



## IDC BUSINESS INTELLIGENCE ROADSHOW 2008

Budapest, 14 October, Novotel Centrum

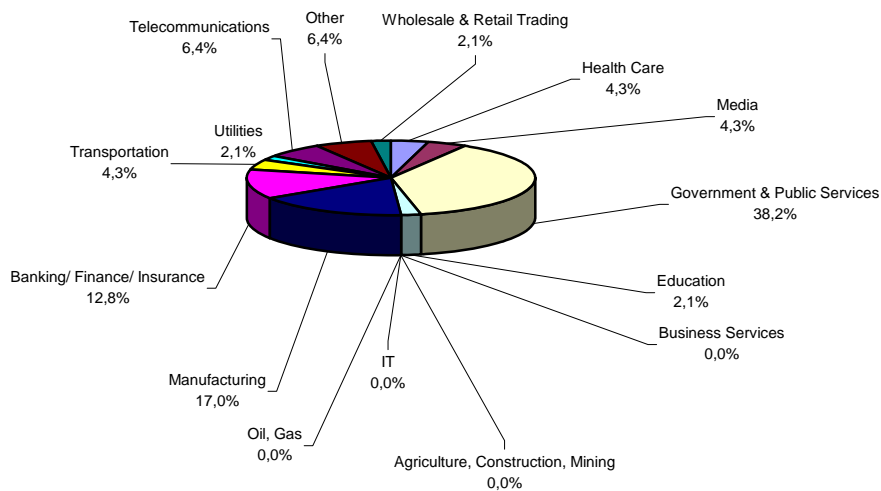
### ATTENDEE STATISTICS, ATTENDEE EVALUATION RESULTS

[www.idc-cema.com/events/event08\\_co](http://www.idc-cema.com/events/event08_co) \*Please insert alias (short URL)  
Password: üzleti\_intelligencia08

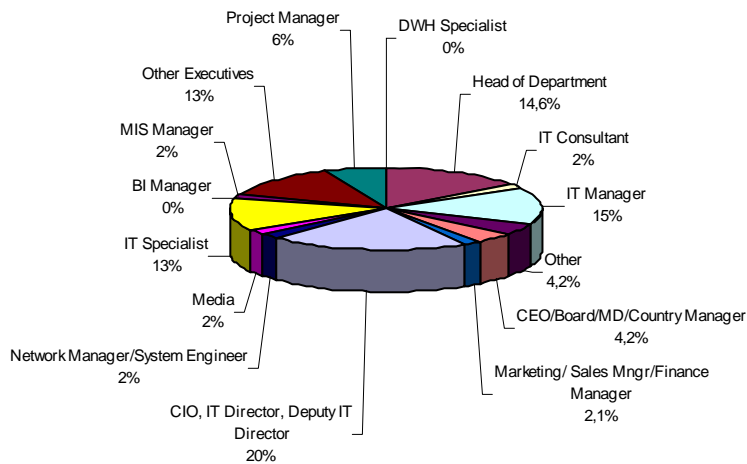
#### Statistics

Total Registered: 81  
Total Attended: 48  
End Users: 46 (95.8%)  
IT Vendors: 0 (00.0%)  
Media: 2 (4.2%)  
Partners, Speakers, Organizers: 17

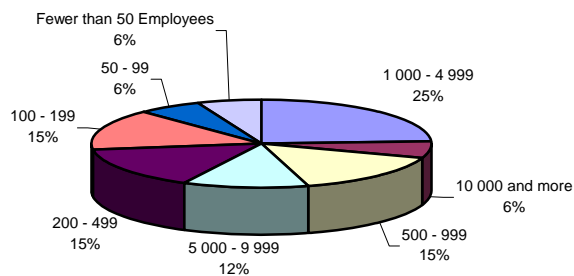
#### Demographics of Attendees by Vertical



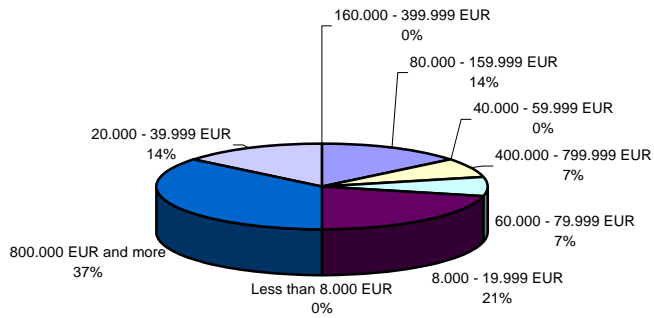
## Demographics of Attendees by Position



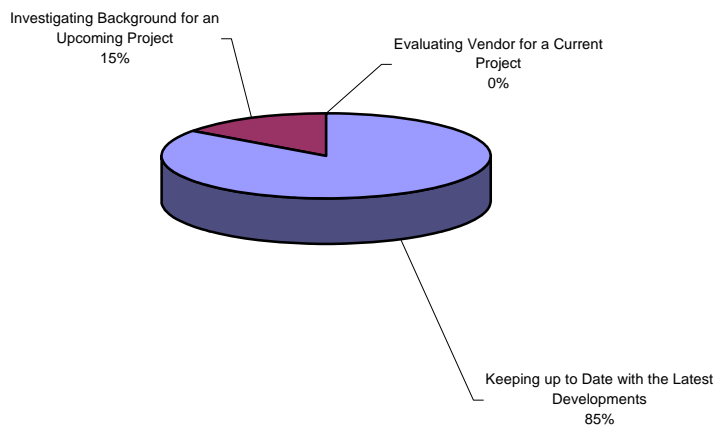
## Demographics of Attendees by Company Size (68.8%\* of Attendees Responded)



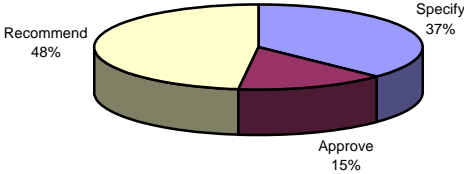
## Demographics of Attendees by Size of Company Budget (29.0%\* of Attendees Responded)



## Motivation to Attend (98.0%\* of Attendees Responded)



**Purchasing Role (56.3%\* of Attendees Responded)**



## Conference Agenda

- 08:30 **Registration and Welcome Coffee**
- 09:00 **IDC Welcome Address**
- 09:10 **Finding Your Way in the Ever-Changing World of BI**  
*Marosvári Gábor*, Senior Analyst, IDC Hungary
- 09:30 **How to Implement Corporate Performance Management (CPM), Pervasive Business Intelligence and ROI: Soft and Hard**  
*Atre Shaku*, President, Atre Group Inc.
- 10:00 **Simplicity is What's Next in Business Analysis**  
*Verheij Rogier*, Vice President, QlikTech Netherlands BV
- 10:25 Coffee Break
- 11:00 **Business Intelligence Evolution at Citibank Zrt., Citi BI Cycle**  
*Csaba Csongor Fekete*, Director of BI Department, Citibank Zrt.
- 11:20 **Development of Business Intelligence Environment at Pick-Szeged Zrt.**  
*Susányi István*, Head of IT Department, Pick-Szeged Zrt.
- 11:40 Panel Discussion
- 12:10 Conference Raffle Draw
- 12:20 End of Conference

### Attendee Evaluation Results

Total Number of Returned Surveys = 35 (65.0%)

### Attendee Evaluation of Speakers and Presentations (max = 5)

Speaker	Content	Style	Total
<b>Marosvári Gábor</b> , IDC Hungary	4.24	4.26	4.25
<b>Atre Shaku</b> , Atre Group Inc.	4.42	4.81	4.61
<b>Verheij Rogier</b> , QlikTech Netherlands BV	4.08	4.03	4.06
<b>Csaba Csongor Fekete</b> , Citibank Zrt.	4.12	3.89	4.00
<b>Susányi István</b> , Pick-Szeged Zrt.	4.26	4.06	4.16

### Change of Attendee Perception of Vendors after Event

Company	Before	After	Change
Qlick View	3.18	4.00	0.82

### Conference Evaluation (max = 5)

	Evaluation
Overall Satisfaction	4.22
IDC Presentation Content	4.23
Partner Presentation Content	3.66
Networking with Peers	3.48
Venue	4.67
Catering	4.06
Audio Visual	4.58
Interpretation	4.38
Registration Process	4.82
Customer Service On-Site	4.30

### Further Comments from the Surveys

- It is recommended to ask a person as conference moderator who evaluate the presentations and control the time.
- The case study presentations should focus on the experiences.
- The time-management is very important. Keeping the original program.
- Very interesting, well organised conference.
- It would be useful to have the presentations after the event.

## Media Coverage

### Prior the Event

#### Roadshow Advertisements

##### IT BUSINESS

Link: [www.itbusiness.hu](http://www.itbusiness.hu)  
Media Type: IT, Business/Finance,  
Printed  
Language: Hungarian  
Distribution: Local  
Issue Frequency: Daily  
Published: 15 September 2008, 38; 29 September 2008, 40  
Description: Page 12, Half Page Advertisement

##### COMPUTER WORLD

Link: [www.computerworld.hu](http://www.computerworld.hu)  
Media Type: IT, Business/Finance,  
Printed  
Language: Hungarian  
Distribution: Local  
Issue Frequency: Daily  
Published: 09 September 2008, 37; 23 September 2008, 39  
Description: Page 12, Half Page Advertisement

#### Journalists Participating at the Event

IT Business, Mártonffy Attila  
Computer World, Kiss Endre

*The numbers given in the 3D charts may not always total exactly 100% due to rounding.*