

2 for 1
 Register for any event and bring a colleague to that same event for free!
(2 for 1 deal applies to conferences only)

Enterprise Performance Management

21st February 2012, Rendezvous Hotel, Auckland

5th Annual

Business Intelligence Summit

22nd February 2012, Rendezvous Hotel, Auckland

Summit



Enterprise Performance Management

Exploring the whole of business approach to managing process and performance

Case Studies and insights from:
 Fonterra | Housing NZ Corporation | KPMG
 NZ Red Cross | NZ Post | POWERCO

Business Intelligence Summit

Exploring new possibilities for business intelligence solutions

Learn about BI in some of NZ's most respected companies:
 Auckland DHB | KPMG | Mighty River Power
 2degrees Mobile | Capital & Coast DHB | Envirowaste
 Terralink

PLUS 2 Separately Bookable Masterclasses

[See inside for details](#)

EPM Sponsors

Sponsor



Gold Sponsor



BI Sponsors

Silver Sponsor



Sponsor



Exhibitors



Supporting Organisations



Official Publication



NZ's leading business conference experience





2 for 1
Register for any event and
bring a colleague to that
same event for free!
(2 for 1 deal applies to conferences only)

Enterprise Performance Management

21st February 2012, Rendezvous Hotel, Auckland

EPM tools have enabled organisations to have a single view of their organisation, revolutionise business processes and create efficiency gains.

This intensive one-day conference will examine:

- EPM in NZ businesses
- Importance of high quality business information
- Using EPM to create efficiency gains

Fonterra will present a special extended case study about the implementation of their EPM system and the effect it has had, from both a business and an IS perspective.

5th Annual

Business Intelligence

22nd February 2012, Rendezvous Hotel, Auckland

Summit

Business Intelligence tools are one of the fastest growing IT tools employed by New Zealand businesses. Join us and network with your peers as we discuss challenges, triumphs and lessons learnt during BI application, use and reporting.

This year's summit features:

- Panel Discussion – Using BI to create better business processes
- Case Studies – From 2degrees, Mighty River Power, Capital & Coast DHB and more

Masterclasses

Hands-on half day masterclasses will develop your understanding and ability to utilise BI tools:

- Business Intelligence 2012 and Beyond

Hosted by Cortell in conjunction with IBM

- Managing and Analysing Geospatial Business Intelligence

Hosted by Terralink International

Lanyard Sponsors:



MicroStrategy

Breakfast functions hosted by

Microsoft

EXHIBIT OR SPONSOR

Sponsorship is now recognised as a highly effective marketing medium. Make sure you gain competitive advantage in your markets by sponsoring this event. To discuss the range of opportunities available, contact: sponsorship@conferenz.co.nz or call our team on (09) 912 3616

Register online @ www.conferenz.co.nz

Enterprise Performance Management

7.30am-8.30am: Invitation Only Breakfast hosted by Microsoft

| | | | |
|-------|---|-------|---|
| 8.30 | Registration & coffee | 12.50 | Lunch break |
| 9.00 | Opening remarks from the Chair Lukas Svoboda , <i>Technical Project Manager, Orion Health NZ</i> | 1.50 | Defining the goals for your EPM systems Measuring core KPIs is the main goal of EPM implementation – but how do you define how these will be measured? This session observes how to define the desired outputs of EPM systems to ensure you get useful results instead of nice-to-haves. <ul style="list-style-type: none">• What do you need to know and how do you want to find out?• Aligning measurements against desired business outcomes• Creating KPIs to measure validity and keeping track of KPIs for different purposes Chandan Ohri , <i>Partner – Risk Advisory Services, KPMG NZ</i> |
| 9.10 | Overview: EPM and its future in the New Zealand business environment As more businesses alter EPM systems within their organisations, the value of EPM and its business advantages are realised across the board. Hear the discussion about where EPM is headed both within New Zealand and internationally. <ul style="list-style-type: none">• Latest trends, pathways and technologies• What can be achieved with EPM and where do BI tools fit in? Lindsay Zwart , <i>Dynamics Lead – New Zealand, Microsoft</i> | 2.30 | Case Study: Implementing a new customer delivery model through strategic fact based decisions Stephen McArthur will share his experience implementing an enterprise transformation programme and new customer delivery model at Housing NZ Corporation and its influence on performance management company-wide. <ul style="list-style-type: none">• The influence of BI in making strategic decisions about ETP and the new customer delivery model• The rationale behind implementation• Lessons learnt and direction gained through implementation• Managing the cost and timeframe for implementation and main challenges faced Stephen McArthur , <i>formerly Chief Operating Officer & Senior Responsible Owner, Housing New Zealand Corporation</i> |
| 9.55 | Best-of-breed or integrated system? Determining the right EPM technology for your company When looking at your organisation's EPM it is important to consider what you hope to gain from it, what you want to measure and how you are going to measure it. <ul style="list-style-type: none">• What are the relative merits of an integrated system?• Why use the best-of-breed approach?• What is the organisational capability to implement these systems? | 10.40 | Morning break & refreshments |
| 11.00 | Case Study: How our EPM strategy has influenced the way we operate Alistair, Paul and Malcolm will deliver a multi departmental look into how Fonterra's EPM strategy has influenced the different Business Units and the way they receive and act upon business information. Hear from both Business and IS perspectives as they discuss the process of implementation and its outcomes. Part One: The Business Perspective <ul style="list-style-type: none">• Identifying and defining performance metrics with performance centric methodologies• Business Governance of EPM and the integration of EPM across the Business• How has EPM enabled and improved best practise processes?• Clarifying the information needs of Business Units and simplifying reporting processes• How has EPM enabled better access to information to the rest of the business? Part Two: The IS Perspective <ul style="list-style-type: none">• How has EPM been enabled by IS within Fonterra?• What is the IS Strategy behind EPM? Alistair MacDonald , <i>Project Team Leader</i> Paul Glenton , <i>Finance Manager</i> Malcolm Humphries , <i>Application Capability Lead, Fonterra</i> | 11.00 | Case Study: The Importance of good quality customer data, and how to achieve it Having good quality customer data is the foundation for all business functions. Susan Needham will discuss how having accurate customer information has been crucial in the organisations she has worked for, data quality initiatives at NZ Post Group, and how the team she manages has helped a number of NZ businesses improve their data quality. This presentation will cover: <ul style="list-style-type: none">• Why accurate customer data is a fundamental need for all business departments• The cost of poor customer data quality• The influence of high quality data on marketing• Ensuring accurate, valid and reliable customer data Susan Needham , <i>Manager Data Solutions, NZ Post Group</i> |
| 12.00 | Case Study: Streamlining the educational programmes at the Red Cross Red Cross will discuss how their new CRM system improved communication across multiple locations. <ul style="list-style-type: none">• The challenges of choosing, customising and implementing the CRM system• The importance of a centralised and consistent system NZ wide• Adapting the system as the business needs change• Impact on customer satisfaction and retention Graham Wrigley , <i>National Education & Training Manager, New Zealand Red Cross</i> | 4.25 | Ensuring high level data and reporting quality across the board How can you ensure the data analysed from your EPM system is accurate and the resulting reports are not compromised? Igor will discuss tips and tricks which will enable you to keep your data of a high quality and prevent lapses in reporting. <ul style="list-style-type: none">• Developing enterprise awareness to assist with business-wide data gathering and learning not to measure everything• When it's not all about data – clear visibility and reporting of other aspects• Ensuring published results are relevant – if not what needs to change? Igor Albornett , <i>Architecture Team Leader, POWERCO</i> |
| | | 5.05 | Closing remarks from the Chair |
| | | 5.10 | Close of conference & networking drinks |

7.30am-8.30am: Invitation Only Breakfast hosted by Microsoft

| | | | |
|-------|--|------|--|
| 8.30 | Registration and coffee | | |
| 9.00 | Opening remarks from the Chair Cathy Lewis , <i>Business Intelligence Manager, Auckland DHB</i> | | |
| 9.10 | Trends and forecasts of the BI landscape in New Zealand and abroad BI is one of the few consistently growing sectors within the IT environment and high quality BI is integral to all businesses. This overview will look at the trends and evolution of the BI landscape overseas and at home to keep BI solutions competitive. <ul style="list-style-type: none"> • What have been the key trends in the last 12 months both locally and globally? • How can we ensure BI stays relevant to business success? • Examples of successful uses of BI which has lead to success both here and overseas <i>Representative from Cortell</i> | | |
| 9.55 | Accuracy and insight: The drivers of successful BI deployments Does your BI tell you the whole story? BI isn't just a technology problem, and so it can't be solved by technology alone. It's critical, therefore, to shift the focus beyond the efficient delivery of information – a technology-centric tactical approach, to accuracy in insight- a strategic approach. <ul style="list-style-type: none"> • Defining and utilising the metrics with greatest impact • Filtering Financial and operational data to match real needs • Involving each business unit and training and advancing management teams to fully utilise analytics Mike Francis , <i>Senior Manager – IT Advisory, KPMG NZ</i> | 1.10 | Lunch break |
| 10.40 | Morning break & refreshments | 2.10 | Case Study: Using BI in Telecommunications This case study will look at how 2degrees utilises BI to deliver insight to both internal and external stakeholders. <ul style="list-style-type: none"> • Why is BI essential for telecommunications operators • The role of BI in 2degree's remarkable growth • Using BI to assist during natural disasters such as the Christchurch earthquake Peter McCallum , <i>Information Solutions Manager, 2degrees Mobile Ltd</i> |
| 11.00 | Panel Discussion: Using BI to create better business processes Back by popular demand, our panellists will discuss their experiences with implementing BI and how they have contributed to smarter strategic decisions business wide. <ul style="list-style-type: none"> • Where BI should be placed within the business; is it a management process or an IT process? • The importance of re-evaluating BI goals and processes and being realistic about BI outcomes Phillip Higgins , <i>Business Intelligence Architect, Mighty River Power</i> Daniel Kilpatrick , <i>Senior Developer, Capital & Coast DHB</i> Brian Lee , <i>Senior Developer, Capital & Coast DHB</i> Cathy Lewis , <i>Business Intelligence Manager, Auckland DHB</i> | 2.50 | Case Study: Breaking traditional BI boundaries with external reporting iQ4bis has worked with EnviroWaste to offer EnviroWaste's clients a complete and consolidated view of their account information. This allows clients to accurately track the waste they generate and better manage cost and sustainability objectives. This case study examines how the iQ4bis Intell OnDemand system has helped EnviroWaste to: <ul style="list-style-type: none"> • Enable clients to ask and answer their own questions • Provide timely and accurate account information and ad-hoc reports • Overcome traditional boundaries around security, online reporting and manual processes <i>Representatives from iQ4bis & EnviroWaste</i> |
| 11.00 | | 3.30 | Afternoon break & refreshments |
| 11.45 | Case Study: The role of BI at Mighty River Power This case study will look at how the adoption of BI processes have enabled Mighty River Power to improve business outcomes, including - but not limited to – the bottom line. <ul style="list-style-type: none"> • Making the decision and choosing the right BI solution • Why is BI so useful at Mighty River Power? • Identifying where you need to look, benchmarking performance and ensuring successful outcomes Phillip Higgins , <i>Business Intelligence Delivery Manager, Mighty River Power</i> | 3.50 | Case Study: Using BI effectively in the health care industry Within the healthcare industry rapid and correct information is paramount. Jonathan Jourdain will discuss how BI systems have helped Capital & Coast DHB provide great service and create a strong foundation for sustainable organisational improvement against the odds. <ul style="list-style-type: none"> • Long term planning: Don't wait until you see all the animals going past in pairs - is the great flood coming? • The power of agility, peer benchmarking and collaboration to beat the odds • Improving transfer of care processes and focussing on quality daily Jonathan Jourdain , <i>Director - Decision Support & Clinical Information</i> Daniel Kilpatrick , <i>Senior Developer</i> Brian Lee , <i>Senior Developer, Capital & Coast DHB</i> |
| 12.25 | Move from data-driven to insight-driven with Microsoft BI BI is rapidly moving out of the domain of specialist practitioners and into the hands of ordinary users. But simply providing a platform for self-service reporting is unlikely to deliver desired results. Find <ul style="list-style-type: none"> • Can weaknesses or strengths be attributed to geographic location? • Drawing new conclusions – looking at your data away from traditional organisational constraints Mike Donald , <i>Managing Director, Terralink International Limited</i> | 4.30 | Getting location based BI right: The value of looking at your business data in a geospatial context So many conclusions can be drawn by looking at BI in terms of geographical context – where information is coming from and emerging geographical trends are important for strong strategic decision-making. |
| | | 5.10 | Closing remarks from the Chair |
| | | 5.15 | Close of conference & networking drinks |

Masterclasses

23rd February 2012, Rendezvous Hotel, Auckland

Masterclass 1

Business Intelligence 2012 and Beyond

9.30 – 12.30pm, 23 February 2012

Business analytics delivers immediate and actionable insight into how your business is performing. With the right tools and the right knowledge, business analytics can give everyone in your organization the ability to spot and analyze trends, plan and budget resources, and to predict potential threats and opportunities.

This business analytics experience masterclass will be a hands-on event that places senior finance and IT professionals into executive roles in a fictitious company. Workshop attendees will participate in a business simulation of meeting aggressive revenue targets, all while learning to use business analytics tools to make business decision-making easier.

Masterclass attendees will learn how to use business analytics tools to:

- Establish a business plan and weigh up different options
- Assess impacts
- Make better decisions and understand the outcomes

Benefits of Participation

- Gain real-world experience using business analytics tools
- Learn how business analytics tools provide the integrated capabilities required for performance management
- Provide a common ground and understanding of integrated sweet-spots of information

Hosted by Cortell NZ Ltd in conjunction with IBM

Facilitator: Brad Hill, Senior Technical Sales Consultant, IBM



Brad works with IBM clients across Australia and New Zealand, to recommend the best solution for their analytical requirements. Brad also develops and delivers product demonstrations and presentations which articulate the IBM SPSS technology and product positioning to both business and technical users at events across Australia and New Zealand.

Nick Lancuba, Manager of Performance Management Strategy, IBM Australia



Nick has over 11 years' experience in business intelligence, planning, consolidation and financial systems management. He holds a Bachelor of Business in Accounting from University of Western Sydney. He is also a Certified Practicing Accountant (CPA), professional member of the Australian Society of CPAs and an accredited SAP trainer.

Masterclass 2

Managing and Analysing Geospatial Business Intelligence

1.30-4.30pm, 23rd February 2012

Businesses are becoming more aware of the geographical constraints on their BI data and systems. With the right focus, organisations can hone their business data into a form which takes geographical information into account to enable better decision making processes.

This geospatial analytics masterclass will delve into what you need to know about managing your business data in regards to geographical constraints. You will uncover real life examples of successful geographic business intelligence and systems.

Masterclass attendees will learn how to use Geospatial Business Intelligence tools to:

- Enhance business decision making
- Better understand the risks & opportunities their business faces
- Save time and increase productivity
- Visually communicate complex spatial and organisational information

Benefits of Participation

- Gain real-world experience using geospatial business intelligence tools
- Understand why it's the quality of the data that underpins everything geospatial
- Learn about powerful, cost effective solutions your organisation can use today

Hosted by Terralink International

Facilitator: Mike Donald, Managing Director, Terralink International Ltd.



With over 30 years business experience, Mike has worked extensively in the e-commerce arena and across a wide range of industry sectors including; environmental, science and agribusiness and has twice been a finalist in the New Zealand Entrepreneur of the Year Award. Mike has a BSc, post graduate diplomas in Agricultural Science and Business studies, and holds an MBA, and a Masters degree in Marketing.

Enterprise
Performance Management

5th Annual
Business Intelligence
Summit



Conference: CE080/CE081 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



Register online at www.conferenz.co.nz
or call us on 09 912 3616

Register to attend these intensive one day conferences and half day Masterclasses to get clear insights into EPM and BI and how they can improve your business processes.

DELEGATE PRICES

| | Early-Bird Register & Pay before 16 December 2011 | Full Price Register & Pay after 16 December 2011 |
|-------------------------------|--|---|
| 1 conference | \$1295 + GST | \$1495 + GST |
| 2 conferences | \$1995 + GST | \$2295 + GST |
| 1 Masterclass | \$695 + GST | \$795 + GST |
| 2 Masterclasses | \$1195 + GST | \$1295 + GST |
| 1 Conference + 1 Masterclass | \$1845 + GST | \$2045 + GST |
| 1 Conference + 2 M/classes | \$1995 + GST | \$2295 + GST |
| 2 Conferences + 1 Masterclass | \$2495 + GST | \$2695 + GST |
| 2 Conferences + 2 M/classes | \$2895 + GST | \$3095 + GST |

SAVINGS & DISCOUNTS

Early-Bird

Register and pay before 16 December 2011 and
SAVE \$300

2 for 1

Register two people at the same time from the same organisation for the same event, and the 2nd attends for free. (Conferences only)

©2011 Copyright Conferenz Ltd

Conferenz is a Leading
Light sponsor of:

www.kidscan.org.nz



Conferenz is a member of the Sustainable Business Network and we constantly seek ways in which to improve business practice and minimise the effects on the environment



HOW TO REGISTER

Phone: (09) 912 3616 » Internet: www.conferenz.co.nz » Email: register@conferenz.co.nz » Fax: (09) 912 3617
Mail: Conferenz Ltd, Freepost 83430, PO Box 31 506 Auckland 0741