



AITP

Presents



ENTERPRISE ARCHITECTURE SIG EA SIG

Predictive Analytics – An Architectural Point of View

SPSS Presenters: **Kris Hackney, VP Enterprise Solutions**
Daniel Ng, Director, Enterprise Architecture

Enterprise information is no longer static and paper based—today’s electronic formats are highly dynamic. The bits and bytes of enterprise data have also evolved from simple operational data into operational information that enterprises store and inspect: from *backward-looking* Business Intelligence to *forward-looking* Predictive analytics. With such collective insights, organizations can proactively manage the environment for better outcomes and gain competitive advantage.

Real foresight is created through the discipline of Predictive Analytics, a technique that encompasses statistics and data/text mining to create models that analyze data and predict future events. Yet, the standalone power of analytics – while valuable – has limited reach; to optimize and fully exploit its potential, organizations must adopt a holistic view, integrating analytics with architecture and embedding analytics deeply in their business processes. This critical convergence of Analytics, Architecture, and Business Process not only produces predictive foresight, but allows actionable data it to be fully institutionalized and deployed across the enterprise.

Examining further the role of Architecture in this convergent framework, we propose the need for a deeper dimension—Analytics Architecture, which amplifies analytic functions and supports richer predictive models to fundamentally change forward business processes. Organizations can then leverage this to foster one-to-one relationships, develop deep customer intimacy, and apply what they learn about one customer to create individualized interactions with millions.

In this session, we will explore the concept and point of view on the topic using real-world insights and experiences. We will also discuss how this next-generation, convergent approach impacts enterprise architecture and whether a new analytics architecture dimension is in fact appropriate.

FRIDAY, NOV. 14TH, 2008 - RSVP BY NOV. 12TH

7:30 AM – 8:00AM – “Meet & Greet” and Networking
8:00 AM – 8:15AM – Introduction and SPSS Overview – Kris Hackney
8:15AM - 10:00AM – Presentation followed by interactive discussion

LOCATION: SPSS, INC.
11TH FLOOR, NORTHSIDERS CONFERENCE ROOM
233 SOUTH WACKER DRIVE
CHICAGO, IL 60606
312-651-3000 - MAIN

Only RSVP'd guests will be pre-registered with the Security Desk in the main Lobby. Once signed in, guests should proceed to the SPSS office on the 11th floor.

HOST: KRIS HACKNEY
VP, ENTERPRISE SOLUTIONS, SPSS
RSVP: RICH.BARNIER@AITPCHICAGO.COM

The AITP Enterprise Architecture (EA) SIG provides a forum for the exchange of ideas among Chicago area IT leaders related to the Enterprise Architecture and Strategy within their organizations.

AUDIENCE
The SIG’s focus is to provide Senior IT Leaders (Chief Architects/CIOs/CTOs/ VPs/Directors of Architecture, Planning) and EA practitioners with a means to share lessons and seek guidance from their peers in other Chicago area businesses.

- MISSION**
- Provide business-driven focus to Enterprise Architecture, planning and strategy functions and share pragmatic insights, best practices, leading trends on EA;
 - Forum for members to share, collaborate and advance the implementations of EA in their organizations;
 - Provide a peer networking opportunity among the EA and strategy practitioners.

This Special Interest Group (SIG) serves those who have responsibility for the advancement of EA strategies, best practices and technologies within their organizations. We meet the first Friday of every other month at different locations.

- The Co-Chairmen of this SIG Group are:
- Sri Navalpakkam - Enterprise Architects Inc.
 - George Paras – EAdirections
- Facilitators:
- Rich Barnier - AITP Sponsor
 - Deepak Rao – AITP Sponsor/Director - Microsoft

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