IBC's Third Annual Data Mining Conference for Telecoms

Telecom Data '99

DATA MINING

DATA WAREHOUSING

November 8-11, 1999
The Warwick Hotel and Towers
Philadelphia, PA

25% Discount for Telcos, ISPs & Cable Carriers!

Using **Data Mining** and **Data Warehousing** to Increase Revenue for Wireline & Wireless Operators, ISPs and Cable Carriers

How the Latest Innovations in Data Mining Can Help You Retain Customers, Attract New Business and Keep a Step Ahead of Your Competitors

- **Enhance customer service**
- **Optimize pricing plans**
- **Improve billing systems**
- **Cross-sell advanced services**
- **Increase revenue per user**
- **Reduce fraud**
- **Improve customer relationships throughout your organization**

Two Information-Packed Tracks Reveal the Newest Technology and Cutting-Edge Marketing Applications:

- **Marketing and Customer Relations Track**
- **Advanced Methods Track**

Specialized In-Depth Workshops:

Introductory Briefing:
Data Warehousing Fundamentals

Master Class:
Enterprise-Wide Customer Relationship Management

AGENDA-AT-A-GLANCE

Monday, November 8, 1999

Introductory Briefing: Data Warehousing Fundamentals

PART ONE: Building a Data Warehouse: Preparing and Cleaning Data for Maximum Benefit and Ease of Use

PART TWO: Data Mining Tools and Methods: Get Up To Speed on Sophisticated Data Mining Techniques

Tuesday, November 9, 1999

SESSION 1: How Does Data Mining Impact the Business of Telecommunications?

SESSION 2: Understanding Customers: Analyzing User Information to Determine "High-Value" Customers

SESSION 3: Data and Voice, Wireless and Wireline: Data Mining in a Converging Communications Industry

Wednesday, November 10, 1999

SESSION 6: Data Mining as a Tool for Controlling Fraud

SESSION 7: How Data Mining Improves Business & Network Efficiency

Marketing and Customer Relations Track:		Advanced Methods Track:
SESSION 4: Leveraging Existing Information for Enhanced Customer Service	OR	*SESSION 5:* Making Room to Grow: Preparing for Expanding Information Resources

Thursday, November 11, 1999

Master Class:
Enterprise-Wide Customer Relationship Management

Where Are We Headed in Customer Relationship Management? Building the Framework for Successful Enterprise-Wide CRM

This intensive, hands-on workshop will show you the steps needed to incorporate successful CRM throughout your enterprise. Identify and track market segments to respond more accurately to your customer's needs, and disseminate customer and segment information across all of your customer contact points.

Marketing and Customer Relations Track:		Advanced Methods Track:
SESSION 8: Customer Value and Retention: Key Data Mining Activities	OR	*SESSION 9:* Emerging Challenges and Opportunities in Data Mining

BRAND NEW FOR 1999!
A FOUR DAY ONE-STOP SHOP

Offering Customized Information to Meet the Needs of Both Advanced Technical Specialists and Customer-Oriented Database Marketer

• **An Intensive Briefing on How to Set Up and Mine your Data Warehouse for Maximum Value.**
Internationally-known experts will explain how to clean data to maintain the accuracy and reliability of your warehouse, providing you with the fundamentals you need in order to understand data mining tools and when to use them.

• **Web-Based Data Mining for Telecoms and Communications Carriers.**
Mining data from the Internet and from your corporate Intranet to respond more accurately to your customers and take advantage of the dominant market potential of the web.

• **The Converged Data Warehouse.**
Meeting data mining challenges for ISPs, wireless and wireline carriers in a converging marketplace. Don't lose opportunities for cross-selling and adding value.

• **Two Tracks Delivering a Customized Conference Experience.**
Choose from a Marketing/Customer Relations track or an Advanced Methods track. Attend with your team to take advantage of both tracks.

• **A Post-Conference Master Class on Enterprise-Wide Customer Relationship Management.**
Respond more accurately to your customer needs, and disseminate customer and segment information throughout your enterprise.

INTRODUCTORY BRIEFING
MONDAY, NOVEMBER 9, 1999
Data Warehousing Fundamentals

This briefing is designed for marketing and operations specialists who may use data warehouse tools already, but who want to review the basics. These intensive presentations are focused on the needs of communication operators: wireless and wireline carriers, as well as ISPs, cable and other operators.

8:00 *Registration and Coffee*

8:50 **Chairman's Welcome**

Erik Thomsen, *Principal,* **Dimensional Systems,** *Chairman,* **OLAP Council**

Part One: Building a Data Warehouse

9:00 **What is a Data Warehouse?**
- Creating and maintaining a customer-centered data warehouse
- The building blocks of a warehouse
- Key challenges for telecom warehouses: coping with massive amounts of data, updating information, and allowing many different users access to information

Travis Richardson, *Vice President, Marketing,* **Carleton Corporation**

9:45 **Data Retrieval and Integration for a Telecom Data Warehouse**
- Understanding data collection: beyond the notion of a "black box"
- Improving the process of collecting data
- Cleaning your data to maintain quality and integrity

Dorian Pyle, *President,* **Xychron Corp.**
author of **"Data Preparation for Data Mining"**

10:30 *Refreshment Break and Exhibition Viewing*

11:00 **Data Quality: The Foundation for Successful Data Warehousing and Data Mining**
- The six building blocks of customer data quality
- Where data quality fits into the process of your data warehouse or data mining efforts
- How data quality helps you discover your most important business asset – your customers
- How a single customer view results in a more effective data warehouse
- Improving business practices and increasing profitability with customer data quality

Kevin Murtha, *Senior Vice President,* **FirstLogic, Inc.**

Part Two: Data Mining Tools and Methods

11:45 **What is Data Mining and Who Needs It?**
- What is data mining and how is it different from other approaches to databases?
- Statistics vs. data mining
- Core data mining technologies and how they are used
- Data mining tools: understanding symbolic classification and neural networks

Carolyn Calzavara, *Senior Director, Business Intelligence/Data Mining Marketing,* **SPSS, Inc.**

12:30 *Luncheon and Exhibition Viewing*

2:00 **OLAP (On-Line Analytical Processing) and Data Mining**
- The importance of OLAP for posing questions about your data
- What types of queries are most suitable for OLAP and how is it different from data mining?
- How (and when) to use OLAP as part of a data mining process

Erik Thomsen, *Principal,* **Dimensional Systems,** *Chairman,* **OLAP Council**

2:45 **Data Marts**
- How are data marts different from data warehouses?
- What are the key advantages and pitfalls of data marts for carriers?
- Linking multiple data marts within large organizations

Matthew Doering, *Vice President Product Development,* **QueryObject Systems**

3:30 *Refreshment Break and Exhibition Viewing*

4:00 **Visualizing Data to Expand Your Data Mining Capabilities**
- How two and three-dimensional visualization tools reveal hidden patterns in data
- Ease of use: user-friendly modes of data retrieval and display
- Building visual models into your information toolkit

William Wright, *Chief Designer, Application Solutions,* **Visible Decisions**

4:45 *End of Introductory Briefing*

MAIN CONFERENCE
TUESDAY, NOVEMBER 9, 1999

8:00 *Conference Registration and Coffee*

SESSION 1:
The Business Case for Data Mining Solutions in Telecoms

8:50 **Chairman's Welcome**

Peter Eck, *Director, Communications Industry Marketing,* **NCR Corporation**

9:00 **KEYNOTE PRESENTATION:**

Implementing a Framework for Customer Relationship Management
- Strategies for Customer Analysis and Customer Interaction
- Effective use of a data warehouse and data mining environments
- Key Factors in Campaign Management
- Leveraging Technology at Customer Touchpoints

Peter Eck, *Director Communications Industry Marketing,* **NCR Corporation**

SESSION 2:
Understanding Customers: Analyzing User Information to Determine "High-Value" Customers

9:30 **Using Data Mining and Call Detail to Maximize Customer Value and ROI**
- Using calling activity information to sharpen and individualize your pricing propositions
- Fine-grained predictive analysis: getting a real handle on which customers will do what
- Understanding calling patterns in changing and competitive markets
- The essential role of detailed analysis in customer relationship management and all its facets
- Specific examples in customer retention, upselling and cross-selling
- Dealing with change: employing data analysis for product repositioning

Ian Broadhead, *Principal Consultant,* **White Cross Systems**

10:00 **Increasing Customer Value by Integrating Data Mining and Campaign Management Software**
- High-potential customers in a database containing hundreds of items for millions of customers
- Targeting the best prospects: fitting data mining results into the execution of marketing campaigns that enhance the profitability of customer relationships

> **OPERATOR PRESENTATION**

- Improving campaign results by utilizing the tight, seamless integration of data mining and campaign management software.

Jovan Barac, *Executive Director, Database Marketing,* **US WEST**

Susan E. North, *Director of Solutions Marketing,* **Exchange Applications**

10:45 *Refreshments and Exhibition Viewing*

SESSION 3:
Data and Voice, Wireless and Wireline: Data Mining in a Converging Communications Industry

11:15 **The Converged Data Warehouse**

> **OPERATOR INFORMATION**

- Understanding the customers of ISPs, wireless carriers and wireline carriers
- Using customer information in cross-selling multiple services
- With voice and data converging, what kind of customer information is being collected, and how can it be integrated in a multiple-carrier business?

Bret Calder, *Senior Product Marketing Manager,* **DataMirror Corporation**

11:45 **Enterprise-Wide Cross-Sell Optimization: Learning from Data Mining in the Financial Services**
- Why are data mining practices in the financial services industry especially relevant to telecoms?
- Many clients consider campaigns as one-off events, however, developing the campaign calendar over an extended period allows you to optimize cross-sell opportunities and develop a longitudinal contact strategy
- Matching products to customers while focusing on profitability: learning from experience with consumer promotion strategies

Gregory Lampshire, *Customer Relationship Management Consultant,* **PricewaterhouseCoopers**

12:15 **Facing Questions of Confidentiality and Privacy in Data Mining**

> **OPERATOR INFORMATION**

- Dealing with privacy issues when designing data mining procedures
- What are the limitations on Internet-based research and customer profiling?
- Designing data mines to comply with existing and pending legislation affecting communications carriers

Sanjay Goel, *Managing Director, Customer Relationship Management,* **Telcordia**

12:45 *Luncheon and Exhibition Viewing*

TWO CONCURRENT TRACKS
CHOOSE ONE (TUESDAY, NOVEMBER 9, 1999)

Marketing and Customer Relations Track	Advanced Methods Track

1:55 Chairman's Welcome

SESSION 4:
Leveraging Existing Information for Enhanced Customer Service

2:00 Using Lifetime Value (LTV) for Customer Relationship Management
- Estimating LTV for customers using classical statistics and data mining (neural network) techniques
- Segmenting customers based on their tenure characteristics, and understanding behavior patterns
- Using segmentation to develop targeted promotions and retention campaigns

D. R. Mani, *Principal Member of Technical Staff,* **GTE Laboratories, Inc.**

2:30 Identifying & Understanding Customer Profiles for Marketing
- Outlining the approach to successful profiling of customers
- The role of the data mart and data mining within customer profiling

OPERATOR PRESENTATION

Stephen O'Brien, *Senior Consultant, Database Marketing,* **British Telecom (UK)**

3:00 Assessing Customer Value

OPERATOR PANEL

- Assessing the impact of value-added services on ARPU
- Can sophisticated data mining techniques lead to "customer intimacy"?
- Lifetime value modeling and other means of understanding customer value

Steve Butler, *Manager, Database Analysis,* **GTE Mobilnet**

Plus previous speakers **D. R. Mani** *and* **Stephen O'Brien**

3:30 *Refreshments and Exhibition Viewing*

4:00 Clicks to Customers: E-Business Intelligence to Improve Internet-Based Marketing
- Web server information • Web traffic information from distributed web environments
- How to link this information to other corporate data; for analysis in dollars rather than just hits
- Web traffic info for one-to-one marketing • Integrating web traffic data with e-business systems

Mike McClure, *Vice President of Marketing,* **Marketwave Corp.**

4:30 Integrating a Campaign Management Tool with the Marketing Data Warehouse

OPERATOR PRESENTATION

- How to properly define requirements & what to look for during vendor selection
- What are the key differences between data discovery, campaign execution, & campaign tracking?
- Which platform/application combination to employ in order to address each of these areas

Sharif Elhilali, *Associate Director, Marketing Information Systems,* **Bell Canada**

5:00 Using Predictive Models to Understand Customer Behavior
- Understanding the value of predictive modeling and related methods
- Optimizing the value of customer information from your call center
- Case studies of predictive modeling applied to problems of churn, win-back and upsales

OPERATOR CASE STUDIES

Ashley Blackman, *Director of Market Research Methodology,* **The Faneuil Group**

5:30 *Close of Marketing and Customer Relations Track, Tuesday, November 9, 1999*

1:55 Chairman's Welcome

SESSION 5:
Making Room to Grow: Preparing for Expanding Information Resources

2:00 Giga-Mining: Problems of Working with Very Large Sets

The problem of data overload is enormous, as terabyte-sized databases become common. This presentation describes data mining processes that may be applied in telecommunications (for example, for call detail record analysis), as we build ever-larger data sets and expect faster turn-around time in commercial applications.

OPERATOR PRESENTATION

- Major issues in creating and maintaining information platforms
- Computational techniques and tools to support extraction and discovery of useful knowledge and decision support
- A general methodology for creating profiles to be maintained by the platform
- Tying machine learning and statistical techniques into an information-mining platform to build powerful new business applications

Corinna Cortes, Ph.D., AT&T Labs-Research

2:45 Working with Very Large Databases

Corporate data volumes continue to grow while business leaders seek additional value from the information that they already have. Yet, very large databases present unique challenges to the data mining process.
- What are these challenges?
- How can you leverage a data warehouse to overcome them?
- What are the benefits of mining the enterprise data warehouse?

Todd Higginson, *Teradata Marketing Manager,* **NCR Corporation**

3:30 *Refreshments and Exhibition Viewing*

4:00 Overcoming Challenges of Very Large Databases
- The problem of data overload
- Terabyte-sized databases
- New tools for decision support

Allen Razdow, *CEO,* **Torrent Systems, Inc.**

4:45 Opening Up Access to Data by Linking Data Warehouses and Data Marts
- Cross-industry studies of linking data warehouses
- Learning from case studies of data mining in large, complex enterprises
- Applying the lessons to telecommunications

Bob Walters, *Vice President, Data Warehousing,* **Informix Software, Inc.**

5:30 *Close of Advanced Methods Track, Tuesday, November 9, 1999*

5:45 *Cocktail Reception Sponsored by:* NCR

MAIN CONFERENCE
WEDNESDAY, NOVEMBER 10, 1999

8:30 *Coffee*

8:50 **Chairman's Welcome**
Andrew Braunberg, *Publisher,* **Data Mining News**

SESSION 6:
Data Mining as a Tool for Controlling Fraud

9:00 **Data Mining as the Key Element in a Fraud-Prevention Strategy**
- Different methods for front-end screening
- Differentiating fraud risks from high-value customers
- Using fraud-visualization models in your organization: how do you act on the information?

Thomas A. Price, *Product Manager, Billing Systems Department,*
Lucent Technologies

9:30 **Case Study in Fraud Prevention**
- Developing a fraud prevention strategy
- Analyzing the main scenarios of fraud
- Improving a fraud detection plan
- Evaluating systems for direct-dial fraud management with open architecture

OPERATOR PRESENTATION

Paul Glover, *Revenue Assurance Specialist,* **Bell Atlantic**

SESSION 7:
How Data Mining Improves Business & Network Efficiency

10:00 **How to Release the Potential Buried in Your Billing Data**
- What types of information can I get from my billing system?
- How can I find the 'information nuggets' in the mountain of billing data?
- How can I use billing, and other systems, to take advantage of these information nuggets?
- What else do I need, besides a billing system?

Stuart Easton, *Sales & Marketing Manager,*
Kenan Systems Corporation

10:30 *Refreshments and Exhibition Viewing*

11:00 **Data Mining and Operator Networks: Data Mining Tools for Predicting and Analyzing Network Problems – Operator Presentation**
- Applying data mining to networks: analyzing usage, service, capacity, and traffic
- New techniques that revolutionize network management
- Predicting system problems through data mining techniques
- Case study: applying the technologies

OPERATOR PRESENTATION

Keith Korte, *Director of Network Engineering,* **Pacific Bell Wireless**

Kevin Cavanaugh, *Director of Product Research, Software Systems,* **ADC Telecommunications**

11:45 **Extracting, Organizing and Presenting Key Human Resource Measurements in a Regional Bell Operating Company**
- Transforming complicated data into meaningful information
- Providing decision-makers with powerful results using simple methods for extraction and presentation

OPERATOR PRESENTATION

Mark Chilton, *Human Resources IS Project Manager,*
BellSouth

12:15 *Luncheon and Exhibition Viewing*

TWO CONCURRENT TRACKS
CHOOSE ONE (WEDNESDAY, NOVEMBER 10, 1999

Marketing and Customer Relations Track

1:25 Chairman's Welcome
Gene M. Ferruzza, *Senior Vice President,*
KnowledgeBase Marketing

SESSION 8:
Customer Value and Retention: Key Data Mining Activities

1:30 Data Mining in the Real World: Case Studies in Telecommunications

OPERATOR CASE STUDIES

- Learning from data mining pilot projects for telecommunications companies
- Examining the business drivers for data mining, the data mining algorithms applied, and which technologies solve which types of business problems
- Applying results of the case studies: what are the business benefits for each particular organization?
- A checklist for evaluating your own data mining readiness

Evan Levy, *President,* **Baseline Consulting Group**

2:00 Cross-Selling Optimization: The Latest in Marketing Science for Telecoms
- The cross-selling opportunity of value-added services from convergence
- Integrating multiple data sets with diverse data
- Why you must use price point testing for optimal profit

Rebecca House Dewan, *Executive Vice President,* **Trajecta**

2:30 Customer Loyalty and Retention
- How technology and techniques enable one-to-one marketing
- Exposing the lie of one-to-one
- The importance of fine grain detail, and the challenges presented by it
- Examples of new of customer relationships created with on-line billing

Charles Nicholls, *General Manager, Analytical Applications,* **Business Objects**

3:00 *Refreshments and Exhibition Viewing*

3:30 Improving Customer Relations through Data Mining
- How does data mining improve relations with customers?
- Using data mining tools to extract detailed information and understand customer behavior

OPERATOR PRESENTATION

- The use of data mining results for customer relationship improvement

Alessandra Chiuderi, *Business Analyst,* **Omnitel Pronto Italia**

4:15 Tackling Churn in Fast-Moving Mobile Communications Markets
- Why churn modeling resists traditional market segmentation approaches
- Constructing empirically-based churn detection, description and prediction measures
- How this approach can be fed into the development of profit-making marketing and sales programs
- Bottom-line results: business returns and technical approaches to look for in order to tackle churn effectively
- Implications for data preparation and analytical tool selection to ensure a tight connection between empirical behavior and appropriate sales responses

Barry Deville, *Vice President, Services,* **Angoss Software Corporation**

5:00 *Close of Marketing and Customer Relations Track, Wednesday, November 10, 1999*

Advanced Methods Track

1:25 Chairman's Welcome
Erle Davis, *Senior Consultant,* **The Artemis Group, LLC**

SESSION 9:
Emerging Challenges and Opportunities in Data Mining

1:30 Advanced Data Mining Methods: Research Results from CSELT (Telecommunications Research Center)

OPERATOR INFORMATION

- An overview of CSELT's research in two project
- Development of a very fast characterization algorithm for large datasets
- Insertion of a pre-existing clustering algorithm into a loop in which the user may impose constraints on the formation of the clusters
- Both projects have had good results in field trials, and have been applied to problems of fraud detection, market segmentation, and other problems in telecoms

Prof. Lorenza Saitta, *Dept. of Sciences and Advanced Technologies,* **University of Piemonte Orientale, Alessandria, Italy**

2:15 Evaluating and Integrating Divergent Data Mining Technology

OPERATOR CASE STUDY

Successfully implementing data mining technology in your organization may not necessarily equate to finding the most predictive response models or acquiring the software with the latest and greatest algorithms. Using examples from telecommunications, this talk will address areas of particular importance when selecting and deploying data mining technology.
- Evaluating your current and future data mining needs when selecting software
- Does one size fit all? Appreciating the special features of data mining packages
- Working with more than one data-mining technique to achieve objectives and maximize success
- Addressing project resource requirements: acquiring the right mix of data, tools and people

Erle Davis, *Senior Consultant,* **The Artemis Group, LLC**

3:00 *Refreshment Break and Exhibition Viewing*

3:30 One ClickAnalytic: Data Mining Strategies for the Web
This talk provides an overview of web technologies as they relate to 1-on-1 targeted marketing on the web, and will shed light on the analytic technologies embedded in them. The presentation covers data capture strategies and explains how existing data mining technologies can complement these emerging approaches. The speaker will also review the tools offering packaged solutions in the web space.
- Ad targeting
- Analyzing click-stream data
- User profiling
- Evaluating data mining tools for web-based database marketing

Ismail Parsa, *Senior Director of Quantitative Analysis,* **Epsilon**

4:15 Customer Profiling for Telecoms: Using Advanced Modeling Techniques for High-Dimensional Data
- Challenges of high-dimensional data: including "efficiency vs. comprehensibility" tradeoffs; visualization difficulties; and difficulties of projected correlation (looking at data 'with one eye closed')
- Contrasting OLAP 'hypercube' paradigms and spatial 'hypercube' paradigms: enhancing analytical capabilities
- Manual and automated techniques for building models of high dimensional data: building predictive models using adaptive algorithms such as neural networks
- These techniques impact customer profiling and can provide a substantial return on investment – for example in customer acquisition or retention, fraud detection, or virtually any area where sufficient historical data exist.

Monte Hancock, *Chief Scientist,* **Computer Science Innovations (CSI)**

5:00 *Close of Advanced Methods Track, Wednesday, November 10, 1999*

MASTER CLASS
THURSDAY, NOVEMBER 11, 1999

Enterprise-Wide
Customer Relationship Management

Where Are We Headed in Customer Relationship Management?
Building the Framework for Successful Enterprise-Wide CRM.

Seminar Leader: **Gene M. Ferruzza,** *Senior Vice President,* **KnowledgeBase Marketing**

This intensive, hands-on workshop will show you the steps needed to incorporate successful CRM throughout your enterprise. Aimed specifically at the needs of the converging telecoms marketplace, the material draws from the instructor's extensive experience in strategic database marketing, development and application of data marts, and predictive modeling.

This Master Class Will Show You How to:

• Identify and track market segments to respond more accurately to your customer needs

• Incorporate database marketing into enterprise-wide customer relationship management

• Disseminate customer and segment information across all of the customer touch points

• Analyze your needs for data warehouse and data mart systems and their interface

• Structure your web site in order to personalize the content presented to a prospect or customer

Overview:

The Value of Enterprise-Wide CRM
Currently the strategic uses of data for customer relationship management are focused on direct communication with customers. The primarily reason for this is that customer information has been leveraged first in the marketing department.

Beyond the Marketing Department
The customer interacts with many other aspects of a company reaching beyond the marketing department. In the future, strategic customer relationship programs will be implemented across the corporate enterprise.

Database Marketing and E-CRM
Customer relationship management, as performed in sophisticated database marketing, will affect all departments of a corporation. This implies that a "high risk, high value" customer identified through data-mining processes, will also be recognized as "high risk, high value" in the Customer Service Department, the Finance Department, Sales, and any other department or group that contain

one or more customer touch points.

Disseminating Customer Information
The issues to achieve a true enterprise-wide customer information strategy go beyond just systems integration. The ability to attach a decision to a customer in an automated fashion, disseminate that decision across all of the customer touch points, segment the customer effectively based on the decision, and act in a refined manner when in contact with that customer, is critical to the success in leveraging information. All departments must understand the corporate customer information strategy and know what it means to them when in contact with a customer.

Improving Operational Data Warehouse Systems
Fundamentally, we have made a tremendous amount of progress in leveraging information through database marketing in most industries. The architecture for information dissemination throughout the corporation currently may not be sufficient to effectively support enterprise-wide customer relationship management. This may be true even for current data warehouse and data mart topologies. We will discuss the logical interface and placement of operational/data warehouse/data mart systems, and the applications that are dependent on joint access.

Web-Based CRM
One of the most promising customer communication channels for relationship management is the corporate web site. The web site effectively enables true one-to-one capabilities in an environment conducive for continuous, real-time decision processing. A customer or prospect's behavior during a session should in fact drive the content presented to that prospect or customer. The logic and topology of using information to and from the web site will be discussed.

MASTER CLASS TIMETABLE					
8:30 *Master Class Registration and Coffee*	9:00 *Master Class Begins*	10:30-10:45 *Refreshment Break*	12:00 *Lunch Break (lunch on your own)*	1:15 *Master Class Continues*	3:30 *Close of Master Class*

Your Seminar Leader:

Gene M. Ferruzza, *Senior Vice President,* **KnowledgeBase Marketing, Chapel Hill, NC**
For 16 years, Gene has provided integrated business solutions for clients in telecommunications, electric utilities, financial services, catalogue, manufacturing, and retail. He is an internationally recognized expert in strategic database marketing planning and implementation, development and application of data marts, predictive modeling, and the design of decision processing strategies for customer retention, growth and acquisition programs. He has also developed and marketed his own customer database management and marketing software, and is currently working on new internet related opportunities and implementation of customer relationship management strategies across the corporate enterprise.

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At **Telecom Data '99**, you will find a top-level, highly targeted audience. IBC conferences are NOT tradeshows — we do not aim to attract large numbers of attendees who attend at very low cost, and who in reality have very little purchasing or decision-making power. Instead, IBC events are attended by those with the seniority and the budget to justify their trip. For sponsors and exhibitors, this means an unparalleled opportunity to raise your profile with a manageable group of executives and managers who really matter to your business.

There are a wide range of sponsorship packages which can be tailored to suit individual budgets & needs. Sponsorship opportunities include:

- **Cocktail receptions, luncheons, breakfasts, refreshment breaks**
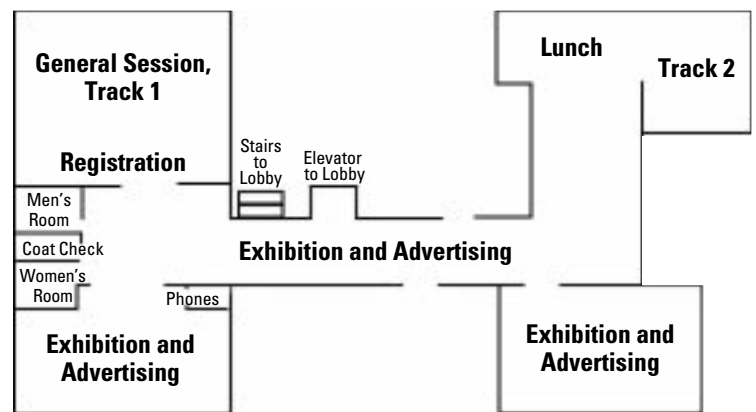- **Portfolios, professional business bags, and exhibit space**

To discuss these options in further detail, please contact: Tina Crossland, (508) 481-6400 ext. 610 or by email: tcrossland@ibcusa.com

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NCR is dedicated to being a world-class provider of computer system products, services and business solutions to customers in the retail, financial, and communications industries. The company has recently leveraged its expertise and market presence to provide solutions in the data mining sector as well as extend its capabilities and presence in the database market.
Contact NCR at (513) 445-5000 or www.ncr.com

General Session, Track 1
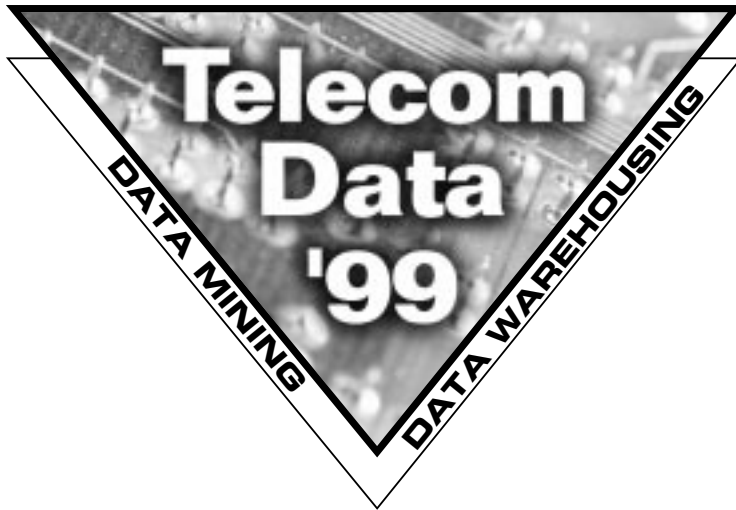
Registration

Men's Room

Coat Check

Women's Room

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Elevator to Lobby

Phones

Exhibition and Advertising

Lunch

Track 2

Exhibition and Advertising

Exhibition and Advertising

Exhibition and Advertising

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IBC's Third Annual Data Mining Conference for Telecoms

Telecom Data '99

DATA MINING • DATA WAREHOUSING

Using **Data Mining** and **Data Warehousing** to Increase Revenue for Wireline & Wireless Operators, ISPs and Cable Carriers

November 8-11, 1999
The Warwick Hotel and Towers • Philadelphia, PA

Five Easy Ways to Register!

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Register three and get the fourth delegate from the same company free!

Please return the registration form even if you have registered by phone. Prices include lunch on Monday, Tuesday and Wednesday, refreshments and speaker documentation. For on-site registration, please add $100 to the total fee.

Venue: **The Warwick Hotel and Towers**
1701 Locust Street
Philadelphia, PA 19103
Phone: 215-735-6000 • Fax: 215-790-7766

DISCOUNT ACCOMMODATIONS AND TRAVEL: The hotel has allocated a block of rooms at a special reduced rate. Be sure to mention IBC when contacting the hotel directly before October 8, 1999. Contact IBC if you require assistance.

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