pm
Tuesday, November 10	8:00 am - 9:00 am 10:00 am - 10:30 am 3:15 pm - 3:45 pm
Wednesday, November 11	8:00 am - 9:00 am 11:45 am - 12:45 pm

**Times are subject to change. The Directions Expo will be closed during lunch, keynote and breakout sessions.*

Product Experience Room

Sign up for a 30-minute demonstration of the SPSS product or solution of your choice. This is a great opportunity for you or your small group to meet with an SPSS expert, and have a personalized discussion about your analytical needs. Choose products from among these groups:

- Statistics Family
- Data Collection Family
- Modeling Family
- Deployment Family
- ShowCase Suite

Product Experience Room Hours

Room: Bronze 4

Monday, November 9	11:15 am - 12:15 pm 1:30 pm - 5:00 pm
Tuesday, November 10	10:15 am - 12:15 pm 1:30 pm - 5:00 pm
Wednesday, November 11	9:00 am - 11:30 am

Space is limited! Be sure to sign up early to reserve your appointment.

2009 DIRECTIONS SPONSORS



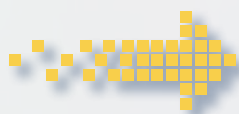
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Verge Consulting are experts with the PASW Data Collection (formerly SPSS Dimensions) platform, helping organizations on the verge take the next step. At Verge we've worked with the PASW Data Collection platform since its introduction, and we know what its full capabilities are. Our knowledge spans the entire suite of PASW Data Collection products, and we've helped companies of all sizes across the globe get more from their technology investment. www.vergeconsulting.com



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SPSS POSTER SESSIONS

Tuesday, November 8 | Grand Salon | 10:00 - 10:30 am and 3:15 - 3:45 pm

Stop by this year's poster sessions to see exciting new research and analytic discoveries. Talk one-on-one with presenters or just move from poster to poster to view their findings. It's a great opportunity to discover new insights and analytic best practices in a personal and informal setting.

Data Mining Priorities, Practices, and Business Trends: Third Annual Survey

Karl Rexer, President
Rexer Analytics

Ethnicity and Time-to-Success in Math Courses Using Survival Analysis

Jennifer Tucker, Educational
Research Assessment Analyst
Mt. San Antonio College

Using IBM SPSS Output Management System to Produce a Results Summary in Word

Paul Pope, Extension Program Specialist
Texas Agrilife Extension Service

Quick and Accurate Computation of Lifetime Value: Case Study for Non-Profits

David Keyes, Marketing Analyst
Grizzard

PCA Made Easy: Simplify your Findings, Focus on the Major Ingredients

Rina Bongsu-Petersen,
Research Associate
DePaul University (EM)

Using Text Analysis to Determine Value Added Assignment in the Classroom

Tom Pilgreen, Assistant Professor
University of Central Arkansas



Directions goes green!

We are committed to minimizing the environmental impact of the 2009 Directions User Conference. In support of the "Green Initiative" we have taken the following steps:

- This program is printed with soy-based inks on eco-friendly paper containing 10 percent recycled post-consumer waste
- Directions pens are made from renewable resources, including environmentally-friendly corn plastic
- Directions notebooks are made from 100 percent post-consumer recycled content and recycled wire binding
- Mints are made in the USA, California Prop. 65 certified, and packaged with 30 percent recycled materials
- Registration badges are made from recyclable bio-poly material
- Registration badge inserts are made from 100 percent post-consumer content and are also recyclable
- Lanyards are made with 100 percent organic cotton grown with environmentally friendly processes, and dyed with vegetable dyes
- Whenever possible, computer equipment is Energy Star Compliant
- Bottled water has been eliminated
- Printed paper copy and CD versions of conference materials have been replaced with downloadable, online files
- Whenever possible, signage is made from recycled materials or materials are re-used after the event
- You will have the opportunity to recycle registration bags and badges. Look for bins as you leave the conference.

RISQUÉ

de paris

NOVEMBER 9TH, 6:00 – 9:00PM
PARIS, LAS VEGAS

Risqué Nightclub **dazzles the eye** and **stimulates the spirit** with its sophisticated, chic décor, including luxurious couches for lounging and glittering views of the Strip. On the club's dance floor you can move to the many moods of world music, fueled by the house DJ. It's the ultimate experience.

Forget about managing risk tonight. This special event at Risqué Nightclub is all about networking. You'll enjoy fine cuisine, premium cocktails, and access to the one of the hottest clubs in Las Vegas. Join us. It will be a night to remember. *This is an exclusive event for Directions attendees and their guests.**

***Want to bring a guest?**

Then just purchase a social registration at the Directions registration desk. The cost is \$150 and includes admittance to the Directions Welcome Reception, as well as the event at Risqué.



EXCLUSIVE INVITATION

FOR DIRECTIONS ATTENDEES!



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