Gartner Business Intelligence & Information Management Summit 2010

2 – 3 March 2010 | Sydney Convention & Exhibition Centre
gartner.com/ap/bi

ANALYTICS PERFORMANCE INTELLIGENCE
Business Intelligence
Data Quality Data Integration

Building the *Business* with Information
What happens when social networking, collaboration, BI & search collide?

Conference Chair

Ian Bertram
Gartner Research
Vice President

Conference Chair

Eric Thoo
Gartner Principal
Research Analyst

A GARTNER FOR IT LEADERS SUMMIT

Gartner
Business Intelligence &
Information Management
Summit 2010

Letter from the Chairs

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The world has changed. There is a general consensus that the business and economic landscape has changed – but will eventually stabilise into something different. New business patterns will emerge; new ways of doing business will be exploited by early adopters to gain competitive advantage.

With nearly half of organisations anticipating that BI budgets will increase in the next 12 months, it is vital that investments are deployed that build the use of BI and Performance Management in the business.

During the two days we'll discuss governance frameworks to ensure that BI and Performance Management become pervasive across the business. It will also show you how to leverage BI and Information Management approaches and technologies to enable business users to capitalise on new and changing business patterns.

Ian Bertram
VP Gartner

Eric Thoo
Gartner Principal Research Analyst

New for 2010

Content Navigation - Customize Your Agenda

We understand your need for relevant information and guidance to match the maturity of your BI and IM initiatives. To meet this need, sessions have been identified with icons to help you navigate your way through the agenda.

See the tracks page for more information.

The latest emerging trends raise many questions for your organisation's BI strategy:

- How will new BIIM technologies impact and improve your companies performance?
- How should you evaluate your BI and IM investments relative to other IT-driven business priorities?
- Which vendors or types of vendors are strategically positioned to lead in BI and IM?

When making key business decisions – you need to have the right information at your fingertips now.

Many organisations have built their Business Intelligence (BI) systems based on a historic view, without taking into account the future developments in the market, such as collaboration tools and social networking sites.

The mature BI space is undergoing extensive transformation with numerous technologies triggering a significant re-architecture of most BI platforms. To succeed, Business Intelligence and Information Management (BIIM) leaders need to plan for these innovations now.

Guest Keynote

Killer Instincts: Collaborating with the Business to Ensure Standardisation and Continuous Improvement

Craig Ward

CIO, WA Police Service

Over the past two years the WA Police Service have shifted their focus from technology to people in order to improve engagement and trust within the business. Craig will describe how his team used a Front-line Business Improvement (FBI) approach to break-down a culture of autonomous business units and introduce and maintain standardisation across the entire organisation.

Guest Keynote

Creative Intelligence: Improving Business Visions, Decisions and Actions

Nils Vesk

This is the keynote you need in order to think creatively in a recovering economy. Differentiate yourself from the competition with revolutionary products and services. Learn how to pick the right ideas and then turn them into a reality through prototyping, pitching and completing your idea.

You'll walk away with instant idea generation techniques to make your organisation money, steps to complete ideas and projects faster, more effectively, with minimal risk and a higher R.O.I.

Think 'Edward DeBono meets Jamie Oliver' and you'll know what to expect from Nils' entertaining and educational session that brings creative thinking to life.

Who Should Attend

Delegates attend this event from large and medium-sized organisations. Senior business and IT professionals with a brief to grow the business and drive innovation will benefit from the Summit, including:

- Heads of Business Intelligence Competence Centers
- Business Intelligence Managers
- Data Warehouse Managers
- Performance Management Directors
- Data Quality and Data Integration Managers
- Business Development Managers
- Application or Informatioçn Architects
- CIOs, COOs, IT Directors/Managers
- CFOs and Senior Finance Managers
- Project Managers and Technical Specialists

Answer your questions and receive the tools you and your organisation need to succeed:

- How do I engage the business?
- How do I get the business to adopt the tools that have been selected
- How do I select the right tools, and consolidate existing tools
- Am I putting the right messages in place?
- What are my success metrics?
- How do I get a balanced scorecard approach to metrics?

Meet the Analysts

Worldwide expertise at your fingertips

For over 25 years, Gartner analysts have been the trusted advisors to many of the world's largest and most demanding companies. No one sees the implications of technology so clearly, so consistently.

Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivalled.

Ian Bertram

Ian Bertram is a managing vice president in Gartner Research, where he leads the Business Intelligence Research team globally and is the head of Research for Asia/Pacific. Mr. Bertram's team of analysts focuses on topics such as business intelligence strategy and platforms, analytics, corporate performance management, Web analytics, business activity monitoring and competency centers. The analysts within this team cover various countries across the globe, publishing research and advising clients on strategic and tactical advantages with respect to trends in business intelligence and information management.

Regina Casonato

Regina Casonato is managing vice president in Gartner Research. She manages the Information Infrastructure research team, which focuses on technologies, tools and approaches that provide for consistent access, organization, delivery and governance of structured and unstructured information to all consumers (users, applications, processes and so forth). The Information Infrastructure team focuses on a broad swath of technologies, including data management, document management, data warehousing, data quality, content management, document-centric process management, knowledge management and related infrastructure. The Information Infrastructure team supports five key research agendas: Enterprise Content Management, Data Management and Integration, Enterprise Information Management, Business Intelligence and Information Management, and High Performance Workplace.

Donald Feinberg

Donald Feinberg is a vice president and distinguished analyst in Gartner Intelligence in the Information Infrastructure group. Mr. Feinberg is responsible for Gartner's research on database management systems and data warehousing infrastructure.

Denise Ganly

Denise Ganly is a key member of Gartner's Applications research community, responsible for covering lifecycle challenges for enterprise applications and how these challenges are being met by the Asia/Pacific region and the emerging BRIC economies. Her research, combined with extensive practical experience across the entire application life cycle, allows her to provide both strategic and tactical guidance to clients on the issues and challenges that they encounter with their ERP, SCM, and CRM applications.

Bill Hostmann

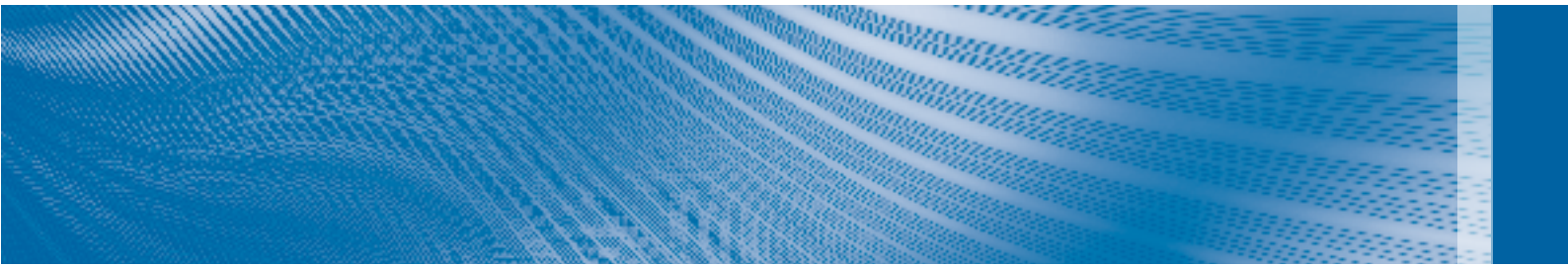
Bill Hostmann is a research vice president and distinguished analyst in Gartner Research, where he focuses on business intelligence.

Carol Rozwell

Carol Rozwell is a vice president and distinguished analyst on Gartner's Social Software and Collaboration team. Ms. Rozwell explores the dynamics of collaboration including social networks, communities and learning. Prior to her current assignment, Ms. Rozwell focused her research on technology and standards for R&D productivity in the pharmaceutical industry. She joined Gartner during the e-business frenzy and helped clients electrify their business processes. She brings to her role extensive practical experience as an implementer of buy-side and sell-side e-commerce systems that is augmented by positions in marketing, consulting and strategic alliance management.

Eric Thoo

Eric Thoo is a principal research analyst in Gartner Research. He researches data management practices and helps clients formulate insights for action. His primary coverage is on data management strategy and approaches in data warehousing, data quality, data integration, and emerging trends concerning the impact of the cloud and software-as-a-service models on data management.



Gartner keynote

Business Intelligence "YOU TALKIN' TO ME"...?

Bill Hostmann

Despite many years experience of BI in most organisations, it seems that business users and IT still speak a different language. This means BI is not pervasive in most organisations and the full potential benefits are not being realized. Even worse, IT has to understand the various languages spoken by different parts of the business in order to make sense of their requirements. This keynote session will give Gartner's perspective on the challenges facing BI, analytics and PM initiatives and how to build a common understanding to drive greater BI success.

Workshops

Workshop: Getting What You Need From the Social Software Vendors

Ian Bertram and Carol Rozwell

Workshop: How to Get the Most from Your Data Warehouse Initiative

Eric Thoo and Donald Feinberg

Workshop: Succeeding in Your BI IM and Sharepoint Management and Projects

Denise Ganly

Analyst User Roundtables

What is an Analyst/User Roundtable?

Analyst/User Roundtables offer end-user attendees the opportunity to join a one hour roundtable discussion on a pre-determined topic. All end-user attendees at the Applications: Trends and Technologies Summit are invited to register for an Analyst/User Roundtable. These one hour discussions are focused on specific topics, moderated by a Gartner analyst, and are limited to ten (10) end-user attendees per session. The Roundtables are a great forum for hearing about what situations your industry peers are experiencing and how they are approaching similar issues.

Who is entitled to attend?

End-User delegates who are fully paid delegates are entitled to schedule one (1) appointment.

Rules & Policies

- Attendees may pre-book for one (1) Roundtable only.
- Places are limited to two (2) attendees per company per session.
- These sessions are reserved for end-users.

An end-user is defined as an employee in charge of evaluating, purchasing, or managing certain IT resources, products and services for their organisations's internet usage. Typically it is someone who works in the IT / IS department or is otherwise charged with driving some of their internal IT decisions. In a vendor or consulting organisation, only someone working on internal IT activities is considered an end-user. Examples: CIO, VP of IT, IS Manager, Enterprise Architect, Application Development Manager, etc.

Consultants and Sales Professionals are not permitted to attend these sessions.

How to Book

Bookings for these sessions can only be made onsite, at the One-on-One booking desk. Appointments are scheduled on a first come first served basis.

Summit Program

Presented by both Gartner analysts and invited guest speakers these sessions offer the very latest topical updates and actionable insights on the subjects most critical to your organisational development and innovation.

Track A

The People & Process – Building Stronger Relationship with the Business

Adoption of BI usage is predicted to double within organisations in the next five years, and IT is struggling to manage this increased demand. Because of this, Gartner predicts that 40% of BI budgets will be held by business units by 2012. It is therefore imperative that all areas of the business and IT work together to ensure success through the effective use of BI, analytics and performance management initiatives. This track focuses on the management frameworks and process issues, compliance to achieve consistency as well as best practices for establishing excellence centres.

Maturity Level

E **ESSENTIALS**: If you are at the early stages of your BI and IM initiatives or you are a newcomer to this space, these sessions will help you navigate through the necessary steps.

I **INTERMEDIATE**: These sessions will focus on building capabilities and/or skills that improve your BI initiatives.

Ad **ADVANCED**: If you are an advanced practitioner of BI, these sessions are designed to take your initiatives to the next level.

Perspective

Bu **BUSINESS**: These sessions focus on BI and IM from the business perspective.

IT **IT**: These sessions focus on BI and IM from the IT perspective.

Focus

P **PRACTICAL**: We understand your need for tactical information you can action straight away. These sessions focus on how to, dos and dont's and best practices.

S **STRATEGIC**: These sessions focus on the strategic insight supporting the development and implementation of your plan of action.

Workshop: Getting What You Need From the Social Software Vendors

Ian Bertram, Carol Rozwell

The social software market is buzzing with offerings competing for enterprise attention. Established vendors and newcomers with free, freemium, on-premises or SaaS products all create opportunities and risks. Participants will discuss common use cases around teams, communities and networks; identify the top challenges of social software adoption; and learn how to turn vendor competition to their advantage.

How to Make Business Intelligence a Core Business Competency

Ian Bertram **E** **Bu** **P**

Many organisations have multiple, uncoordinated and tactical business intelligence (BI) implementations that have led to "silos" of technology, skills and processes. A new set of skills, organisational competencies, and funding and sponsorship models is needed to overcome silos and the harm they have on realising the business value and impact of BI, including increased total cost of ownership.

- What are the core skills and competencies needed to support a BI Competency Center?
- What are the organisational and funding models for a BI Competency Center?

Beyond BFF: Getting Business Process Value From Social Networks

Carol Rozwell **E** **Bu** **P** **IT**

Social networking is a hot topic as enterprises try to figure out how to reap business benefits from this phenomenon - both in terms of organisational performance and increased customer intimacy. This presentation explores the basics of social network analysis and discusses how a better understanding of the networks in which employees and customers operate can improve the bottom line.

- What business dynamics are driving the interest in social networking?
- What techniques are available to analyse the structure and composition of social networks?
- How can organisations use social network analysis to improve business performance?"
- What are the best practices for using BI technologies skillfully to gain the insight needed to make better decisions?

Getting More Business Value from BI and Avoiding the Fatal Flaws

Bill Hostmann **E** **I** **Bu** **IT** **P** **S**

The value of Business Intelligence (BI) and Performance Management (PM) is more than information dissemination. The initiatives must be linked to achieve business goals. A broader BI and PM framework is needed to define and maximise the business value. At the same time, organisations should take care to avoid the most common "fatal flaws" that undermine BI initiatives and their business value.

- How are organisations realising business value?
- What are the cornerstones of optimising business value?
- What are the fatal flaws to avoid?

We Are Smarter Than Me: Enabling Collaborative Decision Making

Carol Rozwell **E** **Bu** **IT** **S**

Collaborative Decision Making is emerging as a new style of decision support system that combines social software with BI platform capabilities. It enables decision makers to discuss an issue, brainstorm options, evaluate the pros and cons and agree on a course of action. It is a critical dimension of a performance based culture.

- What types of decisions need new decision support systems?
- What are key requirements for enabling collaborative decision making?
- What are the best practices for deploying collaborative decision making to support a performance based culture?

BI, BAM and BPM: The Best of Three Worlds

Ian Bertram **I** **IT** **S**

Process analytics, process management and in-line decision support are all critical parts to the overall goal of process excellence. This presentation reviews business intelligence (BI), business activity monitoring (BAM) and business process management (BPM) to seek the synergies of these three worlds. As BPM vendors are adding more intelligence to their tools, their strategies will affect your strategies.

- Why are BI, BAM and BPM technologies converging?
- How can BI technologies improve business processes?
- Which tactics help to successfully link BI and BAM with BPM?

Track B

The Planning & Performance – Managing Performance Rather Than Just Measuring It

Information derived from business intelligence systems is rarely linked directly to business decisions. Most organisations still struggle with fragmented BI initiatives, proliferation of BI tools and silos of departmental analytic applications. Bringing these initiatives together into a coherent strategy is vital for success in BI, analytics and performance management. Learn how to link performance management to planning, budgets and operational and governance activities to aid strategy execution, as well as identifying the right metrics to improve organisational performance.

Workshop: How to Get the Most from Your Data Warehouse Initiative

Eric Thoo, Donald Feinberg

Organisations recognise that how they manage data is critical to their ability to improve business agility—where the data warehouse plays a significant role to achieve a common view of the business. Many data warehouse initiatives however bypass essential practices that will negatively affect ongoing flexible and extensible use. What are the different structures that exist in the data warehouse? What are their effects on optimisation? How can you justify taking actions? This workshop session will discuss how your organisation can increase the value of your data warehousing efforts and avoid some of the more common mistakes.

Enterprise Content Management: Architecture and Governance

Regina Casonato I Ad Bu IT S

Enterprise content management is experiencing a generation of innovation stemming from new users with new expectations exploiting new technologies. Take a long view of your strategic content future and learn how open source, Web 2.0 and software as a service will pervade your content strategy.

- What does the future hold for enterprise content management?
- What approaches can organisations take to satisfy their content management requirements?
- How can organisations best leverage Web 2.0 and other emerging technologies in their content management infrastructure?

Performance Management: Breaking Down the Barriers Between BI and Business Applications

Denise Ganly I IT S

Organisations investing millions of dollars in business applications remain disappointed by reporting and analysis capabilities, while business intelligence (BI) projects are struggling with adoption by business users. Performance management is breaking down barriers between these two vital technology areas, and will help business users navigate the downturn and position for recovery.

- What is performance management and how does IT complement BI and business applications?
- How are BI and business applications converging?
- How should CIOs plan for deploying technologies to support performance management?

Best Practices for Data Quality Improvement: Delivering Data You Can Trust

Eric Thoo E IT S

Poor data quality is an often-overlooked business issue, but it can have a large negative effect. This session will describe how data quality issues hurt the business, and explore strategies for how to best align resources for achieving lasting improvements in data quality.

- Where and how does poor-quality data affect your business, and how can you justify taking action?
- What are the core principles and best practices that lead to successful data quality improvement programs?
- What is the role of technology in data quality improvement, and how will data quality technology evolve?

The Value of Stategic Customer Analysis

Denise Ganly I Bu P

Customer analysis is often relegated to tactical support of particular actions or to after-action analysis of how successful the enterprise's initiative was. Analysis can support a much wider range of decisions than just these, and this will be the focus of this presentation.

- What does a complete analytical view of the customer require?
- How should enterprises assess the value a complete analytical view would deliver?

Information Governance: Stop Managing Technology and Start Managing Information

Regina Casonato E Bu S

Information governance is the key to providing end users with the content and data that they need to do their jobs, meet regulatory and legal requirements, and decrease the IT organization's burden of infrastructure management costs. Get to grips with techniques and tools that will enable you to create, organise, access and reuse valuable information assets across your organisation, leveraging Gartner's Enterprise Information Management Framework.

- How can information governance programs find business justification in the enterprise?
- What are the organisational, process and system effects of information governance?
- What are the emerging best practices regarding information governance?

Summit Program

Presented by both Gartner analysts and invited guest speakers these sessions offer the very latest topical updates and actionable insights on the subjects most critical to your organisational development and innovation.

Track C

The Platform – Evaluate Market, Tools & Technologies for Better Investments

The BI marketplace continues to grow more complex. Markets are increasingly dominated by mega-vendors, which is forcing organisations to re-examine their vendor selection. Meanwhile, emerging trends and alternative delivery models are radically changing views of how to build and deploy BI. Sessions in this track provide a deeper understanding of these shifts in areas of BI platforms, data warehousing, data integration and quality, and ways of integrating those emerging technologies with existing infrastructure – as well as a view on how the market will change in the next few years.

Workshop: Succeeding in Your BI IM and Sharepoint Management and Projects

Regina Casonato, Denise Ganly

The role of information as the lifeblood of the company and its value as a competitive weapon has never been greater. Organisations are undertaking a variety of projects that rely on exploiting information as fully as possible - whether as a support to process needs, business intelligence or collaborative needs. In this workshop, we'll review several major projects and initiatives, and analyse key success factors.

Open Source in Information Management — State of Play

Donald Feinberg I IT S

There is much hype around Open Source Software (OSS) — with varying levels of maturity across the spectrum — in the data business intelligence (BI), warehousing (DW), data integration (DI), and data quality (DQ) markets. Users need to know what is available, how well it performs and when they can expect to use them.

- How does OSS "fit" in the world of DW, BI, DI and DQ?
- What is the state of OSS for DW infrastructure and is it mission-critical ready?
- Who are the OSS vendors and when will they and their products be serious contenders?

Data Integration Technology and Architecture: Increasing the Value of Your Information Assets

Eric Thoo I IT S

Solid practices and technology for data integration are required to achieve reliable consolidation, synchronisation and delivery of data throughout the enterprise. Data integration architectures, tools, and markets are morphing as they become integral functions in an enterprise's information infrastructure.

- Where do data integration techniques and technologies add the most value in the broader context of information management?
- What comes next in data integration, adoption and technology?
- What is the state of the data integration tools market, and how will it evolve?

Emerging Technologies in BI

Bill Hostmann Ad IT S

BI will experience extensive innovation and transformation in the near future. This presentation will discuss the disruptive impact of and the best ways to leverage emerging technologies -such as integrated search, interactive visualisation, in memory analytics, predictive analytics, and software as a service (SaaS) - to build more powerful, user friendly BI Applications

- What are the key trends that will drive pervasive BI adoption and useage?
- Which are the most important emerging BI technologies and which vendors will provide them?
- How can organisations begin melding emerging technologies into existing tools and infrastructure?

DBMS Infrastructure for the Modern Data Warehouse

Donald Feinberg I Ad IT S

The database is the foundation of the Data Warehouse and Business Intelligence. As the enterprise addresses pervasive BI and more importantly, operational BI, the DBMS engines of today are being taxed to the limit. What can be done to address this is still in the development phase. Unresolved issues surrounding the architecture of DBMS vendors are causing turmoil in the data-warehousing arena. This session will discuss the following issues around the future trends in DBMS and the effect on DW/BI applications:

- How do broader definitions of "information" and database physics create new opportunities and challenges?
- What major disruptions are occurring in the markets for database management technology?
- How do database management systems evolve to address the needs of modern systems?
- What level of support for data warehousing is provided by the major DBMS vendors, and what should buyers look for?

Making Sharepoint Deliver

Regina Casonato E Bu IT P

The overwhelming interest in SharePoint is clear, but how can IT Leaders best deploy it and optimise their resource investment around it? This session will demonstrate how you can avoid the pitfalls and deliver clear benefit to the business.

- What is SharePoint, and how is it affecting the portal, content and collaboration markets?
- What strategic role does SharePoint play in information infrastructure and can it coexist with other applications?
- How should enterprises manage their SharePoint installations for efficiency, effectiveness and proper governance?

Your Summit Experience

Networking at the Summit

Connecting with your peers is a key element of your Summit experience. Take advantage of the networking opportunities to meet fellow delegates, Gartner analysts and sponsors to share ideas, best practices and future plans.

Agenda Builder – Personalise Your Experience

Your Summit – Your agenda! With a wealth of sessions, it is helpful to have a tool to build your agenda focusing on your needs.

Agenda Builder provides you access to up to the minute information on Gartner Events. It provides you with access to view speakers and sessions, create your custom agenda, network with your peers as well as schedule & pre-book your meetings with Analysts.

Gartner Analyst One-on-One Meetings

Don't you think you deserve a little private and focused time?

Meeting face-to-face with a Gartner Analyst is one of the key benefits for attending this Summit. Bring your issue, select the relevant Analyst, set the agenda and walk away with invaluable, tailor made advice.

Solution Provider Session

Selected technology providers will give their advice on the latest technologies and best practices. The providers, and in many cases their clients, will explore best practices, key learnings and future trends and technologies. These sessions give you a unique opportunity to learn from the organisations that will shape the future of technology and to benefit from the real-life experiences of their clients.

Advisory Board

The Gartner Business Intelligence Summit operates with the advice and input of a number of individuals from end-user organisations, to help guide the content and direction of the Summit and ensure that the Summit addresses the needs of the audience. We would like to thank the following individuals for their ongoing advice and support:

Paul Stewart, Business Intelligence & Enterprise Data Manager, Australian Red Cross Blood Service

Chris Stevens, Principal, Chief Operating Officer, Vanguard Investments Australia

Paul McConaghy, Assistant Director, Business Intelligence Solutions, Directorate of Workforce Information (DWI), Austl Department of Defence

Solution Showcase

Meet the technology and service providers at the forefront of Business Intelligence and Information Management

The Summit helps you develop a "short list" 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. Visit the Solution Showcase, attend the Solution Provider Sessions and join in the Networking Reception for informal relationship building.

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How to Register

Registration fee includes: conference attendance, documentation and planned functions.

Early Bird:

AUD $2325 (inc GST) per person

(applies if registration is received by 22 January 2010)

Standard:

AUD $2850 (inc GST) per person

AUD $2200 (inc GST) per person

(Group 2-4 delegates)

AUD $2000 (inc GST) per person

(Group 5+ delegates)

AUD $1900 (inc GST) per person

(Group 10+ delegates)

Please visit

www.gartner.com/ap/bi

and click on the Hotel/Travel tab for booking details. For your travel requirements, please contact your designated travel agent.

Registration Contact

Info Salons Australia Pty Ltd
ABN: 34 003 947 037

Office hours: Monday to Friday 09:00 – 17:00 (AEST)

Email: gartner@infosalons.com.au

Phone: 1300 766 663 or +61 2 9280 1295

Gartner Clients

If you are a client with questions about registration, please contact your sales representative.

Interested in becoming a Gartner client?

Email: client.info@gartner.com

Privacy Policy: Go to gartner.com/privacy

Save the Date!

16-18 NOVEMBER 2010

Mark your calendar

Be the first to find out the latest news as it's unveiled for this event.

Visit **gartner.com/au/symposium**

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SYMPOSIUM ITXPO® 2010

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