



Business Intelligence Update Free Morning Seminar

Business Intelligence activity levels, fuelled by a new wave of management initiatives, now exceed those seen before the recession. Firms are rebalancing their businesses towards new growth markets and are preparing to compete aggressively for share in developed markets. To grow share while maintaining margin they are investing in applications and technology to improve their ability to allocate resources, to understand and adapt to changes in consumer preferences and to improve productivity. The big vendors of technology are responding; going head to head on every BI front, though remarkably, some niche vendors still flourish. Join us to get up to date on the latest developments and to share insights into what people are doing and why. Prepare yourself for the year ahead.

Where: One Great George Street, Westminster, London

When: Wednesday September 29th, 9:30am-13:00pm, followed by lunch

What to Expect

You will get independent views on the vendors' latest plans, comparing **Oracle, Microsoft** and **IBM**. What does experience of the products suggest about their prospects? We will analyse the astonishing resilience of niche players such as **QlikTech**. We will look at the applications and technologies that support rebalancing and productivity strategies with examples and cases showing how companies are getting faster turnaround and quick results from BI projects, and how concepts used to great effect in the consumer packaged goods industry can be applied to generate competitive advantage in other sectors.

We are also pleased to welcome the following guest speakers;

- **Paul Gibson, Planning & Analysis Manager at easyJet** explains how greater modelling power has enabled easyJet to maintain a vital competitive advantage in cost control.
- **Nigel Pendse** provides an analyst's view on how to ensure your BI projects deliver real business benefit.

Is it for you?

Would you value an independent update on BI trends and technologies? 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.

A professional event, giving a very useful update.

– IT Director, Hachette Filipacchi

Nigel Pendse's contribution has focused the mind in terms of what / where to concentrate in determining BI tools.

– Business Analyst, Pfizer

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.

Contact

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

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