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2009



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in turbulent times

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IBM Cognos: The Experts in Performance Management

- Acquired by IBM in Jan 08
- 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

Tek resimde: Information On Demand



Agenda

09:45	Welcome <i>Server Tanfer, Software Group Sales Manager, IBM Turkey</i>
10:00	Driving Performance Management in Turbulent Times <i>Christoph Papenfuss, Leader IBM Cognos Innovation Center, IBM EMEA</i>
11:00	COFFEE BREAK
11:15	Küresel Kriz ve Türkiye <i>Dr. Mafi Egilmez</i>
12:00	LUNCH BREAK
13:00	Best Practices in Driver-based, Rolling Forecasts <i>Christoph Papenfuss, Leader IBM Cognos Innovation Center, IBM EMEA</i>
13:45	Profitability and Growth in Turbulent Times with Financial Analytics <i>Patrick Hametner, Sales Manager FPM CE, IBM</i> <i>Sean Corr, FPM Solution Specialist, IBM EMEA</i>
14:30	Wrap Up <i>Christoph Papenfuss, Leader IBM Cognos Innovation Center, IBM EMEA</i>