

IBM.

**FINANCE
FORUM**

2009



Drive Better Performance

Information Management

**Cognos.
software**



Thank You to our Guest Speakers

**FINANCE
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- Paul Rees, Senior Partner, PwC
- 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>
10:30 am	Developing a Dynamic, Risk-Based Performance Management Process <i>David Axson, Founder and President, The Sonax Group</i>
11:20 am	Getting started with Performance Management <i>Derek Morrison, Regional General Manager MENA, Business Intelligence and Performance Management, IBM Software Group</i> <i>Christoph Papenfuss, Business Unit Executive, IBM Cognos Innovation Center</i>
11:40 am	PRAYER / BREAK
12:10 am	Corporate Performance Management : Global Perspectives in a Local Context <i>Paul Rees, Senior Partner, PwC</i>
12:40 pm	Wrap Up / Q&A <i>Derek Morrison, Regional General Manager MENA, Business Intelligence and Performance Management, IBM Software Group</i>
1:00 pm	LUNCH : BURAIDAH HALL FOYER

