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ANALYTICS NOW Digging into Big Data

Embassy Suites, East Peoria, IL

March 7, 2013

SESSION 1	SESSION 2	SESSION 3	SESSION 4
MORNING KEYNOTE Gwenne A Henricks Chief Technology Officer and Vice President of the Product Development & Global Technology Division	MORNING KEYNOTE Fred Balboni Global Business Services Global Leader, Business Analytics and Optimization Overview of Big Data landscape	AFTERNOON KEYNOTE Brenda Dietrich IBM Fellow, Vice President and Chief Technology Officer for Business Analytics in IBM	PANEL DISCUSSION The Human Element Moderator: Craig Brabec Panelist: Dr Rapp, Univ. of TN Fred Balboni - IBM

Track 1: Business Enabling Operational Analytics Focused on leveraging analytics for supporting functions of the business, such as, supply chain, inventory management, manufacturing, and purchasing.

Information as a Foundation for Supply Chain

Using various data sources and descriptive analytics to understand current and future product cost by machine from a global purchasing perspective. Session will discuss challenges, results, and the journey to build this foundation.

Supply Chain Visibility through Advanced Analytics

Presenting a Caterpillar case study that uses advanced analytics and visualization tools to predict supply chain traffic flow and bottlenecks.

Leveraging Product Data to Drive Business Insights

Exposing the Product Link Enterprise Data Warehouse, the associated descriptive statistics, and sharing new Caterpillar use cases on innovative ways product link data is being used to drive business insights. In addition, a 4 week Big Data proof of concept that leveraged product link data, economic data, and sales data will be reviewed including results and lessons learned.

Using Analytics to Predict Future Parts Inventory

Discussing the various approaches on using analytics to predict future demand for products and services along with presenting a Caterpillar Logistics case study that leverages product link data and analytics to forecast parts demand.

Track 2: Customer Analytics Focused on how analytics is being used to enhance the customer experience along with deriving actionable customer insight.

Equipment Care Advisor - Proactive Analytics

Discussing how Equipment Care Advisor ECA combines equipment and application information with analytics and Cat dealer interpretive expertise to help customers to make informed maintenance, repair or component replacement decisions.

Using Enterprise Brand Analysis to Drive Customer Insights

Highlighting how Enterprise Brand Analysis (EBA) research is being used as a key input into marketing initiatives ranging from marketing plans to regional communications strategies along with the use of analytics to predict future revenue.

Social Media Analytics- Real time Insights

Demonstrating how you can take unstructured text, such as, social media and use analytics to drive business insights. Case studies presented will include Tier 4, Mike Rowe, and World of Concrete.

Predictive Lead Scoring- How & When Will They Buy?

Covering behavioral based segmentation along with a Caterpillar case study that predicted customer buying behavior within 80% accuracy.

Track 3: Core Analytics

Focused on trends in analytics, tools used in analytics, along with an overview of big data.

The Path Forward - Stages of Analytics

Discussing the analytics maturity model along with providing an overview of descriptive, predictive, and prescriptive analytics.

Building an Analytics Workbench

Highlighting the different tools and software packages in use at Caterpillar that used for descriptive, predictive, and advanced analytics.

Analytics Competition Overview

Providing an overview of the analytical capabilities of Caterpillar's competitors along with examples of how they are leveraging analytics in their business.

Big Data - Art of the Possible

Centering around Big data and when its combined with advanced analytics, it is reshaping the world today and creating a smarter tomorrow. Big data is more than simply a matter of size; it is an opportunity to find insights in new and emerging types of data and content, to make your business more agile, and to answer questions that were previously considered beyond your reach.