

## REGISTRATION FORM

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### registration fees\*:

Gartner clients & CCS members	£90
normal registration fee	£110

\* includes lunch, coffee and seminar folder.

### payment by:

- ☐ cheque: drawn on the Cyprus Computer Society
- ☐ credit card ☐ visa ☐ masterCard/euroCard
- amount: ☐ £90 ☐ £110

card number \_\_\_\_\_ exp date \_\_\_\_\_ signature: \_\_\_\_\_

### register by:

sending this form by post to:  
The Cyprus Computer Society, P. O. Box 27038, 1641 Nicosia  
or by fax at 22767349 or via email at events@ccs.org.cy

hilton park nicosia|cyprus

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## AGENDA

- |                      |  |
|----------------------|--|
| <b>08:30 – 09:15</b> | <b>Registration</b>  |
| <b>09:15 – 09:30</b> | <b>Welcome Address</b><br>Alexis David, Infosystems – Costas Agrotis, CCS Chairman   |
| <b>09:30 – 10:30</b> | <b>Essential Components and Success Factors of Business Intelligence</b><br>Andreas Bitterer, Research VP, Gartner                                       |
| <b>10:30 – 10:40</b> | <b>Cognos: Enabling Superior Visibility &amp; Control through Performance Management</b><br>Peter Ball, Regional Manager Greece, Turkey & Israel, Cognos |
| <b>10:40 – 11:00</b> | <b>Case Study: Faster Decision Making with Cognos Solutions</b><br>Demetra Panayi, Head of Consumer Goods Sector, C.A. Papaellinas & Co Ltd              |
| <b>11:00 – 11:30</b> | <b>Coffee Break</b>  |
| <b>11:30 – 12:00</b> | <b>Gartner Magic Quadrant for Business Intelligence, Data Integration and Data Quality Vendors</b><br>Andreas Bitterer, Research VP, Gartner             |
| <b>12:00 – 12:10</b> | <b>IBM Introduction</b><br>Richard Hale, Worldwide Business Intelligence Sales Executive, IBM U.S.   |
| <b>12:10 – 12:30</b> | <b>Case Study: Business Intelligence at the Cyprus Telecommunications Authority</b>  |
| <b>12:30 – 13:30</b> | <b>Business Intelligence Scenario: Trends and Best Practices</b><br>Andreas Bitterer, Research VP, Gartner   |
| <b>13:30 – 15:00</b> | <b>Lunch</b>   |

### contact person:

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# Gartner BUSINESS INTELLIGENCE

**13|december|2006**  
**hilton park nicosia|cyprus**

Organised by: The Cyprus Computer Society



Sponsored by:



Dear friends and colleagues,

The Cyprus Computer Society and Gartner, the premier provider of independent Research & Analysis on the Global IT Industry, are organizing in Nicosia, Wednesday, December the 13<sup>th</sup>, 2006, at the Hilton Park hotel, a conference on:

BUSINESS INTELLIGENCE

Business Intelligence has supported the business for many years. First by providing static management information, later by empowering users to analyze. Today, BI is much more than just dashboards or scorecards, forward-thinking organizations are using it as a driver for business innovation.

Gartner’s 2005 CIO survey showed Business Intelligence as their second highest technology issue, rising to the highest priority by 2007.

It is no wonder then, that as the value of BI is rapidly expanding in successful organizations, with that growth comes an even greater need for an easy way to stay on top of all the latest trends, new strategies, technology developments, and the many other aspects of this changing business tool.

In this conference:

(a) Three Gartner presentations will be delivered:

- Essential Components and Success Factors of Business Intelligence
- Gartner Magic Quadrant for Business Intelligence, Data Integration and Data Quality Vendors
- Business Intelligence Scenario: Trends and Best Practices

Attention will be focused on key issues like:

- Why is an investment in BI a strategic imperative?
- Which factors, uncertainties and potential implications would affect your BI initiatives?
- How to adapt your BI strategy?
- How will the BI market and vendors evolve?
- What is the business impact from bad data quality?
- What are the technologies involved for a data quality strategy?

(b) Two case studies will be presented by End-Users, supported by their partnering vendors: Cognos/SCICOM, IBM Cyprus.

All Gartner presentations will be made in English, without a simultaneous translation.

The Cyprus Computer Society, Gartner and Infosystems, the exclusive distributor of Gartner services and products in Greece and Cyprus, would be happy to welcome you in this event.

Sincerely,

Alex David  
Gen. Manager, Infosystems  
Country Manager, Gartner

Costas Agrotis  
Chairman,  
Cyprus Computer Society

BUSINESS INTELLIGENCE

Essential Components and Success Factors of Business Intelligence

Andreas Bitterer, Research VP, Gartner

To do business intelligence and performance management right requires a wide range of capabilities. Organizations must rationalize their existing investments in BI and performance management technology with current business requirements while simultaneously bolstering their portfolio of capabilities to drive competitive differentiation well into the future. However, simply focusing on the technology is not enough. To be successful, organizations must strategically integrate BI and performance capabilities into business activities across the enterprise.

- Best Practices: How can organizations maximize their investment in business intelligence?
- Technology: What business intelligence capabilities are necessary today and will be required for tomorrow? B

Gartner Magic Quadrant for Business Intelligence, Data Integration and Data Quality Vendors

Andreas Bitterer, Research VP, Gartner

Ask questions about the vendors you are considering or are doing business with already. Hear the Gartner position on the vendors, unfiltered.

- Who is hot and who is not?
- Which vendors will survive the consolidation?
- Which vendors understand where the market is going?

Business Intelligence Scenario: Trends and Best Practices

Andreas Bitterer, Research VP, Gartner

Organizations have invested in Business Intelligence infrastructure and tools for some time. However, true value delivered to the business is often rare. This presentation discusses the pitfalls to avoid.

- How should an organization manage its efforts around BI?
- What are the best practices to address data quality?
- Why do I need a BI Competency Center?

WHO SHOULD ATTEND?

IT and business professionals who are defining a BI strategy, optimizing BI applications, and managing BI issues, including:

- IT Directors / Managers
- Business Intelligence and Data Warehousing Specialists
- Information Architects
- Sales and Marketing Professionals
- Business Strategists
- Knowledge Workers
- Finance Executives
- Program / Project Managers

SPEAKER

ANDREAS BITTERER



Research VP, Hamburg Germany

Years of Experience

- 5 years at Gartner
- 22 years IT industry

Areas of Coverage

- Data Management & Integration
- Business Intelligence

"Being able to work with the brightest minds across the industry, looking beyond today's horizon and working with customers and colleagues around the world, is just cool. Of course, the absolute highlight is when a client accepts a recommendation and puts it into action. That makes my day."

Professional Background

- META Group, Inc., Vice President, Technology Research Services, 4 years
- antfactory Venture Capital, Managing Director Technology, 2 years
- IBM, Various technical, consulting, and management roles worldwide, 15 years

Education

- Diploma/M.S., Computer Science, Darmstadt University of Technology
- Studies in Music History and Composition, Frankfurt College of Music and Performing Arts