

IDC BUSINESS INTELLIGENCE ROADSHOW 2008

Bucharest, September 25, JW Marriott Hotel

ATTENDEE STATISTICS, ATTENDEE EVALUATION RESULTS

www.idc-cema.com/events/event08/bi08ro

Password: atre08

Statistics

Total Registered: 139

Total Attended: 108

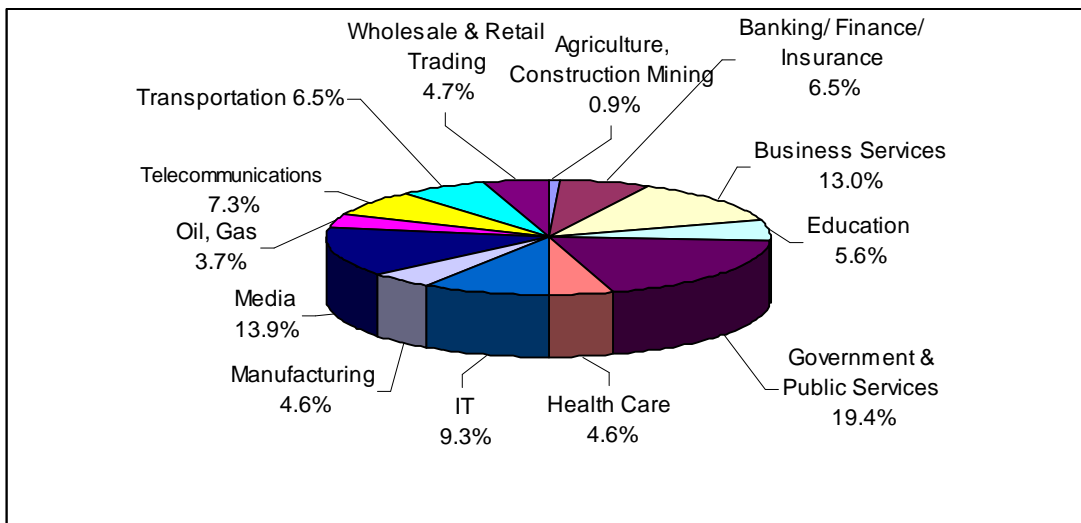
End Users: 83 (76.9%)

IT Vendors: 10 (9.7%)

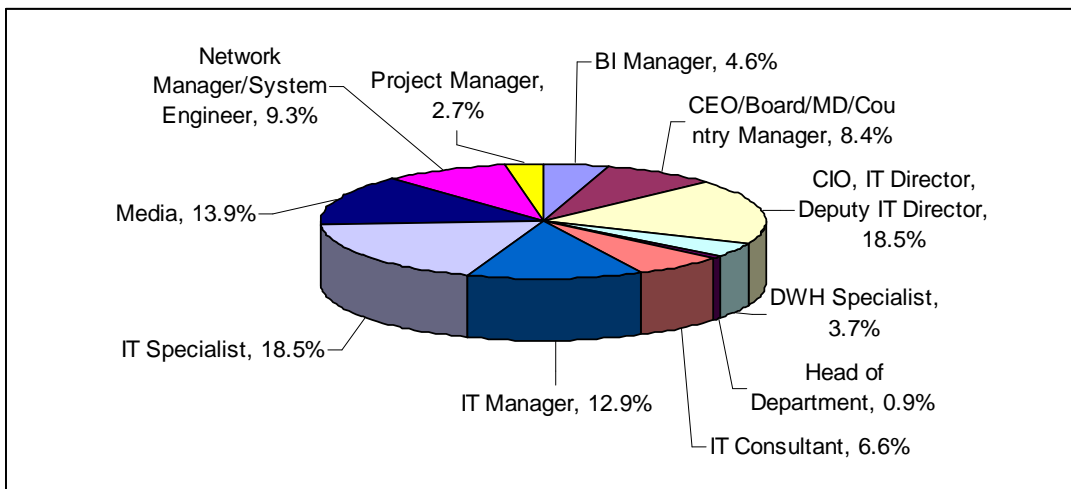
Media: 15 (13.9%)

Partners, Speakers, Organizers: 38

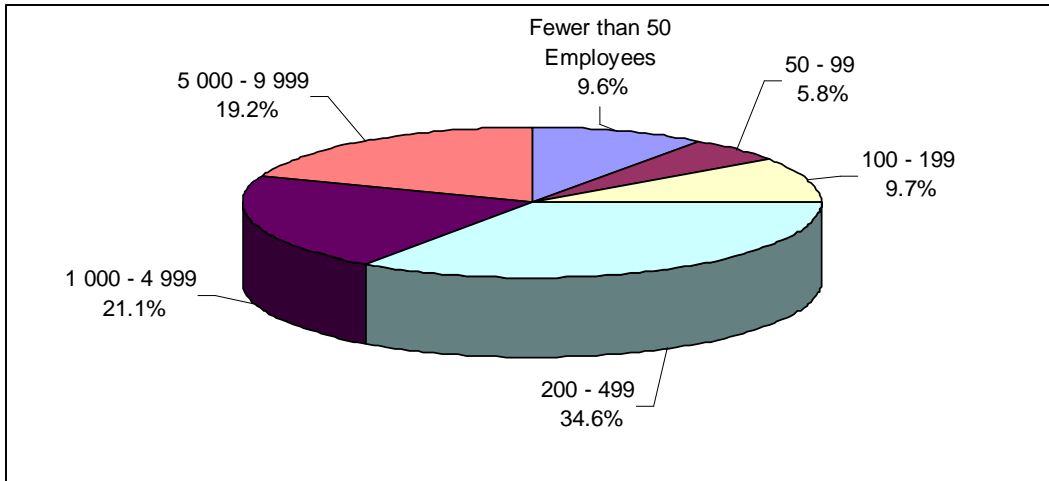
Demographics of Attendees by Vertical



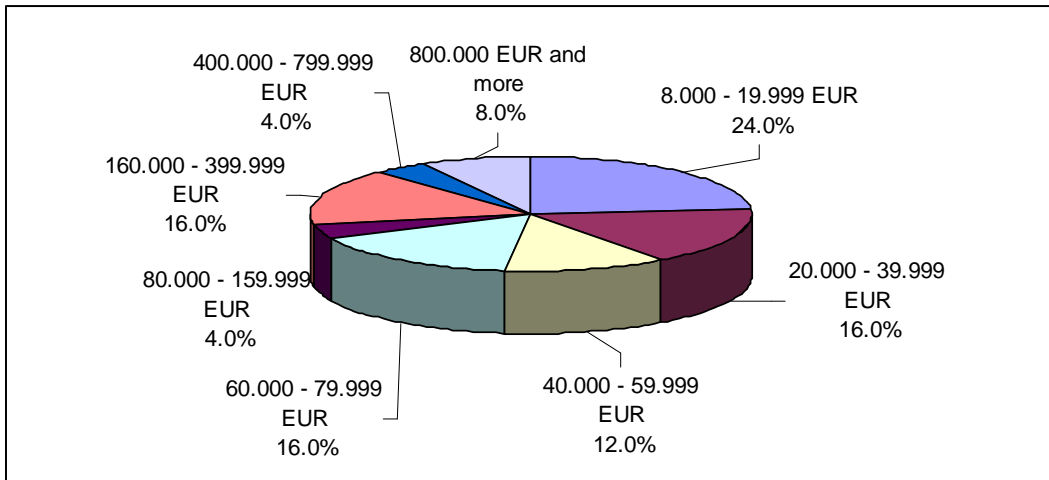
Demographics of Attendees by Position



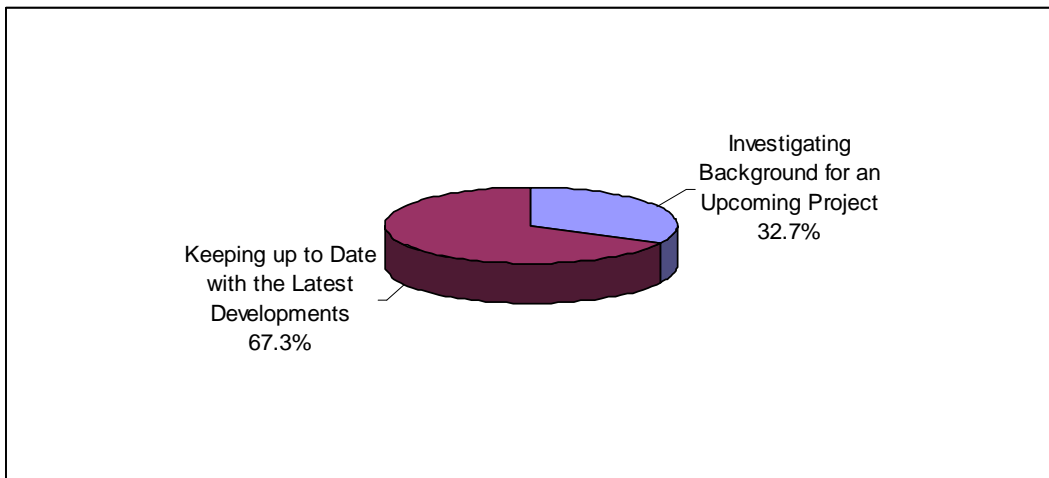
Demographics of Attendees by Company Size (55.9%* of Attendees Responded)



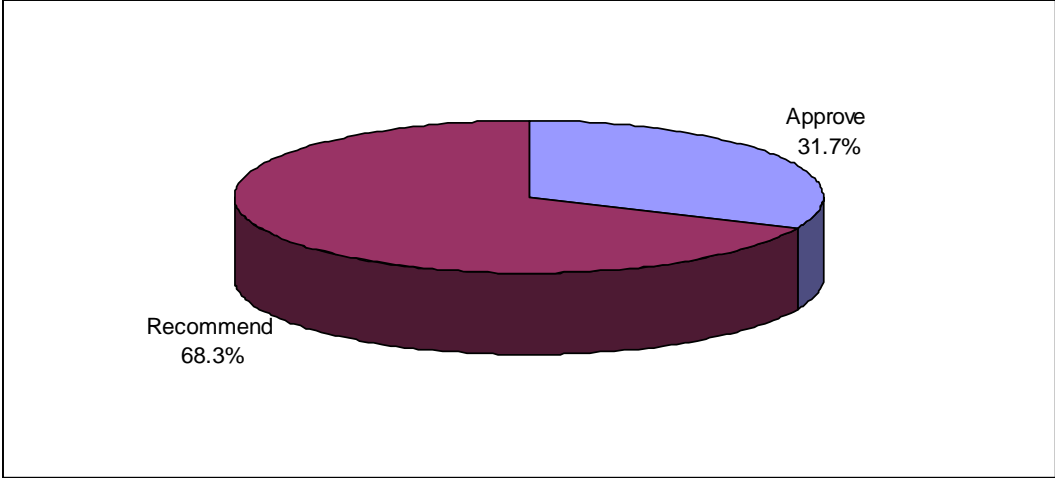
Demographics of Attendees by Size of Company Budget (26.9%* of Attendees Responded)



Motivation to Attend (55.9%* of Attendees Responded)



Purchasing Role (44.1%* of Attendees Responded)



Conference Agenda

- 08.30 Registration and Welcome coffee
- 09.30 **IDC Romania – Welcome by Moderator**
Laurentiu Popescu, Country Manager, IDC Romania
- 09.35 **Finding Your Way in the Ever-Changing World of BI**
Thomas Vavra, Research Director, Software, CEMA Region, IDC CEMA
- 10.00 **How to Implement Corporate Performance Management (CPM), Pervasive Business Intelligence and ROI: Soft and Hard**
Shaku Atre, President, Atre Group
- 10.45 **Simplicity is What's Next in Business Analysis**
Rogier Verheij, Vice President, QlikTech Netherlands BV
- 11.10 **Presentation QlikTech Case Studies**
Cristina Mandras, Financial Analyst, ZAREA
- 11.30 **Questions & Answers**
- 11.40 Coffee Break
- 12.00 **Maximize Business Performance with a Holistic View**
Alistair Seaton, Senior Consultant, Informatica South East Europe
- 12.25 **Achieving Management Excellence**
Jörg Fuchslueger, BI Business Development Manager, EE&CIS, Oracle Corporation
- 12.50 **Unlocking the Business Value of Information**
Cristian Apa, Information Management Sales Representative, IBM Romania
- 13:15 **Business Analytics, the Next Frontier of Competitive Differentiation**
Jeroen Dijkxhoorn, Business Development Manager, Global Technology Practice of SAS
- 13:40 **Presentation by ROMSYM DATA Representative**
Dragos Stavarache, Presales Manager, ROMSYM DATA
- 13.45 **Panel Discussion**
- 14.00 Conference Raffle Draw
- 14.05 Lunch

Attendee Evaluation Results

Total Number of Returned Surveys = 50 (46.3%)

Attendee Evaluation of Speakers and Presentations (max = 5)

Speakers	Content	Style	Total
Shaku Atre	4.75	4.69	4.72
Jeroen Dijkxhoorn	4.37	4.30	4.34
Thomas Vavra	4.31	4.29	4.30
Jorg Fuchslueger	4.38	4.13	4.26
Rogier Verheij	4.09	4.15	4.12
Alistair Seaton	4.09	4.05	4.07
Cristian Apa	4.33	4.05	4.07
Dragos Stavarache	3.74	3.95	3.84
Cristina Mandras	3.42	3.04	3.23

Change of Attendee Perception of Vendors after Event

Sponsors	Before	After	Change
SAS Institute Hungary	3.54	4.54	1.00
QlikTech Netherlands BV	3.71	4.44	0.72
IBM Romania	4.05	4.58	0.53
ROMSYM DATA	4.40	4.60	0.20
Informatica South East Europe	3.83	4.00	0.17
Oracle Corporation	4.33	4.33	0.00

Conference Evaluation (max = 5)

	Rate
Overall	4.57
IDC Content	4.39
Sponsor content	4.27
Networking with peers	4.33
Venue	4.82
Catering	4.61
Audio visual	4.55
Interpretation	4.57
Registration	4.62
Customer services on site	4.69
Value for You	4.57

Further Comments from the Surveys

- Saku Atre's presentation was by far the most interesting of all; it was a high level event!
- Excellent organization of this conference!
- The case study would have been more interesting if it was presented by a more authorized person.
- The content of the event was in trends with the IT evolution and with the companies' needs; the organization of the event was professional and notable.

- The case study from ZAREA was a disaster and it was a disservice brought to such an ingenious and attractive solution.
- The information was useful, but more case studies should have been presented.
- The IDC conference was very well organized, but regarding the punctuality level it was very weak!
- It was an excellent idea to invite Shaku Atre!
- The combination between the general presentations and the case studies was a success. There were too many presentations.
- There was an accurate program and the presentations were not too long. I can tell that all speakers were carefully chosen!
- The presentations should have been focused on implementation stages and structured on these stages: analysis, BI content, BI implementation
- The conference presented generous and consistent information about BI.
- QlikTech Case Study – If the speaker is awful, than the product presented by him becomes awful as well. Due to the demonstrations presented at the QlikTech booth outside the conference room I have managed to change my first impression into a positive one.
- It was an excellent subject and an excellent organization.
- It was a well structured conference, which provided general, interesting information about BI, sharing with us some practical experiences for the implementation of BI solutions.
- The most pleasant presentations are less commercial.
- I had to talk to the QlikView Sales Representatives to find out more about this product, because from the presentation I understood that it was an ordinary product. The Question & Answers session should be included in the agenda after each speaker or the audience should ask questions during the speech. In the future the timescale from the agenda should be respected.
- There were few case studies and implementation examples. It would be interesting to organize a round table about BI too.
- You realized the importance to invite really important speakers from the BI world who had the pleasure to share with us a part of their knowledge. I would like Shaku Atre to become a permanent speaker in IDC conferences.
- The information presented was very interesting.
- SAS and ATRE were very good but ZAREA 's presentation was not that great.

Media Coverage

Prior the Event

Roadshow Advertisements

COMUNICATII MOBILE

Link: <http://www.comunic.ro>
Media Type: Telecommunication and Media Publication
Printed & online
Language: Romanian
Distribution: Local
Issue Frequency: Monthly
Published: July & August
Description: ad in the printed magazine and banner on their website

MARKET WATCH

Link: <http://www.finwatch.ro>
Media Type: IT
Printed & online
Language: Romanian
Issue Frequency: Monthly the magazine/daily, online
Distribution: Local
Published: July
Description: Ad in the printed magazine in July issue

CLUB IT&C

Link: <http://www.clubitc.ro>
Media type: IT&C
Printed & online
Language: Romanian
Issue Frequency: Daily
Distribution: local
Published: August
Description: Online banner

AMERICAN CHAMBER OF COMMERCE

Link: <http://www.amcham.ro/>
Media type: Business
Printed & Online
Language: English
Issue frequency: daily
Distribution: Local
Published: August
Description: Online banner

Articles & PR

COMUNICATII MOBILE

Link: <http://www.comunic.ro>
Media Type: Telecommunication and Media Publication
Printed
Language: Romanian
Distribution: Local
Issue Frequency: Monthly
Published: August
Description: Half Page Article

MARKET WATCH

Link: <http://www.finwatch.ro>
Media Type: IT
Printed
Language: Romanian
Distribution: Local
Issue frequency: Monthly
Published: August
Description: Full page article

CLUB IT&C

Link: <http://www.clubitc.ro>
Media Type: IT&C
Printed
Language: Romanian
Distribution: Local
Issue Frequency: Daily
Published: August
Description: Half page Article

IBP

Link: <http://www.doingbusiness.ro/en/company-news/244-roadshow-ul-idc-adeuce-experti-de-top-la-nivel-mondial-in-business-intelligence-in-tarile-din-europa-centrala-si-de-est.html>
Media Type: Business
Online
Language: Romanian/English
Distribution: Local
Issue Frequency: Daily
Published: 28TH of August
Description: Full page Article

Curierul National

Link: <http://www.curierulnational.ro/Eveniment/2008-08-29/IDC+Business+Intelligence+Roadshow+reuneste+oamenii+de+afaceri+de+top+din+Europa>
Media Type: Business
Online
Language: Romanian
Distribution: Local
Issue frequency: Daily
Published: August & September
Description: Full page Article

NEWSIN

Link: <http://www.newsin.ro/idc-business-intelligence-2008.php?cid=agenda&nid=6ce604b2-cae1-47a0-909d-c03b6a25f4a4&hid=media&dateId=2008/9/25>
Media Type: Business
Online
Language: Romanian/English
Distribution: Local
Issue Frequency: Daily
Published: August
Description: Full page Article

SMART FINANCIAL

Link: <http://www.smartfinancial.ro/smartfinancial/tehnologie+-+it+&+c/idc+business+intelligence+roadshow+2008+-+18.09+-+27.10.2008>
Media type: Business
Online
Language: Romanian
Distribution: Local

Issue Frequency: Daily
Published: August
Description: Full page Article

COMUNICATE MEDIA

Link: http://www.comunicatemedia.ro/Roadshow_ul_IDC_aduce_experti_de_top_la_nivel_mond_ic16943.html

Media Type: Business
Online
Language: Romanian
Distribution: Local
Issue Frequency: Daily
Published: 29th of August
Description: Full page Article

IIS STIRI Economie

Link: <http://economie.iis.ro/idc-business-intelligence-roadshow-2008-1809-27102008/>

Media Type: Business
Online
Language: Romanian
Distribution: Local
Issue Frequency: Daily
Published: 1st September
Description: Full page Article

StiriROL

Link: <http://stiri.rol.ro/content/view/144278/2/>

Media Type: Business
Online
Language: Romanian
Distribution: Local
Issue Frequency: Daily
Published: September
Description: Full page Article

Journalists Participating at the Event

AFACERI MAGAZIN, Tatiana Georgescu
AMOS NEWS, Alexandra Tanase
AMOS NEWS, Vasile Trofim
Asociatia Generala a Inginerilor din Romania, Mihai Olteneanu
Eweek, Luiza Sandu
Market Watch, Radu Ghitulescu
NEWSIN, Cristian Ionescu
Saptamana Financiara / Financiarul, Dan Dragomir
STIINTA-INDUSTRIE-TEHNOLOGIE, Veronica Mandroiu
TEHNOPOL, Andreea Marinas
TEHNOPOL, Stefan Vasile
The Money Channel, Roxana Georgiana Vantu
The Money Channel, Sorin Barariu
ZIARUL AZI, Andrei Costa
ZIARUL BURSA, Tiberiu Balan

After the Event

Interviews

THE MONEY CHANNEL
Media Type: General
On-line, Broadcast
Distribution: Local
Language: Romanian
Published: August

Interviewee: **Shaku Atre, President, ATRE Group**
Interviewer: *Roxana Vantu, Editor*

THE MONEY CHANNEL
Media Type: General
On-line, Broadcast
Distribution: Local
Language: Romanian
Published: August, 29

Interviewee: **Rogier Verheij, Vice President, QlikTech Netherlands BV**
Interviewer: *Roxana Vantu, Editor*

THE MONEY CHANNEL
Media Type: General
On-line, Broadcast
Distribution: Local
Language: Romanian
Published: August 28

Interviewee: **Jeroen Dijkhoorn, Business Development Manager, Global Technology Practice of SAS**
Interviewer: *Roxana Vantu, Editor*

TEHNOPOL
Media Type: General
On-line, Broadcast
Distribution: Local
Language: Romanian
Published: September

Interviewee: **Shaku Atre, President, ATRE Group**
Interviewer: *Andreea Marinas, Editor*