IDC BUSINESS INTELLIGENCE ROADSHOW 2008

Zagreb, October 23, Hotel Antunovic

ATTENDEE STATISTICS, ATTENDEE EVALUATION RESULTS

http://www.idc-cema.com/events/bi08cr
Password: birds081023zgh

Statistics
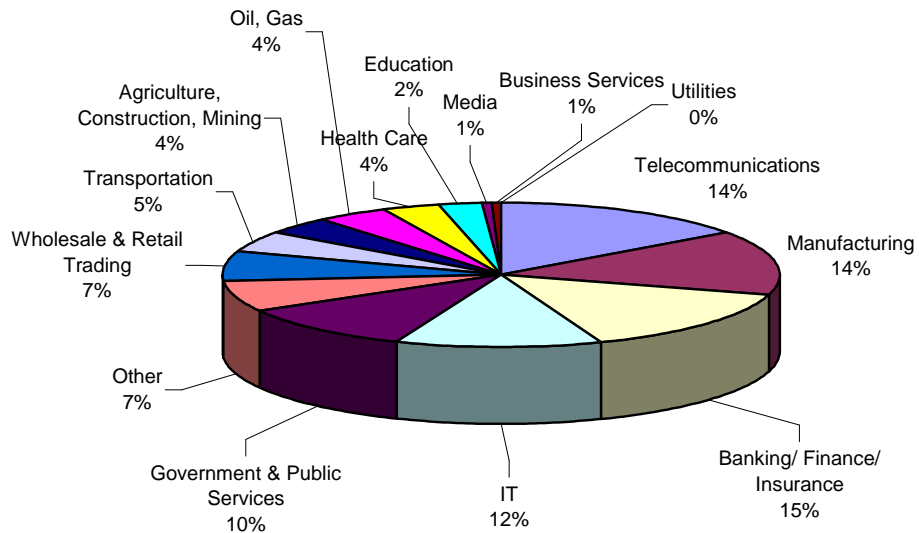
Total Registered: 259
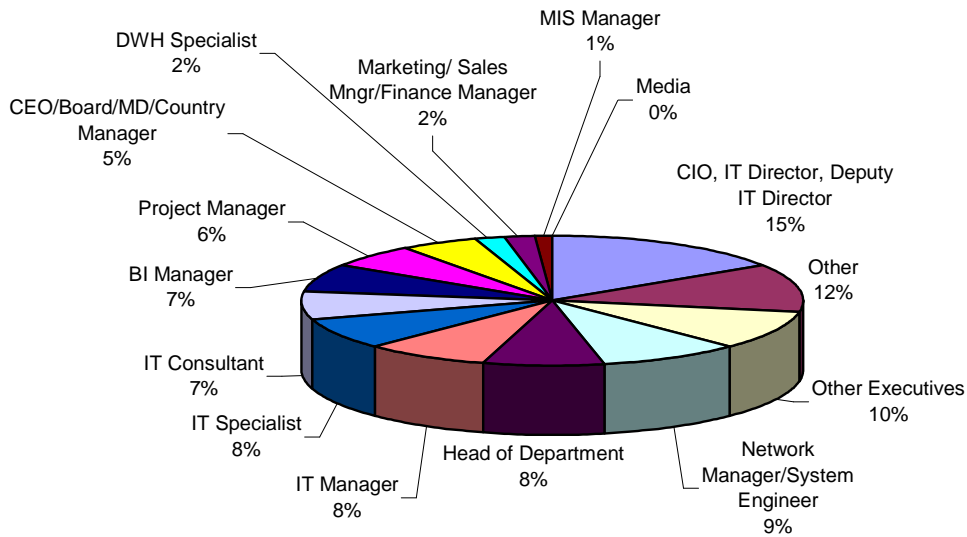**Total Attended: 180**
End Users: 152 (84.4%)
IT Vendors: 21 (11.7%)
Media: 7 (3.9%)
Partners, Speakers, Organizers: 55

Demographics of Attendees by Vertical

Oil, Gas 4%
Education 2%
Media 1%
Business Services 1%
Utilities 0%
Agriculture, Construction, Mining 4%
Health Care 4%
Telecommunications 14%
Transportation 5%
Manufacturing 14%
Wholesale & Retail Trading 7%
Other 7%
Banking/ Finance/ Insurance 15%
Government & Public Services 10%
IT 12%

Demographics of Attendees by Position

DWH Specialist
2%

Marketing/ Sales
Mngr/Finance Manager
2%

MIS Manager
1%

Media
0%

CEO/Board/MD/Country
Manager
5%

CIO, IT Director, Deputy
IT Director
15%

Project Manager
6%

Other
12%

BI Manager
7%

IT Consultant
7%

Other Executives
10%

IT Specialist
8%

Network
Manager/System
Engineer
9%

IT Manager
8%

Head of Department
8%

Demographics of Attendees by Company Size (86.0%* of Attendees Responded)

5 000 - 9 999
6%

50 - 99
2%

100 - 199
7%

1 000 - 4 999
37%

10 000 and more
8%

Fewer than 50
Employees
10%

500 - 999
10%

200 - 499
20%
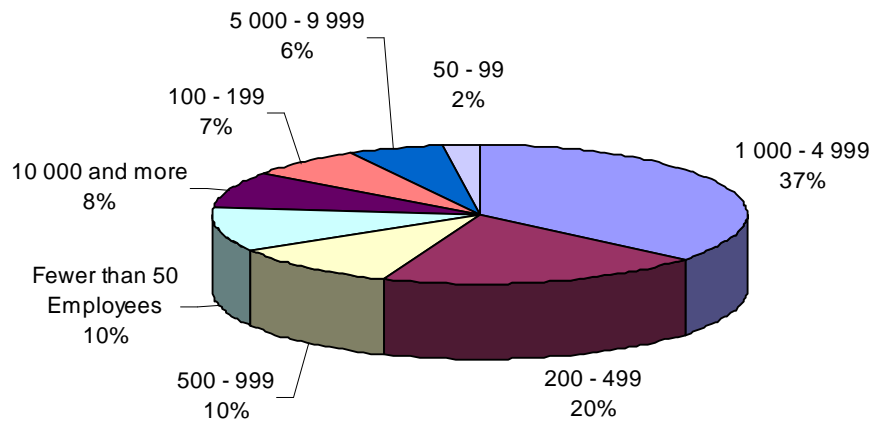
Demographics of Attendees by Size of Company Budget (25.0%* of Attendees Responded)

160.000 - 399.999 EUR
8%

800.000 EUR and more
28%

20.000 - 39.999 EUR
8%

40.000 - 59.999 EUR
8%

8.000 - 19.999 EUR
16%

400.000 - 799.999 EUR
16%

80.000 - 159.999 EUR
16%
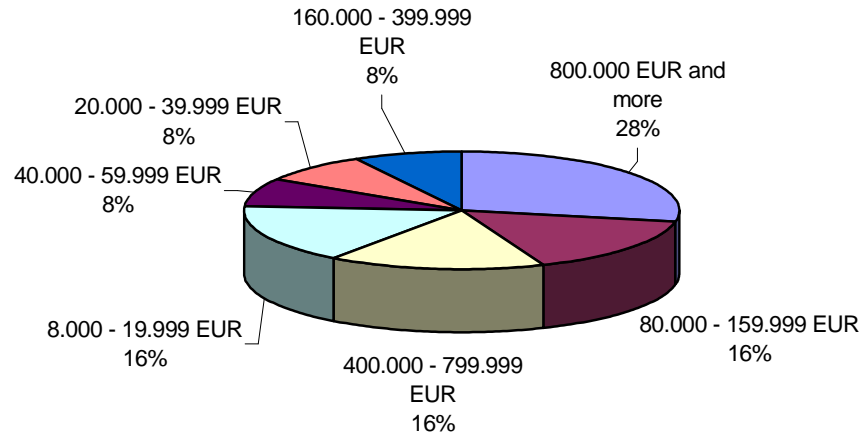
Motivation to Attend (84.0%* of Attendees Responded)

Evaluating Vendor for a Current Project
4%

Investigating Background for an Upcoming Project
12%

Keeping up to Date with the Latest Developments
84%
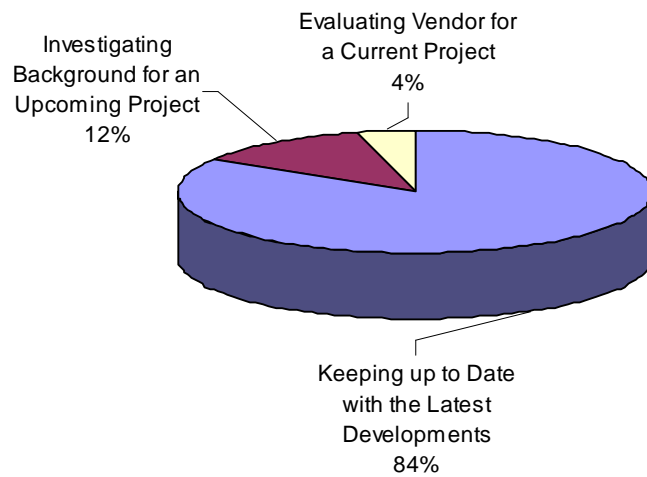
Purchasing Role (68.0%* of Attendees Responded)

Approve
7%

Specify
21%

Recommend
72%
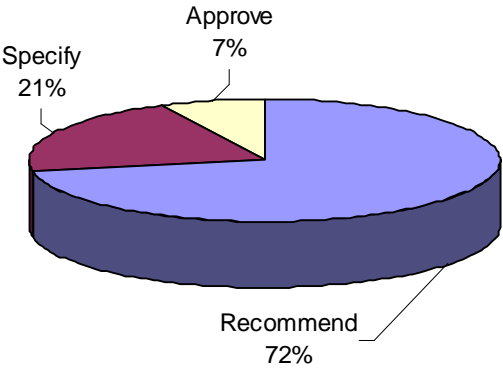
Conference Agenda

08:15 Registration and morning coffee break
09:00 IDC Welcome Address

09:05 **Finding Your Way in the Ever-Changing World of BI**
Jeffrey Vavra, Research Manager, IT Services, IDC CEMA

09:30 **Overview of BI trends in 2008**
Tomislav Križan, Senior Consultant, Poslovna Inteligencija

09:40 **Maximize Business Performance with a holistic view**
Paul Andrews,, Marketing Director, EMEA Regional Markets, Informatica Corporation

09:55 **BI systems are Business Critical**
Hrvoje Šunjić, Managing Director, crmT d.o.o., Croatia

10:20 **BI solutions are not for SMB companies? Case study: Renimo BI solution**
Matija Žulj, IT Manager, Renimo
Milivoj Obradović, ,Savjetnik za poslovna rješenja, MEGATREND POSLOVNA RJEŠENJA d.o.o.

10:45 **Step-by-step to BI**
Boris Škorić, Head of Distribution of Crystal Reports, Alfatec Group

11:10 Coffee break

11:25 **Oracle Business Intelligence- FINA's business intelligence**
Ankica Batinić, Direktorica sektora razvoja poslovnih procesa, FINA

11:40 **Oracle BI - Actionable Insight**
Ljiljana Perica, Oracle Business Solution Team Leader, Oracle

11:50 **Performance BI - Best Practices**
Vladimir Maruna, Area Lead Architect, Sybase Products Central Europe

12:15 **BI project in Hrvatski Telekom: DWH implementation in a complex environment**
Tamara Perušić, Project Manager DHW/BI, HT - Hrvatske telekomunikacije d.d.
Tomislav Delaš, Leader of BI&DWH team, T-Com, Hrvatske telekomunikacije d.d.

12:35 **How to build BI in a very complex heterogeneous environment**
Slavko Kastelic, Managing Director, crmT d.o.o., Slovenia

12:50 **Netezza Data Warehouse Appliance: The Heartbeat of Mission Critical BI**
Joe Napoli,, Director, International Distribution, Netezza Corporation Ltd.

13:05 Lunch

14:05 **IBM Case study: Cognos in financial institutions**
Franko Buneta, Information Management software Sales Representative, IBM Hrvatska

14:25 **How to Implement Corporate Performance Management (CPM), Pervasive Business Intelligence and ROI: Soft and Hard**
Shaku Atre, President, Atre Group

15:10 **Discussion**
Shaku Atre, President, Atre Group

15:40 Conference Raffle and closing

Attendee Evaluation Results
Total Number of Returned Surveys = 120 (69.4%)

Attendee Evaluation of Speakers and Presentations (max = 5)

Speaker	Content	Style	Total
Shaku Atre, Atre Group	4.86	4.87	4.86
Vladimir Maruna, Sybase	4.71	4.76	4.73
Joe Napoli, Netezza Corporation	4.48	4.75	4.62
Ljiljana Perica, Oracle	4.25	4.43	4.34
Jeffrey Vavra, IDC CEMA	4.12	4.43	4.27
Ankica Batinić, FINA	4.18	4.23	4.20
Milivoj Obradović, MEGATREND P.R.	4.17	4.18	4.18
Matija Žulj, Renimo	4.10	4.16	4.13
Boris Skorić, Alfatec Group	4.05	3.98	4.01
Paul Andrews, Informatica	3.87	3.77	3.82
Franko Buneta, IBM Hrvatska	3.84	3.75	3.79
Hrvoje Šunjić, crmT	3.82	3.71	3.76
Slavko Kastelić, crmT	3.64	3.71	3.68
Tomislav Delaš, T-Com	3.70	3.52	3.61
Tamara Perušić, HT	3.64	3.47	3.55

Change of Attendee Perception of Vendors after Event

Company	Before	After	Change
Sybase	3.63	4.62	0.99
Atre Group	4.00	4.63	0.63
Netezza Corporation	3.80	4.34	0.54
MEGATREND POSLOVNA RJEŠENJA	3.91	4.22	0.31
Alfatec Group	3.78	3.96	0.19
Oracle	4.10	4.29	0.19
crmT	3.69	3.84	0.15
Informatica	3.78	3.92	0.15
IBM	4.10	4.17	0.07
Poslovna Inteligencija	4.17	4.14	-0.02

Conference Evaluation (max = 5)

	Evaluation
Overall Satisfaction	4.34
IDC Presentation Content	4.02
Partner Presentation Content	4.12
Networking with Peers	4.38
Venue	4.46
Catering	4.42
Audio Visual	4.49
Interpretation	4.61
Registration Process	4.83
Customer Service On-Site	4.62

Further Comments from the Surveys

- Just keep it like this
- Very good organization, interesting presentations
- Useful for employment in practice
- We need more conferences with good advices and analysis, like this one
- Interesting
- Some companies aspired to self –promotions
- Very good mix of contents understandable for IT experts and Directors
- Still one of the best organized conferences
- Good one
- Some presentations were too general
- Too many presentations in short period
- Informatively and beneficially
- Highly professional
- Very good, but I would like to see more user solutions
- Nice BI overview
- Qualitative examination of BI trends
- Rich conference and excellent organization
- Meet the expectations
- Various and dynamic conference
- In future more combine marketing presentations with cases from practice
- As end user I am very satisfied
- Reliable conference which became traditional
- Some presentations were too similar
- Intelligent
- Conference is key venue for exchange of experiences and ideas

Media Coverage

Prior the Event

Roadshow Advertisements

BUG
Link: www.bug.hr
Media Type: IT
                     Printed
Language: Croatian
Distribution: Local
Issue Frequency: Monthly
Published: October 2008, Number 191
Description: Page 145, 1/3 Page Advertisement
                     Listed within upcoming events

INFOTREND
Link: www.trend.hr
Media Type: IT
                     Printed
Language: Croatian
Distribution: Local
Issue Frequency: Monthly
Published: October 2008, Number 164
Description: Page 43, Half Page Advertisement
                     Listed within upcoming events

BUSINESS.HR
Link: www.business.hr
Media Type: Business/Finance
                     Printed
Language: Croatian
Distribution: Local
Issue Frequency: Daily
Published: October 14, Number 258
Description: Page 11, 1/3 Page Advertment
                     Listed within upcoming events

Articles & PR

MBOS
Link: www.budimo-sigurni.hr
Media Type: IT
                     On-line
Language: Croatian
Published: October 6 – October 22 (Conference Banner)
                     October 1 – Conference announcement
Description: Listed within upcoming events

LIDERPRESS
Link: www.liderpress.hr
Media Type: Business/Finance
                     On-line
Language: Croatian
Published: October 07 – Conference Banner
                     October 09 and October 16 (Weekly Newsletter) – conference announcement
Description: Listed within upcoming events

CROATIABIZ

Link:	www.croatiabiz.com
Media Type:	Business/Finance
	On-line
Language:	Croatian
Published:	October 10-20 (Croatiabiz Newsletter) – conference announcement
Description:	Listed within upcoming events

Journalists Participating at the Event

BUG, Hrvoje Pelaić
Infotrend, Marijan Prević
Liderpress, Igor Škevin
Business.hr, Dražen Tomić
Mediazona, Robert Maleković
Freelancer, Zvonko Pavić
Kontroling, Dino Pašalić

After the Event

BUSINESS.HR
Link:	www.business.hr
Media Type:	Business/Finance
	Printed
Language:	Croatian
Distribution:	Local
Issue Frequency:	Daily
Published:	October 27, Number 267
Description:	Half Page Conference Overview
	Listed within past events

POSLOVNI.HR
Link:	www.poslovni.hr
Media Type:	Business/Finance
	On-line
Language:	Croatian
Distribution:	Local
Issue Frequency:	Daily
Published:	October 27
Description:	1/3 Page Conference Overview
	Listed within past events

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