

# Gartner Business Intelligence & Information Management Summit 2013

10 – 11 June  
Mumbai, India  
[gartner.com/in/bi](http://gartner.com/in/bi)

## HOT TOPICS

- *Self Service BI*
- *Big Data*
- *Master Data Management*
- *Predictive Analytics*
- *Information Infrastructure*
- *Effective BI Strategy*



# Analyze. Predict. Act.

## TABLE OF CONTENTS

- 2 Event Introduction
- 3 Why Attend
- 4 Tracks and Keynotes
- 5 Meet the Analysts
- 6 Agenda at a Glance
- 7 Interactive Sessions
- 8 Track A: Sessions
- 9 Track B: Sessions
- 10 Solution Showcase
- 11 How to Register
- 12 About Gartner

**Analyze.** With the rise of business analytics BI turns towards the future. Organizations need to move forward, beyond the descriptive reporting of quantitative data, towards the use of technologies and approaches that are predictive and prescriptive — guiding and driving business decision making using a richer pallet of different types of data. But to make this leap forward requires changed engagement models, skills, roles and even cultural shifts.

**Predict.** A future facing outlook means increased complexity and a broader range of options. New technologies and issues abound: big data; data science; the logical data warehouse; visualization; real-time intelligence; machine driven decision making; text analytics; the flood of sensor data; social network analytics; analytics in the cloud; predictive modeling. Navigating a path through the hype in order to make best use of limited resources is critical to success and future competitiveness.

**Act.** With business intelligence, analytics and performance management organizations can have a powerful set of intertwined technologies and practices to monitor and understand activities, align around goals, and act on data to make better decisions. Attend Gartner's inaugural India **Business Intelligence & Information Management Summit** to get the knowledge you need to fast forward with these technologies, and discover how to build a strategy, architecture and team that delivers value now and in the future.



**Ian Bertram**  
Managing VP,  
Gartner



**Juliane Jung**  
Director, Program  
Management,  
Gartner Events



## Why Attend

- Review the **key trends** and **future direction** of BI, information management and analytics to shape your roadmap
- Learn how to **advance the user experience** of and engagement in your BI initiatives and so drive adoption and ROI
- Get advice on **getting started with analytics, MDM and mobile BI initiatives** to increase the likelihood of success
- Establish the **foundational knowledge** for BI and information management initiatives as a baseline for **delivering business value**
- Innovate with new technologies and approaches like **in-memory computing and big data**
- Hear **Gartner's objective, unvarnished view of vendors and their products** to assist in your strategic choices
- **Network and share best practices with your peers** at Gartner's inaugural BI and Information Management conference in India.

**Now coming to India:** The world's most important gathering of the business intelligence, information management and analytics community

## WHO SHOULD ATTEND?

- Architects
- Business Intelligence Directors
- Business Leaders (Managers)
- Information Management Directors
- Business (Intelligence) Analysts
- Systems Analyst Architects
- Data Modelers
- Project Managers
- Chief Information Officers (CIOs) or Chief Data Officers
- Finance Executives and Analysts
- Report Designers
- Procurement Managers
- Business Analytics Consultants
- Database Administrators
- Investors and Researchers

# AGENDA TRACKS AND KEYNOTES

## A Data and Information Management

Getting the data and information right is key to delivering BI and analytics. This track looks in detail at how to best use capabilities like data warehousing, BI platforms, data integration and data quality tools, to build the right foundation.

## B Business Intelligence and Analytics

This track explores how interrelated factors, like having the right organization structure, strategy and portfolio of tools, are critical in bringing business users together with IT to drive greater adoption of BI. It also highlights best practices for justifying, establishing and managing a BI and analytics program.



## KEYNOTES

### Gartner Opening Keynote: Fast Forward: New Realities, New Appetites, New Approaches

Altered economic realities and business needs demand new information and analytical approaches. These new approaches must enable agility through the sharing and analysis of massive amounts of rich, novel information types. New use cases are arising that express an insatiable appetite for real-time and context-aware insights or that demand prediction and action, not just reporting and monitoring. These new demands challenge how enterprises govern and manage information, and will test their ability to best use these new insights, while exposing BI and analytics teams to dramatically different challenges and requirements. The key issues covered in this keynote presentation are:

- Why and how is information, its use and analysis changing so dramatically?
- What new challenges, trends and opportunities are emerging for BI and analytic leaders?
- How can organizations adapt to and harness new solutions?

*Ian Bertram, Frank Buytendijk and Regina Casonato*

### Gartner Keynote: Magic Quadrant Power Session

The markets for BI platforms, data warehousing, data integration, data quality tools and master data management are highly dynamic with significant complexity for buyers. Gartner Magic Quadrants (MQ) are a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market's competitors. This is your chance to hear Gartner analysts at their best — unbiased, unscripted and unfiltered. It is also your chance to ask the questions that will help you with your investments.

*Kurt Schlegel, Roxane Edjlali, Eric Thoo and Regina Casonato*

## Breakthrough thinking on:

- Predictive Analytics
- Mobile BI
- In-Memory Analytics
- Location Intelligence
- Data Warehousing
- Visualization
- The Value of Information

- **Save Money** — Avoid costly mistakes and make the right investment decisions to derive maximum value from your business intelligence initiatives.
- **Save Time** — Learn, analyze, evaluate and decide your next steps, having gained insight and information into the future of business intelligence, analytics and information management.
- **Gain Resources** — Access an unrivalled pool of Gartner analysts to gain timely advice about your strategies and initiatives.
- **Gain Confidence** — Get insight into what leading organizations and your peers are doing to establish best practices for BI, IM and analytics.

# MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from 12,400 distinct organizations worldwide.

**Ian Bertram**  
Managing VP



Business Intelligence Competency Center; Business Analytics Framework; BI Strategy; Collaborative Decision Making

**Frank Buytendijk**  
Research VP



Big Data; Information Management Strategy; Information Governance; BI Strategy

**Regina Casonato**  
Managing VP



Enterprise Information Management Strategy; Big Data; Information Governance; Enterprise Content Management

**Roxane Edjlali**  
Research Director



Data Warehouse; Logical Data Warehouse; In-Memory Computing; Big Data; Data Modelling

**Gareth Herschel**  
Research Director



Customer Analytics and Metrics; Data Mining and Predictive Analytics; Real-Time Decisions; Speech and Text Analytics

**Partha Iyengar**  
VP Distinguished Analyst



Business Value of IT; Competitive Advantage and Business Transformation; IT Strategic Planning

**Kurt Schlegel**  
Research VP



BI Strategy; Self-Service BI; Domain Specific Analytics

**Dan Sommer**  
Principal Research Analyst



BI Markets; Trends; Shares; Sizing; Forecast; Competitive Landscapes

**Eric Thoo**  
Research Director



Data Integration; Data Quality; Cloud Data Management; Data Management Maturity; Enterprise Information Management

**Daniel Yuen**  
Research Director



Business Intelligence and Information Management Leaders; Analytics; Business Intelligence and Performance Management

## Analyst One-on-One Sessions

Many attendees tell us that a one-on-one session is worth the price of admission all by itself. Roll up your sleeves with a Gartner analyst and explore the best ways to move your strategy forward.

The **Gartner Business Intelligence & Information Management Summit** offers you the unique opportunity to meet privately with one of our analysts in a 30-minute consultation completely focused on helping you craft actionable solutions to current challenges.

Meet with the analyst of your choice and reap the benefits of individualized, results oriented attention. You decide the topic or issue for discussion.

## AGENDA GUIDANCE

To help you navigate the Summit agenda, we've identified track sessions that match your experience level and information needs. Specific categories include:

### MATURITY LEVEL

- F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

### FOCUS

- T Tactical:** Sessions providing tactical information that can be used straight away, with a focus on "how to", dos and don'ts, and best practices.
- S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.
- V Visionary:** Sessions focusing on emerging trends, concepts, or technologies that will help you with your future planning and decisions.

### PERSPECTIVE

- B Business:** Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- IT Technology:** Sessions that address technical concepts, details, and analysis.

# AGENDA AT A GLANCE

## MONDAY 10 JUNE

Agenda correct as of 31 January 2013

07:30 – 20:00	Registration, Information and Refreshments			
09:00 – 10:15	<b>Welcome and Gartner Opening Keynote: Fast Forward: New Realities, New Appetites, New Approaches</b> <i>Ian Bertram, Frank Buytendijk and Regina Casonato</i>			
10:15 – 10:45	<b>Panel Discussion: Key Trends in Analytics and Information Management</b> <i>Moderated by Gareth Herschel</i>			
10:45 – 11:15	Refreshment Break in the Solution Showcase			
	<b>A</b> Data and Information Management	<b>B</b> Business Intelligence and Analytics	<b>Workshops</b>	<b>Roundtables</b>
11:15 – 12:15	Information 2020: Scenario for Business Intelligence and Information Management <i>Frank Buytendijk</i>	Ten Changes to Maximize the Impact of Your BI Strategy <i>Kurt Schlegel</i>	<b>11:30 – 13:30</b> Workshop: Developing Effective Information-Sharing Strategies for Competitive Advantage <i>Eric Thoo and Regina Casonato</i>	Roundtable: Mobile BI Experiences <i>Daniel Yuen</i>
12:30 – 13:30	End-User Case Study	Customer Analytics: Advanced Analytics for Deeper Insight <i>Gareth Herschel</i>		Roundtable: SAP HANA – Best Practices <i>Roxane Edjlali</i>
13:30 – 14:45	Lunch in the Solution Showcase			
14:45 – 15:45	Building Trust in Your Analytics: Data Quality Trends and Best Practices <i>Eric Thoo</i>	BI and Analytics Market Trends – 2020 Vision <i>Dan Sommer</i>		Roundtable: What Is a Data Scientist and Do We Need One? <i>Regina Casonato</i>
16:00 – 16:30	Solution Provider Session	Solution Provider Session		
16:30 – 17:00	Refreshment Break in the Solution Showcase			
17:00 – 17:30	To The Point: The Promise of In-Memory Computing: It's Not Just About Speed <i>Roxane Edjlali</i>	To The Point: BICC 2.0: Instilling New Competencies to Advance Your Analytic Initiatives <i>Ian Bertram</i>	<b>17:00 – 18:30</b> Workshop: How to Deliver Self-Service BI <i>Kurt Schlegel</i>	
17:45 – 18:45	The 7 Building Blocks for MDM <i>Regina Casonato</i>	The Rise of Data Discovery: Self-Service BI Heaven or Spreadsheet Hell Revisited? <i>Dan Sommer</i>		Roundtable: Experiences in Data Quality Improvement: What Works and What Doesn't <i>Eric Thoo</i>
18:45 – 19:45	Networking Reception in the Solution Showcase			

## TUESDAY 11 JUNE

07:30 – 17:15	Registration, Information and Refreshments			
09:15 – 10:00	<b>Gartner Keynote: Magic Quadrant Power Session</b> <i>Kurt Schlegel, Roxane Edjlali, Eric Thoo and Regina Casonato</i>			
10:00 – 10:30	Refreshment Break in the Solution Showcase			
10:30 – 11:00	Solution Provider Session	Solution Provider Session		
11:15 – 12:15	DBMS Architecture for Data Warehousing: Future Choices <i>Roxane Edjlali</i>	You Can't Change the Past: Why You Need Predictive Analytics <i>Gareth Herschel</i>		Roundtable: The Role of Data Discovery and the Data Warehouse <i>Kurt Schlegel</i>
12:30 – 13:00	Solution Provider Session	Solution Provider Session		
13:00 – 14:00	Lunch in the Solution Showcase			
14:00 – 14:30	To The Point: You Know It's Big Data When... <i>Frank Buytendijk</i>	To The Point: How "Mobile" is Expanding Business Analytics' Boundaries <i>Daniel Yuen</i>	<b>14:15 – 15:45</b> Workshop: Building a BI Strategy <i>Ian Bertram</i>	
14:45 – 15:45	Advancing Your Data Integration Competency in Support of Analytics <i>Eric Thoo</i>	End-User Case Study		Roundtable: Being More Productive with Predictive Analytics <i>Gareth Herschel</i>
15:30 – 16:00	Refreshment Break in the Solution Showcase			
16:00 – 17:00	<b>Gartner Closing Keynote: Information as Strategy: CEOs are Waking Up to It. Are You Ready?</b> <i>Partha Iyengar</i>			
17:00 – 17:15	<b>Closing Remarks</b> <i>Ian Bertram</i>			
17:15	Conference Close			

At the Summit, please refer to the agenda in the Event Guide provided, for the most up to date session and location information

## Roundtables

### Mobile BI Experiences

Mobile BI is still emerging from vendors' labs and many deployments use what we can call "version 1.0 software" — with basic reporting and dashboard functionality. This roundtable will consider the experiences of attendees with the technology so far, any issues faced, and the potential for BI in the palm of your hand.

*Daniel Yuen*



### SAP HANA — Best Practices

Gartner receives hundreds of inquiries about SAP HANA. These questions cover a range, such as: What is it? Is it for me? Does it work? And how does it give us value? Join us to share user experiences with HANA and what they have found.

*Roxane Edjlali*



### What Is a Data Scientist and Do We Need One?

If you're considering creating a data scientist role or you already have one, please join this Gartner-led discussion, which will address questions like "what is data science" and how does it differ from the approach we've had before?

*Regina Casonato*



### Experiences in Data Quality Improvement: What Works and What Doesn't

In this interactive session delegates from end-user organizations will learn from others' experiences with addressing data quality issues in support of BI and analytics initiatives. By sharing major challenges and barriers, as well as approaches and tactics, participants will gain real-world ideas to apply to their own situation.

*Eric Thoo*



### The Role of Data Discovery and the Data Warehouse

Many organizations have adopted data discovery tools to deliver more agility to their BI and analytic initiatives. Unfortunately, however, this approach can lead to analytic silos which undermine investments in traditional reporting and data warehouse solutions. Join your end user peers for an informal discussion on how data discovery tools can be used to augment but not replace the data warehouse.

*Kurt Schlegel*



### Being More Productive with Predictive Analytics

This roundtable session will provide attendees with the opportunity to network and share best practices and current challenges in the area of predictive analytics.

*Gareth Herschel*



## Workshops

### Developing Effective Information-Sharing Strategies for Competitive Advantage

The big data buzz speaks volumes about the desire to get business value from information assets. Yet, enterprises still struggle with basic issues, such as silos, lack of trust, high integration costs and ineffective relationships with customers, suppliers and partners. This session teaches practitioners how to use Gartner's information sharing model and become a data-savvy enterprise.

- How are companies turning information advantages into competitive advantages?
- What is Gartner's Information Sharing Model?
- How does the model overcome silos, increase trust and lower costs?

*Eric Thoo and Regina Casonato*



### How to Deliver Self-Service BI

This workshop will allow a group of IT leaders to work through classic problems around self-service BI including governance, user skill sets, and the age old battle between an organizational model that is too centralized versus one that is too decentralized.

*Kurt Schlegel*



### Building a BI Strategy

A surprising number of firms still don't have a written strategy for BI. Does yours? Attendees at this session will work together, facilitated by a Gartner analyst, in setting the groundwork for putting a strategy in place for their organization. They will work through parts of Gartner's toolkit template for BI strategy and then consider the steps they need to take to work towards a more strategic approach to BI at their organization.

*Ian Bertram*



## Information 2020: Scenario for Business Intelligence and Information Management

Leveraging information for decision making, assessing its value and ensuring frictionless sharing of information within the enterprise and beyond, is what will fuel success in the current and future economy. New use cases with insatiable demand for real-time access to socially mediated and context-aware insights make information management in the 21st century dramatically different.

- Why is information the most precious and critical of business assets?
- What new challenges and opportunities arise for CIOs in an information-driven world?
- How can IT organizations adapt to and harness these developments?

Frank Buytendijk



## Building Trust in Your Analytics: Data Quality Trends and Best Practices

Changes in the types of data being consumed and analytic applications being deployed are driving new and significant data quality challenges. While use and capability of technology is evolving, you must also engage the proper people, develop the required skills, and establish specific roles to achieving substantial progress in data quality improvement.

- How are data quality issues changing with the evolution of analytics?
- What key data quality practices must organizations adopt?
- Where do data quality tools add value and how will the market evolve?

Eric Thoo



## To The Point: The Promise of In-Memory Computing: It's Not Just About Speed

DRAM is the new disk! Not only does in-memory computing (IMC) give a performance boost to analytics, but it also enables “unthinkable” applications, combining event processing, analysis and transactions. Leveraging IMC-disruptive innovation to improve efficiency and build defensible business advantage is an opportunity user organizations must not miss.

- What is in-memory computing and how will it deliver business value?
- How will IMC technologies evolve to challenge traditional data management?
- How will user organizations take advantage of IMC?

Roxane Edjlali



## The 7 Building Blocks for MDM

MDM programs need to align with the business vision and strike the right balance between technology, governance and organizational issues. The Gartner Seven Building Blocks of MDM framework is a business-driven framework that ensures all the component parts of MDM are addressed.

- How do you create an MDM vision, strategy and business case?
- How should organizations address MDM governance and organizational challenges?
- How can you create the infrastructure necessary for MDM success?

Regina Casonato



## DBMS Architecture for Data Warehousing: Future Choices

DW infrastructure is anything but dull. Gartner sees clients re-architecting server infrastructure from a Unix legacy to Linux X86 or Windows as an option. They then focus on sizing DBMS workloads and assessing the HA requirement. Increasingly, client are also reviewing virtualization for DBMS, not just for consolidation but also portability.

- What are the best practices for deploying ERP and DW infrastructure?
- How to modernize DBMS platforms for data warehousing?
- How does virtualization affect data warehouses?

Roxane Edjlali



## To The Point: You Know It's Big Data When...

Big data is the subject of huge hype and debate, but few organizations know precisely what it is or when they are dealing with it. In addition to offering a formal definition of big data, this session provides, in the form of short statements, clues to determine when your data challenges have become “big”.

- What are the common characteristics of big data environments?
- What challenges arise in the world of big data?
- How can organizations plan for and mitigate these challenges?

Frank Buytendijk



## Advancing Your Data Integration Competency in Support of Analytics

Strong data integration capabilities support reliable acquisition and delivery of data for analytics. Leading organizations are modernizing their approaches and infrastructure via shared services, data integration hubs, and a more diverse set of tools including capabilities for granular, real-time data flow and federated/virtualized data access.

- How is data integration changing in the face of analytics trends?
- How are leading organizations increasing their data integration competency?
- What is the state of data integration tools market?

Eric Thoo



## Ten Changes to Maximize the Impact of Your BI Strategy

The big story in BI is the difference between the haves and have nots. Most large organizations have a technically competent, experienced BI team, but few would claim their BI program has had a transformational impact on their organization. This session presents 10 strategy changes to ensure your BI program does have a transformational impact.

- What kind of leadership and organizational structures should BI programs embrace?
- What is the mission statement of the business intelligence program?
- What new technical capabilities are available?

Kurt Schlegel



## Customer Analytics: Advanced Analytics for Deeper Insight

Customer Analytics is one of the most common areas for the adoption of new analytic techniques. This session will describe the most important advanced analytical techniques that organizations are deploying for success across the sales, marketing, and customer service functions as well as some of the organizational considerations for success.

- What is the impact of analytics on customer experience?
- What is the business benefit of different types of customer analysis?
- What are best practices for organizational adoption of customer analysis?

Gareth Herschel



## BI and Analytics Market Trends — 2020 Vision

Upon a rich foundation of fact-based market research, this presentation provides a market model, laying out the triggers towards analytics everywhere, on all sources, at the point of decision. Until 2020, the scope, use-cases, buying centres, delivery models, and vendor Landscape will look radically different.

- What will be the market movers for BI and Analytics to reach pervasive usage?
- Which vendors are well-positioned to lead and win in the market?
- When will the nexus of forces and other triggers reach market maturity?

Dan Sommer



## The Rise of Data Discovery: Self-Service BI Heaven or Spreadsheet Hell Revisited?

Data Discovery has gone from being seen as a nuisance, to an enabler for spreading analytics to a broader audience. Love it or hate it, it's changing the way we consume information. The competitive landscape is heating up between the megavendors who offer me-too capabilities but with the promise of better data governance/lineage, and the best of breeds who are trying to shed their image as rogue-tools.

- Why Data Discovery?
- What does the competitive landscape look like?
- How can these tools be leveraged for maximum benefit and minimal harm?

Dan Sommer



## To The Point: BICC 2.0: Instilling New Competencies to Advance Your Analytic Initiatives

As business analytics programs expand to encompass more people, more data, and more use cases, new competencies are needed to support, enable, and extend the reach of analytics. Hear how the Business Intelligence Competency Center (BICC) model is adjusting to accommodate these changes, and what the future of BICCs will look like.

- What limitations exist in today's model?
- What new competencies need to be fostered?
- What will new organizations look like?

Ian Bertram



## To The Point: How “Mobile” is Expanding Business Analytics’ Boundaries

Mobile BI tools are leveraging new and enhanced hardware capabilities provided by tablets and smartphones to augment business analytics. Understand how BI users’ expectations change once they become mobile. Learn what can be achieved, where and how it can be applied, and who can benefit from it.

- Which are the new mobile BI capabilities?
- What changes in a mobile ready business analytics initiative?
- What impact will it have in organizations?

Daniel Yuen



## You Can’t Change the Past: Why You Need Predictive Analytics

The vast majority of BI deployments get stuck in the reporting stone age. While reporting will always be there, the real reason for BI is to make the future better by leveraging predictive models. This session shows how to get value from BI by supporting decision making through predictive analytics.

- What is predictive analytics?
- How does predictive analytics fit into the BI portfolio?
- What are scenarios of users predicting the future?

Gareth Herschel



## SOLUTION SHOWCASE

Develop a shortlist of technology providers who can meet your particular needs. We offer you exclusive access to some of the world's leading technology and service solution providers in a variety of settings.

### PREMIER SPONSORS



## SPONSORSHIP OPPORTUNITIES

For further information about sponsoring this event:

Rohan Pagey: +91 9980129088

Ashwin Rao: +91 9880539606

apac.exhibits@gartner.com

### PLATINUM SPONSOR



THE BEST  
DECISION  
POSSIBLE™

### Solution Showcase Networking Reception

Get to know your fellow attendees, identify who has the same issues, and make new friends and relevant connections during the networking reception.

### Solution Provider Sessions

These valuable 30-minute sessions feature some of the market's most fascinating solutions, with real life stories about those who have deployed them successfully, including their strategies, challenges and results.

### Face-to-Face Sponsor Meetings

Please visit the Agenda Builder tool on the Event Website to review the most up to Sponsor listing, and request for an onsite meeting to help you advance your projects and relationships, wherever you are in the buying cycle.

### Gartner Magic Quadrant Theaters

What better way to work the Solution Showcase than to arm yourself with the insight of relevant Gartner Magic Quadrants? Each of the analyst-led theater sessions on the exhibit floor will focus on a Magic Quadrant related to the I&O marketplace.



### EXCLUSIVE CHAMBER PARTNER



### ASSOCIATIONS PARTNER



### MEDIA PARTNERS



hindustantimes.com

IT NEXT



siliconindia

TRADE BRIEFS

# REGISTRATION

## 3 easy ways to register

**Web:** [gartner.com/in/bi](http://gartner.com/in/bi) | **Email:** [india.registration@gartner.com](mailto:india.registration@gartner.com) | **Phone:** +91 80 2222 2079

## Pricing

**Early Bird Price:** INR 33,000 excl. GST (offer ends 12 April 2013)

**Standard Price:** INR 38,500 excl. GST

**Public Sector Price:** INR 30,500 excl. GST

## Gartner clients

A Gartner ticket covers both days of the Summit. Contact your Account Manager or email [india.events@gartner.com](mailto:india.events@gartner.com) to register using a ticket.

## EARLY-BIRD OFFER



Register before 12 April to save  
INR 5,500 off the standard delegate price



## THE TEAM ATTENDANCE EFFECT: LEVERAGE MORE VALUE ACROSS YOUR ORGANIZATION

Knowledge is the capacity for effective action. Just imagine the impact on your organization when knowledge multiplies. Common vision, faster responses, smarter decisions. That's the Gartner Team Attendance effect. You'll realize it in full when your staff members attend a Gartner event. As a group, they can maximize learning by participating in all the Summit sessions. Plus, they'll leverage the expertise of a Gartner analyst at a private group meeting. Up for discussion: **your team's strategic initiatives and key projects.**

### Team Benefits

- Team meeting with a Gartner analyst (end users only)
- On-site team contact: work with a single point of contact for on-site team deliverables
- Complimentary registrations

To register a team please email [apac.teamsend@gartner.com](mailto:apac.teamsend@gartner.com) or contact your Gartner Account Manager.

*Please note that teams must be registered at the same time and we can only guarantee availability of team benefits if the team is registered at least three weeks in advance of the event.*

### Complimentary Registrations

- 1 complimentary registration reward with 3 paid registrations
- 2 complimentary registration rewards with 5 paid registrations
- 3 complimentary registration rewards with 7 paid registrations

## Powerful tools to navigate, manage and decide

To get the most out of your Summit experience, we've created a range of tools to help you plan your agenda and manage your goals and objectives of attending.

### WEBSITE

Get the information you need to help you decide to attend, as well as tools to get approval. Visit [gartner.com/in/bi](http://gartner.com/in/bi)



### JUSTIFY YOUR ATTENDANCE

Our justification Toolkit makes it easy to demonstrate the value of your Summit experience. It includes a customizable letter, cost-benefit analysis, cost optimization highlights, top reasons to attend and more. Find it at [gartner.com/in/bi](http://gartner.com/in/bi)

### ONLINE AGENDA BUILDER

A powerful planning tool designed to help you organize, view and select an agenda based on the following options:

- Analyst profile
- Date and time
- Session descriptions
- Schedule Analyst One-on-Ones
- Schedule a roundtable

Go to [ab.gartner.com/bii1](http://ab.gartner.com/bii1) to view the full agenda.

### GARTNER EVENTS NAVIGATOR

Manage your agenda using your mobile device. This app — compatible with iPhone, BlackBerry and Android devices — has all the Agenda Builder features to create your personal agenda. Plus, you can send and receive messages to attendees, access all social media channels, participate in session polling and view event announcements.

# ABOUT GARTNER

Gartner is the world's leading information technology research and advisory company. We deliver the **technology-related insight and intelligence** necessary to make the right decisions, every day — from vendor selection and cost-of-ownership to forecasts on market demand and future predictions. Our rigorous and unbiased analysis is based on **proven methodologies** that push through market hype to get to the facts. We publish tens of thousands of pages of original research annually.

**Our pivotal advantage:** 900 analysts who deliver independent thinking, actionable guidance and data analysis to clients in more than 12,400 distinct organizations worldwide. (In fact, our analysts answer 300,000 client inquiries every year.) Experts in their chosen field, they are constantly focused on what will make the difference between success and failure in our clients' businesses.

Gartner Summits deliver a wealth of **new ideas, practical and relevant advice unavailable anywhere else**, and the confidence to make better decisions about your strategy and projects going forward.



## Gartner **Business Intelligence & Information Management** Summit 2013

10 – 11 June  
Mumbai, India  
[gartner.com/in/bi](http://gartner.com/in/bi)



### YOUR EVENT REMINDERS

- Register by 12 April 2013 for early-bird savings!
- Build your own agenda online now
- Book a 30 minute One-on-One with your preferred Gartner analyst
- Join our online communities:



#GartnerBI



facebook.com



Gartner  
BI Xchange

### Brand new content on:

- **Nexus of Forces:** Understand how macro trends, including cloud, social, mobile, and information, will impact your organization.
- **Big Data:** We will de-hype the term and explain how it impacts existing approaches and how to begin working with it.
- **Information Management:** How to best use capabilities like information governance, data warehousing, data integration and data quality tools, to build the right foundation.
- **Organizational Factors:** Best practices on engaging with the business to ensure BI and analytics are of maximum value.
- **Breakthrough Thinking:** Future facing content on predictive analytics, mobile BI, location intelligence, visualization and in-memory analytics.



## 3 EASY WAYS TO REGISTER

© 2013 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates. For more information, email [info@gartner.com](mailto:info@gartner.com) or visit [gartner.com](http://gartner.com).

Web: [gartner.com/in/bi](http://gartner.com/in/bi)

Email: [apac.registration@gartner.com](mailto:apac.registration@gartner.com)

Phone: +91 80 2222 2079