

# Gartner

## Business Intelligence & Information Management Summit 2008

# Singapore

14 March 2008, Suntec International Convention and Exhibition Centre, Singapore



## Making Smarter Decisions

### CONTENTS

Making Smarter Decisions	2
Two Tracks to Smarter Decisions	3
Meet the Gartner Analysts	3
Track A	4
Track B	5
Special Features	5
Agenda at a glance	6
Sponsors	6

Register today!  
[gartner.com/ap/bis](http://gartner.com/ap/bis)

**Gartner**  
Business Intelligence &  
Information Management  
Summit 2008

# Making Smarter Decisions

Business dynamics are changing radically due to the globalisation of markets, increased scrutiny of results, and, ever increasingly rapid and interlocking business strategies and processes. As a consequence, higher expectations and user demands for information and analysis to make smarter decisions and manage business performance are changing.

Better decisions, faster. That was the most important reason cited for investing in BI in the Gartner 'User Wants and Needs' surveys conducted around the world earlier this year. Our annual CIO survey showed that BI applications remain the highest technology priority for CIOs today. However, only 36% of CIOs believe that management is using the right information to run the business.

Most organisations equate BI with information delivery. The challenge is that most users, and vendors, don't see BI as a broad strategic initiative. The value of BI is more than information dissemination; BI is highly linked to achieving business goals. Yet the biggest problem IT still faces is how to make BI more pervasive and increase adoption among business users.

The past year has also seen significant changes in the BI market, with BI pure-play vendors acquiring technology and analytical application vendors while the mega-vendors have been increasing their footprint across the whole BI and performance management spectrum. So while CIOs are struggling to deploy BI to a wider business audience, the never-ending round of acquisitions threatens to disrupt their carefully planned BI strategy.

The inaugural Business Intelligence & Information Management Summit in Singapore will address the key issues affecting your organisations BI&IM strategy and initiatives, to make smarter decisions. From building the business case to increasing user adoption; and improving data quality and governance, you'll get the advice, guidance and best practices to stay on top of all the latest trends, new strategies, technology developments, and the many other aspects of this changing business tool.

Start Making Smarter Decisions Now. This Summit delivers a wide range of analyst presentations, a panel session, the latest technology solutions; plus the opportunity to network and share experiences with delegates throughout Asia.

# Two Tracks to Smarter Decisions

In two parallel tracks, Gartner analysts will present the latest research and advice for your BI and IM initiatives, plus truly independent market analysis.

## Track A

### Business Intelligence & Performance Management

How do you define the BI requirements of the business and gain the organisational commitment to develop and implement a strategy that offers real value and meets the business objectives? In this track we'll address your strategic needs for successful BI, including building the business case, organisational issues, defining metrics and creating an effective BICC to manage performance.

## Track B

### Information Management

Information is an organisations most valuable asset. How can you manage and maximise this asset to have one source of the truth, and make fact based decisions? Get the latest insight for successful master data management, data quality and integration and governance.

### Focus Areas

Creating the Business Case, BI Competency Centre, Defining Metrics, Market Dynamics, Enterprise Information Management, Master Data Management, Data Quality & Integration.

### Key Topics

- Creating the business case
- Role, structure and organisation of the BI Competency Centre (BICC)
- Defining metrics
- Market dynamics
- Content management
- Master data management
- Data quality, integration and governance

### Benefits of Attending

- Get the latest Gartner research on BI and Information Management
- Hear Visionary Keynotes
- Access the insight of the leading BI technology suppliers
- Attack your toughest challenges in Analyst One-on-One private consultations
- Save time, effort and money through all the advice, lessons learned and practical application for your BI and Information Management initiatives

### Who Should Attend

- Senior business and IT professionals with a brief to grow the business and drive innovation will benefit from the Summit, including:
- Business strategists, planners and analysts
  - BI and performance management specialists and program managers
  - Business application developers, analysts and managers
  - Heads of BI Competency Centers, BI Managers
  - Data Warehouse Managers
  - Performance Management Directors
  - Data Quality and Data Integration Managers
  - Business Development Managers
  - Application or Information Architects
  - CIOs, COOs, IT Directors/Managers
  - CFOs and Senior Finance Managers
  - Project Managers and Technical Specialists
  - As well as representatives from leading suppliers of BI solutions, products and services

# Meet the Gartner Analysts

For over 25 years, Gartner analysts (now 700 world-wide) have been the trusted advisors of many of the world's largest and most demanding enterprises. Our Analysts draw constantly from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. This Summit brings this experience and expertise directly to you. You simply can't get the same quality of observation and advice anywhere else.



**Ian Bertram**  
Managing VP, Asia-Pacific  
**Focus areas:** BI, analytics, information management, performance management



**Regina Casonato**  
Managing VP, Europe  
**Focus areas:** data infrastructure, technologies supporting effective knowledge management, collaboration, enterprise content management, information architecture



**Ted Friedman**  
VP Distinguished Analyst, USA  
**Focus areas:** data integration technology, data quality, information governance



**Neil McMurchy**  
Research Director, Asia-Pacific  
**Focus areas:** BI, information management, CRM, ERP, supply chain management applications



**Eric Thoo**  
Principal Research Analyst, Asia-Pacific  
**Focus areas:** data management, data integration, data warehouse architectures

# Keynote Sessions

## Opening Keynote

The End of Business Intelligence – As We Know It

### Ian Bertram

The Business Intelligence (BI) marketplace is facing radical change. With the traditional vendors that pioneered the BI space being acquired by the mega vendors, many are questioning if this is the end game for BI. Can we expect any further innovation from BI? The answer is a resounding yes. There is an enormous amount of innovation yet to be gained from BI. And consequently there is an enormous amount of work left to be done by those IT leaders that want to leverage BI strategically. However, organisations that are still in the 'reporting age' will find themselves seriously disadvantaged when competing with companies that use BI and performance management technologies at every step of the way.

- Evolving BI beyond reporting measures to managing decisions.
- Emerging technologies for BI applications that are easier to construct and consume.
- The BI market landscape circa 2012.

## Closing Keynote

Magic Quadrant Powerhouse Session

### Gartner Analysts

Meet the Gartner analysts at their best – adhoc on stage. Get the latest information on the BI&IM market to help you make smarter decisions. Ask questions about vendors or tools. Hear the Gartner position on the technology providers in BI&IM – unscripted, unfiltered, unbiased.

"The Business Intelligence & Information Summit was highly relevant and timely. The messages tying business intelligence and information management to business priorities and clearly stating the essential role and responsibilities of business are well worth enforcing."

Christine Pitt  
General Manager

Department of Industry Tourism & Resources

# Track A Business Intelligence and Information Management

## Tutorial

The Basics of Business Intelligence

### Neil McMurphy

As Business Intelligence (BI) becomes more pervasive, organisations must understand the basic components of BI that will drive business transformation today and tomorrow.

- What are the basic capabilities that BI Platforms must deliver?
- What BI capabilities will be required over the next 5 years?
- How can organisations overcome common organisational and process obstacles?

BICC: Shifting the Focus from Technology to Core Business Competency

### Neil McMurphy

Defining a balanced, empowered BI organisational structure is critical to the success of delivering BI.

- What are the core skills and competencies needed to support a BICC?
- What are the best practices for using BI technologies skillfully to gain the insight needed to make better decisions?
- What are the organisational and funding models for a BICC?

Maximising Business Value and Avoiding the Fatal Flaws of BI

### Neil McMurphy

The value of BI and performance management (PM) is more than information dissemination. These initiatives must be linked to achieve business goals. A broader BI and PM framework is needed to define and maximise the business value.

- What are the cornerstones for optimising business value?
- Case studies: How are other organisations achieving business value?
- What are the fatal flaws to avoid?

BI and the Data Infrastructure: Business Cases and Chargeback Models

### Regina Casonato

Information and data integration decisions are made every day, but BI planners would be mistaken to think that BI replaces decision-making instead of enhancing it. We discuss the issues around creating the business case for BI. We take it one step further and talk about creating charge-back models driven by business units, by IT or across the organisation.

- Information silos match operational silos and create a "Catch-22" situation. How do we break the deadlock?
- Previous failures and limited successes fuel reluctance to begin again.
- Funding is disparate, but the effort is not. How do we create a model to pay for the effort?

BI and Information Management Leaders Scenario

### Ian Bertram

Most CIOs claim that business managers do not have the right information to run their business. Therefore, Business Intelligence and Information Management (BI&IM) has become a high priority within business and IT.

- What are the key activities for BI&IM leaders?
- What are the major disruptive trends ahead?
- How can BI&IM leaders adapt to changes ahead?
- How can BI&IM leaders deliver business value?

# Track B Information Management

## Tutorial

The Basics of Data Warehousing

### Eric Thoo

Many implemented data warehouse (DW) architectures bypass necessary functionality or improperly link two or more architectural components together that should have remained related but disconnected. By understanding the basics of your DW environment you can avoid some of the more common mistakes.

- What are the different structures that exist in the DW and their effect on optimisation?
- What are underlying DW technologies?
- What DW options are available from vendors?

Enterprise Content Management Under Attack

### Regina Casonato

The traditional market for ECM is being turned on its head. Between incursions of lighter-weight Basic Content Services tools and the beginnings of real SaaS offerings, there are a host of choices.

- How will Content Management technologies and architectures mature and change?
- How can organisations best leverage Web 2.0 and other emerging technologies in their content management infrastructure?
- What approaches can organisations take to satisfy their content management requirements?
- Who leads and who follows in process enabled solutions?

Information Governance: Techniques and Tools for Managing Metadata, Data and Content

### Ted Friedman

Information governance is the key to providing end-users with the content and data they need to do their jobs, meeting regulatory and legal requirements, and decreasing the IT organisation's burden of ever-increasing storage costs. Get to grips with techniques and tools that will allow you to create, organise, access and re-use valuable information assets across your organisation, leveraging Gartner's Enterprise Information Management Framework.

- What are the components of an information governance strategy?

- What are the organisational and process impacts of information governance?
- What are the emerging best practices around information governance?
- What can my organisation learn from others who have implemented successful information management practices?

Data Integration Technology and Architecture: Building Your Data Circulatory System

### Ted Friedman

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 is the state of the data integration tools market and how will it evolve?
- What comes next in data integration, adoption, and technology?

Mastering Master Data Management

### Eric Thoo

Master Data Management (MDM) is changing the way enterprises view information as an asset. MDM is however a new focus on an old problem and it is not a silver bullet but a better way to assure the quality of manage master data. Your enterprise will adopt MDM at some point – in some fashion – in order to manage master data for reuse. MDM supports many different business initiatives from CRM, SCM, M&A as well as SOA. We introduce MDM and explain how it emerged, and why it is fast becoming a critical component of every IT strategy.

- What is master data management (MDM), and what is driving the interest in it?
- What are the barriers to success?
- What best practices will prove most successful for creating a single view of master data?
- How will the MDM market evolve, and who will be the leading vendors?

# Special Features

## Solution Provider Sessions

Get up-to-date with latest Solution Provider offerings, strategies and best practices. Listen to case studies, new directions and real world examples of how the latest solutions provide results.

## Sponsor's Showcase

Visiting the Sponsor's Showcase gives you a chance to evaluate new hardware, applications and services from the leading edge IT companies.

Evaluate how these technologies can help you and your organisation, by setting out sensible criteria for IT expenditure.

## Networking Reception

Attend the Networking Reception on Tuesday evening at 17:30 to meet and exchange ideas with like-minded delegates. A truly Asia-Pacific audience makes for a perfect networking environment and one you can benchmark against, as you swap notes and gain a deeper understanding of issues from a variety of perspectives.

# Plan Your Agenda for Maximum Value

With two tracks and over 16 sessions to choose from, use the online agenda builder tool to develop your own personalised agenda to meet your business objectives. You can also book one-on-one meetings with Event Connect. Log on to [gartner.com/ap/bis](http://gartner.com/ap/bis) and click on the agenda builder link for full details.

Register today! at [gartner.com/ap/bis](http://gartner.com/ap/bis)

# Business Intelligence & Information Management Summit

14 March 2008 Suntec International Convention and Exhibition Centre, Singapore

## Agenda at a glance

Friday 14 March 2008		TRACK A	TRACK B
08:00		Registration	
08:30	<b>1A</b>	Tutorial: The Basics of Business Intelligence   <b>Neil McMurchy</b>	<b>1B</b> Tutorial: The Basics of Data Warehousing   <b>Eric Thoo</b>
09:20		Break	
09:30	<b>2</b>	Opening Keynote: The End of Business Intelligence – As We Know It   <b>Ian Bertram</b>	
10:20		Break	
10:40	<b>3a</b>	Solution Provider Session	<b>3b</b> Solution Provider Session
11:10		Break	
11:20	<b>4a</b>	BI and Information Management Leaders Scenario   <b>Ian Bertram</b>	<b>4b</b> Data Integration Technology and Architecture: Building Your Data Circulatory System   <b>Ted Friedman</b>
12:10		Lunch	
12:55	<b>5a</b>	Maximising Business Value and Avoiding the Fatal Flaws of BI   <b>Neil McMurchy</b>	<b>5b</b> Enterprise Content Management Under Attack   <b>Regina Casonato</b>
13:45		Break	
13:55	<b>6a</b>	Solution Provider Session	<b>6b</b> Solution Provider Session
14:25		Break	
14:45	<b>7a</b>	BICC: Shifting the Focus from Technology to Core Business Competency   <b>Neil McMurchy</b>	<b>7b</b> Mastering Master Data Management   <b>Eric Thoo</b>
15:35		Break	
15:45	<b>8a</b>	BI and the Data Infrastructure: Business Cases and Chargeback Models   <b>Regina Casonato</b>	<b>8b</b> Information Governance: Techniques and Tools for Managing Metadata, Data and Content   <b>Ted Friedman</b>
16:35		Break	
16:45	<b>9</b>	Closing Keynote: Magic Quadrant Powerhouse Session   <b>Ian Bertram, Ted Friedman, Eric Thoo, Regina Casonato</b>	
17:30		Networking Reception	

## Platinum Sponsors

as at 23 January 2008



Gartner Australasia Pty Limited

Gartner, Level 9, 141 Walker Street  
North Sydney NSW 2060 AUSTRALIA  
ABN 69 003 708 601

## Pricing Options

Single Registration	Prices
<b>Early Bird</b> – Save SG\$300! (Register & Pay by 5pm 15 Feb 08)	<b>SG\$1,150.00</b> (plus taxes)
<b>Standard Single</b> (Pay after 5pm 15 Feb 08)	<b>SG\$1,450.00</b> (plus taxes)

Register Online Now!

**Web**  
[gartner.com/ap/bis](http://gartner.com/ap/bis)

Enquire Now!

Email [gartner\\_bi@circusmax.com](mailto:gartner_bi@circusmax.com)  
Phone **+65 6273 9553†**

### Privacy

Gartner uses the information obtained from you in this document for the purpose of enabling your attendance at this event. Gartner may disclose your information to third party service providers, for example mailing houses, event organisers and sponsors for this purpose. Gartner may also disclose your information to other attendees. Gartner will not disclose your personal information to any other third party without your consent except when we are required to do so by law. Please note that details pertaining to any special requirements that you may have such as dietary constraints or wheelchair access etc will be deleted from our database at the end of the event. Gartner would like to keep you aware of upcoming events and the other services Gartner Events offers. If you do not wish to receive any further information from the Events Division of Gartner (apart from that concerning your attendance at this event), either write to 'The Privacy Officer' at Level 9, 141 Walker Street, North Sydney, NSW, 2060 or email [apac\\_privacy.officer@gartner.com](mailto:apac_privacy.officer@gartner.com) detailing the offer communicated and the mode of contact received by you, and your name will be removed from our Events Mailing List.

### Terms and Conditions

- Invoices** Invoices will be raised in Singapore dollars only and must be paid in full within 30 days from date of invoice or prior to the start of the summit (whichever is sooner). All invoices for Early Bird Registrations are due by the Early Bird date of 15 February 2008. After the 15 February 2008, Early Bird Registrations, including non-paid Early Bird invoices, will revert to the Standard Rate.
- Payment** Payment in the form of a credit card, direct debit or Gartner Ticket is required prior to the start of the summit. Credit card imprints will be taken at the summit for all unpaid invoices. If paying by direct debit, please ensure the remittance advice includes your organisation name, invoice number and attending delegate name - this will avoid delays. Notify Gartner Registration by email of the date of transfer and summit name. Bank Transfer fees are the responsibility of the payer.
- Refunds, Substitutions and Cancellations a.** If a registered delegate is unable to attend the summit for any reason, you may, before the summit and at no extra charge, nominate one person in respect of each registered delegate who is unable to attend, as a substitute delegate provided that:
  - Gartner Events are advised in writing
  - Once a delegate pass has been issued

to a substitute delegate he or she may not share that pass with anyone else • Only one delegate pass will be issued per person • The substituted delegate must be from the same organisation that purchased the registration • Photo identification must be shown on collection of name badge at the summit **b.** If you or any of your registered delegates are unable to attend the event for any reason, you may cancel your registration, in writing, without penalty up to 10 business days before the start of the event (no later than 5.00pm 29th February 2008). **c.** Cancellations 10 business days (from 5.00pm 29th February 2008 onward) or less from the start of the event will incur a 100% cancellation fee (or forfeit of Gartner ticket). **d.** Non attendance or 'no show' without prior cancellation notice, as outlined in this clause shall incur the full registration penalty (or forfeit of Gartner ticket).

- Additional Information** Delegates who have Summit Themed Tickets must provide the ticket number to Gartner Events upon registration. It is the responsibility of the delegate to provide the ticket number. If the ticket number or ticket is not given to Gartner Events prior to the event, the attendee will be asked to provide a credit card hold onsite until the ticket number can be validated within seven business days post event. After the event, Events will verify the validity of the ticket and will not charge the credit card if the ticket is valid. If the ticket is not valid, the credit card will be charged. A valid ticket number has to be provided to Gartner Events within 5 working days after the event to be an acceptable form of payment. Gartner Summit Themed Tickets must be valid at the time of registration and the event itself.
  - Use of Logo/Name** The use of the Gartner logo/name before, during or after the event is strictly forbidden without the written consent of Gartner.
  - Right of Refusal** This event is sponsored by Gartner, which reserves the right, in its sole discretion, to limit or deny access to the summit to any entity or individual. Gartner's receipt of an application and payment does not constitute acceptance until some form of acknowledgement or acceptance is sent (i.e. confirmation package); applications and payment that are not accepted will be returned within 30 days of receipt.
  - Registering to attend** Business Intelligence & Information Management Summit, Singapore confirms your acceptance of these terms and conditions.
- †Calls from mobile phones and public telephones will be at a higher charge.  
Entire contents © Gartner, All rights reserved.

## Hotel Accommodation

Gartner has not arranged specific accommodation for delegates. However we recommend the Pan Pacific Singapore due to its close proximity to Suntec International Convention Centre. Accommodation can be booked through the hotel website.

### Pan Pacific Singapore

7 Raffles Boulevard  
Marina Square, Singapore 039595

[www.panpacific.com/singapore](http://www.panpacific.com/singapore)

# Sponsorship & Exhibiting Opportunities

For sponsorship and exhibiting opportunities, please email [pacific.events@gartner.com](mailto:pacific.events@gartner.com) or phone **+61 2 9459 4653**.

## Gartner's events, great solutions...

<b>Business Intelligence &amp; Information Management Summit</b>	Singapore Sydney, Australia	14 March 18-19 March
<b>Government Summit</b>	Gold Coast, Australia	8-9 April
<b>Outsourcing Summit</b>	Tokyo, Japan	15-16 April
<b>Enterprise Architecture Foundation Seminar</b>	Melbourne, Australia Wellington, New Zealand	16-17 April 29-30 April
<b>Infrastructure, Operations &amp; Data Centre Summit</b>	Sydney, Australia	6-7 May
<b>Business Intelligence &amp; Information Management Summit</b>	Tokyo, Japan	27-28 May
<b>Emerging Trends Roadshow</b>	Sydney, Australia	26 May
	Melbourne, Australia	28 May
	Perth, Australia	30 May
	Singapore	3 June
	Hong Kong	5 June
<b>Data Center Summit</b>	Tokyo, Japan	16-17 June
<b>Outsourcing &amp; IT Services Summit</b>	Sydney, Australia	17-18 June
<b>Application Development, Integration &amp; Web Services Summit</b>	Sydney, Australia	30 June - 1 July
<b>China Outsourcing Summit</b>	Chengdu, China	8-10 July
<b>Service Orientated Architecture Summit</b>	Tokyo, Japan	15-16 July
<b>IT Governance Forum</b>	Tokyo, Japan	3-4 September
<b>Enterprise Architecture Foundation Seminar</b>	Canberra, Australia	10-11 September
<b>IT Security Summit</b>	Singapore	19 September
	Sydney, Australia	23-24 September
<b>Symposium/ITxpo</b>	Tokyo, Japan	27-29 October
<b>Symposium/ITxpo</b>	Sydney, Australia	11-14 November

For more information about Gartner's events, please visit [gartner.com/ap/events](http://gartner.com/ap/events)