

Predictive Analytics Innovation

Reap the rewards of discerning data analytics

Insightful decision making



the experts...

There is no question that IE Group provides the gold standard events in the industry and will connect you with decision makers within the analytics industry. You will be meeting senior level executives from major corporations and innovative small to medium size companies.











Confirmed Speakers Include:

- Daqing Zhao, Director, SEM Analytics, **Ask.com**
- Matt LeMay, Platform Manager, **bitly**
- Terry Clark, Law Enforcement Advisor to CIO, **Bureau of Alcohol, Tobacco & Firearms**
- Pete Kledaras, Chief Risk Officer, **CashStar**
- Andy Edmonds, Senior Director, Product Management, Search Science, **eBay**
- Justin Honaman, Vice President, Global Retail Sales, **Coca-Cola**
- Dongyan Wang, Senior IT Director, Enterprise Solutions, **NetApp**
- Om Kundu, Vice President, Portfolio & Pricing Management, **PNC Bank**
- Rajeeve Kaul, Senior Vice President, **OfficeMax**
- Jason Lenderman, Director, Enterprise Analytics, **Petsmart**
- Ben Alamar, Director, Basketball Analytics & Research, **Oklahoma City Thunder**
- Adam Holyk, Divisional Vice President, Loyalty, **Walgreens**
- Azhar Iqbal, Vice President & Econometrician, **Wells Fargo**
- Saurin Pandya, Director, Analytics, **Expedia**

the content...

As organizations have developed the capacity to gain greater insight from data and statistics - and with the increase in the volume of data available - it is now essential to use innovative analytics practices to succeed. From research and development to customer relationship management, this summit offers unique insight from leaders in the field.

Illustrated intermittently with case studies, interactive panel sessions and deep-dive discussions, the Predictive Analytics Innovation Summit offers solutions and insight from the leaders and innovators in the analytics space. With networking breaks and roundtable discussions also included, this event offers unique insight into this fast-growing industry.

Themes covered include:

- Using predictive models to drive business success.
- Applying real-time analytics practices across your organization.
- Improving CRM through insight into behavioral analytics and sentiment analysis.
- Gathering useful insight from big data analytics.

and much more.....

who will you meet?...

Previous delegates (partial list):

- Director, **MySpace**
- Director, **Green Mountain Coffee**
- Vice President, **BNY Mellon**
- Vice President, **Capital One**
- Director, Analytics, **Office Depot**
- Director, Product Management, **eBay**
- VP, Analytics, **Wells Fargo**
- Director, Marketing, **Microsoft**
- Senior Director, **Adobe Systems**
- Vice President, **Boeing**
- VP, Insight, **Walmart**

- Director, Analytics, **Best Buy**
- Senior Vice President, **Fedex**
- Vice President, **Coca-Cola**
- Director, Analytics, **Manpower**
- VP, Market Intelligence, **Sears**
- Director, **Paypal**
- Director, Agency Strategy, **Google**
- Director, **Kimberly Clark**
- SVP, Modeling, **Citigroup**
- Director, Business Intelligence, **Dell**
- Director, **Verizon**

confirmed speakers...



Justin Honaman,
VP, Global Retail Sales,
Coca-Cola



Daqing Zhao,
Director, SEM Analytics,
Ask.com



Andy Edmonds,
Senior Director,
eBay



Rajeev Kaul,
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Pete Kledaras,
Chief Risk Officer,
CashStar



Matt LeMay,
Platform Manager,
bitly



Dongyan Wang,
Senior IT Director,
NetApp



Zoher Karu,
VP, Marketing Analytics,
Sears Holdings



Jason Lenderman,
Director, Enterprise Analytics,
Petsmart



Arnab Chakraborty,
Director, HP Analytics,
Hewlett Packard



Suresh Subramanian,
VP, PSG Marketing,
Hewlett Packard



Dan Lahl,
Senior Director,
Sybase



Bryan Whitmore,
Field CTO
Vertica



Tim O'Bryan,
Director,
IBM



Joe Gatto,
Managing Director,
IPR



Dubin Dowiaty,
Head of Innovation,
Mu Sigma



Srikanth Velamakanni,
CEO,
Fractal Analytics



Rich Clayton,
VP, EPM,
Oracle



Brent Dykes,
Director,
Adobe



Jared Lees,
Principal Consultant,
Adobe



Dixon Jones,
Managing Director,
Majestic SEO

Adam Holyk, Vice President, Loyalty, Walgreens

**Can Analytics Save Loyalty Programs?**

The loyalty landscape is very crowded as retailers struggle to differentiate in a crowded market with similar offerings. Many retailers have simply followed the competition and few have truly embraced the loyalty opportunity. Moreover, rapid developments in technology and social media have complicated how retailers build relationships with customers. Done well, analytics can separate the leaders from the rest and provide the platform to accelerate business performance.

Adam Holyk is currently Vice-President, Loyalty at Walgreen Co. in Chicago. Adam is an expert in customer-centric retailing helping transform retailers' data into insights to enable better business decisions and drive business performance. Prior to joining Walgreens, Adam has held senior level roles at both American Express and dunnhumby providing consulting services to leading retailers such as Target and Macy's. Adam has also led analytics and loyalty groups at both Shoppers Drug Mart and Loblaws in Toronto. Adam holds a B.A. from the University of Guelph, J.D. from Osgoode Hall Law School and a M.B.A. from the Schulich School of Business.

Daqing Zhao, Director, SEM Analytics , Ask.com

**Analyzing Big Data in Online Marketing, Lessons and Insights**

As computing power increases thanks to Moore's Law and storage cost decreases tremendously, collections of new data are changing how we live and how we do business, many times over. Not only in business, but also in education and sciences, a challenge continues, which is how we make sense of the ever increasing amount of data, and how we take actions benefiting from them. This presentation will focus on a couple cases, on email recommendations, ad impression optimization, customer retentions, search engine marketing, and share lessons and experience. I also share stories and insights related to data, analytics, and models that are constantly changing everything around all of us.

Daqing Zhao has over 20 years of experience in analyzing very large data. Trained in molecular simulations and bioinformatics, he gained extensive expertise in customer centric marketing, optimizing in all stages of customer acquisition, conversion and retention. He has worked on segmentation and predictive modeling for banner ads, web logs, search keywords, emails, transactions, call center, and customer life time values. Daqing is Director of Analytics Research at Ask.com, leading efforts of analytics and algorithms development for Search Engine Marketing. He previously held senior management and technical leadership positions at the University of Phoenix, Tribal Fusion, Yahoo, Digital Impact, and Bank of America. He also worked on client analytics projects for Intel, HP, Wells Fargo Bank, SBC, Dell, T-Mobile, MSN Search and Travel, Intrawest, PayPal, wine.com, MasterCard and others.

Ben Alamar, Director, Basketball Analytics & Research, Oklahoma City Thunder

**Competing and Winning with Sports Analytics**

The field of sports analytics ties together the tools of data management, predictive modeling and information systems to provide sports organization a competitive advantage. The field is rapidly developing based on new and expanded data sources, greater recognition of the value, and past success of a variety of sports organizations. Teams in the NFL, MLB, NBA, as well as other organizations have found a competitive edge with the application of sports analytics. The future of sports analytics can be seen through drawing on these past successes and the developments of new tools.

Professor Benjamin Alamar is the founding editor of the Journal of Quantitative Analysis in Sport, a professor of sports management at Menlo College and the Director of Basketball Analytics and Research for the Oklahoma City Thunder of the NBA. He has published academic research in football, basketball and baseball, has presented at numerous conferences on sports analytics. He is also a co-creator of ESPN's Total Quarterback Rating and a regular contributor to the Wall Street Journal. He has consulted for teams in the NBA and NFL, provided statistical analysis for author Michael Lewis for his recent book The Blind Side, and worked with numerous startup companies in the field of sports analytics. Professor Alamar is also an award winning economist who has worked academically and professionally in intellectual property valuation, public finance and public health. He received his PhD in economics from the University of California at Santa Barbara in 2001.

Dan Lahl Senior Director, Product Marketing, **Sybase, an SAP Company,**



How to Leverage Analytics to Turn Data Into Insight



Predictive analytics helps direct decision making by applying a combination of advanced analytics and decision optimization to an organization's enterprise data. The objective is to improve business processes to meet specific organization goals. In this session, attendees will learn how to establish the data analytics infrastructure required to support large scale predictive analytics initiatives.

Dan Lahl, Senior Director of Product Marketing, has been with Sybase since 1995 and in high tech for over 30 years, with extensive experience in data management, data warehousing and analytics. While at Sybase Dan has also led emerging technology areas for Sybase, including Data Federation, Data Integration, GRID and Cloud Computing initiatives. Dan is currently leading the team that is growing the enterprise software business for Sybase in the areas of data management, data movement, analytics, capital markets and development tools. Dan has a Business Administration degree from the Haas School at U.C. Berkeley and a Masters of Divinity from Trinity Evangelical Divinity School. In his spare time, Dan spends time with his wife and 4 children and helps to start new churches in Northern California and Nevada.

Justin Honaman, VP, National Retail Sales , **Coca-Cola Refreshments**



Customer Stewardship Powered By Analytics



Coca-Cola will discuss their lessons learned with a multi-faceted, large-scale business intelligence deployment and how analytics play a role in leading growth of Retail partnerships. Learn about their customer business intelligence solution and how it provides a single view of the customer across all Coca-Cola lines of business and package forms as well as how the information enables supply chain order-to-cash business processes. This session will provide an overview of the deployment, how capabilities are being leveraged by the business, benefits of the deployment and outline key business and technical lessons learned. After this session, you will have a strong understanding of Coca-Cola in North America, understand how BI capabilities were deployed to meet business challenges and understand the power of clean data in future capabilities.

Justin Honaman is a Vice President with the Coca-Cola Refreshments National Retail Sales organization. In this national leadership role, Justin leads initiation and development of strategic Specialty Retail beverage partnerships in North America. Justin's background includes extensive strategic business and technology experience in the areas of business intelligence, customer relationship management, marketing, and business development. Justin holds an Industrial Engineering degree from Georgia Tech and an MBA from Auburn University. In addition, Justin has authored numerous articles, released his first book in 2009 and is a singer / songwriter in the Country, Pop and Contemporary Christian space (learn more at www.honaman.com).

Tim O'Bryan, Director, Global Customer Relations, **IBM**



Trends in Predictive Analytics in a Fast Moving World



Learn how trends identified via Predictive Analytics can be used to enhance customer experiences for both you and your customers in today's fast moving world.

Tim is IBM's Director of Global Customer Relations in the Business Analytics software division. He is responsible for designing and executing a customer advocacy program to drive greater awareness and understanding of Business Analytics-based best practices. Tim has spent over 20 years in the performance management and business analytics space in various roles including his current role, which he's done for the past 6 years. Prior to his current role, he spent 5 years as a Client Services Director at IBM managing its Central U.S. Region and 7 years implementing performance management solutions and financial applications across the globe.

Andy Edmonds, Senior Director, Product Management, Search Science, eBay

**Big Data as Code in eBay Search**

As the world's largest marketplace, the diversity of goods for sale at eBay makes creating an effective search engine exceptionally challenging. Andy Edmonds will share some examples of how big data is used directly in eBay search in a continuous feedback loop from user activity back into search ranking. What do Doctor Who videos and Goth clothing have in common? Both types of inventory have higher quality in the UK marketplace. Learn how eBay uses Hadoop to turn signals like these into user advantage.

Andy Edmonds leads product management in the search algorithms group at eBay Marketplaces. He is a cognitive scientist with 20 years of experience in the internet industry and joined eBay in 2009, formerly working at Microsoft Search, prior to the Bing rebrand.

Dongyan Wang, Senior Director, Enterprise Solutions & Innovation, NetApp

**Predictive & Mobile Analytics in NetApp eBI**

NetApp has established a truly integrated enterprise BI analytics enabling all business functions, and users from CXOs to analysts. Business is empowered with critical predictive analytics, ranging from hourly predictive booking, revenue projection, to service contract renewal, cross/up sell, tech refresh, installed base selling, predictive support etc. Moreover, mobile analytics and other mobile apps were enabled with NetApp App Store to enable access of intelligence anytime, anywhere.

Dr. Dongyan Wang is responsible for NetApp's enterprise Solutions organization, which covers BI analytics applications for all business functions, Enterprise Data Warehouse, BI & Data governance, master data management, and mobile applications & platform. Under Dr. Wang's leadership, NetApp has deployed a truly integrated enterprise BI solution for a multiple billion dollar company. Dr. Wang is a well known BI leader and expert in the BI industry, and regularly present BI and Data management in industrial conferences. Prior to join NetApp, Dr. Wang was leading various large BI, architecture and other enterprise wide initiatives for Cisco Systems, such as Enterprise BI, Customer Intelligence Center, Finance BI, Management Metrics Center & HR BI, Supply Chain OLAP etc. His BI leadership has NetApp won the #26 place in Information Week 500 in 2009. NetApp's enterprise BI initiative under Dr. Wang's leadership also won IDG's InfoWorld 100 Awards for 2009, and Oracle BI/BPM innovation award 2009. Dongyan's leadership also helped Cisco won TDWI (The Data Warehouse Institute) top BI awards for Customer Intelligence and Enterprise BI, as well as Intelligence Enterprise RealWare Award. Dr. Wang holds a Ph.D., Master, and Bachelor in EE & CS.

Bryan Whitmore, Field CTO, Vertica, an HP Company

**Social Graph Analysis: Not Just for Social Media**

Social graph analysis offers a powerful method for finding the meaning in relationships, not only among users in a social network, but also in many other industries and markets. Financial services, telecommunications, and gaming companies are using social graphing methodologies to determine the relationships among their constituencies to find key influencers and patterns that can help solve problems or monetize valuable data. This presentation will explain how social graph analysis can be optimized with next-gen analytics platforms, and offers specific social graph use cases.

Bryan brings 18 years of unique high tech experience to Vertica, from Networking, Server, Storage, OS, and Application backgrounds. Bryan is responsible for establishing best practices for Vertica deployment and solution architectures. Prior to Vertica, Bryan focused primarily on the Data Solutions technology portfolio at F5 Networks, assisting sales engineering in developing tools and practices to facilitate the adoption of emerging file virtualization technologies. Additionally, Bryan was leveraged globally as a key resource in new markets, verticals, and with Tier-1 prospects and customers. Prior to F5, Bryan developed a similar practice within Server Virtualization at ArrowPoint Communications and Cisco Systems.

Suresh Subramanian, Vice President & Global Head for Customer Insights, **Hewlett-Packard**

Arnab Chakraborty, Director, Global Analytics, **Hewlett-Packard**



Customer Insights at HP - Leveraging structured and unstructured data

The ability to provide deep insights on customer segments is very critical for global corporations to shape product innovation roadmaps and enable a unified customer experience. This presentation will share an approach that organizations can adopt to build a unified view of the customer and drive deep insights about our customers' needs, aspirations and expectation. The audience will get to learn about real life examples on integrating structured & unstructured data to deliver actionable customer insights. The presentation will also focus on key learnings, tools/techniques and enablers needed for building out the Customer Insight roadmap and deploying the analytical solutions at a global scale.



Suresh Subramanian leads Customer Insights for HP's Personal Systems Group. In this role, Suresh is responsible for developing and delivering deep and actionable insights on customer needs, behavior and trends across all customer segments and markets globally. This role also includes building and driving big-data warehouses and database analyses for HP's customer and prospect databases. Prior to this role, Suresh was VP and GM, HP Direct where he was responsible for HP's "Consumer Direct" (online and phones) channel for all PC and Printer products



Arnab Chakraborty is the Director - Global Analytics at Hewlett-Packard Company (since 2005). Arnab is responsible for partnering with senior executive leadership teams within HP and drives the deployment of analytics solutions across sales, marketing and supply chain domains to HP's business groups across the Americas, EMEA and APJ regions. Arnab also plays a key role to help commercial efforts for deploying analytics for HP's customers. Arnab is responsible for driving significant business impact and innovation within HP through deployment of predictive analytics and been a finalist for the prestigious Franz Edelman award 2012

Azhar Iqbal, Vice President & Econometrician, **Wells Fargo**



Macroeconomic Forecasting, Consensus, and Individual Forecaster: A Real-Time Approach



This paper provides a real-time short-term macroeconomic forecasting approach that offers several advantages over conventional short-term forecasting procedures. The approach produces more accurate real-time forecasts compared to those of the Bloomberg real-time consensus forecast, on average, for major macroeconomic variables. This study sheds light on five important areas of macroeconomic forecasting. First, we focus on macroeconomic variables that impact the financial markets' volatility and direction; moreover, these effects are most significant when the actual release is different than the market expectation. Second, the importance of an individual forecast approach that is better than consensus is increased since financial markets move more when the actual release is different than market consensus. Third, in short-term forecasting the actual release timing of the target variable, as well as predictors, is very important and needs to be considered in the model specification. Fourth, traditional forecast evaluation methods are useful but this study recommends an additional step. Finally, one model specification will not remain accurate forever.

Azhar Iqbal is a Vice President and Econometrician at Wells Fargo, responsible for providing quantitative analysis to the Economics group and modeling and forecasting of macro and financial variables. Before Wells Fargo, he was an economist and course instructor at the Applied Economics Research Center at the University of Karachi in Pakistan, teaching econometrics, microeconomics, and urban economics. He has also worked as an economist at the United Nations, Arif-Habib Investment Bank, and for Government of Pakistan-funded projects. Azhar received his bachelor's degree in economics from the University of Punjab and has three master's degrees. He earned his master's degree in economic forecasting from the University at Albany, State University of New York where he also earned a Certificate of Graduate Study in economic forecasting. He also has master's degrees in applied science and applied economics from University of Karachi, and in econometrics and mathematics from the University of the Punjab in Lahore, Pakistan.

Matt LeMay, Platform Manager, **bitly****Solving the Riddle of "Viral Content" -
Realtime Data Models for Social Media Success**

Every company wants their content to "go viral," but very few understand the actual mechanics of how content performs on the social web, or know when and how to supplement organic traffic with paid promotion. With realtime analytics, the answers to these questions are far from mysterious; we can use click traffic modeling to predict when exactly a link is at the peak of its organic traffic, and use that information to make more intelligent decisions about how we share content on the social web.

Matt LeMay is platform manager at bitly, a New York-based link shortening and analytics company used by half of the Fortune 500 companies active on social media. Matt works with publishers, brands and application developers to get the most out of bitly's comprehensive API, which is one of the most-used APIs on the web. Matt is also a senior contributor to music website Pitchfork.com, and the author of a book about singer-songwriter Elliott Smith.

Justin Lenderman, Director, Enterprise Analytics, **PetSmart****What Does Enterprise Analytics Really Mean?**

This presentation will cover the concept of Enterprise Analytics at a corporate level. It will involve an evaluation of implementation models, proposed organizational structures, tools for success, preparing for known barriers and identifying how EA can help lead to more data-driven decisions. There will be general examples provided in addition to how EA has worked at PetSmart.

Jason Lenderman is the Director of Enterprise Analytics at PetSmart. During his time at the company he has been tasked with leading a more centralized analytics model that incorporates company-wide standards in how to approach, execute and communicate analyses. This ranges from formal testing & measurement philosophies to more general business analytics through statistical interpretations. His educational background includes an undergraduate degree from Brown University in addition to an M.B.A. specializing in Corporate Finance from the W.P Carey School of Business at Arizona State University. He and his wife, Nicole, are the proud pet parents to two dogs, Titus and Jake.

Saurin Pandya, Director, Analytics, **Expedia****Predicting AB Testing Success Beyond Conversion**

One of the biggest challenge ecommerce company faces is how to speed up test and learn process overcoming sample size issue while measuring tradition conversion metric. This presentation explores various alternative success measurements to facilitate a faster test and learn process and improve site conversion at much faster rate.

Saurin Pandya is currently Director, Analytics at Expedia, and leads a global team of business analysts. In his role, Saurin provides decision support to Expedia Worldwide Global Product Development team, US business, Australia and New Zealand business and Strategy and Operation leadership. Saurin has expertise in web/site, product, marketing, merchandising and customer analytics. He also has great experience of advanced statistical modeling. Saurin's research paper on "Volatility of Stock Returns: Emerging and Mature Markets" was published in special issue of reputed Managerial Finance Journal. Saurin earned a bachelor's degree in Chemical Engineering from Gujarat University, India and a MBA from the Rutgers University.

Pete Kledaras, Chief Risk Officer, **CashStar**
Soup vs. Filet: Secret recipes in Fraud Analytics From the Son of a Short-Order Cook


Even when you have access to the most elaborate fraud detection tools and data, the most valuable information and techniques are often overlooked or scrapped. Careful orchestration of these disused bits of information makes all the difference in synchronous fraud screening for end-to-end digital payments. Pete Kledaras will share some actionable secrets on squeezing value out of lots and lots of independently unattractive data.

As Chief Risk Officer for CashStar, Pete Kledaras and his team develop and deploy risk analytics technology to achieve best-in-class performance in digital payments. Early in his career, risk management successes at the Bank of New York, First USA/Bank One, and boutique retail banks opened opportunities for Pete to advise blue-chip organizations on three continents at an executive level, including Visa EU, Barclaycard UK, BNP Paribas, TD Bank, Wright Express Corp., PowerPay LLC, and a variety of private equity concerns. Pete began his career as an economist for the US Treasury and the International Monetary Fund.

Afshin Goodarzi, Head of Analytics, **1010data**
Big Data + Analyst Shortage = Crisis. Solution Mythologies – A Process-Focused Perspective


Businesses that rely on advanced analytics are facing a looming crisis - too much data and too few analysts. Even if the number of analytical graduates entering the workforce increases dramatically, and if those analysts are equipped with the fastest hardware and software available, demand will continue to outstrip supply by a wide margin. Averting the crisis will require a different, more streamlined, process-oriented approach to analytics that includes eliminating sampling and automating modeling. This session will demonstrate such an approach.

A veteran of analytics, Goodarzi has lead several teams in designing, building and delivering predictive analytics and business analytical products to a diverse set of industries. Prior to joining 1010data, Goodarzi was the Managing Director of Mortgage Analytics at Equifax, responsible for the creation of new data products and supporting analytics to the financial industry. Previously, he lead the development of various classes of predictive models aimed at the mortgage industry during his tenure at Loan Performance (Core Logic). Earlier on he had worked at BlackRock, the research center for NYNEX (present day Verizon) and Norkom Technologies. Goodarzi's publications span the fields of data mining, data visualization, optimization, and artificial intelligence.

Zohar Karu, VP, Marketing Analytics & Insight, **Sears Holdings Corporation**
Enhancing Targeted interactions with Customer and Product DNA


Retailers seek ways to capture consumer hearts and minds (and wallets) in the face of unprecedented competition. New approaches are being developed to harness diverse data sources to create new analytics that define and predict customer DNA. Matching consumer DNA to product DNA creates opportunities to enhance customer segmentation and drive targeted interaction rules automation. This session will explore a major national retailer's journey in refining customer segments and shopping attributes using self-learning analytics to turbo-charge personalized marketing messages, promotions, pricing, and product assortment.

Zohar is responsible for driving business impact across Sears' enterprise by creating and scaling a targeted marketing capability. Zohar has been a VP of Behavioral Analytics at Mattersight and held several positions in business strategy, knowledge management, product management and engagement management at Zyman Group, Brickstream and McKinsey & Company. He is also a published author and entrepreneur-owner of ZiZi Press. His impressive education includes a PhD in Electrical Engineering and Computer Science at MIT with a minor at Sloan School of Management, and holds a BS in Electrical Engineering from Carnegie Mellon.

the schedule...

February 23	Day One
08.30 - 10.30	Session One
10.30 - 11.00	Coffee Break
11.00 - 12.30	Session Two
12.30 - 13.30	Lunch
13.30 - 15.30	Session Three
15.30 - 16.00	Coffee Break
16.00 - 17.30	Session Four
17.30 - 19.00	Networking Drinks

February 24	Day Two
08.30 - 10.30	Session Five
10.30 - 11.00	Coffee Break
11.00 - 12.30	Session Six
12.30 - 13.30	Lunch
13.30 - 15.30	Session Seven
15.30	End of Summit

Featuring:



Featuring:



the information...

Predictive Analytics Innovation Summit

Date: February 23 & 24
Location: San Diego, California
Venue: The Omni San Diego Hotel

Registration Pricing

Early Bird Price (expires December 23 2011):

Silver Pass: \$1395
Gold Pass: \$1695
Diamond Pass: \$1895

Regular Price:

Silver Pass: \$1595
Gold Pass: \$1995
Diamond Pass: \$2095

Pass Descriptions:

Silver Pass: Access to all sessions & networking events

Gold Pass: Access to all sessions, networking events & annual subscription to IEG membership worth \$600

Diamond Pass: Access to all sessions, networking events, annual subscription to IEG membership & Strategic Analysis Report

Team Discount Offers

3 tickets: \$3000 (\$1000 per attendee)

5 tickets: \$4500 (\$900 per attendee)

For special opportunities for groups, contact us at info@theiegroup.com

Three Ways to Register

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Fax +1 323 446 7673

Website <http://analytics.theiegroup.com/pa-sandiego/registration>



REGISTRATION FORM

Predictive Analytics Innovation Summit

February 23-24, 2012 | The Omni Hotel | San Diego

Before December 23 only:

Silver Pass - \$1395

Gold Pass - \$1695

Diamond Pass - \$1895

For registration or more information on the program, please call Daniel on 310 933 6017, or fax this registration form to +1 (323) 446 7673

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Early Registration Silver Pass: \$1395 Attendees _____

Early Registration Gold Pass: \$1695 Attendees _____

Early Registration Diamond Pass: \$1895 Attendees _____

3 Passes \$3000 (\$1000 Per Attendee)

5 Passes \$4500 (\$900 Per Attendee)

Prices are exclusive of VAT. Places are transferable without any charge to another Summit occurring within 12 months of the original purchase. Cancellations before January 20, 2012 incur an administrative charge of 50%. If you cancel your registration after January 20, 2012 you will be charged the full fee. You must notify IE Group in writing of a cancellation, or you will be charged the full fee.

IE Group reserve the right to make changes to the program without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.

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Advanced Analytics & Big Data Forum

April 25 & 26 San Francisco California

As companies have access to more data on both customers and competitors, the need for greater understanding and use of this resource becomes apparent. By focusing on industry case studies on the solutions offered by investment in web analytics, big data and advanced analytics, the IE Group's Advanced Analytics & Big Data Forum offers unique insight into the challenges facing thought-leaders, influencers and decision-makers in the field.

Bringing together attendees from the separate events for shared breakout, deep-dive and networking opportunities, this forum provides the ideal platform for analytics executives and data scientists to share knowledge and insight.

The Summits:

Social Media & Web Analytics Innovation



Senior Vice President,
Operations Strategy,
20th Century Fox



Senior Director,
Game Analytics Services,
Ubisoft

Advanced Analytics for High-Tech



Executive Director,
Research,
AT&T Interactive



Director,
Global Business Analytics,
Hewlett-Packard

Big Data Innovation



Vice President,
Marketing Analytics,
Macys.com



Head of Global
Merchant Analytics,
Paypal

These events will also be held with the **Text Analytics Innovation Summit**.

Find out more here:

<http://analytics.theiegroup.com/text>

Registration Details

in order to be a part of this unique forum,
contact Sean Foreman:

Email: sforeman@theiegroup.com

Telephone: 415 692 5514

the upcoming summits...



Advanced Analytics & Big Data Forum
San Francisco
April 25 & 26, 2012

Supply Chain Analytics
Austin
October 25 & 26, 2012

HR & Workforce Analytics
Chicago
May 23 & 24, 2012

Advanced Analytics for Retail
Boston
June 21 & 22, 2012

Predictive Analytics
London
April 18 & 19, 2012

Big Data Innovation
London
April 18 & 19, 2012

Contact Information

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Sponsorship Director:	Pip Curtis	Tel: +1 415 992 5349	Email me
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What is the IEG. Network?

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- Access to our extensive training library. Whenever your team needs to benchmark or gain some key actionable ideas, they just watch a quick video.
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