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International Institute for Analytics (IIA) Hosts First Ever IIA Executive Forum at Data Driven Business Week

Keynote presentation by data analytics expert Tom Davenport and four working sessions allow executives and business professionals to look at how leading organizations are becoming analytical competitors

CHESTNUT HILL, Mass., February 11, 2011 – [The International Institute for Analytics \(IIA\)](#), a technology and market research organization focused exclusively on serving the business analytics industry, announces the [IIA Executive Forum](#), one of four [Data Driven Business Week](#) (March 14-15, 2011, San Francisco, Calif.) conferences designed to empower businesses to strategize and optimize with data analytics.

Competitive pressures, customer retention, and revenue growth hinge on building broader capabilities within enterprise-level organizations at the executive level. Offered for the first time, the IIA Executive Forum, which takes place on March 15, 2011, will allow executives and business professionals the opportunity to share insights, research, and best practices among peers from organizations looking to optimize, analyze, and strategize with their data.

“The IIA Executive Forum drives to the heart of what is required to realize the opportunities presented at Data Driven Business Week, and we couldn’t be more delighted to host it”, said DDBW organizer Rising Media’s CEO, Matthew Finlay.

Consisting of five distinct sessions, the IIA Executive Forum kicks off with [Thomas \(Tom\) Davenport](#)’s keynote presentation “The New Quantitative Era: Creating Successful Business Change with Analytics” (Tuesday, March 15, 9:00 a.m. PT). Davenport, Babson College Distinguished Professor, IIA research/faculty leader, and co-author of *Competing on Analytics*, will illustrate what it takes to create an analytics-driven business. As an authority on building broad capabilities for enterprise-level business intelligence, Davenport addresses the organizational culture and business leadership required to make the most of the science of analysis, and will share stories of people who have made this transition and the resulting competitive edge their organizations exploit.

“We’ve been impressed with Rising Media’s events and their focus on analytics. Our Executive Forum should be a real eye-opener for both technologists and business leaders coming to get a strong sense of how analytical competitors are gaining a real advantage in their strategic use of data. Should be a great day of discussions,” said Jack Phillips, CEO, IIA

Following the keynote, Tom Davenport, [James Taylor](#), IIA Faculty Member, and [Jack Phillips](#) will lead several roundtable discussions and case study presentations. Seating at these sessions is limited. Topics are:

- **“What is the Real Value of Analytics”** (10:15 – 11:05 a.m. PT) led by Tom Davenport – This moderated roundtable discussion is designed as an interactive forum that will allow attendees to address topics and issues organizations face today as tremendous amounts of data is collected across all aspects of the business. Participants will discuss business infrastructure, organizational and resource issues; gain insight and advice; and learn from real-world examples of how organizations are building successful models to optimize their data.
- **“Key Applications of Analytics by Vertical Industry and Job Function”** (11:10 a.m. – 12:00 p.m. PT) led by Tom Davenport – Following on the first session, Davenport will outline the most impactful applications of analytics by vertical industry (3-4 primary industries: health care, retail, banking, insurance) and job function (marketing, sales, human resources, technology). Participants will contribute their own experiences specific to their industry or role. The session will conclude with a look at where the application of analytics is headed in each area.
- **“Critical Issues in Applying Analytics at Production Scale”** (1:15 – 2:05 p.m. PT) moderated by James Taylor – a leading expert in decision management, Taylor will discuss the critical issues of applying analytic models and results on a production scale. Organizations that succeed in applying analytics at such a scale see tremendous results – the benefit of analytics is applied to large numbers of transactions for a powerful multiplicative effect. Taylor will highlight the challenges he sees in his work and with his clients, and will lead a discussion of the biggest issues and how they can be resolved. Attendees should bring their challenges and can expect to take away concrete advice on what to do about them in their daily environments.
- **IIA Case Study: “The Trouble with Harry”** (2:10 - 3:00 p.m. PT), led by Jack Phillips – this original IIA case study centers on the steps taken by the leader of a newly formed analytics team within NavRisk Insurance after she receives some disturbing feedback. She created the group by gathering an elite cadre drawn from marketing, risk management, and IT into a centralized analytics strike force to tackle major strategic opportunities and high-profile challenges facing the company. The move raised her profile and presented her with the challenge she has been preparing for over the past few years. Senior management supports the effort, but colleagues of the new leader want to know what is in it for them, and what the new group's mandate will be. Session participants will receive the case study in advance and should come prepared with an action plan for how to get the analytics team at NavRisk Insurance back on track.

To learn more about Data Driven Business Week visit <http://www.datadrivenbusinessweek.com/>. To reserve your seat to any of the Forum sessions, register here at <https://www.eiseverywhere.com/ereg/index.php?eventid=19502&>.

About Rising Media

Rising Media is a specialized media company excelling in the production of business technology-related conferences and exhibitions. Rising Media currently produces events including eMetrics Marketing Optimization Summit, Conversion Conference, Search Marketing Expo, Predictive Analytics World, Internet Marketing Conference, Web Effectiveness Conference, Building Business Capability and AffCon in the US, Canada, UK, France, Germany, Sweden and Australia. See www.risingmedia.com for more info.

About IIA

[The International Institute for Analytics \(IIA\)](#) was created to bring a common organizing language and ‘experienced-based’ research to the growing business analytics industry. Research is organized by vertical industry, organizational role, and analytics competencies. IIA’s mission is to meet the research and decision-support needs of business and analytics leaders and their teams as the focus on analytics as a competitive differentiator increases.

IIA’s offerings include annual research subscriptions for individuals and enterprises, faculty-moderated analytics research councils, executive roundtables and phone conversations, and advisory services for both analytics teams and vendor companies. To drive the organization’s insights, curriculum, and dialogues, IIA serves its clients through a unique ‘experience-based’ research methodology that uses a combination of world-class faculty and a closed community of end-users.

SAS, Accenture, Intel, SAP, and Teradata have jointly supported IIA's initial operations, and help IIA set its original research agenda and focus. For more information about IIA visit <http://iianalytics.com/>.

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