IDC BUSINESS INTELLIGENCE ROADSHOW 2008

Ljubljana, October 16, hotel Mons

ATTENDEE STATISTICS, ATTENDEE EVALUATION RESULTS

www.idc-cema.com/events/bi08sl
Password: bi08lj1610

Statistics

Total Registered: 148
Total Attended: 117
End Users: 102 (87.2%)
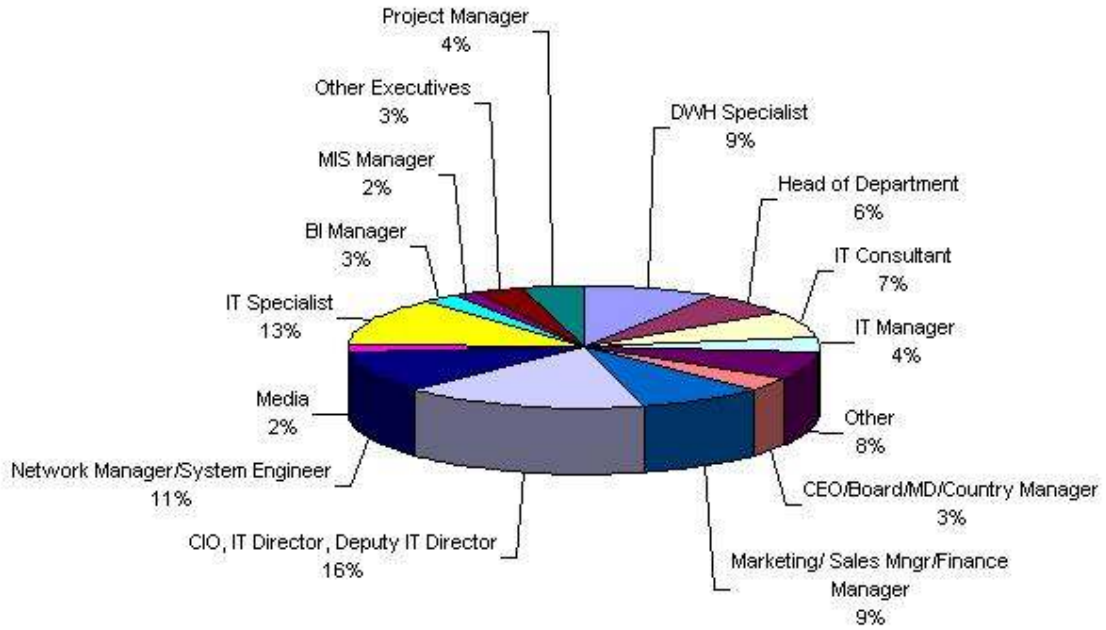IT Vendors: 13 (11.1%)
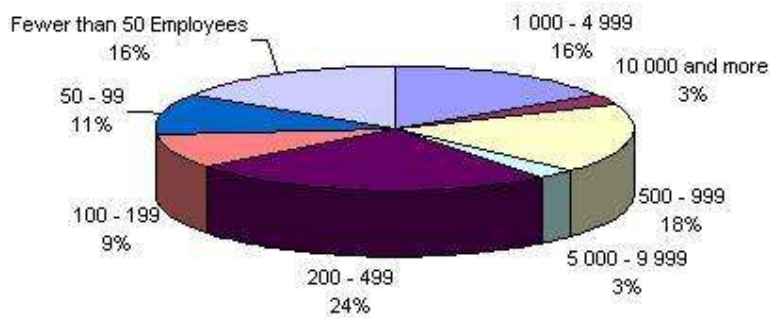Media: 2 (1.7%)
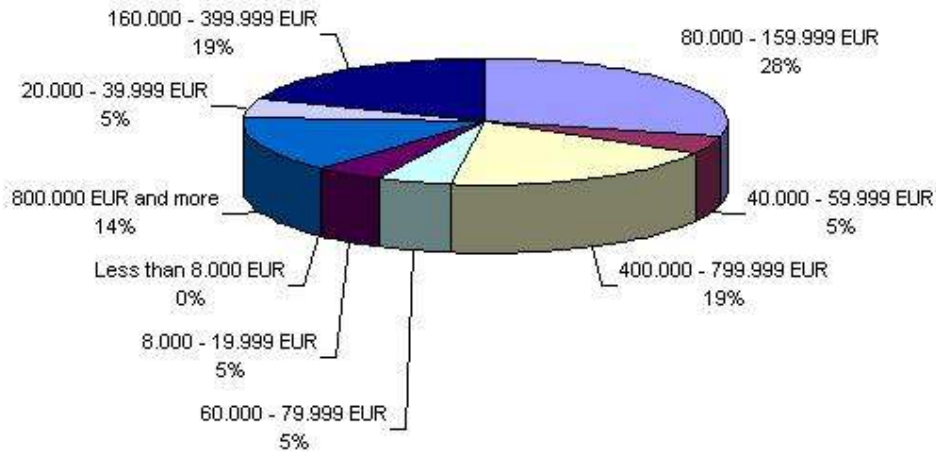Partners, Speakers, Organizers: 32

Demographics of Attendees by Vertical

Demographics of Attendees by Position

Project Manager 4%
Other Executives 3%
MIS Manager 2%
BI Manager 3%
IT Specialist 13%
Media 2%
Network Manager/System Engineer 11%
CIO, IT Director, Deputy IT Director 16%
DWH Specialist 9%
Head of Department 6%
IT Consultant 7%
IT Manager 4%
Other 8%
CEO/Board/MD/Country Manager 3%
Marketing/ Sales Mngr/Finance Manager 9%

Demographics of Attendees by Company Size (65.0% of Attendees Responded)

Fewer than 50 Employees 16%
50 - 99 11%
100 - 199 9%
200 - 499 24%
1 000 - 4 999 16%
10 000 and more 3%
500 - 999 18%
5 000 - 9 999 3%

Demographics of Attendees by Size of Company Budget (18.0% of Attendees Responded)

160.000 - 399.999 EUR
19%

80.000 - 159.999 EUR
28%

20.000 - 39.999 EUR
5%

800.000 EUR and more
14%

40.000 - 59.999 EUR
5%

Less than 8.000 EUR
0%

400.000 - 799.999 EUR
19%

8.000 - 19.999 EUR
5%

60.000 - 79.999 EUR
5%

Motivation to Attend (71.0% of Attendees Responded)

Evaluating Vendor for a Current Project
2%

Investigating Background for an Upcoming Project
21%

Keeping up to Date with the Latest Developments
77%
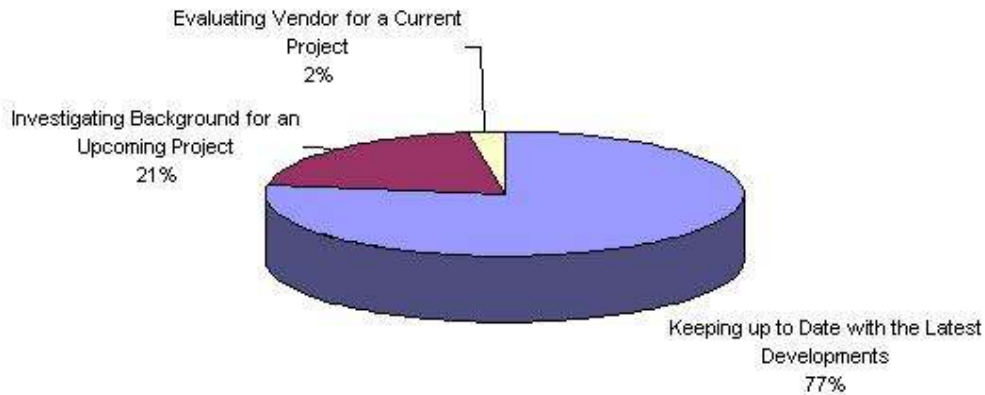
Purchasing Role (44.4% of Attendees Responded)

Specify
25%

Recommend
61%

Approve
14%
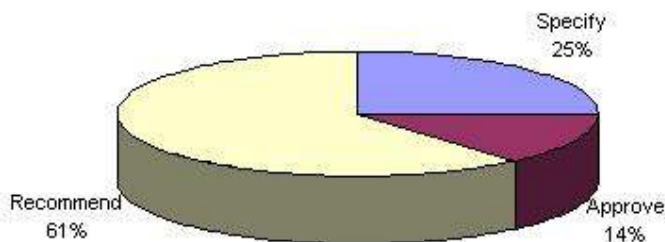
Conference Agenda

08.30	Registration and welcome coffee
09.00	**IDC Welcome Address**
	Darja Jama, Research analyst, Software, IDC Adriatics (Slovenia)
09.05	**Finding Your Way in the Ever-Changing World of BI**
	Thomas Vavra, Research Director, Software, CEMA Region, IDC CEMA
09.30	**BI systems are Business Critical**
	Slavko Kastelic, Director, crmT d.o.o.
09.55	**The Challenges of Leadership – Why Should Managers Educate?**
	Dragan Salarić, Vice President, Cotrugli Business Academy
10.20	Coffe Break
10.40	**Discussion**
11.15	**Maximize Business Performance with a holistic view**
	Vedran Travica, Relations with Clients and Partners, Poslovna inteligencija
11.40	**Perfomative BI – Best Practices**
	Vladimir Maruna, Area Lead Architect, Sybase Products Central Europe
12.05	**"Step-by-step" to BI**
	Boris Škorić, Head of Distribution of Crystal Reports, Alfatec Group
12.30	Coffee Break
12.50	**How to build BI in a Very Complex Heterogeneous Environment?**
	Branko Žumer, Information Systems Developer, Telekom Slovenije
13.05	**Netezza Data Warehouse Appliance: The Heartbeat of Mission Critical BI**
	Joe Napoli, Director, International Distribution, Netezza Corporation Ltd.
13.25	**How to Implement Corporate Performance Management (CPM), Pervasive Business Intelligence and ROI: Soft and Hard**
	Shaku Atre, President, Atre Group
14.10	Conference raffle and closing
14.20	Lunch

Attendee Evaluation Results

Total Number of Returned Surveys = 81 (69.2%)

Attendee Evaluation of Speakers and Presentations (max = 5)

Speaker	Content	Style	Total
Shaku Atre (Atre Group)	4.56	4.66	4.61
Vedran Travica (Poslovna inteligencija)	4.04	4.40	4.22
Joe Napoli (Netezza)	4.11	4.32	4.21
Slavko Kastelic (CRMT)	3.99	4.10	4.04
Vladimir Maruna (Sybase)	3.86	4.04	3.95
Branko Žumer (Telekom Slovenije)	4.03	3.60	3.82
Thomas Vavra (IDC CEMA)	3.82	3.66	3.74
Boris Škorić (Alfatec)	3.48	3.43	3.45
Dragan Salarić (Cotrugli)	3.39	2.92	3.16

Change of Attendee Perception of Vendors after Event

Company	Before	After	Change
Informatica	3.31	3.97	0.66
Poslovna Inteligencija	3.32	3.88	0.56
CRMT	3.62	4.16	0.55
Sybase	3.27	3.82	0.55
Netezza	3.47	4.00	0.53
Business Objects	3.33	3.67	0.33
Alfatec Group	3.16	3.45	0.29

Conference Evaluation (max = 5)

	Evaluation
Overall Satisfaction	4.0
IDC Presentation Content	3.82
Partner Presentation Content	3.74
Networking with Peers	3.98
Venue	4.46
Catering	4.21
Audio Visual	4.28
Interpretation	0
Registration Process	4.47
Customer Service On-Site	4.42

Further Comments from the Surveys

- Great content
- The hotel was full therefore it was hard to get parking
- The moderator should have spoken more loudly
- Useful contents
- Importance of BI on decision-making
- Translation is not needed, because we all understand English, therefore I was glad there was no translation equipment that makes a lot of noise

- A lot of new information, trends and products were presented … great event
- More case studies
- Demo presentations were very interesting
- Shaku Atre gave us a new and different view of BI
- Shaku Atre's message was short, simple and straight to the point – that's what we need
- Useful information for solving our own problems
- This event will help with deciding for a vendor and the scope of the BI solution we are implementing
- Interesting topics – especially Shaku Atre's
- Most of vendor's presentations are a too self-promotional, the less commercial the better
- This conference gives a thorough and structured overview of technologies and the market
- Attending this conference each year is mandatory
- There should be more time dedicated to the discussion
- Very well organized event
- Gained information will be very helpful with everyday work
- More case studies
- Shaku's presentation was very interesting. Since we came to listen to the presentation a little less time could have been devoted to promoting the books.
- Upgrading DWH is a must, the conference helped in exploring the ways to do that
- Copies of presentations as a conference material should be prepared, it's hard to follow and impossible to write notes
- More fruit during the breaks
- Shaku's interaction with attendees was great
- See you next year
- This conference gives an overview of the BI market, shows some of the solutions and gives useful ideas and tips for everyday work

Media Coverage

Prior the Event

Roadshow Advertisements

TELEKOMUNIKACIJE
Media Type: IT
                         Printed
Language: Slovene
Distribution: Local
Issue Frequency   Monthly
Published: October (added to magazine Moj Mikro on October 7)
Description: Page 7, Whole Page Advertisement

TELEKOMUNIKACIJE
Media Type: IT
                         Printed
Language: Slovene
Distribution: Local
Issue Frequency   Monthly
Published: October (added to magazine Stop on October 2)
Description: Page 7, Whole Page Advertisement

TELEKOMUNIKACIJE
Media Type: IT
                         Printed
Language: Slovene
Distribution: Local
Issue Frequency   Monthly
Published: October (added to magazine Joker on October 15)
Description: Page 7, Whole Page Advertisement

AGENCIJA NET
Media Type: IT
                         On-line
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 1–14
Description: Banner on the top of the website

MOJ MIKRO
Media Type: IT
                         On-line
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 1–8
Description: Banner on the top of the website

NAJDI.SI
Media Type: General
                         On-line
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 3-5, October 10-15
Description: Text advertisement on the first page of the web browser

AGENCIJA NET
Link: http://www.agencijanet.si/idc-business-intelligence-roadshow-2008-2/
Media Type: IT
                               On-line
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 6
Description: News on the conference

FINANCE, IKT INFORMATOR
Media Type: Business
                               Printed
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 14, number 198
Description: Page 48, News listed within upcoming events

AGENCIJA NET
Media Type: IT
                               On-line
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 10
Description: News on the conference in the newsletter (title and one paragraph description)

AGENCIJA NET
Media Type: IT
                               On-line
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 14
Description: News on the conference in the newsletter (title and one paragraph description)

Interviews

FINANCE, IKT INFORMATOR
Link: http://beta.finance-on.net/files/2008-10-14/IKT.pdf
Media Type: Business
                               Printed
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 14, number 198
Description: Page 35-36, half page article based on the interview
Interviewee: Slavko Kastelic, director, CRMT
Interviewer: Esad Jakupović, journalist

FINANCE, IKT INFORMATOR
Link: http://beta.finance-on.net/files/2008-10-14/IKT.pdf
Media Type: Business
                               Printed
Language: Slovene
Distribution: Local
Issue Frequency   Daily
Published: October 14, number 198
Description: Page 35-36, half page interview

Interviewee: Shaku Atre, president, Atre Group
Interviewer: Esad Jakupović, journalist

Journalists Participating at the Event

IKT informator, Agencija NET, Esad Jakupović
ATM TV, AS-Press, Damijan Hrovat

After the Event

Articles & PR

AGENCIJA NET

Link:	http://www.agencijanet.si/na-idc-jevi-konferenci-o-koristih-in-tezavah-pri-poslovnem-obvescanju/
Media Type:	IT
	On-line
Language:	Slovene
Distribution:	Local
Issue Frequency	Daily
Published:	October 20
Description:	Article on the conference (title and 5 paragraphs)

MOJ MIKRO

Link:	http://www.mojmikro.si/news/i
Media Type:	IT
	On-line
Language:	Slovene
Distribution:	Local
Issue Frequency	Daily
Published:	October 20
Description:	Article on the conference (title and 7 paragraphs)

PREBERI.SI

Link:	http://www.preberi.si/content/view/857416/147/
Media Type:	General
	On-line
Language:	Slovene
Distribution:	Local
Issue Frequency	Daily
Published:	October 20
Description:	Short news on the conference