

# Gartner Business Intelligence & Information Management Summit 2013

25 – 26 February 2013

Sydney Convention & Exhibition Centre, Sydney, Australia

[gartner.com/ap/bi](http://gartner.com/ap/bi)

## HOT TOPICS

- *Effective BI Strategy*
- *Big Data and Big Data Analytics*
- *Information Governance*
- *Predictive Analytics*
- *Performance Improvement*
- *Impact of Analytics on the Business*



# Analyze. Predict. Act.

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**Analyze.** With the rise of business analytics, BI turns towards the future. It offers organizations the capability 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. 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; machine-driven decision-making; text analytics; the flood of sensor data; social network analytics; analytics in the cloud; predictive modelling. Navigating a path through the hype in order to make use of limited resources is critical to success and future competitiveness.

**Act.** In business intelligence and analytics, organizations 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.



**Ian Bertram**  
Managing VP,  
Research,  
Gartner



**Tatiana Wells**  
Senior Director,  
Program Management,  
Gartner Events



**Australia's  
most important  
annual gathering  
of the business  
intelligence,  
information  
management,  
and analytics  
community.**

## Why Attend

- Review the **key trends** and **future direction** of analytics, information management, performance management and business intelligence to shape your roadmap
- Learn how to **advance the user experience** and engagement in your information initiatives to **drive adoption and ROI**
- Get advice on **getting started with analytics and mobile BI initiatives** to increase the likelihood of success
- Establish the **foundational knowledge** for analytical and BI initiatives as a baseline for **delivering business value**
- Innovate with new technologies and approaches like **in-memory computing, social analytics and big data**
- Understand how to assess **BI cost of ownership** and **how to manage that cost**
- Use **frameworks, tools, processes, and governance** to drive success (and avoid failure) with BI and information management
- Hear **Gartner's objective, unvarnished view of solution providers** and their products/services to assist in your strategic choices
- **Network and share best practices with your peers** at Australia's most important annual gathering of the business intelligence, information management, and analytics community

## WHO SHOULD ATTEND?

- 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

## A Trends and Futures

This track for **evangelists** and **technologists** provides a deeper examination of market shifts — and provides insight into vendor dynamics, emerging technologies and the way that the market will develop over the next 5 years.

## B Information Innovation

Getting the data and information right is key to delivering BI and analytics. This track for **technologists** 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.

## C Performance Management

This track takes a **business-centric** view to help organizations use BI, analytics and corporate performance management to improve operations, reduce inefficiencies, and enhance business performance. It has a particular focus on the needs of **finance teams**, a key user and sponsor of BI and analytics in many organizations.

## D Social and Big Data

This track is for **business leaders** to explore ideas, strategies and models surrounding new and diverse information sources. It also highlights best practices for justifying, establishing and managing a BI and analytics program.

## V Virtual Track: Analytic Trends and Futures

With the increasing importance of analytics, this track looks towards the future. It provides a vision into the market trends, emerging analytic technologies, new approaches and external factors impacting how organizations use information for business value. It will assist architects and strategists when considering their roadmaps and give business leaders a view of the 'art of the possible'.

## V Virtual Track: Organization and Strategy

This track for BI leaders explores how non-technical factors — like having the right organizational structure and governance, as well as the skills and the teams — 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.

## WHAT'S NEW FOR 2013?

- **Future Facing:** A dedicated track for 2013 specifically focuses on the 'future' of BI and analytics with new thinking on real time analytics, mobile BI, automated decision making and sentiment analysis.
- **Information Innovation:** Getting the data and information right is key to delivering BI and analytics. This new track addresses areas such as how to best use capabilities like information governance, data warehousing, data integration and data quality tools, to build the right foundation.
- **Big Data and Social:** For the first time, the Summit includes a dedicated track on big data and social media focused on de-hyping the terms and explaining how they impact existing approaches and how to identify opportunities for delivering business solutions.
- **Performance Management:** A new dedicated track with brand new content on how to manage and measure success, designed to have relevance for finance professionals and the IT teams working with them.
- **Organizational Factors:** It's imperative that you engage with the business to ensure BI and analytics are of maximum value. We've devoted sessions to information governance, collaboration between business and IT teams and effective management reporting to optimize decision making and drive growth.
- **Cost of Ownership:** Top analysts at Gartner have been working hard on brand new research on BI TCO comparing the cost of different vendor products and how they should be evaluated — all of which will be shared for the first time at the event.
- **Cost of Ownership Clinics**  
Cost of Ownership Clinics are small, hands-on workshops that deliver a powerful combination of Gartner insight and peer best practices that will position you well to understand your full cost not just license fee that will ultimately aid you when next you do contract negotiation — or renegotiation — with strategic vendors. Facilitated by a Gartner expert, each clinic delivers tools and tips aimed at getting you more for less. Pre-registration for these clinics is required.
- **"TO THE POINT" sessions**  
Sometimes you just want to hear the "top 5 things you need to know" about a certain technology or trend, that's what these sessions are designed to deliver. Gartner analyst provides top concepts, key trends or a quick overview of a particular topic, in a condensed format.
- **Ask the Analyst**  
Alongside the traditional Gartner Analyst-User Roundtables where you can speak to your peers in a moderated environment, there will also be a series of QA Roundtables in which you can question the analyst directly and learn from the questions posed by your peers.

# 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 which 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?

*Hosted by Ian Bertram, Managing VP, Research and Summit Chair, Gartner*

## Guest Keynote: The Art of Business Influence



Author and Communication Expert, Mark Jeffries, presents an instantly usable toolbox of innovative communication, networking and influence tools designed to accelerate your business success. From the 3 Rs of networking, to the Square of Influence, from 'Selling without Selling' to the psychology of soft skills, Mark Jeffries presents a practical and highly entertaining session filled with valuable takeaways. Having worked closely with many IT organizations, especially around the areas of business intelligence and advanced analytics, Mark has seen the need for a smarter way for these invaluable concepts to be presented. So, he will also share some key insights and approaches for translating what IT wants to say into what Business needs to hear, and vice versa. Mark's emphasis throughout, is for you to improve on your already accomplished levels of communication — to find smarter and more innovative ways to connect in order to achieve your objectives, create lasting connections and relationships and leverage influence to gain trust.

*Mark Jeffries, Author and Communication Expert*

## Gartner Closing Keynote: Infonomics — Understanding the Economics of Information



Increasingly, information is understood to be a critical enterprise asset yet is neither treated nor formally valued as such. This session introduces methods for measuring the return on information assets. Attendees will learn how to inculcate a culture that values and manages information as an actual corporate asset. Why information should be recognized as a formal asset. What are the principles of infonomics and how can they be implemented? How can organizations quantify the value of their information assets?

*Doug Laney, Research VP, Gartner*



## GARTNER BUSINESS INTELLIGENCE EXCELLENCE AWARDS 2013

Now in its 3rd year, the Gartner Business Intelligence Excellence Award is dedicated to promoting excellence in business intelligence, analytics and performance management. Gartner analysts will evaluate, recognize and reward the most successful recent implementations in the areas above by end-user organizations. A panel of three finalists will present their initiative case at the Summit and the winner voted by their peers at the event. Nominations are now open and can be applied at [gartner.com/ap/bi](http://gartner.com/ap/bi)

*Hosted by Daniel Yuen, Research Director, Gartner*



## Advisory Board

Gartner would like to recognize the partnership and commitment of the following IT and business executives who serve as members of the advisory board of the Gartner Business Intelligence & Information Management Summit. These leaders have been extremely helpful in ensuring that our event reflects our audience's needs and expectations, that it addresses the most critical industry trends of today and tomorrow, and that it strives to deliver the freshest and most respected insights in the world.

*David Tanis, Senior Audit Manager — Enterprise Services and Pro, Commonwealth Bank*

*Shane Downey, Manager — Integration & Data Services, Mater Health Services*

*Andrew Woods, Business Solutions Manager Information, QBE  
Angelica Healey, Manager, Corporate Information Systems, University of South Australia*

*Ceri Mawhinney, Enterprise Information Architect, Western Power*

*Geoff Stewart, Manager, IM, Woodside Energy*

# INTERACTIVE SESSIONS

PLEASE NOTE: Pre-registration is required and attendance is on a first come, first served basis as numbers are limited. Reserved for end-user organizations only or for internal IT departments in vendor organizations.

## Interactive Workshops

Facilitated by Gartner, these workshops provide an opportunity to drill down on specific “how to” topics in an extended, small group session. The courses are designed for an intimate and interactive learning experience. Seats are limited.

### V What's Beyond 'Like' – the Social Web's Unorthodox Analytics

Moderator: Gavin Tay

A IT

### How to Deliver Self Service BI

Moderator: Daniel Yuen

F IT

### Scoping and Implementing a CPM Project

Moderator: Chris Iervolino

B IT



## Analyst-User Roundtables

Moderated by a Gartner analyst, these roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Reserve your spot early as these sessions always fill up quickly.

### V Social Media Risk – It's Not What You Think It Is

Moderator: Gavin Tay

F B

### V Getting Business and BI Team Collaboration for Real-Time Analytics

Moderator: Roy Schulte

F B

### Practical Use Cases to Unearth the Value of Big Data

Doug Laney

F B IT

### V Business Analytics in the Cloud

Jamie Popkin

A IT

## NEW: Ask the Analyst Roundtables

Alongside the traditional Gartner Analyst-User Roundtables where you can speak to your peers in a moderated environment, there will also be a series of QA Roundtables in which you can question the analyst directly and learn from the questions posed by your peers.

### V Governance for Information and Analytics – A Balanced Approach

Moderator: Ted Friedman

F B IT

### V The Emergence of the Office of the Chief Data Officer (CDO) – New Role or Just a Fad...

Moderator: Doug Laney

A B

### V The Elusive Quest for Effective Management Reporting

Moderator: Bill Hostmann

F B IT



## NEW: Cost of Ownership Clinics

Cost of Ownership Clinics are small, hands-on workshops that deliver a powerful combination of Gartner insight and peer best practices that will position you well to understand your full cost, not just license fee that will ultimately aid you when next you do contract negotiation — or renegotiation — with strategic vendors. Facilitated by a Gartner expert, each clinic delivers tools and tips aimed at getting you more for less.

### Assessing BIPOC

Moderator: Rita Sallam

F IT

### Calculating Your Total Cost of Ownership for the Data Warehouse

Moderator: Donald Feinberg

F B IT

# MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from 12,000 distinct organizations worldwide.

**Ian Bertram**  
Managing VP



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

**Neil Chandler**  
Research Director



BI and Analytics; Strategy Management; Performance Management; Business Analytics Service Providers

**Donald Feinberg**  
VP Distinguished Analyst



Database Management Systems; Data Warehousing; Database Appliances; In-Memory Technology and Big Data; SAP Lead Vendor Role

**Ted Friedman**  
VP Distinguished Analyst



Data Integration; Data Quality; Information/Data Governance; Enterprise Information Management

**Bill Hostmann**  
VP Distinguished Analyst



Analytics; Business Intelligence and Performance Management; Business Intelligence and Information Management Leaders; Advancing Data Management Maturity; Information Infrastructure and Big Data Projects

**Chris Iervolino**  
Research Director



Corporate Performance Management; Business Intelligence; Analytics and Performance Management

**Doug Laney**  
Research VP



Information Value and Governance; Big Data and Analytics Strategy; Information Management Maturity; Analytics Projects

**Jamie Popkin**  
Managing VP



Text Analytics; E-Discovery; Information Modeling; Business Intelligence and Performance Management

**Rita Sallam**  
Research VP



Analytics; BI Platforms; Data Discovery; Content Analytics; Visualization

**Roy Schulte**  
VP Distinguished Analyst



Real-Time Operational Intelligence; Business Activity Monitoring; Complex-Event Processing; Real-Time Dashboards; Analytics with BPM and Rule Engines

**Gavin Tay**  
Research Director



SharePoint; Enterprise Content Management; Collaboration and Social Initiatives; Portal and Web Strategies; Business Gets Social; Cloud Content Management

**Eric Thoo**  
Research Director



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

**Daniel Yuen**  
Research Director



Business Intelligence and Information Management Leaders; BI Strategy; 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 AT A GLANCE

## MONDAY 25 FEBRUARY

|               |   |   |  |
|---------------|---|---|--|
| 07:30 – 19:00 | Registration, Information and Refreshments  |   |  |
| 08:30 – 09:15 | Tutorial: The Business Context of Analytics<br><i>Jamie Popkin</i>                          | Tutorial: Basics of Data Warehouse and Data Integration for Business Intelligence<br><i>Eric Thoo</i> | Tutorial: What Every BI Practitioner Needs to Know About Analytics and Performance Management... But Was Afraid to Ask<br><i>Neil Chandler</i> |
| 09:30 – 10:30 | <b>Gartner Opening Keynote: Fast Forward – New Realities, New Appetites, New Approaches</b> |   |  |
| 10:30 – 11:00 | Refreshment Break in the Solution Showcase  |   |  |
| 11:00 – 12:00 | <b>Gartner Business Intelligence Excellence Awards 2013</b>                                 |   |  |
| 12:00 – 12:30 | <b>Panel Discussion: A View from the Industry</b>   |   |  |
| 12:30 – 13:45 | Lunch in the Solution Showcase  | <b>12:45 – 13:00</b><br>Magic Quadrant for Data Integration Tools<br><i>Ted Friedman</i>              |  |
|               | <b>A</b> Trends and Futures   | <b>B</b> Information Innovation   | <b>C</b> Performance Management  |
| 13:45 – 14:15 | To the Point: Inside the BI MQ – How Clients Rate Their Vendors<br><i>Bill Hostmann</i>     | To the Point: Rethink Data Management Strategies to Avoid Data Chaos in the Cloud<br><i>Eric Thoo</i> | <b>V</b> To the Point: How to Leverage CPM and Financial Analytics into a Broader Business Analytics Strategy<br><i>Chris Iervolino</i>        |
| 14:30 – 15:00 | Solution Provider Session   | Solution Provider Session   | Solution Provider Session  |
| 15:00 – 15:30 | Refreshment Break in the Solution Showcase  |   |  |
| 15:30 – 16:30 | <b>V</b> Making Real-Time Analytics Real<br><i>Roy Schulte</i>                              | DBMS Architecture for Data Warehousing – Future Choices<br><i>Donald Feinberg</i>                     | <b>V</b> Information Is the Next Business Opportunity – Are You Ready?<br><i>Ted Friedman</i>  |
| 16:45 – 17:30 | <b>Guest Keynote: The Art of Influence</b> <i>Mark Jeffries</i>                             |   |  |
| 17:30 – 19:00 | Networking Reception in the Solution Showcase   |   |  |

## TUESDAY 26 FEBRUARY

|               |  |  |  |
|---------------|--|--|--|
| 08:00 – 17:15 | Registration, Information and Refreshments   |  |  |
| 08:30 – 09:00 | <b>V</b> To the Point: Sentiment Analysis – What IT Professionals Need to Know<br><i>Jamie Popkin</i>              | <b>V</b> To the Point: Intelligent Information Governance<br><i>Ted Friedman</i>                       | <b>V</b> To the Point: Business Analytics Center of Excellence or IT Center of Exclusion?<br><i>Bill Hostmann</i>            |
| 09:15 – 09:45 | Solution Provider Session  | Solution Provider Session  | Solution Provider Session  |
| 09:45 – 10:15 | Refreshment Break in the Solution Showcase   |  |  |
| 10:15 – 11:15 | <b>V</b> Optimizing Decisions – The Last Mile of BI<br><i>Rita Sallam</i>  | <b>V</b> Advancing Your Data Integration Competency In Support of Analytics<br><i>Ted Friedman</i>     | <b>V</b> 21st Century Performance Management for Finance and Beyond<br><i>Neil Chandler</i>                                  |
| 11:30 – 12:00 | Solution Provider Session  | Solution Provider Session  | Solution Provider Session  |
| 12:00 – 13:15 | Lunch in the Solution Showcase   | <b>12:15 – 12:30</b><br>Magic Quadrant for Data Quality Tools<br><i>Ted Friedman</i>                   |  |
| 13:15 – 13:45 | <b>V</b> To the Point: How "Mobile" is Expanding Business Analytics' Boundaries<br><i>Daniel Yuen</i>              | To the Point: HANA vs. Exalytics – The Mega Vendor Battle<br><i>Donald Feinberg</i>                    | <b>V</b> To the Point: Engaging the CFO in Corporate Performance Management and Business Analytics<br><i>Chris Iervolino</i> |
| 14:00 – 15:00 | Tackling BI Platform Ownership Cost<br><i>Rita Sallam</i>  | <b>V</b> Building Trust in Your Analytics – Data Quality Trends and Best Practices<br><i>Eric Thoo</i> | <b>V</b> Apply Pace-Layered Application Strategy to CPM and Financial Analytics<br><i>Chris Iervolino</i>                    |
| 15:00 – 15:30 | Refreshment Break in the Solution Showcase   |  |  |
| 15:30 – 16:15 | <b>Guest Keynote: To be confirmed</b>  |  |  |
| 16:15 – 17:00 | <b>Infonomics – Understanding the Economics of Information</b> <i>Doug Laney</i>                                   |  |  |
| 17:00 – 17:15 | <b>Presentation of Business Intelligence Excellence Award Winner and Summit Closing Remarks</b> <i>Ian Bertram</i> |  |  |

## 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.

### 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.

|   |  |
|---|--|
| Tutorial: You know It's Big Data When...<br><i>Ted Friedman</i> | <i>At the Summit, please refer to the agenda in the Event Guide provided, for the most up to date session and location information</i> |
|---|--|

**13:15 – 13:30**  
Magic Quadrant for Corporate Performance Management Suites  
*Neil Chandler*

| D Social and Big Data   | Workshops  | Roundtables   |
|---|--|---|
| To the Point: Big Data — Insight from the Trenches<br><i>Doug Laney</i> | <b>13:30 – 15:00</b><br><b>V</b> What's Beyond 'Like' — the Social Web's Unorthodox Analytics<br><i>Moderator: Gavin Tay</i> | <b>V</b> Ask the Analyst: Governance for Information and Analytics — A Balanced Approach<br><i>Ted Friedman</i> |

|  |  |   |
|--|--|---|
| <b>V</b> Big Data and Analytics Strategy Essentials<br><i>Doug Laney</i> | Cost of Ownership Clinic: Assessing BIPOC<br><i>Moderator: Rita Sallam</i> | <b>V</b> Social Media Risk — It's Not What You Think It Is<br><i>Moderator: Gavin Tay</i> |
|--|--|---|

|  |   |  |
|--|---|--|
| To the Point: Deriving Value from Diverse Data Sources<br><i>Ian Bertram</i> | <b>08:30 – 10:00</b><br>How to Deliver Self Service BI<br><i>Moderator: Daniel Yuen</i> | <b>V</b> Getting Business and BI Team Collaboration for Real-Time Analytics<br><i>Moderator: Roy Schulte</i> |
|--|---|--|

|  |   |   |
|--|---|---|
| MapReduce and Big Data Descend on the DW — What is All the Fuss About?<br><i>Donald Feinberg</i> | <b>10:30 – 12:00</b><br>Scoping and Implementing a CPM Project<br><i>Moderator: Chris Iervolino</i> | Practical Use Cases to Unearth the Value of Big Data<br><i>Doug Laney</i> |
|--|---|---|

**12:45 – 13:00**  
Magic Quadrant for Business Intelligence Platforms  
*Rita Sallam*

|   |   |   |
|---|---|---|
| <b>V</b> To the Point: Data Sciences, Arts and Crafts<br><i>Jamie Popkin</i>              | <b>V</b> Ask The Analyst: The Emergence of the Office of the Chief Data Officer (CDO) — New Role or Just a Fad...<br><i>Moderator: Doug Laney</i> | <b>V</b> Ask The Analyst: The Elusive Quest for Effective Management Reporting<br><i>Moderator: Bill Hostmann</i> |
| <b>V</b> Turn Information into Insight with Social and Text Analytics<br><i>Gavin Tay</i> | Cost of Ownership Clinic: Calculating Your Total Cost of Ownership for the Data Warehouse<br><i>Moderator: Donald Feinberg</i>                    | <b>V</b> Business Analytics in the Cloud<br><i>Jamie Popkin</i>   |

## **V** To the Point: Inside the BI MQ — How Clients Rate Their Vendors

There's a wealth of information captured from references during the BI & Analytics Magic Quadrant process. In this session, we will disclose just what clients think of their vendors — from support to sales to value derived — and how these opinions should really impact your technology plans now and into the future.

- What are the top trends for 2013?
- What capabilities are most important to buyers?
- What factors should be included in any product evaluation you do?

*Bill Hostmann*

**F**

## **V** Making Real-Time Analytics Real

Real-time operational intelligence is not just visual data discovery, using spreadsheets or refreshing BI reports every few seconds or minutes. It is a unique discipline with particular goals, users, technologies and data. This session explores descriptive event management, prescriptive decision management and process flow management.

- What is the real-time role of BI, data discovery and predictive analytics?
- How should you use rule engines, workflow, BAM and related technologies?
- Where will the observe-orient-decide-act loop apply?

*Roy Schulte*

**A IT**

## **V** To the Point: Sentiment Analysis — What IT Professionals Need to Know

Sentiment analysis is the latest effort to automate the process of extracting knowledge and insight from text. The challenge is that sentiment analysis requires active system management and high levels of industry domain expertise. This presentation assesses the state of sentiment analysis and highlights what IT professionals need to know.

- What is sentiment analysis?
- What are the best sources of sentiment and why?
- What are the technical underpinnings of sentiment analysis?

*Jamie Popkin*

**F IT**

## **V** Optimizing Decisions — The Last Mile of BI

Better decision making has long been the holy grail of BI. Collaboration and social capabilities are converging with BI and analytics to optimize both strategic and tactical decisions while advanced analytics, rules engines and event processing are converging to optimize operational decisions.

- How can organizations optimize strategic and tactical decisions through collaborative decision making?
- How can organizations build prescriptive real-time decision capabilities to optimize operational decisions?
- What are best practices in deploying collaborative decision making and intelligent business operations?

*Rita Sallam*

**A B IT**

## **V** 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.

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

*Daniel Yuen*

**A IT**

## **V** Tackling BI Platform Ownership Cost

Most organizations shortsightedly focus on license costs alone when evaluating and comparing costs among vendors. Moreover, a cost assessment alone without a corresponding understanding of potential benefits will result in misguided vendor selection decisions.

- What are the key components of BI platform ownership costs and drivers?
- How do vendors and vendor types compare?
- What are strategies for minimizing cost and maximizing benefits?

*Rita Sallam*

**F IT**

## **NEW** Tutorial: The Business Context of Analytics

*Jamie Popkin*

### **GARTNER PREDICTS:**

By 2017, 40 percent of enterprise contact information will have leaked into Facebook via employees’ increased use of mobile device collaboration applications.

## **V** To the Point: Rethink Data Management Strategies to Avoid Data Chaos in the Cloud

Evolving business requirements for BI and analytics, as well as movement of data to the cloud, are demanding changes to practices and delivery models. IT leaders should take proactive steps now to prepare for the needed enterprise agility to manage the changing nature of data — including their data in the cloud.

- What challenges and opportunities arise from data in the cloud?
- How will cloud computing impact data management capabilities?
- How can you balance the value and risk of cloud for BI and analytics?

*Eric Thoo*



## **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, clients 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?

*Donald Feinberg*



## **V** To the Point: Intelligent Information Governance

Intelligent information governance requires an overall strategy, along with organizational changes, new skills and a foundational set of technologies. Information governance is a new way of thinking about information that will allow you to gain more value from the data and information that you have.

- How can information governance help to create business value?
- What organizational changes are key to effective information governance?
- Which technologies support an information governance program?

*Ted Friedman*



## **V** 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?

*Ted Friedman*



## **To the Point: HANA vs. Exalytics — The Mega Vendor Battle**

The hype in the market over in-memory appliances is growing. Many questions exist about which is better, which ones work and are they ready for “prime-time”. We will compare the two production appliances from two of the mega-vendors, Oracle and SAP.

- What are the capabilities of the in-memory appliances?
- What are the strengths and challenges of HANA and Exalytics?
- What is the business value of the in-memory appliances?

*Donald Feinberg*



## **V** 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*



**NEW Tutorial: Basics of Data Warehouse and Data Integration for Business Intelligence**

*Eric Thoo*

# TRACK C: Performance Management

## **V** To the Point: How to Leverage CPM and Financial Analytics into a Broader Business Analytics Strategy

The lines between CPM and business analytics are blurring while two distinct flavors of CPM have emerged: Enterprise CPM and Finance CPM. Concurrently, business analytics have emerged as an important enterprise topic. This session discusses how to develop a CPM-led business analytics strategy.

- What is CPM and what are financial analytics?
- How are two separate but dependent CPM markets developing?
- How should you leverage this into a broader business analytics strategy?

*Chris Iervolino*

**A B**

## **V** 21st Century Performance Management for Finance and Beyond

Performance management is concerned with the measurement and more importantly management of enterprise-wide strategic, financial and operational performance. It is not new but new initiatives are changing the way that organizations direct their PM investments. This session will explore the latest developments and best practices.

- Evolution of PM
- Best Practice PM
- Future of PM

*Neil Chandler*

**A B**

## **V** Information Is the Next Business Opportunity — Are You Ready?

Organizations are aware of the increasing business demand for value from information — now characterized as the “big data problem” — yet most approach the problem tactically rather than strategically. As business demands increase in complexity and scope, new approaches are needed to address four key business drivers.

- What are the four drivers behind business demand for information?
- What mistakes are most organizations making?
- What can you do to build a solid information infrastructure that will last?

*Ted Friedman*

**A B**

## **V** To the Point: Engaging the CFO in Corporate Performance Management and Business Analytics

Recent Gartner-FEI CFO Study and CPM Magic Quadrant survey results have provided new insights on organizational benefits received and challenges faced with corporate performance management processes, solutions and strategies. This session will show you how to engage your CFO and other executives in business analytics and CPM projects for success.

- What are CFOs telling us about business analytics and CPM in the Gartner FEI study?
- How are customers approaching CPM projects?
- How do you turn your CFO into a business analytics and CPM champion?

*Chris Iervolino*

**F B**

## **V** To the Point: Business Analytics Center of Excellence or IT Center of Exclusion?

Evolve or die is the mantra for modern IT functions with respect to business intelligence. The emergence of analytics and the expansion of more diverse business cases and buying centers has prompted the need for a new analytics center of excellence. This session will highlight how an organization can establish its own COE and highlight some of the challenges too.

- Center of excellence foundation.
- Center of excellence focus.
- Center of excellence futures.

*Bill Hostmann*

**F B**

## **V** Apply Pace-Layered Application Strategy to CPM and Financial Analytics

Business, technological and product change demands efforts focused on efficiency for systems of record, and competitive advantage for systems of differentiation and innovation. The Pace-Layered Application Strategy provides a sound framework which addresses both CPM financial processes and performance management efforts.

- How should you map CPM and financial analytics to the Gartner Pace-Layer methodology?
- How can you leverage CPM investments for higher pace layer value?
- How can you engage executives to improve CPM?

*Chris Iervolino*

**A B**

## **NEW** Tutorial: What Every BI Practitioner Needs to Know About Analytics and Performance Management... But Was Afraid to Ask

*Neil Chandler*

## To the Point: Big Data — Insight from the Trenches

Gartner conducted field research of 22 end-user organizations across various industries to find out about their successes and failures with big data projects. You will learn about the current state of big data adoption, and Gartner recommendations on the realistic strategy for big data analytics initiatives.

- What is the state of big data analytics adoption in the end-user organizations?
- What are the typical issues faced by big data projects?
- What are the key success factors of big data analytics?

Doug Laney



## MapReduce and Big Data Descend on the DW — What is All the Fuss About?

Big data and its associated tools will change the infrastructure of the EDW and require managers to examine how they manage data in the future. One thing is for sure — you will be supporting organization-wide use of MapReduce to support big data initiatives. You need to understand how this will affect your organization and change your data warehouse.

- What new tools will be used to support big data and why will they change the DW?
- What do MapReduce and Hadoop do and what infrastructure do they need?

Donald Feinberg



## Big Data and Analytics Strategy Essentials

Most enterprises now have intentions to embark on a big data-related initiative, or are doing so already, yet almost no organizations have an articulated approach for doing so. Big data initiatives are unique, not only in technology-related ways. This session will lay out over a dozen IT and business essentials of a big data strategy.

- How to ensure you are technically prepared for handling big data.
- What should the business be doing to plan for leveraging big data?
- What are organizational considerations for a big data strategy?

Doug Laney



## To the Point: Data Sciences, Arts and Crafts

A data scientist alone does not solve all big data problems. In our social time, introverted techies need to be balanced by extroverted domain experts. A multi-disciplinary team as a collective data scientist is the best solution in approaching challenges of advanced analytics, which is a key to compete in the data-driven economy.

- What is the state of big data technology?
- Will a data scientist solve my big data problems?
- How can my organization capitalize on big data?

Jamie Popkin



## To the Point: Deriving Value from Diverse Data Sources

With the explosion of data volume and variety, organizations need to exploit mixed data types to optimize customer interactions and decisions that drive productivity, innovation and growth. Organizations that do so will be able to deliver new analytic applications that achieve competitive and sustainable advantage. This session will address the following challenges:

- What are the new and existing use cases for exploiting diverse data?
- What are the key architectural tools and skills considerations for delivering these new use cases?
- How are vendor solutions evolving to address this need, such as social BI platforms and big data technologies?

Ian Bertram



## Turn Information into Insight with Social and Text Analytics

Social analytics! Text analytics! Mystery, magic or meaningful insight? Find out what the landscape for analytics tools looks like and how they can be leveraged beyond social media monitoring to manage risk and improve performance.

- What critical facts do you need to know before looking at social and text analytics technologies?
- What possibilities for gaining new insight do today's analytics tools offer?
- What are the best practices for getting real business value from analytics?

Gavin Tay



### GARTNER PREDICTS:

By 2015, big data demand will reach 4.4 million jobs globally, but only one-third of those jobs will be filled.



### NEW Tutorial: You know It's Big Data When...

Ted Friedman

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