

Papers and Keynotes

Industry	Country	Title	Speaker	Business Area	Business Function	Analytics Area
Academic	Belgium	Improving interpretability while retaining predictive performance: Reconciling two critical success factors in predictive marketing modeling	Geert Verstraeten, PhD, Partner, Python Predictions, Belgium		Predictive Modeling	Data Mining
Academic	Denmark	An analysis of market shares on the Danish alcohol market using unobserved components	Anders Milhøj, Professor, University of Copenhagen, Denmark		Unobserved Components	General Analytics
Academic	Denmark	Using data to change the world: Global warming and cool facts	Bjørn Lomborg, PhD, Adjunct Professor, Copenhagen Consensus Center, Copenhagen Business School, Denmark		Facts Based Decision Making	General Analytics
Academic	Italy	Handling missing data in large data sets	Agostino Di Caccio, Professor, University of Rome "La Sapienza," Italy		Missing Data	General Analytics
Academic	UK	Knowing when to intervene: How to make effective judgmental adjustments to your statistical forecasts	Paul Goodwin, The Management School, University of Bath, United Kingdom	Logistic		Forecasting
Banking	Austria	Next best product: offering the right product in a multichannel framework	Thomas Schierer, CRM Analyst, Erste Bank der oesterreichischen Sparkassen AG, Austria	Sales & Marketing	Customer Relationship Management	Data Mining
Banking	Germany	Backtesting of scores in a retail banking environment	Franz Hofner, Specialist, Deutsche Postbank AG, Germany	Sales & Marketing	Marketing Campaigns	Data Mining
Banking	Italy	Prestiamoci.it: The Italian way of P2P lending	Paolo Galvani, Chairman, Prestiamoci.it, Italy	Sales & Marketing	Marketplace Optimization	Optimization
Banking	Switzerland	Fraud prevention at Visa Card Services by means of advanced analytics	Marcel Bieler, Business Analyst, Visa Card Services, Switzerland	Sales & Marketing	Fraud Detection	Data Mining
Energy	Belgium	Customer insight: The core of our business	Sarah Van Laere, Customer Insight Expert, Nuon Belgium, Belgium	Sales & Marketing	Customer Retention	Data Mining
Insurance	Austria	Customer profit value in insurance business	Günter Schmözl, Teamleiter, UNIQA Versicherung, Austria	Sales & Marketing	Customer Retention	Data Mining

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Insurance	Germany	Morbidity-based risk adjustment between German sickness funds: Development and technical realisation.	Volker Arndt, Research Associate, Federal Social Insurance Agency, Risk Adjustment Unit, Germany	Health Care	Risk	Text Mining
Insurance	Sweden	Threats and violence as a precursor to occupational injury: Text mining of insurance-based information on police officers and security guards in Sweden 2004-2007	Kerem Tezic, Statistician, AFA Swedish Labour Market Insurances, Sweden	Sales & Marketing	Direct Marketing	Text Mining
Manufacturing	Denmark	A different approach to forecasting performance measurement and management	Lauge Valentin, Manager for Global Forecasting, The LEGO Group, Denmark	Logistic	Managing Forecasts	Forecasting
Manufacturing	Denmark	How prediction is used as a fact-based "second opinion" to improve the basis for the business decisions	Charlotte Dyhr, Director, Prediction, Danfoss A/S, Denmark and Christian Haxholdt, Partner, Haxholdt Company, Denmark	Finance	Predictive Modeling	Forecasting
Manufacturing	Portugal	A two-hundred-year-old process reveals its secrets to JMP®	Andy Little and Rui Abreu, Consultants, Visual Analysis, Saint Gobain, Portugal	Production	Visual Analysis	Quality Control
Manufacturing	USA	Large-scale forecasting in manufacturing using data mining techniques for pre-processing	Tim Rey, Manager of Data Mining and Modeling, Work Process Methodology Expertise Center, The Dow Chemical Company, USA	Logistic		Data Mining, Forecasting
Media	Germany	More earnings by delivering optimization	Walter Baum, Head Retail and Regulation, Axel Springer AG, Germany	Logistic	Supply Chain	Optimization
Pharma	Denmark	Road map to process excellence in the pharmaceutical industry using JMP®	Per Vase, PhD, Senior Specialist, Consulting, NNE Pharmaplan, Denmark	Logistic	Six Sigma	Quality Control
Pharma	UK	Data mining in sales and marketing for pharmaceuticals	Stuart Adlam, Business Analytics Manager, Eli Lilly, UK; and Joanna Lee, Analytics Consultant, SAS, UK	Sales & Marketing	Business Operational Decision Making	Data Mining
Public	Italy	Forecasts and strategic planning in healthcare governance: An experience of ASL of Pavia	Simona Mariani, CEO, ASL of Pavia, Italy	Health Care	Resource Planning	Forecasting
Public	Switzerland	Analysis of medical records	Stefan Hunziker, Director Medical Informatics, Hospital Lucerne, Switzerland	Health Care		Text Mining

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Public	UK	Using analytics to save lives	Andy Mobbs, Risk Information Manager, London Fire Brigade, UK	Logistic	Risk	General Analytics
Retail	Norway	The early-warning project: Pre-warning and avoiding problems and costly down time in complex industrial processes	Torulf Mollestad, Senior Advisor, SAS, Norway	Logistic	Early Warning Indicators	Data Mining
Telecom.	Germany	Looking into the future	Andreas Gimber, Senior Project Manager, Telefónica O ₂ Germany, Germany	Finance	Budget Planning	Forecasting
Telecom.	Italy	Capacity planning in TLC Networks using SAS® Forecast Server	Dino Cannas, Network Planner, Telecom Italia, Italy	Logistic	Capacity Planning	Forecasting
Telecom.	Poland	Enhancing customer retention with SAS and Teradata	Jarosław Kosiński, Corporate Project Manager, Telekomunikacja Polska SA, Poland; and Krzysztof Stępień, Consultant, Sofrecom Poland, Poland	Sales & Marketing	Customer Retention	Data Mining
Telecom.	Sweden	Experiences on experiment design in direct marketing	Riku Mäkeläinen, Data Miner, TeliaSonera Sverige AB, Sweden	Sales & Marketing	Predictive Modeling	Data Mining
Transportation	Belgium	Improvement of European air traffic forecasts at EUROCONTROL	David Marsh, Manager, Forecasting and Traffic Analysis, EUROCONTROL, Belgium; and Andrew Pease, Business Development Manager, SAS, Belgium	Logistic	Air Traffic Management	Forecasting
Transportation	UK	Data mining and analytics at British Airways	Dr. Simon Cumming, Principal Operational Research Consultant, British Airways, UK	Sales & Marketing	Customer Relationship Management	Data Mining
	Germany	Exploring opportunity space: Some real-world examples of using JMP's custom designer	Dr. David Meintrup, STATCON B. Schäfer, Consulting Team, Germany		Design of Experiments	Quality Control
	Germany	Business analytics: What does the future hold?	Sascha Schubert and Udo Sglavo, SAS Global Analytics Practice, Germany		Business Analytics	General Analytics
	USA	Survival analysis as a forecasting tool	Michael JA Berry, founder, Data Miners Inc., USA	Sales & Marketing	Survival Analysis	Data Mining, Forecasting