



FINANCE FORUM 2009

Driving Performance in turbulent times

Information Management

Cognos
software



Thank You to our Guest Speakers

FINANCE FORUM 2009



IBM Cognos
Innovation Center
for Performance Management

Information Management

Cognos
software

IBM Cognos: The Experts in Performance Management

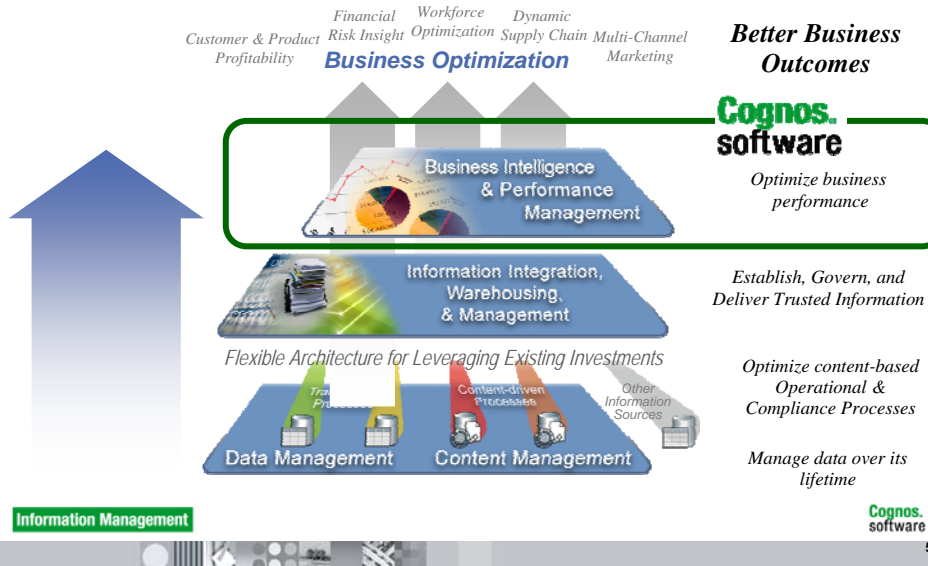
- Acquired by IBM in Jan 08
- Global coverage
 - 23,000 customers in 135 countries
 - Strong channel network 3,000 partners
- Exclusive focus on BI and Performance Management – pioneered over 17 years ago

Who we are

- SWG employs over 50,000 professionals, including 26,000-plus software developers, 17,000-plus sales and technical sales professionals.
- IBM operates in more than 170 countries.
- IBM has 80-plus R&D Labs around the world that conduct software development.
- IBM has 40-plus innovation centers worldwide, including in key emerging markets.
- SWG has 30,000-plus business partners around the world.
- IBM has a growing ecosystem of 6 million developers worldwide; 1,600 developers join IBM's developer community each day; 400 of them are from emerging markets.

Information On Demand

Unlocking the Business Value of Information for Competitive Advantage



Agenda

09:00	Welcome <i>Derek Morrison, Regional General Manager MENA, Business Intelligence & Performance Management, IBM Software Group</i>
09:10	Driving Performance Management in Turbulent Times <i>Christoph Papenfuss, Leader IBM Cognos Innovation Center, IBM EMEA</i>
09:55	Developing a Dynamic, Risk-Based Performance Management Process <i>David Axson, Founder and President, The Sonax Group</i>
10:40	COFFEE BREAK
11:00	Best Practices in Action: Decision Support through Financial Intelligence <i>Ross, McEwan, Head of Finance Business Solutions, AEGON UK plc</i>
11:45	Profitability and Growth in Turbulent Times with Financial Analytics <i>Patrick Hametner, Sales Manager FPM CE, IBM</i> <i>Sean Corr, FPM Solution Specialist, IBM EMEA</i>
12:15	Best Practices in Driver-based, Rolling Forecasts <i>Christoph Papenfuss, Leader IBM Cognos Innovation Center, IBM EMEA</i>
12:45	CPM - Imperatives, Approach, and Key Learnings <i>Sharat Seth, Partner, PwC</i>
13:15	Wrap up: <i>Derek Morrison, Regional General Manager MENA, Business Intelligence & Performance Management, IBM Software Group</i>
13:25	LUNCH: SPECTRUM ON ONE

