

Customer Communications Management, Customer Data Quality and Data Integration 2	Retail	Telco and Insurance	Public Sector
<p>Customer Data Quality: Turn Disparate Data into Valuable Information</p> <p>Jay Bourland VP & GM Customer Data Quality and Data Integration, Pitney Bowes Group 1 Software</p> <p>Track 10.1</p>	<p>Predictive Analytics Solutions and Data</p> <p>Andy Thompson, Managing Director, Strategy & Analytics EMEA</p> <p>Chris Talbot, Pitney Bowes MapInfo</p> <p>Track 7.1</p>	<p>We recommend: MapInfo Professional version 9.5 Sneak Preview!!</p> <p>Tom Probert EMEA Desktop Product Manager</p> <p>Track 5.1 and 6.1</p>	<p>We recommend: MapInfo Professional version 9.5 Sneak Preview!!</p> <p>Tom Probert EMEA Desktop Product Manager, Pitney Bowes MapInfo</p> <p>Track 5.1 and 6.1</p>
<p>Why is Data Governance becoming critical for all projects involving Data, and how do you start ?</p> <p>Simon Slocombe, Senior Managing Consultant Organisation Data Strategy Evayx, Leading UK Strategic Data Consultancy</p> <p>Track 10.2</p>	<p>1. Location Intelligence: Driving Customer Insight & Marketing Decisions</p> <p>Blair Freebairn, Senior Consultant, Pitney Bowes MapInfo</p> <p>2. CAMEO Segmentation Marketing Focussed Case Study</p> <p>Andy Bell, CAMEO Development Manager, EuroDirect, & Martin Bradbury, International Client Services Director, EuroDirect</p> <p>Track 7.2</p>	<p>The use of Location Intelligence across the Insurance Sector</p> <p>Stephen Plante The Innovation Group</p> <p>Stuart Murray Royal Sun Alliance</p> <p>Track 8.2</p>	<p>Enhancing Service Delivery and Town Centre Regeneration with Location Intelligence</p> <p>Jonathan Clark, EMEA Strategic Industry Manager, Retail. Pitney Bowes MapInfo</p> <p>Alan Pankhurst, Lincolnshire County Council</p> <p>Track 1.2</p>
<p>Data Flow 6.5 & Roadmap: Maximising Business Information From Divergent Data Sources</p> <p>Marcus Enger, Regional Director CDQ/DI EMEA, PBG1</p> <p>Track 10.3</p>	<p>Local Marketing – New Tools</p> <p>Mark Teale, Director of Retail Research, CB Richard Ellis</p> <p>Track 7.3</p>	<p>How & Why are telco operators changing their Customer Communications strategy</p> <p>Róbert Hvorečný, Slovak Telekom</p> <p>Track 8.3</p>	<p>Mapping wildlife, biodiversity and environmental characteristics</p> <p>Greg Phillips, BA PGDip MIFA Technical Coordinator Northamptonshire County Council</p> <p>Matt Davies GIGL</p> <p>Track 1.3</p>
<p>Free Time – Why not visit our Technical Support Team?</p> <p>Track 10.4</p>	<p>Alliance Boots Case study</p> <p>Mark Chivers, Head of Location & Strategy Development, Alliance Boots</p> <p>Track 7.4</p>	<p>Taking Location Intelligence into the Boardroom</p> <p>Kevin Sullivan, Pitney Bowes MapInfo</p> <p>Track 8.4</p>	<p>GI & CRM - good buddies! - MUG</p> <p>Mark Percival, Geographic Information Systems Manager Customer & Workforce Services Coventry City Council</p> <p>Roger Jones, GIS Manager, Bournemouth Borough Council.</p> <p>Track 1.4</p>
<p>Free Time – Why not visit our Technical Support Team?</p> <p>Track 10.5</p>	<p>Increase Confidence and Drive Incremental Benefit in your Store Investment Decisions</p> <p>Steve Halsall, Director of Client Services EMEA, Pitney Bowes MapInfo</p> <p>Ian Abbott, Technical Solutions, Pitney Bowes MapInfo</p> <p>Track 7.5</p>	<p>UK Flooding - The Pitt Report</p> <p>Tony Boobier, EMEA Strategic Industry Manager, Insurance</p> <p>Track 8.5</p>	<p>Delivering shared services - overcoming the technical and cultural barriers</p> <p>Ciara Warner, Solutions Architect, Pitney Bowes MapInfo and Nigel Mason, Business Solutions Group, Pitney Bowes MapInfo</p> <p>Steve Hanks, Solutions Architect, Pitney Bowes MapInfo</p> <p>Track 1.5</p>
<p>EngageOne 'Must Attend' Session on Next Generation customer communication solutions</p> <p>Lisa Sutrick, OCM Product Manager, Pitney Bowes Group 1 Software</p> <p>Track 10.6</p>	<p>Using geo-demographics to locate transport need - MUG</p> <p>Tony Duckenfield, Head of Reseach and Insight Steer Davies Gleave, Member of OAC Steering Group</p> <p>Track 7.6</p>	<p>The use of Predictive Analytics in determining WiFi locations</p> <p>Jon Smith BT Retail</p> <p>Track 8.6</p>	<p>Safer Neighbourhoods</p> <p>Ian Broadbent, Strategic Industry Manager, Public Safety, Pitney Bowes MapInfo</p> <p>Andrew Brumwell, West Midland Police & Charlie Gilbert, Dotted Eyes</p> <p>Track 1.6</p>
<p>StreamWeaver: new features in 6.4.0 Roadmap & update</p> <p>John Lynch, Chief Solutions Architect, Pitney Bowes Group 1</p> <p>Track 10.7</p>	<p>1. Town Centre Regeneration - capacity modelling and developments</p> <p>Jonathan Clark, EMEA Strategic Industry Manager, Retail</p> <p>2. Birmingham Mailbox Ltd Case Study</p> <p>Alan Chatham, Director, Birmingham Mailbox Ltd</p> <p>Track 7.7</p>	<p>Streaming network planning and documentation in telecommunications</p> <p>Manfred Wetzlamir Dynamic Design GmbH</p> <p>Lasse Pedersen</p> <p>Track 8.7</p>	<p>Accessibility in a Web 2.0 World - Is there a middle ground?</p> <p>Chris Royles, Technical Solutions, Pitney Bowes MapInfo</p> <p>Mike Exon, Senior Solutions Architect, Pitney Bowes MapInfo</p> <p>Track 1.7</p>

Track Synopses for:

CCMCDQDI2

Retail

Telco and Insurance

Public Sector



BIRMINGHAM 29 – 30 APRIL

Customer Communications Management, Customer Data Quality and Data Integration 2

**Customer Data Quality:
Turn Disparate Data into
Valuable Information**Track 10.1
1 hourJay Bourland,
*VP & GM Customer Data
Quality and Data
Integration, Pitney Bowes
Group 1 Software*

This session provides an introduction of the most recent Customer Data Quality/Data Integration (CDQ/DI) milestones in new products and industry trends. Come and learn how CDQ/DI products support data quality throughout your enterprise and how data integration improves your business intelligence- User Cases Studies will show what New Implementations are being executed Globally.

**Why is Data Governance
becoming critical for all
projects involving Data,
and how do you start ?**Track 10.2
1 hourSimon Slocombe,
*Senior Managing
Consultant Organisation
Data Strategy Evaxyx,
Leading UK Strategic Data
Consultancy*

Hard technology solutions for data integration are moving fast...but the soft skills are just as critical . How you execute integrated Data strategy across your organisation is crucial, with data governance being increasingly seen as the way to coordinate this effort. Forward looking companies understand the role of data governance skills for all people involved in projects as a vital factor in improving effectiveness. This session looks at how you start a programme of data governance and what factors can muddy the water in this congested area.

**Data Flow 6.5 and
Roadmap - Maximising
Business Information
from Divergent Data
Sources**Track 10.3
1 hourMarcus Enger,
*Regional Director CDQ/DI
EMEA, PBG1*

This session will outline how the latest capabilities of DataFlow 6.5 impact Business. The Roadmap will be defined as well as examples of significant project deployments that have used Dataflow over last 12 months.

**Free Time -
Why not visit our
Technical Support
Team?**Track 10.4
1 hour**Free Time -
Why not visit our
Technical Support
Team?**Track 10.5
1 hour

Customer Communications Management, Customer Data Quality and Data Integration 2

EngageOne 'Must Attend' Session on Next Generation customer communication solutionsTrack 10.6
1 hourLisa Sutrick,
OCM Product Manager,
Pitney Bowes Group 1
Software

Learn about the latest real time solution for engaging your customers with intelligent interactive communications. With this solution, communications such as negotiated documents and call center correspondence can be tailored to the specific needs of the interaction and delivered instantaneously through the customer's preferred delivery channel. Whether tightly integrated into the dashboard of a business application or launched as a standalone web application, users gain flexibility and agility with just the right amount of control. Discover how you can engage your customers for an exceptional customer experience.

StreamWeaver: new features in 6.4.0 Roadmap & updateTrack 10.7
1 hourJohn Lynch
Chief Solutions Architect,
Pitney Bowes Group 1

StreamWeaver 6.4.0 is due to be released for General Availability in May 2008. This session describes the new features that have been added and how they can improve print production throughput. This session will also include a discussion of future product direction for 2009 and beyond. New features include: a) StreamWeaver Resource Manager; b) DOC1 PCE Compatibility functions; c) 2 Vault DTD utility and d) Unicode/double byte support (limited release).



Retail

Predictive Analytics Solutions and DataTrack 7.1
1 hourAndy Thompson
*Managing Director,
Strategy & Analytics EMEA*Chris Talbot
Pitney Bowes MapInfo

An overview of predictive analytics solutions and data from Pitney Bowes MapInfo, and how these can be leveraged to maximise your location dependent strategies and marketing decisions.

1. Location Intelligence: Driving Customer Insight & Marketing Decisions

30 mins

Blair Freebairn,
*Senior Consultant, Pitney
Bowes MapInfo*

Using location intelligence to understand your customers, your markets, and to power decisive marketing decisions. How predictive analytics techniques, software and geodemographics data can enable you to maximise your return on investment whilst minimising your risks.

2. CAMEO Segmentation Marketing Focused Case Study30 mins
Track 7.2Andy Bell,
*CAMEO Development
Manager, EuroDirect, &
Martin Bradbury,
International Client
Services Director,
EuroDirect*

A marketing focused case study demonstrating how CAMEO Classifications are being used to address an increasingly sophisticated market place disaggregated by the complex requirements of the consumer. This case study will demonstrate the use of geodemographics in gaining a true understanding of your current customers so you can tailor messages and offers to meet demand and increase your business.

Local Marketing – New ToolsTrack 7.3
1 hourMark Teale,
*Director of Retail
Research,*

CB Richard Ellis

Increasing the precision of local target marketing using innovative new data products from JICREG and NSLSP.

- maximising the value of local and regional press advertising
- increasing the potency of door drop/direct mail
- cost-saving catchment segmentation

Alliance Boots Case studyTrack 7.4
1 hourMark Chivers,
*Head of Location &
Strategy Development,
Alliance Boots*

The challenges and processes involved in the Merger of Boots and Alliance Unichem. Covering a variety of areas involved in the merger including rationalising the store network, and issues relating to fair trading and competition.

Increase Confidence and Drive Incremental Benefit in your Store Investment DecisionsTrack 7.5
1hourSteve Halsall,
*Director of Client Services
EMEA, Pitney Bowes
MapInfo*Ian Abbott,
*Technical Solutions, Pitney
Bowes MapInfo*

An outline of the analytical process to create a location centric analytical capability, common mistakes in the location planning process, benefits and example uses of strategic site location analysis. Followed by a demonstration of the power and functionality of AnySite solutions within the retail space

Retail

Using geo-demographics to locate transport need - MUGTrack 7.6
1 hourTony Duckenfield,
*Head of Reseach and
InsightSteer Davies
Gleave, Member of OAC
Steering Group*

Locating the need for affordable public transport is important for addressing social exclusion issues and evaluating the impact of new transport infrastructure and services. MapInfo provides an ideal platform for undertaking the required spatial analysis which utilises demographic data with information on transport services, and the location of facilities and services. This presentation explores the use of geodemographic profiling databases within a transport context and utilising MapInfo as a software tool for analysis and visualisation. The presentation is based around a number of specific case studies which illustrate the key issues. These case studies include the use of OAC (Output Area Classification) for evaluating alternative routes for a new tram (Cross River Tram in London), and MOSAIC for assessing public transport provision in Berlin.

1. Town Centre Regeneration - capacity modelling and developments

30 mins

Jonathan Clark
FIDMEMEA
*Strategic Industry
Manager, Retail*

The case for undertaking impact/capacity/competition studies, prior to the drafting of any guiding principles etc by Local Authorities, District Councils, and during the early stages of site assembly by developers.

2. Birmingham Mailbox Ltd Case Study30 mins
Track 7.7Alan Chatham,
*Director, Birmingham
Mailbox Ltd*

The Mailbox is a landmark building in Birmingham city centre's ongoing renaissance. This unique development brings together designer fashion and lifestyle shops, luxury apartments, two hotels, and an array of restaurants and café bars. This presentation will provide a preview of the Birmingham Mailbox development, it's role and purpose. A description of the location based research undertaken by Pitney Bowes MapInfo to support this mixed use development.

Telco and Insurance

MapInfo Professional version 9.5 Sneak Preview!!Track 5.1 and 6.1
1 hourTom Probert
*EMEA Desktop Product
Manager*

Be amongst the first in the world to see a sneak preview of MapInfo Professional version 9.5!! This session will introduce some of the features and capabilities planned for the next MI Pro release. In addition the longer term road map for the desktop product line will be discussed, including our plans for Vertical Mapper.



Telco and Insurance

<p>The use of Location Intelligence across the Insurance Sector</p> <p>Track 8.2 1 hour</p>	<p>Stephen Plante <i>The Innovation Group</i></p> <p>Stuart Murray <i>Royal Sun Alliance</i></p>	<p>Two customer case studies showing the diverse application of Location Intelligence across the Insurance Sector. The first shows how Location Intelligence has been used to model insurance perils by incorporating it into the weighted average calculations within the loss framework of the industry. The second shows how Location Intelligence has been applied right across the automotive industry, from the optimisation of the supply chain (body shop locations, recovery vehicle locations etc) to underwriting.</p>
<p>How & Why are telco operators changing their Customer Communications strategy</p> <p>Track 8.3 1 hour</p>	<p>Róbert Hvorečný <i>Slovak Telekom</i></p>	<p>This session looks at how Slovak Telekom have moved their business. This looks at how the DOC1 v 4 series implementation in the Slovak Telekom & upgrade to Series 5 was managed.</p>
<p>Taking Location Intelligence into the Boardroom</p> <p>Track 8.4 1 hour</p>	<p>Kevin Sullivan <i>Pitney Bowes MapInfo</i></p>	<p>An overview of the value of utilising Location Intelligence as an integrated component of an organisations Business Intelligence strategy. It will explore how Location Intelligence integrated into Business Intelligence, Scorecards, Executive Dashboards and Reporting environments can enhance the performance of an organisation. Location Intelligence can significantly influence the decision making processes when used with day to day tactical operational reporting, business analytics through to boardroom performance management strategies. The session will introduce the MapInfo Location Intelligence Component and overview how this integrates with BI tools such as MicroStrategy.</p>
<p>UK Flooding - The Pitt Report</p> <p>Track 8.5 1 hour</p>	<p>Tony Boobier <i>EMEA Strategic Industry Manager, Insurance</i></p>	<p>The three months from May to July 2007 were the wettest since records began and the events that followed have been linked to the deaths of 13 people, as well as damage to approximately 48,000 homes and 7,000 businesses. Based on Sir Michael Pitt's interim follow-up report, this presentation will recap the recommendations that affect the insurance industry, targeting the key issues concerning Location Intelligence and Customer Communication Management.</p>
<p>The use of Predictive Analytics in determining WiFi locations</p> <p>Track 8.6 1 hour</p>	<p>John Smith <i>BT Retail</i></p>	<p>This session describes how BT have utilised predictive analytics data and services to determine the optimal locations of wireless access points.</p>
<p>Streamlining network planning and documentation in telecommunications</p> <p>Track 8.7 1 hour</p>	<p>Manfred Wetzlamir <i>Dynamic Design GmbH</i></p> <p>Lasse Pedersen</p>	<p>Presentation of the Connectmaster offering from Dynamic Design. This software offering allows companies to manage, plan and document both the physical and logical aspects of a network, including both inside and outside plant.</p>

Public Sector

MapInfo Professional version 9.5 Sneak Preview!!Track 5.1 and 6.1
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Enhancing Service Delivery and Town Centre Regeneration with Location IntelligenceTrack 1.2
1 hourJonathan Clark, *EMEA Strategic Industry Manager, Retail. Pitney Bowes MapInfo*

The case for undertaking impact/capacity/competition studies, prior to the drafting of any guiding principles etc by Local Authorities, District Councils, and during the early stages of site assembly by developers..

Alan Pankhurst,
Lincolnshire County Council

Profiling neighbourhoods for service delivery. The inclusivity agenda presents new challenges for the planning and location of services to the community. This session illustrates how Lincolnshire County Council have used geodemographic tools to address these challenges.

Mapping wildlife, biodiversity and environmental characteristicsTrack 1.3
1 hourGreg Phillips, BA PGDip MIFA
Technical Coordinator Northamptonshire County Council

Greg will demonstrate how analysis and digitising in MapInfo was carried through to each stage of the award winning Northamptonshire Environment Characterisation Assessment culminating in the interactive digital online mapping, geographically indexed report pdfs, and report cartography. The workflow from MapInfo through Adobe Illustrator using the MAPublisher add on will be discussed and the suite demonstrated live.

Matt Davies, *GIGL*

GiGLing for wildlife - this presentation will provide an introduction to the work of London's open space and biodiversity record centre focusing particularly on how GIS facilitates the delivery of wildlife information.

GI & CRM - good buddies! - MUGTrack 1.4
1 hourMark Percival,
Geographic Information Systems Manager Customer & Workforce Services Coventry City Council

The presentation will demonstrate how Coventry use GI to support CRM workflow and mobile data collection. It will show how GI helps in the process of data capture and automated filling of eForms for mobile workers and also, how GI helps to automate workflow. Applications involved: Oracle Spatial, Lagan Frontline, Northgate's M3 & Pitney Bowes MapInfo's PlanAccess and CONFIRM.

Roger Jones,
GIS Manager, Bournemouth Borough Council.

Public Sector

Delivering shared services - overcoming the technical and cultural barriersTrack 1.5
1 hourCiara Warner, *Solutions Architect, Pitney Bowes MapInfo* and Nigel Mason, *Business Solutions Group, Pitney Bowes MapInfo*Steve Hanks, *Solutions Architect, Pitney Bowes MapInfo*

The pending reorganisation of local government will increase the impetus to deploy shared services. How do we avoid the drive for efficiency becoming a Win:Lose? This session will share our experience from two recent partnerships - in Cambridgeshire and Kent.

Safer Neighbourhoods

Track 1.6

Ian Broadbent, *Strategic Industry Manager, Public Safety, Pitney Bowes MapInfo*Andrew Brumwell, *West Midland Police & Charlie Gilbert, Dotted Eyes*

Location Intelligence and the fight against crime - Ian Broadbent spent 17 years within the Police Service. This session will provide a high level understanding of the ways in which Location Intelligence is being used to address key issues within the policing agenda

Face Facts - Feel Safer - Does the presentation of detailed crime statistics at neighbourhood level increase or alleviate the fear of crime. This demonstration of West Midlands Police's experience will provide an answer - www.myneighbourhood.info - a public web site for neighbourhood crime statistics.**Accessibility in a Web 2.0 World - Is there a middle ground?**Track 1.7
1 hourChris Royles, *Technical Solutions, Pitney Bowes MapInfo*Mike Exon, *Senior Solutions Architect, Pitney Bowes MapInfo*

e-GIF mandates the use of browser based applications and defines accessibility to be an essential requirement. A participatory discussion on the challenges of combining rich interactivity within accessibility guidelines.