



Business Intelligence/Data Mining - Dec 11

BOOK ALREADY FOR OUR BUSINESS INTELLIGENCE SEMINAR FREE OF CHARGE

You are invited to attend our excellent Business Intelligence seminar on 11 december in Brabant: Brabantlaan 1, 3001 Leuven.

08.00 - 09.15 WELCOME & BREAKFAST

09.15 - 10.15 BEST PRACTICES IN BI SERVICE MANAGEMENT

ITIL is not just an effective tool for internal BI service management. It can also serve as a framework for managing the relationship with an outsourcing service provider. The discipline that comes from implementing ITIL can better tie together individual IT functional teams and all of IT to the business units supported. This same discipline can benefit the BI outsourcing relationship in many ways. The presentation will discuss the various service management issues encountered when the BI service is outsourced and how ITIL helps in solving them.

Marc Christiaens, managing partner SMME

Marc has worked with Compaq and IBM first in IT management and later in various sales and marketing roles in Europe and the Middle East. He has lived and worked in Dubai (United Arab Emirates) since 1995, managing Best Practices Consultancy SMME there during the last 5 years. "Marc is an accredited ITIL, CobiT and ISO 20000 trainer."

10.15 - 11.00 BEST PRACTICES IN BI-AS-A-SERVICE MANAGEMENT

To the business user, BI looks like any other IT service, in this case: up-to-date corporate numbers that are readily available from the corporate laptop. The complexities behind the service are hidden from view and support is only a phone call away.

To IT, supporting and delivering the BI service is a complex challenge and many things can go wrong. The presentation explores the challenges, and how a best practice service management framework like ITIL tackles them.

Harry van Helvoirt, program and large account manager CIBER.

Harry has a Finance background with more than 14 years of SAP implementation experience for several multinationals, mainly in the high tech and consumer products market. Co-founder of SAP BI services team for CIBER Netherlands. He introduced BI as a service for CIBER customers.

Abdellah Hamoumi, BI team lead at large accounts.

Abdellah has a Marketing and Sales background with more than 10 years of SAP implementation experience for several multinationals, mainly in the Retails ,high tech and consumer products market. Currently working as BI teamlead for a large account as part of the BI as a service.

11.00 - 11.15 COFFEE BREAK

11.15 - 12.00 BUILD AN UP TO DATE STRUCTURED KNOWLEDGE
SUPPLY CHAIN IN YOUR ORGANISATION

Bruno van der Vaeren, FERN

Whether this is to support changes in business procedures or IT applications, in the first part we will describe the employe needs in the "PUSH-PULL" model. Then based on examples we will show the tools you need to implement this model. In the last part, understanding the model en the possibilities of tools we will explain how you can build a "PUSH-PULL" Knowledge Supply Chain step by step and synchronise your knowledge process with your business process throughout the entire lifecycle. As a result employees will have on-time an up to date training, e-learning, documentation and contextual help in their own language on processes and IT applications.

Bruno van der Vaeren is general manager of FERN, Belgian company specialised in distance learning and IT documentation.

He started his career at IBM (1985 - 1992) as a SW developer and later as large account sales. After this he started Software Efficiency (1992-2000) a classical IT training company that was Microsoft and Lotus Authorised technical training center. After selling his company Software Efficiency to Systemat he created a new company FERN focusing on EPSS (Enterprise Performance Support Systems) combining E-learning, Documentation, contextual help on procedures and transactions to support the workers with their tasks. Having worked for years in the classical training environment and with now 8 years experience in distance learning and support, he has a good knowledge of how to handle efficiently change for the end users.

12.00 - 12.45 BELUX BUSINESS INTELLIGENCE SURVEY
BI-COMMUNITY

12.45 - 14.00 LUNCH

14.00 - 14.45 XBRL, A NEW REPORTING STANDARD

Reducing reporting burden with XBRL: a catalyst for better regulation

The XBRL presentation will give an overview of XBRL, in the framework of it becoming an emerging global reporting standard.

Through the regulation driven requirements, it is adopted more and more, and incorporated in existing BI tools. XBRL is currently a hot topic, which will get a lot more attention in the coming years, being useful for administrative burden reduction, fraud detection, risk compliance,...

Deloitte has been involved in several international projects, next to a local XBRL advisory project. Deloitte was elected as a member of the "International best practices board", installed by XBRL International.

Kurt Cogghe, Stefaan Verbeure - Deloitte Consulting

Stefaan Verbeure, Stefaan has a long track record in data warehouse design, with a focus on the public and financial sectors. At Deloitte consulting, he is involved in various BI projects and in the development of Deloitte's BI methodology. Together with Kurt Cogghe, he is developing Deloitte's XBRL offering, an innovative and emerging standard for business reporting.

Kurt Cogghe, Kurt has substantial experience in the Business Intelligence World, through a whole set of studies and implementations at customers nationally and internationally.

At Deloitte Consulting one of his responsibilities is to drive the initiative on developing the XBRL offering. The Multi Disciplinary approach that Deloitte takes guarantees that all aspects are covered.

14.45 - 15.30 DATA WAREHOUSING AND INTERNATIONAL ACCOUNTING STANDARDS

International Accounting Standards No. 39 requires a company to book a data warehouse at the fair value of the assets. All of Europe has already moved to International Accountancy Standards.

Now a data warehouse must be carried on the company's books as an asset (or a liability). How many companies in Europe are capitalising their data warehouses and what are the difficulties in doing that?

Ivan Pellegrin, KVL Inspiratie Technologie

Ivan has dedicated his career to translate the opportunities and constraints of information technology into relevant and cost-effective solutions.

His main areas of expertise include Data Quality, the Value of Data, Data Warehousing, Business Intelligence, Metadata, Master Data Management.

Ivan often speaks at conferences and seminars throughout Europe.

15.30 - 15.45 COFFEE BREAK

15.45 - 16.30 DATA MINING TODAY

In the first part of the presentation we will explain in which business areas data mining techniques are used and with what level of maturity. Most business applications will be explained using real live examples.

In a second part we will focus on how the BI organization and infrastructure can enable data mining without compromising IT resources and with the guarantee that results will be used more than only once.

Wim Hellemans

Wim Hellemans is data mining competence center leader at Ikan Consulting, Belgium largest independent data mining company.

He started his career as a data miner in 1999 at C&A Services where he applied data mining techniques to improve the performance of the direct marketing activities.

One year later Wim joined 4C Consulting as analytical CRM consultant. In 2003 Wim became responsible for the data mining competence center at Ikan Consulting.

Having worked for sales and marketing departments in different sectors such as retail, telecommunications, media, banking, healthcare and government he knows where and how data mining techniques can improve company performance.

16.30 - 17.15

SAVING LIVES WITH DATA MINING

At Islington PCT, a primary care trust of the NHS in the UK, they use data mining to analyse historic patient records to determine patients with a higher risk for an episode or hospital admission. This case study will share how BI & Data mining can work to deliver measurable results.

Davy Nys, Pentaho

Davy Nys, joined Pentaho in 2007 and is currently the Manager of Sales, driving Pentaho's Direct and OEM Sales efforts in Europe, Middle East and Africa. The past 4 years, Davy has held International Sales and Business Development positions at Datawatch, a niche Business Intelligence and ECM solution provider. Davy started his career developing billing and business intelligence systems at a telecom provider now part of Versatel.

17.15 - 18.00

COCKTAIL