

IDC BusinessIntelligence

Roadshow CEE 2007

Sofia, September 14, 2007

Budapest, September 25, 2007

Bucharest, September 27, 2007

Zagreb, October 2, 2007

Ljubljana, October 4, 2007

Bratislava, October 9, 2007

Belgrade, October 10, 2007

Prague, October 30, 2007

Moscow, November 1, 2007

Warsaw, November 6, 2007

Istanbul, November 13, 2007

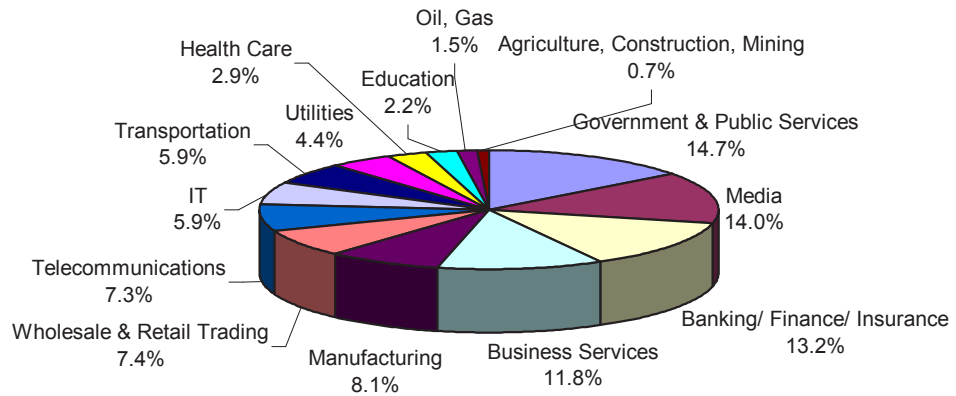
Athens, November 15, 2007

Roadshow
Overview

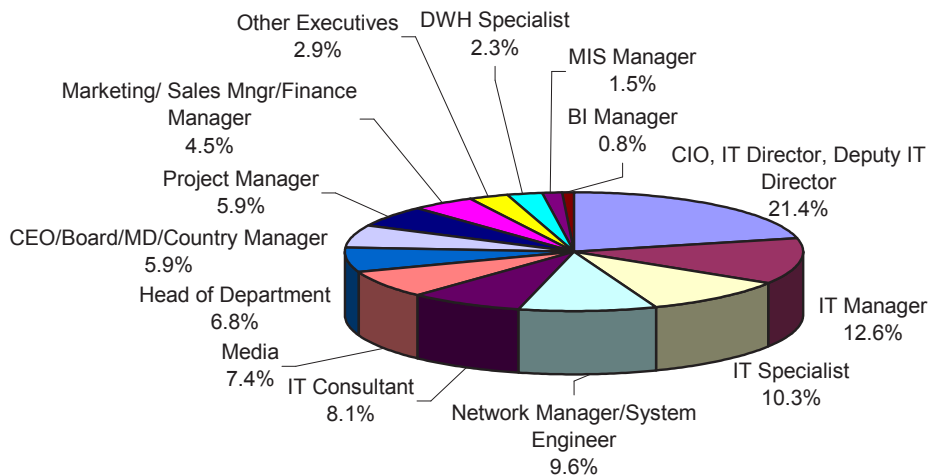
STATISTICS

Total Registered:	194	
Total Attended:	136	
End Users:	125	(91.9%)
IT Vendors:	8	(5.9%)
Media (journalists):	11	(8.1%)
Partners, Speakers & Organizers:	57	

Demographics of Attendees by Vertical

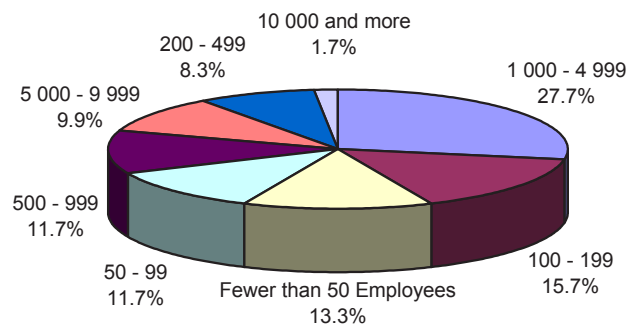


Demographics of Attendees by Position

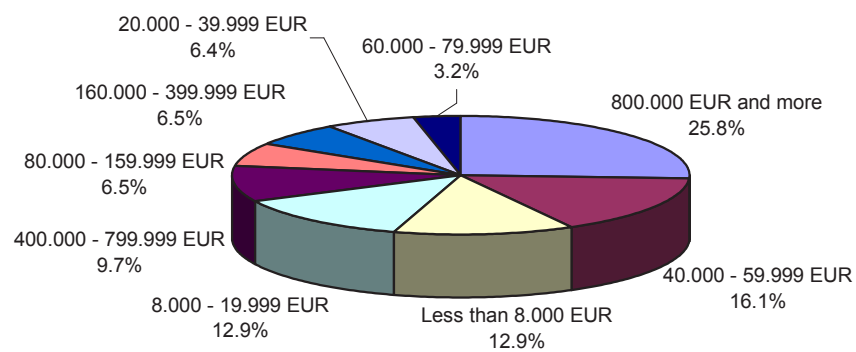


Statistics Continued

Demographics of Attendees by Company Size (44.1% of Attendees Responded)

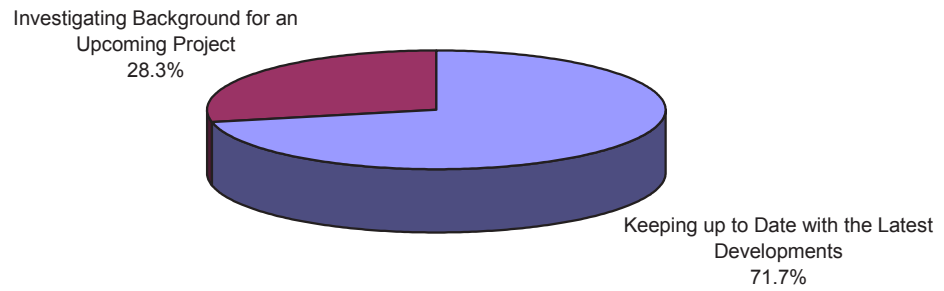


Demographics of Attendees by Size of Company Budget (22.7% of Attendees Responded)

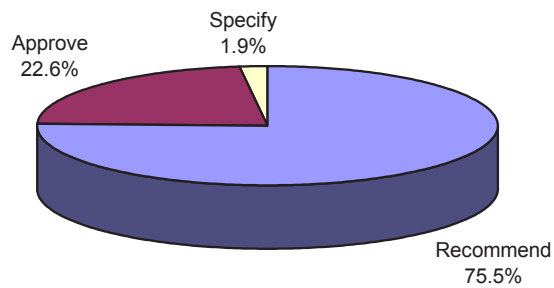


Statistics Continued

Motivation to Attend (44.2% of Attendees Responded)



Purchasing Role (60.0% of Attendees Responded)





CONFERENCE AGENDA

Moderator: *Calin Mirea, Research Analyst, IDC Romania*

- 08:00 Registration and Welcome coffee
- 09:00 **IDC Keynote Presentation: Pervasive BI – Spreading the Intelligent Word**
Thomas Vavra, Research Director, Software, CEMA Region, IDC CEMA
- 09:30 **Ways toward Pervasive Business Intelligence**
Guest Keynote Presentations: The Value of Textual Analysis
William H. Inmon, President and Chief Technology Officer, Inmon Data Systems Founder
- 10:30 **Microsoft BI - Complete and Fully Integrated Technologies for Data Warehousing, Analysis, Reporting, and Performance Management**
Zoli Herczeg, ISV Evangelist Developer & Platform Evangelism, Microsoft Romania
- 10:55 **Coffee Break**
- 11:25 **How to Leverage BI in Everyday Business Applications**
Monitoring of Company Performance Indicators
Daniel Vasile, Solution Architect, S&T Romania
- 11:50 **The Appropriate BI Solution: Deployment through Absorption**
Alexandru Covrig, Vicepresedinte, Vel Pitar
- 12:15 **Simplifying Analysis for Everyone**
Cotiso Hanganu, Managing Partner, Q&Q Info Consult, Certified QlikView Partner
- 12:40 **Managing Enterprise Performance with Pervasive BI – the Oracle Approach**
Alexander Meixner, Sales Executive Business Intelligence SEE, ORACLE
- 13:00 **Unleashing the Power of Information**
Florin Marinache, Sales Manager, Romsym Data
- 13:05 **Panel Discussion**
- 13:25 **Lunch**
- 14:25 **High Quality Data: The Basis for any Project's Success**
Paul Andrews, Senior Marketing Manager, EMEA Regional Markets, Informatica
- 14:50 **SPSS Predictive Analytics - Getting a Full 360 Degree View of Your Customer**
Vlassis Papapanagis, Sales & Marketing Director, SPSS BI Greece
- 15:15 **Panel Discussions**
- 15:45 **Raffle Draw**





ATTENDEE EVALUATION RESULTS

Total Number of Returned Surveys = 70 (51.5%)



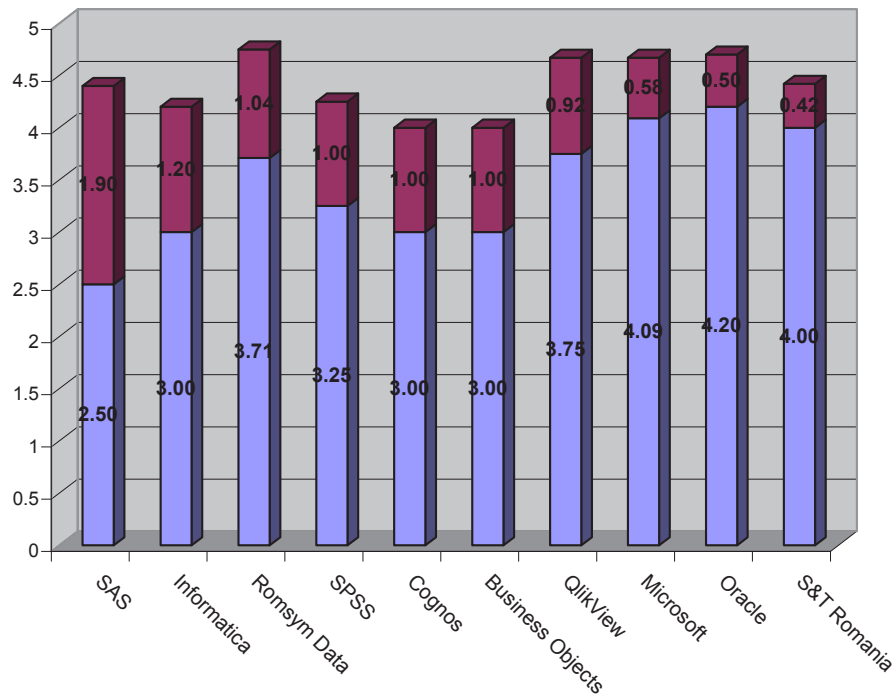
Attendee Evaluation of Speakers and Presentations (max = 5)

Speakers	Content	Style	Total
Bill Inmon	4.89	4.74	4.81
Cotiso Hanganu	4.50	4.72	4.61
Vlassis Papapanagis	4.52	4.62	4.57
Thomas Vavra	4.58	4.54	4.56
Paul Andrews	4.52	4.48	4.50
Florin Marinache	4.41	4.51	4.46
Alexander Meixner	4.47	4.36	4.42
Zoli Herczeg	4.39	4.40	4.39
Alexandru Covrig	4.23	4.46	4.34
Daniel Vasile	4.32	3.77	4.05



Change of Attendee Perception of Vendors after Event

Legend
Before
Change



Attendee Evaluation Results Continued

Conference Evaluation (max = 5)

	Evaluation
Overall Satisfaction	4.69
IDC Presentation Content	4.60
Partner Presentation Content	4.58
Networking with Peers	4.32
Venue	4.84
Catering	4.65
Audio Visual	4.74
Interpretation	4.83
Registration Process	4.79
Customer Service On-Site	4.82
Value for You	4.70

Further Comments from the Surveys

- Mr. Bill Inmon's presentation was exceptional because of the information, the view presented, the technical aspect and the personal style of the presentation
- Even if I'm not an IT specialist, because of the content and the quality of the presentations I gained a broaden perspective of the IT field, to contact firms and IT specialists that will help me implement some IT technologies and projects
- The conference was an event that brought to attention the newest technologies that can bring benefits for company management
- The BI theme is very interesting for our company; the presentations were to the point with a lot of useful information for us
- I would have liked that the information about applications and BI implementations to be more than the technical aspects, statistics and concepts (without excluding those)
- Mr Vavra's presentation created a very good background for the conference; very good methods of clarifying the problems that we face in the company
- It was a useful conference that brought a lot of information about BI and helped us create new contacts and promote a new project in the R&D field



MEDIA COVERAGE

Prior the Event

ROADSHOW ADVERTISEMENTS

COMUNICATII MOBILE

Link: <http://www.comunic.ro>
 Media Type: Telecommunication and Media Publication
 Printed
 Language: Romanian
 Distribution: Local
 Issue Frequency: Monthly
 Published: September issue
 Description: Half Page Advertisement

MARKET WATCH

Link: <http://www.finwatch.ro>
 Media Type: IT
 Printed
 Language: Romanian
 Distribution: Local
 Issue Frequency: Monthly
 Published: September issue
 Description: Half page Advertisement on 26th page at Managerial Tools – Business Intelligence

CLUB IT&C

Link: <http://www.clubitc.ro>
 Media Type: IT&C
 Printed
 Language: Romanian
 Distribution: Local
 Issue Frequency: Monthly
 Published: September issue
 Description: Half page Advertisement

WALL STREET

Link: <http://www.wall-street.ro/articol/IT-C-Tehnologie>
 Media Type: General
 Online
 Language: Romanian
 Distribution: Local
 Issue Frequency: Daily
 Published: Posted our BI dynamic banner on their Web site in August and September and published our BI Newsletter <http://www.wall-street.ro/articol/IT-C-Tehnologie>

ARTICLES & PR

MARKET WATCH

Link: <http://www.finwatch.ro>
 Media Type: IT
 Printed
 Language: Romanian
 Distribution: Local
 Issue Frequency: Monthly
 Published: September issue
 Description: Published an interview with Thomas Vavra and Bill Inmon's biography and articles



CLUB IT&C

Link: <http://www.clubitc.ro>
Media Type: IT&C
Printed
Language: Romanian
Distribution: Local
Issue Frequency: Monthly
Published: September issue
Published Bill Inmon's biography and articles and BI Newsletter

WALL STREET

Link: <http://www.wall-street.ro/articol/IT-C-Tehnologie>
Media Type: General
Online
Language: Romanian
Distribution: Local
Issue Frequency: Daily
Published: Published our BI Newsletter
<http://www.wall-street.ro/articol/IT-C-Tehnologie>

COMUNICATE MEDIA

Link: <http://www.comunicatemedias.ro/>
Media Type: General
Online
Language: Romanian
Distribution: Local
Published: Published our BI Newsletter
http://www.comunicatemedias.ro/tiparire_comunicat.php?id=7065

JOURNALISTS PARTICIPATING AT THE EVENT

Agentia Nationala de Presa Rompres, Roxana Clinciu
BURSA, Catalin Deacu
CAPITAL, Valentin Birzoi
CAPITAL, Sorina Mihail
Club IT&C, George Albu
Comunicatii Mobile, Roxana Onea
Comunicatii Mobile, Ion Vaciu
e-Finance, Cristian Pavel
e-Finance, Dan Cristian Barboi
Intermedia Press, Sorin Silviu
MARKET WATCH, Radu Ghitulescu
NET REPORT, Robert Iosupescu



After the Event

ARTICLES & PR

MARKETWATCH

Link: www.marketwatch.ro
Media Type: IT
Language: Romanian
Distribution: Local
Issue Frequency: Monthly
Published: October Issue
Description:

CLUB IT&C

Link: <http://www.clubitc.ro>
Media Type: IT&C
Printed
Distribution: Local
Language: Romanian
Issue Frequency: Monthly
Published: October issue

INTERVIEWS

CAPITAL

Link: www.capital.ro
Media Type: General
Printed
Distribution: Local
Language: Romanian
Published: October issue
Interviewee: Bill Inmon, President & Chief Technology Officer,
Inmon Data Systems Founder
Interviewer: Sorina Mihail, Editor, CAPITAL Magazine

COMUNICATII MOBILE

Link: www.comunic.ro
Media Type: IT&C
Printed
Distribution: Local
Language: Romanian
Published: October issue
Interviewee: Bill Inmon, President & Chief Technology Officer,
Inmon Data Systems Founder
Interviewer: Ion Vaciu, Comunic@tii Mobile