

# IBM Cognos Forum

Expand knowledge, Ideas, connections



Gold Coast, QLD, Australia  
August 12 – 14, 2009

## Who attends Forum:

Over 700 people attended Forum in 2008, including:

- IT directors, managers, developers, and implementation specialists
- Finance personnel, from CFOs and finance directors, to budget managers, financial planners and analysts
- Partners, including OEMs, systems integrators, distributors, resellers, and technology partners

## What Forum offers:

- **General Sessions** with world-renowned keynote speakers and top IBM executives
- **Educational breakout sessions** presenting industry-leading best practices, valuable tips and techniques, and innovative strategies to accelerate performance management initiatives.
- **Networking opportunities** with peers, colleagues, industry gurus and product experts
- **Performance World** – an on-site resource centre with Cognos and partner exhibits, hands-on demonstrations, and direct access to Cognos consultants and support analysts

## Educational breakout sessions at Forum:

More than 50 breakout sessions are offered in five educational tracks:

- **Business Intelligence**  
Hear about new products and capabilities, technical tips and techniques, business strategies, and deployment best practices to help you get the most out of IBM Cognos 8 BI.
- **Financial Performance Management (FPM)**  
Learn about the latest developments for the IBM Cognos financial performance management system. Hear from new customers about their experiences in implementing IBM Cognos solutions for planning, financial consolidation, scorecarding, reporting and analysis. See what blueprints are available to fast track your deployments.
- **Performance Management Platform**  
Take a technical deep dive into the IBM Cognos platform and architecture. Designed for IT professionals, topics in this track will include deployment best practices, metadata and data management, architecture strategies, security, and system management.
- **Migration & Upgrade**  
Join IBM Cognos product experts and customers as they discuss product interoperability, successful strategies, and quick tips you need for any upgrade and migration.
- **Performance Management Best Practices**  
Learn about strategic, phased approaches to performance management, and the most effective methods for design and implementation. Plus, hear how customers have jump-started their own performance management initiatives.

## Networking opportunities at Forum:

Industry networking events for: Manufacturing, Financial Services and Insurance, Government, Higher Education and Defence

## Performance World:

This on-site resource centre features three interactive zones, where you can watch demos, talk with product experts and meet representatives from our worldwide network of partners.

- **Solutions Zone:** Learn how our products and services enhance your company's performance
- **Hands-on Zone:** Sit down and get hands-on with IBM Cognos products at your own pace. Test drive e-Learning courses, and the IBM Cognos Solutions Implementation Methodology.
- **Software Services Zone:** Learn how we can partner with you in your projects, and assist you in developing new training plans