

## IBM Business Analytics & Performance Management Day

**Date : May 18 th, 2017**  
**Venue : Living Tomorrow**  
**Time : 12.00 - 18.30**



Timing			
12.00 - 13.00	<b>Sandwich Lunch in the Networking Area</b>		
13.00 - 13.35	<b>Event Introduction &amp; Welcome</b>		
	<b>Stijn Vermeulen, Managing Director element61</b>		
13.35 - 14.35	<b>Cognos Analytics today and road ahead : IBM Cognos Roadmap</b>		
	<p>With IBM Cognos Analytics (11), IBM has delivered a modern BI platform that combines Enterprise Reporting with Self-Service BI capabilities. This session discusses how IBM Cognos is executing a BI strategy that enables Enterprise Scale and Governance combined with next generation Data Discovery. We will show the latest functionalities added since the initial 11.0 release and discuss the Cognos Analytics roadmap and priorities in the software development investments.</p>		
	<b>Luc Goossens, Technical Sales and Solutions Leader - IBM Analytics at IBM</b>		
14.35 - 15.10	<b>How to successfully organise for Business Analytics: Business Analytics Competence Center and Architecture</b>		
	<p>Why do expensive investments in software, hardware and BI/BA projects not always lead to optimal results ?                      Why do some user communities feel alienated from the corporate BA solution ?                      How can I get much more value out of my BA initiatives ?                      An angle that is often forgotten when embarking on BA projects, is that a key success factor is to organise your BA processes and people involved.                      This session will dive deeper into this topic and explain some best practices that have worked at our customers and also some pitfalls.</p>		
	<b>Toon Puissant, Partner Business Analytics - element61</b>		
15.10 - 15.30	<b>Coffee Break</b>		
Room	Auditorium - BI Track	Business Lounge (upstairs) - CPM Track	Loge 3 - Innovation Track
15.30 - 16:10	<b>Reporting and Analysis with Cognos Analytics – Solution Demo</b>	<b>The last mile in Finance with IBM Cognos Disclosure Management</b>	<b>GDPR and how it potentially affects your Business Analytics journey</b>
	<p>Cognos Analytics 11 offers a fully restyled interface and new tools to provide a better user experience towards self-service BI with the confidence and security of a long standing market leader in Business Analytics. Cognos Analytics delivers a unified experience that works the same on web or mobile devices, enabling you to quickly find, analyze, create and share insight.</p>	<p>IBM Cognos Disclosure Management is a collaborative reporting and process automation solution that enables users to merge enterprise data (including data from Controller &amp; TM1) with focused narrative analysis in a controlled, auditable environment. It serves to produce Word-documents and Powerpoint-slides based on the latest changes made in the closing process.</p>	<p>The General Data Protection Regulation (GDPR) is a regulation by which Europe intends to strengthen and unify data protection for all individuals within the European Union. Understand what the regulation is all about and how it might affect Business Analytics programs.</p>
	<b>Maarten Vanleenhove, Principal Business Analytics Architect - element61</b>	<b>Tom Pauwels, Principal Business Analytics Architect - element61</b>	<b>Olivier Vandeputte, Business Technology Lawyer - Sherpa Law</b>

16.10 - 16.15	<b>Room switch</b>		
<b>Room</b>	<b>Auditorium - BI Track</b>	<b>Business Lounge (upstairs) - CPM Track</b>	<b>Loge 3 - Innovation Track</b>
16.15 - 16.55	<b>How to get started with Advanced Analytics &amp; Big Data</b>	<b>Introducing IBM Cognos Planning Analytics - Solution Demo</b>	<b>Introducing IBM Watson Analytics - Solution Demo</b>
	There is quite some buzz around the power of Advanced Analytics & Big Data. Once you have made important progress in BI & Performance Management, you might wonder how you can get started and integrate these initiatives in your overall Business Analytics Strategy. Join this session to get started !	IBM Cognos Planning Analytics brings a whole new user interface experience to IBM Cognos TM1. Join the session to see a full Solution Demo and reflect on where and when this could be useful in your Planning & Budgeting initiatives.	IBM Watson Analytics is a revolutionary new way of combining cognitive, predictive & visual analytics in an easy-to-use cloud-based service. Meet Watson Analytics to get better data, understand your business, tell a story and think ahead !
	<b>Bart Van Der Vurst, Advanced Analytics &amp; Big Data Architect - element61</b>	<b>Pieter-Jan, Senior Performance Management Architect - element61</b>	<b>Peter D'Haeyer, Watson Analytics Evangelist - IBM</b>
16.55 - 17.00	<b>Room switch</b>		
<b>Room</b>	<b>Auditorium - BI Track</b>	<b>Business Lounge (upstairs) - CPM Track</b>	<b>Loge 3 - Innovation Track</b>
17.00 - 17.40	<b>Data Exploration in IBM Cognos Analytics: building your own dashboards</b>	<b>What's new in Cognos Controller 10.3 and valuable tips to get the most out of Controller</b>	<b>IBM Watson Explorer for Content Analytics</b>
	Experience hands-on how easy it is for business users to build their own dashboards in IBM Cognos Analytics 11. The guided experience provides true self service to the business in combining multiple data sources and presenting the results in a visually interactive and attractive dashboard.	Discover the new features in Cognos Controller 10.3 and how to benefit from integration with the IBM reporting platform. Understand how to evolve to a leaner closing process as we introduce some best practises in FAP (Financial Analytical Publisher) and a peek view on our implementation Quick Start.	Watson Explorer is a cognitive search and content analysis platform that gives you access to insights from all the data you care about, so you can drive business performance and growth. Search and analyze structured, unstructured, internal, external and public content to uncover trends and patterns that improve decision-making, customer service and ROI.
	<b>Maarten Vanleenhove, Principal Business Analytics Architect - element61</b>	<b>Frank Lehouck, Partner Business Analytics - element61</b>	<b>Bart Van Der Vurst, Advanced Analytics &amp; Big Data Architect - element61</b>
17.40	<b>Closing Cocktail &amp; Networking Reception</b>		

Any questions, feel free to email : [info@element61.be](mailto:info@element61.be) !