

DATA QUALITY & INTEGRATION
ANALYTICS Data Warehousing
Performance Management
BI Strategies

New Patterns. New Growth. New Business Value.

The 2010 Gartner Business Intelligence Summit was held April 12 – 14, at the Mandalay Bay Resort and Casino in Las Vegas, NV. The conference drew attendees from a wide range of industries and organizations. This report provides highlights from the three-day event, including:

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Overview

At the eighth annual Gartner Business Intelligence Summit, attendees sought out ways to: solve data integration and data quality issues, implement new BI and performance management models, improve BI competency center organization structures, create a successful BI strategy, get more business value out of BI, and more. This year's BI Summit attendees participated in on-site benefits, hearing the latest BI presentations from the Gartner research community on today's most-pressing topics, attending workshops run by expert analysts and industry leaders, hearing real-life experiences during peer case studies, engaging in analyst-user roundtables.

Save the date

Gartner Business Intelligence Summit 2011 takes place May 2 – 4 in Los Angeles, CA, at the Hyatt Regency Century Plaza. Be sure to bookmark the website—gartner.com/us/bi—and check back for 2011 conference updates.

“This is a great event. I got to know a lot about the latest developments in the BI world and learn from experiences of other attendees.”

Findings from Gartner Business Intelligence Summit 2010

Here are key recommendations from this year’s most popular Gartner-analyst sessions—especially useful for your 2011 planning and strategy considerations.

Pattern-Based Strategy: Implementing a Performance-Driven Culture (A1)

Nigel Rayner, Research Vice President

- Define a metrics continuum that links lagging financial performance indicators to leading nonfinancial indicators and gives a framework against which weak signals can be assessed.
- Encourage executives to think differently about how strategy can be managed. Educate them about CPM.
- Link planning systems with technology that supports dynamic reforecasting to enable the impact of changing patterns to be quickly assessed. In this way, patterns become a fundamental driver of strategy.
- Build alignment between performance management systems and incentive compensation systems.

New Business Value: Turning BI From a Cost Center Into a Revenue Generator (A4)

Kurt Schlegel, Research Vice President

- Deliver information from your BI and data warehouse to strengthen customer and partner relationships and make this a key part of the business model.
- Consider creating an information-based product that is sold to customers and develop a business plan.
- Assess if your company is in a position to create an industrywide performance benchmark. Alternately, work with competitors and stakeholders to create a trusted data aggregator able to create an industrywide data warehouse.

Data Integration and Data Quality: Disciplines Merging, Markets Converging (B2)

Andreas Bitterer, Research Vice President

- Build a vision around data services and the roles of data integration and data quality within service-oriented architectures.
- Evaluate vendors based on breadth of vision and support for a range of data integration patterns and data domains, not just on the requirements of individual projects.
- Seek opportunities to better align data integration and data quality roles, skill sets and development processes.
- Infuse all data integration activities with data quality controls, metrics and governance—data integration without data quality will fail.

Stay connected with the contacts you made

Join the **Gartner Business Intelligence (Xchange)** on LinkedIn to continue your conversations throughout the year.



“Good refresher on the space, good learning for some of my team that came with me.”

Findings from Gartner Business Intelligence Summit 2010 (cont.)

Business Activity Monitoring: Powered by Complex Event Processing (B7)

Bill Gassman, Research Director

- Start small—but start now. The cultural learning curve is steep and transcends products.
- Define monitoring points, metrics, roles and contingency triggers when integrating CEP, BAM and BPM.
- Leverage standardized BPMS for CEP/BAM and fill in tactically.
- Market the benefits and success to business and IT management.

Achieving the Holy Grail of BI Through Collaborative Decision Making (C3)

Rita L. Sallam, Research Director

- Address cultural and change management barriers to adoption by demonstrating the value of CDM.
- Assess and advance your organizations' decision-making maturity.
- Find the leaders/champions of decision collaboration in your organization and start building those workgroups.

Aligning the Organization for Data Quality Success: Strategy, Stakeholders and Stewards (C6)

Ted Friedman, Vice President and Distinguished Analyst

- Lay the groundwork—assess your culture, define data quality for your organization, set the vision and choose a responsible initial scope.
- Gather the facts—select the appropriate metrics, measure and communicate the results broadly.
- Focus on people and process—build skills and establish data quality-specific roles.
- Be persistent—build early BI/PM data quality success into momentum for a comprehensive program.
- Make data quality a business problem, not just an IT problem.

Information Governance—Stop Managing Technology and Start Managing Information (C7)

Debra Logan, Vice President and Distinguished Analyst

- Create a working definition of information governance for your enterprise.
- Start by assessing the risk and value of data content.
- Hire, assign and enable.
- Use available frameworks.
- Accept the fact that technology alone will never solve the governance challenge.



“Agenda topics were very practical in providing knowledge I can take back to the office.”

Findings from Gartner Business Intelligence Summit 2010 (cont.)

Customer Experiences with Corporate Performance Management (D2)

Neil Chandler, Research Director and John E. Van Decker, Research Vice President

- Understand your maturity level with CPM and BI.
- Ensure that you are following a BI/PM framework in your organization.
- Ensure that you have an effective partnership between IT and finance to enable CPM.
- Seek more strategic functionality in CPM suites, moving from basic budgeting.
- Understand how CPM will fit in future performance management platforms.

Analytical Applications—Are They Worth It, and If So, How Do You Know? (D9)

Gareth Herschel, Research Director

- Analytical applications cannot be evaluated in isolation from the business process and business decisions they support. Business applications can no longer be evaluated on the process they model in isolation from the analysis needed to effect enhanced decision making.
- The performance of business decision must be evaluated against other strategies that would have achieved the same objective.
- The data collection and decision management phases of a decision process are more prone to failure than the analytical phase.



Conference Highlights

7 keynote sessions—featuring Gartner analysts and industry experts:

- Welcome Address featuring the BI-Itles!
- You Talkin' to Me?
- 60 Seconds or Bust with All the Gartner Analysts
- Who's Got Your Back?
- Magic Quadrant and Megavendor Comparison Power Session
- Profiles in Performance: Business Intelligence Journeys and the Road Map for Cultural Change
- Innovating Your Way to Competitive Advantage and Growth

33 Gartner track sessions—some selected topics:

- The Future of BI: 12 Emerging Technologies to Evaluate in 2010
- Pattern-Based Strategy: Enterprise 2.0 Got It Backwards
- Data and Content in the Cloud: The Impact of Alternative Delivery Models
- The High-End Data Warehouse—Bigger, Better, Not Always Both
- New Business Value: Turning BI From a Cost Center Into a Revenue Generator
- Create a BI Competency Center That Fosters a Performance-Driven Culture

8 rapid-fire sessions—new agenda feature:

- Content Quality: Is this an Oxymoron?
- Will You Get Better BI if You Blend in Search?
- Securing C-Level Engagement for BI and PM Initiatives?
- Analytical MDM—What Is It, and Why Should You Care?
- How Do You Know Where to Start With the Requirements Gathering Process When Developing a BI Solution?
- Will a Data Warehouse Appliance Rescue Your Data Warehouse Environment?
- Unleashing the Business User
- How to Leverage BI and Performance Management for Growth

Revisit session presentation slides

Miss a session? Need to revisit those recommendations again? Want to share a useful presentation with a colleague? As an attendee, you can access every slide from every session free of charge. Log in to agenda builder at gartner.com/us/bi and click on the .pdf for the session you are interested in reviewing.

Conference Highlights (cont.)

4 end-user case studies:

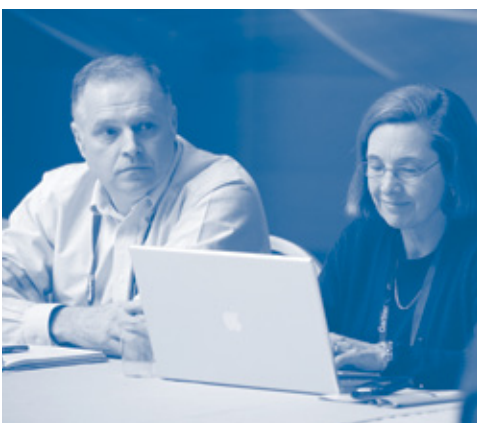
- Healthcare Innovation—Using Advanced Analytics to Predict Revenue and Cash Flow at Schumacher Group
- Lessons Learned from Managing a Large SAP Business Warehouse Implementation
- Driving Value Through Collaboration
- Managing Strategy in all Seasons: How BI Helped Achieve Harvest Results at Mueller, Inc. During an Economic Winter

15 roundtable discussions (Gartner analyst-moderated)—some selected topics:

- Best Practices for Conversion of Content with BI platforms
- Driving User Adoption With New BI Initiatives (BI in the Cloud, Self Service)
- Making Process More Agile with BI and BPM
- Cost Optimization in BI Initiatives
- Best Practices in Analytical Master Data Management
- BI for the Public Sector

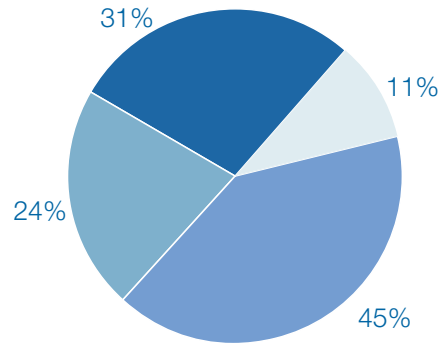
9 best-practices workshop series:

- Building a BI Strategy
- Who's Got Your Back Drill Down
- Solving Data Integration and Data Quality Issues
- How to Get the Most From Your Data Warehouse Initiative
- Using Web Analytics Effectively
- Improve Your Ability to “Seek, Model and Adapt” With BI and Gartner's Pattern-Based Framework
- Working With BI Service Providers for Successful Outcomes
- How to Select the Right Measures for Your Enterprise Metrics Framework
- Defining Your BI Platform RFP



“Very pleased with my personal investment, learning about trends, case studies and networking with bright people.”

Snapshot of Attendees



11% were employed in the financial services industry sector
45% had titles at the director level or higher
24% were from the business side
31% were in BI and information management roles

99% of 2010 attendees told us they would recommend the Gartner Business Intelligence Summit to their colleagues!

Gartner keynotes

You Talkin' to Me?

Bill Hostmann and John Van Decker

In this opening keynote, conference chairs Bill Hostmann and John Van Decker discussed the need for IT and business to communicate effectively by finding the common language between them. The lack of communication between the two holds back the full potential benefits of BI in an organization and forces IT to understand the array of languages used by the other segments of the business in order to understand their requirements. Hostmann and Van Decker explained the difference strategies to take for straightforward decisions and for more complex decisions and how it is necessary to build a common framework and language to achieve BI success.



Bill Hostman
VP Distinguished Analyst

Magic Quadrant and Megavendor Comparison Power Session

Moderators: Bill Hostmann and John Van Decker

Panelists: Mark A. Beyer, Andreas Bitterer, Neil Chandler, Donald Feinberg, James Richardson, Rita L. Sallam and Alex Soejarto

A panel of Gartner analysts joined together for this keynote to discuss the four megavendors (IBM, Microsoft, Oracle and SAP) that are dominating the market and how their plans and road maps are key for an organizations BI and PM strategy. Here are the key trends that the analysts mentioned:

- There is a trend toward “stack” buying—megavendors have 64% of the market.
- BI standardization favors stack vendors; adoption appears to be growing.
- Business users are driving more purchases.
- Megavendors can be challenged to appear innovative compared to smaller, more specialized vendors.



John Van Decker
Research VP

Guest keynotes



Howard Dresner
President
Dresner Advisory
Services

Profiles in Performance: Business Intelligence Journeys and the Roadmap for Cultural Change

Howard Dresner shared insights from his latest book, *Profiles in Performance: Business Intelligence Journeys and the Roadmap for Change*, and delved into the Six Dimensions of a Performance-Driven Culture™, the four essential forces needed for a performance-driven culture, related case studies from four U.S. based companies, and the way in which to assess your progress towards a performance directed culture using the Performance Culture Maturity Model.™

Audience reaction:

“Enjoyed presentation and look forward to reading the book.”

“Good topic—helped tie business to BI.”



Keith Ferrazzi
CEO
Ferrazzi Greenlight

Who’s Got Your Back?

Among the most popular sessions, Keith Ferrazzi explained to the audience the importance for an organization to establish deep relationships among employees as a catalyst for change and growth in the workplace. Ferrazzi also shared insights and techniques to build successful teams and “lifeline relationships.”

Audience reaction:

“Keith is amazing. This was the highlight of my Summit experience.”

“Very high energy and dynamic speaker.”



Gary Hamel
Director
Management Lab

Innovating Your Way to Competitive Advantage and Growth

As the closing keynote, Gary Hamel, ranked by the Wall Street Journal as “one of the world’s most influential business thinkers,” provided the audience with essential knowledge on management innovation including how to build a portfolio of high-impact strategies, maintain a focus on innovation through successful management systems, manage daily tension between innovation and operational efficiency, and much more.

Audience reaction:

“Great insights.”

“Very good!”

“Great event. I’d strongly recommend it to business people/decision makers and BI practitioners.”

Top 5 Best-Attended Sessions

K3. Magic Quadrant and Megavendor Comparison Power Session

Moderators: Bill Hostmann and John Van Decker

Panelists: Mark A. Beyer, Andreas Bitterer, Neil Chandler, Donald Feinberg, James Richardson, Rita L. Sallam and Alex Soejarto

“This is always a must attend session. Helps in validating our choices and allows us to plan for possible changes long term with emerging tool sets.”

A8. The MDM Scenario: A New Decade for MDM

John Radcliffe and Andrew White

“Changed to be integrated with beginning of MDM.”

K2. Who’s Got Your Back?

Keith Ferrazzi, CEO, Ferrazzi Greenlight, Inc.

“Very high energy and dynamic speaker”

K5. Innovating Your Way to Competitive Advantage and Growth

Gary Hamel, Author and Director, Management Lab

“Great insights.”

A7. MDM Concepts and Introduction

John Radcliffe

“Great job by both presenting a difficult and complex topic. Excellent!”

Top 5 Best-Rated Sessions

B10. Data Warehousing, Data Services and Information Infrastructure: How to Make Them Work Together

Mark Beyer

“Good speaker, great info. Got more than I even expected.”

D10. MDM, BPM, and Performance Management—How Do These Disciplines Link to Maximize Business Performance?

John Van Decker and Andrew White

B8. The High-End Data Warehouse—Bigger, Better, Not Always Both

Mark Beyer

“Great presentation.”

C6. Aligning the Organization for Data Quality Success: Strategy, Stakeholders and Stewards

Ted Friedman

“Loved the data behind the opinions.”

A10. BI Architecture—From the Tactical to the Strategic

Bill Hostmann

“Extremely valuable presentation.”

Learn more with relevant research

Want to learn more about the topics that interest you most? Turn to the end of each session presentation for a list of related Gartner research. Gartner research is available on demand at gartner.com.

“Good education and opportunity to spend quality time with our vendors as well.”

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