

| Timing        | Auditorium  | Business Lounge  |
|---------------|---|--|
| 12.00 - 13.00 | <b>Welcome Lunch (Atrium)</b>   |  |
| 13.00 - 13.30 | <b>Introduction element61, thought-leading Business Analytics</b>   |  |
| 13.30 - 13.35 | <b>Room Switching</b>   |  |
| 13.35 - 14.20 | <b>Woonhaven Antwerpen : Business Intelligence in the Non-profit sector using an end-to-end Microsoft BI solution.</b>  | <b>Self-Service BI today with PowerPivot and PowerView</b>   |
|               | <i>Early 2011, <b>Woonhaven Antwerpen</b> decided to embark on a BI journey using the <b>full Microsoft SQL Server</b> stack as their <b>Business Intelligence</b> standard. A phased roadmap was worked out, with a number of subject areas that represented the different business processes. Since then, three key subject areas have been delivered, resulting in a much <b>better view on the business KPI's</b>. Those subject areas are work orders, vacancy and late payments and the projects have resulted in significant business benefits. The project is also a textbook example of optimal <b>collaboration between Finance and ICT</b> and the customer testimonial will therefore be presented by the CFO and the ICT Manager together.</i> | <i>In the Business Analytics market, there is a lot of fuss about <b>Self Service BI</b> and <b>Data Discovery</b> tools as a new paradigm to quickly get access to analysing data and deliver "<b>more agile</b>" BI. Using "state of the art" <b>in-memory technology</b> users can quickly load data and visually interact with it, without having to wait until the data becomes part of the corporate Data Warehouse or is refreshed in more static OLAP cubes. This session will highlight what Microsoft has to offer in this new, exciting domain.</i> |
| 14.20 - 14.25 | <b>Room Switching</b>   |  |
| 14.25 - 15.10 | <b>Using end-to-end Microsoft Business Intelligence for delivering Customer Insights at Isabel</b>  | <b>The future of PowerBI : PowerQuery &amp; PowerMap</b>   |
|               | <i>Isabel is a key player in the financial industry in Belgium. In 2012, Isabel decided to change their <b>BI standard</b> from Oracle to the <b>Microsoft SQL Server 2012 platform</b> and to build a brand new BI environment from scratch. Since then, a lot of progress has been made. Several projects have been delivered and the BI solution is being used by several business departments and by top management. Not only has the BI solution substantially improved the <b>reporting and analysis functionality</b>, but it has also contributed to an improvement of the <b>data quality</b>. The Isabel business case will be presented by the Isabel BICC team.</i>   | <i>Microsoft continues to build on its Microsoft Business Intelligence end-user experience. Newest additions to the PowerBI family are <b>PowerQuery &amp; PowerMap</b>. Both are answers to new functional requests in Business Analytics including <b>Social Media, Big Data</b> and <b>GIS</b> and <b>visualisation of BI related data</b>. This session will showcase Microsoft capabilities in this area.</i>   |
| 15.10 - 15.40 | <b>Coffee Break (Atrium)</b>  |  |
| 15.40 - 16.25 | <b>Master Data Management defined and how to get started with Master Data Services 2012</b>   | <b>Reporting &amp; Analysis with Microsoft Business Intelligence : Platform demo</b>   |
|               | <i><b>Master Data Management</b> is a key part of any <b>data governance</b> strategy. In this session, we will discuss what the relevance of Master Data Management is in the context of Business Analytics. We will define the concept of MDM, explain the business case of MDM and present some architectures how this can be deployed. Finally, we will demonstrate this using <b>MS SQL Server 2012 Master Data Services</b>, a fully integrated component of the MS SQL Server platform.</i>  | <i>This session is dedicated to business users that are <b>completely new</b> to what Microsoft offers in terms of Business Intelligence functionality. It will allow participants to get an <b>overview of the complete end-user functionality</b> in terms of reporting, analyses and dashboarding with a focus on <b>Reporting &amp; Analysis Services</b>.</i>   |
| 16.25 - 16.30 | <b>Room Switching</b>   |  |
| 16.30 - 17.15 | <b>How to successfully start with Microsoft Business Intelligence : roadmap, Saas or inhouse, coaching &amp; co-development model and organisational aspects of a BICC</b>  |  |
|               | <i>In this session we will go into a number of non-technical topics that are often overlooked by organisations who are initiating Business Analytics projects. We will discuss the benefits of starting with a <b>high-level roadmap</b>, we will explain the concept of <b>BI-in-the-Cloud</b>, we will talk about our <b>coaching &amp; co-development model</b> plus how this can ensure optimal knowledge transfer and last but not least we will go into the benefits of having a <b>solid Business Intelligence Competence Center (BICC) organization</b> responsible for Business Analytics.</i>   |  |
| 17.15-18.15   | <b>Closing, Cocktail &amp; Networking Opportunity (Atrium)</b>  |  |