

conference program

analytics conference

A2009

THRIVING IN TODAY'S ECONOMY

Inaugural A2009 Analytics Conference

Copenhagen, Denmark

1-2 July 2009

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Presented by



THE
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analytics conference

A2009

THRIVING IN TODAY'S ECONOMY

Hundreds of data analysts from around the world will meet in Copenhagen for a conference that will change the way organisations use their most important asset: **data**.

In today's competitive and volatile global economy, every problem has an opportunity attached. How organisations choose to address new challenges results in three possible outcomes: success, failure or maintaining the status quo.

During A2009, you will find the answer to success lies in analytics. No matter what industry you are in, you can transform your data into a competitive advantage that will allow your organisation to:

- **Solve** complex business problems.
- **Manage** for performance to achieve measurable business objectives.
- **Drive** sustainable growth through innovation.
- **Anticipate** and manage change.

The inaugural A2009 Analytics Conference features 32 papers from:

- 12 countries.
- 11 industries.
- Four business areas.
- 22 business functions.
- Seven analytics areas.

Check the Web site for the most up-to-date conference information, speakers and session abstracts.

www.sas.com/a2009



A2009 Featured Business Functions

Air Traffic Management
Budget Planning
Business Operational Decision Making
Business Analytics
Capacity Planning
Customer Relationship Management
Customer Retention
Direct Marketing
Early Warning Indicators
Fact-Based Decision Making
Fraud Detection

Managing Forecasts
Marketing Campaigns
Marketplace Optimization
Missing Data
Predictive Modeling
Quality Control
Resource Planning
Risk
Supply Chain
Survival Analysis
Unobserved Components

Keynote Speakers



Michael J.A. Berry, Founder,
Data Miners Inc., USA
*Survival Analysis as a
Forecasting Tool*



Bjørn Lomborg, PhD, Adjunct
Professor, Copenhagen Consensus
Center, Copenhagen Business
School, Denmark
*Using Data to Change the World:
Global Warming and Cool Facts*



Paul Goodwin, The Management
School, University of Bath,
United Kingdom
*Knowing When to Intervene:
How to Make Effective
Judgmental Adjustments to
Your Statistical Forecasts*



Tim Rey, Manager of Data Mining
and Modelling, Work Process
Methodology Expertise Center,
The Dow Chemical Company, USA
*Large-Scale Forecasting in
Manufacturing Using Data Mining
Techniques for Preprocessing*

Paper List and Session Speakers by Country

AUSTRIA

Next Best Product: Offering the Right Product in a Multichannel Framework

Thomas Schierer, CRM Analyst, Erste Bank der oesterreichischen Sparkassen AG

Customer Profit Value in the Insurance Business

Günter Schmözl, Team Leader, UNIQA Versicherung

BELGIUM

Improving Interpretability While Retaining Predictive Performance: Reconciling Two Critical Success Factors in Predictive Marketing Modelling

Geert Verstraeten, PhD, Partner, Python Predictions

Customer Insight: The Core of Our Business

Sarah Van Laere, Customer Insight Expert, Nuon Belgium

Improvement of European Air Traffic Forecasts at Eurocontrol

David Marsh, Manager, Forecasting and Traffic Analysis, EUROCONTROL
Andrew Pease, Business Development Manager, SAS

DENMARK

An Analysis of Market Shares on the Danish Alcohol Market Using Unobserved Components

Anders Milhøj, Professor, University of Copenhagen, Denmark

How Prediction Is Used as a Fact-Based “Second Opinion” to Improve the Basis for Business Decisions

Charlotte Dyhr, Director, Prediction, Danfoss A/S
Christian Haxholdt, Partner, Haxholdt & Company

Road Map to Process Excellence in the Pharmaceutical Industry Using JMP®

Per Vase, Senior Specialist, PhD, Consulting, NNE Pharmaplan

GERMANY

Back-Testing of Scores in a Retail Banking Environment

Franz Hofner, Specialist, Deutsche Postbank AG

Morbidity-Based Risk Adjustment Between German Sickness Funds: Development and Technical Realisation

Volker Arndt, Research Associate, Federal Social Insurance Agency, Risk Adjustment Unit

More Earnings by Delivering Optimisation

Walter Baum, Head Retail and Regulation, AXEL SPRINGER AG

Looking into the Future

Andreas Gimber, Senior Project Manager, Telefónica O2 Germany

Exploring Opportunity Space: Some Real-World Examples of Using JMP's Customer Designer

Dr. David Meintrup, STATCON B. Schäfer, Consulting Team

Business Analytics: What Does the Future Hold?

Sascha Schubert and Udo Sglavo, SAS Global Analytics Practice

ITALY

Handling Missing Data in Large Data Sets

Agostino Di Caccio, Professor at University of Rome “La Sapienza”

Prestiamoci.it: The Italian Way of P2P Lending

Paolo Galvani, Chairman, Prestiamoci.it

Forecasts and Strategic Planning in Healthcare Governance: An Experience of ASL of Pavia

Simona Mariani, CEO, ASL of Pavia

Capacity Planning in TLC Networks Using SAS® Forecast Server

Dino Cannas, Network Planner, Telecom Italia

NORWAY

The Early Warning Project: Pre-Warning and Avoiding Problems and Costly Down Time in Complex Industrial Processes

Torulf Mollestad, Senior Advisor, SAS

POLAND

Enhancing Customer Retention with SAS and Teradata

Jaroslawn Kosinski, Corporate Project Manager, Telefomunikacja Polska SA
Krzysztof Stepień, Consultant, Sofrecom Poland

PORTUGAL

A 200-year-old Process Reveals Its Secrets To JMP

Andy Liddle and Rui Abreu, Consultants, Visual Analysis, Saint Gobain

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

Experiences on Experiment Design in Direct Marketing

Riku Mäkeläinen, Data Miner, TeliaSonera Sverige AB

SWITZERLAND

Fraud Prevention at Visa Card Services by Means of Advanced Analytics

Marcel Bieler, Business Analyst, Visa Card Services

Analysis of Medical Records

Stefan Hunziker, Director Medical Informatics, Hospital Lucerne

UNITED KINGDOM

Data Mining in Sales and Marketing for Pharmaceuticals

Stuart Adlam, Business Analytics Manager, Eli Lilly
Joanna Lee, Analytics Consultant, SAS

Using Analytics to Save Lives

Andy Mobbs, Risk Information Manager, London Fire Brigade

Data Mining and Analytics at British Airways

Simon Cumming, PhD, Principal Operational Research Consultant, British Airways

Industry and Analytics Area Represented

INDUSTRY	ANALYTICS AREA					
	Data Mining	Text Mining	Forecasting	Optimisation	Visual Analysis & Quality Control	General Analytics
Academic	Python Predictions, Belgium		University of Bath, UK			University of Copenhagen, Copenhagen Business School, University of Rome
Banking	Erste Bank der oesterreichischen Sparkassen AG; Deutsche Postbank AG; Visa Card Services, Switzerland			Prestiamoci.it, Italy		
Energy	Nuon Belgium					
Insurance	UNIQA Versicherung, Austria	AFA Swedish Labour Market Insurances				Federal Social Insurance Agency, Germany
Manufacturing	The Dow Chemical Company, USA				Saint Gobain, Portugal	
Media				Axel Spring AG, Germany		
Pharma	Eli Lilly, UK				NNE Pharmaplan, Denmark	
Public		Hospital Lucerne, Switzerland	ASL of Pavis, Italy			London Fire Brigade, UK
Retail	Conoco Phillips, Norway					
Telecommunication	Telekomunikacja Polska SA; Teliasonera Sverige AB		Telefónica O2 Germany; Telecom Italia			
Transportation	British Airways		EUROCONTROL, Belgium			
All	Data Miners Inc., USA		Data Miners Inc., USA		STATCON B. Schäfer, Germany	SAS

Visit www.sas.com/a2009 for complete descriptions of all the paper presentations.

A2009 Agenda

29 - 30 June	2-Day Training Courses held at the Training Center, SAS Denmark			
	Michael J. A. Berry , Founder, Data Miners Inc., USA <i>Data Mining Techniques: Theory and Practice</i>	Bob Lucas , Director, Statistical Training, SAS, USA <i>Survival Data Mining: Predictive Hazard Modeling for Customer History Data</i>	<i>Managing SAS Analytical Models Using SAS Model Manager</i>	<i>Advanced Predictive Modeling Using SAS® Enterprise Miner™ 5</i>
30 June	1/2 Day Training Course held at the Training Center, SAS Denmark			
	<i>Forecasting with Limited Data: A Practical Approach</i>			

1 July	Radisson SAS Scandinavia Hotel, Copenhagen			
	TRACK 1	TRACK 2	TRACK 3	
8:00 - 9:00	Registration			
9:00 - 9:15	Jens Olivarius : A2009 Opening Session			
9:15 - 10:05	Bjørn Lomborg, PhD , Adjunct Professor, Copenhagen Consensus Center, Copenhagen Business School, Denmark <i>Using Data to Change the World: Global Warming and Cool Facts</i>			
10:05 - 10:20	Break			
	Data Mining	Customer Retention		
10:20 - 11:10	Stuart Adlam , Business Analytics Manager, Eli Lilly, and Joanna Lee , Analytics Consultant, SAS, UK <i>Data Mining in Sales & Marketing for Pharmaceuticals</i>	Sarah Van Laere , Customer Insight Expert, Nuon Belgium, Belgium <i>Customer Insight: The Core of Our Business</i>	Agostino Di Caccio , Professor at University of Rome "La Sapienza", Italy <i>Handling Missing Data in Large Data Sets</i>	
11:10 - 12:00	Torulf Mollestad , Senior Advisor, SAS, Norway: <i>The Early Warning Project: Pre-Warning and Avoiding Problems and Costly Down Time in Complex Industrial Processes</i>	Günter Schmölz , Team Leader, UNIQA Versicherung, Austria <i>Customer Profit Value in the Insurance Business</i>	Anders Milhøj , Professor, University of Copenhagen, Denmark <i>An Analysis of Market Shares on the Danish Alcohol Market Using Unobserved Components</i>	
12:00 - 13:00	Lunch			
13:00 - 13:50	Michael J. A. Berry , Founder, Data Miners Inc., USA <i>Survival Analysis as a Forecasting Tool</i>			
		Visual Analysis & Quality Control	Optimisation	
14:00 - 14:50	Jarosław Kosinski , Corporate Project Manager, Telekomunikacja Polska SA, and Krzysztof Stepień , Consultant, Sofrecom Poland, Poland <i>Enhancing Customer Retention with SAS and Teradata</i>	Per Vase , PhD, Senior Specialist, Consulting, NNE Pharmaplan, Denmark <i>Road Map to Process Excellence in the Pharmaceutical Industry Using JMP®</i>	Walter Baum , Head Retail and Regulation, Axel Springer AG, Germany <i>More Earnings by Delivering Optimisation</i>	
14:50 - 15:10	Break			
15:10 - 16:00	Riku Mäkeläinen , Data Miner, TeliaSonera Sverige AB, Sweden <i>Experiences on Experiment Design in Direct Marketing</i>	Dr. David Meintrup , STATCON B. Schäfer, Consulting Team, Germany <i>Exploring Opportunity Space: Some Real-World Examples of Using JMP's Custom Designer</i>	Paolo Galvani , Chairman, Prestiamoci.it, Italy <i>Prestiamoci.it: The Italian Way of P2P Lending</i>	
16:10 - 17:00	Sascha Schubert and Udo Sglavo , SAS Global Analytics Practice, Germany <i>Business Analytics: What Does the Future Hold?</i>	Andy Liddle and Rui Abreu , Consultants, Visual Analysis, Saint Gobain, Portugal <i>A 200-year-old Process Reveals Its Secrets To JMP</i>		
17:30 - 19:30	Network Reception – Buffet & Beverage			
19:30	Tivoli Garden			

2 July		Radisson SAS Scandinavia Hotel, Copenhagen		
		TRACK 1	TRACK 2	TRACK 3
8:30 - 9:00	Registration			
		Paul Goodwin , The Management School, University of Bath, United Kingdom <i>Knowing When to Intervene: How to Make Effective Judgmental Adjustments to Your Statistical Forecasts</i>		
9:50 - 10:10	Break			
		Data Mining	Public Sector	Manufacturing
10:10 - 11:00		Simon Cumming, PhD , Principal Operational Research Consultant, British Airways, UK <i>Data Mining and Analytics at British Airways</i>	Simona Mariani , CEO, ASL of Pavia, Italy <i>Forecasts and Strategic Planning in Healthcare Governance: An Experience of ASL of Pavia</i>	Charlotte Dyhr , Director, Prediction, Danfoss A/S, and Christian Haxholdt , Partner, Haxholdt & Company, Denmark <i>How Prediction is Used as a Fact-Based "Second Opinion" to Improve the Basis for Business Decisions</i>
11:00 - 12:00		Geert Verstraeten , PhD, Partner, Python Predictions, Belgium <i>Improving Interpretability While Retaining Predictive Performance: Reconciling Two Critical Success Factors in Predictive Marketing Modeling.</i>	Andy Mobbs , Risk Information Manager, London Fire Brigade, UK <i>Using Analytics to Save Lives</i>	
12:00 - 13:00	Lunch			
13:00 - 13:50		Tim Rey , Manager of Data Mining and Modeling, Work Process Methodology Expertise Center, The Dow Chemical Company, USA <i>Large Scale Forecasting in Manufacturing Using Data Mining Techniques for Pre-Processing</i>		
		Forecasting	Medical Records	Banking
14:00 - 14:50		Dino Cannas , Network Planner, Telecom Italia, Italy <i>Capacity Planning in TLC Networks Using SAS® Forecast Server</i>	Volker Arndt , Research Associate, Federal Social Insurance Agency, Risk Adjustment Unit, Germany <i>Morbidity-Based Risk Adjustment Between German Sickness Funds: Development and Technical Realisation.</i>	Marcel Bieler , Business Analyst, Viseca Card Services, Switzerland <i>Fraud Prevention at Viseca Card Services by Means of Advanced Analytics</i>
14:50 - 15:10	Break			
			Text Mining	
15:10 - 16:00		Andreas Gimber , Senior Project Manager, Telefónica O2 Germany <i>Looking into the Future</i>	Kerem Tezic , Statistician, AFA Swedish Labour Market Insurances, Sweden <i>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</i>	Franz Hofner , Specialist, Deutsche Postbank AG, Germany <i>Back-Testing of Scores in a Retail Banking Environment</i>
16:10 - 17:00		David Marsh , Manager, Forecasting and Traffic Analysis, EUROCONTROL, and Andrew Pease, Business Development Manager, SAS, Belgium <i>Improvement of European Air Traffic Forecasts at Eurocontrol</i>	Stefan Hunziker , Director Medical Informatics, Hospital Lucerne, Switzerland <i>Analysis of Medical Records</i>	Thomas Schierer , CRM Analyst, Erste Bank der oesterreichischen Sparkassen AG, Austria <i>Next Best Product: Offering the Right Product in a Multi-Channel Framework</i>

3 July		1/2 Day Certification held at the Training Center, SAS Institute Denmark		
		SAS Certification Predictive Modeling Exam: Predictive Modeling with SAS Enterprise Miner		

M2009

Data Mining Conference

October 26 – 27

Caesars Palace, Las Vegas



At M2009, you'll learn the latest trends in the field of data mining and leave with knowledge that you can begin using immediately.

Conference highlights:

- 6 keynote speakers
- More than 30 session talks
- Hands-on training
- Predictive Modeling Certification exam

Learn the latest on data mining in the areas of:

- Financial services
- Retail
- Text mining
- Fraud detection
- Healthcare
- New and emerging technologies
- And more



Register Now

Register before Sept. 18 and save \$200 on conference fees and receive either:

- *CRM Segmentation and Clustering Using SAS® Enterprise Miner™*
- *Predictive Modeling with SAS® Enterprise Miner™: Practical Solutions for Business Applications*

Visit www.sas.com/m2009 to see a list of speakers, read the abstracts and register.

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