

## NEW for 2009

### A FULL DAY to Focus on Best Practices and Interactivity – Thursday 22 January

The 3rd day of the Summit makes the transition from “what to do” into “how to do it”. Roll up your sleeves and put into practice all the advice gained during the first two days of the Summit. With a focus on the practical implementation of lessons learned, the third day of the Summit offers a variety of sessions from “Hands-on Workshops”, “Interactive Sessions” and “Best Practices Presentations”.

#### NEW for 2009 – “HANDS-ON WORKSHOPS”

Your feedback indicated that you wanted to have the opportunity of putting into practice what you learned during the Summit. In 2009, we bring you a series of workshops to help you develop your skills.

#### How to Build an Effective BI Competency Center

This “how to” workshop provides an opportunity for BI leaders to work with their peers to address some of the key challenges in creating a BI competency center that can lead a 21st Century BI initiative. Are physically instantiated BICCs superior to virtual ones? How much of BI development and building should be centralized by the BICC before creating? What is the best way to recruit the analytical, business, and IT skills needed to run a BICC?

#### Building an Enterprise Metrics Framework

This “how to” workshop will help organizations to understand the steps required to identify the right metrics and link them both to strategic and operational activities. How are the best approaches for aligning strategic and tactical objectives? What type of performance metrics need to be in place? What are the steps for identifying the right metrics?

#### Building a BI and PM Strategy

Organizations need to have an agreed and documented business intelligence (BI) and performance management (PM) strategy. This workshop will identify the best approach to building an effective BI & PM strategy.

#### How to Become an Effective DW Modeler

This workshop will provide guidance on how to use data warehouse abstraction so that modelers and architects become more effective in designing and deploying their data warehouse. The framework provides a logical approach for defining the relationships between abstract subject area “types” that are present in most analytic data models. Learn from practical experience of Gartner clients in how to apply this framework to become a more effective data warehouse modeler.

#### NEW for 2009 - INTERACTIVE SESSION

You told us that you wanted to have “facilitated” networking opportunities with your peers to share experiences and benefit from collective knowledge. In 2009, we bring those opportunities to help you develop and expand your network.

#### Enterprise Architecture

This limited attendance session will involve a presentation of the key concepts and current challenges in Enterprise Architecture. Attendees will be encouraged to discuss and drill down on the subject area with the Gartner analyst and other attendees.

#### Master Data Management

This limited attendance session will involve a presentation of the key concepts and current challenges in Master Data Management. Attendees will be encouraged to discuss and drill down on the subject area with the Gartner analyst and other attendees.

### How to Register for the 3rd Day

Gartner Clients can use their Summit tickets as payment for the first two days of the Summit – 20-21 January 2009. To attend the Best Practices and Interactivity Day on 22 January 2009, an upgrade of a Summit ticket or payment of €510 plus 19% VAT is required.

**Gartner**  
Business Intelligence  
Summit 2009

20–22 January | The Hague

# Gartner Presentations

■ Focusing on the practical aspects, these sessions highlight best practices from all that you have learnt during the first two days of the Summit.

## Budgeting, Planning and Forecasting Best Practices

Budgeting, planning and forecasting remain the most widely deployed aspect of CPM. This presentation will help you understand the differences between the various types of budgeting and planning, and how to get the best out of the many software offerings in this space.

- What are the differences between budgeting, planning and forecasting?
- What software solutions are available to support budgeting, planning and forecasting?
- What best practices are recommended for deploying these solutions?

John Van Decker



## DBMS Infrastructure for Data Warehousing

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. Unresolved issues surrounding the architecture of DBMS vendors are causing turmoil in the datawarehousing arena.

- How do 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 DW is provided by the major DBMS vendors, what should buyers look for?

Donald Feinberg



## Negotiating with BI Vendors

Despite strong competition, most BI vendors are still negotiating favorable contracts for themselves, through bundling of licenses, lack of discounting practices, or maintenance fees.

- What negotiation tactics have the greatest impact on TCO?
- How can you identify the hidden traps often overlooked in BI software and service negotiations?
- What best practices can you apply to your negotiations?

Kurt Schlegel

## Investing in the Right Server Technology to Support Data Warehousing Evolution

BI server technology has evolved to become an integral part of the strategic infrastructure. The session will cover technology enhancements in the next few years, vertical and horizontal scaling trends, operating system futures, the impact of blades and the evolution of CPU architectures. Using the Gartner Server Evaluation Model (SEM), it will provide server selection guidance, with focus on BI platforms.

- What are the “killer” technology disruptors redefining server infrastructure?
- What impact will these disruptors have, now and in the future?
- How can users make the right BI platform selection and investment decisions?

Andrew Butler



## The Relationship between Performance Management, Financial Governance and GRC

Managing risk is closely related to managing performance, yet most BI initiatives don't pay much attention to GRC. This session will explore the links between GRC and performance management and identify best practices to ensure your BI & PM initiatives leverage relevant investments in GRC.

- What aspects of governance, risk and compliance are most relevant to performance management?
- What is the role of financial governance in BI & PM initiatives?
- How should organizations develop a coordinated approach to performance management and GRC?

John Van Decker



## Data Quality: Your Decision Insurance

Organizations large and small rely on good information for their operational processes and decision-making requirements. So it is surprising that most companies still do not address data quality.

- What is the organizational impact for neglecting the data quality aspect?
- What are the best practices for developing the business case for data quality?
- What are the technologies that enable the management of information as a corporate asset?

Andreas Bitterer, Ted Friedman