

IDC Business Intelligence Roadshow CEE 2005

Using Your Data for Better Decisions

Bucharest September 22, Budapest September 27, Zagreb October 6,
Prague November 3, Vienna November 8, Ljubljana November 24,
Moscow November 30, Warsaw December 8

Taking place in September, October, November and December 2005, IDC's third Central European Business Intelligence Roadshow attracted 1, 218 attendees in total. Of the eight cities (Bucharest, Budapest, Zagreb, Prague, Vienna, Ljubljana, Moscow, Warsaw), Zagreb and Moscow drew the largest crowds, with 225 and 224 delegates, respectively.

Each stop brought together leading vendors and IDC analysts to provide CIOs and senior decision makers with a better understanding of the latest technology and services available for business intelligence to understand how to help organizations acquire the flexibility they need to stay competitive in today's rapidly evolving markets and how to use the data for making better decisions.

Roadshow Partners

IDC was also joined by the industry's most innovative providers of business intelligence technologies. Our partners highlighted their state-of-the-art technology and recruited end users to deliver case studies on effective implementation of technology and policy.

Partners included:

Adastra Corporation	MicroStrategy
Alfatec Ggroup	Ministry of Communications and Information Technology Romania
Arstel Consulting	MIS
BI Partner	NetSprint
BiXPERT	NPS
Business Objects	Oracle
Codec	Panorama Software
Cognos	Phoenix Software
Epicor Scala	Poslovna Inteligencija
IBM	S&T
Informatica	S&T Hermes-Plus
Infovide	SAS Institute
Integral Solutions	Sybase
Intel	Tern Company
Matrix.pl	
Microsoft	

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Media partners included:

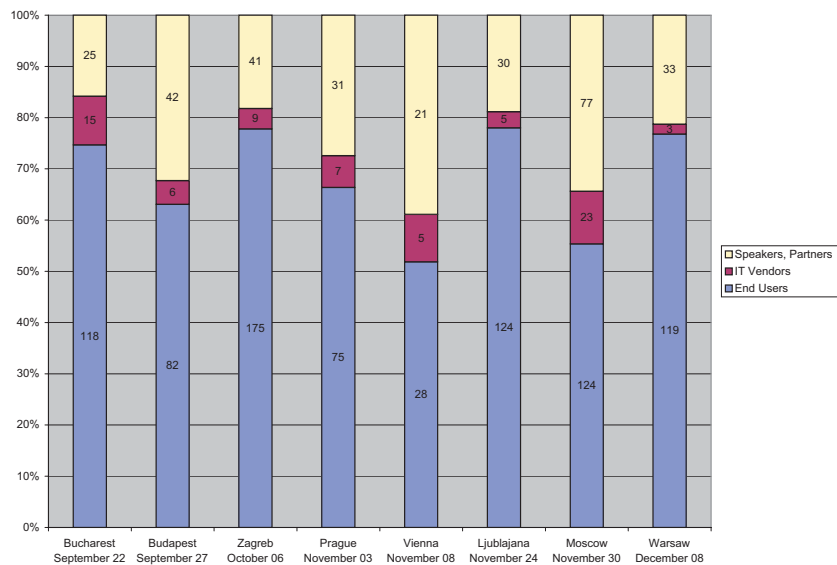
AgencijaNet
Computerworld
Comunic@tii Mobile Magazine
Finansovaya Gazeta
Iskon Internet
Market Watch

Meritor Media
Moj Mikro
Origo
Poslovni dnevnik
SecuriFocus
Számítástechnika – Computerworld

Scope of the Roadshow:

- eight country events
- 1218 attended (1480 registered)
- highest attendance in Zagreb: 225 delegates
- second highest attendance in Moscow: 224 delegates
- highest percentages of end users in Zagreb and Ljubljana: 78%
- second highest in Warsaw: 77%

Regional Attendance



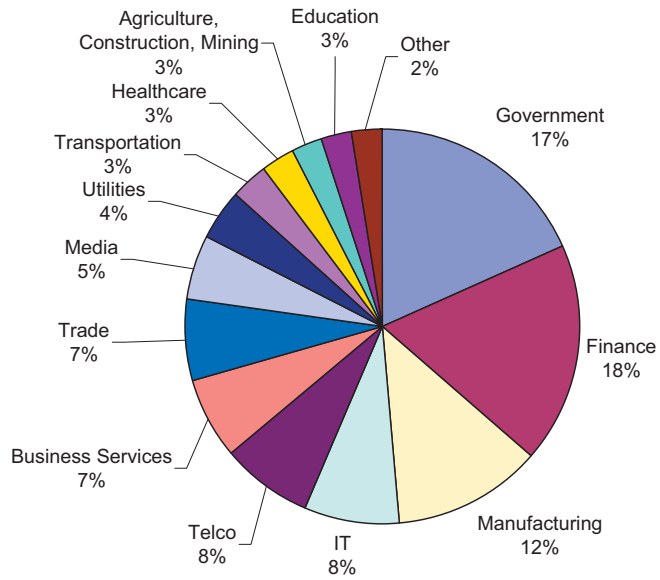
Who Attended

More than 78% of the delegates were senior decision makers (CIO, IT directors, Head of Department, CEO, Board Directors, Other Executives). Bucharest had the highest proportion of IT directors and CIOs, at 93% and the second was Warsaw at 91%.

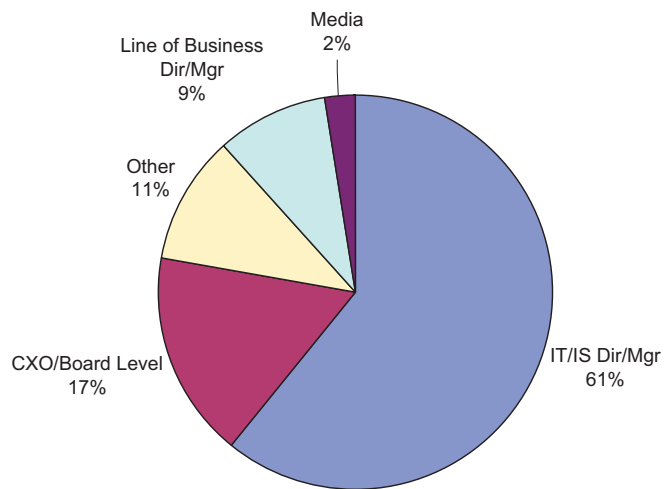
Commercial and retail banks constituted the largest groups of delegates. The highest proportion of finance-sector delegates was recorded in Prague (33%), then Warsaw (26%).



Demographics of attendees by vertical



Demographics of attendees by position



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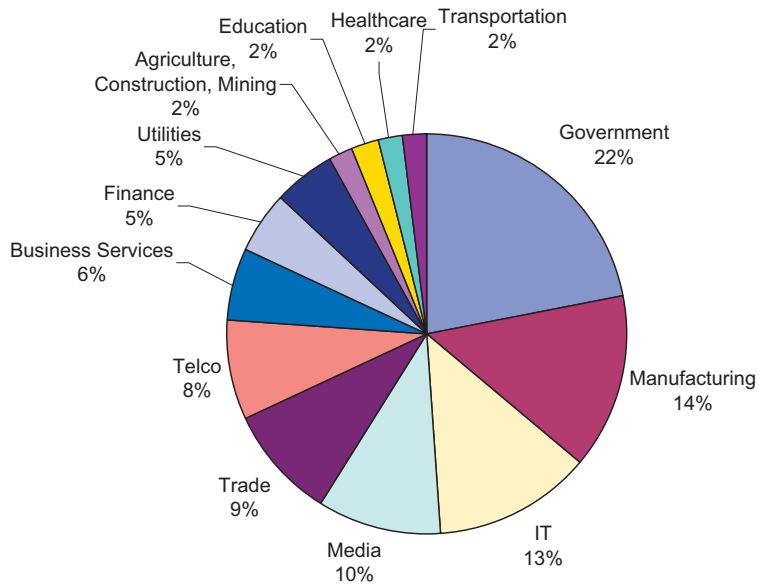
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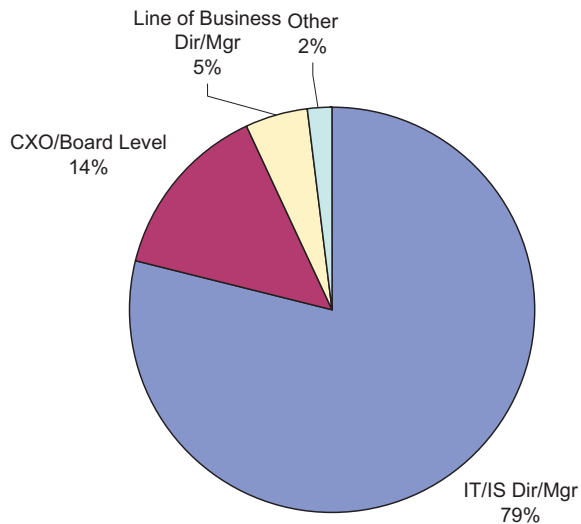
Bucharest, 22 September, Athénée Palace Hilton Bucharest

Total number of registrants:	244
Total number of attendees:	158
End users:	118 (75%)
IT vendors:	15 (9%)
Sponsors, speakers, organizers:	25 (16%)

Demographics of attendees by vertical



Demographics of attendees by position



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Bucharest, 22 September, Athénée Palace Hilton Bucharest

Conference Agenda

- 09:15 Registration and Morning Coffee
- 09:50 IDC Romania Welcome Address
Laurentiu Popescu, Country Manager, IDC Romania
- 10:00 IDC Keynote: Supporting the Information Worker of the 21st Century
Torben Pedersen, Consulting Manager, IDC CEMA
- 10:25 eCommerce – Access Key to the Informational Society
Zsolt Nagy, Minister of Communications and Information Technology
- 10:50 Presentation by Cognos
Zoran Puskovic, Regional Manager CEE, Cognos
- 11:10 S&T – A Trusted IT Partner
Florin Fagarasan, Marketing & Business Development Director, S&T Romania
- 11:15 Panorama Extends the Reach of BI
Haim Dolev, Regional Sales Manager East Europe, Panorama Software
- 11:30 Panorama Extends the Reach of BI
Cristian Udrescu, General Manager, Wizrom Software
- 11:40 Questions & Answers
- 11:55 Coffee Break
- 12:25 Data Warehouse - Cost Benefit Analysis & Business Benefit Realization
Marius Balaceanu, Managing Director, Phoenix Software
Peter Nolan, DW Consultant, Phoenix Software
- 12:50 Increasing Competitiveness for the Romanian Economy by Developing the Software Industry
Aurel Netin, Secretary of State, Ministry of Communications and Information Technology
- 13:15 Questions & Answers
- 13:30 Lunch
- 14:30 Case Study: Long Term Competitive Advantage
Radu Brasoveanu, PMO Manager IT Shared Services, Rompetrol
- 14:55 BusinessObjects and the beginning of
Paul Costea, Managing Director CBP partner Romsym Data
- 15:15 Case Study: BI for Strategic & Operational Management in Leading Romanian Bank
Paul Roman, Country Manager, SAS Institute GmbH Romania
- 15:35 Panel discussions
- 16:05 Conference Raffle Draw
- 16:10 Conference close

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Attendee Evaluation of Speakers and Presentations
(max=5, total number of returned surveys = 86)

Name	Content	Style	Total
Zoran Puskovic (Cognos)	4.34	4.56	4.45
Torben Pedersen (IDC CEMA)	4.46	4.41	4.44
Marius Balaceanu (Phoenix Software)	4.43	4.39	4.41
Haim Dolev (Panorama Software)	4.38	4.32	4.35
Cristian Udrescu (Wizrom Software)	4.23	4.29	4.26
Paul Roman (SAS Institute Romania)	4.28	4.15	4.21
Paul Costea (Romsym Data)	4.04	3.98	4.01
Aurel Netin (Ministerul IT&C)	3.92	3.91	3.91
Radu Brasoveanu (Rompetrol)	4.00	3.78	3.89

Conference Evaluation (max=5, total number of returned surveys = 86)

	Evaluation
Overall evaluation of the conference	4.56
Conference content	4.37
Venue	4.82
Catering/lunch	4.75
Interpreting, facilities, sound/lighting	4.46
Reception and service level of IDC staff	4.67
Organization in general	4.56
Conference utility for the participant	4.37
Conference utility for the participant's company	4.0

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Further Comments from the Surveys

- very interesting, very good presentations
- very inspired the alternation between the theoretical presentations and the different companies profile, suppliers of BI solutions (Cognos, PANORAMA,...)
- enjoyed the different views of the issue - from theoretical presentations to company profiles and suppliers of BI solutions
- interesting, long discussions
- good organization and successful presentations
- European level, current topics
- OK
- useful, interesting
- useful
- very useful
- good basis for upcoming implementations
- very good impression
- interesting and useful
- interesting subjects, good presentations
- very useful conference, we can find out latest news about BI
- I appreciated the presence of a real example (PANORAMA); I noticed the "historical" remarks, the names of some concept authors.
- useful for introduction of this topic in Romania and particularly of the BI concept
- interesting subjects
- very useful and interesting
- it is one of the most successful conferences from almost all points of view!
- excellent impression
- good topics, excellent organization
- the conference proved again to be one of the top IDC events
- this event should be repeated, with more IMM representatives invited
- panel discussion was interesting
- good organization, multiple subjects, new information
- very interesting
- very useful conference for IT managers
- very good impression
- high level
- I am pleased with the information I received during the conference
- applicable in practice/real life
- too much theory
- a little too general
- partially not applicable
- too much marketing which is a waste of time
- more technical presentations
- better organization of the participants' reception; the arrangement in the conference room could have been organized better
- focus more on BI solutions in the public sector
- at least 3 strategic presentations/vendor neutral

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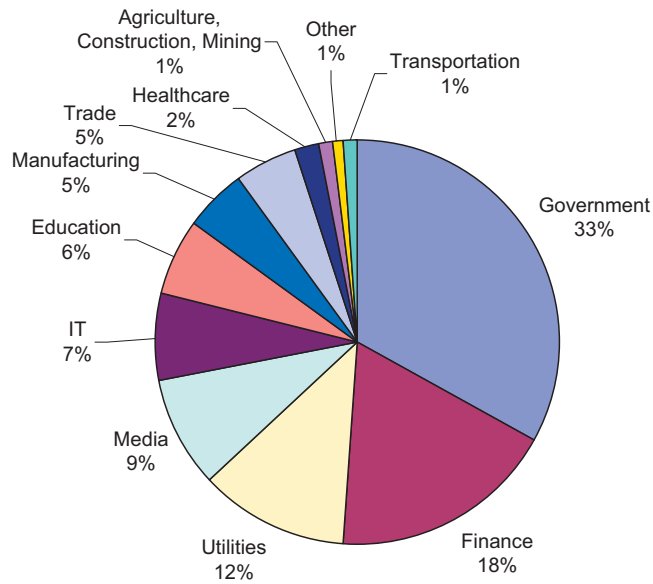
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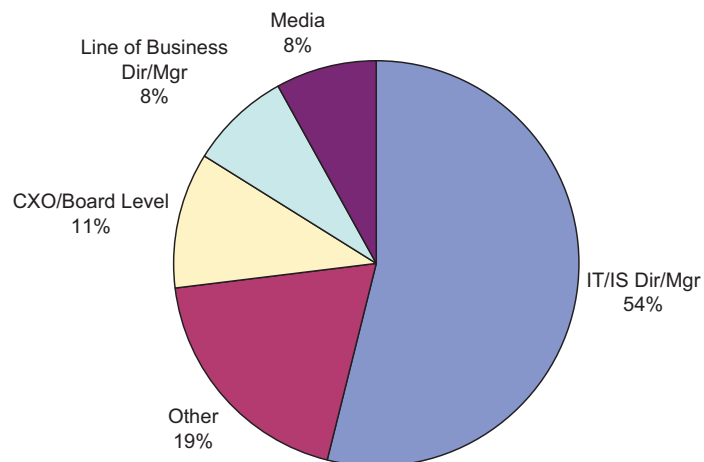
Budapest, 27 September, Novotel Centrum Budapest Hotel

Total number of registrants:	164
Total number of attendees:	130
End users:	82 (63%)
IT vendors:	6 (5%)
Sponsors, speakers, organizers:	42 (32%)

Demographics of attendees by vertical



Demographics of attendees by position



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Budapest, 27 September, Novotel Centrum Budapest Hotel

Conference Agenda

- 08:30 Registration
- 09:00 Welcome
Zoltan Komaromi, Director of Research, IDC Hungary
- 09:15 Supporting the Information Worker of the 21st Century
Zoltan Komaromi, Director of Research, IDC Hungary
- 09:40 Cognos 8 - Best Practices in Reporting, Analysis, Scorecarding, and Planning
Zoran Puskovic, Regional Manager, Central & Eastern Europe, Cognos
- 10:05 Bring Business Intelligence and Corporate Performance Management to more users, faster
Stefan B. Weixelbam, Senior Partner Manager, MIS Austria GmbH
- 10:30 Do You Ever Have the Feeling You're Missing Something?
Hakan Ebersjö, Director of Product Marketing, Epicor
- 10:55 Questions and Answers
- 11:15 Coffee Break
- 11:35 Modernization of PES using data warehouse technology
Judit Kenyeres, Informatikai főigazgató helyettes, Foglalkoztatási Hivatal
- 12:00 Business Objects @ GE Consumer & Industrial Europe, Middle-East, Africa
Péter György, IT Menedzser, GE Hungary Rt.
- 12:25 Quality on monitor: MicroStrategy at Alpine Electronics MFG. of Europe Ltd.
Miklós Zboray, CIO, Alpine Európai Elektronikai Ipari Kft.
- 12:50 Roundtable discussion
- 13:15 Raffle of prizes
- 13:25 Closing
- 13:35 Lunch (sponsored by SAS)

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Presentation evaluation (max=5, total number of returned surveys=78)

Name	Content	Style	Total
Stefan B. Weixelbam (MIS)	4.15	4.55	4.35
Zoran Puskovic (Cognos)	4.04	4.47	4.26
Péter György (GE Consumer & Industrial)	4.14	4.36	4.25
Hakan Ebersjö (Epicor)	4.05	4.04	4.04
Zoltán Komáromi (IDC)	4.08	3.96	4.02
Miklós Zboray (Alpine Európai Elektronikai Ipari Kft.)	4.07	3.91	3.99
Judit Kenyeres (Foglalkoztatási Hivatal)	3.87	3.93	3.90

Evaluation of the conference (max=5, total number of returned surveys=78)

	Evaluation
Overall evaluation of the conference	4.52
Interpreting, facilities, sound/lighting	4.82
Venue	4.79
Organization in general	4.74
Catering/lunch	4.71
Conference content	3.84

Further Comments from the Surveys

- too much marketing in the first part
- Péter György was great
- more government solutions, example from EU
- less company marketing
- not much international data on BI was presented
- project installation data and costs were not covered

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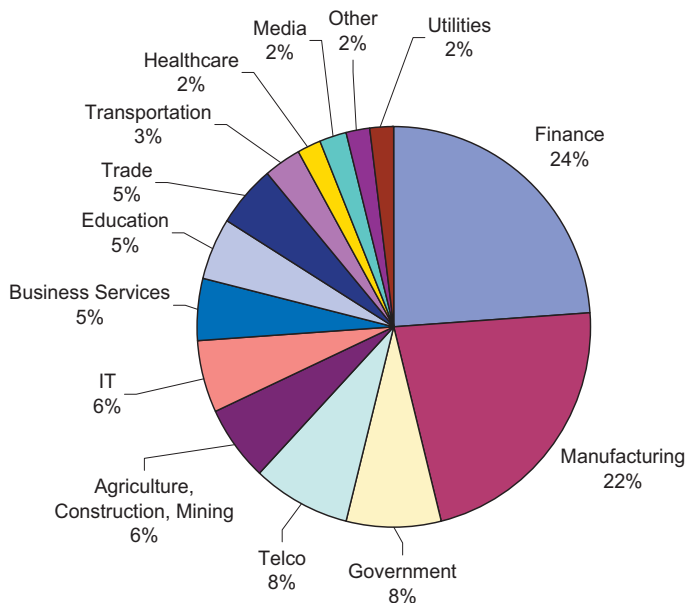
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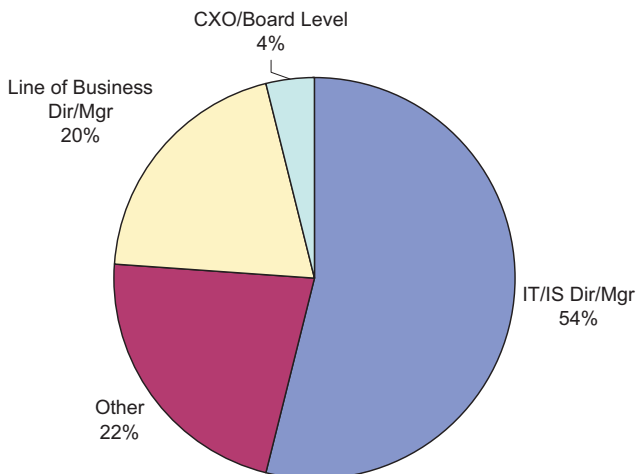
Zagreb, 6 October, Multiplex Cinestar Zagreb

Total registered	265
Total Attended:	225
End users	175 (78%)
IT vendors	9 (4%)
Sponsors, speakers, organizers:	41 (18%)

Demographics of attendees by vertical



Demographics of attendees by position



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Zagreb, 6 October, Multiplex Cinestar Zagreb Conference Agenda

- 8:30 Registration, Welcome Coffee
- 9:00 IDC Welcome Address
- 9:05 IDC Keynote: Supporting the Information Worker of the 21st Century
Zoltan Komaromi, Country Manager, IDC Hungary
- 9:30 BI Trends in Croatia
Dražen Oreščanin, Vice President for Strategy and Development, Poslovna Inteligencija
Measuring performance of your success with Scorecard Solution
Yvan Montuelle, Senior Product Manager, Panorama Software
- 10:10 Cognos 8 Business Intelligence
Erich Leitner, VP Cognos
- 10:35 MIS: Bring Business Intelligence and Corporate Performance Management to
More Users, Faster!
Stefan B. Weixelbam, Senior Partner Manager CEE, MIS AG
- 11:00 Coffee Break
- 11:15 Business Objects and Alfatec Group: BPM in Everyday Practice
Slobodan Zorko, Senior Consultant, Alfatec Group
- 11:40 SAS: BI and Beyond BI
Davorin Javor, Relationship Manager, SAS Croatia
- 12:00 Business Intelligence Solution for ERP in ONE day
Aljaž Zajc, Controlling Manager, PharmaSwiss S.A.
- 12:20 Panel Discussion: BI Applications in Croatia; today and tomorrow
- 12:50 Conference Raffle
- 13:00 Lunch

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 105)

Name	Content	Style	Total
Stefan B. Weixelbam (MIS)	4.51	4.51	4.51
Dražen Oreščanin (Poslovna Inteligencija)	4.42	4.42	4.42
Slobodan Zorko (Alfatec Group)	4.30	4.30	4.30
Josef Thuerriegl (T-Com)	4.30	4.30	4.30
Grega Jerkič (NPS)	4.20	4.20	4.20
Erich Leitner (Cognos)	4.18	4.18	4.18
Aljaž Zajc (PharmaSwiss)	3.96	3.96	3.96
Yvan Montuelle (Panorama Software)	3.91	3.91	3.91
Zoltan Komaromi (IDC Hungary)	3.75	3.75	3.75

Evaluation of the conference (max = 5, total number of returned surveys = 105) Total Number of surveys =105

	Evaluation
Overall evaluation of the conference	4.38
Conference content	4.33
Venue	4.45
Interpreting, facilities, sound/lighting	4.44
Reception and service level of IDC staf	4.81
Organization in general	4.59

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Further Comments from the Surveys:

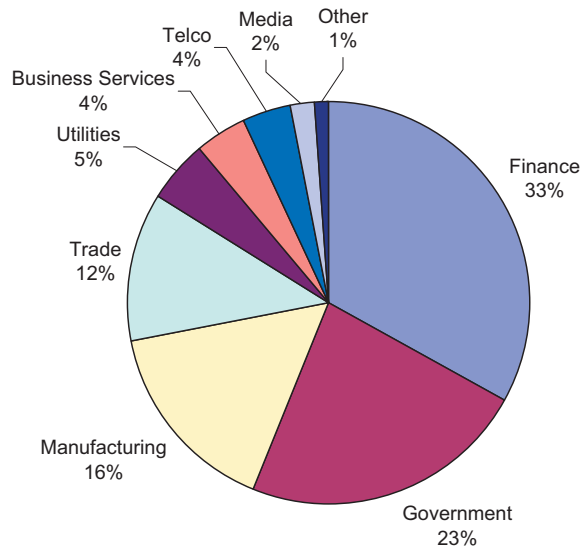
- good opportunity to see partners and exchange experience with others
- good
- very interesting, exchanging experience, keep in touch with trends
- self-endorsing
- conference was very interesting and well organized
- very good realization and excellently managed
- excellent
- lot of company presentation and not enough useful content
- very good
- excellent and useful
- interesting topics, good organization, missing specifically examples and analysis of - experimental data
- very steadily
- useful and substantially shorted
- new event room - very good, in the same time with BPC in Hotel Sheraton - not good
- very good
- very interesting
- very good, discovering new knowledge
- well organized
- very good for IT people, but not for business people
- very good and useful
- good organization, access to information, easy to follow presentations
- excellent, would be very good to hear even more experience from end users
- getting good and useful information in short time
- interesting and instructive
- excellent
- very useful spend time
- good organized, excellent presenters, venue is a little bit small
- short presentation of reachable BI solutions
- serious taken preparation and performance of conference
- in short time well presented BI solutions, presenters very good
- presenters, presentations and venue - very good
- well organized, interesting topics, good presenters
- well organized, interesting and useful
- well organized, should have been more practice examples from successful implementations
- excellent venue, coffee breaks too short, taking photos of presenters too conspicuous-striking
- well organized, excellent venue and infrastructure, irritated photographs
- too much of general information taken from "school books", should be more of - trends and examples from practice
- well organized and excellent topics
- well organized, good technical support, timing perfect
- topics and presenter satisfying
- interesting and briefly presented
- very interesting with lots of demonstration which helped me to plan future activities
- well organized, interesting topics, useful to hear examples, nice of others that shared the experience
- interesting
- useful cause of the practice examples
- interesting conference, good choice of topics, well organized
- getting new information, importance of BI in everyday business
- well organized, good venue
- very good, good combination of user experience and BI technology
- very interesting, effective practice presentation
- good but not enough practice examples
- very good
- well organized, dynamic presentations, excellent idea for panel discussion
- solid done
- professional, good team of presenters
- well organized, presentations too general
- well organized and educational
- very good
- pleasant atmosphere, useful, professional presentations
- very good topics and speakers. IT people are talking "Business", should be opposite.
- good as always
- excellent (organization, topics, presenters)



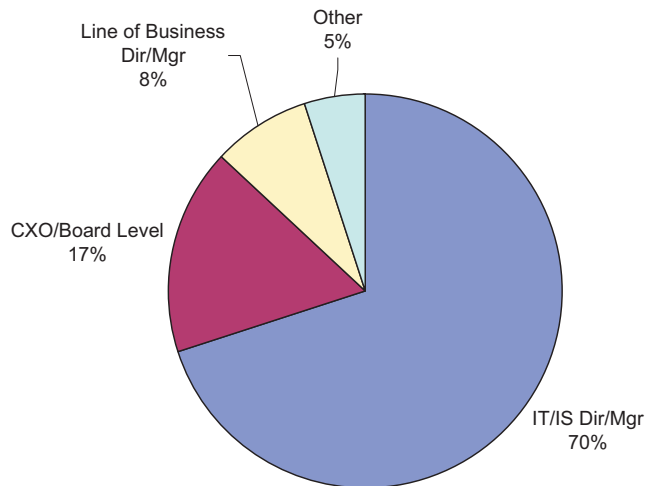
Prague, 3 November,
Dorint Novotel Praha Don Giovanni

Total registered:	136
Total attended:	113
End users:	75 (66%)
IT vendors:	7 (6%)
Sponsors, speakers, organizers:	31 (28%)

Demographics of attendees by vertical



Demographics of attendees by position



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Prague, 3 November, Dorint Novotel Praha Don Giovanni Conference Agenda

- 8:30 Registration, Coffee
- 9:00 IDC Welcome Address
- 9:10 IDC Keynote: Supporting the Information Worker of the 21st Century
Thomas Vavra, Senior Research Manager, Software and IT Markets, IDC CEMA
- 9.40 Cognos 8 - Best Practices in Reporting, Analysis, Scorecarding, and Planning
Zoran Puskovic, Regional Manager, Central & Eastern Europe, Cognos
- 10.05 Faster and Effective? Bring Business Intelligence and Corporate Performance Management to business users
Dr. Milan Vodička, General Manager, MIS AG Česká republika
- 10:30 Anti-Money Laundering Systems and fraud detection
Jan Pacovský, Business Consultant for Telecommunications and Banking, Adastra Corporation
- 10.55 Discussion
11.05 Coffee Break
- 11.30 Do You Ever Have the Feeling You're Missing Something?
Mats Smedjebacka, System Engineer, Epicor Software Corporation
- 11:55 Panorama Extends the Possibilities of using Business Intelligence with Microsoft SQL Server 2005
*Haim Dolev, Regional Sales Manager for East Europe, Panorama Software
Milan Štoček, Systems Engineer, Microsoft*
- 12.20 Data Mining – Multilateral Data Interpretation
Doc. Ing. Petr Berka, CSc., Institut of Informatics & Knowledge Engineering, VŠE
- 12.45 Data Warehouse Implementation at Česká podnikatelská pojišťovna
Jan Růžička, Senior Consultant, SAS Institute ČR
- 13.05 Use Data to Improve Financial Management at the Enterprise
Zuzana Matiašovičová, BI Technical Lead, DHL Information Services (Europe) s.r.o.
- 13.25 Panel Discussion

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 62)

Name	Content	Style	Total
Tom Vavra (IDC CEMA)	4.19	4.35	4.27
Haim Dolev (Panorama Software)	4.07	4.41	4.24
Milan Vodička (MIS AG)	4.19	4.22	4.21
Zoran Puskovic (Cognos)	4.02	4.20	4.11
Mats Smedjebacka (Epicor Corporation)	4.03	4.00	4.02
Jan Pacovský (Adastra)	3.83	3.92	3.87
Jan Růžička (SAS Institute)	3.84	3.66	3.75
Petr Berka (VŠE)	3.80	3.57	3.69
Milan Štoček (Microsoft)	3.62	3.66	3.64
Zuzana Matiašovičová (DHL)	3.07	2.95	3.01

Conference Evaluation (max = 5, total number of returned surveys = 62)

	Evaluation
Overall evaluation of the conference	4.31
Conference content	4.17
Venue	4.52
Catering/lunch	4.52
Interpreting, facilities, sound/lighting	4.39
Reception and service level of IDC staff	4.83
Organization in general	4.67

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Further Comments from the Surveys:

- very good, high quality of presenters
- could be more concrete – many similar general principles were presented
- good, many new impulses
- Useful and very nice occasion
- the BI conference is held every year and there is no more new info that it offers
- beneficial, but I saw some stagnation, not as much useful information given
- some of the presented topics were out-of-date
- good organization, very good quality of presentations
- well organized conference, interesting presentations, but there were few overlaps
- full of inspiration, balanced content on the whole
- slightly general topics
- well organized, high quality of presentations
- interesting event, a lot of new information
- conference was highly beneficial
- very good level, but I would appreciate more concrete demonstrations of BI systems
- general and practical topics
- interesting
- good impression, valuable contributions, reasonable length
- presentations illustrated interesting products
- very good
- overall good impression
- good quality and well organized conference
- met my expectations, it was possible to compare the ways of choosing the right BI
- a summary of BI trends
- comfortable environment, almost all the speakers were at a high professional level
- overall very good impression
- positive, definitely not wasting my time

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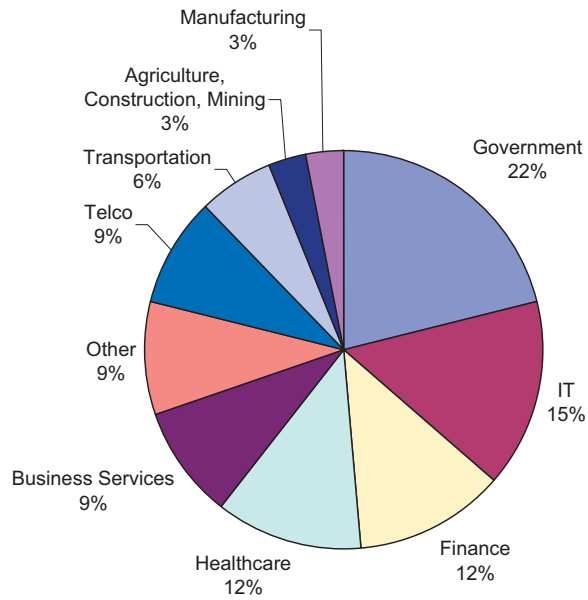
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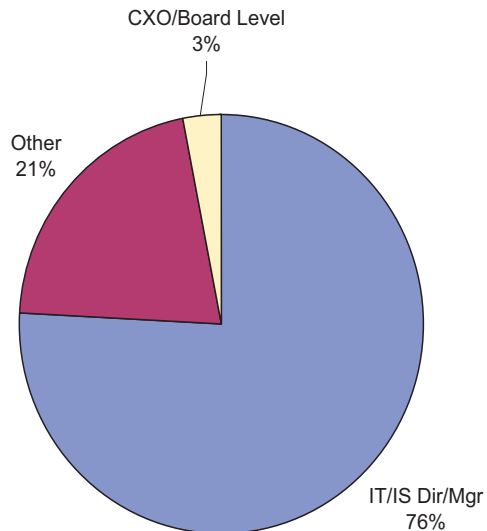
Vienna, 8 November, Radisson SAS Hotel

Total number of registrants: 65
Total number of attendees: 54
 End users: 28 (52%)
 IT vendors: 5 (9%)
 Sponsors, speakers and IDC staff: 21 (39%)

Demographics of attendees by vertical



Demographics of attendees by position



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Vienna, 8 November, Radisson SAS Hotel

Conference Agenda

- 09:00 IDC Keynote: Supporting the Information Worker of the 21st Century
Tom Vavra, Senior Research Manager, Software and IT Markets / IDC CEMA
- 09:30 Maximize the Profit/Success of your Business with MIS
Herwig Fritzl, Senior Account Manager / MIS Austria GmbH
- 10:00 Technological Developments in the Area of DW-Data-Stores – Databases with IQ
DI Dr.techn. Franz Pacha, Geschäftsführer / Sybase EDV-Systeme GesmbH
- 10:30 Coffee Break
- 11:00 Current Developments and Developments for the Future of BI
Dr. David Meyer / Institut für BWL und Wirtschaftsinformatik Wirtschaftsuniversität Wien
- 11:30 Enterprise Business Intelligence – Companywide Solutions and Consolidations of Existing Systems
Jürgen Löffelsender, Manager Professional Services - Central Europe / MicroStrategy Deutschland
- 12:00 From Business Intelligence to Business Activity Monitoring
Erich Wagner, Technology Competence Center / Oracle Austria GmbH
- 12:30 How to Get Facts from Figures – Data Evaluation with Microsoft Business Analytics 4.0
Oliver Krizek, CFO / NAVICONSULT EDV-Systemlösungen AG
- 13:00 Lunch

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Attendee Evaluation of Speakers and Presentations (1 = best, 5 = failed, total number of returned surveys = 27)

Name	Content	Speaker
Tom Vavra (IDC CEMA)	1.9	1.7
Herwig Fritzl (MIS Austria GmbH)	2.3	2.4
DI Dr.techn. Franz Pacha (Sybase EDV-Systeme GmbH)	1.6	1.8
Dr. David Meyer (University of Economics)	1.3	1.5
Jürgen Löffelsender (MicroStrategy Deutschland GmbH)	2.3	2.4
Erich Wagner (Oracle Austria GmbH)	1.8	1.8
Oliver Krizek/NAVICONCONSULT EDV (Systemlösungen AG)	1.7	1.8

Conference Evaluation (1 = best, 5 = failed, total number of returned surveys = 27)

	Evaluation
Overall evaluation of the conference	1.7
Conference content	1.8
Venue	1.5
Organization in general	2.2

Further Comments from the Surveys:

- *interesting and good presentations*
- *no news from the IDC Speaker (Vavra) to the topic*
- *useful, interesting*
- *more strategy and versions of BI*
- *datamining*
- *more forward-looking information from IDC*
- *more about BI-Technology e.g. SOA etc. Red Time*

For further information please contact:

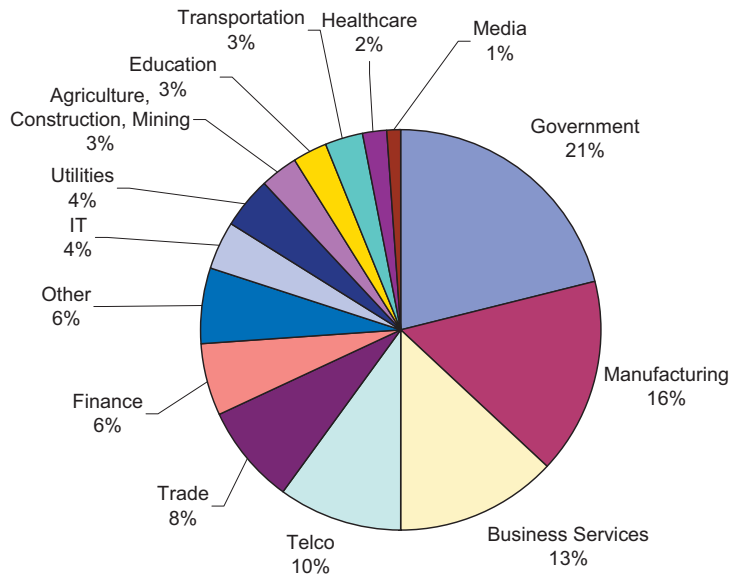
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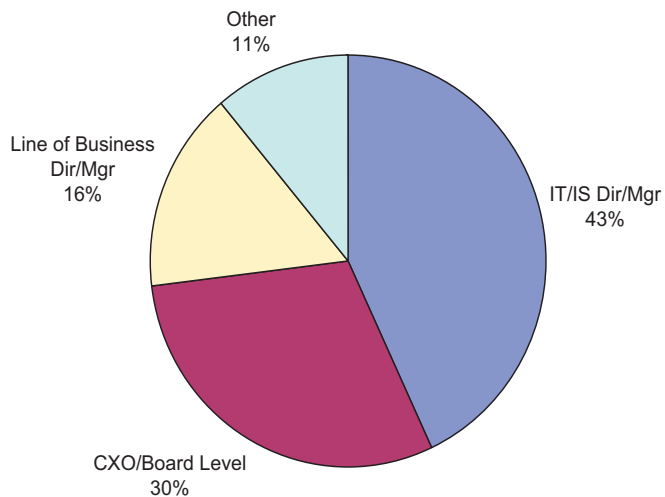
Ljubljana, 24 November, Domina Grand Media Hotel

Total registered: 169
Total attended: 159
 End-users: 124 (78 %)
 IT vendors: 5 (3 %)
 Partners, speakers, organizers: 30 (19%)

Demographics of attendees by verticals



Demographics of attendees by positions



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Ljubljana, 24 November, Domina Grand Media Hotel Conference Agenda

- 08:30 Registration and Breakfast
- 09:00 IDC – Welcome Address
Bostjan Klajnscak, Country Manager, Slovenia, IDC Adriatics (Slovenia)
- 09:05 IDC Keynote: Supporting the Information Worker of the 21st Century
Thomas Vavra, Senior Research Manager, Software and IT Markets, IDC CEMA
- 09:30 Panorama Extends the Reach of BI Solutions
Haim Dolev, Regional Sales Manager for East Europe, Panorama Software
- 09:55 Cognos 8 - Best Practices in Reporting, Analysis, Scorecarding and Planning
Zoran Puskovic, Regional Manager, Central & Eastern Europe, Cognos
- 10:20 Insight on Demand
Henry Cook, IBM Information Management, Business Intelligence, Pan IOT, IBM Slovenija d.o.o.
- 10:45 Bringing Business Intelligence and Corporate Performance Management to More Users, Faster!
Stefan B. Weixelbam, Senior Partner Manager, MIS Austria GmbH
- 11:10 Business Intelligence – EU and International Organizations as Information Sources
Cene Bavec, Faculty of Management Koper, University of Primorska
- 11:25 Discussion
- 11:45 Coffee Break
- 12:10 Standardized BI Solutions
Mladen Gvozdenović, Director, NPS d.o.o.
Grega Jerkič, Business Intelligence Consultant, NPS d.o.o.
- 12:35 Approach to Data Warehousing - the System Integrator's Point of View
Mojca Gros, vodja oddelka Poslovne Inteligence, S&T Hermes-Plus d.d.
- 13:00 BI / BPM - in Everyday Use
Slobodan Zorko, Business Intelligence Consultant, Alfatec Group
- 13:25 Case Study: BI in Merkur d.d.
Metka Arzenšek, Merkur d.d.
- 13:50 SAS: BI and Beyond BI
Klemen Koselj, Consultant BI, SAS Institute
- 14:15 Customer Success: BI system in Tarkett d.o.o.
Vladimir Popadić, IT manager, Tarkett d.o.o.
- 14:40 Panel Discussion
- 15:05 Conference Raffle
- 15:15 End of Conference
- 15:20 Lunch



Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 62)

Name	Content	Style	Total
Mark Yates (IDC CEMA)	4.22	4.53	4.37
Cene Bavec (University of Primorska)	4.25	4.32	4.29
Metka Arzenšek (Merkur)	4.24	4.13	4.18
Stefan B. Weixelbam (MIS)	4.01	4.16	4.09
Slobodan Zorko (Alfatec)	4.11	4.01	4.06
Grega Jerkič (NPS)	4.12	3.92	4.02
Vladimir Popadić (Tarkett)	3.93	4.02	3.97
Haim Dolev (Panorama)	4.10	3.85	3.97
Mladen Gvozdrenović (NPS)	3.96	3.96	3.96
Zoran Pušković (Cognos)	3.91	3.85	3.88
Mojca Gros (S&T)	3.71	3.84	3.78
Klemen Koselj (SAS)	3.87	3.47	3.67
Henry Cook (IBM)	3.53	3.45	3.49

Conference Evaluation (max=5, total number of returned surveys = 62)

	Evaluation
Overall evaluation of the conference	4.22
Conference content	4.23
Venue	4.53
Interpreting, facilities, sound/lighting	4.25
Reception and service level of IDC staff	4.76
Organization in general	4.44

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Further Comments from the Surveys:

- came for the topics and they were excellent
- more case studies like Tarkett or Merkur
- this was first BI event in Slovenia, I've been waiting a long time...thank you
- made new connections
- I got what I expected
- very positive feelings
- some speakers should include less marketing into presentations
- there is no need for translating – everybody understand english???
- very positive impressions
- interesting topics
- content of the conference too long
- topics are very actual & interesting
- satisfied with conference content and format
- good conference in a good venue – a very good content
- met my expectations, thank you for invitation (e-mail)
- satisfied
- conference room is very nice
- speakers were mostly professional and well prepared
- more debate
- some of the speakers were over time
- not enough time for particular presentations – maybe every speaker should have more time
- worth going – got some new ideas
- too many commercial information about certain products
- some small problems with sound
- I liked the translation – the translator was excellent
- please inform me when next conference will take place (by e-mail)
- conference was too vendor oriented
- too many topics, i was very tired
- good opportunity to see partners and exchange experience with others
- I expected more people from business
- topics and presenter satisfying
- pleasant atmosphere, useful, professional presentations
- more coffee breaks
- I got what I came for

For further information please contact:

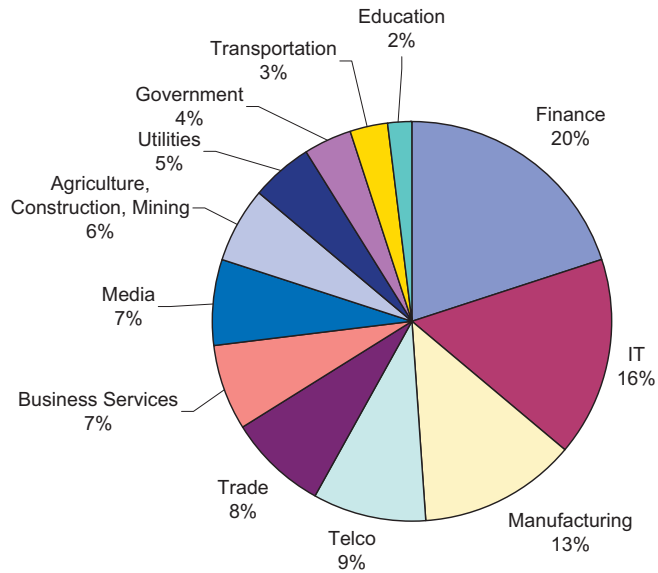
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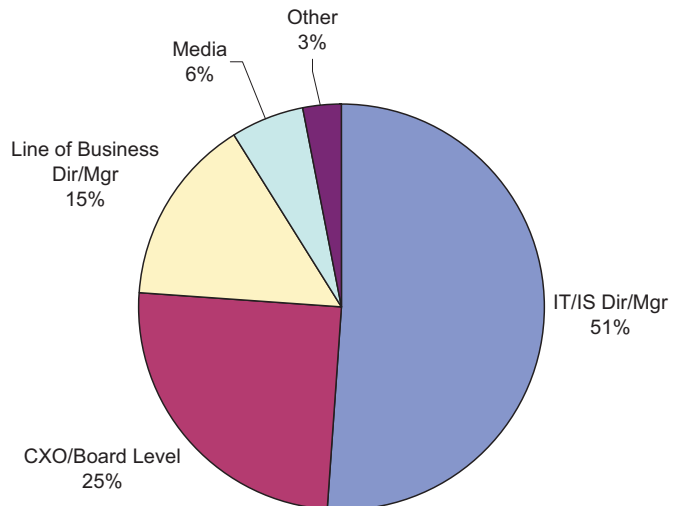
Moscow, 30 November, Radisson SAS Slavyanskaya Hotel

Total registered:	293
Total attended:	224
End users:	124 (55%)
IT vendors:	23 (10%)
Partners, speakers, organizers:	77 (34%)

Demographics of attendees by vertical



Demographics of attendees by position



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Moscow, 30 November, Radisson SAS Slavyanskaya Hotel

Conference Agenda

- 09:00 Conference Opening
Robert Farish, Regional Director Russia and CIS Countries, IDC Russia/CIS
Pavel Khristov, Editorial Director, Open Systems Publications
- 09:05 Supporting the Information Worker of the 21st Century
Torben Pedersen, Consulting Manager, IT, CEMA Region, IDC CEMA
- 09:30 Return on Investment and the Data Warehouse
Bill Inmon, President, Data Systems, Inmon Data Systems
- 10:15 Innovative Approach to Making Management Decisions
Leonid Altukhov, IBM
- 10:40 Business Intelligence: Integrating Business Applications and Technologies
Nick Whitehead, Oracle EMEA
- 11:05 S&T's BI Solutions Based on Unique Sunopsis Technologies
Alexey Ilyin, S&T International
- 11:30 Coffee break
- 11:45 Revenue Assurance: Case Study - Telecom Operator. Systems for Fraud Detection and Loss Analysis
Sergey Alexandrov, IBS
- 12:10 BI Systems: What Exactly and Why Do Modern Companies Need?
Alexander Gvozdev, SAS Institute
- 12:35 Selecting the Right Enterprise Planning Solution
Boris Mihajlovic, S&T, Russia
Ernold Vasilyev, S&T International
- 13:00 Consolidated Analytical DataWarehouse for Business Performance Monitoring - AlfaBank's Project Based on Sybase IWS, an Industrial Data Model for Financial Organizations.
Alyona Enikeyeva, Sybase Kirill Lyadov, "Alfa-Bank"
- 13:25 Lunch
- 14:15 Panorama Extends the Reach of BI
Haim Dolev, Panorama Software
- 14:40 Business Intelligence for Client-Oriented Strategy
Viktor Bulgakov, OJSC "Vypelcom"
- 15:05 Do You Ever Have the Feeling You're Missing Something?
Hakan Ebersjo, Epicor Scala
- 15:30 Business Objects XI Release 2: Expanding the Area of Application of Business Solutions
Gregory Zhukov, Business Objects
- 15:55 Ensure the Success of Your Integration Projects with Informatica's Data Integration Platform!
Pavel Likhniitsky, Data Integration Software
- 16:20 Coffee Break
- 16:35 Data Consolidation: The Way to Effectively Manage and Analyze Operations of the Sales Channel Administrator in the Electric Power Wholesale Market
Alexander Loshmanov, NP ATC
- 16:55 Analytical System – the Company "Growth vitamin"
Olga Solovieva, OJSC "Detsky Mir"



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- 17:15 The Company's Performance Indicators - Plain to See
Andrey Yurganov, OJSC "Brewing Company Baltica"
- 17:35 BI Solutions for Food Industry
Timur Morozov, OJSC "MPZ Kampomos"
- 17:55 Marketing Campaigns: Analysis and Efficiency Assessment
Aleksey Skakun, Volkswagen Group Rus
- 18:15 Q&A Session, Case Studies discussion
- 18:35 Conference Raffle, End of the conference

Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 66)

Name	Content	Style	Total
Andrey Yurganov (OJSC Brewing Company "Baltica")	4.58	4.50	4.54
Bill Inmon, (Inmon Data Systems)	4.48	4.56	4.52
Haim Dolev (Panorama Software)	4.37	4.55	4.46
Gregory Zhukov (Business Objects)	4.44	4.34	4.39
Pavel Likhnitsky (Data Integration Software)	4.39	4.36	4.38
Torben Pedersen (IDC CEMA)	4.23	4.42	4.33
Alyona Enikeyeva (Sybase CIS)	4.21	4.36	4.29
Alexey Ilyin (S&T International)	4.13	4.37	4.25
Viktor Bulgakov (OJSC "Vympelkom")	4.00	4.35	4.18
Alexander Gvozdev (SAS)	4.10	4.20	4.15
Alexander Loshmanov (NP ATC)	4.06	4.17	4.12
Olga Solovieva (OJSC Detsky Mir)	4.10	4.10	4.10
Kirill Lyadov (Alfa-Bank)	4.12	3.95	4.04
Timur Morozov (OJSC "MPZ Kampomos")	4.00	3.94	3.97
Ivan Budanov (IBS)	3.88	3.98	3.93
Hakan Ebersjo (Epicor)	3.85	3.94	3.90
Nick Whitehead (Oracle, EMEA)	3.66	3.95	3.81
Leonid Altukhov (IBM EE/A)	3.61	3.86	3.74
Ernold Vasilyev (S&T International)	3.57	3.66	3.62
Boris Mihajlovic (Analyst, S&T International)	3.49	3.60	3.55
Aleksey Skakun (Volkswagen Group Rus)	3.60	3.21	3.41

Conference Evaluation (max = 5, total number of returned surveys = 66)

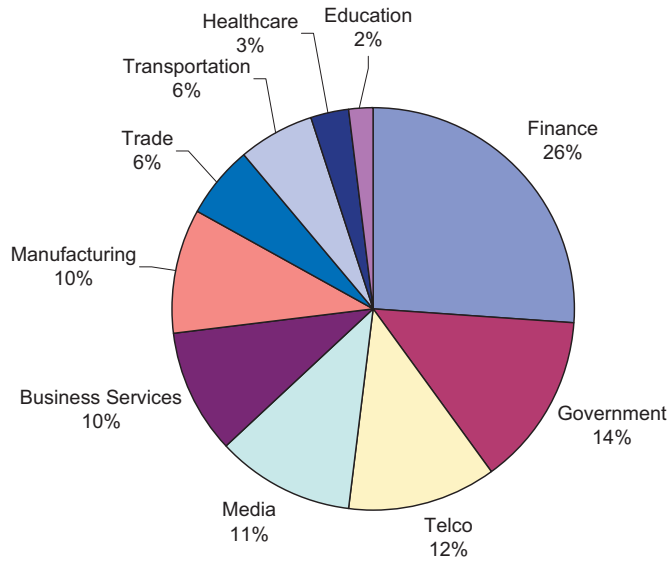
	Evaluation
Overall evaluation of the conference	4.49
Organization in general	4.64
Conference effectiveness for participant	4.09
Conference effectiveness for company	3.86



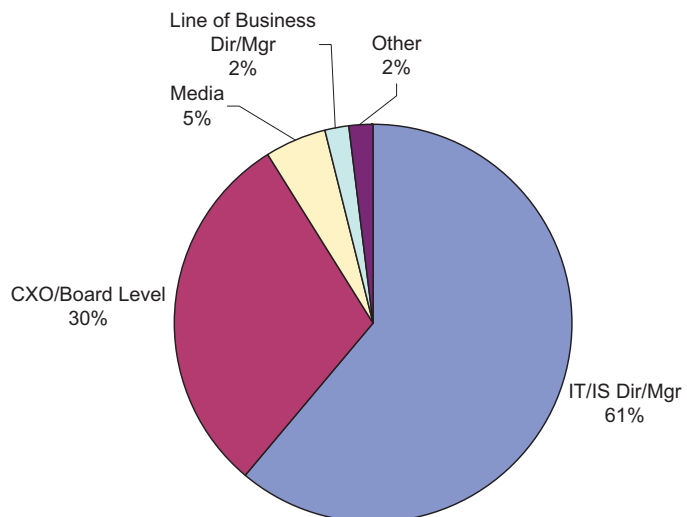
Warsaw, 8 December, Intercontinental Hotel

Total registered:	144
Total attended:	155
End users:	119 (77%)
IT vendors	3 (2%)
Sponsors, speakers, and organizers:	33 (21%)

Demographics of attendees by vertical



Demographics of attendees by position



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Warsaw, 8 December, Intercontinental Hotel

Conference Agenda

- 09:30 Registration and morning coffee
- 10:00 Welcome
Andrzej Jarosz, Managing Director, IDC Poland
- 10:05 Business Intelligence - Introduction
Andrzej Biesiekirski, President, Fild.NET Sp. z o.o.
- 10:20 Supporting the Information Worker of the 21st Century
Thomas Vavra, Senior Research Manager, Software and IT Markets, IDC CEMA
- 10:45 Cognos 8 Business Intelligence – Simple. Complete. Proven.
Krzysztof Kowal, Regional Sales Manager - Poland, Cognos
- 11:10 Business Intelligence, Easy, As Never Before!
Jarosław Szymaniuk, Solutions Sales Manager, Microsoft
- 11:35 BI and Corporate Data Model
Władysław Szwoch, Partner in Charge, Consulting, Deloitte
- 12:00 Lunch
- 13:00 Concept of the Corporate Performance Management - Business Intelligence Solutions to Manage Company Efficiency
Paweł Słowikowski, Advisor to the President, Matrix.pl
- 13:25 Panorama Extends the Reach of BI Solutions
Haim Dolev, Regional Sales Manager for East Europe, Panorama Software
Witold Węgorzewicz, Product Manager, Integral Solutions
- 13:50 Virtual Federate - Technology and Usage Patterns Description
Wojciech Winnicki, Senior Consultant, Infovide
- 14:15 Coffee break
- 14:30 Implementation of InflectionPoint in Insurance Partner (formerly PATHS)
Radosław Koziejka, Managing Director, Codec
- 14:55 Monitoring Key Business Processes - Case Study of MicroStrategy
Zbigniew Radecki, Strategic Project Manager, GE Money Bank
Ireneusz Siwek, Process Management Specialist, GE Money Bank
- 15:15 Conference Raffle
- 15:25 End of the conference

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys: 70)

Name	Content	Style	Total
Andrzej Biesiekirski (Moderator)	4.14	4.19	4.16
Thomas Vavra (IDC CEMA)	4.27	4.23	4.25
Jarosław Szymaniuk (Microsoft)	3.78	4.00	3.89
Krzysztof Kowal (Cognos)	4.00	4.00	4.00
Paweł Słowikowski (matrix.pl)	4.25	4.10	4.18
Władysław Szwoch (Deloitte)	4.18	4.09	4.19
Haim Dolev (Panorama)	4.25	4.34	4.29
Wojciech Winnicki (Infovide)	4.30	4.22	4.26
Radosław Kozieja (Codec)	3.94	3.67	3.80
Ireneusz Siwek (GE Money Bank)	4.18	3.86	4.02

Conference Evaluation (max = 5, total number of returned surveys: 70)

	Evaluation
Overall evaluation of the conference	4.32
Conference content	4.06
Venue	4.81
Catering/lunch	4.66
Service level of Intercontinental hotel staff	4.88
Interpreting	4.29
Sound/lighting	4.37
Reception and service level of IDC staff	4.58
Organization in general	4.58
Total	4.45

Further Comments from the Surveys:

- I think that the subject of the conference was not the right one. The proper one instead of integration of many systems and data bases, should be recommendation to use one solution – one data base
- more detailed information about tools and implementation
- less sales more business
- standing lunch is not a good idea
- sound problems
- too dark
- too short presentations

IDC Business Intelligence Roadshow CEE 2005 - Photo Gallery
<http://www.idc-cema.com/events/bi05>