IBM®

Insight2014

The Conference for Big Data and Analytics

IBM Big Data & Analytics:
Government & Education Business and Industry Leadership Program

What is the Business and Industry Leadership Program?

In 2012, we introduced big data's potential. In 2014, we will show that potential realized. Personalized service, entirely new business models, real-time predictions and enhanced efficiency, all made possible by a new breed of data-savvy business leaders who are redefining their professions. Come meet them, along with top IBM industry experts, and discuss IBM Big Data & Analytics business strategies and journeys.

Join us at this year's Government & Education track!

Between budget constraints and demands for better service, increased efficiency, improved outcomes and greater transparency, governments and educational organizations no longer have the luxury of "business as usual." These groups require a better, more efficient and proactive model to anticipate constituent needs. This track will feature forward-thinking agencies and institutions that are using IBM Big Data & Analytics to gain the insight necessary to improve service delivery, reduce costs, fight fraud, improve student performance, and predict and prevent threats and crimes.

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Join IBM Big Data & Analytics at Insight 2014

Data is the new basis of competitive advantage, and now is the time to put the advantage into action. Attend Insight 2014 to learn how big data and analytics can help you outperform in your industry.

Register by September 19 and save $300:
ibm.com/ibminsight

13K+ attendees
the largest big data conference in the world

100+
business- and industry-focused sessions featuring top experts from around the world

350+
exhibitors at the EXPO including showcases from 250+ IBM Business Partners

700+
sessions and innovative streams on Business Analytics, Enterprise Content Management and Information Management

1,500+
technical sessions, hands-on labs and developer activities that include cloud, mobile, security, social, IBM Watson and more

$7,000 value
in training, certification, hands-on labs, networking, executive one-on-one meetings, expert talks and food and entertainment

91% of attendees
found networking opportunities invaluable

1,100+
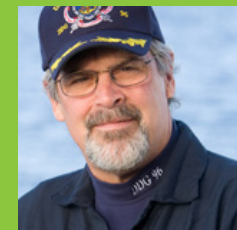attendees at the one-day Business Partner Summit

300+
client and IBM Business Partner speakers from across all industries

Insight 2014 host:
Jake Portway, founder of DataKind

Keynote speaker:
Kevin Spacey

Keynote speaker:
Captain Richard Phillips

Entertainment:
No Doubt

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Government & Education Industry Roadmap

Let us guide you! Here are key industry sessions, keynotes and kickoffs you don't want to miss.

Monday, October 27

Time	Program	Track	Session #	Title
8:15 - 9:45 A.M.	Conference General Sessions	General Sessions and Keynotes	CGS-7070A	**General Session: Seize this Moment—Envision Your Future** Change can be disruptive, but it also opens up opportunities to think, understand and act in ways you've never imagined before. When you embrace the transformative power of data and analytics, you'll realize what's now possible, grasp what you'll need to make your vision a reality, and plan for how best to mobilize your organization to connect this valuable resource into everything you do.
10:15 - 11:15 A.M.	Business and Industry Leadership	General Sessions and Keynotes	CGS-7073A	**Envision Your Journey: Are You Ready for Real-Time Decision Making?** "How?" may be the biggest challenge for any organization with volumes of data at its disposal and the desire to obtain the greatest value and insight to improve business performance. Exploring the key findings from the latest IBM research on analytics and big data programs, this session will be grounded in one client's journey. We'll discuss the relevance and role of analytics across their lines of business, and how each group collaborated with the CIO to create a successful approach. We'll also show how business leaders are capitalizing on big data and analytics to transform their industries and how, even though everyone's journey is different, the steps to transformation are very similar.
12:30 - 1:30 P.M.	Business and Industry Leadership			**Business and Industry Leadership Executive Luncheon** Cross-Industry Panel and New Analytics Research Findings: How to differentiate when everyone is competing on analytics. Led by Glenn Finch, Global Leader BAO Transformation Services, IBM and featuring Wes Hunt, Chief Data Officer of Nationwide.

Visit the online session preview tool to see all sessions offered at Insight 2014, including industry sessions that are more technical and aligned to product functionality. You'll also find more details on each of the sessions in this guide, including abstracts, room locations and more. **ibm.com**/events/global/insight/sessions/preview.html

Government & Education Industry Roadmap

Monday, October 27

Time	Program	Track	Session #	Title
2:00 - 3:00 P.M. ★	Business and Industry Leadership	Business Strategies for Big Data & Analytics	TSB-6918	Chief Data Officer: Change Agent for the Data Era Featuring Eugene Kolker, PhD, Chief Data Officer of Seattle Children's Hospital
3:30 - 4:30 P.M.	Information Management	Big Data, Integration and Governance	IIS-6009A	Intelligent Investigations by Using a Recommendation Engine

Tuesday, October 28

Time	Program	Track	Session #	Title
8:15 - 9:30 A.M.	Conference General Sessions	General Sessions and Keynotes	CGS-7071A	General Session: Seize this Moment—Transform Your Industry The transformative nature of data can be seen in virtually every industry, especially when combined with game-changing cognitive computing to enhance and scale expertise across your business. And industries are redrawing value chains across sectors, often powered by the Internet of Things, to better serve common customers and introducing new opportunities for innovation and improvement.
10:00 -11:00 A.M. ★	Business and Industry Leadership	Government and Education	TGV-6877A	Keynote Address: Moving from Response to Anticipation—IBM Big Data & Analytics for Government and Education Featuring UK Science and Technology Facilities Council

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Government & Education Industry Roadmap

Tuesday, October 28

Time	Program	Track	Session #	Title
11:15 A.M. - 12:15 P.M. ★	Business and Industry Leadership	Government and Education	TGV-4351A	Achieving Threat Resolution at Scale Featuring the US Government
12:30 - 1:30 P.M. 🍴	Business and Industry Leadership			Business and Industry Leadership Executive Luncheon Transform Your Customer's Experience and Rock Your Bottom Line. Featuring Srividya Sridharan, Research Director serving Customer Insights Professionals, Forrester Research. Co-hosted by Dr. Arvind Sathi from IBM, who will discuss real-world client examples from his new book "Engaging Customers Using Big Data: How Marketing Analytics are Transforming Business."
1:45 - 2:45 P.M. ★	Business and Industry Leadership	Government and Education	TGV-5564A	Advances in Big Data and Analytics in Law Enforcement Featuring the Rochester MN Police Department, Toledo OH Police Department and London Ontario Police Service
3:00 - 4:00 P.M. ★	Business and Industry Leadership	Government and Education	TGV-6908A	Federal Financial Regulatory Big Data Analytics
4:30 - 5:45 P.M. ★	Business and Industry Leadership	Government and Education	TGV-6926A	Increasing Efficiency and Improving Government Decision-Making

Government & Education Industry Roadmap

Wednesday, October 29

Time	Program	Track	Session #	Title
8:15 - 9:30 A.M.	Conference General Sessions	General Sessions and Keynotes	CGS-7072A	General Session: Seize this Moment—Chart Your Journey What does all this mean for you? It's now your moment in the sun, and it's time to become an agent of change. Data and analytics are strategic imperatives that propel the organization forward, not just windows on the past. With this shift comes change—new roles emerge and existing ones expand and morph. Embrace that journey and proactively plan for your future.
10:00 -11:00 A.M.	Business and Industry Leadership	Government and Education	TGV-6124A	IBM Big Data and Smarter Cities: Bridging the Gap from Cognitive Data to Linked Open Data
11:15 A.M. - 12:15 P.M.	Business and Industry Leadership	Government and Education	TGV-7055A	The Future of Learning: IBM Digital Environment for Adaptive and Personalised Learning (IDEAL)
12:30 - 1:30 P.M.	Business and Industry Leadership			Business and Industry Leadership Executive Luncheon The Internet of Things—Let's Be Practical: What Does it Really Mean for Your Industry? Led by John R. Thompson, IBM Vice President of Strategy, Internet of Things and Industry Leaders and featuring Pratt & Whitney.
1:45 - 2:45 P.M.	Business and Industry Leadership	Government and Education	TGV-5536B	Organizing for Success with a BICC or ACE: How a Higher Education Institution Has Applied Proven Practices Featuring Purdue University

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Government & Education Industry Roadmap

Wednesday, October 29

Time	Program	Track	Session #	Title
3:00 - 4:00 P.M. ★	Business and Industry Leadership	Government and Education	TGV-6742A	UCSF's Campus-wide Reporting Solution Powered by Cognos BI, TM1 and Motio Featuring University of California, San Francisco
4:30 - 5:45 P.M. ★	Business and Industry Leadership	Government and Education	TGV-5811A	Deploying Self-Service Divisional Dashboards at Hillsborough County Public Schools Featuring Hillsborough County Public Schools and Convergence Consulting Group

Thursday, October 30

| Time	Program	Track	Session #	Title
8:15 - 9:30 A.M.	Information Management	Information Solution Architecture	ISA-6095A	Analyzing Social Media in Support of Law Enforcement, Intelligence and Public Safety Use Cases
11:15 A.M. - 12:15 P.M.	Information Management	Big Data, Integration and Governance	IIO-5534B	Near-Real-Time Data Delivery Rescues BI Project and Saves US$1 Million for North Dakota Human Services Featuring the State of North Dakota Department of Human Services
4:15 - 5:15 P.M.	Information Management	Information Solution Architecture	ISA-4827A	Extending Name-Based Searching for Unstructured Content

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What is the world making today?

Data is the world's new natural resource and smart businesses are using it to hone their competitive edge. Predictive and real-time analytics can help leaders in every industry create new value. Here are a few examples of how **data is changing the way organizations tackle today's challenges**:
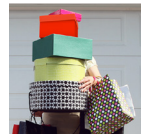
ASTRON is **investigating the universe** with data.
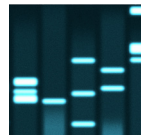
The New York Genome Center is **personalizing brain cancer treatment** with IBM Watson.

Banorte is **creating personalized banking** with data.

Macy's is **discovering your personal sense of style** with data.

Gwinnett County Public Schools is **motivating students** with data.

The British Columbia Egg Marketing Board is **protecting public health** with data.

Blizzard Ski is **predicting ski demand** with data.

Toshiba is **making the planet smarter** with data.

#525 Join us in the **Big Data & Analytics booth #525** to learn how you can transform your organization and optimize line-of-business operations with big data and analytics capabilities and IBM Watson Foundations.

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