

IBM Schaumburg Office  
10 N Martingale Rd, Schaumburg, IL 60173  
White Pines Conference Room  
Thursday, November 1, 2018

- 8:00-8:30 Registration, Continental Breakfast
- 8:30-8:45 **Welcome Remarks and IMPACT 2018 Overview**  
*Lisa David, Partner, eCapital Advisors*  
*Matt Frederick, Partner, eCapital Advisors*
- 8:45-9:15 **Keynote Address: IBM Analytics Current and Future**  
*Bruce Killion, Global Sales and Customer Success Executive – Cognos Analytics*  
IBM's Bruce Killion will kick off Impact 2018 with a comprehensive overview of IBM's current Analytics Strategy and offer a view to the future for this powerful family of solutions.
- 9:15-10:30 **IBM Planning Analytics/TM1**  
*Mark Kiel, Product Offering Manager - IBM Planning Analytics*  
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.
- 10:30-10:45 Break
- 10:45-12:00 **Cognos Analytics**  
*Kevin McFaul, Offering Manager - BI & Self-Service Discovery, IBM*  
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.
- 12:00-12:15 Illinois User Group Leadership Announcement
- 12:15-12:45 Lunch and Networking
- 12:45-2:45 **HANDS ON SESSION: Planning Analytics**  
*Rob Melloy, 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.
- 12:45-1:40 **Session 1 – Unlocking the Value in Your Planning Process**  
*Scott Wallace, eCapital Advisors*  
Scott will share how finance can unlock “value” in the planning and forecasting process by focusing on three key value drivers, Value Creation, Value Stewardship and Value Management. By planning for specific growth initiatives, simplifying and shortening the planning process and developing a strategic performance management approach your planning process can pay large dividends and help to maximize the value of the enterprise.

- 1:45-2:40 **Session 2 – Elements of a World Class Analytics Organization**  
*Chuck Schweiger, eCapital Advisors*  
The need for data and analytics is pervasive and it underpins every business model. The dramatic rise in the influx of data requires even more analysis. For organizations to get the full value from data, they must embrace the latest technologies. In this session, we will discuss what key elements are needed to become a World Class Analytics Organization.
- 2:45-3:00 Break
- 3:00-5:00 **HANDS ON SESSION: Discover the Next Generation of Cognos Analytics**  
*Francois Ross, eCapital Advisors*  
In this hands-on session, you will experience the latest innovations in this major new release of Cognos Analytics, such as data exploration, suggested insights and pattern detection.
- 3:00-3:55 **Session 1 - Evolve Your Analytics Platform to Impact Your Business**  
*Chris Engstrom, eCapital Advisors*  
Business intelligence and analytics platforms continue to evolve by offering more sophisticated analytics capabilities to a broader range of users. What is machine learning, clustering, segmentation and time-series forecasting? In this session, you will walk away with an understanding of how to use these tools to impact your business and create ROI.
- 4:00-5:00 **Session 2 – Creating a Connected Enterprise**  
*Dave Collins, eCapital Advisors*  
During this session, we will discuss the importance and the steps to becoming a world-class connected enterprise. The best performing companies understand the importance of creating a connected and profitable enterprise. Too many companies still have siloed and disparate planning processes and it can take a long time to understand the impact of a change in operations (sales, demand or supply chain) on your financials (revenue, COGS or EBITDA).  
  
Learn about the importance of coming together as an organization to align data, operations and workflow, to ensure bottom line profitability. For example, shifting a promotional event, impacts not only staffing, but could impact production, shipping, advertising, finance and customer service or how changing product mix will impact bottom line margins. By connecting cross-functional business activities, you will more quickly gain insight and knowledge, to more profitably drive your business.
- 6:00-8:00 **Happy Hour – Punch Bowl Social – 1100 American Lane, Schaumburg, IL**  
Join eCapital Advisors and IBM Team Members at *Punch Bowl Social* for a great evening of food, craft cocktails and beer as well as a fun lineup of bowling, arcade games and karaoke.