IBM

IBM Cognos Forum Asia Pacific 2009

Agenda
& Abstracts

August 12–14, 2009
Gold Coast Convention & Exhibition Centre

Information Management

Cognos® software

Pre-Conference Agenda

Super Sessions		
12.30pm – 3.00pm	IBM Cognos Planning	Room 2
12.30pm – 3.00pm	IBM Cognos BI	Room 8
12.30pm – 3.00pm	IBM Cognos TM1	Room 9

Special Interest Groups		
3.30pm – 5.30pm	Defence	Room 4
3.30pm – 5.30pm	Manufacturing	Room 5
3.30pm – 5.30pm	Financial Services & Insurance	Room 6
3.30pm – 5.30pm	Government	Room 7
3.30pm – 5.30pm	Higher Education	Room 8
3.30pm – 5.30pm	TM1	Room 9

IBM Cognos Forum 2009		
12:00pm – 9:30pm	Conference Registration Open	Foyers E & F
5:30pm – 9:30pm	Welcome Drinks & Dinner	Foyers E & F

Agenda

7.00am – 8.30am	Breakfast: Ground Floor Foyers A & B – GCECC
7:30am – 8:30am	Conference Registration & Exhibition Opens: Foyers E & F
8:30am - 10:30am	General Session: Optimising Solutions for Turbulent Times – Arena 1B
10.30am – 11.00am	Coffee Break: Foyers E & F and Meeting Rooms Foyer

Session Times	Arena 1B — Business Intelligence	Room 5 — Financial Performance Management	Room 6 — Performance Management Practices	Room 7 — Performance Management Platform	Room 8 — Migration, Upgrade and Technical Services	Room 9 — Industry Solutions	Room 1 — Demo Theatre 1 (20mins)	Room 2 — Demo Theatre 2 (20 mins)
11.00am – 12.00pm	No Stopping with Queensland Motorways, IBM and Cognos 8 – *Queensland Motorways with Catapult BI*	Financial Management in the Retail Industry: Empowering Finance with TM1 – *Gloria Jean's Coffees with Cubewise*	An Integrated Solution: Performance Management at Boehringer Ingelheim – *Boehringer Ingelheim with PMSquare*	Cognos 8 Implementation: from Evaluation to Control – *Quest Serviced Apartments*	Practical Approach to Building a Dimensional Data Warehouse – *IBM Cognos Lab Services*	The Cultural Challenges of a Maturing BI Implementation – *University of Wollongong*		
12.00pm – 1.00pm	Advanced Analytics & Data Mining – *IBM Global Business Services*	IBM Cognos Profitability Blueprint Introduction – *IBM Cognos*	Understanding Both Sides of the BI Paradigm and Finding Synergy with IBM – *IBM Cognos*	Operational & Financial Integration: Understanding the Impact of Change at Sidra Foundation – *Cortell Australia*	IBM Cognos TM1: What You've Never Been Able to do Before – *IBM Cognos*	Managing Government Performance in Turbulent Times – *IBM Software Group*	12.00pm – 12.30pm: Demo Theatre for Cognos Planning Beginners – *IBM Cognos*	12.30pm – 1.00pm: The Power of IBM Cognos 8, IBM Cognos TM1 and IBM Cognos Business Viewpoint Working Together – *IBM Cognos*
1.00pm – 2.00pm	Luncheon							
2.00pm – 3.00pm	General Session: Innovation Today and Tomorrow for Smarter Enterprises – Arena 1B							
3.00pm – 3.30pm	Coffee Break: Foyers E & F and Meeting Rooms Foyer							
3.30pm – 4.30pm	Smarter Business Intelligence – *Brightstar Logistics*	Overview of Analytic Applications – *IBM Cognos*	Scorecarding: Get Your Shelf-Ware on the Scorecard – *IBM Cognos*	From Data to Decision Making: Leveraging Cognos 8 at Westpac – *Westpac Banking Corporation*	The BI Reality of Climate Change, Compliance and Emissions Trading – *C3 Business Solutions*	Minimum Effort, Maximum Reward: The Metcash TM1 Story – *Metcash*	3.30pm – 4.00pm: Using Statistics to Make More Informed Decisions – *IBM Cognos*	4.00pm – 4.30pm: Business Viewpoint – *IBM Cognos*
4.30pm – 5.30pm	Right Place, Right Time: Developing a Reporting Strategy – *Boral*	New Budgeting/ Forecasting Approaches for Our Current Difficult Times – *Petty Presentations*	Improving Accountability Using IBM Cognos Metrics Studio – *Australian Government Child Support Agency with BCT Group*	Predictive Analytics with InfoSphere and Cognos – *IBM Cognos*	IBM Cognos 8 Deployment Best Practices for Performance and Scalability – *IBM Cognos*	Cure Workforce Planning Challenges with Integrated Cognos 8 BI and Cognos 8 Planning – *Mater Hospital with IBM Cognos*	4.30pm – 5.00pm: Strategy Management with IBM Cognos 8 – *IBM Cognos*	5.00pm – 5.30pm: C8 with InfoSphere/Business Glossary/Lineage – *IBM Cognos*
7.00pm – 11.00pm	Special Event Dinner: Exhibition Hall 4 – GCECC							

Agenda

| 7.00am – 8.30am | Breakfast: Ground Floor Foyers A & B |
| 8.00am | Exhibition & Information Desk Opens: Foyers E & F |

	Arena 1B	Room 5	Room 6	Room 7	Room 8	Room 9		Room 1	Room 2
	Business Intelligence	Financial Performance Management	Performance Management Practices	Performance Management Platform	Migration, Upgrade and Technical Services	Industry Solutions		Demo Theatre 1 (20mins)	Demo Theatre 2 (20 mins)
8.30am – 9.30am	Environmental Performance Management ecoAnalytics – *Eraring Energy with SMS Management & Technology*	Controlling Financial Warehouses – *Lend Lease Prime Life with ITeM Group*	Developing a Performance Management Roadmap – *IBM Cognos*	Gaining Business Trust with Better Quality Data – *IBM InfoSphere*	Deploying IBM Cognos 8 BI on VMware ESX – *IBM Cognos*	Strategy Implementation and Performance Management – *Business Minds Australia*			
9.30am – 10.30am	Analytics & Reporting: Supporting Intelligent Decision Making – IBM Global Business Services	Streamlining Information Flows with IBM Cognos 8.3 BI – *Sydney Catchment Authority*	Best Practices with IBM Cognos Framework Manager and SAP BW – *IBM Cognos*	Translating Planning Models into TM1: Why & How to do it – *IBM Cognos*	Targeting Data Reporting to Propel New Efficiencies – *Virgin Blue Airlines with CatapultBI*	21st Century BI for the Insurance & Claims Management Industry – *Gallagher Bassett Services with CatapultBI*		9.30am – 10.00am: The Next Level of Asset Business Intelligence – *IBM Maximo A/NZ*	10.00am – 10.30pm: Smart analytics with IBM InfoSphere Warehouse and Cognos BI – *IBM InfoSphere Warehousing*
10.30am – 11.00am	Coffee Break: Foyers E & F and Meeting Rooms Foyer								
11.00am – 12.00pm	Sydney Airport gets Personal: Transforming Passengers into Customers – *Sydney Airports with Altis Consulting*	The Long and Winding Road: IBM Cognos Planning – *Melbourne Citymission with Tahola*	TM1 in Goodman: A Global Perspective – *Goodman with Cubewise*	Moving from Scorecards to Strategic Management – *IBM Cognos*	Gaining Value from Synergy of Cognos Solutions with InfoSphere and Beyond – *IBM Cognos*	Set the Stopwatch: Cubes vs DMR Models – *Study Group Australia with Focus Strategies & Solutions*		11.00am – 11.30am: IBM Cognos 8 and Oracle E-business Suite – *IBM Cognos*	11.30am – 12.00pm: BI and GIS Mapping Techniques – *IBM Cognos*
12.00pm – 1.00pm	Making Marketing Connections: Getting Data in Context – *Optus with Focus Strategies & Solutions*	Strategic Planning Using Scenario Modelling – *Leighton Contractors*	Hierarchy Management with IBM Cognos 8 Business Viewpoint – *IBM Cognos*	Advanced Transformer Case Studies – *IBM Cognos*	Security Migration in IBM Cognos 8 BI – *IBM Cognos*	Business Intelligence for an Ageing Population – *The Department of Health and Ageing with C3 Business Solutions*		12.00pm – 12.30pm: Cognos 8 Report Studio Advanced Charting Techniques – *IBM Cognos*	12.30pm – 1.00pm: IBM Cognos 8 Using TM1 as a Data Source for Near Time Data Updates – *IBM Cognos*
1.00pm – 2.00pm	Luncheon: Foyers E & F and Meeting Rooms Foyer								
2.00pm – 3.00pm	Gathering and Documenting your BI Business Requirements – *IBM Cognos*	Financial Modelling Using TM1 – *New Zealand Post*	Implementing Enterprise Change: People, Process, Platforms – *KDC Consulting*	Business Intelligence – Dashboards: CSC Driving Business Results – *CSC*	Achieve Competitive Edge by Delivery of Critical Information Securely – *Research in Motion*	Cognos at UTS: The Theory of Evolution – *University of Technology, Sydney*		2.00pm – 2.30pm: Managing the Reporting Lifecycle – *IBM Cognos*	2.30pm – 3.00pm: Adding Value with Cognos Alerts – *IBM Cognos*
3:00pm – 4:00pm	Closing General Session: The Art of the Perfect Presentation, Mark Jeffries – Arena 1B								
4.30pm	Coaches depart for airports								

11.00am – 12.00pm

Business Intelligence — Arena 1B

No Stopping with Queensland Motorways, IBM and Cognos 8

Queensland Motorways
Sue Caelers, Project Director, Free-Flow Tolling Project

CatapultBI
Richard Green, Managing Director

Free Flow Tolling is Queensland's most significant IT implementation for 2009, involving sophisticated roadside technology and mission-critical back office components such as SAP and specialised IBM tolling software. IBM has undertaken the systems integration of the Central System, and CatapultBI is working to satisfy the new reporting and analytical requirements. This session will outline the directions and experiences of the project, and the role of data warehousing and reporting for Queensland Motorways with the Cognos 8 BI toolset.

Session type: Business Strategy
Technical level: Novice

Performance Management Practices — Rm6

An Integrated Solution – Performance Management at Boehringer Ingelheim

Boehringer Ingelheim
Jason Rankin, Business Controller – Consumer Health Care & Animal Health

PMSquare
Carsten Brandt, Director

Discover how a data infrastructure project led to transparency in planning and allocation of shared service costs, reduced cycle times and flexible stock planning. Using IBM Cognos BI and EP tools, Boehringer Ingelheim achieved a single source of truth for reporting across the business. Previously manual tasks were automated within the new ERP system and reporting capabilities are now more innovative and flexible.

Session type: Deployment Best Practice
Technical level: Novice

Migration, Upgrade & Tech. Services — Rm8

Practical Approach to Building a Dimensional Data Warehouse

IBM Cognos Lab Services
Venkat Srinivasan, Senior Consultant

In this presentation we will go through a step by step proven technique to build a Dimensional Data Warehouse. A Dimensional Data Warehouse empowers users with information that is easy to access. Through practical examples and workshop activity, we will introduce different ETL techniques and cover advanced features such as Cognos 8 Data Lineage facility.

Session type: Technical Tips and Techniques
Technical level: Advanced

Financial Performance Management — Rm5

Financial Management in the Retail Industry: Empowering Finance with TM1

Gloria Jean's Coffees
Karin Hattingh, Divisional Controller Australia

Cubewise
Gavin Skews, Director – Retail

IBM Cognos TM1 has been a recurring theme of success for Gloria Jean's Coffees Financial Controller, Karin Hattingh. In this session you will see how Karin, with support from Cubewise Retail, has eliminated many days in month end processing, reduced auditing costs and benefited from rolling forecasts. We will also cover best practice implementation guidelines for leveraging the very best from your Financial Performance Management.

Session type: Deployment Best Practice
Technical level: Intermediate

Performance Management Platform — Rm7

Cognos 8 Implementation: from Evaluation to Control

Quest Serviced Apartments
Doug Hutchinson, Chief Financial Officer and Glenn Harris, Business Intelligence Team Leader

This presentation takes you from start to finish on Quest's journey through the evaluation, selection, deployment and project control issues associated with its Cognos 8 BI, Planning and Controller implementation. Lessons learned along the way include the need to develop clear requirements at the outset, engage the right resources for the right activities and gain senior management buy-in.

Session type: Deployment Best Practice
Technical level: Novice

Industry Solutions — Rm9

The Cultural Challenges of a Maturing BI Implementation

University of Wollongong
Craig Napier, Business Analyst

The University of Wollongong's business intelligence technical implementation has matured through cubes, data warehouses, Cognos 8 and TM1. The non-technical challenges have also evolved, revealing new issues and new opportunities. This presentation looks at what the goals are when you have passed the early milestones and at some of the techniques, issues and solutions facing a business intelligence competency centre as it moves to create a pervasive analytic culture.

Session type: Business Strategy
Technical level: Novice

12.00pm – 1.00pm

Business Intelligence — Arena 1B

Advanced Analytics & Data Mining

IBM Global Business Services

Jon Stone, Senior Managing Consultant, BAO

This session will touch on where you can take your analytics competency and how to drive the best results. It will focus on the role of analytics in driving differentiation in an increasingly commoditised world and will look at how you can make your analytical capability more relevant to your front-line and your customers, how you can create greater simplicity through sophistication and how you can make immediate improvements and reap the short term benefits.

Session type: Business Strategy
Technical level: Intermediate

Performance Management Practices — Rm6

Understanding Both Sides of the BI Paradigm and Finding Synergy with IBM

IBM Cognos

Katrina Read, Performance Management Specialist

There are two aspects to a Business Intelligence solution: the appropriate technical infrastructure required to ensure that data is complete and accurate, plus comprehensive end-user capabilities to enable effective access to the information we need in time to take action. IBM's approach to Business Intelligence solutions ensures the right information gets to the right person at the right time.

Session type: Business Strategy
Technical level: All

Migration, Upgrade & Tech. Services — Rm8

IBM Cognos TM1: What You've Never Been Able to do Before

IBM Cognos

Simon Dowle and James Wakefield

Enhance your existing IBM Cognos TM1 applications by adding functionality never before available. See how IBM Cognos C8 can deliver report bursting, Metric's cause and effect, briefing books, MS Word integration and much more without damaging your existing TM1 applications and data.

Session type: Product Overview
Technical level: All

Demo Theatres

Demo Theatre 1
12.00pm – 12.30pm
Demo Theatre for Cognos Planning Beginners.

IBM Cognos
Craig Boyd

Learn how IBM Cognos Planning can help remove the pain from your budgeting process. Find out how easy it is to build budget templates with a quick look at some pre-built best practice models. Do you spend half your time reconciling numbers without having time to add value to your budget process? In this session you will see how you can spend more time focusing on value-add activities.

Session type: Product Overview
Technical level: All

Demo Theatre 2
12.30pm – 1.00pm

The Power of IBM Cognos 8, IBM Cognos TM1 and IBM Cognos Business Viewpoint Working Together.

IBM Cognos
David Myall

Explore IBM Cognos TM1 modelling within the IBM Cognos 8 environment. Discover how IBM Cognos 8 can use TM1 as a data source for near time data updates. Explore the potential for IBM Cognos Business Viewpoint to facilitate the management of business hierarchies.

Session type: Product Overview
Technical level: All

Financial Performance Management — Rm5

IBM Cognos Profitability Blueprint Introduction

IBM Cognos

David Hatt, Cognos Performance Management Solutions Manager

James Wakefield, Lead FPM Solution Specialist

Finance organisations are under increasing pressure to manage risk, drive cash flow, contain and reduce costs and improve profits. At the same time that finance organisations need short term lifelines to respond to a slowing global economy, they need to transform critical business processes so that when the economy recovers they are in a position of competitive advantage. In this session we will be demonstrating the new TM1 powered Blueprint for Profitability, and showing how customers can use best practice techniques to address critical needs in the current economic climate.

Session type: Product Overview
Technical level: Novice

Performance Management Platform — Rm7

Operational & Financial Integration: Understanding the Impact of Change at Sidra Foundation

Cortell Australia

Andrew Stephens, Business Intelligence Project Manager

Sidra Foundation has recently started construction of a 4,000 bed private hospital. IBM Cognos TM1 is the Cost Base planning and operational modelling application for this US$10.75 billion project. Cost planning, resource and capacity planning is occurring without the benefit of historical information, prior statistics or existing drivers – this platform has been constructed from zero with the assistance of Cortell Australia.

Session type: Business Strategy
Technical level: Intermediate

Industry Solutions — Rm9

Managing Government Performance in Turbulent Times

IBM Software Group

Robert Dolan, Jr, Government & Education Industry Solutions, BI & Performance Management

Every day we hear about national, regional and municipal governments that have been impacted by the ongoing economic crisis, bringing with it revenue shortfalls, rising costs, higher unemployment, and increased demands for citizen services. In addition, government leaders are facing greater demands for transparency and accountability. The time has never been more prudent for governments to adopt a performance management solution. See how IBM Cognos is prepared to deliver the best-of-breed performance management solutions and is helping governments around the world manage performance in these turbulent times.

Session type: Business Strategy
Technical level: Intermediate

3.30pm – 4.30pm

Business Intelligence — Arena 1B

Smarter Business Intelligence

Brightstar Logistics
Brett King, Business Intelligence Manager

The flexibility of Cognos 8 BI means that solutions are no longer limited by application capabilities. By undertaking a strategic review of the analysis and decision making process, content can be developed that enables users to make better informed and quicker recommendations. This session will cover the importance of presentation, layout and depth of information, and how to think outside the box when designing reports. It will demonstrate the advantages of multi-element dashboard reports and how smart, dynamic and prompted reports can deliver intelligence, not just data.

Session type: Business Strategy
Technical level: Advanced

Performance Management Practices — Rm6

Scorecarding: Get Your Shelf-Ware on the Scorecard

IBM Cognos
Michael Taylor

In this session, learn about balanced scorecarding concepts and gain true understanding of what makes a good key performance indicator. Explore the features embedded within Metric Studio and discover just how easy it is to load data and remove query load off back-end systems by using Metric Studio as your entry point to BI.

Session type: Technical Tips & Techniques
Technical level: Novice

Migration, Upgrade & Tech. Services — Rm8

The BI Reality of Climate Change, Compliance and Emissions Trading

C3 Business Solutions
Conrad Bates

Independent of whether you believe in climate change and independent of whether the Senate passed the Australian Emission Trading Scheme, Australian organisations must report actual emissions by October 2009 or face hefty fines under the National Greenhouse Emissions Reporting Scheme legislation. The question is: how can you turn a compliance requirement into an opportunity to improve your organisation's bottom line? This presentation will provide a 'Carbon Emissions Trading 101' and then overview the business issues, challenges and opportunities in a constrained carbon world.

Session type: Business Strategy
Technical level: Intermediate

Financial Performance Management — Rm5

Overview of Analytic Applications

IBM Cognos
James Rowntree

The new range of Cognos Analytic Applications use a series of models to generate an end to end warehousing solution, allowing users to concentrate on making better decisions - and less on the "plumbing" (such as warehouse and metadata design). This session explores the Analytic Framework to answer business questions such as: Are we meeting stated objectives across the business? How much of our portfolio is rolling from one delinquency bucket to the next? Do we invoice too frequently?

Session type: Product Overview
Technical level: Intermediate

Performance Management Platform — Rm7

From Data to Decision Making: Leveraging Cognos 8 at Westpac

Westpac Banking Corporation
Angelo Koulos, Project Director, Finance Transformation & Integration

Westpac is currently upgrading users from Cognos 7 to 8. Parallel to this, Finance is building a Datamart within the GDW to leverage C8 capabilities for online reporting. Packaged with this is the Go! Office tool to help publish financial objects from C8 and leverage the Microsoft Office suite. No theory here – an 'up in lights' walkthrough of how C8 is being deployed and how it is changing the business approach.

Session type: Business Strategy & Deployment
Technical level: Novice

Industry Solutions — Rm9

Minimum Effort, Maximum Reward – The Metcash TM1 Story

Metcash
Robert Laws, Systems Accounting Manager

This presentation describes Metcash's IBM Cognos TM1 and Executive Viewer implementation, instigated to allow each of the company's four business pillars to budget independently, using different business rules and budgeting methods. We will demonstrate how we achieved real-time consolidated reporting for the entire business, with drill-through to Source System transactions.

Session type: Product Overview
Technical level: Novice

Demo Theatres

Demo Theatre 1
3.30pm – 4.00pm

Using Statistics to Make More Informed Decisions

IBM Cognos
James Rowntree

How sure are you of the information you use? Did you know that over 63% of the statistics in this abstract are made up? In this session we will explore how some organisations are looking to make better decisions, to better understand leading and lagging indicators and to add rigour to their analysis process. We will explore some of the tools available to help facilitate this.

Session type: Technical Tips & Techniques
Technical level: All

Demo Theatre 2
4.00pm – 4.30pm

Business Viewpoint

IBM Cognos
Linda Glucina

IT and business users will benefit from this session, which offers an in depth demonstration of IBM Cognos 8 Business Viewpoint and shows how it can provide the dimension and hierarchy management needed for business users to stay on top of changes, while giving IT the control and oversight they need. You will learn about the benefits associated with this way of managing dimensions and hierarchies and see how a built in workflow ensures updated and accurate reporting, analysis or planning to drive performance.

Session type: Product Overview
Technical level: All

4.30pm – 5.30pm

Business Intelligence — Arena 1B

Right Place, Right Time: Developing a Reporting Strategy

Boral
Edward Ware, Cognos Developer

A Reporting Strategy that focuses on distributing information to the right place, at the right time, in the right format is a key part of total performance improvement. This session will demonstrate how Cognos reporting products and distribution methods provide decision makers with clear, accurate and timely information in the most efficient and effective manner – on demand and tailored to users' real requirements.

Session type: Deployment Best Practice
Technical level: Intermediate

Performance Management Practices — Rm6

Improving Accountability Using IBM Cognos Metrics Studio

Australian Government Child Support Agency
Salim Soukieh, Data Warehouse Director

BCT Group
Tony Chung, Senior Consultant

The Organisational Performance Measurement Framework (OPMF) is an Australia Child Support Agency project that aims to establish a framework that defines, measures, reports and closes the gap between 'as is' and 'should be' performance across the agency. This session will provide an overview of the project focusing on technical delivery using IBM Cognos Metrics Studio and an honest look at the many lessons learned along the way.

Session type: Deployment Best Practice
Technical level: Intermediate

Migration, Upgrade & Tech. Services — Rm8

IBM Cognos 8 Deployment Best Practices for Performance and Scalability

IBM Cognos
Barnaby Cole, Practice Lead, Technical Services

Attend this session to learn configuration techniques for IBM Cognos 8 BI to optimise performance. It provides an in-depth review of IBM Cognos 8 BI server performance characteristics and provides best practices for building a common server platform to meet the differing needs of users and will touch on typical server deployment concerns such as security and administration.

Session type: Product Overview
Technical level: Advanced

Financial Performance Management — Rm5

New Budgeting/Forecasting Approaches for Our Current Difficult Times

Petty Presentations
John Petty

The traditional management control tool – detailed budgeting – does not answer the current common predicament of needing to answer management's 'what next?' and 'what if?' questions. It's too often geared to surviving the next three months rather than managing strategically. This session will explore the latest thinking and practical approaches to managing and budgeting for difficult times, and how beyond budgeting, better budgeting and rolling forecast models are being even further adapted to fit the current financial environment.

Session type: Deployment Best Practice
Technical level: Advanced

Performance Management Platform — Rm7

Predictive Analytics with InfoSphere and Cognos

IBM Cognos
Mark Morton, Senior Product Manager

This introductory level session will discuss and demonstrate how IBM Cognos 8 software and IBM InfoSphere Warehouse can be used together to provide predictive analytics for your organisation. We will provide an overview of some of the algorithms available and demonstrate their use in the context of customer applications

Session type: Product Overview
Technical level: Novice

Industry Solutions — Rm9

Cure Workforce Planning Challenges with Integrated Cognos 8 BI and Cognos 8 Planning

Mater Hospital
Caroline Hudson, Director of People and Learning

IBM Cognos
Geoff Page, Practice Area Lead – FPM

What is the staff retention rate, and why? What are the future staff needs of the Mater Hospital, and where? Who will do what to address demand and supply imbalances in staffing? This session will explain how the Mater found answers to these pressing questions using Attrition Reporting in Cognos 8 BI and Workforce Planning in Cognos 8 Planning and Cognos 8 BI, gaining clearer data visibility, removing organisational silos and harnessing contributions from operational users to yield a forward-looking plan.

Session type: Deployment Best Practice
Technical level: Novice

Demo Theatres

Demo Theatre 1
4.30pm – 5.00pm

Strategy Management with IBM Cognos 8

IBM Cognos
Greg Keller

Learn how IBM Cognos 8 can help you automate the strategy management process within your organisation by linking strategy to execution. Effectively set and manage your strategic goals by:

- defining consistent KPIs leveraging a common metrics framework
- monitoring performance of KPIs and understanding metric dependencies
- communicating strategic objectives and providing employee focus and accountability.

Session type: Deployment Best Practice
Technical level: All

Demo Theatre 2
5.00pm – 5.30pm

C8 with InfoSphere/Business Glossary/Lineage

IBM Cognos
David Myall

A single version of the truth not only relates to numbers but just as important is consistency in the business terms used to describe that data. See how using IBM Business Glossary within your IBM Cognos 8 environment can assist your business in taking 'one version of the truth' to the new level. See how the combination of IBM Cognos 8 and IBM Infosphere Metadata Workbench facilitates lineage back to source including any data orchestration activities. Learn some of other powerful features of the integrated IBM portfolio.

Session type: Product Overview
Technical level: All

8.30am – 9.30am

Business Intelligence — Arena 1B

Environmental Performance Management ecoAnalytics

Eraring Energy
Will Wright

SMS Management & Technology
Stephen Wayne, Principal Consultant

Organisations face regulatory, commercial and social pressures to manage their environmental impacts. Discover how IBM Cognos technology replaces manual audits, external consultants and inflexible proprietary systems with the ability to capture and report on environmental data from disparate sources – and how comprehensive forecasting, scenario planning, analysis and performance-management capabilities can mitigate emission effects, plan abatement programs and give insight into waste and energy usage to deliver a competitive advantage in a carbon-constrained economy.

Session type: Product Overview
Technical level: Intermediate

Performance Management Practices Rm6

Developing a Performance Management Roadmap

IBM Cognos
Nikita Atkins, Managing Consultant, IBM Software Group, Business Intelligence and Data Warehousing

An increasing number of studies are revealing the strong link between a comprehensive enterprise-wide Performance Management strategy and the delivery of a mature Performance Management program that sees its full potential realised. This session will present a variety of techniques to create a performance management vision and implementation roadmap that is capable of integrating competing technical and non-technical plans.

Session type: Business Strategy
Technical level: Intermediate

Migration, Upgrade & Tech. Services Rm8

Deploying IBM Cognos 8 BI on VMware ESX

IBM Cognos
Barnaby Cole, Practice Lead, Technical Services

This session will show you how to maintain performance levels when deploying IBM Cognos 8 BI applications on VMware, the leading data centre virtualisation platform for Windows and Linux server deployments. Learn configuration techniques that can be used to provide optimal performance of your IBM Cognos 8 BI server platform within VMware ESX, and explore IBM Cognos 8 BI scalability, performance tuning and the VMware performance characteristics that determine optimal configuration for IBM Cognos 8 BI servers.

Session type: Technical Tips & Techniques
Technical level: Advanced

Financial Performance Management Rm5

Controlling Financial Warehouses

Lend Lease Prime Life
Mark Mitchell, CIO

ITeM Group
Warren Dickins

This session will explore the importance of effective financial data warehouse architecture in delivering direct audit control. It will cover technical tips from Lend Lease Prime Life's experience, including the effective use of dashboards, linking enterprise planning to the business structures, use of report hierarchies and the effective use of prompts.

Session type: Technical Tips & Techniques
Technical level: Intermediate

Performance Management Platform Rm7

Gaining Business Trust with Better Quality Data

IBM Software Group
Chris Bunn, InfoSphere Sales Manager, Australia and New Zealand

For business users to fully trust the information they use to make decisions, they need to be sure that the quality of their data is being maintained. At this session you'll learn how IBM Cognos 8 BI and IBM InfoSphere can help you provide the clear metrics that will enable both IT and business users to monitor and understand the quality of their information and gain complete trust in the data.

Session type: Deployment Best Practice
Technical level: Intermediate

Industry Solutions Rm9

Strategy Implementation and Performance Management

Business Minds Australia
Philip Parslov, CEO

When performance management is designed around measures that do not support the business strategy and is then combined with the overwhelmingly efficient presentation and reporting tools of modern business intelligence, we have a very dangerous cocktail. In this presentation BusinessMinds pinpoints the challenges companies face in setting up performance management frameworks. The power of BI tools influences means performance management can be employed much more widely at lower cost and support the faster strategy and measurement cycles required by agile companies.

Session type: Business Strategy
Technical level: Advanced

9.30am – 10.30am

Business Intelligence — Arena 1B

Analytics & Reporting: Supporting Intelligent Decision Making

IBM Global Business Services
Simon Crisp, Senior Managing Consultant, BAO

This session will focus on analytics and reporting from a Business Intelligence perspective and how to use this information to understand your customer better and gain greater speed to market. The specific themes covered in this session are: transforming your organisation through information, data challenges across industries, maximising customer touch-points for intelligent decision making and three high impact strategies you can start now.

Session type: Business Strategy
Technical level: Intermediate

Performance Management Practices — Rm6

Best Practices with IBM Cognos Framework Manager and SAP BW

IBM Cognos
Agnes Chau, Cognos on SAP Solution Specialist

In this session, the presenter will discuss and demonstrate best practices and methods for using IBM Cognos Framework Manager with the SAP Business Warehouse. You'll learn how to get the most from your investments in SAP BEx Query Designer and hear general guidelines for using IBM Cognos Framework Manager with the SAP Business Warehouse. You'll also see how easily both new and existing customers can utilise data from the SAP Business Warehouse.

Session type: Technical Tips & Techniques
Technical level: Intermediate

Migration, Upgrade & Tech. Services — Rm8

Targeting Data Reporting to Propel New Efficiencies

Virgin Blue Airlines
Katie Corr, Manager, Sales Operations

CatapultBI
David Alley

Business areas in many organisations are often still discovering the power they can obtain from information as they take up BI. This means that we need to tread a middle ground between waterfall (too slow, heavily requirement-driven) and agile (too little input from requirements thinking) delivery approaches. As Virgin Blue Airlines discovered with the release of its Data Warehouse, a nimble combination of experienced BI guidance to get things underway quickly, with responsiveness to business needs ensures maximum business return.

Session type: Business Strategy
Technical level: Intermediate

Financial Performance Management — Rm5

Streamlining Information Flows with IBM Cognos 8.3 BI

Sydney Catchment Authority
Gihan Khalil, Senior Project Officer – BI

Discover how IBM Cognos 8.3 BI improved the flow of information for the Sydney Catchment Authority. High level architecture and logical design integrated with enterprise planning modules led to improved handling of change requests, improved management of user expectations and a more secure working environment. With manual processes now automated, such as data extraction and file loading, month end processing time is reduced and the entire budgeting process is streamlined.

Session type: Deployment Best Practice
Technical level: Advanced

Performance Management Platform — Rm7

Translating Planning Models into TM1: Why and How To Do It

IBM Cognos
David Dockrill

This presentation will discuss the circumstances under which users might wish to consider translating their Planning models into a TM1 environment. There can be very specific reasons to do so, but the move can also require some sacrifices to be made. Being aware of the potential traps will help make the process as smooth as possible. We cover the key areas of tool applicability, model design considerations and project impact. A brief overview of the CSIM will be provided, along with a discussion of the impact of a "translation" type project in the context of the CSIM.

Session type: Technical Tips & Techniques
Technical level: Intermediate

Industry Solutions — Rm9

21st Century BI for the Insurance & Claims Management Industry

Gallagher Bassett Services
Marc Diffey, General Manager, Business Improvement and Strategy

CatapultBI
Richard Green, Managing Director

Late 2008 Gallagher Bassett Services, Australian arm of multinational AJ Gallagher, won a major tender to provide insurance services management to Comcover for major Australian Government Departments. With an immovable rollout date, Gallagher Bassett implemented an externally hosted extranet solution using Cognos 8 BI as the delivery portal for the data warehouse and for customer systems and reporting capabilities – all within seven weeks. This session relives the challenges and shares the lessons learned.

Session type: Business Strategy
Technical level: Novice

Demo Theatres

Demo Theatre 1
9.30am – 10.00am

The Next Level of Asset Business Intelligence

IBM Maximo A/NZ
Richard Berthet, Technical Specialist

For asset intensive organisations and companies with many sites, the effective management of assets as within business operations has become a priority beyond just financial cost accounting of those assets. Understand how to optimise your asset investment through better capital and maintenance decisions by tying asset reliability to financial metrics. It's not just about having a list of assets - it's about the service the asset provides, and about managing the service delivery for the business.

Session type: Product Overview
Technical level: All

Demo Theatre 2
10.00am – 10.30am

Smart analytics with IBM InfoSphere Warehouse and Cognos BI

IBM InfoSphere Warehousing
Phil Downey

This session will take you through how IBM can accelerate the delivery of analytics with IBM InfoSphere Warehouse and Cognos BI solutions regardless of your size.

Session type: Product Overview
Technical level: All

11.00am – 12.00pm

Business Intelligence — Arena 1B

Sydney Airport gets Personal: Transforming Passengers into Customers

Sydney Airports
Stuart Rattray, Finance Manager

Altis Consulting
Glen Wiblin, Senior Consultant

This presentation will take you through Sydney Airports' development of a business intelligence solution that allows it to analyse customer value in multiple dimensions on a dynamic basis. Airports are complicated organisations, dealing in travel, logistics, government regulation and retail. In such a complex environment it is difficult to understand your customers and serve their needs. Hear how IBM Cognos 8 has provided invaluable insights into customers' behaviour and increased revenue along with customer, partner and supplier satisfaction.

Session type: Business Strategy
Technical level: Novice

Financial Performance Management — Rm5

The Long and Winding Road: IBM Cognos Planning

Melbourne Citymission
Alma Tuazon, Chief Financial Officer

Tahola Pty Ltd
Chris Sutton, Director

Take the journey with Melbourne Citymission as it transformed its annual budgeting from a three week process involving over 350 spreadsheets clogging the email server - to an efficient model design using IBM Cognos Planning. This session will articulate the questions to ask about your planning model, and map the pathways to easier, faster and accurate budget planning, with information linked through sophisticated multi-dimension design, providing only one version of the truth readily accessible by decision makers.

Session type: Deployment Best Practice
Technical level: Intermediate

Performance Management Practices — Rm6

TM1 in Goodman – A Global Perspective

Goodman
Ritesh Deshpande, Head of Applications and Luka Montin, Business Analyst

Cubewise
Ben Heinl, Director

During the past two years, Goodman Group has deployed IBM Cognos TM1 for their business around the world with Cubewise as its key implementation partner. This session will highlight some of the best practices in deploying and managing TM1 on a global scale, with specific tips on the importance of knowledge transfer, building user champions within the business and how IT can add value to TM1 projects.

Session type: Deployment Best Practice
Technical level: Intermediate

Performance Management Platform — Rm7

Moving from Scorecards to Strategic Management

IBM Cognos
Nikita Atkins, Managing Consultant, IBM Software Group, Business Intelligence and Data Warehousing

In their recent book Strategy Maps, Robert Kaplan and David Norton stated that "73 per cent of companies achieving outstanding performance clearly communicate their strategy and strategic measures, whereas only 28 per cent of the underperformers take such an action." There is far more to performance management than just technology or implementing scorecards. This session will take you through the steps you can take to transform your organisation and achieve outstanding performance. Learn how you can implement a performance management system that is aligned to your organisation's strategic direction.

Session type: Deployment Best Practice
Technical level: Advanced

Migration, Upgrade & Tech. Services — Rm8

Gaining Value from Synergy of Cognos Solutions with InfoSphere and Beyond

IBM Cognos
Patrick Spedding

This technical session will show you how to unlock your organisation's information assets to drive better business outcomes, and provide insights into the roadmap for future integration of IBM Cognos products with IBM InfoSphere™ and broader portfolio. You will hear about the IBM OLAP strategy and see demonstrations of integration between Information Server and IBM Cognos solutions. You'll see how you can add value to your IBM investments today, and accelerate the value of your Information on Demand investment tomorrow.

Session type: Product Overview
Technical level: Intermediate

Industry Solutions — Rm9

Set the Stopwatch: Cubes vs DMR Models

Study Group Australia
Anu Udawela, IT Manager

Focus Strategies & Solutions
Ludo Stire, BI Senior Consultant

Study Group's 300 agents across the globe use IBM Cognos reporting to track programs and bookings. Speed performance is paramount, and applying best practice to the previous DMR model reduced execution time from three minutes to 40 seconds. A trial of Cubes surpassed this performance, setting a 20 second time record. This session will discuss the pros and cons of DMR models versus Cubes, covering performance, maintenance, report authoring, row level security and scalability.

Session type: Deployment Best Practice
Technical level: Intermediate

Demo Theatres

Demo Theatre 1
11.00am – 11.30am

IBM Cognos 8 and Oracle E-business Suite

IBM Cognos
Darren Gerding

Come and see the different options IBM Cognos 8 offers to connect to your Oracle E-business Suite. This ranges from direct access to Oracle tables to using OLAP technology, TM1 and creating multidimensional cubes for effective and flexible reporting.

Session type: Product Overview
Technical level: All

Demo Theatre 2
11.30am – 12.00am

IBM Cognos BI and GIS Mapping Techniques

IBM Cognos
Peter Carew

You have Business Intelligence and a Geographic Information System reporting on similar data, yet they remain separate. Why? This session will give a brief review of the benefits of utilising both BI and Spatial Analysis to monitor your business performance. Covering topics from application integration and data level linkage to dashboard and reporting output flavours.

Session type: Technical Tips & Techniques
Technical level: All

12.00pm – 1.00pm

Business Intelligence — Arena 1B

Making Marketing Connections: Getting Data in Context

Optus
Kerry Williams, Change Management Delivery Manager

Focus Strategies & Solutions
Steve Jackson, Principal Consultant

If those making business decisions in your organisation can't access data in a way that works for them, data source quality is irrelevant and return on investment negligible. With substantial funds invested in Optus Singtel's Teradata-based enterprise data warehouse, a recent small BI project aggregated key marketing data into four IBM Cognos PowerCubes augmented with context-specific, consistent and comprehensible Report Studio reports. Marketing managers and others leapt at the opportunity to use them.

Session type: Product Overview
Technical level: Novice

Performance Management Practices — Rm6

Hierarchy Management with IBM Cognos 8 Business Viewpoint

IBM Cognos
Linda Glucina

Both IT and business users such as financial analysts will benefit from this session, which offers an overview of IBM Cognos 8 Business Viewpoint and shows how it can provide the dimension and hierarchy management needed for business users to stay on top of changes, while giving IT the control and oversight they need. You will learn about the business problems associated with current methods of managing dimensions and hierarchies and see how Business Viewpoint not only solves those problems but through a built in workflow extends sanctioned hierarchy changes to ensure updated and accurate reporting, analysis or planning to drive performance

Session type: Product Overview
Technical level: Novice

Migration, Upgrade & Tech. Services — Rm8

Security Migration in IBM Cognos 8 BI

IBM Cognos
Barnaby Cole, Practice Lead, Technical Services

What is involved when migrating security from IBM Cognos 7 namespace to another security source? How do you consolidate security from multiple sources to one in IBM Cognos 8 BI to lower your cost of ownership? This session will give you the knowledge you need to successfully plan and execute security migration in IBM Cognos 8 BI.

Session type: Product Overview
Technical level: All

Demo Theatres

**Demo Theatre 1
12.00pm – 12.30pm**

Cognos 8 Report Studio Advanced Charting Techniques

IBM Cognos
Phil Ashton

Want to get the most out of the charting features in IBM Cognos 8 BI Reporting? This session will demonstrate the new charting features in IBM Cognos 8 BI Report Studio v8.4. Presenters will showcase the latest features in a business scenario context. They will also explain advanced charting techniques such as adding sparklines to a crosstab report. Discover new ways to visualise your data so users can view trends or areas to investigate which they might not otherwise see.

Session type: Technical Tips & Techniques
Technical level: Intermediate

Financial Performance Management — Rm5

Strategic Planning Using Scenario Modelling

Leighton Contractors
Xiao Lingo Wang, Senior Business Analyst

IBM Cognos TM1's new strategic planning module, as part of an integrated financial performance management solution, has been recently implemented in Leighton Contractors, providing driver-based, what-if type models generating multiple scenarios with sensitivity analyses. This presentation will take you through requirement identification, solution design and execution, with a full demonstration of multi-scenario financial planning and what-if analysis.

Session type: Business Strategy
Technical level: Novice

Performance Management Platform — Rm7

Advanced Transformer Case Studies

IBM Cognos
Mark Morton, Senior Product Manager

This session will provide insight into recommended design strategies, advice in regards to cube build performance and options, and some troubleshooting basics highlighting topics such as: recommendations (levels, dimensions), data source options (reports, packages), cube types and performance optimisation.

Session type: Deployment Best Practices
Technical level: Advanced

Industry Solutions — Rm9

Business Intelligence for an Ageing Population

The Department of Health & Ageing
Alain Leitch, Program Director

C3 Business Solutions
Sumeet Balgovind, Managing Consultant

The population is ageing. Along with climate change, this is one of the biggest issues to face Australians in the next 20 years. By then there will be three tax payers for each person retired (currently there are five), which will place enormous pressure on the Australian social welfare system. The Department of Health and Ageing is using IBM Cognos and Geospatial Analytics to implement a solution that helps improve the effectiveness of the $9 billion spent on the care provided to the most important people: our parents and grandparents – and then one day, us!

Session type: Product Overview
Technical level: Intermediate

**Demo Theatre 2
12.30pm – 1.00pm**

IBM Cognos 8 Using TM1 as a Data Source for Near Time Data Updates

IBM Cognos
Rick Gallagher

Now that Cognos TM1 is an integrated, native data source to Cognos 8 BI, this presentation will show how Cognos TM1 content is immediately available to the Cognos 8 BI platform. We will demonstrate how the real-time in-memory calculation of Cognos TM1 cubes allows data updates to be consumed immediately by Cognos 8 BI users. Employing a live scenario, we will show these abilities in a web-based zero footprint environment.

Session type: Technical Tips & Techniques
Technical level: All

2.00pm – 3.00pm

Business Intelligence — Arena 1B

Gathering and Documenting your BI Business Requirements

IBM Cognos
Nikita Atkins, Managing Consultant, IBM Software Group, Business Intelligence and Data Warehousing

Business requirements are critical to any project, including business intelligence and performance management projects. Recent studies show that 70% of organisations fail to gather business requirements well. Even worse, poor requirements can lead a project to over spend its original budget by 95%. This session will provide a series of tips, techniques and ideas on how you can discover, analyse, understand and document your business requirements for BI and PM projects. This session will also touch on specific issues, hurdles and obstacle that occur for a typical BI or PM project.

Session type: Deployment Best Practice
Technical level: Novice

Performance Management Practices — Rm6

Implementing Enterprise Change: People, Process, Platforms

KDC Consulting
Kirsten Davies, Transformation Management Specialist, Training Design and Implementation Consultant

Three factors are crucial to address when implementing enterprise changes: the business processes, the platforms or tools that will be used to implement these process changes, and the effect both will have on the people involved in the enterprise change. If any one of these three factors is insufficiently addressed, there is proven risk of implementation failure. This session will discuss the training program implemented at Qualcomm, Inc., and how we addressed these three components of change, sometimes avoiding pitfalls and sometimes resulting in lessons learned for the future.

Session type: Deployment Best Practice
Technical level: Novice

Migration, Upgrade & Tech. Services — Rm8

Achieve Competitive Edge by Delivery of Critical Information Securely

Research In Motion
Adele Beachley, Managing Director, Australia and New Zealand

Understand the partnership and how the collaboration between Research In Motion and IBM can enable your organisation to drive efficiency and productivity for a competitive advantage with Go Mobile on BlackBerry®. Your company can leverage BlackBerry smartphones to further leverage their business intelligence investments and receive information and insight securely, to make business decisions from any location at any time, with little additional investment.

Session type: Deployment Best Practice
Technical level: All

Financial Performance Management — Rm5

Financial Modelling Using TM1

New Zealand Post
Louise Davenport and Graham Henderson

This session will explore New Zealand Post's experience using TM1 to undertake complex financial modeling, from Balance Sheets and Cash Flow (for actual reporting and forward forecasting), Costing and Profitability models. Discover how costing models developed on a shoestring budget compare with competitor product offerings and improve management's access to information for integrated planning and reporting to improve decision making.

Session type: Deployment Best Practice
Technical level: Intermediate

Performance Management Platform — Rm7

Business Intelligence – Dashboards: CSC Driving Business Results

CSC
Wayne Banks, Chief Financial Officer

Every decision-making cycle effectively needs to answer the questions: How are we doing? Why? What should we be doing? CSC answers these questions through Business Intelligence, by empowering its business leaders to directly interact with Enterprise Dashboards enabling them to take control and manage the performance of their organisations. In this session you will learn about CSC's BI journey and how it's driving business results.

Session type: Business Strategy
Technical level: All

Industry Solutions — Rm9

Cognos at UTS: The Theory of Evolution

University of Technology, Sydney
Darren Dadley, BI Program Manager and Miranda Brookes, CI Project Manager

Break down information silos and organisational barriers to communication with IBM Cognos BI Report Studio Metric Studio and IBM Cognos Portals. UTS will describe how it is achieving this as a part of its BI program which aims to deliver integrated performance management capability. It will also demonstrate the benefits gained by the real time operational Student Reporting project with the conversion to IBM Cognos of almost 200 Crystal reports.

Session type: Business Strategy
Technical level: Novice

Demo Theatres

Demo Theatre 1
2.00pm – 2.30pm
Managing the Reporting Lifecycle

IBM Cognos
Anna Sum, Performance Management Specialist

Need some techniques and tips for managing the reporting lifecycle? Discover how to design and build effective reports in express authoring mode using IBM Cognos 8 BI Report Studio. This session also shows you how to promote these reports to IBM Cognos 8 BI Report Studio Professional and then have them consumed in IBM Cognos 8 Go! Mobile and the new IBM Cognos 8 Go! Dashboard.

Session type: Technical Tips & Techniques
Technical level: Intermediate

Demo Theatre 2
2.30pm – 3.00pm
Adding Value with Cognos Alerts

IBM Cognos
Phil Ashton

Great decisions depend on accurate and timely information. In this session you will learn how Personal Alerts, available in IBM Cognos 8 BI, give you the means to deliver that timely detail to your desktop. This session shows you how manual processes can be replaced with automated alerts that deliver critical information to accelerate and streamline the decision-making process.

Session type: Product Overview
Technical level: All