

Impact 2017 Agenda

Dallas, TX

November 16-17, 2017

Impact 2017: Day 1

- 8:00-8:30 **Registration, Continental Breakfast**
- 8:30-8:45 **Welcome remarks and IMPACT 2017 Overview**
Lisa David, Partner, eCapital Advisors
Matt Frederick, Partner, eCapital Advisors
- 8:45-9:30 **Keynote Address: IBM Analytics Current and Future**
Laurie Barrett Evans, VP, WW Sales and Strategy, Channel and Digital, Cloud, Analytics and Watson at IBM
Laurie Evans will kick off Impact 2017 with a comprehensive overview of IBM's current Analytics Strategy and offer a view to the future for this powerful family of solutions.
- 9:30-9:45 **Break**
- 9:45-10:00 **Overview of Cognos Analytics**
Tammi Brastad and Trevor Schulte, eCapital Advisors
IBM Cognos Analytics integrates reporting, modeling, analysis, dashboards, stories, and event management so you can understand your organization's data.
- 10:00-11:15 **Cognos Analytics Offering Update**
David Cushing, Offering Manager, IBM Cognos Analytics
IBM's Product Management will be presenting on the latest improvements to Cognos Analytics including Dashboarding, Self-Service and Storyboarding. They will also present the roadmap for future product development and what that means for your organization.
- 11:15-11:45 **CA Customer Success Story – SONIC**
Fred Pepmiller, Software Developer, SONIC
SONIC is the nation's largest and most beloved drive-in chain, serving hot, fresh and made-to-order food for more than 60 years at its more than 3500 stores.
- 11:45 – 12:15 **Lunch and Networking – Hosted by QUBEdocs**
- 12:15 – 1:00 **QUBEdocs**
Scott Felten, General Manager, QUBEdocs
QUBEdocs Cloud & Local enables Human Intelligence for Planning Analytics. Learn how business user's and developer's conversations transform when you have 100% complete, up-to-date and accurate documentation at your fingertips. We will cover knowledge capture / transfer, model discovery, root cause analysis and remediation & deployment planning.

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Impact 2017: Day 1 - continued

- 1:00-1:25 **Overview of Planning Analytics**
Lisa David and Rob Melloy, eCapital Advisors
Planning Analytics is a powerful business modeling tool that can be used to solve many business challenges. Planning Analytics is a key part of the overall IBM business analytics strategy and vision.
- 1:25 – 2:40 **IBM Planning Analytics/TM1 Offering Update**
Paulo Monte, IBM Product Manager
IBM's Product Management will be presenting on the latest improvements to Planning Analytics including Workspace and Hierarchies. They will also present the roadmap for future product development and what that means for your organization.
- 2:40-3:00 **PA Customer Success Story: Washington University in St. Louis**
David Flower, TM1 Developer, Washington University in St. Louis
Washington University in St. Louis is a private institution that was founded in 1853. It has a total undergraduate enrollment of 7,540 and was ranked 18th in the 2018 edition of Best Colleges is National Universities.
- 3:00-3:15 **Break – Hosted by Tech Data – BSP Software**
- 3:15-4:00 **MetaManager: Analyze and Fix your IBM Cognos Environment**
Eric Pleiss, Solution Specialist, Tech Data – BSP Software
Whether you are upgrading to Cognos Analytics, undertaking a security migration or simply doing maintenance to improve performance, MetaManager can undertake the analysis and apply the fixes to ensure you have a clean and efficient IBM Cognos environment.
- 4:00-5:00 **Certent – Disclosure Management Update**
Charlie Harris, Channel Director, Americas
Formerly IBM Cognos Disclosure Management (CDM), Certent Disclosure Management (DM) provides the industry's only all-in-one disclosure management solution, combining external and internal report creation with a built-in proprietary disclosure research engine.
- 6:00-9:00 **Dinner and Social Event – Topgolf**
Topgolf is the premier entertainment and event venue with fun point-scoring golf games for all skill levels, upscale bar food and drinks, great music and more!

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Impact 2017: Day 2

8:00-8:30 **Registration, Continental Breakfast**

8:30-9:45 **Weather Means Business - How to Differentiate your Company**

Presenters: Stuart Spurlock, Global Channels, IBM Weather Company and Matthew Porcelli, Meteorologist, IBM Weather Company

Learn how The Weather Company provides business solutions to organizations in many industries to leverage weather data and make better decisions. One example, Weather Data for SPSS Advanced Analytics, gains you access to data feeds that inject a wealth of weather-based insights to help you optimize operations, reduce costs, improve safety, and uncover new revenue opportunities. The Weather Company is going beyond the forecast to empower businesses across many industries make better decisions.

9:45-10:00 **Break**

10:00-10:45 **Sales and Operations, Integrated Business Planning**

Presenter: Bill Primerano, Technical Solution Specialist, IBM

Sales and Operations Planning from Predictive Analytics to Prescriptive Analytics to Performance Management in a collaborative integrated process using IBM's Cognitive Analytics Solution.

10:45-11:45 **Decision Optimization and Predictive Analytics**

Presenters: Leonard Oppenheimer, Data Science and FOPM Offering Management, WW Lead, IBM; Nerav Doshi, Supply Chain and Optimization Solutions, IBM

In this breakout session, you will see how using IBM Data Science/Advanced Analytics solutions together can enable your team to optimize financial performance, achieve operational excellence and drive business growth. Learn why adding IBM optimization, predictive, and cognitive capabilities should be your next step on your performance management journey. We will explore IBM's advanced analytic capabilities, identify business problems to address, see solution demos, and hear client success stories.

11:45-12:30 **Lunch – Birds of a Feather, Vendor Fair**

Visit with our partners from QUBEdocs, Tech Data -BSP Software, The Weather Channel and IBM Global Finance. We'll also have experts from eCapital available to discuss your Planning Analytics, Cognos Analytics and technical questions.

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Impact 2017: Day 2 - continued

12:30 – 1:30 **BREAK OUT SESSIONS**

Track 1: Enhancing the Experience with Hierarchies

Presenters: Brady Marr and Eric Freelen, eCapital Advisors

Planning Analytics Workspace has brought a new paradigm of self-service dashboarding and visualization. These capabilities can be further enhanced by taking advantage of the Planning Analytics Workspace native hierarchy support. Learn tips and tricks from the eCapital Advisors experts on how an existing model can be retro-fit with hierarchies; and how using hierarchies can allow TM1 models to address new challenges in a more efficient, and effective manner.

Track 2: CA11 - Plan Your Upgrade & Transform Analytics

Presenters: Rex Washburn and Ezra Ehrhard, eCapital Advisors

Discuss best practices with the experts on how to plan your upgrade to Cognos Analytics. We will be discussing several approaches, methodologies for the upgrade and how to enable your teams to take advantage of what Cognos Analytics offers.

Track 3: Creating a Modern Analytics Environment

Presenters: Dave Collins and Carolyn Faeth, eCapital Advisors

Modern analytics platforms unite business and data and make tools accessible across the enterprise, so more proactive and insightful business decisions are possible. Learn from the experts on how modernizing analytics will move your business ahead of the competition.

1:30-2:30 **BREAK OUT SESSIONS**

Track 1: CA Self-Service, Storytelling and Themes

Presenter: Trevor Schulte and Tammi Brastad, eCapital Advisors

This is a session on CA Storytelling which includes using self-service (no IT involvement) to quickly turn your spreadsheet data into visual analytics to speed decision making. In addition, this session will cover CA Themes and Extensions.

Track 2: Doing it all with PAW

Presenter: Rob Melloy and Matt Maples, eCapital Advisors

Planning Analytics Workspace is breaking free and starting to become a full-fledged modeling toolset. Be one of the first to see how PAW is taking the legacy capabilities of Architect and Performance Modeler to a new level. Create and edit dimensions, hierarchies, cubes, Rules & Turbo Integrator Processes; Monitor and Configure the TM1 Database with PAW Administration; Migrate Content between environments with PAW Lifecycle Manager.

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Track 3: Making the Leap from Perspectives to PAX

Presenters: Brady Marr and Preston Silvey, eCapital Advisors

IBM Planning Analytics Version 2.0 introduced IBM Planning Analytics for Microsoft Excel to the world. For many of us, IBM Cognos TM1 Perspectives has been with us for as long as we can remember, and it's hard to abandon a tool we love and have relied on so much. This session will focus on the unique functionality that IBM Planning Analytics for Microsoft Excel offers. You'll see how it will help take us forward into the next generation of analytics.

2:30-5:00

HANDS ON SESSIONS

Track 1: Planning Analytics

Presenters: Rob Melloy and Matt Maples, eCapital Advisors

Led by Planning Analytics subject matter experts, this workshop will take you on the journey to discover the core capabilities of Planning Analytics. Learn new skills that will help you uncover insights and explore methods to turn data into knowledge, allowing you to make quick and effective data driven decisions.

Track 2: Cognos Analytics

Presenters: Trevor Schulte and Tammi Brastad, eCapital Advisors

IBM has reinvigorated the Cognos brand with Cognos Analytics; one cognitive, analytics tool to power and entire organization. In this hands-on workshop, users will be guided through the CA environment which will result in smarter self-service enablement, data discovery, and visualization of insights through creative dashboards and reports. The workshop will also allow end users to develop simplified business models as well as experience the form factor flexibility that IBM Cognos Analytics 11 offers.