

IBM Cognos Finance Forum 2010

Anticipate and Shape Business Outcomes

Welcome & Introduction

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Business Analytics Business Unit
Executive, UK and Ireland





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



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Agenda

Time	Description
8.30am - 9.30am	Breakfast and registration
9.30am - 9.45am	Welcome <i>Steve Dunnigan, Business Unit Executive, Business Analytics</i>
9.45am - 10.20am	Key note 1: Finance: The New Value Integrator: The Global CFO Study 2010 <i>David Santoro, IBM Global Business Services</i>
10.20am - 10.50am	Key note 2: Driving a Smarter Enterprise <i>Martin Richmond-Coggan, EMEA lead Financial Performance Management & Analytic Applications</i>
10.50am – 11.10am	Coffee Break
11.10am - 11.40am	Developing & Executing strategy: the critical role of Finance <i>Stephen Brook, IBM Cognos Innovation Centre for Performance Management</i>
11.40am - 12.15pm	Customer presentation: ‘One Logica – Using Corporate Performance Management to Deliver Strategic Success’ <i>Jose Cano, Group FP&A Manager, Logica</i>
12.15pm - 12.30pm	Q&A session with the presenters
12.30pm – 2pm	Lunch and Learn
2pm	Close. Optional afternoon sessions begin



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2.00pm – 4.00pm	<i>The Performance Manager Experience Workshop</i> <i>This workshop is a hands-on event that parachutes senior finance and IT professionals into executive roles of a fictitious company. In a simulated business experience of meeting aggressive revenue targets, the Workshop walks attendees through standard business decisions to show how performance management provides real-world advantages that can be used every day</i>
2.00pm – 4.00pm	<i>"What-If" Planning and Analysis across the enterprise</i> <i>Jason Mullins, UKI lead Financial Performance Management & Analytic Applications</i>
2.00pm – 4.00pm	<i>Financial Reporting: Turning Information into Insight</i> <i>Mark Rolfe, UKI lead Financial Performance Management & Analytic Applications</i>