



FINANCE FORUM 2009

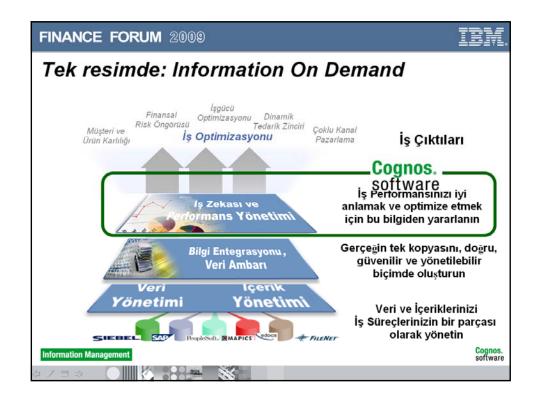
IBM

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

Information Management

Cognos. software



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IBM.

Agenda

09:45	Welcome Server Tanfer, Software Group Sales Manager, IBM Turkey
10:00	Driving Performance Management in Turbulent Times Christoph Papenfuss, Leader IBM Cognos Innovation Center, IBM EMEA
11:00	COFFEE BREAK
11:15	Küresel Kriz ve Türkiye Dr. Mafi Egilmez
12:00	LUNCH BREAK
13:00	Best Practices in Driver-based, Rolling Forecasts Christoph Papenfuss, Leader IBM Cognos Innovation Center, IBM EMEA
13:45	Profitability and Growth in Turbulent Times with Financial Analytics Patrick Hametner, Sales Manager FPM CE, IBM Sean Corr, FPM Solution Specialist, IBM EMEA
14:30	Wrap Up Christoph Papenfuss, Leader IBM Cognos Innovation Center, IBM EMEA

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