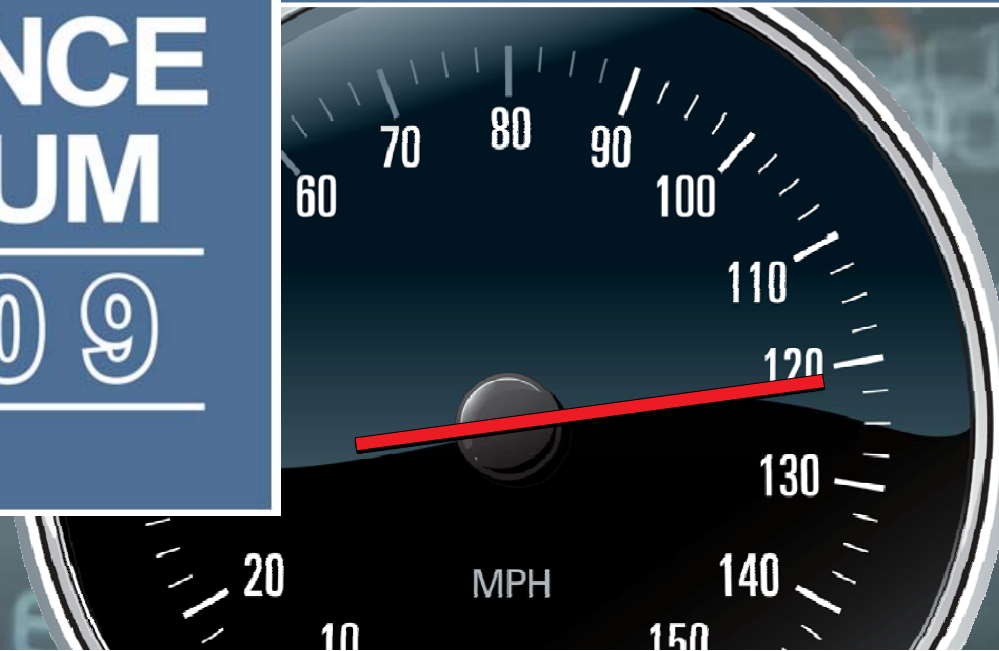




FINANCE FORUM

2009



Drive Better Performance

Information Management

Cognos.
software

Thank You to our Guest Speakers

**FINANCE
FORUM**
2009

- Krishnan Swaminathan, Director, Risk Advisory Services, Information Technology, KPMG Qatar
- David Axson, Founder and President, The Sonax Group
- Christoph Papenfuss, Business Unit Executive, IBM Cognos Innovation Center

IBM Cognos Solutions Performance Management Excellence

- 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



Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

Financial Workforce Dynamic
 Customer & Product Risk Insight Optimization Supply Chain Multi-Channel
 Profitability **Business Optimization** Marketing

Better Business Outcomes

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Optimize business performance

Establish, Govern, and Deliver Trusted Information

Optimize content-based Operational & Compliance Processes

Manage data over its lifetime



Flexible Architecture for Leveraging Existing Investments



Information Management

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Agenda

9:00 am	REGISTRATION
9:30 am	Welcome <i>Derek Morrison, Regional General Manager MENA, Business Intelligence and Performance Management, IBM Software Group</i>
9:40 am	Driving Performance Management <i>Christoph Papenfuss, Business Unit Executive, IBM Cognos Innovation Center</i>
10:25 am	Developing a Dynamic, Risk-Based Performance Management Process <i>David Axson, Founder and President, The Sonax Group</i>
11:10 am	BREAK
11:30 am	Business Performance Management - Leading Practices <i>Krishnan Swaminathan, Director, Risk Advisory Services, Information Technology, KPMG Qatar</i>
12:00 am	Entry points to Performance Management & The Al-Khafji Joint Operations Story <i>Derek Morrison, Regional General Manager MENA, Business Intelligence and Performance Management, IBM Software Group</i>
12:30 pm	Wrap Up / Q&A <i>Derek Morrison, Regional General Manager MENA, Business Intelligence and Performance Management, IBM Software Group</i>
12:45 pm	LUNCH : LAGOON RESTAURANT – LOWER LEVEL

