

## IBM Business Analytics & Performance Management Day 2019

**Date : May 23 rd, 2019**  
**Venue : Living Tomorrow**  
**Time : 12.00 - 18.30**



Timing			
12.00 - 13.00	<b>Sandwich Lunch in the Networking Area</b>		
13.00 - 13.35	<b>Introducing element61, Thought-leading Business Analytics &amp; the IBM Cognos Competence Center</b>		
	<b>Stijn Vermeulen, Managing Director element61</b>		
13.35 - 14.25	<b>Cognos Analytics &amp; Data Science today and road ahead: IBM Analytics Platform &amp; Lifecycle</b>		
	<p>We will show you how to deliver descriptive, prescriptive and predictive insights across all types of data, empower all the teams and their unique use cases, enable advanced analytics and data science methods. This will help you to transform your business and investigate new business models. The IBM Platform helps you to deliver unbiased insights and actions on the spot at Enterprise scale, based on self-service. We will discuss these capabilities and show an Analytics platform demo in which you will see how we connect the Planning Process with the "What, Why, What's Next and What Should I do".</p>		
	<b>Torben Noer, Business Analytics Offering Management, IBM Cloud and Cognitive Software - IBM</b> <b>Luc Goossens, Technical Sales Leader Data &amp; AI - IBM</b>		
14.25 - 15.10	<b>Customer Case: Financial Planning &amp; Cost Analysis with IBM Planning Analytics in the Social Sector</b>		
	<p>Moore Stephens Strategy &amp; Operations guides and supports organizations for the disabled in their development to social entrepreneur. These organizations are currently confronted with dramatic system changes that force them to make the transition from supply to demand driven structures and financial management. A Planning Analytics solution was built to support the organizations in the transition of their financial management. The solution allows organizations to draw up budgets, calculate cost prices and run simulations. The system was built incrementally in strong cooperation with sector experts and our development team. We choose to use the IBM Planning Analytics software, where Planning Analytics Workspace serves as front-end. Join us to discover our implementation of IBM Planning Analytics and how it suits the needs of the disabled care sector.</p>		
	<b>Emiel De Smedt, Partner and Social Profit Expert - Moore Stephens Belgium</b> <b>Maxim Duthoit, Senior Expert Strategy &amp; Operations - Moore Stephens Belgium</b> <b>Pieter-Jan Beckers, Senior Performance Management Architect - element61</b>		
15.10 - 15.30	<b>Coffee Break</b>		
Room	Auditorium - BI Track	Business Lounge (upstairs) - CPM Track	The Loft (take elevator at main entrance) - Innovation Track
15.30 - 16:10	<b>Reporting with IBM Cognos Analytics – Solution Demo</b>	<b>Budgetting and Forecasting with IBM Planning Analytics (TM1) – Solution Demo</b>	<b>IBM Solutions for Data Discovery and AI</b>
	<p>Cognos Analytics 11 offers a fully restyled interface and new tools to provide a better user experience towards self-service BI. Cognos Analytics delivers a unified experience that works the same on web or mobile devices, enabling you to quickly find, analyze, create and share insight.</p>	<p>What can IBM Planning Analytics do for you and your business ?</p> <p>It offers both web dashboarding and spreadsheet functionality to facilitate your budget/planning/forecast and analysis cycles.</p>	<p>Data Scientists need their tools. Some prefer drag-and-drop, others open-source. In this session we share perspective on the pro's and con's of some tools and discuss the positioning of IBM Watson Studio. IBM Watson Studio is a collaborative Data Science Platform where analysts and data scientists within an organization meet, collaborate and exchange datasets, code and configurations.</p>
	<b>Joeri Willems, Principal Business Analytics Architect - element61</b>	<b>Peter D'Haeyer, IBM Analytics Product and Technology Expert Team Europe - IBM</b>	<b>Bart Van Der Vurst, Data Science &amp; Strategy Competence Lead - element61</b>

16.10 - 16.15			
Room switch			
Room	Auditorium - BI Track	Business Lounge (upstairs) - CPM Track	The Loft (take elevator at main entrance) - Innovation Track
16.15 - 16.55	<b>Upgrading from IBM Cognos 10 to IBM Cognos (11) Analytics</b>	<b>Upgrading from IBM Cognos TM1 to IBM Planning Analytics 2.0</b>	<b>Data Science for Business Users, how to build powerful business solutions without coding</b>
	Not yet upgraded from your IBM Cognos BI 10 environment to IBM Cognos Analytics ? Time to act, we are happy to share some of our findings and best practices in this session.	It's time to act, with the upcoming End-of-Support for IBM Cognos TM1. IBM Planning Analytics brings a whole new user interface experience to IBM Cognos TM1. We are happy to share some of our findings in this session on moving to this new version and starting to use the new features.	In this session we will use IBM SPSS Modeler to guide you through two typical business cases where you will learn that the power of data science can be brought to the fingertips of business users without the need for any coding. We will show how a telco company can analyse churn and what they can do to retain their customers. A second case will be around credit risk where we will show how to build a predictive model to avoid bad payment behaviour.
	Joeri Willems, Principal Business Analytics Architect - element61	Pieter-Jan Beckers, Senior Performance Management Architect - element61	Koenraad De Cock, IBM Predictive Analytics - IBM
16.55 - 17.00			
Room switch			
Room	Auditorium - BI Track	Business Lounge (upstairs) - CPM Track	The Loft (take elevator at main entrance) - Innovation Track
17.00 - 17.40	<b>Data Exploration in IBM Cognos Analytics: building your own dashboards</b>	<b>What's new in IBM Cognos Controller 10.4 and the road ahead</b>	<b>Hands-on working with Python, R and Spark within IBM Watson Studio</b>
	Experience hands-on how easy it is for business users to build their own dashboards in IBM Cognos Analytics 11. The guided experience provides true Self Service to the business in combining multiple data sources and presenting the results in a visually interactive and attractive dashboard.	Discover the new features of IBM Cognos Controller 10.4 Classic and Web interface. IBM will also shed some light on the product roadmap for the years to come.	More and more Business analysts work with data science tools like Python, R and Spark; often locally on their PC. In this session we demonstrate the value of a shared Data Science Platform like IBM Watson Studio where analysts and data scientist can work in Python, R and Spark remotely. We demonstrate hands-on how to easily get started with notebooks, version control and running a script on scale on IBM Watson Studio. A must-see session for (aspirant) data scientists
	Sven Bracke, Principal Business Analytics Architect - element61	Ahmed Draïdi, Senior Manager IBM Cognos Controller - element61 Maximilien de Chestret, Offering Manager Cognos Controller - IBM	Sacha Dubrulle, Data Scientist - element61
17.40	<b>Closing Cocktail &amp; Networking Reception</b>		

Other Upcoming Events : for more info & registration - [www.element61.be](http://www.element61.be)

24/09/2019 - Data Science & Strategy Day 2019  
14/11/2019 - SAP Business Analytics Day 2019

Any questions, feel free to email : [info@element61.be](mailto:info@element61.be) !