



Business Intelligence Update Free Morning Seminar

Join us at this BI Update as we look at the implications for business intelligence of recent changes in business and technology. Economists suggest that we are emerging from recession into a 'New Normal' in which priorities and behaviours will be unpredictably different. McKinsey reports that top management are prepared to invest in IT to make their businesses more responsive. Technical innovations and Web 2.0 seem to be ushering in a new era of user empowerment and raised expectations, which may impact current applications and approaches to BI. Our speakers share their perspectives on the new priorities and the new possibilities in Business Intelligence to help you meet the challenges of 2010.

Where: One Great George Street, Westminster, London, SW1P 3AA

When: Thursday February 11th, 9:30am-1:00pm, followed by lunch

What to Expect

- **Performance Management using KPIs, Metrics, Dashboards and Scorecards:** We review how companies are using dashboards and scorecards to make a strategic difference.
- **Client Case Study:** How a new Management Information system has "exceeded expectations" for **Silver Spoon**, enabling significant improvements in efficiency and delivering immediate cost savings.
- **Empowering users with Self-Serve BI:** **Microsoft** enters the in-memory space with **PowerPivot**, **QlikView** goes from strength to strength and **IBM Cognos** releases **TM1 v9.5**. We explore how "self-serve" is becoming a new category of BI, and the opportunity that this presents.
- **Nigel Pendse** provides an analyst's view of why 'Performance Matters' in BI.
- **Web 2.0:** How does BI fit into your web 2.0 communication, collaboration and knowledge management strategy? We investigate your options including demos of **Microsoft SharePoint 2010** and **Push BI**.

Is it for you?

Would you value an independent update on BI trends and technologies? Would it help you to understand what these trends and developments mean for you, and how Business Intelligence could benefit your organisation? Would you like to hear what others are doing in this area and network with peers from similar organisations to yours? If so, this event will be a good investment of your time.

Lots of food for thought – great to hear about what's new in BI

– Walkers CFO, PepsiCo UK

Nigel Pendse is very engaging, blending old fashioned common sense with product and market intelligence. Top Quality.

– Process & Data Change Manager, Thomson Reuters

Excellent update! Gave a very good overview of where the industry really is today

– International IT VP, Major Pharmaceutical

Thorogood

Thorogood is an independent consultancy specialising in Business Intelligence, with over 20 years experience of providing strategy, requirements analysis, design, implementation, training and support services to some of the world's leading companies.

Format

The morning consists of short presentations and demonstrations in a theatre-style format. There is the chance to network over lunch, which is attended by all the speakers.

Register

Register online at www.thorogood.com/seminars/UK+Events or contact Libby.

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