MASTERING SAP BUSINESSOBJECTS ANNUAL USER CONFERENCE

31 May - 2 June 2010
Grand Hyatt, Melbourne
CONFERENCE HIGHLIGHTS

Business Intelligence and Reporting Professionals from more than 120 Australian and New Zealand organisations have collaborated to create this program.

32 Presentations and Sessions in 6 tracks over 3 days covering:
- Dashboards; Top Technical Tips and Tricks; Approaches to Migration;
- Managing Administration; Universe Design; Developing a Successful BI Team Structure;
- Communication Between IT and Users; Integration with SharePoint;
- Understanding the Business Value of BI; Managing Scale of Reports;
- Evaluating the Security Model; BI for Mobile Devices; Developing Comprehensive Training Programs; Effective Change Management; and the Product Roadmap

13 International Presentations providing insights into what companies are achieving globally.

2 Instructor-led Educational Workshops:
- From Universe Design to Report Development: The Untold Story
- SAP BusinessObjects BI Tools - In a Single Day

Product and Solution Management Experts showing first hand information, demos and roadmaps of the BI tools and new releases, including:
- Xcelsius
- Web Intelligence
- Crystal Reports
- SAP BusinessObjects Enterprise XI 4.0

Special Pre-Conference JumpStart Session on The When, Where, Why, Who and How of Implementing a BI Team

Entire Program Vetted by the Mastering SAP BusinessObjects Advisory Team representing large, medium and small organisations across all industry sectors, and working in both non-SAP and SAP data environments

Interactive Solutions Showcase featuring best-of-breed solutions, systems and technologies from selected partners

Unrivalled Networking Activities: pre-conference drinks; networking cocktail party on Monday evening; direct access to presenters at Speakers’ Corner; connecting at lunches and teas in the exhibition area; and utilising complimentary meeting rooms

Take Home Tools and Resources: electronic access to all keynotes, track presentations and sessions and a contact list for all conference participants, helping to keep the community connected and informed

www.masteringsap.com/bobj
Dashboards
Creating design guidelines to make dashboards both visually attractive as well as critical to assisting people in their jobs; the good, bad and ugly of dashboards; helping businesses to understand the visualization landscape; effective usage of data; full functionality of Xcelsius - benefits and limitations; where to use dashboard builder or Xcelsius; future innovation for dashboards; matching rollout of dashboards to BI strategy; selecting the right tool; best practice examples; design guidelines for making dashboards and graphs both visually attractive and instantly informative; creating a collaborative commitment between IT, the business, a Graphic Designer and the vendor to realise sleek, sexy dashboards

Top Technical Tips and Tricks for Leveraging the Tool
Developing and deploying innovative uses for the BO toolset; performance tuning in XI - Webi; Crystal; Xcelsius; Universe Design; embedding the deployment of BO Tools; focus on delivery from BO; maximising usage of the complete suite; data models; the Dashboard Manager and Web Intelligence interaction; standardise reporting from the data warehouse using SAP BusinessObjects Dashboard Manager and Web Intelligence; implementing a reporting system that empowers third party users via a portal; learn advanced techniques for report design; discover unique techniques for solving reporting issues; oriented steps and tips on how you can get the best out of the SAP BusinessObjects toolset based on your own requirements

Examining the Roadmap
Examining the roadmap for BO and the strategic direction from SAP; presenting the development of new functionality available in the future; understanding the complete toolset and their interaction with each other; when to expect the next XI releases and how this will improve the current offering; Xcelsius innovation; status on the integration with SAP NetWeaver; SAP BusinessObjects Explorer and Pioneer

Change Management
Building knowledge across the business; understand who drives change; build relationships with IT to establish the right tools for the company; selling the new products - use sexy dashboard displays to capture imagination; effectively communicating the change - marketing BO so they do not use alternative tools; provide training - get them on hand and use the system; building the business case - you must sell the value otherwise they cannot justify spend; achieve sponsorship at an executive level; show/demonstrate real value; deliver a high quality and professional reporting solution without complexity and delays; assessing and growing the BI capability of your company from an organisational change management perspective

Evaluating the Security Model
Highlighting the changes to security included in XI 3; establishing if there are inherent issues and the strategies for combating them; developing a layered approach to security; controlling the access to data from reports; bugs and resolution strategies; security concerns with SAP and BO integration

Approaches to Migration
Successfully migrating to XI 3, examining the quality of service packs and fix packs currently available; tips and tricks from the customer perspective; understanding the impact of key architectural changes on security, universe and reporting; repercussion of upgrading for both IT and business; leveraging new functionality; how much customisation is healthy; interface impact - re-configures to other systems; business proposal for upgrades/picture of success for justification; conversion and upgrade tips and tricks; learn how to manage and interact with XI 3.1 environment; see how to upgrade to Service Pack and Fix Packs in less than 2 hours; improve the ‘look and feel’ and therefore the usability of your installation of SAP BusinessObjects

Managing Administration
Monitoring users and ensuring they have the appropriate access for their role; increasing functionality for administrators so they are empowered with the tools to perform effectively; maintaining the security of your system by controlling users’ connectivity; auditing data and universes to ensure integrity; off-shoots of changing reports - repercussions and data compromise; removing old and redundant reports; establishing who is in charge of running reports/owning data; risk of inaccurate reporting supporting bad business decisions; implementation and policing standards without creating silos; tools and techniques of visual business intelligence to help you present and make better use of your valuable information assets

Developing a Successful BI Team Structure
Incorporating skills from both sides of the fence - IT and business; evaluating if there is a need for a formal “BI Team” in your business; look into cross functional view rather than analytics ghetto; projects in BI vs. ongoing teamwork; moving resources closer to business and away from IT; creating competency centers; high level of IT and business - integrated, relatable - technical/analytical; cross-skilling vs. specialisation; learn the key criteria used to determine the purpose, size, location and funding arrangements for a BI team; increase your organisation’s return on BI investment

Effective Communication Between IT and Users
Helping users understand what’s possible and cost implications; managing expectation; establishing the best way to communicate with users; consider the value and cost of user involvement in development; switching to a client-focused culture to build a relationship with business; getting buy-in from power users; response time of report requests; demonstrate real value - trust; extend the reach and value of your solutions with BI to more users; effectively selling BI initiatives within the business and using BI to align strategy and execution within the IT function itself

Integration with SharePoint
Share information across traditional boundaries for better business insight; integration options between SAP BusinessObjects and SharePoint; configuration and consumption of dashboards and reports within SharePoint; SAP BusinessObjects Roadmap for Portal Integration Kit; security of SharePoint; unifying SharePoint to remove multiple channels required; integration with Microsoft data source and access

Understanding the Business Value of BI
How BI helps the business manage organisation risk - financial and non-financial; benefits include; processes to measure and report; analytics for governance and decision making; areas to concentrate on when implementing a BI strategy; measuring the direct value to customers; overall performance management; impact on cost of not having BI; developing your architecture; fitting BI into your overall IT strategy; sustainable cultural change to ensure senior and middle management are all aligned

BI for Mobile Devices
Identifying the tools available; how does it work and the benefits; usability and interface delivery mechanisms; what type of reports are best suited for mobile; revolutionising your BI speed of delivery; examples of mobile in action; mobile technology to derive operational efficiency by unlocking the data in back office atfinger tips of management; what and more importantly what not to include in a Mobile application; SAP BusinessObjects Mobile infrastructure

Universe Design
From Universe Design to report development; complexity of Universe design, what you can and cannot do in a Universe; understanding requirements and parameters; dimensional modeling; discipline across business to manage structure and integrity; define relationships; helping users understand what is in a Universe - conceptualisation; building your Universe capability; achieve reuse of Universes across a database; gain a better understanding of the complexities of dealing with inventory models, organisational hierarchies and other types of universe models for recursive data; representing recursive data in a reporting environment; Universe Designer to prepare the semantic layer

Managing Scale of Reports
Flexible functionality available for producing reports; selecting the right dashboard interface for your; auditing reports - restriction of numbers that can be maintained; impact on performance; managing the need of report delivery time - what people request vs. what is critical; avoiding report duplication - knowing what’s already available; variable tricks that can be used to avoid reporting challenges; finding the right tool for change; finding the right tool for change; and illustrate how to scale for performance; learn how to make your reports, dashboards and system run faster; uncover and get rid of old reports; empower power users to control and tailor their own business content

Increasing the Performance
Improving the response times of your system over a network; utilising graphical displays without slowing down the report runtime; tips and tricks for improving the performance of BO in your organisation; what performance can you expect each tool to deliver; drill down levels and volume limits; architectural concerns; latency - how long between mouse click and display on screen; efficiently manage your BI solutions and reduce overall cost; access the decision quality information your organisation needs; utilising SAP BusinessObjects Explorer Accelerated to search and navigate any data source; delivery of Performance Management through clarity, consistency and alignment; understand Single Sign-On and how complicated the configuration process can be

Developing a Comprehensive Training Program
Simplifying the toolset to streamline training and enhance uptake of the tool; developing strategies that provide a guideline that enables people to compose reports with minimal training; utilising standard report layout thus minimising complicated customisation and a non-user friendly experience; establishing the best training techniques for your business - classroom, online or via SharePoint; defining role of users; empower power users to control and tailor their own business content
Dave Rathbun - Enterprise BI Solutions Architect, PepsiCo Inc. (USA)
Monday Track A: Universe Models for Recursive Data
Tuesday Track A: At Return of the Variables
Wednesday Workshop: From Universe Design to Report Development: The Untold Story

David Rathbun started working with SAP BusinessObjects products in 1995 when he joined Integra Solutions, a recognised SAP BusinessObjects training and consulting partner. He has over twenty years of experience with relational databases, ranging from application development and implementation to system administration and tuning. His background includes work with DB2, Oracle and Teradata databases on a variety of platforms. During his tenure with Integra Solutions, he has delivered SAP BusinessObjects training and consulting solutions for clients domestically and internationally. Dave has presented papers at major SAP BusinessObjects User Conferences in the United States since 1996, was selected as an SAP Mentor for 2009-2010 and is a founding member of BOB, an independent Business Objects web-based discussion forum. As of September 2009 Dave joined PepsiCo Inc. as an Enterprise BI Solutions Architect.

Timo Elliott - Senior Director of Strategic Marketing, SAP BusinessObjects (France)
Monday Keynote: The Intelligence Future: Simple, Seamless and Strategic
Tuesday Track B: Real-Life Strategic BI Within Your Overall IT Strategy

Timo Elliott is Senior Director of Strategic Marketing for SAP BusinessObjects. He was the eighth employee of BusinessObjects and for the last twenty years has been a thought leader and conference speaker in business intelligence and performance management. A popular and engaging speaker, Timo presents regularly to IT and business audiences at international conferences, drawing on his experience working with enterprise customers around the globe. Topics include the latest developments in BI/PM technology, how best to succeed with BI/PM projects and future trends in the industry. His articles appear regularly in industry journals and his “BI Questions” blog can be accessed at www.timoelliott.com. Prior to SAP BusinessObjects, Timo was a computer consultant in Hong Kong and lead analytics projects for Shell in New Zealand. He holds a first-class honors degree in Economics with Statistics from Bristol University, England.

Dr. Glenn Singleman
Special Guest Keynote: Reaching New Heights

Dr. Glenn Singleman is one of Australia’s most respected and accomplished professional adventurers. He currently holds four world records in extreme sport. He is also a practicing medical doctor and an acclaimed documentary filmmaker. He set a World Record for the highest wingsuit jump (37,650ft) in 2006, with his wife Heather Swan he set a new World Record for Altitude BASEJumping (highest exit point) and the highest Wingsuit BASEJump (exit point). The Australian Geographic Society recognised the achievement with the “Spirit of Adventure” Award.

In 1992 with Nic Feteris, Glenn jumped (with a parachute) from The Great Trango Tower (20,000 feet or 6258 metres) in Pakistan establishing a new world record in the emerging sport of BASEJumping. BASEJumping - the film he made about the adventure, screened in 127 countries to over 200 million people. Critically and popularly acclaimed the film won 71 International Awards and became National Geographic’s most popular adventure documentary. Between 2003 and 2005 Glenn was the Doctor and part of the camera crew on Deep Ocean Expedition’s voyages to make the first Infrasat documentary “Allans Of the Deep” and then for Discovery Channel the live television special “Lost Mysteries of the Titans”. Both projects were directed by acclaimed feature film Director James Cameron of Titanic and Avatar fame. Dr. Singleman continues to work as a medical practitioner, working in the Emergency and Critical Care Units at a Hospital in Sydney.

Thomas Nather - Systems Analyst, Enterprise Business Intelligence, Cleveland Clinic (USA)
Monday Track A: Conversion and Upgrade Tips and Tricks
Tuesday Track A: Tips and Tricks For Successful Configuration of Single Sign-On With Windows AD

Thomas Nather has 28 years IT and 14 years BI experience using SAP BusinessObjects. Thomas has presented for 8 years covering many topics at International User Conferences for SAP BusinessObjects. He manages a 5,000 user institution of the Cleveland Clinic located in Cleveland, USA, using SAP BusinessObjects 3.1/3P and developed dashboards using Crystal Xcelsius 2008. Thomas has implemented and architected large BI implementations using the latest technology to help Senior Leadership (CEO, CIO, CFO) in Logistics, Manufacturing and Healthcare to find out that using Business Intelligence is a “new way to do business”.

Ingo Hilgefort - Group Product Manager, Solution Management, SAP BusinessObjects (Canada)
Tuesday Keynote: Discover the SAP BusinessObjects BI Portfolio Roadmap

Ingo Hilgefort started in 1999 with Siegework Software/Crystal Decisions as a trainer and consultant. He moved to WallSoft for Crystal Decisions by the end of 2000 and worked with the SAP NetWeaver BI development team on integrating Crystal Reports with SAP BW. He then relocated to Vancouver in 2004 and worked as a Product Manager/Program Manager (engineering) on the integration of Business Objects products with SAP products. He now focuses on the topic of Embedded Analytics for the SAP Solutions. He is the author of the SAP PRESS book “Integrating BusinessObjects XI 3.0 BI Tools with SAP NetWeaver” and the new upcoming book “Reporting and Analytics with BusinessObjects”. You can read Ingo’s blog on SAP BusinessObjects and SAP at http://ingo.hilgefort.blogspot.com or the SDN community.

Mark Rousel - Business Intelligence Competency Centre Manager, Sydney Water Corporation
Tuesday Keynote: Growing BI Capability in the Organisation - From an Organisational Change Management Perspective

For the last three years Mark has been employed at Sydney Water as the BI/PM Manager. His role is responsible for the growth of the BI Capability across the corporation, the BI & EDW Operational Services, BI Domain Architecture and Quality Assurance over the BI Program. Mark has worked in the IT industry for over 25 years and has been involved with Data Warehousing and Business Intelligence for the past 15 years encompassing various roles with BI Vendors, IM Service Providers and organisations directly. His background has included experience with a wide range of industries including Telecommunications, Utilities, FMCC, Financial Services, Insurance and Banking. Mark has a degree in Human Change Theory (including Organisational Behaviour) from the Jensen Newman Institute in Sydney and co-facilitates weekend personal development courses on a part-time basis. Mark lives on the northern beaches of Sydney with his wife and 2 boys.

Rajeev Kapur - IT Director Global Analytics, Newell Rubbermaid, Inc. (USA)
Monday Keynote: One Dashboard, One Page, 30 KPI’s - Story Telling View of the Organisation
Tuesday Track B: Measuring Daily Health of Your Business Using SAP BusinessObjects Mobile

Rajeev Kapur is the current Director of Business Analytics at Newell Rubbermaid, Inc and working on the next generation of Business Intelligence. He is also the Chair of the Business Intelligence EDW SIG at ASUG. Rajeev is a thought leader in the field of BI applications and technologies with extensive background in aligning IT and business strategies. He has delivered presentations on BI and SAP BusinessObjects at various events and he has over 10 years of experience in implementing multiple life cycles in BI with focus on User Adoption and providing Analytics with BI. Before that, Rajeev has worked on several ERP applications for 6+ years. Rajeev holds an MBA in Management Science and Information Systems from University at Albany, NY and BS Degree in Electrical Engineering from India. He lives in the Atlanta area with his wife and two kids.
### Sunday Evening JumpStart

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| 17.30 | Panel Discussion: The When, Where, Why, Who and How of Implementing a BI Team  
Mark Roswell - Business Intelligence Competency Centre Manager, Sydney Water Corporation |

### Monday Conference Day One

<table>
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<tr>
<td>8.00</td>
<td>Registration/Arrival Tea &amp; Coffee/Exhibition Viewing</td>
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<td>8.45</td>
<td>Conference Opening and Chairperson's Welcome</td>
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| 9.00  | Opening Keynote Presentation: The Intelligence Future: Simple, Seamless and Strategic  
Tom Elliott - Senior Director of Strategic Marketing, SAP BusinessObjects (France) |
| 10.00 | Keynote Presentation: One Dashboard, One Page, 30 KPI’s - Story Telling View of the Organisation Hierarchy Structure for Multiple KPI’s  
Rajeev Kapoor - IT Director Global Analytics, Newell Rubbermaid, Inc. (USA) |
| 11.00 | Lunch/Exhibition Viewing                                             |
| 11.40 | Universe Models for Recursive Data                                   |
|       | Doe Rathbun - Enterprise BI Solutions Architect, PepsiCo Inc. (USA) |
| 12.35 | Conversion and Upgrade Tips and Tricks                               |
|       | Thomas Nather - Systems Analyst, Enterprise Business Intelligence, Cleveland Clinic (USA) |
| 13.25 | Lunch/Exhibition Viewing                                             |
| 14.25 | Interaction - The Dashboard Manager/Web Intelligence Relationship      |
|       | Cameron Fuller - Senior Business Intelligence Analyst, Queensland University of Technology |
| 15.20 | Leveraging the SAP BusinessObjects BI Portfolio to Get the Best Out of the Tealst  
Ingo Hilgerton - Group Product Manager, Solution Management, SAP BusinessObjects (Canada) |
| 16.10 | Afternoon Tea & Coffee/Exhibition Viewing                            |
| 16.45 | Guest Keynote Presentation: Reaching New Heights - Glenn Singleton    |
| 17.45 | Mastering SAP BusinessObjects Community Networking Drinks Sponsored by Evenfied Management |

### Tuesday Conference Day Two

<table>
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<tr>
<td>8.15</td>
<td>Arrival Tea &amp; Coffee/Exhibition Viewing</td>
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| 9.00  | Keynote Presentation: Discover the SAP BusinessObjects BI Portfolio Roadmap  
Ingo Hilgerton - Group Product Manager, Solution Management, SAP BusinessObjects (Canada) |
| 10.00 | Morning Tea & Coffee/Exhibition Viewing                              |
| 10.40 | Tips and Tricks For Successful Configuration of Single Sign-on with Windows AD  
Rajeev Kapoor - IT Director Global Analytics, Newell Rubbermaid, Inc. (USA) |
|       | Return of the Variables  
Doe Rathbun - Enterprise BI Solutions Architect, PepsiCo Inc. (USA) |
| 11.35 | Will a Business Intelligence Competency Centre Be Good For Your “Health”?  
Trevor McGinnon - Director of BI, Sydney South West Area Health Service & Director, NSW Health Business Intelligence Competency Centre |
| 12.25 | Lunch/Exhibition Viewing                                           |
| 13.30 | From the Past to the Future: Building a Dashboard That Transforms Your Information Delivery Processes  
Tony Duncan - Principal Consultant, EnCollabs - Enterprise Collaboration Solutions |
| 14.25 | Finding Data in SAP For Your SAP BusinessObjects Reports             |
|       | Mark Parker - IS Program Manager, Frucor Beverages Ltd (New Zealand) |
| 15.15 | Afternoon Tea & Coffee/Exhibition Viewing                            |
| 15.45 | Closing Keynote Presentation: Growing BI Capability in the Organisation - From an Organisational Change Management Perspective  
Mark Roswell - Business Intelligence Competency Centre Manager, Sydney Water Corporation |
| 16.45 | Mastering SAP BusinessObjects Conference Close                        |

### Wednesday Workshops

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| 8.00  | Workshop 1: From Universe Design to Report Development: The Untold Story  
Doe Rathbun - Enterprise BI Solutions Architect, PepsiCo Inc. (USA) |
|       | Workshop 2: SAP BusinessObjects BI Tools - In a Single Day  
Ingo Hilgerton - Group Product Manager, Solution Management, SAP BusinessObjects (Canada) |
MONDAY 31ST MAY

8.00 Registration/Arrival Tea & Coffee/Exhibition Viewing

8.45 Opening Keynote Presentation:
The Intelligence Future: Simple, Seamless and Strategic

9.00 Everyone since the first decade, information technology has been an essential part of cutting costs, increasing profits and beating the competition. But for the first time in history, consumer technology interfaces have been invented. What this means to the average corporate knowledge worker; Web 2.0 is fun, collaborative and cheap, while enterprise technology is secure, robust and complete. How can we combine the best of both worlds to meet the demands of tomorrow’s "digital natives"? Integrate seamlessly with cloud data and platforms, align people, conversations and data with business strategy; and make the most of the infrastructures we have today?

Simple: the right interface for the right people at the right time

Seamless: tightly integrated with all your data sources, applications and business processes

Strategic: cloud computing strategy to execution

Time Elliott - Senior Director of Strategic Marketing, SAP BusinessObjects (France)

10.00 Keynote Presentation:
One Dashboard, One Page, 30 KPIS – Story Telling View of the Organisational Hierarchy Structure for Multiple KPIS

Newell Rubbermaid is a Fortune 500 Diverse Global Consumer Products Company with many different businesses. Sales and Operations Planning is a mid to long term decision making process used to build business supply demand at a volume level. It involves accounting for overall supply levels over an 18-month planning horizon. It is also used to strategically integrate financial and operational planning. The recent move to Global Business Units has amplified this need to manage our diverse units more uniformly. At the same time, recognition of the importance differences between their businesses is important too. Sales and Operations Planning (S&OP) is a case of “size fits all”, but, how can we work together to make sure "maximise success". Standardising key supply chain processes and metrics allows them to achieve better results on things like forecast accuracy, customer service and inventory. At the same time, flexibility and recognition of key differences allows each business to grow and prosper within their niche. Attempting such a wide scale project requires multiple KPIS to be harmonised with the same measurement globally and at the same time. The IT team delivered a dashboard along with a set of such reports to meet the business needs.

Why dashboard over reports?

What’s and more importantly “what not” to include in a dashboard application

Exception based reporting (target over real)

Performance considerations

Business benefits

Data

Java learned

Rajeev Kapur - IT Director Global Analytics, Newell Rubbermaid, Inc. (USA)

SAP BusinessObjects Version: XI 3.1

Original go-live date: May 2005

11.00 Morning Tea & Coffee/Exhibition Viewing

11.40 Conversion and Upgrade Tips and Tricks

Have you upgraded to 3.1 and need to know “how do I customise the opening page” or “I am having troubles with my BI system and I have a 3 server cluster and I don’t know which server is having issues” Learn how to customise and manage your 3.1 environment and see how to upgrade to Service Pack and Fix Packs in less than 2 hours and 30 minutes. We will explore a little known feature in Financials called Flash Variables and how this feature makes lifecycle management easy for Flash Models

Thomas Nather - Systems Analyst, Enterprise Business Intelligence, Cleveland Clinic (USA)

SAP BusinessObjects Version: XI 3.1

Original go-live date: January 2006

12.35 Target audience: Technical and report developers that are looking for ways to improve the “look and feel” and therefore the usability of their installation of SAP BusinessObjects.

Report Bursting with SAP BusinessObjects and APOS Bursting Manager

Clifford Walliman Healthcare (CH2) is Australia’s largest provider of pharmacy and medical consumables to the healthcare industry. CH2 has overcome some challenges concerning the distribution of monthly reporting requirements and management of large instance lists using two pieces of third party software and integrating with the SAP BusinessObjects platform. CH2 key success has been taking a monthly process which took two staff members three weeks to complete, down to a twelve minute exercise.

Using APOS Bursting Manager to create a dynamic list of reporting parameters and burst multiple Crystal Report instances

Using ASP Runner Pro to create a webpage that can be embedded into SAP BusinessObjects BI to manage large instance lists

Creating Crystal Reports from these instance lists

Ian Thompson - Business Analyst, Clifford Walliman Healthcare

SAP BusinessObjects Version: XI 3.2

Original go-live date: May 2003

Target audience: Business, technical and IT people responsible for running multiple instances of Crystal Reports and people that send out reports to a large number of recipients looking to streamline the process.

Visual Business Intelligence: Dashboards Users Love to Use

Huge investments are made to produce actionable information at a glance, via dashboards and graphs, only to be lost if not maintained or redesigned by the very last stage of the process. When designed well, dashboards and graphs empower the power of visual perception to communicate a data collection of information in an instant with startling effectiveness.

This presentation focuses on the tools and techniques of visual business intelligence to help you present and make better use of your valuable analytical resources.

Design guidelines for making dashboards and graphs both visually attractive and instantly informative

Examples where wrong choice of display and colour can hinder your communication objective

Understanding the tools available to you with SAP BusinessObjects to create engaging and informative dashboards

A group design 12-15 years are helping your trekking teams up to the industry experts

Zev Friedman - Solution Architect, Innogence Limited

Target audience: Users of analytical information for decision making purposes and those responsible for creating information presentation formats.

13.25 Lunch/Exhibition Viewing

14.25 TRACK A

Universe Models for Recursive Data

Recursive data can present a special challenge to SAP BusinessObjects developers because SQL is not natively able to process the relationships. This presentation will show several different methods for modeling recursive data along with the pros and cons of each. All of the methods shown have been used in real-world projects. Attendees will gain a better understanding of the possibilities of dealing with inventory models, organisational hierarchies and other types of recursive data.

• Review recursive data scenarios and discuss the difficulties they present in a Universe developer

• Discuss various models that can be considered for representing recursive data in a reporting environment

• Business pros and cons of each model, of based on real-world implementation.

Dave Bulthuis - Enterprise BI Solutions Architect, PeopleSoft Inc. (USA)

SAP BusinessObjects Version: XI 2

Original go-live date: January 1999

Target audience: Anyone who wants to gain a greater understanding of the different methods for modeling recursive data and their pros and cons.

14.40 TRACK B

FleetIntelligence - Portal Based Customer Reporting with Crystal Reports and SAP BusinessObjects Enterprise

A number of years ago, we implemented a market leading customer portal and reporting system powered by the SAP BusinessObjects Enterprise suite (OBIE). The goal was to develop a tool that would allow FleetIntelligence customers to view key performance indicators (KPI) and execute ad hoc reports. The challenge at that time was how do we integrate FleetIntelligence, including the technology and design decisions that were made. This talk will show how FleetIntelligence in a production environment and some of the challenges relating to maintaining that experience and how those challenges were overcome. Then the talk will forward to where else we might take FleetIntelligence in the future and how we are planning to allow SAP BusinessObjects to improve and enhance FleetIntelligence to provide additional benefits to its business and customer base.

• Customer facing online reporting using Crystal Reports

• Development of dashboard components utilizing Klikkus

• Enterprise integration using the BIXI Application Programming Interface (API)

• Maintenance and enhancements of active reporting systems

• Targeting wide and varied audiences

Chris Horton - Global Applications Development Manager, goffrix Australia Pty Limited

SAP BusinessObjects Version: XI 2

Original go-live date: November 2006

Target audience: Business and technical people who are interested in implementing a reporting system targeting a wide audience consisting of both internal business users and third-party users e.g. customers, suppliers etc.

14.55 TRACK C

Managing the Scale of Your Reports to Increase Performance and Empower Users

SAP BusinessObjects BI platform offering an unrivalled opportunity to grow and evolve the delivery, to the enterprise and beyond.

In this session we will identify the various SAP BusinessObjects tools and technologies, explore how to choose the right tool for the right job and illustrate how to scale for performance.

This session will answer the following:

• What tools are available? What do they do? Which one is the best?

• How do I monitor my reports, dashboards and system run time?

• How can I avoid duplicating reports that already exist?

• How can I filter out old or outdated reports?

• How can I empower my power users to control and tailor their own business content?

Rick De Ataide - Solution Architect, SAP BusinessObjects

Target audience: This session is for everyone who is looking to find the right tools and technologies for managing the scale and performance of their reports.

15.30 Panel Discussion - Engaging for BI - How to Build a Business Case

This panel will focus on the key components required to sell BI solutions to an organisation. It will cover both the technical and business-oriented aspects of a BI project from the perspective of BI and IT experts as well as individuals responsible for justifying BI investments. The panel will show you what to expect on your BI journey, what you need to do to have a successful implementation and how you can make BI a success in your organisation.

Moderator: Zev Friedman - Solution Architect, Innogence Limited

Target audience: This panel is for BI stakeholders who are considering implementing a BI solution in their company, whether for an organisation of 10 employees or for a global enterprise.
Leveraging the SAP BusinessObjects BI Portfolio to Get the Best Out Of The Toolkit

This session will provide you with best practices and tips for implementing the SAP BusinessObjects BI portfolio as part of your SAP landscape. You will receive a detailed overview of the tools in the BI toolkit, SAP BI and SAP BusinessObjects, and learn how to best leverage the overall BI portfolio. After learning which tool to use, you will receive practical oriented steps and tips on how you can get the best out of the SAP BusinessObjects toolkit based on your own requirements. The following tools will be covered:

- Web Intelligence
- Crystal Reports
- Xcelsius

SAP BusinessObjects Explorer

Ingo Hilgert: Group Product Manager, Solution Management, SAP BusinessObjects (Canada)

Target audience: BI project leads, BI Managers and technical end users with requirements on implementing or evaluating the usefulness of SAP BusinessObjects BI tools.

10:30 

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10:30 

Leveraging the SAP BusinessObjects BI Portfolio to Get the Best Out Of The Toolkit

This session will provide you with best practices and tips for implementing the SAP BusinessObjects BI portfolio as part of your SAP landscape. You will receive a detailed overview of the tools in the BI toolkit, SAP BI and SAP BusinessObjects, and learn how to best leverage the overall BI portfolio. After learning which tool to use, you will receive practical oriented steps and tips on how you can get the best out of the SAP BusinessObjects toolkit based on your own requirements. The following tools will be covered:

- Web Intelligence
- Crystal Reports
- Xcelsius
- SAP BusinessObjects Explorer

Ingo Hilgert: Group Product Manager, Solution Management, SAP BusinessObjects (Canada)

Target audience: BI project leads, BI Managers and technical end users with requirements on implementing or evaluating the usefulness of SAP BusinessObjects BI tools.

10:30
11.35 Return of the Variables
Report variables can provide a more creative, efficient and effective means of completing the detailed analysis required for a project. This presentation is building documents, using report functions and reviewing variable哧 that can be used to solve reporting challenges. The presentation will focus primarily on the SAP BusinessObjects Web Intelligence product and include some of the newer features that have recently become available.
• Learn advanced techniques for report design
• Review the new tools
• Discover unique techniques for solving reporting issues
Dave Rothbum - Enterprise BI Solutions Architect, Pepco Inc. (USA)
SAP BusinessObjects Version: XI 3.1 Original go-live date: January 1999
Target audience: for everyone who wants to learn tips and tricks on reporting to provide effective detailed analysis of reports.

12.25 From the Past to the Future: Building a Dashboard That Transforms Your Information Delivery Processes
In 2006, juvenile justice began a journey to implement a corporate information management system, the agency had highlighted a weakness in the lack of IT to provide strategies and tactics. The aim of this project was to define the data needed to measure the performance of juvenile justice and enable informed forward planning, make changes to existing operational management computer systems to enable ready access to corporate performance to be captured at the source, use a standard off-the-shelf package to extract corporate performance information from operational systems into a single consolidated repository for strategic reporting purposes.

The early attempts of Dashboard creation presented a rude awakening (5 weeks of work yield food twice display) and highlighted the collaborative commitment that was required from it, the business, a Graphic Designer and the vendor to realise the deal, very hard [n]data Excel dashboards that were the expected outcome. This presentation will cover juvenile justice’s journey to building and implementing a strategic dashboard (BOE XI 3.1 Premium), the challenges faced and how they overcame them to go where they are now.
• Where juvenile justice started from - the first step
• The initial feeling (see OMG material)
• What was done to overcome the challenges
• Design/build approach (working with the business, technical streams and the vendor)
• Technical challenges [issues etc.]
• The overall result
Karrue Pattigale - Project Director & Kent To - Principal Project Officer (Development), NSW Department of Juvenile Justice
SAP BusinessObjects Version: XI 3.0 Original go-live date: December 2003
Target audience: anybody involved in implementing a strategic dashboard.

13.00 Will a Business Intelligence Competency Centre Be Good For Your “Health”? A Business Intelligence Competency Centre (BICC) comes in all manner of shapes, sizes and function. Some have been successful and there have been some documented failures, the only common thread is that all are primarily set up to increase an organisation’s return on investment. Why? NHW’s Health is currently undertaking a very large investment in IT and see one side of a BICC critical to its success.

This session will show the unusual model NHW has embarked upon, to provide a BICC to cover the entire state for a large and complete and clean and separate organisation. The session will also cover in plans for the future and focus on why keeping a BICC as close to the coalface as possible, is a core component in their BICC strategy.

Trever McKinnon - BI Director, Sydney South West Area Health Service & Director, NSW Health Business Intelligence Competency Centre
SAP BusinessObjects Version: XI 3.1 Original go-live date: January 2000
Target audience: anybody who is planning a BI rollout or planning to achieve better adoption of BI within their organisation.

13.30 Real-Life Strategic BI Within Our Overall IT Strategy
Most organisations know that they should be taking a strategic approach to Business Intelligence. But what does this actually mean and how do you go about doing it? Using real-life examples of successful strategic BI implementations, we will cover key strategic themes such as introducing BI into your overall IT strategy, implementing BI competency centres and structures, effectively selling BI initiatives within the business and using BI to align strategy and execution within the IT function itself.

• What is a BI strategy and why is it important?
• What are the key areas to concentrate on when implementing a BI strategy?
• How can IT act as its own best reference and use TI to improve its own performance?
Tina Elliott - Senior Director of Strategic Marketing, SAP BusinessObjects (France)
Target audience: anyone who wants a working integration and implementation of BI into the IT strategy for improved performance.

13.45 ATI - The Key to the Question
ATI is the key to the question. How do you get your organisation to understand the vital business questions that need to be answered, to ensure the organisation is delivering accurate and timely information to your stakeholders.

• Business Intelligence cubes
• Business Intelligence cubes
• ABAP Programs
• SAP’s
When you know where to look in SAP, there are many tell-tale indicators about where data resides in SAP and the relationships between the relevant data structures. Finding this data in an efficient manner is the key to reporting that will quickly and correctly relevant data.

Tony Dunns: Principal Consultant, InCuball - Enterprise Collaboration Solutions
Target audience: Business Analysts, Developers and business users who interact with SAP.

14.25 Finding Data in SAP For Your SAP BusinessObjects Reports
Before you can build great reports, you have to find the data that is required. For those who are familiar with SAP BusinessObjects and might need to get data from SAP, this can prove to be a challenge. This session will focus on techniques to use for finding data in SAP, including but not limited to:
• Business Object Repository
• Logical Databases
• Business Intelligence cubes
• Queries and exports
• ABAP programs
• SAP’s
When you know where to look in SAP, there are many tell-tale indicators about where data resides in SAP and the relationships between the relevant data structures. Finding this data in an efficient manner is the key to reporting that will quickly and correctly relevant data.

Dave Rathbun - Enterprise BI Solutions Architect, Pepco Inc. (USA)
SAP BusinessObjects Version: XI 3.1 Original go-live date: January 1999
Target audience: for everyone who wants to learn tips and tricks on finding data in SAP, including but not limited to:

14.45 Leveraging the Power of the Universe in an SAP Environment for Rapid Results
How can you leverage the power and flexibility of the SAP BusinessObjects Universe to provide rapid results for the business against the very controlled and structured environment that is SAP? This session will explore the various approaches for accessing SAP ECC6 and SAP BW data with SAP BusinessObjects that has resulted in a flexible, rapid development and low total cost of ownership solution.

• The power of the Universe for fast reporting turnaround
• Reporting SAP BW in a fully flexible related data warehouse - the Universe loves it
• Pulling together SAP BW data with other data warehouses - on the fly
• Rapid cost report development against SAP BW
• Using MD Analysis Services Cubes with SAP BW data - you can’t do that - can you?

Timo Elliott - Senior Director of Strategic Marketing, SAP BusinessObjects Version: XI 3.0 Premium Original go-live date: April 2000
Target audience: for all those businesses looking for a flexible BI solution on a constrained budget Business and Technical BI and Data Warehouse people will all find value in attending and hearing the technical concepts.

15.15 From Data to Business Intelligence: What’s on the Horizon for SAP BusinessObjects
Looking Around the Corner…XI 4.0?
SAP BusinessObjects has always lead the way in innovation, constantly evolving its BI platform to remain the leader. So what’s coming around the corner with the next major platform release? What value will it bring information consumers and IT? Behind the scenes our product group has been developing the next generation of BI platform for SAP BusinessObjects, one that will provide immediate benefits to all of our customers while also pave the way for some truly inspired face environments.
Let’s take a look around the corner to see what is coming in the next generation of BI platform and understand more about how it will help you.
• Extend the reach and your solutions with BI to more users
• Access the decision quality information your organisation needs
• Efficiently manage your BI solutions and reduce overall cost

Mark Palmer - IS Program Manager, Frustr Beverages Ltd (New Zealand)
SAP BusinessObjects Version: XI 3.1 Original go-live date: April 2000
Target audience: for all those businesses looking for a flexible BI solution on a constrained budget Business and Technical BI and Data Warehouse people will all find value in attending and hearing the technical concepts.

15.45 Closing Keynote Presentation: Growing BI Capability in the Organisation - from an Organisational Change Management Perspective
Generally, the objective of all BI initiatives is to understand and manage the business better. However, when implementing a business intelligence framework, many organisations focus predominantly on technology and infrastructure. From requirements gathering and business case sign-offs the expectation created is that the technology alone will deliver the desired outcomes. This can dramatically limit the ability of organisations to realise the higher benefits that BI has the potential to deliver. To unlock the full potential of BI a more holistic view to building BI capability needs to be taken.

Mark Rosset - Business Intelligence Competency Centre Manager, Sydney Water Corporation
SAP BusinessObjects Version: XI 3.0 
Original go-live date: July 2007
Target audience: for all those businesses looking for a flexible BI solution on a constrained budget Business and Technical BI and Data Warehouse people will all find value in attending and hearing the technical concepts.

16.15 Mastering SAP BusinessObjects Conference Close
Timo Elliott - Senior Director of Strategic Marketing, SAP BusinessObjects Version: XI 3.0 Premium Original go-live date: April 2000
Target audience: for all those businesses looking for a flexible BI solution on a constrained budget Business and Technical BI and Data Warehouse people will all find value in attending and hearing the technical concepts.
WeDneSDAY 2nD JUNE

Workshops are optional and separately bookable (places are limited and preference will be given to conference attendees). Both workshops are facilitated by content experts and provide you with the opportunity to interact with other SAP BusinessObjects Professionals in a more intimate environment. Running from 8.30am to 3.00pm, the in-depth workshops allow you to take away answers and a plan for your organisation. The workshops run concurrently and you may attend only one.

WORKSHOP 1
FROM UNIVERSE DESIGN TO REPORT DEVELOPMENT: THE UNTOLD STORY

A Universe Design should provide the basis for most of the end-user reporting requirements. However, decisions made during the design process can adversely impact the use of that Universe. This workshop will begin by illustrating how Universe Design decisions can impact report development. After reviewing designer options the workshop will delve into reporting techniques that can be used for reports that go beyond the basic Universe structure.

Designer topics to be covered:
• Preparing for Linking Data Providers
• Understanding Hierarchies
• Defining Measure Objects

Reporter topics to be covered:
• Linking Data Providers
• Using Hierarchies
• Building Better Variables

Dave Rathbun - Enterprise BI Solutions Architect, PepsiCo Inc. (USA)

Target audience: Attendees should be comfortable with both the Designer and Reporter applications. This will be an intermediate to advanced class taught with hands on exercises. Techniques used in this course are not restricted to any particular database.

Note: All attendees will need to bring their own laptop with Designer and Webi Rich Client or Desktop Intelligence installed. Attendees should be able to run in “stand alone” mode to avoid any security configuration issues. Materials required for the course will be made available prior to the course.

WORKSHOP 2
SAP BUSINESSOBJECTS BI TOOLS - IN A SINGLE DAY

SAP BusinessObjects is offering you a broad set of BI tools to choose from. Each tool has its own special focus in the area of reporting and analytics. This workshop is a series of hands-on labs focused on SAP BusinessObjects products and connectivity to SAP. In this workshop you will learn to use the different tools from SAP BusinessObjects in combination with your SAP data.

Part 1: Crystal Reports
Part 2: Web Intelligence
Part 3: Xcelsius
Part 4: SAP BusinessObjects Explorer
Part 5: BI Widgets

Ingo Hilgefort - Group Product Manager, Solution Management, SAP BusinessObjects (Canada)

Target audience: This is a technical workshop designed to introduce attendees to the SAP BusinessObjects BI tools and get them started using SAP BusinessObjects products.

Note: This is a hands-on session. All attendees will need to bring their own laptop.
A) Conference Registration Fees:
Includes electronic access to all content, participant contact list, entry into conference and exhibition, lunches, refreshments and Networking Cocktail Party.
Team bookings are encouraged to accelerate the spread of knowledge across your organisation.

Early Bird Registration:
Register on/before 31st March
1 - 4 Participants  AU $1895 (+GST)/participant
5 or more Participants  AU $1795 (+GST)/participant

Standard Registration:
Register after 31st March
1 - 4 Participants  AU $2195 (+GST)/participant
5 or more Participants  AU $2095 (+GST)/participant

B) Workshop Registration Fees:
Includes electronic access to all content, entry into one workshop, refreshments and lunch. The workshop is optional and separately bookable.
AU $850 (+GST)/participant

Workshop 1: From Universe Design to Report Development: The Untold Story
Workshop 2: SAP BusinessObjects BI Tools - In a Single Day

C) Please Also register Me for the Complimentary JumpStart Session:
Panel Discussion: The When, Where, Why, Who and How of Implementing a BI Team

D) Accommodation:
Conference Venue: Grand Hyatt Melbourne
123 Collins Street, Melbourne, VIC, Australia
Standard Room AU $230 (+GST/room/night)

Arrival date:    Departure date: TOTAL D: AU $

TOTAL A + B + D: AU $

E) Payment Options:
Special Note: Payment required prior to the event. Please include accommodation (if required).

Please make cheque payable to: Eventful Management Conferences and Events Pty Ltd
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Web:  www.masteringsap.com/bobj
Email:  register@masteringsap.com

(Please photocopy for additional participants)

*Eventful Management reserves the right of admission.

Cancellations:
Cancellations must be advised in writing at least 21 days prior to the event. Where an alternate delegate is not possible, an administration fee of $550 (+ GST) per delegate will be incurred for cancellations. A refund will not be given if a delegate fails to attend or cancels within 21 days prior to the event.

Innogence is the largest Australian owned company offering specialised consulting services and products focusing entirely on Business Intelligence. Innogence is a certified Partner in both SAP Services and SAP BusinessObjects. Innogence was founded in 2005, employs over 60 staff and is regarded as having the best consultants in the industry. Innogence is considered the leader in BI in Australia due to its flexibility, enthusiasm and a common sense approach which results in successful project outcomes for its customers.

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