



IBM Cognos Forum Asia Pacific 2009

# Agenda

# & Abstracts

August 12–14, 2009  
Gold Coast Convention & Exhibition Centre

Wednesday 12 August 2009

## Pre-Conference Agenda

### Super Sessions

12.30pm – 3.00pm	IBM Cognos BI
12.30pm – 3.00pm	IBM Cognos Planning
12.30pm – 3.00pm	IBM Cognos TM1

### Special Interest Groups

3.30pm – 5.30pm	Manufacturing
3.30pm – 5.30pm	Financial Services & Insurance
3.30pm – 5.30pm	Government
3.30pm – 5.30pm	Higher Education
3.30pm – 5.30pm	TM1
3.30pm – 5.30pm	Defence

### Cognos Forum 2009

12:00pm – 9:30pm	Conference Registration
5:30pm – 9:30pm	Welcome Drinks & Dinner

## Agenda

7.00am – 8.30am	Breakfast					
7.30am – 8.30am	Conference Registration & Exhibition Opens					
8.30am – 10.30am	General Session: Optimising your Solutions for Turbulent Times					
10.30am – 11.00am	Coffee Break					
	<b>Demo Theatre</b>					
	<b>Business Intelligence</b>	<b>Financial Performance Management</b>	<b>Performance Management Practices</b>	<b>Performance Management Platform</b>	<b>Migration, Upgrade and Technical Services</b>	<b>Industry Solutions</b>
11.00am – 12.00pm	No Stopping with Queensland Motorways, IBM and Cognos 8 – <i>Queensland Motorways with Catapult BI</i>	Overview of Analytic Applications – <i>IBM Cognos</i>	Understanding Both Sides of the BI Paradigm and Finding Synergy with IBM – <i>IBM Cognos</i>	Cost Base Planning and Operational Modelling from the Ground Up – <i>Sidra Foundation with Cortell</i>	Role of Bridge Tables in Dimensional Modelling – <i>IBM Cognos</i>	The Cultural Challenges of a Maturing BI Implementation – <i>University of Wollongong</i>
12.00pm – 1.00pm	Advanced Design of Reports for Use in Multiple Studios – <i>IBM Cognos</i>	Financial Management in the Retail Industry: Empowering Finance with TM1 – <i>Gloria Jean's Coffees with Cubewise</i>	An Integrated Solution: Performance Management at Boehringer Ingelheim – <i>Boehringer Ingelheim with PMSquare</i>	Cognos 8 Implementation: from Evaluation to Control – <i>Quest Serviced Apartments</i>	IBM Cognos TM1: What You've Never Been Able to do Before – <i>IBM Cognos</i>	Cure Workforce Planning Challenges with Integrated Cognos 8 BI and Cognos 8 Planning – <i>Mater Hospital</i>
1.00pm – 2.00pm	Luncheon					
2.00pm – 3.00pm	Smarter Business Intelligence – <i>Brightstar Logistics</i>	IBM Cognos Profitability Blueprint Introduction – <i>IBM Cognos</i>	Scorecarding: Get Your Shelf-Ware on the Scorecard – <i>IBM Cognos</i>	Gaining Value from Synergy of Cognos Solutions with InfoSphere and Beyond – <i>IBM Cognos</i>	The BI Reality of Climate Change, Compliance and Emissions Trading – <i>C3 Business Solutions</i>	Minimum Effort, Maximum Reward: The Metcash TM1 Story – <i>Metcash</i>
3.00pm – 4.00pm	RightPlace, Right Time: Developing a Reporting Strategy – <i>Boral</i>	New Budgeting / Forecasting Approaches for Our Current Difficult Times – <i>Petty Presentations</i>	Improving Accountability Using IBM Cognos Metrics Studio – <i>Australia Child Support Agency with BCT Group</i>	Predictive Analytics with InfoSphere and Cognos – <i>IBM Cognos</i>	Massive Scalability for IBM Cognos 8 BI – <i>IBM Cognos</i>	Integrated Performance Management – <i>University of Technology, Sydney</i>
4.00pm – 4.30pm	Coffee Break					
4.30pm – 5.30pm	General Session: Innovation Today and Tomorrow for Smarter Enterprises					
6.30pm – 11.30pm	Special Event Dinner					

<b>Demo Theatre</b>	
<b>Demo Theatre 1 (20mins)</b>	<b>Demo Theatre 2 (20 mins)</b>
12.00pm – 12.30pm: Strategy Management with IBM Cognos 8 – <i>IBM Cognos</i>	12.30pm – 1.00pm: The Power of IBM Cognos 8, IBM Cognos TM1 and IBM Cognos Business Viewpoint Working Together – <i>IBM Cognos</i>
2.00pm – 2.30pm: Using Statistics to Make More Informed Decisions – <i>IBM Cognos</i>	2.30pm – 3.00pm: Business Viewpoint – <i>IBM Cognos</i>
3.00pm – 3.30pm: Demo Theatre for Cognos Planning Beginners – <i>IBM Cognos</i>	3.30pm – 4.00pm: C8 with Infosphere/Business Glossary/Lineage – <i>IBM Cognos</i>

## Agenda

7.00am – 8.30am	Breakfast							
8.00am	Exhibition & Information Desk Opens							
	<b>Business Intelligence</b>	<b>Financial Performance Management</b>	<b>Performance Management Practices</b>	<b>Performance Management Platform</b>	<b>Migration, Upgrade and Technical Services</b>	<b>Industry Solutions</b>	<b>Demo Theatre</b>	
							Demo Theatre 1 (20mins)	Demo Theatre 2 (20 mins)
8.30am – 9.30am	Environmental Performance Management ecoAnalytics – SMS Management & Technology	Controlling Financial Warehouses – Lend Lease Prime Life with ITeM Group	Developing a Performance Management Roadmap – IBM Cognos	Gaining Business Trust with Better Quality Data – IBM	Deploying IBM Cognos 8 BI on VMware ESX with Best Practice for Performance and Scalability – IBM Cog	TBA		
9.30am – 10.30am	Adding Value with Cognos Alerts – IBM Cognos	Streamlining Information Flows with IBM Cognos 8.3 BI – Sydney Catchment Authority	Best Practices with IBM Cognos Framework Manager and SAP BW – IBM Cognos	Translating Planning Models into TM1: Why & How to do it – IBM Cognos	Targeting Data Reporting to Propel New Efficiencies – Virgin Blue Airlines with CatapultBI	21st Century BI for the Insurance & Claims Management Industry – Gallagher Bassett Services with CatapultBI		
10.30am – 11.00am	Coffee Break							
11.00am – 12.00pm	Sydney Airport gets Personal: Transforming Passengers into Customers – Sydney Airports with Altis Consulting	The Long and Winding Road: IBM Cognos Planning – Melbourne Citymission	TM1 in Goodman: A Global Perspective – Goodman with Cubewise	Moving from Scorecards to Strategic Management – IBM Cognos	A Matter of Style: Cognos 8 Reporting Techniques – IBM Cognos	Set the Stopwatch: Cubes vs DMR Models – Study Group Australia and Focus Strategies & Solutions	11.00am – 11.30am: IBM Cognos 8 and Oracle Ebusiness Suite – IBM Cognos	11.30am – 12.00pm: GIS and Cognos I33 – IBM Cognos
12.00pm – 1.00pm	Making Marketing Connections: Getting Data in Context – Optus Singtel with Focus Strategies & Solutions	Strategic Planning Using Scenario Modelling – Leighton Contractors	Hierarchy Management with IBM Cognos 8 Business Viewpoint – IBM Cognos	Advanced Transformer Case Studies – IBM Cognos	Security Migration in IBM Cognos 8 BI – IBM Cognos	Business Intelligence for an Ageing Population – The Department of Health and Ageing with C3   Business Solutions	12.00pm – 12.30pm: Cognos 8 Report Studio Advanced Charting Techniques – IBM Cognos	12.30pm – 1.30pm: BM Cognos 8 Using TM1 as a Data Source for Near Time Data Updates – IBM Cognos
1.00pm – 2.00pm	Luncheon							
2.00pm – 3.00pm	Gathering and Documenting your BI Business Requirements – IBM Cognos	Financial Modelling Using TM1 – New Zealand Post	Implementing Enterprise Change: People, Process, Platforms – KDC Consulting	Smart Analytics with IBM InfoSphere Warehouse and Cognos BI – IBM	TBA	Business Minds Australia	2.00pm – 2.30pm: TBA	2.30pm – 3.00pm: TBA
3:00pm – 4:00pm	Closing General Session: Keynote Mark Jeffries							
4.30pm	Coaches depart for airports							

11.00am – 12.00pm

**Business Intelligence**

**No Stopping with Queensland Motorways, IBM and Cognos 8**

**Queensland Motorways**

*Sue Caelers, Project Director, Free-Flow Tolling Project*

**CatapultBI**

*Richard Green, Managing Director*

Free Flow Tolling is Queensland's most significant IT implementation for 2009, involving sophisticated roadside technology and mission-critical back office components such as SAP and specialised IBM tolling software. IBM has undertaken the systems integration of the Central System, and CatapultBI is working to satisfy the new reporting and analytical requirements. This session will outline the directions and experiences of the project, and the role of data warehousing and reporting for Queensland Motorways with the Cognos 8 BI toolset.

Session type: Business Strategy  
Technical level: Novice

**Performance Management Practices**

**Understanding Both Sides of the BI Paradigm and Finding Synergy with IBM**

**IBM Cognos**

*Katrina Read, Performance Management Specialist*

There are two aspects to a Business Intelligence solution: the appropriate technical infrastructure required to ensure that data is complete and accurate, plus comprehensive end-user capabilities to enable effective access to the information we need in time to take action. IBM's approach to Business Intelligence solutions ensures the right information gets to the right person at the right time.

Session type: Business Strategy  
Technical level: All

**Migration, Upgrade & Technical Services**

**Role of Bridge Tables in Dimensional Modelling**

**IBM Cognos Lab Services**

*Venkat Srinivasan, Senior Consultant*

Most companies understand the benefits of dimensional modelling at the departmental data mart level. To progress the dimensional data mart to the enterprise mode, we need to address two important integration aspects: the use of conformed dimensions and the use of bridge tables. Both are essential ingredients of a successful integrated dimensional data warehouse able to successfully deliver reporting functionality in an enterprise data warehouse environment.

Session type: Technical Tips & Techniques  
Technical level: Advanced

**Financial Performance Management**

**Overview of Analytic Applications**

**IBM Cognos**

*James Rowntree*

The new range of Cognos Analytic Applications use a series of models to generate an end to end warehousing solution, allowing users to concentrate on making better decisions - and less on the more "plumbing" (such as warehouse and metadata design). This session explores the Analytic Framework to answer business questions such as: Are we meeting stated objectives across the business? How much of our portfolio is rolling from one delinquency bucket to the next? Do we invoice too frequently?

Session Type: Product Overview  
Level: Intermediate

**Performance Management Platform**

**Cost Base Planning and Operational Modelling from the Ground Up**

**Sidra Foundation**

**Cortell Australia**

*Andrew Stephens, Business Intelligence Project Manager*

This session looks at effective Performance Management Platform from the ground up. Sidra Foundation has recently started construction of a 4,000 bed private hospital. IBM Cognos TM1 is the Cost Base planning and operational modelling application for this US\$10.75 billion project. Cost planning, resource and capacity planning is occurring without the benefit of historical information, prior statistics or existing drivers - this platform has been constructed from zero.

Session type: Business Strategy  
Technical level: Intermediate

**Industry Solutions**

**The Cultural Challenges of a Maturing BI Implementation**

**University of Wollongong**

*Richelle Hilton, Director Performance Indicators*

The University of Wollongong's business intelligence technical implementation has matured through cubes, data warehouses, Cognos 8 and TM1. The non-technical challenges have also evolved, revealing new issues and new opportunities. This presentation looks at what the goals are when you have passed the early milestones and at some of the techniques, issues and solutions facing a business intelligence competency centre as it moves to create a pervasive analytic culture.

Session type: Business Strategy  
Technical level: Novice

# 12.00pm – 1.00pm

## Business Intelligence

### Advanced Design of Reports for Use in Multiple Studios

#### IBM Cognos

*Anna Sum, Performance Management Specialist*

Need some techniques and tips for managing the reporting lifecycle? Discover how to design and build effective reports in express authoring mode using IBM Cognos 8 BI Report Studio. This session also shows you how to promote these reports to IBM Cognos 8 BI Report Studio Professional and then have them consumed in IBM Cognos 8 Go! Mobile and the new IBM Cognos 8 Go! Dashboard.

Session type: Technical Tips & Techniques  
Technical level: Intermediate

## Performance Management Practices

### An Integrated Solution: Performance Management at Boehringer Ingelheim

#### Boehringer Ingelheim

*Jason Rankin, Business Controller – Consumer Health Care & Animal Health*

#### PMSquare

*Carsten Brandt, Director*

Discover how a data infrastructure project led to transparency in planning and allocation of shared service costs, reduced cycle times and flexible stock planning. Using IBM Cognos BI and EP tools, Boehringer Ingelheim achieved a single source of truth for reporting across the business. Previously manual tasks were automated within the new ERP system and reporting capabilities are now more innovative and flexible.

Session type: Deployment Best Practice  
Technical level: Novice

## Migration, Upgrade & Technical Services

### IBM Cognos TM1: What You've Never Been Able to do Before

#### IBM Cognos

*Simon Dowle and James Wakefield*

Enhance your existing IBM Cognos TM1 applications by adding functionality never before available. See how IBM Cognos C8 can deliver report bursting, Metric's cause and effect, briefing books, MS Word integration and much more without damaging your existing TM1 applications and data.

## Demo Theatres

### Demo Theatre 1 12.00pm – 12.30pm

#### Strategy Management with IBM Cognos 8

#### IBM Cognos

*Greg Keller*

Learn how IBM Cognos 8 can help you automate the strategy management process within your organisation by linking strategy to execution. Effectively set and manage your strategic goals by:

- defining consistent KPIs leveraging a common metrics framework
- monitoring performance of KPIs and understanding metric dependencies
- communicating strategic objectives and providing employee focus and accountability.

## Financial Performance Management

### Financial Management in the Retail Industry: Empowering Finance with TM1

#### Gloria Jean's Coffees

*Karin Hattingh, Divisional Controller Australia*

#### Cubewise

*Gavin Skews, Director – Retail*

IBM Cognos TM1 has been a recurring theme of success for Gloria Jean's Coffees' Financial Controller, Karin Hattingh. In this session you will see how Karin, with support from Cubewise Retail, has eliminated many days in month end processing, reduced auditing costs and benefited from rolling forecasts. We will also cover best practice implementation guidelines for leveraging the very best from your Financial Performance Management.

Session type: Deployment Best Practice  
Technical level: Intermediate

## Performance Management Platform

### Cognos 8 Implementation: from Evaluation to Control

#### Quest Serviced Apartments

*Doug Hutchinson, Chief Financial Officer and Glenn Harris, Business Intelligence Team Leader*

This presentation takes you from start to finish on Quest's journey through the evaluation, selection, deployment and project control issues associated with its Cognos 8 BI, Planning and Controller implementation. Lessons learned along the way include the need to develop clear requirements at the outset, engage the right resources for the right activities and gain senior management buy-in.

Session type: Deployment Best Practice  
Technical level: Novice

## Industry Solutions

### Cure Workforce Planning Challenges with Integrated Cognos 8 BI and Cognos 8 Planning

#### Mater Hospital

*Caroline Hudson, Director of People and Learning*

#### IBM

*Geoff Page, Practice Area Lead – FPM*

What is the staff retention rate, and why? What are the future staff needs of the Mater Hospital, and where? Who will do what to address demand and supply imbalances in staffing? This session will explain how the Mater found answers to these pressing questions using Attrition Reporting in Cognos 8 BI and Workforce Planning in Cognos 8 Planning and Cognos 8 BI, gaining clearer data visibility, removing organisational silos and harnessing contributions from operational users to yield a forward-looking plan.

Session type: Deployment Best Practice  
Technical level: Novice

### Demo Theatre 2 12.30pm – 1.00pm

#### The Power of IBM Cognos 8, IBM Cognos TM1 and IBM Cognos Business Viewpoint Working Together.

#### IBM Cognos

*David Myall*

Explore IBM Cognos TM1 modelling within the IBM Cognos 8 environment. Discover how IBM Cognos 8 can use TM1 as a data source for near time data updates. Explore the potential for IBM Cognos Business Viewpoint to facilitate the management of business hierarchies.

2.00pm – 3.00pm

**Business Intelligence**

**Smarter Business Intelligence**

**Brightstar Logistics**

*Brett King, Business Intelligence Manager*

The flexibility of Cognos 8 BI means that solutions are no longer limited by application capabilities. By undertaking a strategic review of the analysis and decision making process, content can be developed that enables users to make better informed and quicker recommendations. This session will cover the importance of presentation, layout and depth of information, and how to think outside the box when designing reports. It will demonstrate the advantages of multi-element dashboard reports and how smart, dynamic and prompted reports can deliver intelligence, not just data.

Session type: Business Strategy  
Technical level: Advanced

**Performance Management Practices**

**Scorecarding: Get Your Shelf-Ware on the Scorecard**

**IBM Cognos**

*Michael Taylor*

In this session, learn about balanced scorecarding concepts and gain true understanding of what makes a good key performance indicator. Explore the features embedded within Metric Studio and discover just how easy it is to load data and remove query load off back-end systems by using Metric Studio as your entry point to BI.

Session Type: Technical Tips & Techniques  
Level: Novice

**Migration, Upgrade & Technical Services**

**The BI Reality of Climate Change, Compliance and Emissions Trading**

**C3 Business Solutions**

*Conrad Bates*

Independent of whether you believe in climate change and independent of whether the Senate passed the Australian Emission Trading Scheme, Australian organisations must report actual emissions by October 2009 or face hefty fines under the National Greenhouse Emissions Reporting Scheme legislation. The question is: how can you turn a compliance requirement into an opportunity to improve your organisation's bottom line? This presentation will provide a 'Carbon Emissions Trading 101' and then overview the business issues, challenges and opportunities in a constrained carbon world.

Session type: Business Strategy  
Technical level: Intermediate

**Demo Theatres**

**Demo Theatre 1  
2.00pm – 2.30pm**

**Using Statistics to Make More Informed Decisions**

**IBM Cognos**

*James Rowntree*

How sure are you of the information you use? Did you know that over 63% of the statistics in this abstract are made up? In this session we will explore how some organisations are looking to make better decisions, to better understand leading and lagging indicators and to add rigour to their analysis process. We will explore some of the tools available to help facilitate this.

**Demo Theatre 2  
2.30pm – 3.00pm**

**Business Viewpoint**

**IBM Cognos**

*Linda Glucina*

IT and business users will benefit from this session, which offers an in depth demonstration of IBM Cognos 8 Business Viewpoint and shows how it can provide the dimension and hierarchy management needed for business users to stay on top of changes, while giving IT the control and oversight they need. You will learn about the benefits associated with this way of managing dimensions and hierarchies and see how a built in workflow ensures updated and accurate reporting, analysis or planning to drive performance.

**Financial Performance Management**

**IBM Cognos Profitability Blueprint Introduction**

**IBM Cognos**

*David Hatt, Cognos Performance Management Solutions Manager*

*James Wakefield, Lead FPM Solution Specialist*

Finance organisations are under increasing pressure to manage risk, drive cash flow, contain and reduce costs and improve profits. At the same time that finance organisations need short term lifelines to respond to a slowing global economy, they need to transform critical business processes so that when the economy recovers they are in a position of competitive advantage. In this session we will be demonstrating the new TM1 powered Blueprint for Profitability, and showing how customers can use best practice techniques to address critical needs in the current economic climate.

Session type: Product Overview  
Technical level: Novice

**Performance Management Platform**

**Gaining Value from Synergy of Cognos Solutions with InfoSphere and Beyond**

**IBM Cognos**

*Patrick Spedding*

This technical session will show you how to unlock your organisation's information assets to drive better business outcomes, and provide insights into the roadmap for future integration of IBM Cognos products with IBM InfoSphere™ and broader portfolio. You will hear about the IBM OLAP strategy and see demonstrations of integration between Information Server and IBM Cognos solutions. You'll see how you can add value to your IBM investments today, and accelerate the value of your Information on Demand investment tomorrow.

Session type: Product Overview  
Technical level: Intermediate

**Industry Solutions**

**Minimum Effort, Maximum Reward - The Metcash TM1 Story**

**Metcash**

*Robert Laws, Systems Accounting Manager*

This presentation describes Metcash's IBM Cognos TM1 and EV implementation, instigated to allow each of the company's four business pillars to budget independently, using different business rules and budgeting methods. We will demonstrate how we achieved real-time consolidated reporting for the entire business, with drill-through to Source System transactions.

Session type: Product Overview  
Technical level: Novice

3.00pm – 4.00pm

Business Intelligence

Right Place, Right Time: Developing a Reporting Strategy

Boral  
Edward Ware, Cognos Developer

A Reporting Strategy that focuses on distributing information to the right place, at the right time, in the right format is a key part of total performance improvement. This session will demonstrate how Cognos reporting products and distribution methods provide decision makers with clear, accurate and timely information in the most efficient and effective manner – on demand and tailored to users’ real requirements.

Session type: Deployment Best Practice  
Technical level: Intermediate

Performance Management Practices

Improving Accountability Using IBM Cognos Metrics Studio

Australia Child Support Agency  
Salim Soukkeh, Data Warehouse Director

BCT Group  
Tony Chung, Senior Consultant

The Organisational Performance Measurement Framework (OPMF) is an Australia Child Support Agency project that aims to establish a framework that defines, measures, reports and closes the gap between ‘as is’ and ‘should be’ performance across the agency. This session will provide an overview of the project focusing on technical delivery using IBM Cognos Metrics Studio and an honest look at the many lessons learned along the way.

Session type: Deployment Best Practice  
Technical level: Intermediate

Migration, Upgrade & Technical Services

Massive Scalability for IBM Cognos 8 BI

IBM Cognos  
Barnaby Cole, IBM Cognos Practice Lead, Technical Services

Most BI systems penetrate only 15 per cent of an organisation’s user community. But to expand usage by simply allocating more hardware is costly and inefficient. Learn how to use an adaptive framework capable of scaling from hundreds to tens of thousands of users. The session covers hardware costs, linear licensing and overall user satisfaction. It shows you how to manage assets amid rapidly changing business requirements and how to scale to as many users you need with near-zero administration costs.

Technical level: Advanced

Demo Theatres

Demo Theatre 1  
3.00pm – 3.30pm

Demo Theatre for Cognos Planning Beginners.

IBM Cognos  
Craig Boyd

Learn how IBM Cognos Planning can help remove the pain from your budgeting process. Find out how easy it is to build budget templates with a quick look at some pre-built best practice models. Do you spend half your time reconciling numbers without having time to add value to your budget process? In this session you will see how you can spend more time focusing on value-add activities.

Demo Theatre 2  
3.30pm – 4.00pm

C8 with Infosphere/Business Glossary/Lineage

IBM Cognos  
David Myall

A single version of the truth not only relates to numbers but just as important is consistency in the business terms used to describe that data. See how using IBM Business Glossary within your IBM Cognos 8 environment can assist your business in taking ‘one version of the truth’ to the new level. See how the combination of IBM Cognos 8 and IBM Infosphere Metadata Workbench facilitates lineage back to source including any data orchestration activities. Learn some of other powerful features of the integrated IBM portfolio.

Financial Performance Management

New Budgeting / Forecasting Approaches for Our Current Difficult Times

Petty Presentations  
John Petty

The traditional management control tool – detailed budgeting – does not answer the current common predicament of needing to answer management’s ‘what next?’ and ‘what if?’ questions. It’s too often geared to surviving the next three months rather than managing strategically. This session will explore the latest thinking and practical approaches to managing and budgeting for difficult times, and how beyond budgeting, better budgeting and rolling forecast models are being even further adapted to fit the current financial environment.

Session type: Deployment Best Practice  
Technical level: Advanced

Performance Management Platform

Predictive Analytics with InfoSphere and Cognos

IBM Cognos  
Mark Morton, Senior Product Manager

This introductory level session will discuss and demonstrate how IBM Cognos 8 software and IBM InfoSphere Warehouse can be used together to provide predictive analytics for your organisation. We will provide an overview of some of the algorithms available and demonstrate their use in the context of customer applications

Session type: Product Overview  
Technical level: Novice

Industry Solutions

Integrated Performance Management

University of Technology, Sydney  
Darren Dadley, BI Program Manager and  
Miranda Brookes, CI Project Manager

Break down information silos and organisational barriers to communication with IBM Cognos BI Report Studio Metric Studio and IBM Cognos Portals. UTS will describe how it is achieving this as a part of its BI program which aims to deliver integrated performance management capability. It will also demonstrate the benefits gained by the real time operational Student Reporting project with the conversion to IBM Cognos of almost 200 Crystal reports.

Session type: Business Strategy  
Technical level: Novice

8.30am – 9.30am

**Business Intelligence**

**Environmental Performance Management  
ecoAnalytics**

**SMS Management & Technology**  
*Stephen Wayne, Principal Consultant*

Organisations face regulatory, commercial and social pressures to manage their environmental impacts. Discover how IBM Cognos technology replaces manual audits, external consultants and inflexible proprietary systems with the ability to capture and report on environmental data from disparate sources - and how comprehensive forecasting, scenario planning, analysis and performance-management capabilities can mitigate emission effects, plan abatement programs and give insight into waste and energy usage to deliver a competitive advantage in a carbon-constrained economy.

Session type: Product Overview  
Technical level: Intermediate

**Performance Management Practices**

**Developing a Performance Management  
Roadmap**

**IBM Cognos**  
*Nikita Atkins, Managing Consultant, IBM Software Group, Business Intelligence and Data Warehousing*

An increasing number of studies are revealing the strong link between a comprehensive enterprise-wide Performance Management strategy and the delivery of a mature Performance Management program that sees its full potential realised. This session will present a variety of techniques to create a performance management vision and implementation roadmap that is capable of integrating competing technical and non-technical plans.

Session type: Business Strategy  
Technical level: Intermediate

**Migration, Upgrade & Technical Services**

**Deploying IBM Cognos 8 BI on VMware ESX  
with Best Practice for Performance and  
Scalability**

**IBM Cognos**  
*Barnaby Cole, IBM Cognos Practice Lead, Technical Services*

This session will show you how to maintain performance levels when deploying IBM Cognos 8 BI applications on VMware, the leading datacenter virtualisation platform for Windows and Linux server deployments. You'll learn configuration techniques that can be used to provide optimal performance of your IBM Cognos 8 BI server platform within VMware ESX. The session will also cover IBM Cognos 8 BI scalability, performance tuning, and the VMware performance characteristics that determine optimal configuration for IBM Cognos 8 BI servers.

Technical level: Advanced

**Financial Performance Management**

**Controlling Financial Warehouses**

**Lend Lease Prime Life**  
*Mark Mitchell, CIO*

**ITeM Group**  
*Warren Dickins*

This session will explore the importance of effective financial data warehouse architecture in delivering direct audit control. It will cover technical tips from Lend Lease Prime Life's experience, including the effective use of dashboards, linking enterprise planning to the business structures, use of report hierarchies and the effective use of prompts.

Session type: Technical Tips & Techniques  
Technical level: Intermediate

**Performance Management Platform**

**Gaining Business Trust with Better Quality Data**

**IBM Software Group**  
*Chris Bunn, InfoSphere Sales Manager, Australia and New Zealand*

For business users to fully trust the information they use to make decisions, they need to be sure that the quality of their data is being maintained. At this session you'll learn how IBM Cognos 8 BI and IBM InfoSphere can help you provide the clear metrics that will enable both IT and business users to monitor and understand the quality of their information and gain complete trust in the data.

Session type: Deployment Best Practice  
Technical level: Intermediate

**Industry Solutions**

Session TBA



9.30am – 10.30am

**Business Intelligence**

**Adding Value with Cognos Alerts**

**IBM Cognos**

*Phil Ashton*

Great decisions depend on accurate and timely information. In this session you will learn how Personal Alerts, available in IBM Cognos 8 BI, give you the means to deliver that timely detail to your desktop. This session shows you how manual processes can be replaced with automated alerts that deliver critical information to accelerate and streamline the decision-making process.

Session type: Product Overview  
Technical level: All

**Performance Management Practices**

**Best Practices with IBM Cognos Framework Manager and SAP BW**

**IBM Cognos**

*Agnes Chau, Cognos on SAP Solution Specialist*

In this session, the presenters will discuss and demonstrate best practices and methods for using IBM Cognos Framework Manager with the SAP Business Warehouse. You'll learn how to get the most from your investments in SAP BEx Query Designer and hear general guidelines for using IBM Cognos Framework Manager with the SAP Business Warehouse. You'll also see how easily both new and existing customers can utilise data from the SAP Business Warehouse.

Session type: Technical Tips & Techniques  
Technical level: Intermediate

**Migration, Upgrade & Technical Services**

**Targeting Data Reporting to Propel New Efficiencies**

**Virgin Blue Airlines**

*Katie Corr, Manager, Sales Operations*

**CatapultBI**

*David Alley*

Business areas in many organisations are often still discovering the power they can obtain from information as they take up BI. This means that we need to tread a middle ground between waterfall (too slow, heavily requirement-driven) and agile (too little input from requirements thinking) delivery approaches. As Virgin Blue Airlines discovered with the release of its Data Warehouse, a nimble combination of experienced BI guidance to get things underway quickly, with responsiveness to business needs ensures maximum business return.

Session type: Business Strategy  
Technical level: Intermediate

**Financial Performance Management**

**Streamlining Information Flows with IBM Cognos 8.3 BI**

**Sydney Catchment Authority**

*Gihan Khalil, Senior Project Officer – BI*

Discover how IBM Cognos 8.3 BI improved the flow of information for the Sydney Catchment Authority. High level architecture and logical design integrated with enterprise planning modules led to improved handling of change requests, improved management of user expectations and a more secure working environment. With manual processes now automated, such as data extraction and file loading, month end processing time is reduced and the entire budgeting process is streamlined.

Session type: Deployment Best Practice  
Technical level: Advanced

**Performance Management Platform**

**Translating Planning Models into TM1: Why and How To Do It**

**IBM Cognos**

*David Dockrill*

This presentation will discuss the circumstances under which users might wish to consider translating their Planning models into a TM1 environment. There can be very specific reasons to do so, but the move can also require some sacrifices to be made. Being aware of the potential traps will help make the process as smooth as possible. We cover the key areas of tool applicability, model design considerations and project impact. A brief overview of the CSIM will be provided, along with a discussion of the impact of a "translation" type project in the context of the CSIM.

Session type: Technical Tips & Techniques  
Technical level: Intermediate

**Industry Solutions**

**21st Century BI for the Insurance & Claims Management Industry**

**Gallagher Bassett Services**

*Marc Diffey, General Manager, Business Improvement and Strategy*

**CatapultBI**

*Richard Green, Managing Director*

Late 2008 Gallagher Bassett Services, Australian arm of multinational AJ Gallagher, won a major tender to provide insurance services management to Comcover for major Australian Government Departments. With an immovable rollout date, Gallagher Bassett implemented an externally hosted extranet solution using Cognos 8 BI as the delivery portal for the data warehouse and for customer systems and reporting capabilities – all within seven weeks. This session relives the challenges and shares the lessons learned.

Session type: Business Strategy  
Technical level: Novice

11.00am – 12.00pm

Business Intelligence

Sydney Airport gets Personal: Transforming Passengers into Customers

Sydney Airports

Stuart Ratray, Finance Manager

Altis Consulting

Glen Wiblin, Senior Consultant

This presentation will take you through Sydney Airports' development of a business intelligence solution that allows it to analyse customer value in multiple dimensions on a dynamic basis. Airports are complicated organisations, dealing in travel, logistics, government regulation and retail. In such a complex environment it is difficult to understand your customers and serve their needs. Hear how Cognos 8 has provided invaluable insights into customers' behaviour and increased revenue along with customer, partner and supplier satisfaction.

Session type: Business Strategy  
Technical level: Novice

Performance Management Practices

TM1 in Goodman – A Global Perspective

Goodman

Ritesh Deshpande, Head of Applications and  
Luka Montin, Business Analyst

Cubewise

Ben Heintl, Director

During the past two years, Goodman Group has deployed IBM Cognos TM1 for their business around the world with Cubewise as its key implementation partner. This session will highlight some of the best practices in deploying and managing TM1 on a global scale, with specific tips on the importance of knowledge transfer, building user champions within the business and how IT can add value to TM1 projects.

Session type: Deployment Best Practice  
Technical level: Intermediate

Migration, Upgrade & Technical Services

A Matter of Style: Cognos 8 Reporting Techniques

IBM Cognos

Mac Bryla

Take the road less travelled and learn some of the more advanced Cognos 8 reporting techniques. Discover the benefits of reusable components to accelerate report authoring with the aid of templates and style sheets. Create more dynamic and more engaging user experience through the use of advanced charting and prompting techniques.

Session type: Technical Tips & Techniques  
Technical level: Intermediate

Demo Theatres

Demo Theatre 1

11.00am – 11.30am

IBM Cognos 8 and Oracle Ebusiness Suite

IBM Cognos

Darren Gerding

Come and see the different options IBM Cognos 8 offers to connect to your Oracle Ebusiness Suite. This ranges from direct access to Oracle tables to using OLAP technology, TM1 and creating multidimensional cubes for effective and flexible reporting.

Demo Theatre 2

11.30am – 12.00am

GIS and Cognos I33 Techniques

IBM Cognos

Peter Carew

You have Business Intelligence and a Geographic Information System reporting on similar data, yet they remain separate. Why? This session will give a brief review of the benefits of utilising both BI and Spatial Analysis to monitor your business performance. Covering topics from application integration and data level linkage to dashboard and reporting output flavours.

Financial Performance Management

The Long and Winding Road: IBM Cognos Planning

Melbourne Citymission

Alma Tuazon, Chief Financial Officer

Tahola Pty Ltd

Chris Sutton, Director

Take the journey with Melbourne Citymission as it transformed its annual budgeting from a three week process involving over 350 spreadsheets clogging the email server - to an efficient model design using IBM Cognos Planning. This session will articulate the questions to ask about your planning model, and map the pathways to easier, faster and accurate budget planning, with information linked through sophisticated multi-dimension design, providing only one version of the truth readily accessible by decision makers.

Session type: Deployment Best Practice  
Technical level: Intermediate

Performance Management Platform

Moving from Scorecards to Strategic Management

IBM Cognos

Nikita Atkins, Managing Consultant, IBM Software Group, Business Intelligence and Data Warehousing

In their recent book Strategy Maps, Robert Kaplan and David Norton stated that "73 per cent of companies achieving outstanding performance clearly communicate their strategy and strategic measures, whereas only 28 per cent of the underperformers take such an action." There is far more to performance management than just technology or implementing scorecards. This session will take you through the steps you can take to transform your organisation and achieve outstanding performance. Learn how you can implement a performance management system that is aligned to your organisation's strategic direction.

Session type: Deployment Best Practice  
Technical level: Advanced

Industry Solutions

Set the Stopwatch: Cubes vs DMR Models

Study Group Australia

Anu Udawela, IT Manager

Focus Strategies & Solutions

Ludo Stire, BI Senior Consultant

Study Group's 300 agents across the globe use IBM Cognos reporting to track programs and bookings. Speed performance is paramount, and applying best practice to the previous DMR model reduced execution time from three minutes to 40 seconds. A trial of Cubes surpassed this performance, setting a 20 second time record. This session will discuss the pros and cons of DMR models versus Cubes, covering performance, maintenance, report authoring, row level security and scalability.

Session type: Deployment Best Practice  
Technical level: Intermediate

12.00pm – 1.00pm

**Business Intelligence**

**Making Marketing Connections: Getting Data in Context**

**Optus Singtel**

*Kerry Williams, Change Management Delivery Manager*

**Focus Strategies & Solutions**

*Steve Jackson, Principal Consultant*

If those making business decisions in your organisation can't access data in a way that works for them, data source quality is irrelevant and return on investment negligible. With substantial funds invested in Optus Singtel's Teradata-based enterprise data warehouse, a recent small BI project aggregated key marketing data into four IBM Cognos PowerCubes augmented with context-specific, consistent and comprehensible Report Studio reports. Marketing managers and others leapt at the opportunity to use them.

Session type: Product Overview  
Technical level: Novice

**Performance Management Practices**

**Hierarchy Management with IBM Cognos 8 Business Viewpoint**

**IBM Cognos**

*Linda Glucina*

Both IT and business users such as financial analysts will benefit from this session, which offers an overview of IBM Cognos 8 Business Viewpoint and shows how it can provide the dimension and hierarchy management needed for business users to stay on top of changes, while giving IT the control and oversight they need. You will learn about the business problems associated with current methods of managing dimensions and hierarchies and see how Business Viewpoint not only solves those problems but through a built in workflow extends sanctioned hierarchy changes to ensure updated and accurate reporting, analysis or planning to drive performance

Session type: Product Overview  
Technical level: Novice

**Migration, Upgrade & Technical Services**

**Security Migration in IBM Cognos 8 BI**

**IBM Cognos**

*Barnaby Cole, IBM Cognos Practice Lead, Technical Services*

What is involved when migrating from IBM Cognos 7 namespace to another security source? How do you consolidate security from multiple sources in IBM Cognos 8 BI to lower cost of ownership? This session will give you the knowledge you need to successfully plan and execute security migration in IBM Cognos 8 BI. Understand where IBM Cognos 8 BI applies security, considerations when moving from one authentication source to another, and how to plan and execute a successful security migration.

Technical level: Advanced

**Demo Theatres**

**Demo Theatre 1**

12.00pm – 12.30pm

**Cognos 8 Report Studio Advanced Charting Techniques**

**IBM Cognos**

*Phil Ashton*

Want to get the most out of the charting features in IBM Cognos 8 BI Reporting? This session will demonstrate the new charting features in IBM Cognos 8 BI Report Studio v8.4. Presenters will showcase the latest features in a business scenario context. They will also explain advanced charting techniques such as adding sparklines to a crosstab report. Discover new ways to visualise your data so users can view trends or areas to investigate which they might not otherwise see.

**Demo Theatre 2**

12.30pm – 1.00pm

**IBM Cognos 8 Using TM1 as a Data Source for Near Time Data Updates**

**IBM Cognos**

*Rick Gallagher*

Now that Cognos TM1 is an integrated, native data source to Cognos 8 BI, this presentation will show how Cognos TM1 content is immediately available to the Cognos 8 BI platform. We will demonstrate how the real-time in-memory calculation of Cognos TM1 cubes allows data updates to be consumed immediately by Cognos 8 BI users. Employing a live scenario, we will show these abilities in a web-based zero footprint environment.

**Financial Performance Management**

**Strategic Planning Using Scenario Modelling**

**Leighton Contractors**

*Xiao Lingo Wang, Senior Business Analyst*

IBM Cognos TM1's new strategic planning module, as part of an integrated financial performance management solution, has been recently implemented in Leighton Contractors, providing driver-based, what-if type models generating multiple scenarios with sensitivity analyses. This presentation will take you through requirement identification, solution design and execution, with a full demonstration of multi-scenario financial planning and what-if analysis.

Session type: Business Strategy  
Technical level: Novice

**Performance Management Platform**

**Advanced Transformer Case Studies**

**IBM Cognos**

*Mark Morton, Senior Product Manager*

This session will provide insight into recommended design strategies, advice in regards to cube build performance and options, and some troubleshooting basics highlighting topics such as: recommendations (levels, dimensions), data source options (reports, packages), cube types and performance optimisation.

Session type: Deployment Best Practices  
Technical level: Advanced

**Industry Solutions**

**Business Intelligence for an Ageing Population**

**The Department of Health & Ageing**

*Alain Leitch, Program Director*

**C3 | Business Solutions**

*Sumeet Balgovind, Managing Consultant*

The population is ageing. Along with climate change, this is one of the biggest issues to face Australians in the next 20 years. By then there will be three tax payers for each person retired (currently there are five), which will place enormous pressure on the Australian social welfare system. The Department of Health and Ageing is using IBM Cognos and Geospatial Analytics to implement a solution that helps improve the effectiveness of the \$9 billion spent on the care provided to the most important people: our parents and grandparents – and then one day, us!

Session type: Product Overview  
Technical level: Intermediate

2.00pm – 3.00pm

Business Intelligence

Gathering and Documenting your BI Business Requirements

IBM Cognos

Nikita Atkins, Managing Consultant, IBM Software Group, Business Intelligence and Data Warehousing

Business requirements are critical to any project, including business intelligence and performance management projects. Recent studies show that 70% of organisations fail to gather business requirements well. Even worse, poor requirements can lead a project to over spend its original budget by 95%. This session will provide a series of tips, techniques and ideas on how you can discover, analyse, understand and document your business requirements for BI and PM projects. This session will also touch on specific issues, hurdles and obstacle that occur for a typical BI or PM project.

Session type: Deployment Best Practice  
Technical level: Novice

Performance Management Practices

Implementing Enterprise Change: People, Process, Platforms

KDC Consulting

Kirsten Davies, Transformation Management Specialist, Training Design and Implementation Consultant

Three factors are crucial to address when implementing enterprise changes: the business processes, the platforms or tools that will be used to implement these process changes, and the effect both will have on the people involved in the enterprise change. If any one of these three factors is insufficiently addressed, there is proven risk of implementation failure. This session will discuss the training program implemented at Qualcomm, Inc., and how we addressed these three components of change, sometimes avoiding pitfalls and sometimes resulting in lessons learned for the future.

Session type: Deployment Best Practice  
Technical level: Novice

Migration, Upgrade & Technical Services

Session TBA

Demo Theatres

Demo Theatre 1  
2.00pm – 2.30pm

TBA

Demo Theatre 2  
2.30pm – 3.00pm

TBA

Financial Performance Management

Financial Modelling Using TM1

New Zealand Post

Louise Davenport and Graham Henderson

This session will explore New Zealand Post's experience using TM1 to undertake complex financial modeling, from Balance Sheets and Cash Flow (for actual reporting and forward forecasting), Costing and Profitability models. Discover how costing models developed on a shoestring budget compare with competitor product offerings and improve management's access to information for integrated planning and reporting to improve decision making.

Session type: Deployment Best Practice  
Technical level: Intermediate

Performance Management Platform

A Smart Analytics with IBM InfoSphere Warehouse and Cognos BI

IBM InfoSphere Warehousing

Phil Downey, WW Program Manager

This session will take you through how IBM can accelerate the delivery of analytics with IBM InfoSphere Warehouse and Cognos BI solutions regardless of your size.

Session type: Product Overview  
Technical level: Intermediate

Industry Solutions

TBA

Business Minds Australia

Philip Parslov, CEO

When performance management is designed around measures that do not support the business strategy and is then combined with the overwhelmingly efficient presentation and reporting tools of modern business intelligence, we have a very dangerous cocktail. In this presentation BusinessMinds pinpoints the challenges companies face in setting up performance management frameworks. The power of BI tools means performance management can be employed much more widely at lower cost and support the faster strategy and measurement cycles required by agile companies.

Session type: Business Strategy  
Technical level: Advanced