



Business Intelligence – Getting from Data to Business Insight

Tuesday 15th June 2005

St James and Kensington Room
IBM Bedford Lakes, Middlesex

There are many IT challenges facing UK businesses today. Many of these challenges such as compliance issues can be addressed with business intelligence solutions which help to turn the disparate data collected across an organisation, into business insight and ultimately competitive advantage. IBM has joined together with some of its business partners to host a seminar that provides a wealth of expertise on how to unlock your business insight in a timely and cost effective way to meet the business priorities and pressures being faced by organisations today.

The day will be relevant to all industries and focuses business intelligence on cross industry solutions such as managing your business through real-time dashboard solutions, replacement of spreadsheets or paper based financial and management reports, and integration of information dispersed across operational systems with Extract Transform and Load (ETL) solutions ensuring reliable and high quality information is underpinning every decision making process in an organisation..

This seminar has been designed for IT staff and Line of Business Staff, who wish to improve either the quality of the information or the speed by which it is delivered.

Agenda at a Glance

09:45 Arrivals and Coffee

Introduction - IBM solutions for UK businesses
How to achieve quality of data
Managing the data cycle from discovery to delivery

Julie Harris, IBM Europe
Ben Bor, Acuma
Martin Hucker,
Ascential Software
Simon Upton, Triton

DB2 – The BI Bedrock

Consulting

How to address today's need for corporate performance management

Information Now, Action Now!

Saskia Van de Ven, Hyperion
Stephen Morris, Objective
Business Solutions

16:00 Close

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CHRISTINE DALE ON 01784 445388.**





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Detailed Agenda and Speaker Bio's



Business Intelligence and Consolidation

IBM is consistently rated as a leader by analysts in the BI space due to the range of High Performance and Highly scalable solutions it can offer, at a very competitive Total Cost of Ownership. IBM has a strategic focus on meeting the demands of vertical industries, and in conjunction with Business Partners, developing solutions and services to address. This talk is an introduction to IBM's BI portfolio, focussed on the requirements and specific issues of information gathering and exploitation faced by businesses in today's fast moving and dynamic market place. The talk will cover

- Why Business Intelligence has become an essential business tool?
- An overview of tools and techniques that are available and the business value they bring
- Integration of data from disparate sources
- Turbo charge your front end tools
- Consolidation
- Complex Analytical Queries
- Data Mining

Speaker Bio

Julie Harris is an IBM Business Intelligence Specialist, with over 10 years experience in the BI and Data Warehousing arena. With a strong focus on linking technology to business objectives, priorities and drivers, Julie is an advocate of the power of BI solutions to make a significant impact to the bottom line and assisting organisations to remain competitive and differentiated in an ever changing marketplace.



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Information Quality – The key to reliable business decisions

Many BI projects succeed technically but fail to be exploited by the business because the business doesn't feel that it can totally rely on the information provided.

This presentation will show you how to ensure that your data becomes a reliable source of enterprise information.

Speaker

Ben Bor is an Information Management and Business Intelligence expert; been involved in large (> 10 Terabyte) Data Warehouses, utilizing leading edge technologies for optimal information exploitation; Ben presents nationally and internationally on subjects from RDBMS technology to Business Intelligence; advises Sussex University on RDBMS technology education. At Acuma, Ben leads the Data Quality and Corporate Integration work-streams.



Managing the Data Cycle from Discovery to Delivery

Data is the lifeblood of an organisation. It is critical for organisations but it is only effective when integrated, combined and made available to those systems that need it.

This presentation will outline why the combination of Ascential and IBM now represents the most compelling solution in the marketplace available today, with data management systems covering data creation, warehousing and analysis.

Speaker

Martin Hucker has headed up Ascential's Life Sciences practice for over three years, managing strategic engagements at many of the world's leading pharmaceutical companies





DB2 – The BI Bedrock

There are many "hot topics" in business today that require an IT solution; compliance issues, consolidation, management reporting, KPI measurement and executive dashboards to name but a few. There are many tools and software solutions available to assist with these issues, but the underlying database infrastructure of any BI solution remains a key factor in its success.

IBM and DB2 are rated as industry leaders in the BI space by MetaSpectrum because they offer compelling technology at a low total cost of ownership, providing a solid infrastructure on which to build robust BI solutions. In this presentation, Triton will talk about DB2's BI capabilities, and some of the customer stories and successes that have been achieved based on this technology.

Speaker

Julian Stuhler is an IBM Gold Consultant, a Director with Triton Consulting and a Vice President of the International DB2 User Group. He has more than 17 years relational database experience working in a number of large UK sites, including government, insurance, telecommunications, banking, financial services, and manufacturing.





How to address today's need for corporate performance management

In today's world of rules, regulation and governance on corporate performance by analysts and the stock market, there is increasing pressure on management at all levels to show control over their business performance. This means that reporting demands absolute accuracy, both for operational as well as financial audiences. It also means that looking back on past results is not enough, being accurate in forecasting on performance is essential.

IBM and Hyperion are strategic partners in enabling organisations and their management to achieve accurate timely and integrated operational financial reporting, planning and forecasting across the whole business.

Speaker

Saskia van de Ven is a Senior Partner Manager for Hyperion and has over 10 years experience in the BI industry as a business consultant. She has successfully helped companies implement new business intelligence and data strategies to enable these organisations to achieve their business objectives.





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Objective Business Solutions

Information Now, Action Now!

When do you want to know how well things are going? At the earliest possible moment in time.

In most organisations it is people who cause improvements in the effectiveness of the organisations operations, not systems. The better the information provided to key individuals, the better they will be able to drive improvements into the operation. The key to achieving this is to provide up to date, actionable information to these managers. Many operational managers however, loose focus on their data when it is poorly presented or not sufficiently up to date to be a useful catalyst for change.

In this session, Stephen will show how information can be distributed straight to the individual who needs it, in the form of performance dashboards, showing compliance with targets and Key Performance Indicators. The information can be made as timely as is appropriate to the measure, and available both inside and outside the enterprise via the intranet / internet. OBS's "Objectivity-cc" contact centre management application and budgeting and planning models will also be demonstrated.

Speaker

Stephen Morris has more than 15 years of application software experience, encompassing ERP, operational applications and Business Intelligence. He is a founder of Objective Business Solutions and architect of their Objectivity-cc applications.



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