IDC BUSINESS INTELLIGENCE ROADSHOW 2008

Kyiv, Ukraine, 30/09/2008, Hotel Rus Hotel

ATTENDEE STATISTICS, ATTENDEE EVALUATION RESULTS
http://www.idc-cema.com/events/bi08ua
Password: bi08ua

Statistics

Total Registered: 211
Total Attended: 120
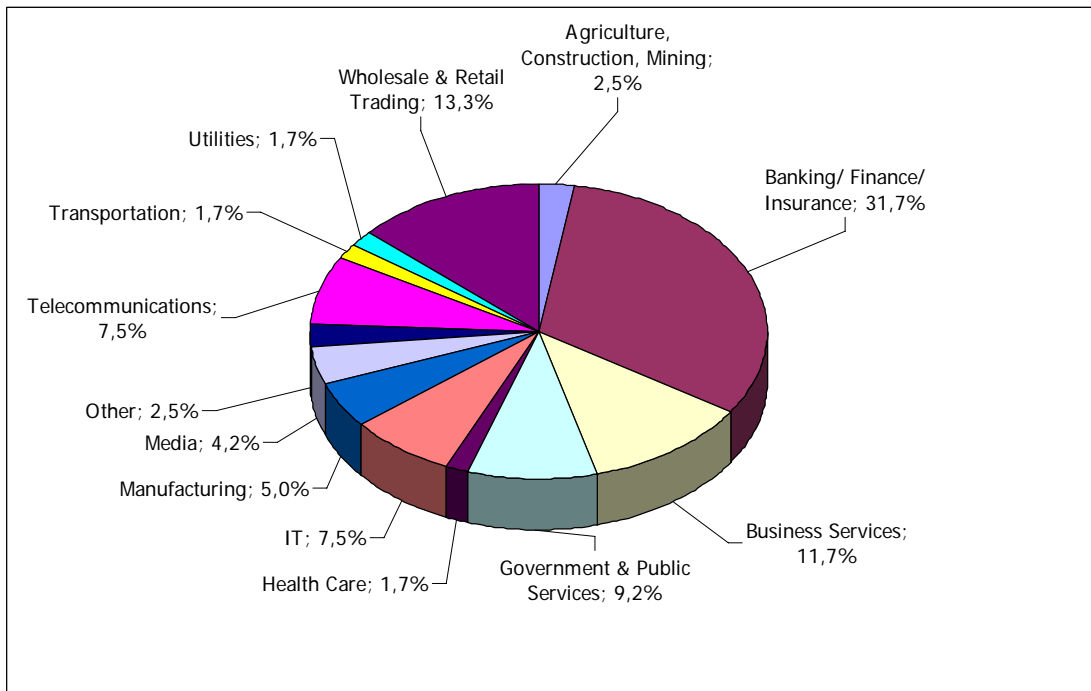End Users: 106 (88.3%)
IT Vendors: 9 (7.5%)
Media: 5 (4.2%)
Partners, Speakers, Organizers: 38

Demographics of Attendees by Vertical

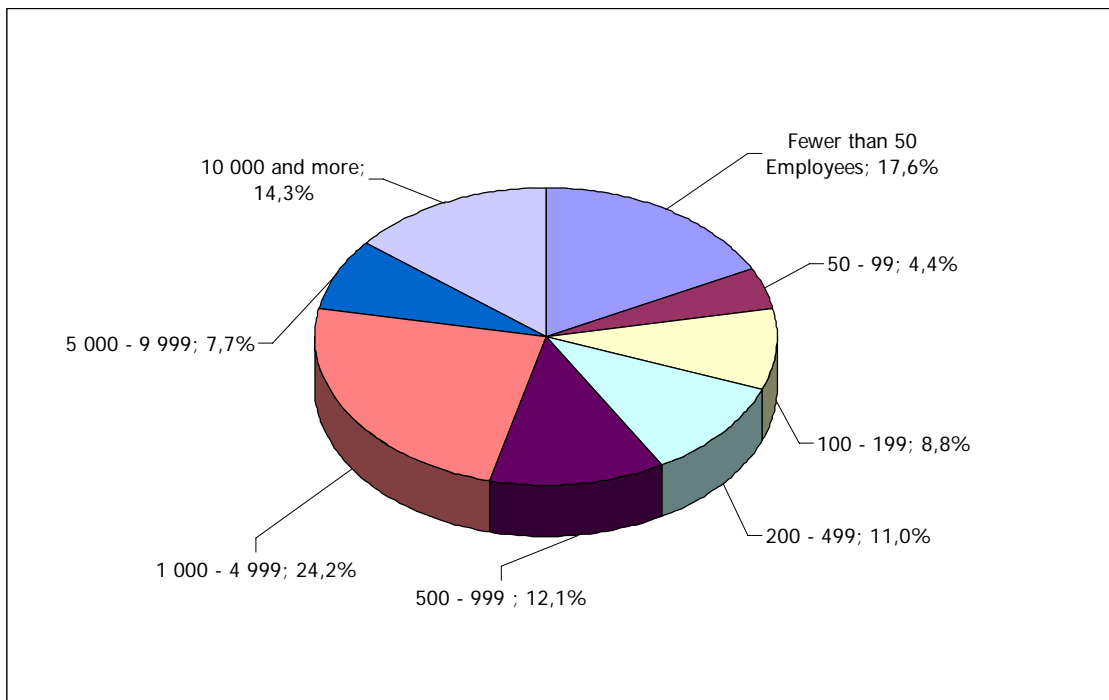|			
31.7%	Banking	4.2%	Media
13.3%	Wholesale & retail trading	2.5%	Agriculture or Construction
11.7%	Business Services	2.5%	Other finance and insurance
9.2%	Government & public services	1.7%	Transportation
7.5%	Telecommunications	1.7%	Health care
7.5%	IT	1.7%	Utilities
5.0%	Manufacturing		

Demographics of Attendees by Position
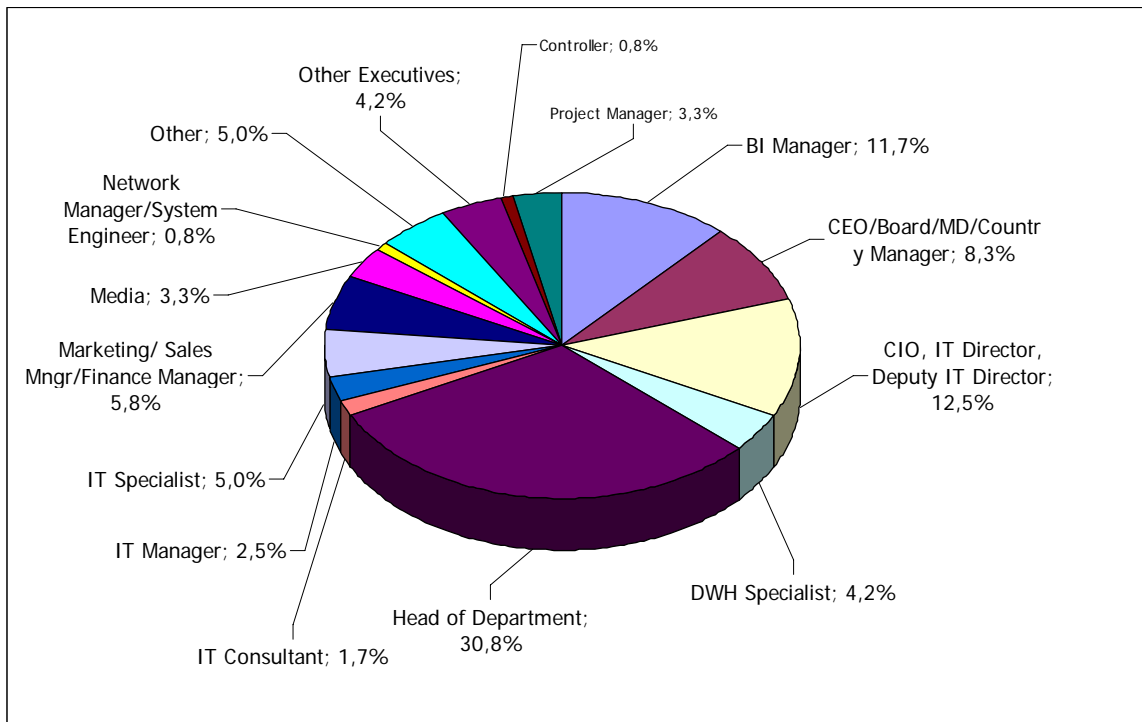
30.8%	Head of Department
12.5%	CIO, IT Director
11.7%	BI Manager
8.3%	CEO, Directors
5.8%	Marketing/Sales/Finance Manager
5%	IT Specialist
5%	Other
4.2%	DWH Specialist
4.2%	Other Executives
3.3%	Project Manager
3.3%	Media
2.5%	IT Manager
1.7%	IT Consultant
0.8%	Network Manager/System Engineer
0.8%	Controller

Demographics of Attendees by Company Size (75.8% of Attendees Responded)

Fewer than 50 Employees; 17,6%

50 - 99; 4,4%

100 - 199; 8,8%

200 - 499; 11,0%

500 - 999 ; 12,1%

1 000 - 4 999; 24,2%

5 000 - 9 999; 7,7%

10 000 and more; 14,3%

24.2%	1000 – 4999 employees
17.6%	Fewer than 50
14.3%	10000 and more
12.1%	500 - 999
11.0%	200 - 499
8.8%	100 - 199
7.7%	5000 - 9999
4.4%	50 - 99

Demographics of Attendees by Size of Company Budget (27.5% of Attendees Responded)
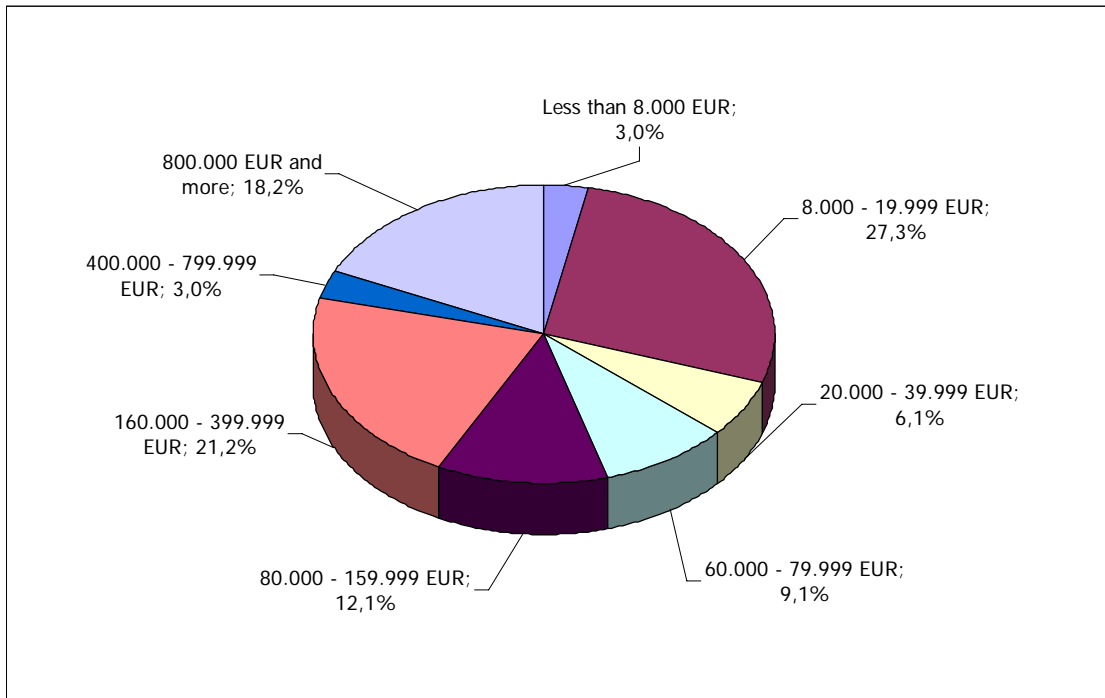
27.3%	8.000 – 19.999 EUR
21.2%	160.000 - 399.999 EUR
18.2%	800.000 EUR and more
12.1%	80.000 - 159.999 EUR
9.1%	60.000 - 79.999 EUR
6.1%	20.000 - 39.999 EUR
3.0%	Less than 8.000 EUR
3.0%	400.000 - 799.999 EUR

Motivation to Attend (80.8% of Attendees Responded)

Evaluating Vendor for a Current Project; 6,2%

Keeping up to Date with the Latest Developments; 47,4%

Investigating Background for an Upcoming Project; 46,4%
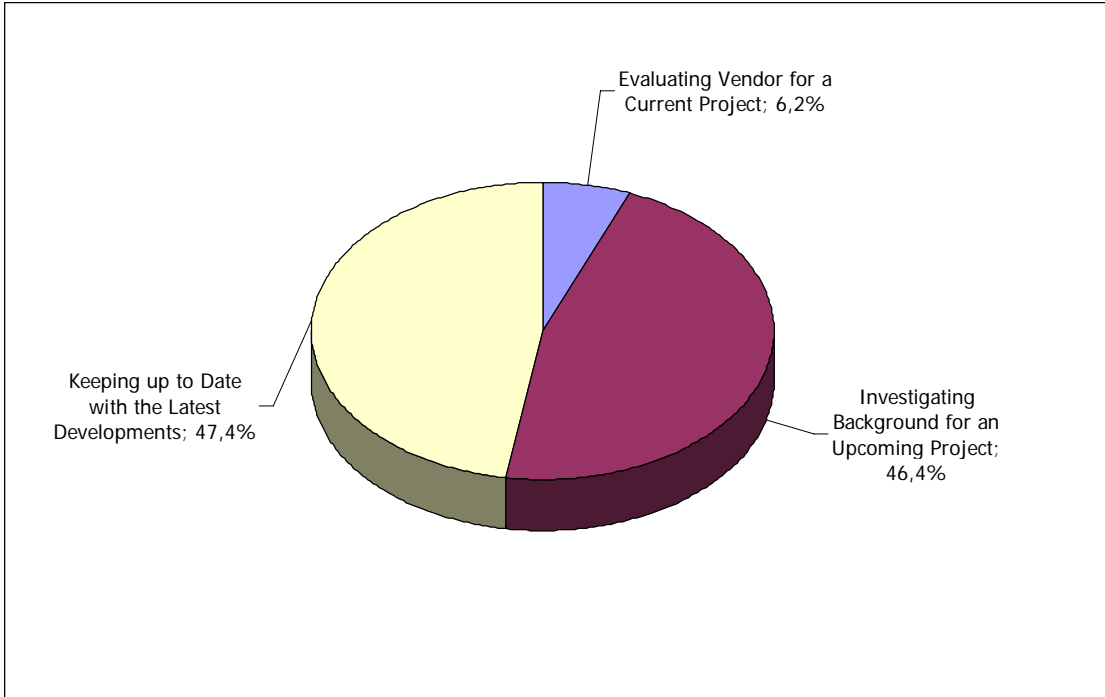
47.4%	8.000 – 19.999 EUR
46.4%	Fewer than 50
6.2%	10000 and more

Purchasing Role (60.0% of Attendees Responded)

Approve; 8,3%

Specify; 33,3%
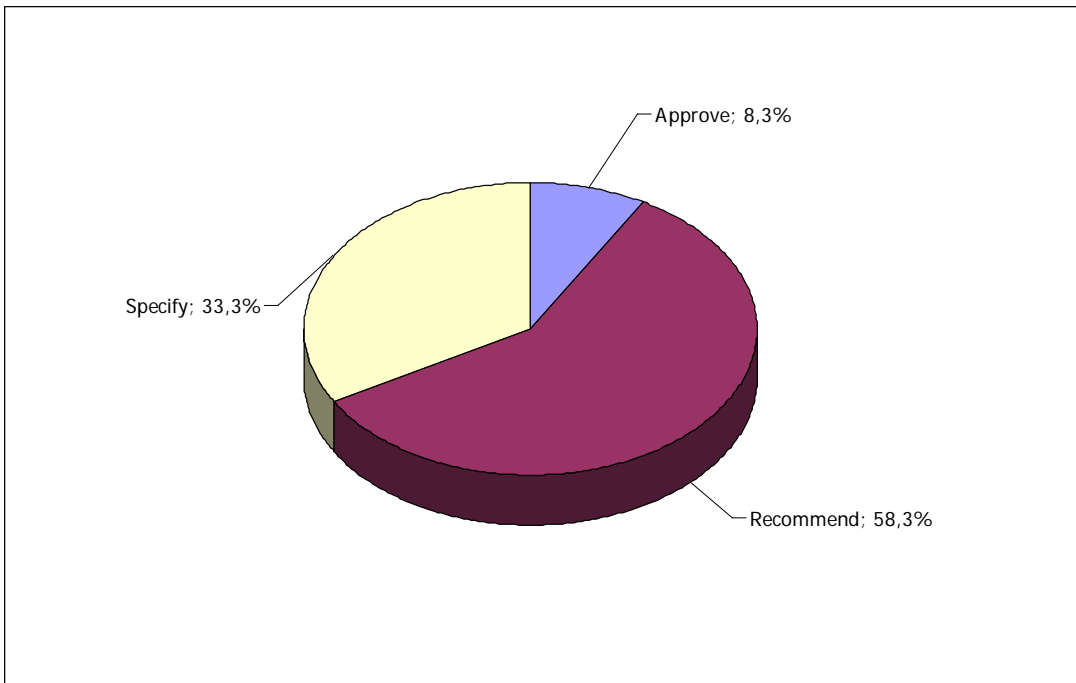
Recommend; 58,3%

58.3%	Recommend
33.3%	Specify
8.3%	Approve

IDC Business Intelligence Roadshow 2008, Kyiv, 30/09/08, Rus Hotel

Conference Agenda

09:00   **Registration and Welcome Coffee**

09:30   **IDC Welcome Address,**
               Vladimir Pozdnyakov, Country Manager, Ukraine, **IDC Ukraine**

09:40   **IDC Keynote: Main components of Business Intelligence and maturing of BI projects,**
               Elena Semenovskaia, Research Manager, Software, **IDC Russia/CIS**

10:05   **How to Implement Corporate Performance Management (CPM), Pervasive Business Intelligence and ROI: Soft and Hard**
               Shaku Atre, President, **Atre Group**

10:30   **BI Platform: building infrastructure to manage business efficiency**
               Marin Bezic, Application Platform Lead, **Microsoft EMEA**

10:55   **Accounting transformation and consolidation according to international standards as a tool to enlarge investments**
               Pavel Shklyudov, Senior Expert, Corporate Solutions, **IBS**

11:20   Questions & Answers

11:30   Coffee Break

11:45   **Efficient Comprehensive Approach to Enterprise Data Integration and Data Quality for Business Intelligence and Reporting**
               Pavel Likhnitsky, General Manager, **Data Integration Software, Russia and CIS regional office, Informatica**

12:10   **Achieving Management Excellence**
               Yuriy Peshkov, Consultant, EPM/BI Solutions, **Oracle**

12:35   **Contemporary approaches to budget planning system organization**
               Philip Domiteev, Director of Business Development , **Columbus IT**

13:00   **New Capabilities of Business Analytics: Transition from traditional OLAP analysis to advanced analytics**
               Denis Miliukov, Head of Marketing Department, **Prognoz**

13:25   Questions & Answers

13:35   Lunch

14:30   **Implementation of BI solutions in finance and telecommunications industries**
               Marin Bezic, Application Platform Lead, **Microsoft EMEA**

14:50   **Clients analytics in retail banking**
               Maksym Bodayev, Director for Business Development, **Citia Business and Technology Consulting**

15:10   **Analysis and optimization of steel mill enterprise manufacturing program: uncover burried reserves**
               Alexander Dovzhenko, Project Manager, Corporate Solutions, **IBS**

15:30   **The influence of technology platform on data warehouse functionality and information retrieval costs**
               Alyona Yenikeeva, Deputy General Manager, Business Development, **Sybase CIS**

15:55   Questions & Answers

16:05   Coffee Break

16:20   Panel Discussion

16:50   Conference Raffle Draw

17:00   End of Conference

Attendee Evaluation Results
Total Number of Returned Surveys = 64 (53.3%)

Attendee Evaluation of Speakers and Presentations (max = 5)

Speaker	Content	Style	Total
Alyona Yenikeeva, Sybase CIS	4,74	4,83	**4,78**
Maksym Bodayev, Citia Business and Technology Consulting	4,73	4,71	**4,72**
Pavel Likhnitsky, Data Integration Software,	4,55	4,64	**4,60**
Shaku Atre, Atre Group	4,39	4,70	**4,55**
Marin Bezic, Microsoft EMEA	4,27	4,55	**4,41**
Elena Semenovskaia, IDC Russia/CIS	4,27	4,38	**4,33**
Philip Domiteev, Columbus IT	4,26	4,31	**4,29**
Denis Miliukov, Prognoz	4,28	3,67	**3,97**
Pavel Shklyudov, IBS	4,02	3,81	**3,92**
Yuriy Peshkov, Oracle	3,92	3,80	**3,86**

Change of Attendee Perception of Vendors after Event

Company	Before	After	Change
Prognoz	1.93	3.73	**1.81**
Atre Group	2.32	3.96	**1.64**
Columbus IT	2.57	3.93	**1.36**
Data Integration Software	3.00	4.35	**1.35**
Sybase CIS	3.35	4.68	**1.33**
Citia Business and Technology Consulting	3.36	4.42	**1.06**
IBS	2.96	4.00	**1.04**
Microsoft EMEA	3.62	4.15	**0.53**
Oracle	4.17	4.23	**0.07**

Conference Evaluation (max = 5)

	Evaluation
Overall Satisfaction	4.52
IDC Presentation Content	4.33
Partner Presentation Content	4.17
Networking with Peers	4.47
Venue	4.79
Catering	4.81
Audio Visual	4.64
Interpretation	4.59
Registration Process	4.64
Customer Service On-Site	4.79

Further Comments from the Surveys

- Excellent!
- The most interesting are presentations about the real projects
- Shaku Atre's presentation was pleasantly surprising, foremost by a non-standard format, by approach to BI systems, by ability to retain attention an audience, talent of speaker. I would like to be her student
- There are a lot of buzz-words, a lot of new products and vendors unfamiliar to me
- The special energy of presentations of some speakers allows to discuss in simple way such a complex thing like BI
- Thanks for the possibility of professional communication with colleagues
- I was impressed by bright, informative presentations by Pavel Likhnicky and Maksym Bodaev
- The conference is a wonderful possibility to communicate with colleagues on business and to get knowledge about new vendors, to meet possible foreign partners
- Very informing and useful
- The most interesting materials were presentations on the details of specific products, examples of BI solutions
- Interesting, but so many speakers talk the same boringly. It would be great to get more specific examples of BI implementation
- Presentations are too abstract
- The impression is positive
- Shaku Atre presents information in easy and interesting way. There were no appeals to complex IT solutions, but she gave clear answers to the most principle questions: What is the aim? How to achieve it? Alyona Enikeeva talked clearly about complex DBMS technologies
- It would be great to focus on IT-aspects for developers and projects managers
- Very useful and important event
- The value of this conference consists in getting the information about major trends
- Great presentation by Alyona Enikeeva and Shaku Atre. There was a lack of specific and detailed examples, except for Maxim Bodaev's presentation
- It would be nice to see BI vendors such as BO (SAP), Cognos (IBM), Hyperion (Oracle) at one table and to discuss issues highlighted at the conference
- Such conferences are very interesting and useful. Hope that they will be organized in future as well
- A conference made the positive impression. A look to the products of Microsoft changed to the best
- Presentations are good, however folded an integral picture about BI is hardly. Quality is good. It is nevertheless heavy to understand what we will need to start implementation of BI in our company
- All presentations are rich in content especially Semenovskaya's
- The conference puts in order information about BI systems
- A general concept of BI was exposed, but not the essence of it
- The preparation of the conference was excellent
- The impression is positive

- Taking part in IDC conferences is always interesting for me. There are a lot of important information
- Could you present more detailed info about BI software
- To understand "what BI is?" all conference time should be given to Shaku Atre

Media Coverage

Prior the Event

Roadshow Advertisements

COMPUTER REVIEW (КОМПЬЮТЕРНОЕ ОБОЗРЕНИЕ)

Link:	**http://ko-online.com.ua/**
Media Type:	IT
	Printed & Online
Language:	Russian
Distribution:	Local,
Issue Frequency:	Weekly
Published:	**Printed:**
	August 19, # 31; August 26, #32; September 16, #35; September 23, #36;
Description:	Half Page Advertisement
	Listed within upcoming events
Published:	**Online:**
	July - September
Description:	banner

FINANSYST (&.ФИНАНСИСТ)

Link:	
Media Type:	Business/Finance
	Printed
Language:	Russian
Distribution:	Local,
Issue Frequency:	Monthly
Published:	August, # 8
Description:	Half Page Advertisement
	Listed within upcoming events

COMPANION (КОМП&НЬОН)

Link:	**http://www.companion.ua/**
Media Type:	Business/Finance
	Printed & On-line
Language:	Russian
Distribution:	Local
Issue Frequency:	Weekly
Published:	**Printed:**
	September 5, # 36; September 12, # 37; September 19, # 38;
Description:	Half Page Advertisement
	Listed within upcoming events
Published:	**Online:**
	September
Description:	banner

ITC.UA

Link:	**http://itc.ua/**
Media Type:	IT
	Online
Language:	Russian

Distribution: Local
Issue Frequency: Daily
Published: July - September
Description: online banner

BEST CIO
Link: **http://ko-online.com.ua/best-cio**
Media Type: IT
       Online
Language: Russian
Distribution: Local
Issue Frequency: Daily
Published: August - September
Description: online banner

FINANCE.UA
Link: **http://finance.ua/**
Media Type: Business/Finance
       Online
Language: Russian, Ukrainian, English
Distribution: Local
Issue Frequency: Daily
Published: September
Description: online banner

EXPERTRA.UA
Link: **http://expertra.ua/**
Media Type: Business/Finance
       Online
Language: Russian, Ukrainian, English
Distribution: Local
Issue Frequency: Daily
Published: September
Description: online banner

Articles & PR

COMPUTER REVIEW (КОМПЬЮТЕРНОЕ ОБОЗРЕНИЕ)
Link: **http://ko-online.com.ua/node/38210**
Media Type: IT
       Printed & Online
Language: Russian
Distribution: Local,
Issue Frequency: Weekly
Published: September 12
Description: PR

COMPANION (КОМП&НЬОН)
Link: **http://www.companion.ua/Articles/Content/?Id=23759&Callback=114**
Media Type: Business/Finance
       Printed & On-line
Language: Russian
Distribution: Local

Issue Frequency:	Weekly
Published:	August 15
Description:	PR

BEST CIO

Link:	**http://ko-online.com.ua/node/37433**
Media Type:	IT
	Online
Language:	Russian
Distribution:	Local
Issue Frequency:	Daily
Published:	August 4
Description:	PR

FINANCE.UA

Link:	**http://finance.ua/**
Media Type:	Business/Finance
	Online
Language:	Russian, Ukrainian, English
Distribution:	Local
Issue Frequency:	Daily
Published:	August 7
Description:	PR

UKRINFORM.UA

Link:	**http://www.ukrinform.ua/ukr/order/?id=737234&ulg=IDC**
Media Type:	Business/Finance
	Online
Language:	Ukrainian
Distribution:	Local
Issue Frequency:	Daily
Published:	September 29
Description:	PR

Journalists Participating at the Event

COMPUTER REVIEW, Alexander Chernikov
COMPUTER REVIEW, Oleg Lasarenko
UKRINFORM, Valery Ivaskiv
INTERSOCIUM, Anna Tikhaya

After the Event

Articles & PR

UKRINFORM.UA

Link:	**http://www.ukrinform.ua/ukr/order/?id=737408&ulg=IDC**
Media Type:	Business/Finance
	Online
Language:	Ukrainian
Distribution:	Local
Issue Frequency:	Daily
Published:	September 30
Description:	Article

COMPUTER WORLD UKRAINE
Link: **http://www.computerworld.com.ua/index_cw.php?in=
                             komi_articles_id&id=5141**
Media Type: IT
                             Printed
Language: Russian
Distribution: Local
Issue Frequency: Weekly
Published: October 6
Description: Article

COMPUTER REVIEW (КОМПЬЮТЕРНОЕ ОБОЗРЕНИЕ)
Link: **http://ko-online.com.ua/**
Media Type: IT
                             Printed & Online
Language: Russian
Distribution: Local,
Issue Frequency: Weekly
Published: plan – October 21
Description: Article-review