

Business Analytics Experience Workshop

Date: 21th September 2011
Time: 09.00 – 12.15
Place: IBM Forum, Ch. de Blandonnet 8, 1214 Vernier

Agenda

08.30 – 09.00	Reception / Registration
09.00 – 09.20	Welcome and presentation of the Analytics Solution Center
09.20 – 10.30	Business Simulation part 1 <ul style="list-style-type: none">• Review of the finance and marketing key data• Analysis & definition of the business strategy• Setting of sales prices and the R&D strategy
10.30 – 11.00	Coffee break
11.00 – 12.00	Business Simulation part 2 <ul style="list-style-type: none">• Review of the finance and sales key data• Modification of the marketing and sales strategy
12.00 – 12.15	Analysis of the results and summing up followed by a joint lunch and a get-together Use this opportunity to discuss your individual requirements with the IBM experts and to obtain specific information.

