



Kuwait Petroleum Group of Companies Performance Management Seminar

Derek Morrison

Regional General Manager MENA

Business Intelligence and Performance Management

IBM Software Group

Agenda

9:00 am	REGISTRATION
9:30 am	Welcome <i>Derek Morrison, Regional General Manager MENA, Business Intelligence and Performance Management, IBM Software Group</i>
9:40 am	Integrated Operations - Optimizing Performance with IBM Cognos Solutions <i>Stephen Brook, Manager, IBM Cognos Innovation Center, IBM</i>
10:10 am	Performance Management for Large and Integrated Operating Plants <i>Oliver Braun, Industry Sales Leader Oil and Gas MENA, IBM Phil Millette, Business Development - MES & Supply Chain Solutions & Program Director - Key Engagements, Honeywell Middle East</i>
10:40 am	REFRESHMENT BREAK IN DEMO AREA
11:00 am	Broadening and Delivering BI Value through IBM Cognos 8 <i>Mike Barth, Technical Sales and Services Manager, Business Intelligence and Performance Management, IBM Software Group</i>
11:40 am	Charting a Course for your Company with IBM Cognos Planning <i>Stephen Brook, Manager, IBM Cognos Innovation Center, IBM</i>
12:10 pm	Wrap Up / Q&A <i>Derek Morrison, Regional General Manager MENA, Business Intelligence and Performance Management, IBM Software Group</i>
12:30 pm	LUNCH : LA BRASSERIE – GROUND FLOOR

IBM Cognos Solutions Performance Management Excellence

- Acquired by IBM in January 2008
- Global coverage
 - 23,000 customers in 135 countries
 - Strong channel network 3,000 partners
- Exclusive focus on BI and Performance Management – pioneered over 17 years ago

Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability
 Financial Risk Insight
 Workforce Optimization
 Dynamic Supply Chain
 Multi-Channel Marketing

Business Optimization

Better Business Outcomes

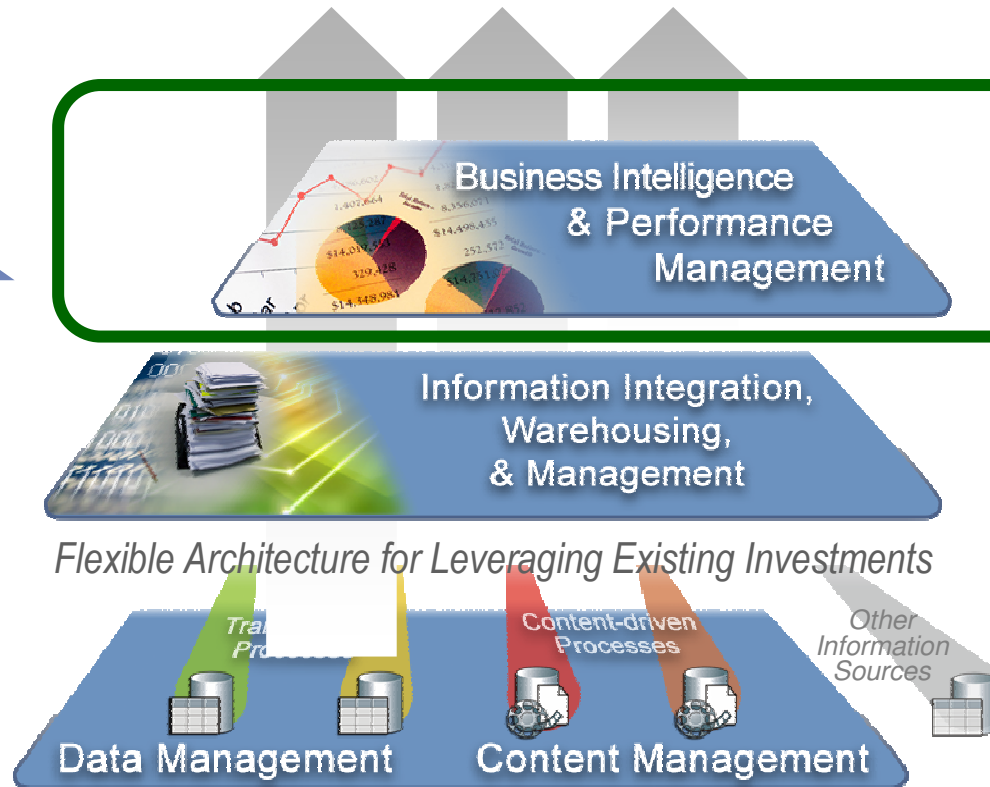
Cognos software

Optimize business performance

Establish, Govern, and Deliver Trusted Information

Optimize content-based Operational & Compliance Processes

Manage data over its lifetime



Cognos software



THANK
YOU

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