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PLATON BUSINESS BRIEFINGS

"A GOOD DECISION IS BASED ON KNOWLEDGE AND NOT ON NUMBERS"

- PLATO, 427 BC - 347 BC

BUSINESS BRIEFINGS

In 2010 Platon UK will host a series of free Business Briefings AND YOU ARE INVITED. We have put together a programme with new and interesting subjects within Business Intelligence (BI) and Master Data Management (MDM). Throughout the year we will be adding to the programme but sign up quickly to secure your participation in these popular free Business Briefings.

MARCH - JUNE

31 MARCH - LONDON

MASTER DATA MANAGEMENT STRATEGY

27 APRIL - LONDON

BUSINESS INTELLIGENCE STRATEGY & ACTION PLAN - THE RIGHT APPROACH

12 MAY - LONDON

SETTING UP BUSINESS INTELLIGENCE GOVERNANCE

9 JUNE - LONDON

BUSINESS INTELLIGENCE COMPETENCY CENTER (BICC) - WHY AND HOW?

FORM

On each Business Briefing we will present the subject, share our experiences and give tips and ideas on how to get started. Furthermore, we hope for active participation, so we can jointly create a good dialogue and exchange of experiences.

WHEN AND WHERE

All our Business Briefings start at. 08:30 and end at 11.00. The meetings are held at:

City of London Club
19 Old Broad Street
London EC2N 1DS
www.cityoflondonclub.com

The venue has easy access to both public transport and parking. All Platon's Business Briefings are completely **free of charge**. However in case you do not show up and have not cancelled your participation, a £50 no show fee will apply. Platon will of course offer refreshments during the briefings.

**SIGN UP FOR THE
FREE BUSINESS
BRIEFINGS!**

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INDICATOR

In the description of each Business Briefing, you can use the indicators to assess respectively the technical and business-oriented level of the presentation. The arrow points to the "T" if the Business Briefing is very technically oriented, while the arrow points to "B" if the Business Briefing is very business oriented.



ABOUT PLATON

Platon is a leading global independent consulting company, specialising exclusively in Information Management, which covers: Business Intelligence, Performance Management, Data Warehousing, Master Data Management, Information Life Cycle Management and Data Integration.

Platon does not sell hardware or software, but concentrates solely on consulting, project management, solution implementation, support and training. Over the last 10 years Platon has successfully solved the toughest Information Management related challenges in over 300 organisations worldwide.

The Platon Group has offices in Denmark, Sweden, Norway, Finland, Iceland, United Kingdom, USA and Australia, and currently has over 200 competent and highly qualified employees. For more information please visit www.platon.net.

DESCRIPTIONS

31 MARCH - LONDON



MASTER DATA MANAGEMENT STRATEGY

As the scale and complexity of corporate IT systems continues to increase, so grows the need to align IT strategy and business strategy. In this context it is essential to address the approach to Master Data, as system support and integrated processes increasingly depend on a solid Master Data foundation. More and more companies choose to address this need by developing a Master Data Strategy.

Come and hear:

- What is Master Data? - Briefly
- Why do companies prepare a Master Data Strategy?
- What does a Master Data Strategy contain?
- What is the difference between a Master Data Strategy and a strategy for a single piece of Master Data – e.g. Customer?
- How to devise a Business Case for Master Data
- What does a typical Master Data Strategy project look like?

27 APRIL - LONDON



BUSINESS INTELLIGENCE STRATEGY & ACTION PLAN - THE RIGHT APPROACH

Many companies still initiate Business Intelligence projects based on their immediate issues and local tactical initiatives. This trend has not abated during the economic downturn, where acute problems have been "first in line" to get attention. But the basic challenges around Business Intelligence and the need for a structured approach in this area have not disappeared. On the contrary, the crisis has highlighted the need for a more mature approach. This is why many are now creating a comprehensive BI plan for their organisation, which addresses both short-term needs and creates foundations for a viable long-term solution.

Come and hear:

- Why, when and where it makes sense to develop a BI plan
- What is the Business Case and why have so many failed
- What the Action plan should contain
- How the Action Plan is prepared
- How to implement the Action Plan

12 MAY - LONDON



SETTING UP BUSINESS INTELLIGENCE GOVERNANCE

Companies with IT Governance are usually better managed than those without. But what does the word 'Governance' really mean? Many things come to mind including politicians, compliance, committees, change management and more.

- Get an insight into the components of a successful BI Governance Programme
- Hear how IT Governance, Data Governance and BI Governance relate to each other

9 JUNE - LONDON



BUSINESS INTELLIGENCE COMPETENCY CENTRE (BICC) - WHY AND HOW?

Gradually as the number, size and complexity of BI deployments grows, questions arise such as: How to ensure business focus and profits? How are initiatives managed and coordinated? How is synergy generated?

There are currently increasing national and international focuses on creating BI Competence Centres in response to the above challenges. Does your organisation "manage" with the BI you currently have or would you like to get inspiration and insight?

If so, then come and get answers to questions like:

- What is a BI competency centre and what are the typical tasks?
- What can a BI competency centre do for your organisation?
- How can we run a BI competency centre?
- What to consider and how to get started?

FACTBOX: BUSINESS INTELLIGENCE

The term Business Intelligence covers the use of structured information to drive business insight. Basically it's about providing a better foundation for decision makers by providing information in the right form, in the right quality at the right time. The purpose is to identify threats and opportunities and initiate actions to address them. This can be done by reporting/analysing historic information and planning/simulating future scenarios. Read more on www.platon.co.uk

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