



FICO Tools & Analytics User Forum

BERLIN | 11–12 September

Courtyard Berlin City Centre by Marriott

Overview

Gain new insights for improving business performance through advanced analytics and decision management tools.

Join us for the FICO Tools & Analytics User Forum 2012 in Berlin, 11-12 September 2012. Through informative sessions, case studies, roundtable discussions and keynote presentations, this interactive two-day event will give you fresh ideas for:

- Improving the speed and cost of your decision environment
- Maximising ROI by applying innovation across the organisation
- Harnessing the power of analytics to optimise your business decisions

Who Should Attend

This event is exclusively designed for users of FICO's Decision Management Tools: FICO® Blaze Advisor®, FICO® Xpress Optimization Suite, FICO® Model Builder and FICO® Decision Optimizer

Questions?

Please contact Olga Peters
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Day 1		
14:00—15:00	Registration Opens	
	Track 1 - How to make best use of latest FICO® Blaze® Advisor innovations	Track 2 – FICO® Xpress Optimization Suite, featuring FICO® Model Builder, FICO® Model Central™ Solution and FICO® Decision Optimizer
15:00 – 16:00	<i>Improving decisions with simulation and optimization</i> Attend this session to learn how identify and visualise the business impact of strategy changes before deployment allowing you to avoid costly strategy errors that might otherwise be missed. In the session we will also cover how optimisation techniques can be applied to automatically identify the best strategies.	<i>FICO® Xpress Insight in Detail</i> <i>FICO® Xpress-Insight</i> enables business users to carry out in-depth what-if analytics and support better decision making. In this detailed session, we will after a quick introduction explain what the platform covers, how it's positioned and utilised and how it can be extended.
16:00 – 16-15	Break	
16:15 – 17:15	<i>From rule project to Decision Frameworks</i> In this session we will give an overview of the Decision as a Service Framework . We will explain why we developed this framework using the Blaze Advisor technology and how the framework is being used. You will learn how your organisation can move from individual rule projects to structured and standardised frameworks. Richard Lagerweij – Director Pre Sales	<i>Session: Model Central detailed overview</i> Attend this session to discover how FICO® Model Central™ Solution can help you to deliver new predictive models to market – up to 80 percent faster. Learn how Model Central is used addressing regulatory requirements and making a significant difference to your ability to manage and maximize performance, compliance, risk control and profitability – and ultimately deliver a competitive edge. Fernando Donati Jorge – Pre Sales Principal Consultant
17:15 – 19:15	Opening cocktail Reception - Solution Centre Open	



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Day 2		
08:00-09:00	Registration	
08:00-09:00	Breakfast	
	<i>Birds of a feather by role</i>	
09:00 – 09:15	Opening General Session - Welcome	
	Mike Gordon, FICO Vice President – Europe, Middle East & Africa	
09:15 – 10:30	Keynote Session	
10:30- 11:00	Innovation in Decision Management	
	Don Griest- Senior Director Product Management	
11:00 -11:15	Break	
	Track 1 - How to make best use of latest FICO® Blaze® Advisor innovations	Track 2 – FICO® Xpress Optimization Suite, featuring FICO® Model Builder, FICO® Model Central™ Solution and FICO® Decision Optimizer
11:15- 12:15	Framework Architecture Discover how FICO applies best practice for the development and delivery of business application solutions. This session will cover the architecture and components used in FICO latest business applications. Join this session to learn about the techniques and software solutions used to build agile solutions quickly.	Putting the power of optimization in the hands of business users Xpress-Insight enables business users to carry out in-depth what-if analytics and support better decision making. Topics covered in this session will include how business users can work with the model in business terms, create new scenarios by adapting data and parameters, identify limiting factors and spare capacity, understand the trade-offs and sensitivities implicit in the business problem and more.
12:15 – 13:15	Lunch - Solution Center Open	
13:15 – 14:15	Decision Requirements Analysis FICO's Alan Fish developed a methodology to graphically define the requirements for Decision Systems and Processes. In this session we will explain the methodology and illustrate the benefits as seen in various implementations. A real world example is worked out during the session.	Case study To be confirmed
14:15 – 15:15	How to improve business through decision management adding analytics and optimization In this session you will hear case studies of organizations that have embraced Decision Management, and learn how the adoption of analytics, rules and optimization are driving their business to the next level.	
15:30 - 16:00	Cross Tools Case Study To be confirmed	
16:00 – 17:30	Blaze Advisor Client Panel and User Feedback Your chance to ask that burning question. Hear from and ask questions during this interactive panel and user feedback session	FICO® Xpress Optimization Suite Client Panel and User Feedback Your chance to ask that burning question. Hear from and ask questions during this interactive panel and user feedback session
17:30	Close	