

# IBM COGNOS BUSINESS ANALYTICS

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

