



IDC Business Intelligence Roadshow CEE 2004

November – December 2004
2nd annual conference series

Bucharest - Budapest - Moscow - Prague - Warsaw - Zagreb

Last year's IDC's Business Intelligence Roadshow stopped in six strategic cities across the region: Bucharest, Budapest, Moscow, Prague, Warsaw, and Zagreb. By bringing together BI experts, leading vendors, and IDC analysts, each conference provided CIOs and senior decision makers with insight into the latest data analysis trends and with strategic advice for business development.

Who Were the Roadshow Partners

IDC partners lead in innovating BI and DWH solutions. Partners highlighted state-of-the-art technology and shared their recommendations for best practices.

Partners included:

| | |
|------------------|-------------------|
| Adastra | Microsoft |
| Aldata | Microstartegy |
| Alfatec | Ness Technologies |
| BI Expert | S&T |
| BI Partner | Oracle |
| Bussines Objects | Prognoz |
| Cognos | SAP |
| Geac | SAS |
| HP | Siveco |
| IBM | Solver |
| InfoOpus | Sybase |
| Informatica | Tern |

Media partners included:

| | |
|------------------|-------------------|
| Számítástechnika | Dnevník |
| [origo] | ComputerWorld |
| eFinance | telnet.czmagazine |
| Market Watch | Systemy IT |
| Iskon Internet | Nowy Przemysł |
| Meritor Media | |

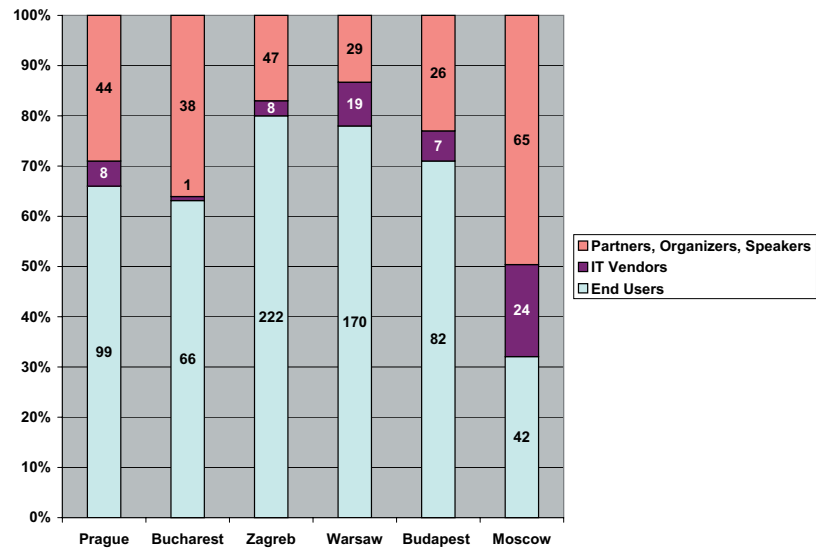
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Scope of the Roadshow:

- Six country events
- 1,000 attendees (1,067 registered)
- Highest attendance in Zagreb: 277 delegates
- Second highest in Warsaw: 218 delegates
- Highest percentage of end users in Zagreb: 80%
- Second highest in Warsaw: 78%

Regional Attendance



Who Attended

Half of the delegates were senior decision makers: IT directors, CIOs, CFOs, CEO/board members, and other executives. Bucharest and Prague had the highest proportion of IT directors, at 43% and 41%, respectively. BI, DWH, and MIS Managers constituted the second largest group of attendees.

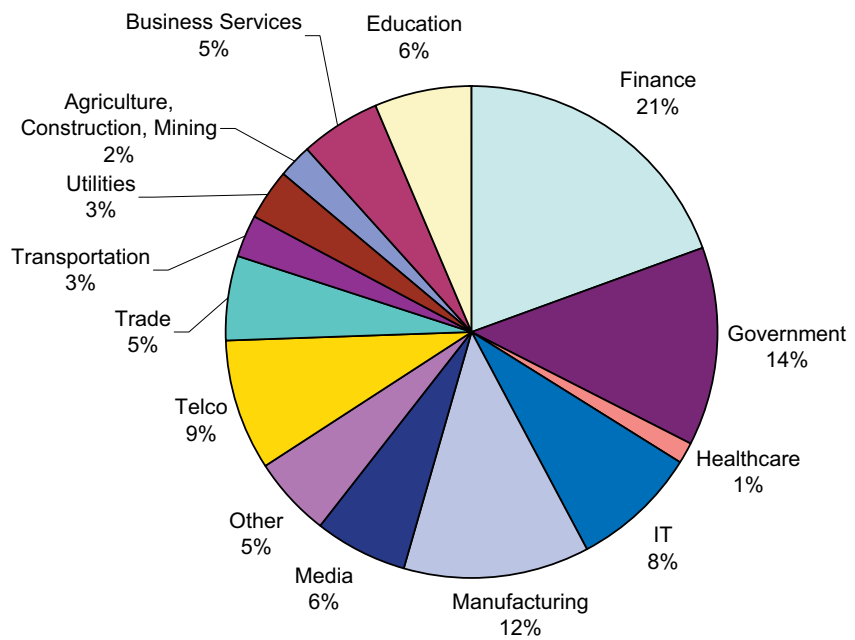
The finance and government sectors represented the largest groups of attendees. The highest proportion of finance-sector delegates was recorded in Prague (34%) and Zagreb (21%). The highest proportion of government delegates was in Budapest (29.5%) and Prague (17.0%).

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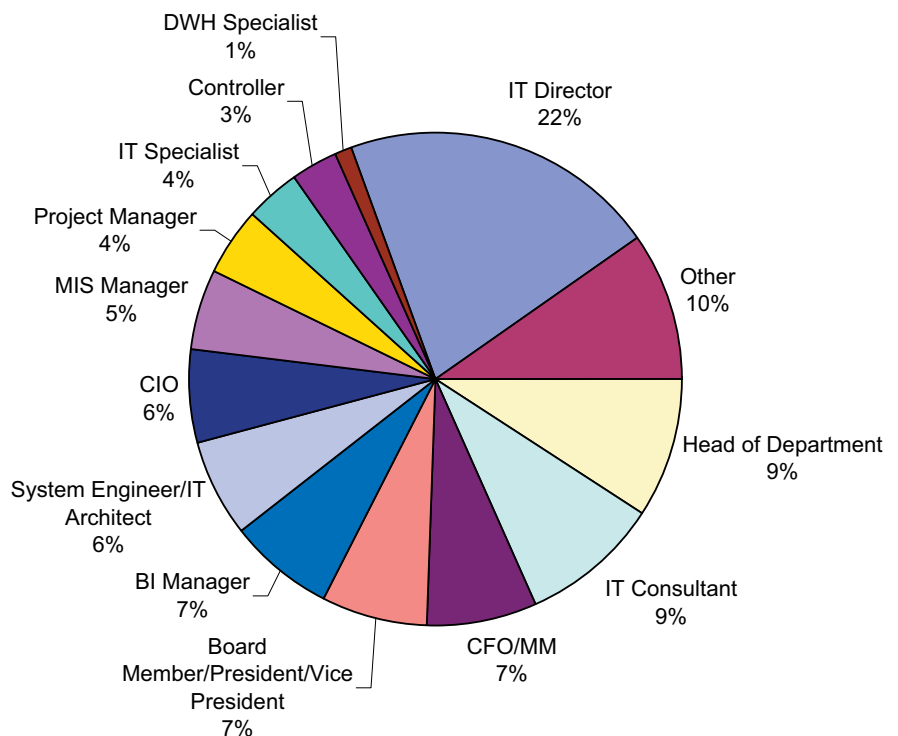
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Demographics of attendees by verticals:



Demographics of attendees by positions:



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The Roadshow was visited by the following companies (among others):

| | |
|---|---|
| AAA Auto a.s. | Budapest Technical College |
| [origo] Consulting, Axelero Rt. | Budapesti Corvinus University |
| ACP Pharma SA | Budimex SA |
| Additi Konsalting | Bursa Romana de Marfuri |
| Adrem | BusinesScope |
| Adriadiesel | CALL CENTER POLAND S A |
| Agencja Prasowa GOBIPOL | Cateks |
| Agencja Rynku Energii | CCS Česká společnost pro platební karty a.s. |
| Agentura rozvoje informatiky Armáda České republiky | Central Information Department, Central Bank of the Russian Federation |
| AIG PTE SA | Centrul Medical Unirea |
| Air Polonia Sp. zoo | Centrum Informatyki Energetyki |
| AKD Mungos | Centrum Informatyki Grupy PZU SA |
| Alba Volán Rt | ČEPS, a.s. |
| Aliatel, a.s. | Česká konsolidační agentura |
| Allianz Hungária Biztosító Rt. | Česká národní banka |
| ALLIANZ ŽYCIE S A | Česká podnikatelská pojišťovna, a.s. |
| Alpha Leasing Romania | Česká pošta, s.p. |
| Alstom Hrvatska | Česká společnost pro platební karty a.s. |
| Alzas Alarms | Česká spořitelna, a.s. |
| American Restaurant | Česká správa letišť |
| Amfora - Technologies of the Quality | Česká správa sociálního zabezpečení |
| Anateh | České dráhy, a.s. |
| ANIS | Český normalizační institut |
| Antrefrig | Český Telecom |
| ARAG Rt. | Cet Govora SA |
| Arcadom Construction | CEZEX Sp. Z o.o. |
| Arstel | Chepos Engineering spol. s r.o. |
| Asociatia Producatorilor si Distribuitorilor de Echipamente de Tehnologie Informatiei si Comunicatiilor | CHROMOS d.d. Samobor |
| Association of Hungarian Scientific, Company and Industrial Editors | CIO Magazine |
| Ateliere CFR Grivita | CIOP PIB |
| Atlantic Trade | City Center |
| Audi Centre | CK ZETO warszawa |
| Auto Hrvatska | COIS-GUS |
| Autoritatea pentru Valorificarea Activelor Statului | Combis |
| AVIS Romania | Computer World |
| AWT International | CONNEX - Customer Intelligence & Database Marketing |
| BAKPOL | CONNEX - Retention & Database Marketing |
| Bank Gospodarki Żywnościowej SA | Consiliul Legislativ Parlamentul ROMANIEI - Computer Science Department |
| Bank Handlowy SA | Consiliul National al Audiovizualului |
| Bank Inicjatyw Społeczno-Ekonomicznych SA | Consitrans |
| Bank Millennium SA | COO Vinko Bek |
| Bank PKO BP SA | Coty Cosmetics Romania |
| Bank Przemysłowo-Handlowy PBK SA | ČP Leasing, a.s |
| BATAWIA | Croatia Airlines |
| Bauer-Weltbild Media | Croatia Osiguranje |
| Beia Consult International | Crowley Data Poland |
| Belorussian Interbank Calculation Centre | ČSOB, a.s. |
| BG Technik cs, a.s. | ČVUT |
| BI Partner | Daewoo Avia,a.s. |
| Bilokalnik | Danone |
| Biotech | Datart International, a.s. |
| Biurowo Projektowo-Doradcze TOKATA | DC Invest |
| BNP Paribas Hungary Bank Rt. | DCD Publishing, s.r.o. |
| Bochemie s.r.o. | Dealine |
| Bolshevik | Deloitte Könyvvizsgáló és Tanácsadó Kft. |
| British-American Tobacco Polska SA | Deloitte Üzletviteli és Vezetési Tanácsadó Rt. |
| Browar Łomża Sp. Z o.o. | DeltaDistribution |
| Budapest Power Plant Ltd. | Detsky Mir |
| | DHL IS (Europe) s.r.o., IS Services Center |

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Digera
 DILJ d.d.
 Diners Club Czech, s.r.o.
 DM
 DMC
 Dom Maklerski BZWBK
 Domenia Credit
 Dominet Bank S.A
 Drosed
 DSA S.A.
 Duna-Dráva Cement Kft.
 Dziennik Zachodni
 Ecovast
 EGAP a.s.
 elnk
 Ekonerg
 Ekonomski fakultet
 Electrica
 Electronet
 Elektrim SA
 Elektrociepłownia Zabrze S.A
 Elektromontaż- Export SA
 Elektrotim SA
 Elektrownia Bełchatów SA
 Ellabo
 ELTODO EG, a.s.
 ELVIA Assistance, s.r.o.
 EMG ELEKTRO s.r.o.
 Energetski institut Hrvoje Pozar
 EPSILIO SA
 Erdemir
 Ericsson Magyarország Kft.
 Ericsson Nikola Tesla
 Ermann
 ESB
 Euroastra
 Eurobank
 Europa FM
 European Folklor Institute
 Eurotel Praha, spol. s r.o.
 Fabryka Plastików Gliwice
 FAIR Információs Rendszerek Kft.
 Fakultet organizacije i informatike student
 FAP Pafal SA
 Federal Tariff Service of the Russian Federation
 Felix Polska SA
 FER
 Fild.net
 FINA
 Finans Leasing
 Firma Consultingowa
 Firma Wydawnicza CH Beck
 Fondul Roman de Garantare a Creditorilor pentru Intreprinzatorii Privati
 FTV PREMIÉRA, spol. S r.o.
 G+J Polska
 Garanta
 Gazeta Prawna
 Gazprombank
 GE Capital Bank, a.s.
 Geac
 Genbud
 Generali Providencia Insurance Rt.
 GISDATA
 Glas Istre
 GlaxoSmithKline
 GP BIS
 GPW Katowice
 Građevinski Fakultet
 Gradsko poglavarstvo, grad Osijek
 Gubernskiy Gorod & Co.
 GZAOP
 HFP
 Hidroelektra Niskogradnja
 Hogart
 Home Credit International a.s.
 HRT
 Hrvatska narodna banka
 Hrvatske zeljeznice
 Hungarian Aluminium Production and Trade Company Limited by Shares
 Hungarian Bank Association
 Hungarian Central Statistical Office
 Hungarian Financial Supervisory Authority
 Hungarian Ministry of the Interior
 Hungarian Post
 Hungarian State Railway
 HUTMEN
 HVB Splitska Banka
 HZPSS
 HZZO
 IBC Net
 IBM
 IBS
 IBS Polska Sp. Z o.o
 ICE inzenjering
 ICN Czech Pharm s.r.o.
 IDG
 IDS Scheer ČR, s.r.o.
 IMA LINK Sp. Z o.o
 IMG Polska
 INA
 Inalta Curte de Casatie si Justitie
 Industrogradnja
 Infoarena
 Informatica Software Limited Moscow
 Informational and Financial Technologies Centre
 Informational Fund of Belgorod
 Informational Technologies and Executive Power Systems Centre
 Informax Euro Kht.
 ING Bank Rt. (+ING Regionális Ügyviteli Központ Kft.)
 Institut gradjevinarstva Hrvatske
 Institut klinické a experimentální medicíny
 Institut Studii si Proiectare CF
 Institutul de Studii si Proiectari Energetice
 INSTITUTUL NAȚIONAL DE CERCETARE - DEZVOLTARE PENTRU ECOLOGIE INDUSTRIALĂ - ECOIND .
 Institutul National de Cercetarea Dezvoltare in Informatica
 Instytut Meteorologii i Gospodarki Wodnej
 INSTYTUT RYNKU ELEKTRONICZNEGO SP Z O O
 Instytut Rynku Elektronicznego Sp. z o.o.

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Integral Solutions
 Inteligo Financial Services SA
 Interamerican Romania Insurance Company
 INTERCELL S A
 Inter-Európa Bank Rt.
 International Data Group Poland S.A.
 Internet Monitor
 Intrum Justitia
 Invest Bank SA
 INVEST CENTROSTAL SP Z O O
 IQSYS Rt
 Iskon Internet
 IT Consulting
 ITDH Magyar Befektetési és Kereskedelemfejlesztési Kht.
 ITEM Invest Group - IMA LINK Sp. Z o.o
 ITMEX Grupul Mobexpert
 Izba Celna w Warszawie
 J & R ENTERPRISES
 Jadrolinika
 JD Ekonom
 Jihočeská univerzita
 Julius Meinl a.s.
 Kalejdoskop
 KAMAZ-METALLURGIYA
 Kereskedelmi és Hitelbank Rt
 KOH-I-NOOR Mladá Vožice a.s.
 Komerční banka, a.s.
 Komunalne Przedsiębiorstwo komunikacji Miejskiej Sp. Z o.o.
 Koncar Elektroindustrija
 Konsorcjum Handlowe Stofarb S.A
 Konzum
 Kordservice,a.s.
 KORUS Konsalting
 KPMG
 Kras
 Kredyt Bank S.A
 KRISTA
 Kunság Volán Rt
 Kvaerner IMGB
 LANIT
 LeasePlan ČR, s.r.o.
 Lek
 Libri Kft.
 Liburnia Riviera Hoteli
 Lipa Mill
 LOM Praha s.p.
 Lura
 Magazin
 Master-Kniga
 Matáv Rt.
 Mazowiecki Bank Regionalny S.A.
 MCP Press
 MEDIAFAX
 MEDI-LAB d.o.o.
 Medjimurska banka
 Meplast
 Metalimex a.s.
 Metropolis Media
 Microsoft Romania
 Microtest-Program Line
 MIGUT MEDIA S A

Ministerstvo pravosudja
 Ministerstvo unutarnjih poslova
 Ministerstvo financí ČR
 Ministerstvo obrany - Agentura rozvoje informatiky
 Ministerstvo obrany ČR
 Ministerstvo práce a sociálních věcí
 Ministerstvo zemědělství ČR
 Ministerstwo Finansów
 Ministerstwo Obrony Narodowej
 Ministersvo průmyslu a obchodu
 Ministerul Agriculturii, Padurilor si Dezvoltarii Rurale
 Ministerul Comunicațiilor și Tehnologiei Informației.
 Ministerul Educatiei si Cercetarii
 Ministerul Finantelor Publice
 Ministry of Foreign Affairs
 Ministry of Justice
 MIPS
 MIT Motors
 MKB Rt.
 Mlékárna Kunín a. s.
 MMTPR
 Monte Cristo Mobili
 Monter - strojarske montaze d.d.
 MORH
 Moscow Physics Technical Institute
 MUP RH
 Najwyższa Izba Kontrolii
 National Medical Board
 National Agency for Mineral Resources
 National Bank of Hungary
 National Communications Authority
 National Development Office
 National Health Insurance Fund
 NCR A/O
 Nexe Grupa
 Nitrogénművek Rt.
 Norilsk Nickel Stillwater Mining Company
 NOVA Soft
 NOWACO CZECH REPUBLIC s.r.o.
 Nykredit Bank Hipoteczny SA
 Odasiljaci i veze
 OLYMPUS Szkoła Wyższa w Warszawie
 Opcia bolnica Varazdin
 Open Technologies
 Optima Exchange Services
 Optima FORMA SA
 Orange Romania
 Orbis
 OREA spol. S r.o.
 ORM, s.r.o.
 OSP-Con
 OTP Bank Rt.
 OTP Lakástakarék Rt.
 Parson Education Polska Sp. Z o.o
 PATERSON
 PBZ
 PC Chip
 PCNET
 PEKAES SA
 Pervouralsk New Pipe Plant
 PETROF, spol. s r.o.
 Petrokemija

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PKM Sp. Z o.o
Plekhanov Russian Economic Academy
Pliva
Plzeňská energetika a.s.
Podravska banka
Polkomtel
Polna SA
Polska Agencja Prasowa
Polska Telefonía Komórkowa
Polski Komitet Normalizacyjny
Polskie Radio S.A
PORT Computer Romania
Porty Lotnicze
Povodí Vltavy, státní podnik
PowerCom Sistemi
PPHU RENET
PPU Energetyka Sp. Z o.o.
Praktiker Kft.
Pražská plynárenská, a.s.
Premium Technology
Privredna banka Zagreb
PRO_HAND
Procter&Gamble
Prognoz
Promenergobank
Przegład
Psihijatrijska bolnica Vrapce
PTK Centertel
Public Buildings Construction Co. Ltd.
PVK a.s.
PVT, a.s.
R.A.T.B
Radin grafika
Radiocomunicatii SA
Radioelektronik
Raiffeisen Bank Polska SA
Raiffeisen Bank Rt.
Raiffeisenbank Austria d.d.
Razguliay UKRROSS
Relational Technology
RFE/RF Inc.
Robertson&Blooms Corporation-Russia
Rodan Systems SA
ROEL
Romanian-American Enterprise Fund
Romcontrol
Romexterra Leasing
Rompetro
ROMTELECOM
Rosbank
ROSINCASS of Central Bank of the RF
RTComm.ru
Russian Motorcar Union Российский Союз
Автостраховщиков
SAP d.o.o.
SAS Institute Sp. Z o.o.
SAS Polska
SAWAN
SC ARO SA
SC Otelinox SA
Search Corporation
SEKA S.A.
Setevoy Magazine

Severstal
Shell Gas (LPG)
Siemens AG
Silicon Master
SK Press
Skanska CZ a.s.
Skolska knjiga
Slavonska banka
SNTGZ Transgaz
Societatea Nationala de Transport Feroviar CFR
Calatori SA
Sodruzhestvo
Sony Music Entertainment
Spóldzielnia Inwalidów Świt
Sredisnja depozitarna agencija
Stanic
StatConsulting Sp. Z o.o.
State Border Authority
State Security Office
State Tax Authority
State University of Management
Státní technická knihovna
Státní tiskárna cenin
Stratego Group
Super DROB SA
Sygel-Jool SA
Synergon Informatika Rt.
Systemy IT
Szakértő
Szpital Wolski
T- Mobile
T&MC d.o.o.
Tata Consultancy Services
T-Com
TelecomWeek, CEV
Telekomunikacja Polska SA
TEMENOS
Tern
Tesco Stores ČR a.s.
Tesla, a.s.
TEXTlab
T-HT
Tisak
Tiscali Telekomunikace ER s.r.o.
Tisza Volán Rt.
Titan Masini Grele - Yared Group
T-Mobile Czech Republic
T-Mobile Magyarország Rt.
Toya
TOZ Penkala d.d.
Training Centre of All-Union Extramural Finance
and Economic Institute
Trast
TUIR Warta SA
ULJANIK Brodogradiliste
UniCredit Leasing Romania
Universitatea Politehnica Bucuresti - Facultatea
de Electrotehnica
UPC Romania
UPETROM
Urząd Patentowy RP
Urząd Skarbowy Warszawa Wola
USCS d.o.o.

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Varazdinska burza
Vemus d.o.o.
Vern
VIPnet
Visoka razina d.o.o.
Vneshekonombank
Vodafone Magyarország Rt.
Vojenská zdravotní pojišťovna ČR
Volex
Volksbank CZ, a.s.
VŠB-Technická univerzita Ostrava, Ekonomická
fakulta
Vympelcom
Wizard
Wydawnictwa Uniwersytetu Warszawskiego
Wyższa Szkoła Handlu i Finansów
Międzynarodowych
Zagrebacka banka
Zagrebacka burza
Zagrebacka pivovara
Zagrebacke pekárne Klara
Zakaznye Informssystemy
Zakład Ubezpieczeń Społecznych
Zdravotní ústav se sídlem v Praze
Zept Group
ZIH
ZIK
Živnostenská banka, a.s.
Znanje
ZPC Mieszko SA
ZPP AUTO Sp. z o.o.
Zwack Unicum Rt.

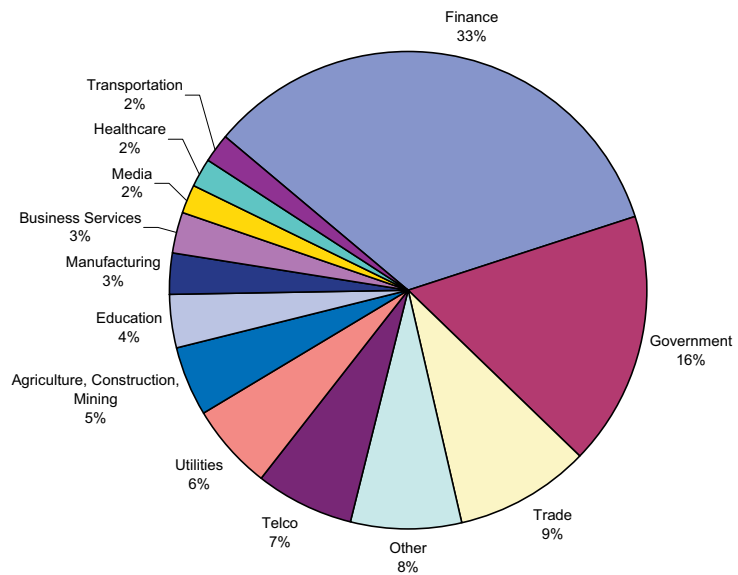
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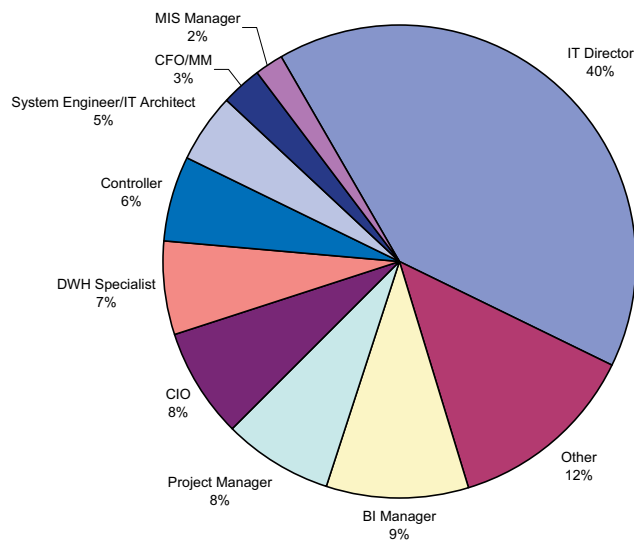
Prague, 4 November, Andel's Hotel

| | |
|------------------------------------|------------|
| Total Registered: | 195 |
| Total Attended: | 150 |
| End Users: | 99 (66%) |
| IT vendors: | 8 (5%) |
| Partners, Speakers and Organizers: | 44 (29%) |

Demographics of attendees by verticals:



Demographics of attendees by positions:



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Prague, 4 November, Andel's Hotel

Conference Agenda

- 8.30 Registration and Breakfast
- 9.00 Welcome by IDC
- 9.10 IDC Keynote: Business Intelligence Beyond 2004 – Trends and Technologies
Thomas Vavra, Program Manager, IT Markets, IDC CEMA
- 9.40 Management of BI Functions and Their Integration into Enterprise Information Systems
Jan Pour, Faculty of Informatics and Statistics, University of Economics, Prague
- 10.05 Macro Business Intelligence: Risk Mitigation and Beyond
Jon Simmons, European BI Solution Specialist, Sybase
- 10:30 Case Study: More for Less - Business Intelligence at Fortis Bank Belgium
Thierry Winckelmans, Lead Area Architect, Sybase Belgium
- 10:50 Discussion
- 11.10 Coffee Break
- 11.40 Taking BI to the Next Level - Corporate Performance Management
Zoran Puskovic, Regional Manager, Central & Eastern Europe, Cognos
Jarmila Dubová, analytik IT, Generali Pojišťovna, a.s.
- 11.55 Case Study: Business Intelligence & Data Warehousing in Ahold
Pavel Břicháč, IT Development Manager, Ahold Eastern Europe
- 12.15 Panel Discussion - Creating the Intelligent Enterprise
- 12.35 Lunch
- 13.30 Data Architecture and Infrastructure for Successful BI
Jan Mrazek, President, Adastra Corporation
- 13.55 Getting the Most out of ERP through BI
Aleš Linhart, Product Manager a Solution Architekt, SAP ČR
- 14.20 Information Management, EII & Data Integration Technologies
Martin Schiller, Consulting Manager, INFA Partner, s.r.o.
- 14.45 Case Study: Leveraging Sophisticated Extraction Systems for Intelligent Market Analysis and Trade Forecasting
Karel Lužný, ředitel pro finanční řízení útvaru prodeje korporátní klientele, Český Telecom, a.s.
- 15.05 Discussion
- 15.15 Raffle price
- 15.30 End of conference

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 92)

| Name | Content | Style | Total |
|-------------------------------------|----------------|--------------|--------------|
| Pavel Břicháč, Ahold CE | 4.46 | 4.63 | 4.55 |
| Jan Mrázek, Adastra | 4.51 | 4.43 | 4.47 |
| Jon Simmons, Sybase | 4.17 | 4.49 | 4.33 |
| Aleš Linhart, SAP ČR | 4.13 | 4.42 | 4.28 |
| Karel Lužný, Český Telecom | 4.13 | 4.19 | 4.16 |
| Martin Schiller, INFA Partner | 4.15 | 4.05 | 4.10 |
| Tom Vavra, IDC CEMA | 3.93 | 4.16 | 4.05 |
| Jan Pour, VŠE | 3.97 | 4.11 | 4.04 |
| Thierry Winckemans, Sybase | 4.00 | 4.01 | 4.01 |
| Zoran Puskovic, Cognos | 3.37 | 3.86 | 3.61 |
| Jarmila Dubová, Generali pojišťovna | 3.45 | 2.99 | 3.22 |

Conference Evaluation (max = 5, total number of returned surveys = 92)

| | |
|--|------|
| Overall evaluation of the conference | 4.42 |
| Conference content | 4.33 |
| Venue | 4.67 |
| Catering/lunch | 4.58 |
| Interpreting, facilities, sound/lighting | 4.41 |
| Reception and service level of IDC staff | 4.87 |
| Organization in general | 4.71 |

Attendee Comments:

- interesting issues, solid balanced between theory and practice
- interesting topic, valuable information
- very good content and presentations
- the case studies were very interesting

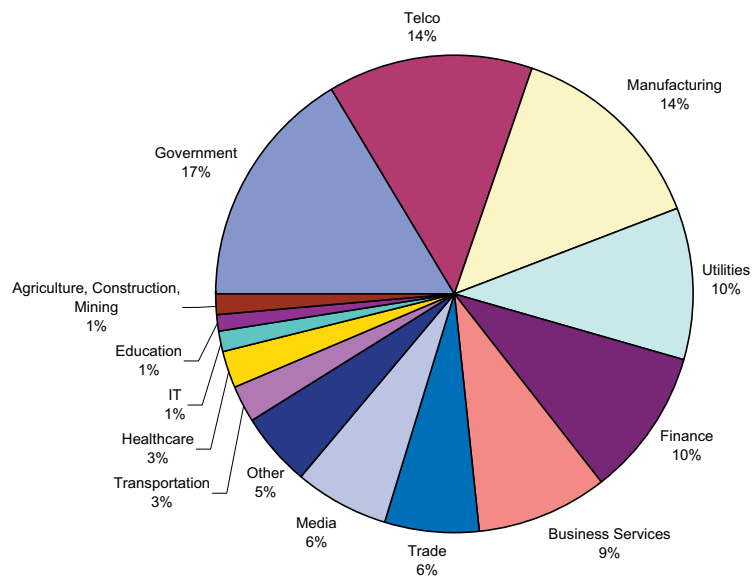
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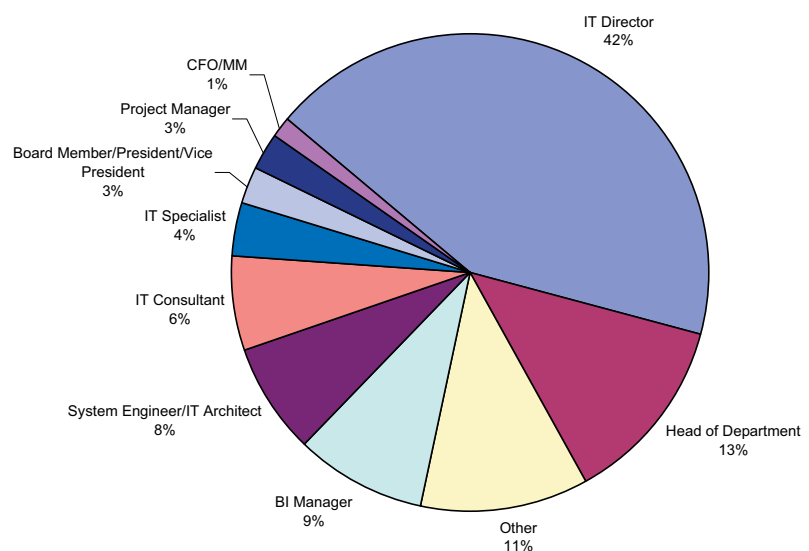
Bucharest, 18 November, Athenee Palace Hilton

| | |
|------------------------------------|------------|
| Total Registered: | 145 |
| Total Attended: | 105 |
| End Users: | 66 (63%) |
| IT vendors: | 1 (1%) |
| Partners, Speakers and Organizers: | 38 (36%) |

Demographics of attendees by verticals:



Demographics of attendees by positions:



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Bucharest, 18 November, Athenee Palace Hilton

Conference Agenda

- 8.30 Registration and Breakfast
- 9.00 Welcome
Calin Tatomir, Conference Moderator
- 9.05 IDC Welcome Note
Tatiana Hinova, Sales Director, IDC CEMA
- 9.15 IDC Keynote: Business Intelligence Beyond 2004 – Trends and Technologies
Mark Yates, Consulting, IDC CEMA
- 9.45 Redefining Business Intelligence
Varujan Pambuccian, Member of the Chamber of Deputies, Parliament of Romania
- 10.10 Business Intelligence, reporting and analysing through the web.
Case study of ORKLA Foods International.
Zoran Puskovic, Regional Manager, Central & Eastern Europe, Cognos
Florin Caminescu, IT Manager, ORKLA Foods Romania
Raluca Selea, Project Manager, ORKLA Foods International, IT Service Group
- 10.35 Insights On Demand
Thomas Eunice, WW Brand Manager DB2, IBM Information Management
- 11.00 Questions and Answers
- 11.15 Coffee Break, Networking with Conference Partners
- 11.45 Leasing Business Solution in Romania
Florin Talpes, President of the National Association of the Software and Services Industry
- 12.10 Case Study: Business Intelligence - way to go on
Sabina Fratostiteanu, Sr. Manager Customer Intelligence & Database Marketing, Connex
- 12.30 The Role of BI Applications in Today's Business Environment
Claudiu Calomfirescu, Senior Business Consultant, Cabinetului Calin Tatomir
- 12.55 Panel Discussion – Creating the Intelligent Enterprise
Participants from vendor and end-user organisations
- 13.20 Lunch
- 14.30 Improving Process Performance with Collaborative Business Intelligence
Aurora Crusti, SIVCO Applications Department Manager, SIVCO Romania
- 14.55 Business Intelligence and Data Warehouse - Corporate Performance Management
Catalin Bogdan, eBusiness Platform Solutions Manager, Oracle Romania
- 15.20 Case Study: End-to-End Insight for Intelligent Business Operations
Florin Petrescu, SAP consulting, SAP Romania
- 15.40 Questions and Answers
- 15.50 Conference Raffle Draw
- 16.00 End of conference

For further information please
contact:

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 53)

| | Content | Style | Total |
|---------------------------------|----------------|--------------|--------------|
| Mark Yates - IDC CEMA | 4.65 | 4.71 | 4.68 |
| Thomas Eunice - IBM | 4.60 | 4.66 | 4.63 |
| Florin Talpes - ANIS | 4.57 | 4.62 | 4.60 |
| Sabina Fratostiteanu - CONNEX | 4.46 | 4.34 | 4.40 |
| Catalin Bogdan – Oracle Romania | 4.42 | 4.39 | 4.41 |
| Florin Petrescu - SAP Romania | 4.41 | 4.44 | 4.43 |
| Varujan Pambuccian | 4.13 | 4.22 | 4.18 |
| Claudiu Calomfirescu - CCT | 4.10 | 4.04 | 4.07 |
| Tatiana Hinova IDC CEMA | 4.10 | 4.03 | 4.06 |
| Aurora Crusti – SIVCO Romania | 4.05 | 4.07 | 4.06 |
| Zoran Puscovic - Cognos | 4.00 | 4.04 | 4.02 |
| Raluca Selea - Orkla Foods | 3.40 | 3.10 | 3.25 |
| Florin Caminescu - Orkla Foods | 3.34 | 3.03 | 3.18 |

Conference Evaluations (max = 5, total number of returned survey 53)

| | Evaluation |
|--|-------------------|
| Overall evaluation of the conference | 4.4 |
| Conference content | 4.3 |
| Venue | 4.8 |
| Catering/lunch | 4.8 |
| Interpreting, facilities, sound/lighting | 4.1 |
| Reception and service level of IDC staff | 4.7 |
| Conference effectiveness for participant | 4.5 |
| Conference effectiveness for company | 4.1 |
| Organization in general | 4.7 |

Attendee Comments:

- This is a beginning, it was a good conference but can be improved (more discussion with expert)
- Excellent conference
- More case studies because these represents a good way to understand very well why a company need to use a solution
- The presentations should be more consistent
- Interesting presentations

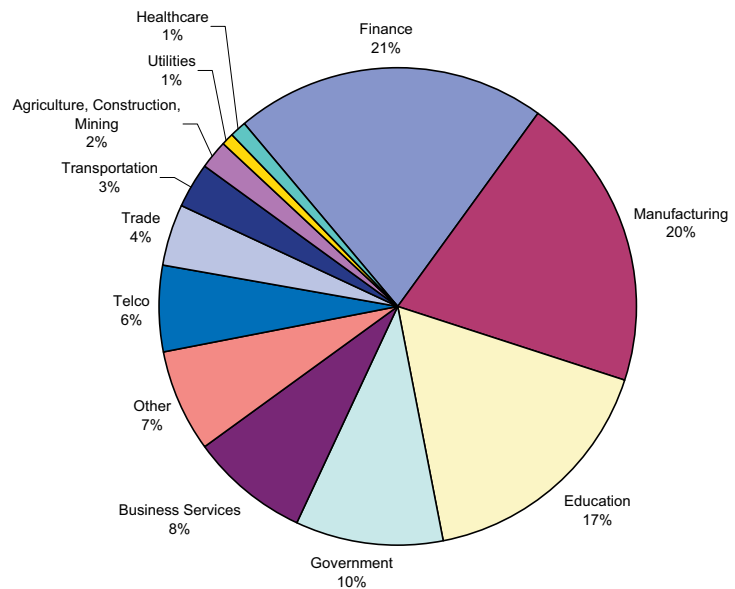
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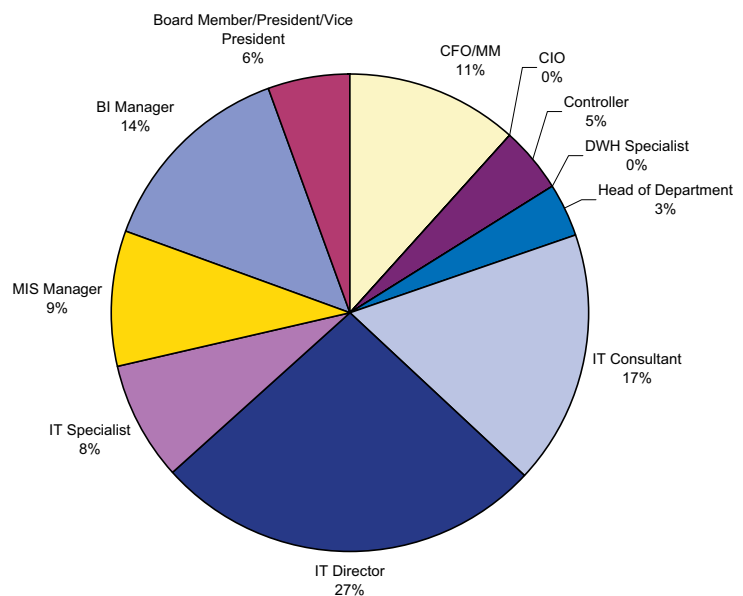
Zagreb, 25 November, Regent Esplanade

| | |
|------------------------------------|------------|
| Total Registered: | 214 |
| Total Attended: | 277 |
| End Users: | 222 (80%) |
| IT vendors: | 8 (3%) |
| Partners, Speakers and Organizers: | 47 (17%) |

Demographics of attendees by verticals:



Demographics of attendees by positions:



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Zagreb, 25 November, Regent Esplanade

Conference Agenda

- 8:30 Registration, Welcome coffee
- 9:00 IDC Welcome Address
Boris Žitnik, Managing Director IDC Adriatics
- 9:10 IDC Keynote: Business Intelligence Beyond 2004: Trends and Technologies
Tomas Vavra, Program Manager, IT Markets, IDC CEMA
- 9:40 HP: To be determined
Veljko Cvjetković, Expert Analytical CRM, HP EMEA
- 10:05 IBM: Insight on Demand
Tommy Eunice, World Wide Marketing Manager for DB2 Business Intelligence
- 10:30 Cognos: Taking BI to the Next Level - Corporate Performance Management
Zoran Pušković, Regional Manager for Central and Eastern Europe, Cognos
Branka Tokić, real-life experience how BI evolved into a CPM in Kraš
- 11:10 Coffee break
- 11:30 Business Objects / Alfatec Group: Integration of Business Objects products with Crysta Decision
Slobodan Zorko, Business Intelligence Consultant, Alfatec Group
- 11:55 Info Opus: Opus*DSS – Management Support Business Intelligence System
Dalibor Ćurko, BI Development Manager, Info Opus
- 12:20 Aldata: Business Intelligence across the Logistics Network
Donal Mac Daid, vice-president marketing
- 12:45 Cognos Case Study –Real life experience how BI evolved into a CPM
Branka Tokić, Kraš
- 13:05 Alfatec Group Case Study – AWT International
Kornelija Flisar
- 13:25 Conference Raffle
- 13:30 End of Conference
- 13:35 Lunch

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 73)

| Name | Content | Style | Total |
|--------------------------------------|----------------|--------------|--------------|
| Branka Tokić, Kraš | 4.49 | 4.47 | 4.48 |
| Slobodan Zorko, Alfatec Group | 4.31 | 4.43 | 4.37 |
| Tommy Eunice, IBM | 4.28 | 4.43 | 4.35 |
| Thomas Vavra, IDC CEMA | 4.38 | 4.23 | 4.31 |
| Kornelija Flisar, AWT International | 4.28 | 4.28 | 4.28 |
| Nikola Cvjetković, AWT International | 4.28 | 4.22 | 4.25 |
| Donal Mac Daid, Aldata Solutions | 3.93 | 3.96 | 3.94 |
| Zoran Pušković, Cognos | 3.86 | 3.89 | 3.88 |
| Hrvoje Sagrak, Info Opus | 3.59 | 3.74 | 3.66 |
| David Feshbach, HP | 3.78 | 3.44 | 3.61 |

Conference Evaluation (max = 5, total number of returned surveys = 73)

| | Evaluation |
|--|-------------------|
| Overall evaluation of the conference | 4.4 |
| Conference content | 4.2 |
| Venue | 4.7 |
| Interpreting, facilities, sound/lighting | 4.7 |
| Reception and service level of IDC staff | 4.8 |
| Organization in general | 4.6 |

Attendee Comments:

- Too many tools presentation, too little problem solution
- Excellent conference
- Good conference content, pleasant atmosphere
- Excellent topic, too many people, lack of space
- The best conference ever held, very good topic
- Well organized
- Good presentations
- School example of a good conference

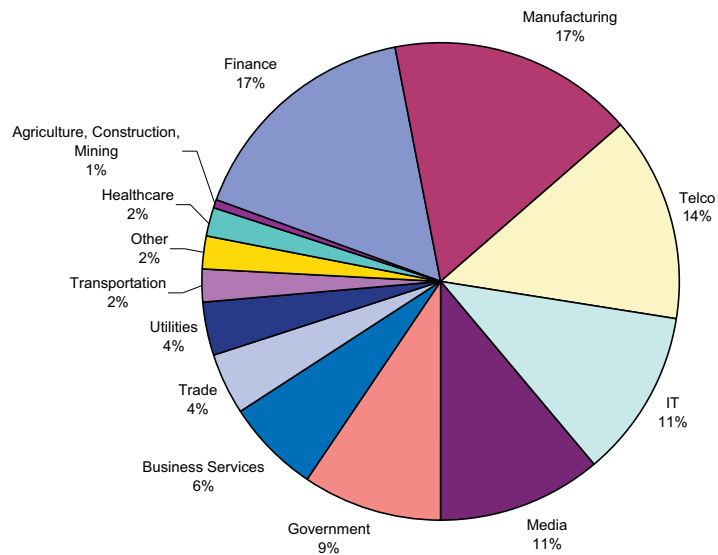
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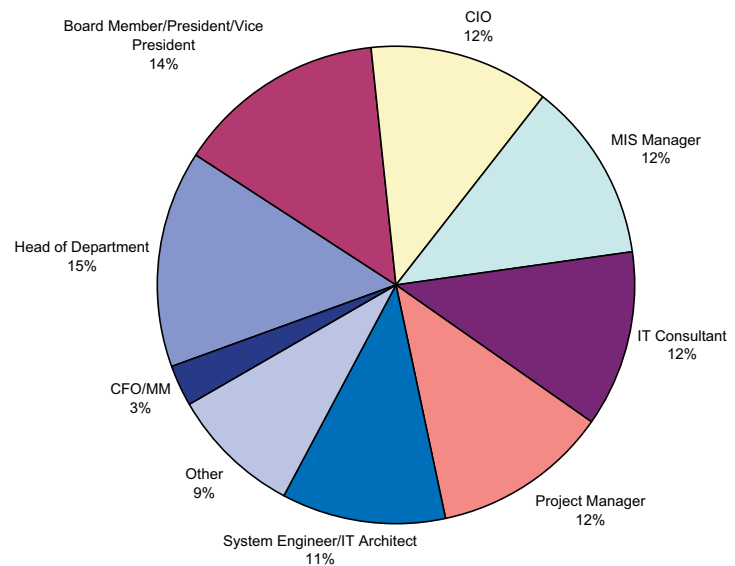
Warsaw, 26 November, Westin Hotel

| | |
|------------------------------------|------------|
| Total Registered: | 195 |
| Total Attended: | 218 |
| End Users: | 170 (78%) |
| IT vendors: | 19 (9%) |
| Partners, Speakers and Organizers: | 29 (13%) |

Demographics of attendees by verticals:



Demographics of attendees by positions:



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Warsaw, 26 November, Westin Hotel

Conference Agenda

- 9:30 Registration
- 10:00 Welcome
Andrzej Jarosz, Managing Director, IDC CEMA, Poland
- 10:05 IDC key note presentation: Business Intelligence beyond 2004 - trends and technologies
Tomasz Słoniewski, Research Analyst, IDC CEMA
- 10:30 Macro Business Intelligence: risk mitigation and beyond
Jonathan Simmons, European BI Solutions Specialist, Sybase
- 10:55 Business Intelligence at the speed of thought
Jacek Rybarczyk, Sales Director, Hyperion Polska
- 11:20 Questions and Answers
- 11:30 Coffee Break
- 11:45 CPM - Corporate Performance Management
Yuri Rotmanov, Region Manager, Cognos Eastern Europe
- 11:55 Management Information System (MIS) in „Bełchatów” Powerhouse
Krzysztof Pabich, Chief of Control and Logistic Processes Department, Elektrociepłownia Bełchatów S. A.
- 12:10 Business Intelligence for the Masses
Jarosław Szymaniuk, Solutions Sales Manager, Microsoft
- 12:35 From data to decision – end-to-end BI model in SAP integrated approach
Andrzej Frydecki, Strategic Solutions Manager, SAP Polska
- 13:10 Questions and Answers
- 13:20 Lunch
- 14:20 Seize the integration advantage for your business
Piotr Skowroński, Technical Manager, Informatica
- 14:45 Why migrate a data warehouse to Sybase IQ?
Régis Tiberghien, IT Business Intelligence Manager, Dexia Bank
- 15:05 Business Intelligence platform agility: a look into how PTC drives Business Performance Management
Tomasz Rochala, Director Decision Information System, PTC Era GSM
- 15:25 Questions and Answers
- 15:35 Conference raffle
- 15:45 End of the conference
- 15:50 Cocktail

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys: 122)

| Name | Content | Style | Total |
|---|----------------|--------------|--------------|
| Krzysztof Pabich, Elektrociepłownia Bełchatów | 4.51 | 4.41 | 4.46 |
| Tomasz Rochała, PTC Era | 4.41 | 4.49 | 4.45 |
| Jonathan Simmons, Sybase | 4.26 | 4.44 | 4.35 |
| Yuri Rotmanov, Cognos | 4.16 | 4.44 | 4.30 |
| Andrzej Biesiekirski, Moderator | 4.21 | 4.25 | 4.23 |
| Jarosław Szymaniuk, Microsoft | 4.09 | 4.27 | 4.18 |
| Andrzej Frydecki, SAP Polska | 4.14 | 4.10 | 4.12 |
| Tomasz Słoniewski, IDC CEMA | 4.09 | 4.07 | 4.08 |
| Piotr Skowroński, Informatica | 4.01 | 3.90 | 3.96 |
| Regis Tiberghien, Dexia Bank | 4.02 | 3.76 | 3.89 |
| Jacek Rybarczyk, Hyperion Polska | 3.86 | 3.78 | 3.82 |

Conference Evaluation (max = 5, total number of returned surveys: 122)

| | Evaluation |
|--|-------------------|
| Overall evaluation of the conference | 4.49 |
| Conference content | 4.22 |
| Venue | 4.80 |
| Catering/lunch | 4.66 |
| Interpreting | 4.43 |
| Sound/lighting | 4.71 |
| Reception and service level of IDC staff | 4.72 |
| Organization in general | 4.73 |
| Total | 4.59 |

Attendee Comments:

- More practical information
- Great event
- Too many people
- More case studies

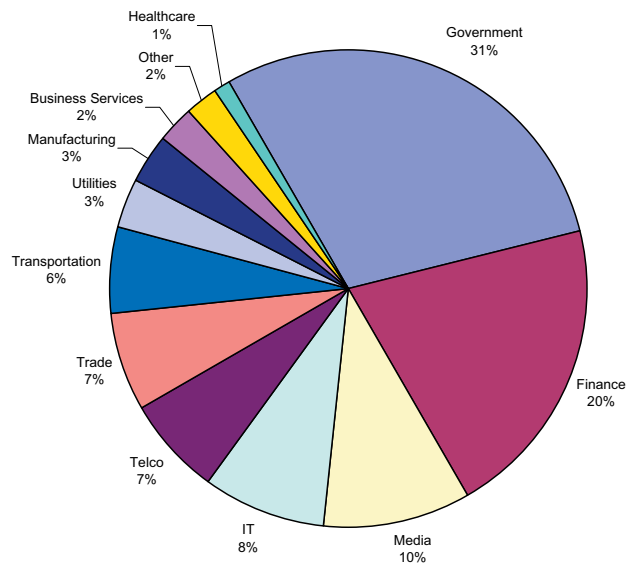
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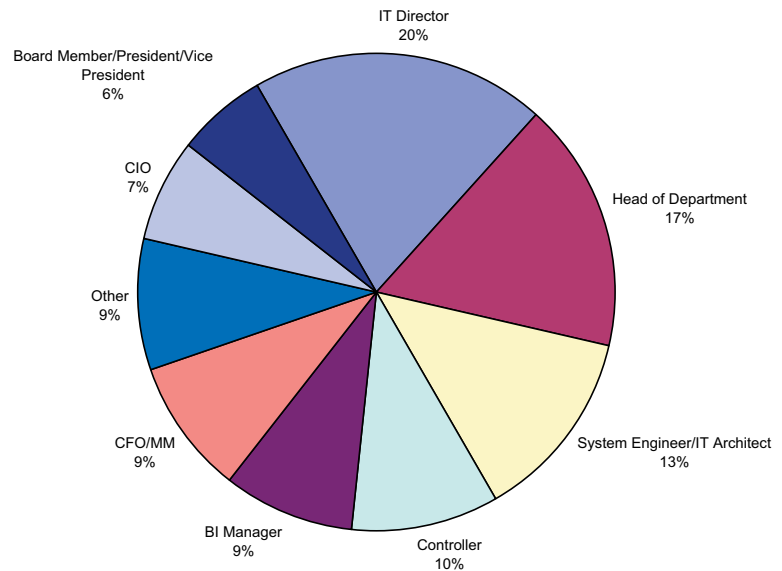
Budapest, 30 November, Marriott Hotel

| | |
|------------------------------------|------------|
| Total Registered: | 124 |
| Total Attended: | 115 |
| End Users: | 82 (71%) |
| IT vendors: | 7 (6%) |
| Partners, Speakers and Organizers: | 26 (23%) |

Demographics of attendees by verticals:



Demographics of attendees by positions:



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Budapest, 30 November, Marriott Hotel

Conference Agenda

- 8:30 Registration
- 9:00 Welcome
Tom Schwieters, Managing Director, IDC Hungary
- 9:15 IDC Keynote: Business Intelligence Beyond 2004 - Trends and Technologies
Zoltán Komáromi, Research Manager, IDC
- 9:40 Macro Business Intelligence: Risk Mitigation and Beyond
Jonathan Simmons, European BI Solution Specialist, Sybase EMEA
- 10:05 Case Study: More for Less - Business Intelligence at Union Bank of Estonia
Gustav Seier, Analytical Systems Department; Head of Department, Union Bank of Estonia (SEB group)
- 10:30 Taking BI to the Next Level - Corporate Performance Management
Zoran Puskovic, Regional Manager for Central and Eastern Europe, Cognos
- 10:55 Questions & Answers
- 11:10 Coffee Break
- 11:35 Case Study from the Chemical Industry - SAP BI Implementation at Nitrogénművek
Eszter Baloghné Bóna, Head of Controlling Department, Nitrogénművek Rt. Pétfürdő
- 12:00 Microstrategy Implementation and Usage at Pannon GSM
László Gyimesi, Business Intelligence Group Manager, Pannon GSM Telecommunications plc. Hungary
- 12:25 Data Warehouse Consolidation at National House Insurance Fund
Kornél Árki, Head of Department, National House Insurance Fund
- 12:50 Roundtable Discussion (presenters from morning sessions)
- 13:20 Lunch (sponsored by SAS)

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 69)

| Name | Content | Style | Total |
|-----------------------------|----------------|--------------|--------------|
| Sandor Mester (moderator) | 4.38 | 4.56 | 4.47 |
| Jon Simmons (Sybase) | 4.33 | 4.60 | 4.46 |
| Laszlo Gyimesi (Pannon GSM) | 4.48 | 4.40 | 4.44 |
| Zoran Puskovic (Cognos) | 4.22 | 4.66 | 4.44 |
| Kornel Arki (OEP) | 4.30 | 4.07 | 4.18 |
| Eszter Bona (Nitrogenmuvek) | 4.14 | 4.19 | 4.16 |
| Zoltan Komaromi (IDC) | 4.20 | 3.98 | 4.09 |
| Gustav Seier (Union Bank) | 3.53 | 2.92 | 3.23 |

Evaluation of the conference (highest = 5 points, number of filled evaluation forms = 69)

| | Evaluation |
|--|-------------------|
| Overall evaluation of the conference | 4.57 |
| Conference content | 4.06 |
| Venue | 4.74 |
| Catering/lunch | 4.69 |
| Interpreting, facilities, sound/lighting | 4.71 |
| Organization in general | 4.72 |

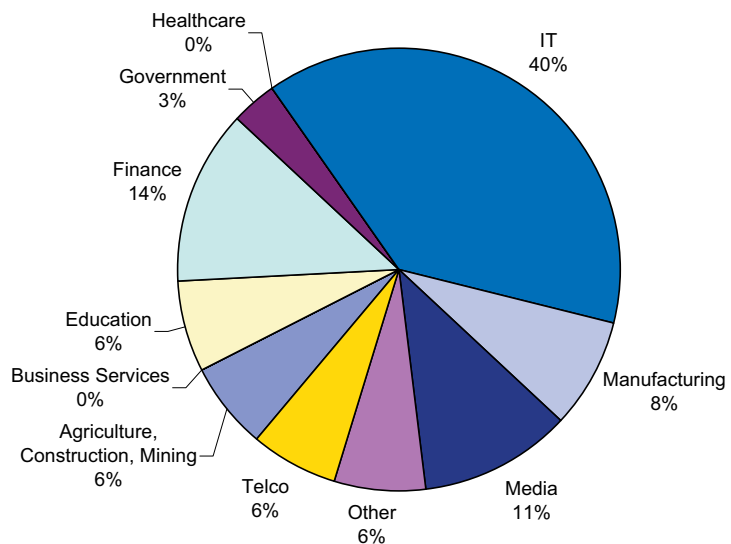
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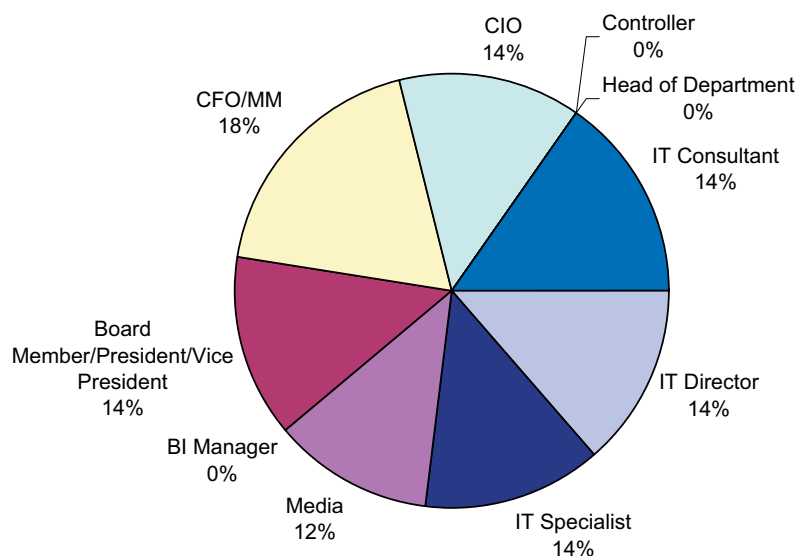
Moscow, 9 December, Radisson Slavyanskaya Hotel

| | |
|------------------------------------|------------|
| Total Registered: | 194 |
| Total Attended: | 131 |
| End Users: | 42 (32%) |
| IT vendors: | 24 (18%) |
| Partners, Speakers and Organizers: | 65 (50%) |

Demographics of attendees by verticals:



Demographics of attendees by positions:



For further information please contact:

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Moscow, 9 December, Radisson Slavyanskaya Hotel

Conference Agenda:

- 09:00 Registration
- 09:30 Conference Opening Robert Farish, Regional Director Russia / CIS, IDC
Pavel Khristov, Editorial Director, IT Print Media, Open Systems Publications
- 09:40 Business Intelligence – Major Development Trends and Technologies in 2004 and Future Outlook
Elena Semenovskaya, Research Analyst, Software Market, IDC
- 10:10 Data Warehouse for Analytics: Cost of Ownership, Risks, Opportunities
Vladislav Dmitriev, Technical Director, Sybase
- 10:40 CPM – Corporate Performance Management. The Next Level of Performance.
Cognos BI - Analytical System in Five Days?
Yuri Rotmanov, Region Manager, Eastern Europe, CIS, and Baltics, Cognos
Yuri Mariynsky, Project Manager, Robertson & Blums Corporation
- 11:05 Building a Corporate Data Warehouse: User Expectations and Technological Limits. A Project for Vodafone in Portugal.
Eduardo Taborga, Director General, Sybase Portugal
- 11:25 Coffee Break
- 11:45 A Strategic Gap: How to Bridge the Gap Between Strategy and Tactics
Alexander Semenov, Business Development Director, KORUS Consulting
- 12:10 Reporting and Analytic Systems Based on MicroStrategy's Technologies
Viktor Sakovich, Head of Business Intelligence Group, S&T
Anton Zadorozhny, Consultant, S&T
- 12:35 Seize the Integration Advantage for Your Business
Yoni Grinson, Head of Professional Services, Informatica
- 13:00 SAS@9 - A Reliable Platform for Business Analytics
Alexander Gvozdev, Marketing and Sales Support Director, SAS
Pavel Britov, Sales Support Manager, SAS
- 13:20 Business Data Warehouse - A Component of SAP NetWeaver Open Integration Platform
Vladimir Komov, Business Development Manager, SAP
- 13:40 Lunch
- 14:40 Business Analysis at the Corporate Level
Maxim Lvov, Marketing Specialist, Tern
- 15:00 Lipton, Timotei and CIF in One Bottle. A Corporate Data Warehouse in Unilever CIS
Andrey Tiunov, Director, BI Partner
Sergei Kosourikhin, Project Manager, BI Partner
- 15:20 Risk Management in a Commercial Bank: Evolution of Technologies
Sergei Ivliev, Head of Solutions for Commercial Banks Department, Prognoz
- 15:40 Financial Management in the Paterson Chain of Self-Service Stores: How to Make Strategy Work?
Elena Larina, Vice Financial and IT Director, Paterson Chain
- 16:00 Round Table Discussion: May Business Be Trusted with Business Analytics?
Participants:
Alena Yenikeeva, Deputy General Director for Development, Sybase
Konstantin Yurganov, Deputy General Director, Pervouralsk New Pipe Plant
Host:
Pavel Ivanov, Director, Editor-in-Chief, OSP-Con
- 17:20 Raffle
- 17:30 End of Conference

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Attendee Evaluation of Speakers and Presentations (max = 5, total number of returned surveys = 41)

| Name | Content | Style | Total |
|---|----------------|--------------|--------------|
| Vladislav Dmitriev, Technical Director, Sybase | 4.23 | 4.37 | 4.30 |
| Alexander Gvozdev, Marketing and Sales Support Director, SAS | | | |
| Pavel Britov, Sales Support Manager, SAS | 4.16 | 4.42 | 4.29 |
| Vladimir Komov, Business Development Manager, SAP | 4.18 | 4.39 | 4.29 |
| Elena Semenovskaya, Research Analyst, Software Market, IDC | 4.21 | 4.24 | 4.23 |
| Eduardo Taborga, Director General, Sybase Portugal | 4.02 | 4.42 | 4.22 |
| Andrey Tiunov, Director, BI Partner | | | |
| Sergei Kosourikhin, Project Manager, BI Partner | 4.07 | 4.32 | 4.20 |
| Alexander Semenov, Business Development Director, KORUS Consulting | 4.20 | 4.12 | 4.16 |
| Yuri Rotmanov, Region Manager, Eastern Europe, CIS, and Baltics, Cognos | | | |
| Yuri Mariynsky, Project Manager, Robertson & Blums Corporation | 4.02 | 3.86 | 3.94 |
| Maxim Lvov, Marketing Specialist, Tern | 3.93 | 3.95 | 3.94 |
| Viktor Sakovich, Head of Business Intelligence Group, S&T | | | |
| Anton Zadorozhny, Consultant, S&T | 3.98 | 3.88 | 3.93 |
| Sergei Ivliev, Head of Solutions for Commercial Banks Department, Prognoz | 3.73 | 4.08 | 3.91 |
| Yoni Grinson, Head of Professional Services, Informatica | 3.81 | 3.84 | 3.83 |
| Elena Larina, Vice Finance and IT Director, Paterson Chain | 3.65 | 3.60 | 3.63 |

Conference Evaluation (max = 5, total number of returned surveys = 41)

| | Evaluation |
|---|-------------------|
| Overall evaluation of the conference | 4.28 |
| Efficiency of the conference for you personally | 3.94 |
| Efficiency of the conference for your company | 3.78 |
| Organization in general | 4.61 |

Presentations and Photogallery for each event available at:
<http://www.idc-cema.com/events/?bi04>

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