



[Register](#) today and join FYI Solutions at the **IBM Business Analytics Summit 2014**

IBM Business Analytics Summit 2014
May 8th, 2014 at the [Hyatt Morristown](#)
3 Speedwell Avenue, Morristown, New Jersey 07960

IBM Business Analytics Summit 2014 is a one-day, complimentary event focused on helping transform your business into an analytics-driven enterprise. Learn how to harness the power of analytics to address core business imperatives—so you can make better and faster decisions, and ultimately outperform your competition.

Attend many insightful sessions and participate in new instructor-led workshops where you'll gain hands-on knowledge of our latest business intelligence and predictive analytics software. Learn about industry best practices and compelling strategic initiatives. Engage and network with your peers while exploring trends in visualization, big data analytics and predictive analytics, all designed to help you:

- Improve decision making by integrating predictive analytics into your business processes
- Boost marketing results with a data-driven, fact-based approach to your business
- Take customer experience to the next level by tapping into social media data
- Incorporate analytical capabilities such as predictive modeling and visualization to increase the value of your reports and dashboards
- Learn about the next generation data discovery solution for your business users to independently uncover insights and answers from their data

Take this opportunity to learn how you can start analyzing all your data to address your organization's biggest challenges.

Space is limited, so [register](#) today!

We look forward to seeing you on May 8th!

Event Speaker:



Eric Sall, *President, Worldwide Marketing, Business Analytics, IBM*

As IBM's Vice President, Worldwide Marketing, Business Analytics, Eric Sall is responsible for driving the marketing strategy and execution for IBM's market-leading predictive analytics, business intelligence, performance management, and risk analytics software and solution offerings around the world. Prior to his current role, Eric was Vice President, Worldwide Marketing, Information Management, where he was responsible for IBM's big data, data management and integration software portfolio.