



THOROGOOD
Get the full picture

Business Intelligence Update Professional Seminar

We live in revolutionary times. Advances in technology are having a profound impact on people's expectations from BI, enabling us to access and analyse more varied information - faster, wherever and whenever we choose. The vendors are chasing to keep up with innovation, evolving their current product portfolios while introducing more dramatic changes. We will look at the "evolution and revolution" in the BI marketplace today.

On the day, our experts will provide you with insight into how these changes are impacting vendor direction and influencing the capabilities and architectures of our clients. Join us for what we are sure you will find to be an informative day.

Where: One Great George Street, Westminster, London

When: Tuesday 10th May 2011, 9:30am-5:00pm

What to Expect

The **morning session** will cover the spectrum of change:

- The evolution of vendor offerings addressing the need for faster BI through in-memory and appliance technologies, and pushing the resurgence of analytical BI.
- The revolutionary impact of truly mobile BI and the challenges of incorporating 'content intelligence' including a look at the need for greater visualisation to realise insights from this data.

Nigel Pendse, business intelligence and OLAP analyst and former editor of The BI Verdict and author of The BI Survey, will look back over the years of the survey to highlight the eternal truths of business intelligence to show that some things never change!

In the **afternoon**, we will be running a series of breakout sessions including Analysis for the Insurance sector using IBM Cognos TM1, Planning with IBM Cognos TM1, Point of Sale Analysis, Collaborative Dashboards using Microsoft SharePoint and Architectures for Delivering Flexible BI.

Is it for you?

Do you need to keep your perspective on business intelligence up to date to make balanced judgements and to advise colleagues? If so, this event will be a good investment of your time.

"I find the BI Update a valuable source for upcoming BI technology within the market place, presenting unbiased views of their benefits and challenges for us as business users." Business Intelligence Manager, Lloyds Banking Group

"A well hosted event. Many thanks, potential to add a lot of value to our organisation, very relevant to the journey we are about to undertake." MI Manager, Belron Group

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. In the afternoon, we will be running a series of breakout sessions. There is the chance to network over lunch and over a drinks reception from 5pm – 6pm which is attended by all the speakers.

Contact

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

Libby Kemp ✉ Libby.Kemp@thorogood.com ☎ +44 (0) 20 8231 0810
Thorogood, Building E, Ealing Film Studios, Ealing Green, London W5 5EP
T +44 (0) 20 8231 0800 F +44 (0) 20 8840 2420
www.thorogood.com