

HOT TOPICS

Analytics

Business Intelligence

*Performance
Management*

Data Warehousing

*Information
Management*

Gartner
**Business Intelligence
& Information Management**
Summit 2012

21 – 22 February | Sydney, Australia
gartner.com/ap/bi





From Business Intelligence to **Ana**

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Enterprises need to align their organizations with consistent and insightful measurement and decision support systems that enable decision makers to answer questions across areas of the business. The growing need to enhance decision processes with timely information and deliver solutions in a speedy and agile way to the business is undeniable.

The value of BI lies ultimately in transforming decision making. The best business outcomes arise from BI programs that deliver what users need to make fact-based, analytic, collaborative decisions — not just better access to data.

Analytic excellence requires initiatives that reduce the gap between BI producers, enablers and consumers. It also demands that BI teams embrace a portfolio of BI platform, performance management and analytic technologies, to expand the use cases and their relevance to the decisions end users make.

*The Summit will help drive your organization towards analytic excellence by addressing questions like: **What is new in BI? How do analytics and BI relate? How do firms develop an effective BI strategy? What methods can be used to improve data quality? How do you get business user involvement in BI? How do you link BI to Master Data Management initiatives? Are cloud analytics offerings viable?***

Attend the Summit and learn how to move your BI program towards analytic excellence and transform decision making in your organization.



Ian Bertram
Managing VP,
Research, Gartner



Tatiana Wells
Senior Director,
Events, Gartner



lytic Excellence

Gartner is the world's leading information technology research and advisory company. We deliver the technology-related insight and intelligence necessary to make the right decisions, every day — from vendor selection and cost-of-ownership to forecasts on market demand and future predictions. Our rigorous and unbiased analysis is based on proven methodologies that push through market hype to get to the facts. We publish tens of thousands of pages of original research annually.

Our pivotal advantage: 650 analysts who deliver independent thinking, actionable guidance and data analysis to more than 60,000 clients in 10,000 distinct organizations worldwide. (In fact, our analysts answer 250,000 client inquiries every year.) Experts in their chosen field, they are constantly focused on what will make the difference between success and failure in our clients' businesses.

Gartner Summits deliver a wealth of new ideas, practical and relevant advice unavailable anywhere else, and the confidence to make better decisions about your strategy and projects going forward.

GARTNER ANALYST ONE-ON-ONE MEETINGS

Gartner Events give you more than what your normal industry event offers. Meeting face-to-face with a Gartner analyst is one of the key benefits of attending a Gartner Summit. Personalize your 30 minute private appointment to discuss your specific issue and walk away with invaluable, tailor-made advice that you can apply to your role and your organization straight away.



THE GARTNER ADVANTAGE

- **Save Money** — Avoid costly mistakes and make the right investment decisions to derive maximum value from your Business Intelligence initiatives.
- **Save Time** — Learn, analyze, evaluate and decide your next steps, having gained insight and information into the future of business intelligence, analytics and information management.
- **Gain Resources** — Access an unrivalled pool of Gartner analysts to gain timely advice about your strategies and initiatives.
- **Gain Confidence** — Get insight into what leading organizations and your peers are doing to establish best practices.

ABOUT THE SUMMIT

What's New in BI and Analytics

- **Mobile and tablet devices as a platform for BI**
Mobile BI will significantly expand the population of BI users to include a more mainstream audience, and this opportunity will attract significant investment.
- **Rapid growth of advanced analytics**
Packaged applications will incorporate data and text mining, forecasting and regression, optimization, scoring, and simulations using complex business rules and data modeling.
- **Integration of BI and analytics into collaborative decision-making environments**
Collaborative decision environments will drive investment in new BI and analytic applications, particularly those that link with collaboration and social networking functions.

Why Attend?

- Get an update on the latest **industry thinking** and **technology developments** — review the key trends and future directions of BI, performance management and analytics.
- Get exposure to **new ways of thinking** — gain insight and direction from Gartner, then benchmark and compare your BI organizational structure and maturity against your competitors.
- Validate the **direction** of your **initiatives** and **special projects** — use the frameworks, tools, processes and governance to drive success (and avoid failure).
- Interact and mix with your peers — **network** and **share the experience** of your peers in a variety of interactive settings.

GARTNER PREDICTS:

By 2013, 33% of business intelligence functionality will be consumed via handheld devices.

GARTNER PREDICTS:

By 2014, 30% of analytic applications will use proactive, predictive and forecasting capabilities.

Powerful tools to *navigate, manage and decide*

To get the most out of your Summit experience, we've created a range of tools to help you plan your agenda and manage your goals and objectives of attending.



Online Agenda Builder

A powerful planning tool designed to help you view, organize and select an agenda based on the following criteria:

- Analyst profile
- Date and time
- Schedule analyst one-on-ones
- Schedule a roundtable
- Session descriptions
- Activities by day

Visit the Gartner Business Intelligence & Information Management Summit 2012 website and click on Agenda or go to ab.gartner.com/bi6a.

Agenda Builder mobile



Manage your agenda using your mobile device. This app — compatible with iPhone, BlackBerry and Android devices — has all the Agenda Builder features to create your personal agenda. Plus, you can send and receive messages to attendees, access all social media channels, participate in session polling and view event announcements.

Justify your attendance

Our Justification Toolkit makes it easy to demonstrate the value of your Summit experience. It includes a customizable letter, cost-benefit analysis, cost optimization highlights, top reasons to attend and more. Find it at gartner.com/ap/bi.



ADVISORY BOARD

The Gartner Business Intelligence and Information Management Summit benefits from the advice and support of a number of end user representatives who help ensure the content and direction of the Summit fit the needs of BI professionals. We would like to thank the following individuals for their support:

- Andrew Woods, Business Solutions Manager Information, **QBE**
- Shane Downey, Manager, Integration & Data Services, **Mater Health Services**
- Angelica Healey, Manager, Corporate Information Systems, **University of South Australia**
- Ceri Mawhinney, Enterprise Information Architect, **Western Power**
- Geoff Stewart, Manager, IM, **Woodside Energy**

MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by more than 60,000 clients worldwide. This value, combined with our deep analysis of technology and service vendors, is unrivalled.

Worldwide expertise at your fingertips — ensure that you do not miss out on having your questions answered by the Gartner experts on business intelligence and information management.

Ian Bertram
Managing VP



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

Ted Friedman
VP Distinguished Analyst



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

John Hagerty
VP Distinguished Analyst



Business Intelligence; Analytics; BI Competency Centers; Business Analytic Services

Bill Hostmann
VP Distinguished Analyst



Business Intelligence; Analytics and Performance Management and the Programs/Architectures/Teams Needed to Maximize Business Value

Patrick Meehan
Research VP



CIO's role in BI; BI as a Business Competency; BI and Workforce Effectiveness

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.

What's up for discussion?

Here's a brief sampling of some of the specific challenges attendees have explored with Gartner analysts at recent one-on-one sessions:

- How do I set meaningful metrics for BI initiatives?
- How do I engage with business unit stakeholders?
- How do I meet the growing demand of BI in the organization?
- How do I resource activities against competing priorities?
- How do I consolidate information from various source systems?

For further details on how to schedule a private meeting with an analyst of your choice, go to gartner.com/ap/bi.

Jamie Popkin
VP Distinguished Analyst



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

Nigel Rayner
Research VP



CPM; Performance Management and Financial Management Applications

Roy Schulte
VP Distinguished Analyst



Real-Time Intelligence; Business Dashboards; Intelligent BPM; Event Processing and CEP; Optimization; Business Activity Monitoring (BAM)

Michael Smith
VP Research



Performance Management; Transparency; Business Metrics

Bhavish Sood
Research Director



Business Intelligence and Data Management; Market Dynamics and User Adoption; Mobile BI

Kristian Steenstrup
VP & Gartner Fellow



Energy and Utilities; Physical Asset Management; IT and OT Alignment

Eric Thoo
Principal Research Analyst



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

Andrew White
Research VP



Master Data Management; Information/Data Governance; Product Information Management; Single View of the Product

AGENDA AT A GLANCE

Agenda subject to change

Tuesday 21 February

07:30 – 19:15	Registration, Information and Refreshments					
08:45 – 09:00	Welcome to the Gartner Business Intelligence & Information Management Summit 2012					
09:00 – 10:00	Gartner Opening Keynote: Business Intelligence Capabilities versus Analytical Excellence — Is There a Difference?					
10:00 – 10:30	Panel Discussion					
10:30 – 11:00	Refreshment Break in the Solution Showcase — Networking Topic Tables on Showfloor					
	Track 1 Technology and Tools	Track 2 Best Practices and Strategy	Track 3 Business Alignment and Value	Track 4 Trends and Futures	Workshops	Roundtables
11:00 – 12:00	The Future of BI — 10 Changes to Maximize Impact	A Framework for Creating Value from Information Assets — The Key to Information Management Success	The Ultimate Decision Impact Workspace	Market Trends and Dynamics in BI, Analytics and Performance Management in Asia	11:15 – 12:45 Understanding BI Maturity	Should We Even Put Data in the Cloud?
12:15 – 12:45	The Struggle between IT and Business Users Escalate — How Both Can Win!	Operational Technology and Data Analytics	Boosting Operational Resiliency through Analytical Modeling and Optempo Modulation	Leveraging Leading Indicators for Better Performance Management		
12:45 – 14:00	Lunch in the Solution Showcase					
14:00 – 15:00	End-User Case Study	The Six Elements that Promote Business Analytics Success	Getting Your CIO and CFO Aligned to Support BI/PM Initiatives	Spinning BI Gold from Data in the Cloud	14:15 – 15:45 Barriers and Best Practices for Organizing and Governing Master Data	Analytics and E-Discovery
15:15 – 15:45	Sponsor Presentation Session	Sponsor Presentation Session	Sponsor Presentation Session			
15:45 – 16:15	Refreshment Break in the Solution Showcase — Networking Topic Tables on Showfloor					
16:15 – 17:15	Implementing Enterprise Information Governance with MDM to Support BI	Reducing Time to Market and Cost for BI Delivery — Winning Credibility with Customers <i>Simon Dorrat, Manager, Business Intelligence, Toyota</i>	The Business Case for Real-Time Operational Intelligence	The Social Science of BI		
17:30 – 18:15	Guest Keynote					
18:15 – 19:45	Networking Reception in the Solution Showcase					

Wednesday 22 February

08:00 – 16:45	Registration, Information & Refreshments					
08:30 – 09:30	Roadmap for Mobile BI Deployment	Gartner's 7 Building Blocks for MDM — Start Your MDM Journey Here	Taking Your Data Integration Competency to The Next Level	Information Management Goes Extreme — Challenges for 21st Century	08:30 – 10:00 How to Build Leading Indicators that Matter	Business and IT Collaboration for Real-time Operational Intelligence
09:45 – 10:15	Sponsor Presentation Session	Sponsor Presentation Session	Sponsor Presentation Session			
10:15 – 10:45	Refreshment Break in the Solution Showcase — Networking Topic Tables on Showfloor					
10:45 – 11:45	Text Analytics — Build an Enterprise Capability	Financial Analytics — How to Make the Finance Team Your New Best Friend	Geographic Business Intelligence — Speeding Up Disaster Relief <i>Walt Hui, Senior Manager, Information Delivery and Data Management, NRMA Insurance</i>	Business Analytics in the Cloud	10:45 – 12:15 Experiences in Data Quality Improvement — What Works and What Doesn't	Mobile BI — Are You Coming Along?
12:00 – 12:30	Sponsor Presentation Session	Sponsor Presentation Session	Sponsor Presentation Session			
12:30 – 13:45	Lunch in the Solution Showcase					
13:45 – 14:45	Technology for Real Time Analytics and Decision Management	Risk-Adjusted Value Management — Integrated Risk and Performance Management	Helping IT and the Business to Collaborate in Managing Data	End-User Case Study	13:45 – 15:15 Building Your Business Case for BI	TBC
15:00 – 15:30	Why Should I Care about Operational Technology?	How to Get Analytics into Your BI Program	How Your Measurement Maturity Could be Stalling Business Performance	Judgement day — Letting Machines Automate Decision-Making		
15:30 – 16:00	Refreshment Break in the Solution Showcase — Networking Topic Tables on Showfloor					
16:00 – 16:45	Guest Keynote					
16:45 – 17:30	Gartner Magic Quadrants					
17:30 – 17:45	Summit Closing Remarks					

SUMMIT FORMAT

The Summit provides a unique mix of Gartner research presentations, guest keynote addresses, real-life case studies, interactive panel discussions and selected industry sessions to provide you with a holistic view of the business intelligence and performance management landscape. Information, insight and advice are channeled through an increasingly targeted and focused approach, taking you from the high-level strategic view all the way to your specific issue.

Plenary Sessions

In our renowned plenary sessions, you'll hear what today's leading figures are thinking. Gartner analysts and invited experts will give you strategic insights, thought-provoking points of view and forward-thinking advice that will help shape your planning.

Track Sessions

Presented by Gartner analysts, invited guest speakers and industry presenters, these sessions focus on the issues that matter most to you and provide real-world information that will help you make better decisions and drive successful results.

"To the Point" Sessions — NEW

Sometimes you just want to hear the "Top 5 Things You Want to Know" about a trend, a technology or approach. Gartner analysts provide top concepts, key trends or a quick overview of a particular topic, in a condensed format.

"Technical Insights" Sessions — NEW

"Technical Insights" sessions of technical content provide IT practitioners with in-depth technical research, knowledge, and decision support tools.

Workshops

Presented by Gartner or guest experts, 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. Reserved for end-users only.

Gartner Analyst User Roundtables (AUR)

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. Reserved for end-users only.

Gartner Analyst One-on-One Meetings

Meeting face-to-face with a Gartner analyst is one of the key benefits of attending a Gartner Summit. Personalize your 30 minute private appointment to discuss your specific issue and walk away with invaluable, tailor made advice.

Peer-to-Peer Roundtable Discussions — NEW

Gartner brings you the opportunity to connect with your peers with similar challenges and interests, in roundtable discussion settings.

Solution Showcase Networking Reception

Get to know your fellow attendees, identify who has the same issues, and make new friends and relevant connections during the networking reception.

CUSTOMIZE YOUR AGENDA

From your time at the Summit you want to take away guidance that matches your present needs, not just in terms of topic but also in terms of the maturity of your initiatives, your specific focus and the type of advice you're looking for. Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

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 Technical:** Sessions that address technical concepts, details, and analysis

GARTNER PREDICTS:

By 2014, 30% of analytic applications will use in-memory functions to add scale and computational speed.



CASE STUDIES AND INTERACTIVE SESSIONS

WORKSHOPS

Workshops provide you with a forum to listen to subject-matter experts, interact with fellow delegates and work together to develop best practices that can be put to practical use after the summit. The workshops provide an opportunity to delve deeply into specific critical topics including markets, technologies and business issues.

Understanding BI Maturity – The Gartner ITScore Tool

This workshop will help participants understand and apply the Gartner Business Intelligence Maturity Assessment to their BI initiatives. Workshop participants, facilitated by Gartner analysts, will collaborate to develop action plans to address solution components that are identified by their assessments as areas or gaps that need to be improved. What maturity level am I currently at? Where do I want to progress to? How can I get there?

Bill Hostmann



Barriers and Best Practices for Organizing and Governing Master Data

This interactive workshop will first define as a team what we mean by “governance” of master data, and explore the organizational roles needed to make MDM work. We will then identify and compare barriers that make such governance hard to establish or maintain. We will explore further how such barriers can be overcome, sharing ideas along the way.

Andrew White



Experiences in Data Quality Improvement – What Works and What Doesn't

Learn from the experiences of your peers focusing on various data quality challenges in their information management efforts. Attendees will be encouraged to engage with their peers in other organizations and drill down into the subject with moderation and input from Gartner analysts.

Ted Friedman, Eric Thoo



How to Build Leading Indicators that Matter

IT Leaders can help their enterprises gain competitive advantage by shifting the focus from lagging to leading indicators of business performance. Our research shows that companies that use leading indicators outperform their competitors. This workshop provides tools and guidance for using leading indicators in your BI program. What are good practices for selecting leading indicators of business performance? How are leading indicators used to improve decision making? What tools are available to help get started?

Patrick Meehan, Michael Smith



Building Your Business Case for BI

A surprising number of firms still don't have a written strategy for BI. Does yours? Funnily this is the first place to start when building a business case. Attendees at this session will work together, facilitated by Gartner, in setting the groundwork for putting a strategy in place for their organization, which leads to the business case for justifying the investment. They will work through parts of Gartner's Toolkit template for BI Strategy and then consider the steps they need to take to work towards a more strategic approach to BI at their organization.

Ian Bertram, Bill Hostmann



Please Note: *These workshops are for end-user organizations only. Pre-registration is required and attendance is on a first come, first-served basis as numbers are limited.*

END-USER CASE STUDIES

The Summit features a number of end-user case study presentations from senior IT and business executives from leading organizations across various industries. The case studies bring the practitioner's own valuable experiences and insights — from technology selection, to solutions adopted as well as highlights of strategy, lessons learned, and mistakes to avoid. Check for the latest developments and additions at gartner.com/ap/bi



ANALYST-USER ROUNDTABLES

Moderated by a Gartner analyst, these sessions are a great forum for hearing what your peers are experiencing on issues similar to those you face. Be prepared to join the discussion and share best practices and practical advice. These roundtables are for end-user organizations only.

Please Note: Pre-registration is required and attendance is on a first come, first-served basis as numbers are limited.

Should We Even Put Data in the Cloud?

Eric Thoo

Analytics and E-Discovery

Jamie Popkin

Business and IT Collaboration for Real-Time Operational Intelligence

Roy Schulte

Mobile BI – Are You Coming Along?

Bhavish Sood

GARTNER PREDICTS:

By 2013, 15% of BI deployments will combine BI, collaboration and social software into decision-making environments.

TRACKS AND KEYNOTES

FOUR TRACKS and over 40 SESSIONS

to guide you through your Business Intelligence and Information Management initiatives — now and in the future.

1 TECHNOLOGY AND TRENDS
This track for *technologists* looks in detail at how to best use established technologies like data warehousing, BI platforms, analytic applications, data integration and data quality tools, and will also consider the impact of newer technologies.

2 BEST PRACTICES AND STRATEGY
This track for *BI leaders* explores why non technical factors, like having the right organization structure and strategy, 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 program.

3 BUSINESS ALIGNMENT AND VALUE
This track takes a *business centric* view to help companies use BI, CPM and analytics to improve operations, reduce inefficiencies, and enhance business performance. It explores what Marketing, Finance, HR and supply chain teams value most when it comes to making optimal decisions.

4 NEW: TRENDS AND FUTURES
This track for *BI 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.

V NEW: VIRTUAL TRACK: CORPORATE PERFORMANCE MANAGEMENT (CPM)
The demanding business environment has driven an increased requirement for analytic applications that support performance management. This track addresses the business benefits of performance management and other analytic applications, and details best practices around the application of analytics in business domains.

V NEW: VIRTUAL TRACK: MASTER DATA MANAGEMENT (MDM)
Most organizations suffer from inconsistencies between financial data (often held in CPM systems) and non-financial data (usually sources from data warehouses/marts). MDM can play a key role in creating consistency between financial and non-financial data. This track provides steps for establishing a successful MDM strategy and managing change in the context of MDM.

KEYNOTES

Gartner Opening Keynote: Business Intelligence Capabilities Versus Analytical Excellence — Is There a Difference?

Information electrifies organizations. Like electricity, information is generated, distributed and consumed. Business analytics is the network supplying this vital information to decision makers. Operational systems, data warehouses and the internet are generators of the content that must be regulated and transmitted through this enterprise wide network. BI transformers turn information into intelligence and analytic applications power decisions. But like any system there can be leakage and loss of information, areas can become disconnected and users cut off, while alternate generation occurs locally — a complex system that needs careful management. This keynote will explore how practitioners of BI and analytics are the energy suppliers that power their organizations' decisions.



Bill Hostmann, VP Distinguished Analyst, Gartner

Guest Keynote: Flawless Execution™ — The Step Towards the Next Level in Performance

AFTERBURNER's Flawless Execution Model™ is a powerful new approach that places corporate teams in the fast paced and dynamic world of elite fighter pilots. The process is used by fighter pilots around the world to execute missions when the stakes are high and failure is not an option. The pressures of a combat fighter jet squadron in a rapidly changing environment and the corporate environment share a far greater similarity than most would think. Corporate survival, like surviving in combat, depends on a solid business strategy and flawless execution. Experience and quickly acquire the unique tools and techniques used by these genuine Top Guns for flawless mission planning and execution.



Gartner Magic Quadrants

The markets for BI platforms, data warehousing, data quality tools, master data management, corporate performance management and the corresponding service providers are highly dynamic with significant complexity for buyers. Gartner Magic Quadrants (MQ) are a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market's competitors. This is your chance to hear Gartner analysts at their best — unbiased, unscripted and unfiltered. It is also your chance to ask the questions that will help you with your investments.



Ian Bertram, John Hagerty, Ted Friedman, Nigel Rayner, Andrew White, Gartner

Technology and Trends

The Future of BI – 10 Changes to Maximize Impact

The big story in BI is the difference between the Haves and Have Nots. Most large organizations have a technically competent, experienced BI team, but few would claim their BI program has had a transformational impact on their organization. This session presents 10 strategy changes to ensure your BI program does have a transformational impact.

- What kind of leadership and organizational structures should BI programs embrace?
- What is the mission statement of the business intelligence program?
- What new technical capabilities are available?

Ian Bertram

F B

To the Point: The Struggle Between IT and Business Users Escalates – How Both Can Win!

IT stack centric BI buying has been driven by standardization projects and accelerated by megavendor consolidation. But this trend has left business users underwhelmed with their BI tools and determined to exert greater influence over purchasing decisions. This session explores the cause and effects of the struggle and how to work towards win/wins.

- What is causing the rift?
- How has/will this struggle impact the BI and analytics market?
- How can you create a win/win for both IT and business users?

John Hagerty

A B IT

Implementing Enterprise Information Governance With MDM to Support BI

There are few BI programs with effective information governance. It's evident that organizations need to align BI (downstream) with effective information governance (upstream). This research will explain how to establish core information governance in a BI environment, then migrate it to an operational/application environment.

- Why are information governance and MDM key to BI and operational applications?
- What prevents success with information governance for BI?
- How to establish information governance with MDM supporting BI?

Andrew White

A IT

Roadmap for Mobile BI Deployment

Decisions are being made on the road and not just in back offices, where the decision maker often needs quick access to only a few key metrics shown on a mobile device. Smartphones and tablets, with their smaller screens, easy-to-use touch screen interfaces are opening the opportunity for mobile BI, with innovative use cases.

- How to select which types of users as well as what areas in BI will be most impacted by mobility?
- What factors need to be kept in mind while selecting and managing smart phones?
- What are the critical capabilities users should evaluate mobile BI platforms on?

Bhavish Sood

F IT

Technical Insights: Text Analytics – Build an Enterprise Capability

With the growth of social media text has never been more interesting. High volume manual text mining is prohibitively expensive and physically infeasible. Evaluation of text analytics systems is challenging because of vast differences in architecture. Understanding the basic technical architecture of a text analytics system is a requisite for building an optimal application portfolio.

- Why is text analytics difficult?
- What are the architectural elements of a text analytics system?
- Which text analytics applications provide the greatest business value?

Jamie Popkin

A IT



Technology for Real Time Analytics and Decision Management

Analytics are expanding beyond traditional BI and performance management applications to become an essential part of transactional applications and operational business processes. The tools and design patterns for real-time operational intelligence differ from other branches of analytics.

- How will optimization tools and other “active” analytics affect transactional applications?
- Where and how should rule engines be used?
- How will BAM and CEP products and vendors evolve?

Roy Schulte

A IT

To the Point: Why Should I Care About Operational Technology?

As operational technology (real time control systems) become more standardized on commercial platforms, more powerful, more pervasive and more widely used, companies will start to experience failure due to mismanagement and outside intrusion. IT departments can assist without having to take over fully.

- What is happening in the spread of OT?
- What are vendors doing about OT?
- How does the IT department adapt to support OT?

Kristian Steenstrup

F IT

Best Practices and Strategy

A Framework for Creating Value from Information Assets – The Key to Information Management Success

CIOs and business leaders face significant information-related challenges, leading to lack of agility, increased costs and governance risks. The information capabilities framework describes the collection of capabilities that will enable creation of value from information assets.

- Why are organizations experiencing barriers to creating value from their information assets?
- What is the information capabilities framework, and how will it help to mitigate these risks?
- How can organizations evolve toward an effective information infrastructure?

Ted Friedman

F B

To the Point: Operational Technology and Data Analytics

As the convergence of IT and operational technology (OT) gathers pace there is an increasing opportunity to integrate data and gather operational information from multiple sources. This is the OT aspect of the wider issue of Big Data that industries are dealing with.

- What is “Big Data” and what are the real time data opportunities?
- What is needed to filter and correlate real time OT data with business systems?
- How do decision systems and BI need to adapt to OT?

Kristian Steenstrup

A B IT

The Six Elements That Promote Business Analytics Success

Learning from those that have succeeded (and failed), this session will present six essential elements of success that every analytics leader needs to know and execute, why they are so important, and how organizational maturity will present leaders with different combinations of challenges and opportunities.

- What are the six essential elements for success?
- Why is it important to act on these ideas?
- How will organizational maturity impact progress?

Bill Hostmann

F B

Gartner’s 7 Building Blocks for MDM – Start Your MDM Journey Here

MDM program managers should use a business-driven framework to ensure that all the component parts of MDM are addressed. MDM programs need to strike the right balance between technology and governance and organizational issues. We’ll provide an overview of Gartner’s Seven Building Blocks of MDM Framework.

- How to create an MDM vision, strategy and business case?
- How to address the governance and organizational challenges that are barriers to MDM success?
- How to create the technology infrastructure necessary for MDM success?

Andrew White

F IT

Financial Analytics – How to Make the Finance Team Your New Best Friend

Finance users (like those in other domains) are demanding more analytics, and are increasingly likely to purchase these from their business application vendor without reference to IT. This session will explore the different types of analytics used by finance, and how IT can make these part of a broader BI strategy.

- What types of analytics are used by the finance function?
- What is the relationship between financial analytics and ERP?
- How can IT balance the needs of finance users with a coherent BI strategy?

Nigel Rayner

B

Risk-Adjusted Value Management – Integrated Risk and Performance Management

Risk-Adjusted Value Management integrates risk, performance and value management to effectively translate vision into action. It redefines value management by extending the traditional focus on lagging financial indicators with a new broader focus that includes leading performance indicators, leading risk indicators, and internal, operational risk factors.

- How does RVM integrate risk management with performance management?
- How can risk-adjusted value chains be used to improve strategy execution?
- How does RVM resolve the disconnect in how value is created within an organization, thereby improving organizational agility and better managing risk?

Michael Smith

A B

To the Point: How to Get Analytics Into Your BI Program

Analytics is an often hyped and frequently misunderstood term. Business intelligence practices must embrace analytics or risk becoming obsolete in the eyes of many end user functions increasingly performing their own analysis. This session will help BI practitioners understand where and when to incorporate analytics into their BI programs.

- What is the scope and role for analytics?
- What is the best approach to incorporate analytics?
- What are the likely future scenarios for analytics?

Bill Hostmann

F IT



Business Alignment and Value

The Ultimate Decision Impact Workspace

How can CIOs combine knowledge and analytical assets to create a comprehensive business solution that delivers an impactful, collaborative decision-making workplace to multiple devices anywhere, anytime, anyplace, so that knowledge and process workers can best execute upon enterprise strategy and maximize business value in the front office.

- What is the ideal maturity state of IT decision making assets, and how do CIOs combine them?
- What does the human-device interface look like and how do CIOs design it?
- How do CIOs quantify the value from this new collaborative, decision making environment?

Patrick Meehan

F B IT

To the Point: Boosting Operational Resiliency Through Analytical Modeling and Optempo Modulation

Once they understand it, IT professionals can use analytical modeling of IT department processes to create a powerful platform for making optempo modulation decisions that will increase an enterprise's operational resiliency. Operationally resilient enterprises have the organizational competencies to ramp up or slow down operations in a way that provides a competitive edge and enables quick and local process modification.

- What is analytical modelling?
- How do you use analytical modelling to modulate optempo?
- What are the strategic benefits of modulating optempo in the IT department?

Jamie Popkin

A IT

Getting Your CIO and CFO Aligned to Support BI/PM Initiatives

The CFO's role is increasing in sponsoring technology investments and often has a specific agenda for the enterprise. Ensuring that the CFO is aligned with the CIO will greatly improve your BI, analytics and performance management program sponsorship.

- How weak is the CIO/CFO alignment today (from recent Gartner studies)?
- What projects can help focus your CIOs and CFOs for better alignment?
- How do you implement a plan to bring these diverse opinions together?

Nigel Rayner

A IT

The Business Case for Real-Time Operational Intelligence

This presentation explains how companies are getting tangible business benefits from real-time operational intelligence. It looks at costs, benefits and other issues involved in developing a business case. It also describes the division of responsibility for building real-time operational intelligence systems.

- What are the costs and benefits of real-time analytics?
- How are real-time analytics justified and implemented?
- Case study: Electric utility improves customer service through process monitoring.

Roy Schulte

A IT

Taking Your Data Integration Competency to the Next Level

Strong data integration capabilities support reliable consolidation, synchronization and delivery of data in support of BI/analytics, master data management and many other critical initiatives. Organizations must modernize their infrastructure for data integration to meet contemporary and emerging requirements.

- Where do data integration competencies, techniques and technologies support IM goals?
- How are leading organizations deploying data integration capabilities in support of IM?
- How is the data integration tools market evolving?

Ted Friedman

A IT

Helping IT and the Business to Collaborate in Managing Data

The need for timely access to information from diverse sources drives the business to become more autonomous in managing data. Critical data scattered across disparate systems, processes and in the cloud increases the complexity. The business and IT must collaborate over previously IT-led data management tasks.

- What are the driving factors and risks for the always growing need to access data?
- What are the organizational practices and roles that help IT to better collaborate with the business in meeting these needs?
- What technology trends will support these changes?

Ted Friedman

B IT

To the Point: How Your Measurement Maturity Could be Stalling Business Performance

Measurement maturity determines an organization's ability to improve continuously and is tied to a performance-driven culture. Does your organization's measurement maturity stand in the way? Four archetypes have emerged that tell a lot about how business analytics initiatives will progress within your organization.

- How do you determine measurement maturity?
- What are the four performance cultures identified?
- Can you really change a well-established culture?

John Hegarty

A B

Trends and Futures

Market Trends and Dynamics in BI, Analytics and Performance Management in Asia

The markets for BI and PM technologies continue to evolve rapidly. This session will highlight evolving trends, major players, current challenges, the impact of changes in the vendor landscape over the next five years, and the implications for investment decisions as part of a BI and PM strategy.

- How will organizations view BI and PM investments relative to other IT-driven business priorities?
- How should users evaluate the market dynamics when making investment decisions?
- Which vendors or types of vendors are strategically positioned to lead in BI and PM?

Bhavish Sood

F **IT**

To the Point: Leveraging Leading Indicators for Better Performance Management

In performance management, leading indicators extend the value of lagging indicators and provide a competitive advantage. According to research, companies that use leading indicators earn almost a 3% higher return on assets and more than a 5% higher return on equity. This presentation will demonstrate how your BI programs can extend lagging indications (financial) with leading indicators of business performance.

- What are leading indicators and why do they matter?
- How can companies overcome the challenges to implementing leading indicators?
- What are the benefits of leading indicators and how are they used?

Michael Smith

A **B**

Spinning BI Gold From Data in the Cloud

Evolving BI and data management strategies and alternative ways to deploy tools are emerging through cloud-based models. Initiatives of CIOs and IT leaders

to fulfill the organization's information needs will increasingly involve managing data in the cloud.

- What diverse business demands are driving BI toward cloud-based data management?
- What strategies do CIOs require to ensure the needed agility balances company data with the data in and from the cloud?
- How are alternative data management delivery technologies evolving that leaders can leverage for success?

Eric Thoo

A **IT**

Business Analytics in the Cloud

Like it or not, the cloud's impact on analytics, business intelligence, and performance management is formatively changing the way organizations source solutions. Different business models abound with software vendors and service providers jockeying for the lead position. Who wins (or loses) is still up for grabs.

- What are the common business models for cloud business analytics solutions?
- What motivates an organization to pursue a cloud business analytics strategy?
- What are the successes (and pitfalls) to date?

John Hagerty

A **IT**

Information Management Goes Extreme – Challenges for 21st Century

The challenge in managing data goes beyond the volume ("Big Data"); velocity, variety, and complexity must be considered. Many information management challenges in supporting BI and analytics will demand IT leaders to prepare for dealing with extreme information.

- What is extreme information and what opportunities does it present for businesses?
- How does extreme information challenge today's architectures and approaches for information management?

- What are the emerging techniques for harnessing extreme information and using it to create business value?

Eric Thoo

A **IT**

The Social Science of BI

The next generation of IT professionals must demonstrate competencies in the four areas of social science: anthropology, economics, sociology, and psychology. These are IT competencies needed in creating impactful decision making environments that impact revenue, market share, profitability...and even business models.

- What are the four disciplines of social science and how do they apply to the future of IT staff?
- How can CIOs use the social sciences model to maximize decision making environments?
- What are the organizational structures needed to maximize decision impact?

Patrick Meehan

A **B**

To the Point: Judgement Day – Letting Machines Automate Decision-Making

We are at a tipping point in the Information Age. In the next 40 years, decision making will be automated and managed more effectively by machine-based models than any human. This will have profound impacts on business, society, and the economy. CIOs and business professionals need to understand this evolution so they can exploit it rather than become casualties of the new reality. Join this Maverick session to discuss:

- Why do machines make better business decisions than humans?
- How is technology evolving to support machine-based decision making?
- What will be the business, cultural, societal, and economic impacts?

Nigel Rayner

A

VIRTUAL TRACKS

NEW: VIRTUAL TRACK: CORPORATE PERFORMANCE MANAGEMENT (CPM)

The demanding business environment has driven an increased requirement for analytic applications that support performance management. This track addresses the business benefits of performance management and other analytic applications, and details best practices around the application of analytics in business domains.

The Struggle Between IT and Business Users Escalate – How Both Can Win!

Business and IT Collaboration for Real-Time Operational Intelligence

Financial Analytics – How to Make the Finance Team Your New Best Friend

Risk-Adjusted Value Management – Integrated Risk and Performance Management

Working with Your CFO to Support Your BI Initiative

To the Point: Judgement Day – Letting Machines Automate Decision-Making

NEW: VIRTUAL TRACK: MASTER DATA MANAGEMENT (MDM)

Most organizations suffer from inconsistencies between financial data (often held in CPM systems) and non-financial data (usually sources from data warehouses/marts). MDM can play a key role in creating consistency between financial and non-financial data. This track provides steps for establishing a successful MDM strategy and managing change in the context of MDM.

Information Management Goes Extreme – Challenges for 21st Century

Gartner's 7 Building Blocks for MDM – Start Your MDM Journey Here

Implementing Enterprise Information Governance with MDM to Support BI

Barriers and Best Practices for Organizing and Governing Master Data

Helping IT and the Business to Collaborate in Managing Data

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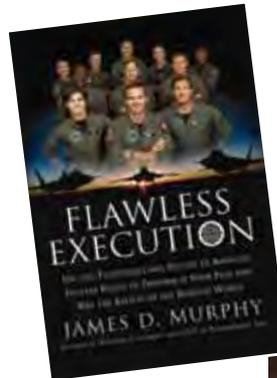
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- VP of Analytics
- Manager, Analytical Processes

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8 – 9 February 2012 | London, UK

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21 – 22 February 2012 | Sydney, Australia

Gartner Business Intelligence Summit 2012
2 – 4 April 2012 | Los Angeles, CA

Gartner Master Data Management Summit 2012
4 – 5 April 2012 | Los Angeles, CA



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