



## 2008 Xeno<sup>®</sup> Users' Exchange

The Lodge at Tiburon  
September 21 – 24, 2008

### A G E N D A

Sunday, September 21	
Time	Session/Activity
6:30 – 8:30pm	Welcome Reception on the Sky Deck
Monday, September 22	
8:00 – 9:00am	Breakfast Buffet on the Fire Deck
9:00 – 9:30am	Opening Remarks <i>Chris Frothinger – CEO, InfoCentricity</i>
9:30 – 10:30am	Impact Modeling: Powerful technology for maximizing marketing return Impact modeling is a powerful new analytic technique that goes well beyond traditional response modeling. Impact models enable marketers to focus their campaign strategies on prospects that will respond positively to an offer, and avoid those who would have purchased anyway or those that may have a negative reaction to receiving an offer. This presentation will provide an overview of this technology and provide examples that demonstrate its effectiveness. <i>Presenter: Nina Shikaloff – VP of Analytic Services, InfoCentricity</i>
10:30 – 11:00am	Break
11:00am – 12:00Noon	Modeling Efficiently: Best in class approaches for sampling and other tips to enhance your modeling experience This session leverages the collective experience of InfoCentricity's analytic experts to provide a wealth of helpful information and suggestions for sampling, as well as other tips to increase your modeling efficiency. Effective use of Xeno diagnostics in model development will also be discussed. Increased efficiency can lead to quicker response times and deeper insights. <i>Presenter: Sue Gonella – Director of Analytic Services, InfoCentricity</i>
12:00Noon – 1:00pm	Lunch on the Sky Deck
1:00 – 2:00pm	Panel: Impact of the recent credit meltdown on use of analytics The credit meltdown has had a major negative impact on businesses, particularly in the financial services sector. But how has it impacted the use of analytics as corporations revisit business strategies and try to navigate through these rough conditions? This panel will provide a unique perspective into this issue from an executive/strategic point of view, combined with a review of quantitative trending data. <i>Panelists: Pat Culhane, Founder and Principal, Culhane Company (Panel Chair) James Connaughton, SVP, Credit &amp; Risk Management, HSBC Gene Volchek, Director, Modeling Services, TransUnion</i>



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2:00 – 3:00pm	<p>Case Studies: Applications of Multiple Outcome Optimization technology</p> <p>Learn how Xeno's advanced modeling technology can be used to solve business problems. Hear how several customers have used this unique Xeno capability on their portfolios to gain business benefit.</p> <p><i>Presenter: Lamar Shahbazian – VP of Analytic Services, InfoCentricity</i></p>
3:00 – 3:30pm	Break
3:30 – 4:30pm	<p>Putting Analytics to Work: Overcoming the challenges of putting analytics to work in information systems</p> <p>Building effective analytic models is a tough job. But even when the models are ready there is more to do. Business processes and information systems must be changed to put those models to work if you are to gain maximum value from your analytic efforts. This presentation will offer best practices suggestions to address some of the common problems faced by organizations when attempting to implement analytics into their business practices.</p> <p><i>Presenter: James Taylor - Principal, Smart (enough) Systems</i></p>
5:30 -5:45pm	Gather in front lobby of The Lodge at Tiburon for short walk to the dock Board Yacht for Dinner Cruise
6:00 – 9:00pm	Dinner Cruise on San Francisco Bay aboard The Merlot Commodore
<b>Tuesday, September 23</b>	
8:00 - 9:00am	Breakfast Buffet on the Fire Deck
9:00 – 9:30am	<p>Xeno Product Road Map</p> <p>A brief discussion of upcoming Xeno enhancements and general product direction</p> <p><i>Presenter: Chris Frothinger – CEO, InfoCentricity</i></p>
9:30 – 10:30am	<p>Automated Segmentation for Modeling</p> <p>Automation expands the number of segments that can be evaluated in the search for effective and efficient splits when developing models. This session leverages InfoCentricity's latest research on this new technology to present the methodology and results observed in its application.</p> <p><i>Presenter: John Perlis – Fellow, Analytic Technology, InfoCentricity</i></p>
10:30 – 11:00am	Break
11:00am – 12:00Noon	<p>Case Study: Using Xeno Trees to improve business decisions</p> <p>This case study highlights a real-life scenario showing how the use of Xeno Trees improved communication and collaboration between modeling teams and business managers to produce better business decisions for an InfoCentricity client.</p> <p><i>Presenters: Sharon O'Reilly – Sr. Project Manager, KeyBank Lamar Shahbazian – VP of Analytic Services, InfoCentricity</i></p>
12:00Noon – 1:00pm	Lunch on the Sky Deck



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1:00 – 2:00pm	<p>Collections Best Practices: An overview of latest developments</p> <p>The collections/recovery space is evolving rapidly through incorporation of analytics and new technologies. Based on his extensive experience in the industry, Jeff Bernstein will provide an executive overview of the latest developments and best practices in this important area.</p> <p><i>Presenter: Jeff Bernstein – CEO, Stratagem Portfolio Services</i></p>
2:00 – 3:00pm	<p>Collection analytics: A detailed look at alternatives in the development of recovery models</p> <p>This presentation reviews the methodology used by InfoCentricity on a recent project to develop recovery models for a distressed debt acquirer. Pros and cons of various approaches are discussed, and results are evaluated from a number of perspectives. Tips and tricks learned from implementation and an 'out of sample' validation will be shared as well.</p> <p><i>Presenter: Sue Gonella – Director of Analytic Services, InfoCentricity</i></p>
3:00 – 3:30	<p>Closing Remarks</p> <p><i>Jeff Dandridge – COO, InfoCentricity</i></p>
4:00 – 5:00	<p>Wine Reception on the Sky Deck</p>
<b>Wednesday, September 24 – Advanced Xeno Training</b>	
8:00 – 9:00am	<p>Breakfast Buffet on the Fire Deck</p>
9:00am – 12:00Noon	<p>Modeling with Continuous Predictors in Xeno</p> <p>This session will provide a thorough overview of Xeno's newest feature, the use of continuous predictors in scorecard models, and will include a number of case studies, as well as hands-on training.</p> <p><i>Presenters: Nina Shikaloff – VP of Analytic Services, InfoCentricity Brian Bloechle – Director of Research and Development, InfoCentricity</i></p>
12:00 – 1:00pm	<p>Lunch on the Sky Deck</p>
1:00 – 3:00pm	<p>Track 1:</p> <ul style="list-style-type: none"><li>• Reject inference</li><li>• Scorecard evaluation tips and tricks</li></ul> <p>This track will focus on application of reject inference in risk models, as well as offering tips and tricks to enable more efficient and effective model development.</p> <p>Track 2:</p> <ul style="list-style-type: none"><li>• Applications of the Xeno Classifier</li><li>• Xeno Clustering: Overview and case studies</li></ul> <p>This track will provide an in-depth understanding of Xeno's powerful Classifier and Clustering capabilities. Specific examples and case studies will offer ideas on leveraging the full potential of these tools to improve business performance.</p>