

Explore sessions

World of Watson 2016

October 23 - October 27 | Mandalay Bay, Las Vegas, NV

ALY-1118: Into the Storm: Extracting Weather Data and Putting It to Use for Your Business

Sessions Advanced analytics

Hands-on Lab

 **24 October 2016** , 08:30 AM – 11:00 AM

Weather is one of the largest influencing factors on the way you run your business. You work to harness value from weather data and use it to drive your organization's success. But there can still be so many questions. Who can you trust for your data? And furthermore, once you have it –how can it be used for decision-making? Be ready for the storm. Join us to get a hands-on experience, accessing and incorporating weather data into your analytic operations. You will learn how to extract weather data (e.g. temperature, wind speeds, precipitation) using The Weather Company API's. You will also learn how to perform advanced analytics without needing to have advanced statistical knowledge using Watson Analytics & SPSS Modeler.

Speakers

 **Sunil Patel**, IBM

 **Catherine Roebuck**, IBM

Industry

 **Not Industry Specific**

ALY-1307: Watson Analytics Hands-On Workshop

Hands-on Lab

 **27 October 2016** , 01:00 PM – 03:30 PM

Our Watson Analytics Workshop is designed to introduce you to our revolutionary approach to analytics that is smart data discovery. Learn from Watson Analytics experts how you can benefit from guided exploration, automated predictive analysis and effortless dashboard creation. Following a live demonstration of the solution, we will provide a structured, hands-on education session for all participants to learn how to use the product with one of our sample datasets.

Speakers

-  **Mary-Jane Goddard**, IBM
-  **Ashley Perry**, IBM
-  **Alex Josephs**, IBM
-  **Lindsey Gibson**, IBM
-  **Phillip Wall**, IBM

Industry

 **Not Industry Specific**

ALY-1354: Now That's Smart!: Watson Analytics and Cognos Analytics for Data Discovery, Now and Next

Sessions Advanced analytics

Breakout Session

 **26 October 2016** , 08:00 AM – 08:45 AM

Join this session to learn how the integration of IBM Watson Analytics and Cognos Analytics enables a more singular, end-to-end, self-service experience from operational reporting through advanced analytics. You'll also get a glimpse of future integration plans.

Speakers

 **Carm Janneteau**, IBM

 **Robert Hatfield**, IBM

Industry

 **Information Technology**

ALY-1379: Watson Analytics API-Tude: Adding Cognitive Capabilities to Your Application

Sessions Advanced analytics

Breakout Session

 **25 October 2016** , 05:00 PM – 05:45 PM

Most applications require some form of dashboard for their users. With IBM Watson Analytics APIs, you can take those dashboards to the next level. Learn how cognitive capabilities such as natural language processing (NLP) can add more dimension to the insights your application produces.

Speakers

 **Andrew Belo**, IBM

 **Martin Petitclerc**, IBM Canada

Industry

 **Not Industry Specific**

ALY-1389: Laying the Foundation for Efficiency: Improving Manufacturing with IBM SPSS and Watson Analytics

Sessions Advanced analytics

Breakout Session

 **25 October 2016** , 03:00 PM – 03:45 PM

For manufacturers, inefficiencies in the production process can mean inconsistent output, lost time and materials, and ultimately lost revenue. Command Alkon, a global technology solutions provider for concrete producers, recognized an opportunity to provide additional value to its customers by helping them improve concrete production efficiency. Join this session to see how Command Alkon identified a customer need and created/developed a customized solution with the SPSS Predictive Analytics Software Portfolio and Watson Analytics.

Speakers

 **PAUL HUDEC**, LPA Software Solutions

 **Mark Merino**, Command Alkon

Industry

 **Manufacturing**

ALY-1401: Boring Enterprise Data + Relevant Social Data = Amazeballs!

Sessions Advanced analytics

Breakout Session

 **25 October 2016** , 03:00 PM – 03:45 PM

Gone are the days when you had to analyze your dull corporate data in a silo while interns crawled through social media posts looking for negative feedback. Take the powerful data exploration and predictive capabilities of IBM Watson Analytics and join it with data using Watson Analytics for Social Media to explore relevant relationships and

interactions. See the impact that social discussions can have on your business.

Speakers

 **Matt Denham**, IBM

 **Michael McGeein**, IBM

Industry

 **Not Industry Specific**

ALY-1417: Citizen Analyst on the Rise: How Watson Analytics Can Power Movements

Sessions [Advanced analytics](#)

Breakout Session

 **26 October 2016**, 04:00 PM – 04:45 PM

The Internet first gave us the citizen journalist, the citizen who covered the stories and topics mainstream media wouldn't. Today, with the abundance of data and tools like IBM Watson Analytics, we see the rise of the citizen analyst. Citizen analysts are the fact checkers, the data analysts, the truth-tellers that today's data-rich society needs. Learn how Watson Analytics can power the citizen analyst movement and what it means for you as a business leader.

Speaker

 **Christopher Penn**, SHIFT
Communications

Industry

 **Analyst/Press**

ALY-1425: What's New and In the Labs for Watson Analytics

Sessions [Advanced analytics](#)

Breakout Session

 **27 October 2016** , 09:00 AM – 09:45 AM

IBM Watson Analytics is continuously evolving as we seek to improve how line of business users extract value from their data. In this session, we will demonstrate some of the latest enhancements as well as preview new features in the labs that might be coming soon to Watson Analytics.

Speakers

 **Kyle Weeks**, IBM

 **Leah Hostetler**, IBM

Industry

 **Not Industry Specific**

ALY-1447: In Your Own Words: Natural Language Processing and Search in Watson Analytics

Sessions **Advanced analytics**

Breakout Session

 **24 October 2016** , 04:00 PM – 04:45 PM

IBM Watson Analytics uses natural language processing (NLP) to search for the data you need and create appropriate visualizations. Of course, you can also search for content you have already loaded or created. The boundaries between these two concepts have become blurred as traditional search capabilities expand to incorporate new ideas like semantic matching. In this interactive session, you'll hear about NLP and/or/versus search. What are the differences? What are the similarities? How do users want to interact with Watson Analytics when it comes to NLP and search?

Speakers

 **Leah Hostetler**, IBM

 **Graham Watts**, IBM

Industry

 **Not Industry Specific**

ALY-1461: Data Prep: How to Improve the Job You Hate!

Sessions Advanced analytics

Breakout Session

 **24 October 2016** , 05:00 PM – 05:45 PM

This overview of data shaping and cleansing operations will help you prepare data for use in analysis. The core product focus is the new, extensive data shaping functionality in IBM Watson Analytics, and we'll show you how to maximize the analytic value in your data. The session will also cover using IBM DataWorks, and using Datawatch Monarch for semi-structured data.

Speakers

 **Robert Hatfield**, IBM

 **Michael McGeein**, IBM

Industry

 **Not Industry Specific**

ALY-1464: Moving from Data to Insight with an End-to-End Analytics Solution

Sessions Advanced analytics

Breakout Session

 **24 October 2016** , 10:00 AM – 10:45 AM

Join this session to see the full value of IBM Watson Analytics. We'll start from the point where you bring in data and cover how to identify key drivers for your business, discover new insights, communicate with others—and everything in between.

Speakers

 **Carm Janneteau**, IBM

 **Valentin Balteanu**, IBM

Industry

 **Financial Markets**

ALY-2095: Hands-On Lab: From Zero to Social Analytics Hero with IBM Watson Analytics for Social Media

Sessions Advanced analytics

Hands-on Lab

 **27 October 2016** , 01:00 PM – 03:30 PM

This hands-on lab for IBM Watson Analytics for Social Media will guide you through the complete process of creating a social media analysis for a particular domain, as well as analyzing and interpreting the results of an analysis. We will also cover ways in which you can combine the results with other data within Watson Analytics. As part of the lab, we will share best practices as well as use cases, so you have all the information you need to get started on your own analysis.

Speakers

 **Jason Salares**, IBM

 **Allison Smith**, IBM

 **Alexander Lang**, IBM

Industry

 **Not Industry Specific**

ALY-2100: How Watson Analytics Makes It Easy to Deeply Analyze Data and Present Clear Predictive Results

Sessions Advanced analytics

Hands-on Lab

 **25 October 2016** , 04:00 PM – 06:30 PM

The Chivas company gathers data for sales on TaoBao.com, including price, discount, campaign type, outlet name, etc. Say an executive wants a report on what elements impact revenue, and what type of campaign generates the most revenue, but is not an expert with complex data analysis tools. He can ask Watson Analytics: “What drives

revenue?” Watson’s reply shows an 85% predictive strength for the interaction of “sales” and “campaign type,” shows that sales activity for Chinese New Year generates the most revenue, and shows what price is ideal. Watson also generates an easy-to-understand visual report, providing key insights for further decision-making. See how Watson makes it easy to find deep relationships in unstructured data.

Speakers



Lei Nie, IBM



Chen Zhou, IBM

Industry



Retail

ALY-2186: Rise Up: Atlanta Falcons Use IBM Watson Analytics to Improve Draft Performance

Sessions Advanced analytics

Breakout Session



24 October 2016, 08:00 AM – 08:45 AM

The Atlanta Falcons are in the National Football League (NFL), one of the most competitive sports leagues on the planet. The NFL draft is critical to building the best team and selecting the right players that will compete for championships. Come to this session to hear how the Falcons are using IBM Watson Analytics to analyze draft picks to refine their strategy and gain a competitive advantage.

Speakers



Stephen Archut, IBM



Alex Josephs, IBM

Industry



Not Industry Specific

ALY-2247: How to Build Expert Storybooks in IBM Watson Analytics

Hands-on Lab

 **24 October 2016**, 12:30 PM – 03:00 PM

In this hands-on lab, you'll learn how to effectively design and build expert storybooks using a sample dataset in IBM Watson Analytics. Guided analytics templates for business problems, expert storybooks serve as personal guides, walking users through the analysis, pointing out top findings and helping users interpret results in plain language.

Speakers

 **Stephen Archut**, IBM

 **Suman Mukherjee**, IBM

Industry

 **Not Industry Specific**

ALY-2258: A Niche for Watson Analytics in Miami-Dade County

Sessions Advanced analytics

Breakout Session

 **25 October 2016** , 02:00 PM – 02:45 PM

Miami-Dade County, one of the largest counties in the US, is constantly on the lookout for ways to improve self-service in various business areas. Their solutions employ technologies such as IBM Cognos Analytics, IBM Predictive Analytics, Intelligent Operations Center for Smarter Cities, and Watson Explorer. When users were looking for additional analysis, Miami-Dade County turned to Watson Analytics. This session will demonstrate how departments at Miami-Dade County are starting to use Watson Analytics to analyze patterns and identify opportunities to improve services.

Speakers

 **Rosario Fiallos**, Miami-Dade County

 **Michael Samawi**, IBM

Industry

 **Government**

ALY-2266: Adding a Splash of Cognitive to Your IBM Watson Analytics Expert Storybooks

Sessions Advanced analytics

Breakout Session

 **27 October 2016** , 08:00 AM – 08:45 AM

Expert storybooks tell a domain-expert curated story with your data. Add the cognitive smarts of visualizations that respond to your data with explanations, and you have smart annotations for expert storybooks. This is like having an expert hold your hand while walking you through your data, pointing out the good, the bad and the ugly. Join us for a hands-on look at an expert storybook with smart annotations. We will also show you

how to create your own expert storybook and make it cognitive by baking smart annotations right in. You'll enjoy the developer's perspective on the nuts and bolts of expert storybooks and smart annotations.

Speakers

 **Daniel Rope**, IBM

 **William Bronsema**, IBM

Industry

 **Not Industry Specific**

ALY-2323: Combining Virtual Reality and IBM Watson into a Cognitive Sandbox for Advanced Analytics

Sessions [Advanced analytics](#)

Breakout Session

 **27 October 2016**, 11:00 AM – 11:45 AM

Large amounts of data combined with the complexity of machine learning algorithms make data analytics in today's age a daunting task for new analysts. To explore more novel and intuitive ways for finding patterns in data, project VIDA was started. Project VIDA attempts to blend the human speech understanding of Watson and the data smarts of Watson Analytics into a virtual reality application to create an immersive experience for data analytics. In this information session, the VIDA team will share their experiences, offer tips and demonstrate how they overcame hurdles.

Speakers

 **Vikremjeet BHAGI**, IBM

 **Bryan Parker**, IBM

Industry

 **Analyst/Press**

ALY-2372: How to Conquer the World With IBM Watson Analytics and IBM Cognos Analytics

Breakout Session

 **24 October 2016**, 01:00 PM – 01:45 PM

IBM Watson Analytics helps you discover new insights in your data, and IBM Cognos Analytics can help you operationalize those insights—a very powerful combination! This session will show you how to get started with Watson Analytics and Cognos Analytics, and will showcase the power of identifying new findings in your data and how to promote them in your analytics community. We will walk you through content navigation, file upload, data modules and dashboard development. As a bonus, we'll give you a glimpse of the future and have a conversation around the direction for these innovative products. Get ready to use Watson Analytics to understand your data, and Cognos Analytics to develop dashboards that operationalize those insights.

Speaker

 **Dale Forman, IBM**

Industry

 **Not Industry Specific**

ALY-2383: How Boeing Lands Value and Enhanced Visual Analytics with IBM Cognos Analytics

Sessions Advanced analytics

Breakout Session

 **24 October 2016** , 09:00 AM – 09:45 AM

Organizations frequently struggle with deploying new analytics capabilities, and are not sure how to move from "what" happened to "why" and eventually to "what will" happen. In this session, we explain how IBM Cognos Analytics enables you to use existing content with new analytics capabilities to drive increased business value. You'll get details on delivering enterprise business intelligence, as well as more advanced visual analysis, pattern exploration and correlation from a single platform. We'll show you how to identify and understand why you're behind schedule, over budget or have quality issues. Then we'll prepare you for the next wave of predictive solutions that use the cognitive capabilities of IBM SPSS and IBM Watson Analytics.

Speakers

 **Kay Vandevanter**, The Boeing Company

 **Chad Sandler**, The Boeing Company

Industry

 **Not Industry Specific**

ALY-2697: Just Breathe: How Gore Uses IBM Watson Analytics for Social Media for Business Decisions

Sessions Advanced analytics

Breakout Session

 **26 October 2016** , 10:00 AM – 10:45 AM

W. L. Gore and Associates has made its name by creating innovative, technology-driven solutions, from medical devices that treat aneurysms to high-performance, breathable GORE-TEX fabrics. This session will cover how we use IBM Watson Analytics for Social

Media to get data-driven insights into our diverse products portfolio from social media data, and show how they influence key business decisions. We will also talk about how we are rolling out social media analytics across the organization, including the necessary ramp-up of people that use the solution in their daily work.

Speakers

-  **Alexander Lang**, IBM
-  **Chris Lobo**, W.L. Gore & Associates

Industry

 **Not Industry Specific**

ALY-2709: Using Watson Analytics and SPSS Modeler to Uncover the Impact of Climate Events

Sessions Advanced analytics

Theater Session

 **25 October 2016**, 03:30 PM – 03:50 PM

How are climate events affecting human migration and social stresses? How can we avoid catastrophic outcomes? IBM Academy of Technology is using IBM Watson Service Extensions to IBM SPSS Modeler for a study of climate events. Natural language processing, automated predictive modeling, guided data discovery and annotations are part of a cognitive computing and predictive analytics approach that incorporates automatic language translation, sentiment analysis, and weather trend prediction. Governments, cities, and other entities can then use the study to improve their resilience and responsiveness. This talk shows Watson’s applicability to this problem and highlights the extensibility of the SPSS Modeler predictive analytics platform.

Speakers

-  **Cheryl HOWARD**, IBM
-  **STEPHEN GAWTRY**, IBM

Industry

 **Government**

ALY-2794: Dive into IBM Watson Analytics Security: Now and Next

Sessions Advanced analytics

Breakout Session

 **27 October 2016** , 10:00 AM – 10:45 AM

Are you ready for your data in the cloud? This session focuses on the security of IBM Watson Analytics, IBM's smart data discovery service. We will cover data, user, operational, physical and personnel security. With security being a continuum, we will also take a closer look at what is forthcoming in this space.

Speakers

 **Michael McGeein**, IBM

 **Pauline Salamani**, IBM

Industry

 **Not Industry Specific**

ALY-2940: Augmenting Data Analysis with Social Media Analysis to Tell a Complete Story

Sessions Advanced analytics

Breakout Session

 **26 October 2016** , 08:00 AM – 08:45 AM

IBM Watson Analytics is famous for making it easy for people with only a smattering of analytics experience understand their data on their own. However, there is much more to Watson Analytics than you think. Join this session to see how new sets of visualizations, such as network diagrams, can be generated from structured data for advanced analysis. See also how you can augment that with a Watson Analytics Social Media (WASM) project that analyzes unstructured data to find correlations between your data and social media activity.

Speakers

 **Suman Mukherjee**, IBM

 **Ronnie Sheth**, IBM

Industry

 **Not Industry Specific**

ALY-3077: A Powerful Duo: IBM Watson Analytics and Planning Analytics

Sessions Advanced analytics

Breakout Session

 **27 October 2016** , 02:00 PM – 02:45 PM

How often do you or others in your organization use spreadsheets to make decisions? The combination of IBM Watson Analytics and Planning Analytics takes users beyond the limitations of spreadsheets to dig deeper and discover what impacts the bottom line. They can infuse predictive analysis into forecasting, create rich data visualizations, link tactics with financial plans, and deliver insights to improve decisions. The Planning

Analytics interactive, customizable workspace retains the familiar Excel interface. Watson Analytics provides smart data analysis and visualizations to help you formulate and evaluate plans. Attend this session to see how this powerful combination can be used to get better answers out of your spreadsheets.

Speakers

 **Stephen Archut**, IBM

 **Debra Pesek**, IBM

Industry

 **Not Industry Specific**

ALY-3143: Watson Analytics for Social Media: A Window into the Hearts of Customers and Prospects

Sessions Advanced analytics

Theater Session

 **26 October 2016**, 10:30 AM – 10:50 AM

There are countless social media sites out there. How can you stay on top of the impressions your company and product are making? Geared for the social media beginner, this session uses a series of light-hearted examples (this is social media data, after all!) to teach the effective use of Watson Analytics for Social Media. You'll learn how to go after the data, find the nuggets of value and polish them for impact. Along the way, we'll make discoveries—some funny, some confounding—that let you see how social media data gives you a deeper understanding of your business.

Speaker

 **Christine Fulford**, IBM Canada

Industry

 **Not Industry Specific**

ALY-3508: Delivering Process Improvement with IBM Watson Analytics at Citibank

Sessions Advanced analytics

Breakout Session

 **24 October 2016** , 12:00 PM – 12:45 PM

In this session, Stuart Hill, global head of analytics, enterprise supply chain at Citibank, will take you through how he and his team used IBM Watson Analytics to take a large set of operational and procurement data and turn it into critical insight within the operational cycle time that helped improve business efficiency. The session will cover the business problem, how the data was used and some examples of the output produced.

Speaker

 **Stuart Hill**, Citigroup

Industry

 **Not Industry Specific**

ALY-3760: Build a Storytelling Interactive Report with Watson Analytics

Sessions Advanced analytics

15 Min Hello World Lab

 **24 October 2016** , 01:00 PM – 05:00 PM

Are you still using Microsoft Excel to build a report? Do you want to interact with your report when you present the result to your boss? Try Watson Analytics. This lab shows how to build a storytelling interactive report with Watson Analytics. You will see how easily you can get graphical insight from sales data by natural language Q&A. The data comes from a leading e-commerce platform in China. With a few clicks, your interactive report is created and ready to be shared with others. You can easily find out things you don't know about your business from a visualization chart.

Speaker

 **Lei Nie**, IBM

Industry

 **Not Industry Specific**

ALY-3765: Build a Cognitive Fashion Retail Business

Sessions Advanced analytics

Ask Me Anything Demo Stations

 **26 October 2016**, 08:00 AM – 09:30 AM

The fashion retail business is a quick-change business. You have new products every season. It will be a nightmare to understand your business performance with Microsoft Excel. With Watson Analytics, you can connect to your database and ask questions about your business with natural language. Watson Analytics will load the data, clean it, find results from it and present it in the same natural language and graphics. You can learn what drives your sales or any performance metrics you want to know. You may also get practical guidance on how you can improve your sales. It's also easier to see if your marketing campaign works as you expected. All these queries are easy enough to make, without the need for data analysis knowledge.

Speaker

 **Lei Nie**, IBM

Industry

 **Retail**