IDC BUSINESS INTELLIGENCE ROADSHOW 2008
Bratislava, October 21, Hotel Danube

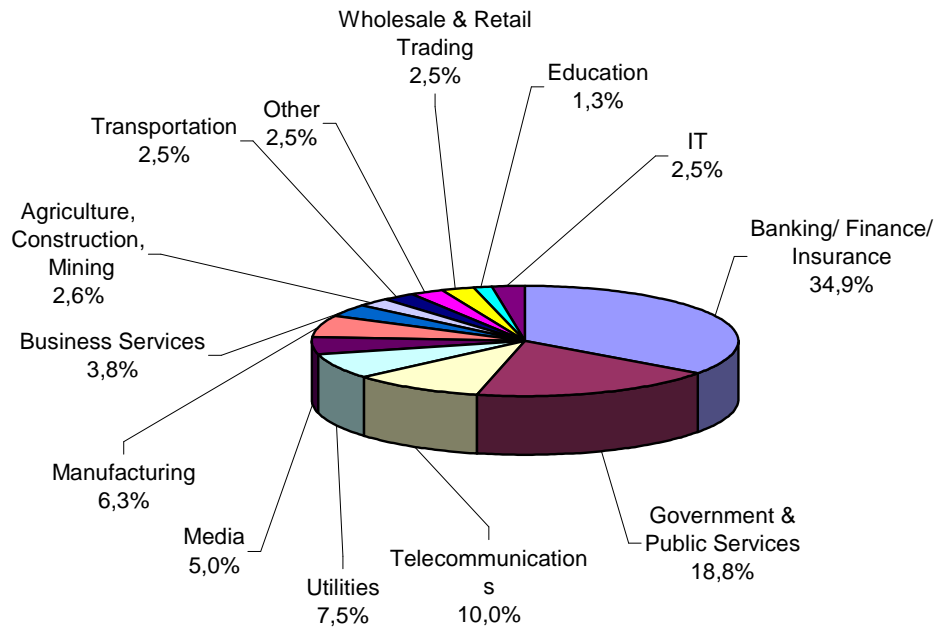## ATTENDEE STATISTICS, ATTENDEE EVALUATION RESULTS

www.idc-cema.com/events/bi08sk
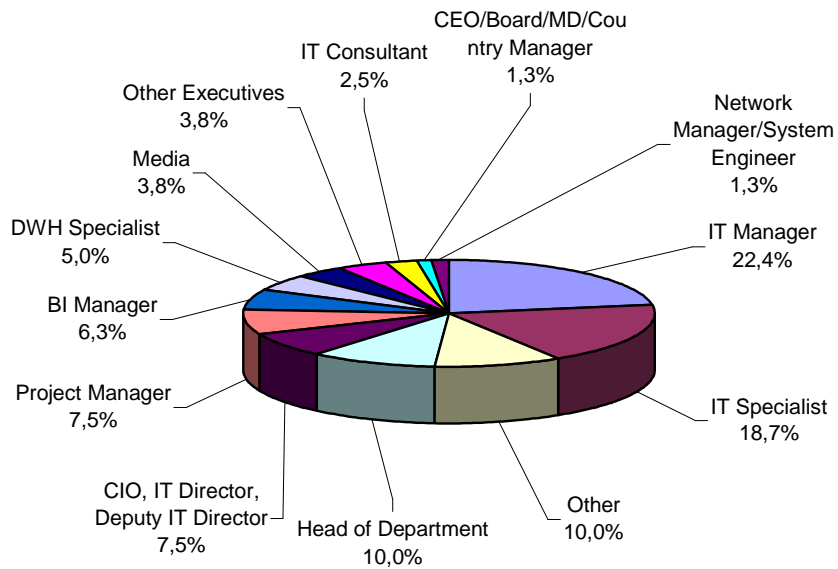**Password**: danubebi08

Statistics

Total Registered: 116
Total Attended: 80
End Users: 74   (92.5%)
IT Vendors: 2   (2.5%)
Media: 4   (5.0%)
Partners, Speakers, Organizers: 24

Demographics of Attendees by Vertical

Wholesale & Retail Trading 2,5%
Education 1,3%
IT 2,5%
Banking/ Finance/ Insurance 34,9%
Other 2,5%
Transportation 2,5%
Agriculture, Construction, Mining 2,6%
Business Services 3,8%
Manufacturing 6,3%
Media 5,0%
Utilities 7,5%
Telecommunications 10,0%
Government & Public Services 18,8%

Demographics of Attendees by Position

CEO/Board/MD/Country Manager 1,3%
IT Consultant 2,5%
Other Executives 3,8%
Media 3,8%
DWH Specialist 5,0%
BI Manager 6,3%
Project Manager 7,5%
CIO, IT Director, Deputy IT Director 7,5%
Head of Department 10,0%
Other 10,0%
IT Specialist 18,7%
IT Manager 22,4%
Network Manager/System Engineer 1,3%

Demographics of Attendees by Company Size (34.6% of Attendees Responded)

Fewer than 50 Employees 3,7%
50 - 99 14,8%
100 - 199 14,8%
500 - 999 14,8%
200 - 499 22,2%
1 000 - 4 999 29,6%
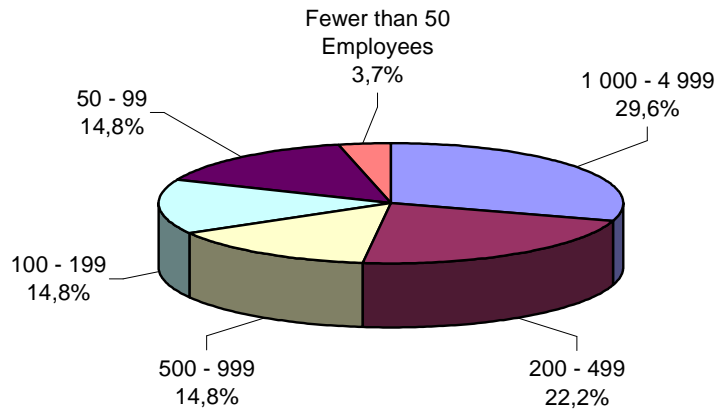
Demographics of Attendees by Size of Company Budget (15.4% of Attendees Responded)

800.000 EUR and
more
8,3%

8.000 - 19.999
EUR
8,3%

80.000 - 159.999
EUR
33,3%

160.000 - 399.999
EUR
16,7%

20.000 - 39.999
EUR
16,7%

400.000 - 799.999
EUR
16,7%
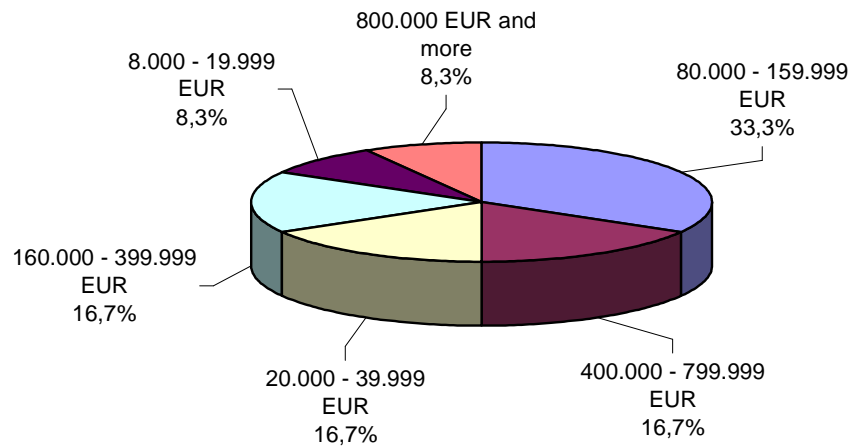
Motivation to Attend (39.7% of Attendees Responded)

Investigating
Background for an
Upcoming Project
25,8%

Keeping up to
Date with the
Latest
Developments
74,2%
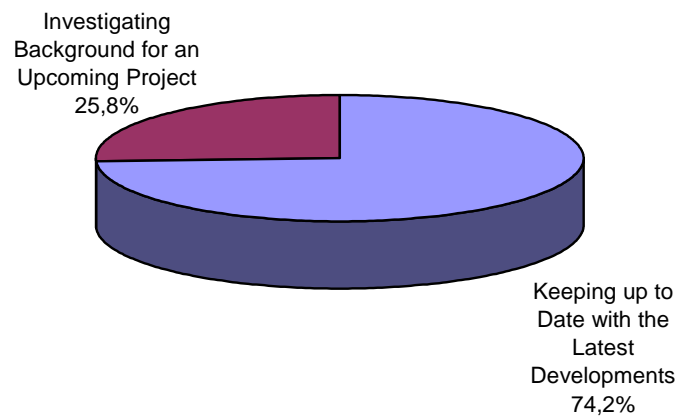
Purchasing Role (35.9%* of Attendees Responded)

Approve
7,1%

Specify
25,0%

Recommend
67,9%
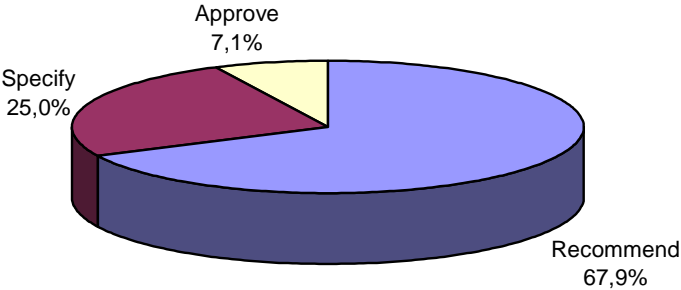
Conference Agenda

08:30   **Registration and Welcome Coffee**

09:00   **Finding Your Way in the Ever-Changing World of BI**
Thomas Vavra, Research Director, Software, CEMA Region, IDC CEMA

09:30   **How to Implement Corporate Performance Management (CPM), Pervasive Business Intelligence and ROI: Soft and Hard**
Shaku Atre, President, Atre Group

10:10   **How to Improve IQ in the Boardroom**
Jan Mrazek, President, Adastra Corporation

10:35   **Achieving Management Excellence**
Jörg Fuchslueger, BI Business Development Manager, EE&CIS, Oracle Corporation

11:00   **Coffee Break**

11:20   **Business Intelligence as an Itegrated Part of Your Company**
Lubomír Goryl, Technology Solution Professional, Microsoft

11:45   **Performative BI - Best Practices**
Vladimir Maruna, Area Lead Architect, Sybase Products Central Europe

12:10   **Steps Toward Performance Management**
Slavomír Pšenák, Cognos Technical Sales, IBM SK

12:35   **Redesign and Building an Enterprise Data Warehouse in VÚB**
Michal Dirga, Project Manager, VÚB
Miroslav Kutej, IT Development Manager, VÚB

13:00   **Panel Discussion**

13:20   **Closing Remarks and Conference Raffle Draw**

13:30   **Lunch**

Attendee Evaluation Results
Total Number of Returned Surveys = 60 (76.9%)

Attendee Evaluation of Speakers and Presentations (max = 5)

Speaker	Content	Style	Total
Shaku Atre (Atre Group)	4.51	4.63	4.57
Vladimir Maruna (Sybase Products CE)	4.30	4.11	4.20
Thomas Vavra (IDC CEMA)	3.90	3.88	3.89
Jörg Fuchslueger (Oracle Corporation)	3.77	3.94	3.85
Jan Mrazek (Adastra Corporation)	3.78	3.84	3.81
Slavomír Pšenák (IBM SK)	3.81	3.75	3.78
Lubomír Goryl (Microsoft)	3.82	3.52	3.67
Miroslav Kutej (VÚB)	3.73	3.58	3.65
Michal Dirga (VÚB)	3.70	3.39	3.54

Change of Attendee Perception of Vendors after Event

Company	Before	After	Change
Sybase	2,85	3,90	1,05
IBM	3,10	3,76	0,66
Microsoft	3,27	3,91	0,64
Adastra	2,95	3,38	0,43
Oracle	3,29	3,67	0,38

Conference Evaluation (max = 5)

	Evaluation
Overall Satisfaction	4.21
IDC Presentation Content	4.07
Partner Presentation Content	4.02
Networking with Peers	3.80
Venue	4.54
Catering	4.49
Audio Visual	4.47
Interpretation	4.52
Registration Process	4.63
Customer Service On-Site	4.76

Further Comments from the Surveys

- Currently, BI is not a top priority in our company, but the conference was generally useful
- Very good
- Excellent organization, good choice of presentation topics
- Excellent organization, exchange of experiences, and chance to listen to the presentations of respected BI experts
- Interesting informational resources
- Nice event, it's pleasing that something like that takes place also in Bratislava
- Inspirational
- Interesting, good
- Excellent foreign speakers and partners, very good choice of presentations, but sometimes a bit too commercial
- As usual, excellent!
- Valuable information that made me understand the BI world. I appreciated some speakers' informal ways of presenting (Shaku Atre)
- The conference had interesting topics, excellent speakers, good technical provisions
- I was satisfied
- I gained lots of new information

Media Coverage

Prior the Event

INFOWARE
Link: http://infoware.sk
Media Type: IT
                                Printed, On-line, Broadcast
Language: Slovak
Distribution: Local
Issue Frequency: Monthly
Published: October, Issue Number 10
Description: Page 73, Advertisement

INET.SK
Link: http://www.inet.sk/clanok/6335/svetove-spicky-v-oblasti-business-intelligence-vystupia-na-serii-konferencii-idc-v-13-krajinach-strednej-a-vychodnej-europy
Media Type: IT
                                On-line
Language: Slovak
Distribution: Local
Issue Frequency: Daily
Published: October 16
Description: Press Release
Published: October
Description: Banner

ZIVE.SK
Link: http://www.zive.sk
Media Type: IT
                                On-line
Language: Slovak
Distribution: Local
Issue Frequency: Daily
Published: October
Description: Banner on the Top of the Page

INFOWARE
Link: http://infoware.sk
Media Type: IT
                                Printed
Language: Slovak
Distribution: Local
Issue Frequency: Monthly
Published: October, Issue Number 10
Description: Article with Shaku Atre Interview

ZIVE.SK
Link: http://www.zive.sk/Spravy/Svetove-spicky-business-intelligence-vystupuju-na-konferenciach-IDC/sc-30-a-279528/default.aspx
Media Type: IT
                                On-line
Language: Slovak
Distribution: Local
Issue Frequency: Daily
Published: October 08
Description: Press Release

PRAVDA

Link:	http://cpress.sk
Media Type:	IT, Business/Finance, Other
	Printed, On-line
Distribution:	Local
Language:	Slovak
Published:	
Description:	An Interview with Thomas Vavra

Interviewee:	*Thomas Vavra*, Research Director, Software, CEMA Region, IDC CEMA
Interviewer:	*Ján Krpelán*,

Journalists Participating at the Event

INFOWARE, Luboslav Lacko
Patriot, Marian Knazko
Pravda, Jan Krpelan
Svet Komunikácie, Danica Zbončáková

After the Event

Articles & PR

INFOWARE

Link:	http://infoware.sk
Media Type:	IT
	Printed, On-line
Language:	Slovak
Distribution:	Local
Issue Frequency:	Monthly
Published:	November Issue, December Issue
Description:	Article about the Event

The numbers given in the 3D charts may not always total exactly 100% due to rounding.