IBM Cognos Performance 2009
Conference Guide.

Smarter technology for a smarter planet

IBM Cognos Performance Events. Better Intelligence. Better Business.

		Free Training Sessions:			Partner Round Tables*:
11.00 - 11.30	Room 1	**How can you successfully leverage the integration between your BI & Planning environment?** *Make sure to use the latest methods & proven practices.*	**13.15 - 14.00**	Room 1	**Scotler** - *How to easily map Belgian general ledgers and US-GAAP? During this session you will learn the main benefits of a Business Viewpoint implementation.*
	Room 2	**Quick start for TM1**. *Come and learn the basics of TM1 to kick-start your project. This short introduction will cover the basic concepts linked to TM1 development.*		Room 2	**Cegeka** - *Tracking KPI's within the public sector Learn and share best practices with regards to monitoring KPI's in public sector organizations.*
	Room 3	**IBM Cognos 8 Business Viewpoint: Manage Dimensions** *Learn how business users can manage the dimension structures themselves?*		Venus/ Neptunus	**IBM Information Management** - *Data Governance*
12.15 - 12.45	Room 1	**Series 7 to IBM Cognos 8 BI Migration Workshop** *Moving from Series 7 to IBM Cognos 8 is not just a simple upgrade. This session tells you about the right approach and methodology in tackling such a project.*	**14.05 - 14.50**	Room 1	**Keyrus** - *Multi-Dimensional Data modeling: not always that easy One of the difficult phases in implementing solid BI solutions is designing a multi-dimensional storage model, the core of a Data Warehouse or a Data Mart. The translation of business requirements into a star or snow-flake schema is not trivial. This round table session will offer some best practices when building your data models.*
	Room 2	**How to get the most out of your financial consolidation tools?** *During this session you will learn how IBM Cognos 8 BI can enable you to unleash a wealth of information within IBM Cognos Controller.*		Room 2	**iPerform** - *Financial Consolidation beyond Excel A lot of organizations do use Excel for their financial consolidation and financial reporting. However, when an organization grows, the financial controller workload grows likewise. Instead of devoting most of their time to analysis, they have to check completeness and correctness. On the other hand, current time does pressure the controllers even more since sr mgmt wants to see more numbers and needs them faster. The IBM Cognos financial suite can help you lower this pressure.*
	Room 3	**Reporting on multidimensional data.** *While reporting on straight-forward relational data may be a known topic, using multi-dimensional data sources requires different techniques. Learn about these techniques and the advantages multi-dimensional data sources offer you.*		Room 3	**Acane Consulting** - *Unlock your SAP with IBM Cognos 8 real-time performance management & planning simulation for public sector - Business case: German Speaking Community.*
14.50 - 15.20	Room 1	**Quick start for TM1.** *Come and learn the basics of TM1 to kick-start your project. This short introduction will cover the basic concepts linked to TM1 development.*	**15.20 - 16.10**	Room 1	**Forcea** - *Best Practices for Financial Reporting on SAP*
	Room 2	**How to establish a successful BICC?** *Choosing for a measured, well managed and pragmatic approach.*		Room 2	**Numius** - *Public Sector Budgeting This round table will simulate a budgeting cycle. You will learn how interaction and collaboration between different stakeholders will improve the accuracy and reliability of the numbers.*
	Room 3	**Series 7 to IBM Cognos 8 BI Migration Workshop** *Moving from Series 7 to IBM Cognos 8 is not just a simple upgrade. This session tells you about the right approach and methodology in tackling such a project.*		Room 3	**Deloitte** - *Putting spend visibility at the heart of sourcing and procurement excellence In today's procurement environment, spend visibility matters more than ever. Organizations are undertaking cost-reduction programs at an unprecedented rate and on an ever larger scale. In this interactive session facilitated by Deloitte, we will discuss how smart analysis of spend and supplier information helps procurement organizations to keep up with the need to cut costs without sacrificing quality or risking damage to brands.*

*   *Admittance only with an email confirmation from the organizing sponsor.*

Agenda

Time							
8.30	Arrival & Coffee						
9.30	**Welcome** by Jo Buvens, Country Sales Manager, IBM Business Intelligence & Performance Management Belux & Edwin Van Waes, Director Information Management, IBM Belux						
9.45	**New Intelligence for Smarter Business** Tony Rummans, VP Information Management Software Sales, IBM Southwest Europe & Edwin Van Waes, Director Information Management, IBM Belux						
10.30	**Customer & Partner Awards**						
11.00	Coffee break + **free training sessions**						
11.30	**The Performance Management Survey Results**						
12.15	Lunch + **free training sessions**						
13.15	**Break outs**						

	Customer Tracks		100% Cognos	Round tables hosted by*			
	PLENARY ROOM	TERRA ROOM	LUNA ROOM	ROOM 1	ROOM 2	ROOM 3	VENUS/ NEPTUNUS
	"Performance management as a lever to a transparant public organisation at **Provincie Antwerpen**" *Session enabled by Numius*	"The Journey to Commercial Excellence at **SCA Packaging**" *Session enabled by Keyrus*	"**New Generation of Planning:** best of both worlds"	**Scotler**	**Cegeka**		**IBM**
14.00	Changing rooms						
14.05	"Recycling in a smart way at **Fost Plus**"	"Implementation of a full CPM environment at **Mecar**" *Session enabled by Scotler*	"**Analytic Applications:** unlock the wealth ofinformation hidden within your ERP systems"	**Keyrus**	**iPerform**	**Acane Consulting**	
14.50	Break + **free training sessions**						
15.20	"How **Thomas Cook Belgium** automated their budget cycle by implementing IBM Cognos Planning"	"IBM Cognos at **Euroclear** - the implementation journey"	**The next step in BI for your organization:** re-using information across the entire organization and leveraging analytics/reports to take holistic view of the business and make on the spot decisions at the point of impact.	**Forcea**	**Numius**	**Deloitte**	
16.10	Changing rooms						
16.15	**The future has already happened! It's just not evenly distributed …** – *Herman Konings, Trend Watcher*						
17.00	**Drink**						

Admittance only with an email confirmation from the organizing sponsor.

Floorplan

1 **IBM - Cognos Software - Information Management**
2 **iPerform**
3 **Laco**
4 **Keyrus**
5 **Numius**
6 **Scotler**
7 **Acane**
8 **Atos Origin**
9 **Cegeka**
10 **Deloitte**
11 **Forcea**
12 **Training room 1**
13 **Training room 2**
14 **Training room 3**
15 **Luna room - First floor**
   100% Cognos
16 **Terra room - First floor**
   Customer Track
17 **Venus/Neptunus room - First floor**
18 **Press room**
19 **Speakers room**

ENTRANCE AREA

TO VENUS/ NEPTUNUS ROOM

PLENARY ROOM

| 2 | 3 |
| 4 | 5 |

| 6 | 7 |
| 8 | 9 |

| 10 | 11 |

1

18

17

19

12

13

14

TO TERRA & LUNA ROOM

15

16