



Mastering

SAP BusinessObjects

6-8 June 2011

Softel Sydney Wentworth, Australia

Premier Partners:



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“ Thoughtfully designed to encourage you to look outside of your company and industry, Mastering SAP BusinessObjects is a gathering place where SAP BusinessObjects Professionals engage in brave and important conversations, find answers to common challenges and inspire one another to explore future opportunities. This year marks our 15th year serving and supporting Australian and New Zealand SAP Communities.

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- **35 Presentations, Case Studies and Sessions in 6 tracks Over 3 days**
- **Powerful Keynote and International Speaker Line-up Featuring SAP BusinessObjects Experts:** George Mathew (SAP BusinessObjects, USA), Ingo Hilgefort (SAP BusinessObjects, Canada), Mico Yuk (Xcelcius Gurus Network, USA), Peter O'Donnell (Monash University), Gabe Orthous (McKesson Corporation, USA), Mike Harwood (CITIC Pacific Mining), George Peck (Ablaze Group, USA), Dan Grew (AstraZeneca, UK) and Greg Myers (SEI Investments, USA)
- **2 Interactive Hands-On Workshops:**
 - **Best Practice Use and Intergration of the New SAP BusinessObjects Business Intelligence 4.0 Tool Suite** - learn how to use the new BI 4.0 products as part of your SAP landscape; practical oriented guidance and best practices; data connectivity for SAP ERP and SAP NetWeaver BW, user management, data security and portal integrations
 - **Making Your Dashboards Really Dazzle with Advanced Techniques for SAP BusinessObjects Dashboards (formerly Xcelcius) Development** - gain insights on everything from dashboard design principles to enterprise connectivity and tool integration; add on components, changes in the new BI 4.0 suite and much more
- **Sunday Evening JumpStart on In-memory Computing:** learn about the new capabilities of SAP High Performance Analytic Application (HANA); effect on the SAP BusinessObjects product suite; demonstration of how the technology works; what kinds of businesses are most suited to utilise SAP HANA; a roadmap for HANA; and early customer experiences
- **18 International Presentations** providing insights into what companies are achieving globally
- **Entire Program Vetted by the Mastering SAP BusinessObjects Advisory Team** representing large, medium and small organisations across many industry sectors
- **Solutions Showcase** featuring selected partners who understand the business of organisations using SAP BusinessObjects and are serious about helping you make the smartest business and IT investments
- **Unrivalled Community Networking Activities:** pre-conference drinks; community networking drinks on Monday evening; direct access to presenters at Speakers' Corner; connecting at lunches and tea breaks in the exhibition area; and utilising complimentary meeting rooms
- **Take Home Tools and Resources:** electronic access to all keynotes, track presentations and sessions
- **Membership to Australia's Most Powerful SAP BusinessObjects Community:** you will receive a contact list of all conference participants, helping to maintain the momentum created and keeping the community connected, motivated and informed all year round

Hot Topics

The depth and breadth of the content is a result of 6 months of careful research and development. SAP BusinessObjects Professionals from more than 100 organisations across Australia have collaborated with the Mastering SAP BusinessObjects Advisory Team in a series of Round Table Discussions to create this program around 17 Hot Topics.

Dashboards

Appreciating the power that dashboards can have in the business; evaluating all SAP BusinessObjects tools for their visualisation capabilities; best practice information visualisation through SAP Crystal Reports, Web Intelligence, SAP BusinessObjects Dashboards (formerly Xcelcius) and Dashboard Manager; understanding what SAP BusinessObjects Dashboards is; comparing SAP BusinessObjects Dashboards to other tools in the market; learning how to integrate SAP BusinessObjects Dashboards with other tools in the suite; examining the connectivity tools; simple, proven steps to successfully developing a dashboard; delivering dashboards to mobile devices; looking at the pre-built dashboards SAP are offering to customers; finding out how real-time dashboards can transform BI consumption

Nurturing the Relationship Between Business & IT

Altering the mindset that BI is an 'IT thing'; embedding a culture where information intelligence is valued and utilised as a key enabler of business; aligning BI and IT strategies; clearly defining roles and responsibilities between business and IT; strategies to put the business first and use technology as an enabler; breaking down competition between the teams; examining the potential benefits of creating a joint-venture between Business and IT; the difference between governance in traditional IT and BI; outlining the styles of governance and strategic decision making that work best for BI systems; getting users to own their own reporting

Matching Tools to Business Requirements

Determining the best way of eliciting business requirements; matching the best tool to a business requirement - not the other way around!; an appreciation of what each tool is capable of; identifying which tools are available for your particular landscape; positioning and mapping the new tools in SAP BusinessObjects Business Intelligence 4.0 (BI 4.0) to business requirements; breaking down common barriers of requirements gathering by implementing a joint-venture BI team; understanding the different requirements for disparate groups of business users

Mobile SAP BusinessObjects

How can companies benefit from making reports available on mobile devices?; what kinds of users are best suited to take advantage of this?; comparing different ways to get SAP BusinessObjects data on smartphones and other mobile devices; formatting objects to fit on standard, small mobile browsers; understanding what tools are suitable for iPhones and iPads; considering security and infrastructure issues; using SAP BusinessObjects Enterprise Publishing capabilities; examining 3rd party tools

Optimising System Performance

How to identify when your system is running slowly and what is normal; using the Auditor and other tools to monitor system performance; looking at the Remote Support Component (RSC) tool for reviewing performance; tips and tricks to speed up SAP Crystal Reports; determining where the bottlenecks are; identifying report steps that degrade performance; making use of flat formulas to improve performance; creating a robust BI architecture; achieving high availability of your BI system; identifying how many users will be affected if they system goes down; best practices for backup and recovery; monitoring and alerting; understanding how capacity testing can assist

System Upgrades

Appreciating the new enhancements and features that come with the BI 4.0 product suite; hands on experience of all the new tools; evaluating the potential ROI of an upgrade; how to realise the full potential of upgrading to BI 4.0; developing a business case for an upgrade; achieving user acceptance of an upgrade; looking at and avoiding potential unintentional knock-on effects of upgrading; SAP's roadmap for future upgrades

Training Users

Why you should and how you can develop power users; getting users to 'sell' the benefits of the tools to each other; teaching users to be masters of their own reporting; getting users excited about BI innovations; harnessing your power base as a BICC (BI Competency Centre); structuring training around a new project; understanding the pros and cons of in house training vs. external courses; dealing with continuous staff movements and knowledge drain; assessing the benefits and possible dangers of letting users create their own reports; the role of training as a change management tool

Universe Design

Understanding SAP's offerings for pre-built universes; finding out how BI 4.0's new semantic layer will replace the universe; new features of the semantic layer; building a federated semantic layer from scratch

Harnessing the Web Intelligence Tool

Dazzling end-users with Web Intelligence; harnessing the power of Web Intelligence to create a system for suppliers to login, view, schedule and create reports over the web; tips and tricks on creating a robust solution; drill filters and input controls; hyperlinking; the power of visualisation; Web Intelligence architecture best practices; user and data security; understanding what's new in BI 4.0 Web Intelligence

Integrating BO with SAP BW

Case studies and best practice integration of BO and SAP BW; using the SAP Integration Kit to report against BW; combining data from one or more BEx queries with data from another source; generic user vs. SAP authentication and how to use hierarchies to overcome this; using drill down techniques to access SAP data; data connectivity for SAP ERP and SAP NetWeaver BW, user management, data security and portal integrations

Commentary & Write-Backs

Using your reports to interact with your information; capturing information and writing it back to the data warehouse; common scenarios where adding information or a business process can increase the functionality of your report or dashboard; capturing report commentary; engaging in a dialogue; using the outcomes of your analysis to trigger business processes; escalating distribution; notifying by exception

Security

Building a fool proof security model; balancing security with business agility; examining security issues related to mobile devices and cloud infrastructures

The Cloud

Understanding the pros and cons of putting your system into the cloud; which businesses are most suitable to move into the cloud?; what products and service providers offer cloud infrastructures?; the impact on licencing fees and support - if any; the availability of your data whilst in the cloud; assessing the security of your data in the cloud

Microsoft & SAP BusinessObjects Integration

Understanding the benefits of integration; seamlessly integrating BI 4.0 with the Microsoft Application Stack; using an integrated solution for authentication and content distribution; integrating tools such as Active Directory, SharePoint and Office; using Microsoft SQL Server Reporting Services as a data source for dashboards; configuring and troubleshooting

Development Methods

Understanding whether general IT governance theories work when applied to BI; is the waterfall method of development out-dated?; examining a case study where agile development has been applied; choosing a method that will enable you to meet the business requirements in a timely and cost effective manner; reducing time to market whilst maintaining high quality

Data Management Strategies

Examining how SAP HANA will affect SAP BusinessObjects customers; effects of HANA on speed, scalability and compression of your data; how and when is HANA available and what are the costs? Dealing with separate data sources; examining how active data warehousing can enhance your BI capabilities; using Predictive Workbench to allow analysts to mine data and populate data marts; using Data Federator to integrate different sets of data

Working with a Dispersed User Base

Best practices for integrating users; rationalising toolsets between dispersed users; creating standard reporting packs; training power users in each geography or department; identifying which silos are capable of managing their own environments; integrating local data with central data

Keynote and International Speakers



The Pervasiveness of BI in Business

Going Mobile: Taking BI Anywhere, Anytime

George leads Large Enterprise Business Intelligence (LE BI) Solution Management (BI Clients, BOE, Semantic Layer and In-memory Analytics) that comprises of ~\$500MM in product revenue for SAP. Most recently he led the SAP BusinessObjects Explorer family of products as Vice President and General Manager. Previously, George led the Business Intelligence portfolio strategy in SAP's Office of the CEO. George has a BS in Computational Biology from Cornell University and an MBA from Duke University where he was a Fuqua Scholar.

George Mathew - GVP & GM, Business Intelligence & In-memory Analytics, SAP BusinessObjects (USA)



SAP BusinessObjects Business Intelligence Roadmap

Strategies for Selecting the Right SAP BusinessObjects BI Tool

Ingo started his career with Crystal Decisions in Frankfurt, Germany in 1999 as a Trainer and Consultant for Crystal Reports and Crystal Enterprise. He moved to Walldorf for Crystal Decisions by the end of 2000 and worked as a Program Manager with the SAP NetWeaver BI Development Team on integrating Crystal Reports with SAP BW. More recently, Ingo has been working on BI End-to-End Solution Architecture, focusing on the SAP BusinessObjects BI portfolio and helping customers and partners successfully deploy this as part of their overall SAP landscape.

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



SAP BusinessObjects Dashboards (formerly Xcelsius) Data Connectivity and Integration 101 - Your Most Common FAQ's Answered!

SAP BusinessObjects Dashboards Development Methodology 101 - 7 Simple Proven Steps

Mico is the Founder of the popular weblog, Everything Xcelsius and 'The Xcelsius Gurus Network' where she also serves as the Director of Sales and Business Development at Benchmarkers Business Intelligence, the number one source for some of the best built and designed SAP BusinessObjects Dashboards in the industry. Mico is considered to be one of the top SAP BusinessObjects Dashboards developers in the world. Her most recent accomplishments include winning the 1st Reportapalooza, Dashboards by Request Challenge and being nominated as a 2010 SAP Mentor.

Mico Yuk - Founder, Xcelsius Gurus Network & EverythingXcelsius.com (USA) (SAP Mentor)



Past, Present and Future of Web Intelligence at McKesson

HELP! BOBJ is Down... What/Who do I Blame?

Gabriel (Gabe) has more than ten years of IT managerial/architectural experience in object-oriented systems design, development, implementation, post-implementation support and production procedures. Gabe is an expert in all phases of the system development life-cycle and agile development methodologies for SAP BusinessObjects technologies. He currently holds the position of Chair for the Dashboarding and Visualisation Special Interest Group for ASUG.

Gabriel (Gabe) Orthous - Senior Development Manager, BI Revenue Management Solutions, McKesson Corporation (USA)



Data Warehouse and Business Intelligence Governance: A Case Study of Success and Failure

Peter is a Lecturer in the DSS Laboratory at Monash University in Melbourne. Peter has close links with the Business Intelligence industry in Australia and is regularly invited to speak at trade seminars and user group meetings. He has had a long involvement with the SAP BusinessObjects user community dating back to the early nineties. His current research interests include conceptual modelling for decision support systems and the usability of Business Intelligence interfaces.

Peter O'Donnell - Lecturer, Centre for Decision Support and Enterprise Systems Research, Monash University



SAP BusinessObjects - a Key Agent of Change in Today's Information Organisation

Mike has over 15 years' experience in delivering Information Systems across a broad range of industries. His experience includes information strategy and governance, project management, business and systems analysis and information and content management systems design and implementation. In his current role, Mike's responsibilities include Business Intelligence & Reporting, Data Management and Integration, Enterprise Search, Document & Content Management and Portal Development. Mike is passionate about delivering value added Information services that support the business decision making process and is a strong believer in the importance and potential of those services in today's organisation.

Mike Harwood - Manager - Information, CITIC Pacific Mining



SAP BusinessObjects Enterprise - Let's Get Small... On Mobile Devices

Speed It Up - SAP Crystal Reports Performance Tips and Tricks

George has been working exclusively in Business Intelligence and databases for over 16 years. Starting with early reporting tools in the mid-90s, George has worked with various report, query and dashboard products, including the latest In-memory BI toolsets. He has presented at various user conferences and local chapter meetings, being presented Best Speaker awards several times. George was also named Training Partner of the Year by numerous BI vendors. George is author of seven editions of Crystal Reports: The Complete Reference, as well as Crystal Reports Professional Results, all published by McGraw-Hill.

George Peck - President, Ablaze Group Inc. (USA)



Integrating SAP BusinessObjects with SAP BW at AstraZeneca

Federated Business Intelligence at AstraZeneca: Rationalising Toolsets for Dispersed User Groups

Dan is an IS Architect specialising in Business Intelligence and has led a number of global SAP Data Warehouse initiatives based around the SAP BusinessObjects product set. He has eleven years experience of SAP BusinessObjects from the early days of v4 right up to XI 3.0. Dan was a member of the Global Business Objects Network (GBN) steering team from 2008-2010 where he helped to establish a powerful network for exchanging ideas and connecting users and partners. Today, Dan continues with this work in his role as ASUG BusinessObjects Ambassador and he is also a member of the SAP Mentor Initiative.

Dan Grew - BI Architect, AstraZeneca Limited (UK) (SAP Mentor)



When It's No Longer "Just Reporting"

Just What Exactly is "Normal"?

Greg is the Senior Business Intelligence Engineer at SEI in Oaks, Pennsylvania, the Chair of the ASUG BusinessObjects Security and Administration SIG and an SAP Mentor. Greg is a SAP BusinessObjects Certified Professional and has been working with BusinessObjects products since 2003, currently specialising in BusinessObjects Enterprise on UNIX in large distributed global deployments.

Greg Myers - Senior Business Intelligence Engineer, SEI Investments (USA) (SAP Mentor)

Conference Overview

Sunday Evening JumpStart

18.00 **Don't Get Forgotten, Get In-memory!**
Led by: Phillip Merrick - Solution Architect, SAP Australia Pty Ltd

Monday Conference Day One

08.00 **Registration/Arrival Tea & Coffee/Exhibition Viewing**

08.45 **Conference Opening and Chairperson's Welcome**

09.00 **Opening Keynote Presentation: The Pervasiveness of BI in Business**
George Mathew - GVP & GM, Business Intelligence & In-memory Analytics, SAP BusinessObjects (USA)

10.00 **Keynote Presentation: SAP BusinessObjects Business Intelligence Roadmap**
Ingo Hilgefert - Group Product Manager, Solution Management, SAP BusinessObjects (Canada) (SAP Mentor)

11.00 **Morning Tea & Coffee/Exhibition Viewing**

	TRACK A	TRACK B	TRACK C
11.40	SAP BusinessObjects Dashboards (formerly Xcelsius) Data Connectivity and Integration 101 - Your Most Common FAQ's Answered! Mico Yuk - Founder, Xcelsius Gurus Network & EverythingXcelsius.com (USA) (SAP Mentor)	"What Do You Want?" "Umm, I Don't Know...Everything." "When Do You Want It?" "Last Week" Simon Dorrat - Manager, Business Intelligence, Toyota Motor Corporation Australia Limited	Evaluating the Potential ROI of Upgrading to SAP BusinessObjects Business Intelligence 4.0 (BI 4.0) Jan Drosselmeyer - Consultant & Sidharta Basu - SAP Business Intelligence Consultant, Accenture Australia Ltd
12.35	SAP BusinessObjects Enterprise - Let's Get Small... On Mobile Devices George Peck - President, Ablaze Group Inc. (USA)	Past, Present and Future of Web Intelligence at McKesson Gabriel (Gabe) Orthous - Senior Development Manager, BI Revenue Management Solutions, McKesson Corporation (USA)	SAP BusinessObjects Visualisation: Brilliant Designs for Brilliant Business Outcomes Joshua Skagemo-Song - Senior BI Consultant, Innogence Limited

13.25 **Lunch/Exhibition Viewing**

14.25	Integrating SAP BusinessObjects with SAP BW at AstraZeneca Dan Grew - BI Architect, AstraZeneca Limited (UK) (SAP Mentor)	BI @ NAB - Keep Your Friends Close and Your Enemies..... Marcus Jurey - Delivery Manager, BISC (Business Intelligence Solution Centre), National Australia Bank	Personalised Delivery of Your SAP BusinessObjects Dashboards (formerly Xcelsius) to Your Users' Desktop, Inbox, Mobile Phone and Tablet Devices! Mark Hudson - CEO, Anitivia Limited (UK)
15.20	When It's No Longer "Just Reporting" Greg Myers - Senior Business Intelligence Engineer, SEI Investments (USA) (SAP Mentor)	Teaching People to Fish - Lion Nathan's Experience in Getting Business Users Competent Enough to be Masters of Their Own Reporting Matthew Youngman - BI Specialist, Lion Nathan National Foods	Learn How to Seamlessly Integrate SAP BusinessObjects Business Intelligence 4.0 (BI 4.0) Technology with the Microsoft Application Stack David McAmis - BI Evangelist, Avantis Information Systems Pty Ltd

16.10 **Afternoon Tea & Coffee/Exhibition Viewing**

16.50 **Guest Keynote Presentation: Rob Redenbach - Streetwise Leadership**

17.50 **Mastering SAP BusinessObjects Community Networking Drinks Sponsored by  the eventful group**

Tuesday Conference Day Two

08.30 **Tea & Coffee/Exhibition Viewing**

09.00 **Keynote Presentation: Data Warehouse and Business Intelligence Governance: A Case Study of Success and Failure**
Peter O'Donnell - Lecturer, Centre for Decision Support and Enterprise Systems Research, Monash University

10.00 **Morning Tea & Coffee/Exhibition Viewing**

	TRACK A	TRACK B	TRACK C
10.40	SAP BusinessObjects Dashboards Development Methodology 101 - 7 Simple Proven Steps Mico Yuk - Founder, Xcelsius Gurus Network & EverythingXcelsius.com (USA) (SAP Mentor)	Speed It Up - SAP Crystal Reports Performance Tips and Tricks George Peck - President, Ablaze Group Inc. (USA)	Moving Your SAP BusinessObjects System Into the Cloud Cameron McNaught - Executive General Manager - Solutions, Fujitsu Australia Limited
11.35	Going Mobile: Taking BI Anywhere, Anytime George Mathew - GVP & GM, Business Intelligence & In-memory Analytics, SAP BusinessObjects (USA)	Just What Exactly is "Normal"? Greg Myers - Senior Business Intelligence Engineer, SEI Investments (USA) (SAP Mentor)	Can You Have Your Cake and Eat it Too? Active Data Warehousing Jeff Monico - General Manager Information Systems, Star Track Express

12.25 **Lunch/Exhibition Viewing**

13.25	HELP! BOBJ is Down... What/Who do I Blame? Gabriel (Gabe) Orthous - Senior Development Manager, BI Revenue Management Solutions, McKesson Corporation (USA)	Using the Power of Web Intelligence (Webi) to Create a System for Suppliers to Create and Manage Reports Over the Web Damian Larkins & Ian Thompson - Business Analysts, Clifford Hallam Healthcare	Semantic Layer New Features in SAP BusinessObjects Business Intelligence 4.0 (BI 4.0) Joshua Fletcher - National SAP BusinessObjects Team Lead, CSG Limited
14.20	Federated Business Intelligence at AstraZeneca: Rationalising Toolsets for Dispersed User Groups Dan Grew - BI Architect, AstraZeneca Limited (UK) (SAP Mentor)	SAP BusinessObjects Pre-Built Content is Finally Here! Jenni Lewis - BI Solution Architect, SAP BusinessObjects	Don't Be a BI Couch Potato! The Move from Read to Write - From Consumption to Action Paul Middlewick - Manager, Deloitte Touche Tohmatsu Limited

15.10 **Afternoon Tea & Coffee/Exhibition Viewing**

15.30	Strategies for Selecting the Right SAP BusinessObjects BI Tool Ingo Hilgefert - Group Product Manager, Solution Management, SAP BusinessObjects (Canada) (SAP Mentor)	Star Track Express' Vision for Real Time Operational Dashboards Dave Ginnane - Business Intelligence Manager, Star Track Express Pty Ltd	What's New With SAP BusinessObjects XI 3/BI 4.0 Administration and Security? Alexandre Biegala - Chief Technology Officer, GB and Smith (France)
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16.25 **Closing Keynote Presentation: SAP BusinessObjects - a Key Agent of Change in Today's Information Organisation**
Mike Harwood - Manager - Information, CITIC Pacific Mining

17.25 **Mastering SAP BusinessObjects Conference Close**

Wednesday Workshops

08.30 **Workshop 1: Best Practice Use and Integration of the New SAP BusinessObjects Business Intelligence 4.0 Tool Suite**
Led by: Ingo Hilgefert - Group Product Manager, Solution Management, SAP BusinessObjects (Canada) (SAP Mentor)

Workshop 2: Making Your Dashboards Really Dazzle with Advanced Techniques for SAP BusinessObjects Dashboards (formerly Xcelsius) Development
Led by: Mico Yuk - Founder, Xcelsius Gurus Network & EverythingXcelsius.com (USA) (SAP Mentor)

Sunday 5 June 2011

18.30 Don't Get Forgotten, Get In-memory!

Every now and then, someone glances at the everyday and reveals something entirely new. The SAP In-memory computing engine that resides at the heart of SAP HANA is an integrated database and calculation layer that allows the processing of massive quantities of real-time data in main memory to provide immediate results from analyses and transactions.

- What are the new capabilities of SAP HANA? Examining speed, scalability and compression
- How will this affect the SAP BusinessObjects product suite?
- A demonstration of how the technology works
- The roadmap for HANA - what is expected in versions 1.5 and 2.0?
- What kinds of businesses are most suited to utilise SAP HANA?
- Early customer experiences

Led by: **Phillip Merrick - Solution Architect, SAP Australia Pty Ltd**

Monday 6 June 2011

08.00 Registration/Arrival Tea & Coffee/Exhibition Viewing

08.35 Conference Opening and Chairperson's Welcome

09.00 Opening Keynote Presentation: The Pervasiveness of BI in Business

An increasing number of organisations are making Business Intelligence tools available to analysts and decision makers within their company. However, pervasive BI is much more than having the tools available to users. This presentation will examine why BI tools are not reaching out to more enterprise users and what SAP BusinessObjects has in the pipeline to assist in making BI pervasive in all companies:

- Customer behaviour: how are customers increasingly using BI tools?
- Why have we not seen the adaptation of BI tools to a broader reach of enterprise users?
- What are the primary trends that are changing BI consumption?
- Big drivers for innovation in SAP BusinessObjects Business Intelligence 4.0 (BI 4.0)
- The merging of analytics and operations for business
- The big movers: mobility, the cloud and In-memory technologies
- The next big thing: what comes after BI 4.0?

George Mathew - GVP & GM, Business Intelligence & In-memory Analytics, SAP BusinessObjects (USA)

10.00 Keynote Presentation: SAP BusinessObjects Business Intelligence Roadmap

In this presentation you will receive an update on the upcoming enhancements and features of the SAP BusinessObjects Business Intelligence (BI) 4.0 product suite, including a general roadmap for the SAP BusinessObjects BI toolset for all customer types.

In addition the presentation will focus on the integration of the SAP BusinessObjects BI tools in combination with SAP landscapes and provide an overview on topics such as user management, lifecycle management, data connectivity and In-memory computing.

- New capabilities of the SAP BusinessObjects BI 4.0 Suite
- New integrated functionality of SAP BusinessObjects BI tools in combination with SAP landscapes
- The latest on the In-memory roadmap using SAP HANA and Sybase IQ

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

11.00 Morning Tea & Coffee/Exhibition Viewing

	TRACK A	TRACK B	TRACK C
11.40	<p>SAP BusinessObjects Dashboards (formerly Xcelsius) Data Connectivity and Integration 101 - Your Most Common FAQ's Answered!</p> <ul style="list-style-type: none"> • What is SAP BusinessObjects Dashboards? • How does it compare to other tools in the market? • How does it integrate with the other tools in the SAP BusinessObjects reporting suite such as Web Intelligence or SAP Crystal Reports? • What connectivity options are available? • Which ones should you use? <p>To gain answers to these and the most commonly asked questions about SAP BusinessObjects Dashboards sit down with the founder of the Xcelsius Gurus Network and learn:</p> <ul style="list-style-type: none"> • How to leverage SAP BusinessObjects Dashboards in your organisation • Why SAP BusinessObjects Dashboards is the best tool for your organisation • How and when to integrate it with the other tools in the SAP BusinessObjects suite of software • How and when to use the most popular connectivity options <p>Mico Yuk - Founder, Xcelsius Gurus Network & EverythingXcelsius.com (USA) (SAP Mentor)</p>	<p>"What Do You Want?" "Umm, I Don't Know... Everything." "When Do You Want It?" "Last Week"</p> <p>In the rapidly evolving environment that our business operates in, the traditional waterfall methodology for system development has become outdated and unable to meet business needs in a timely and cost effective manner. In the area of Business Intelligence, this is even more pronounced. The old approach of documenting requirements using pen and paper and signing them off months before anything is put in front of the user (usually in the testing phase) often leads to incorrect requirements, frustration for the users and delivery of something no longer relevant to the business.</p> <p>Toyota Australia has adopted SAP BusinessObjects XI 3.0 as its enterprise BI platform. Their task was to develop a model that focuses on the best way of eliciting real business requirements while also determining the appropriate delivery mechanism to use, so as to ensure they are adding business value in the most effective way. Toyota needed to reduce time to market, but not by cutting corners and delivering content of lower quality, or having higher costs to maintain and manage over the longer term.</p> <ul style="list-style-type: none"> • Users often have trouble articulating requirements until they can actually see and "play" with a real system • BI requirements are rarely right first time • Time to market is critical • The suitability of a particular tool can differ across different business areas, based on how they approach their tasks • Content deployed must be maintainable and quality and security cannot be compromised • If significant backend work is required to build the data layer (e.g. ETL, Data Marts), this usually does not fit with an iterative type approach that addresses the requirements issues. How can you achieve both goals? <p>The presentation will cover the journey Toyota undertook with the business, the struggles they faced, the model developed and the successes so far.</p> <p>Simon Dorrat - Manager, Business Intelligence, Toyota Motor Corporation Australia Limited SAP BusinessObjects version: XI 3.0 Original go-live date: May 2010</p>	<p>Evaluating the Potential ROI of Upgrading to SAP BusinessObjects Business Intelligence 4.0 (BI 4.0)</p> <p>With powerful new tools such as Analysis, improvements to Web Intelligence and simplified connection methods, the new BO platform, BI 4.0 offers exciting new opportunities for clients in the reporting space. However, too many upgrades are purely technology focused, some run over budget or others fail to deliver real value to the business (some, all three).</p> <p>Thinking of upgrading to BI 4.0? Have you considered the benefits/costs of moving to/staying on the latest version of BO and how you will position the change within the business? Can you deploy faster, more flexible and more reliable reports with the new tools? How will you realise the potential value of BI 4.0?</p> <ul style="list-style-type: none"> • Introduction to BI 4.0 • Developing a business case for upgrading: key benefits of BI 4.0; hidden costs of 'staying still' • Agility: will upgrading to BI 4.0 give you faster and more flexible deployment? • Tools: positioning and mapping to business requirements • What BI 4.0 won't do for you... how to realise the full value of your upgrade <p>Jan Drosselmeyer - Consultant & Sidharta Basu - SAP Business Intelligence Consultant, Accenture Australia Ltd</p>
12.35	<p>SAP BusinessObjects Enterprise - Let's Get Small... On Mobile Devices</p> <p>Take a look around... smartphones and mobile devices are the way your users are getting information. Are they using them to get to get your SAP BusinessObjects information? If not, you aren't providing what your users need. In this informative live demonstration, you'll see a comparison of different ways to get SAP BusinessObjects data (primarily from SAP Crystal Reports, but from other sources as well) on smartphones and other mobile devices.</p> <ul style="list-style-type: none"> • Format objects to fit on standard, small mobile browsers • Deal with robust, sizeable browsers (e.g. iPhone, iPad) • Consider security/infrastructure issues • Explore SAP and 3rd party tools specifically designed for smart devices <p>George Peck - President, Ablaze Group Inc. (USA)</p>	<p>Past, Present and Future of Web Intelligence at McKesson</p> <p>An "in the trenches" case-study describing an actual roll-out of a new SAP BusinessObjects enterprise portal at McKesson. McKesson's BI team uses Web Intelligence reports to dazzle end-users. This presentation includes tips and tricks on creating a robust solution using:</p> <ul style="list-style-type: none"> • Webi vs. Richi vs. Java Report Panel • BI 4.0 Web Intelligence - the next frontier • Drill filters and input controls • Hyperlinking • Images and the power of visualisation • Architecture best practices to maximise SAP BusinessObjects Web Intelligence reports • Technical "know-how" from providing hundreds of reports to the health-care industry <p>Also covered is an introduction to universes and best-practices for deploying Infoview resulting in an optimal end-user experience. Satisfy organisation reporting requirements, provide appropriate performance levels in accordance with SLA and ensure your BI environment can scale with the growth of reporting needs. This presentation provides both technical and managerial aspects of a live implementation of SAP BusinessObjects.</p> <p>Gabriel (Gabe) Orthous - Senior Development Manager, BI Revenue Management Solutions, McKesson Corporation (USA) SAP BusinessObjects version: XI 3.2 Ramp-up in test: BI 4.0 Original go-live date: March 2006</p>	<p>SAP BusinessObjects Visualisation: Brilliant Designs for Brilliant Business Outcomes</p> <p>Visualisation is more than making dashboards look sexy, it's about harnessing the meaning of information and selecting the correct information to present in an easily understandable format. Despite a vast number of reporting tools, many organisations are still struggling to present their data in an effective manner and uncover relationships between KPIs that would otherwise never have been detected. Dashboards can easily become over-developed or lack visual creativity rather than focusing on the strength of the information being provided.</p> <p>With some simple techniques and applied methodology you can achieve brilliant design of your analytic applications and dramatically improve your business value proposition whether via an SAP Crystal Report, Web Intelligence, SAP BusinessObjects Dashboard or Dashboards Manager.</p> <ul style="list-style-type: none"> • Visualisation techniques • Evaluating the SAP BusinessObjects tools and their visualisation effectiveness • Demonstrate best practices for improving its design <p>Joshua Skagemo-Song - Senior BI Consultant, Innogence Limited</p>

	TRACK A	TRACK B	TRACK C
13.25	<p>Lunch/Exhibition Viewing</p>		

TRACK A	TRACK B	TRACK C
<p>14.25 Integrating SAP BusinessObjects with SAP BW at AstraZeneca</p> <p>AstraZeneca is rolling out SAP BusinessObjects reporting solutions to their marketing companies for reporting against central and regional finance data. Much of the data is summarised at cost centre level and it soon became apparent that some marketing companies had a requirement to drill down to individual transactions within their regional SAP ERP system. Rather than increase volumes of data in the Enterprise Data Warehouse exponentially, a proof of concept project was launched to look at how the integration capabilities between SAP BusinessObjects reporting tools and SAP BW could be exploited.</p> <ul style="list-style-type: none"> Different techniques for using the SAP Integration Kit to report against SAP BW How to use multiple data providers and merged dimensions within a Webi report to combine data from one or more BEx queries with data from another data source Generic user vs. SAP authentication and how to set this up How to use hierarchies and get around their limitations Using drill through techniques to access SAP data <p>Dan Grew – BI Architect, AstraZeneca Limited (UK) (SAP Mentor)</p> <p>SAP BusinessObjects version: XI 3.1 Original go-live date: August 1998</p>	<p>BI @ NAB – Keep Your Friends Close and Your Enemies.....</p> <p>Prior to 2008, both the NAB Technology and Finance business units were running separate reporting capabilities. The decision was made to explore the idea of creating a large joint-venture Business Intelligence team to leverage the knowledge and networking of the Business with the robust enterprise platform and skill-base of Technology.</p> <p>See how this has allowed the team to be closer to the coal face and break down common barriers such as requirements gathering, aligning the BI strategy to the Technology strategy and better enabling the team to put the Business first.</p> <ul style="list-style-type: none"> Establishing a merged team and keeping joint-venture governance Can previously competing teams work as one? Managing roles and responsibilities with competing BU strategies Technology supporting Business vs. Business supporting Business Enabling self-service BI to other business units without creating cottage industries How best to influence enterprise strategy decisions <p>Understand how to leverage the benefits and overcome the challenges of getting a Business/Technology joint-venture to work effectively as an enterprise Business Intelligence provider.</p> <p>Marcus Jurey – Delivery Manager, BISC (Business Intelligence Solution Centre), National Australia Bank</p> <p>SAP BusinessObjects version: XI 3.1 & XI R2 Original go-live date: March 2007</p>	<p>Personalised Delivery of Your SAP BusinessObjects Dashboards (formerly Xcelcius) to Your Users’ Desktop, Inbox, Mobile Phone and Tablet Devices!</p> <p>With SAP BusinessObjects platform today, you can take a Web Intelligence document or SAP Crystal Report and personalise and distribute it to hundreds or thousands of users. But with more and more users demanding SAP BusinessObjects Dashboards (formerly Xcelcius) to deliver content that is engaging and informative, how do you get these dashboards to your users in a way that is easy to use, personalised and delivered to them wherever they are via their desktop, their mobile phone and even their tablet devices?</p> <p>In this presentation, Mark will show you via a live demonstration how you can utilise the power of SAP BusinessObjects Enterprise Publishing to take SAP BusinessObjects Dashboards using data from any Web Intelligence document or SAP Crystal Report, personalise it and distribute it to hundreds or even thousands of users on whichever device they choose.</p> <p>Mark Hudson – CEO, Anitivia Limited (UK)</p>

TRACK A	TRACK B	TRACK C
<p>15.20 When It’s No Longer “Just Reporting”</p> <p>Gone are the days where SAP BusinessObjects was just “reporting”. Business Intelligence has become a critical part of daily operations and your BI architecture should reflect that. Learn what high availability means for SAP BusinessObjects and best practices for implementing a rock-solid BI architecture that can go the distance.</p> <ul style="list-style-type: none"> What is distributed architecture and its multiple tiers? How do I implement clustering and how does it work? Best practices for backup and recovery of my BOBJ system How and what to monitor and how to distribute timely alerts How can capacity testing assist? <p>Greg Myers – Senior Business Intelligence Engineer, SEI Investments (USA) (SAP Mentor)</p> <p>SAP BusinessObjects version: XI 3.1 Original go-live date: July 2007</p>	<p>Teaching People to Fish – Lion Nathan’s Experience in Getting Business Users Competent Enough to be Masters of Their Own Reporting</p> <p>Lion Nathan has been using SAP BusinessObjects as its enterprise reporting tool for over 8 years. However, with the creation of a dedicated centralised enterprise BI team 5 years ago Lion Nathan had to learn how to get business users to want to own reporting and stop BI being an ‘IT’ thing. Find out through a warts and all story how Lion Nathan’s two man BI team took on the training and education of its end users through a ‘teach the man to fish’ principal with practical tips on ongoing and project specific training methods.</p> <ul style="list-style-type: none"> Using your power user base as a BI Competency Centre How to structure training and report building around a new project How to get people excited about BI using product innovation Pros and cons of in-house training vs. external courses Dealing with the continuous staff movements and knowledge drain <p>Matthew Youngman – BI Specialist, Lion Nathan National Foods</p> <p>SAP BusinessObjects version: XI 3.0 Original go-live date: January 2003</p>	<p>Learn How to Seamlessly Integrate SAP BusinessObjects Business Intelligence 4.0 (BI 4.0) Technology with the Microsoft Application Stack</p> <p>The Microsoft application stack is widely used by organisations of all shapes and sizes, from directory servers, to servers, desktop applications and more. In this hands-on presentation, you will see how to integrate your BI 4.0 environment with Microsoft technologies like Active Directory for authentication, Microsoft SharePoint Server for content distribution and Microsoft Office for live integration of SAP BusinessObjects data via Live Office. You’ll also see how Microsoft SQL Server Reporting Services (MSSRS) can be used as a data source for your SAP BusinessObjects Dashboards (formerly Xcelcius), as well as tools that will help you easily migrate from MSSRS to SAP BusinessObjects.</p> <ul style="list-style-type: none"> Learn how to deploy BI 4.0 on a variety of Microsoft server platforms Understand how to configure and troubleshoot Active Directory authentication and single sign-on See how SAP BusinessObjects content can be seamlessly deployed on Microsoft Sharepoint See how Live Office can deliver dynamic content to Microsoft Office documents Understand how SQL Server Reporting Services data can be leveraged for dashboards <p>David McAmis – BI Evangelist, Avantix Information Systems Pty Ltd</p>

16.10 Afternoon Tea & Coffee/Exhibition Viewing
<p>16.50 Guest Keynote Presentation: Streetwise Leadership</p> <p>Drawing from experiences that include working with the bodyguard team of Nelson Mandela in South Africa and providing security services to aid-workers in Iraq and Afghanistan, Rob Redenbach provides practical tools for improving communication and decisiveness.</p> <p>Emphasising the importance of an informed, pro-active approach, Rob’s Streetwise Leadership presentation shines fresh light on how individuals and teams can enhance performance in any situation where there is a risk of loss and a possibility of gain.</p> <p>Rob Redenbach</p>
<p>17.50 Mastering SAP BusinessObjects Community Networking Drinks Sponsored by  the eventful group</p>

08.30 Tea & Coffee/Exhibition Viewing
<p>09.00 Keynote Presentation: Data Warehouse and Business Intelligence Governance: A Case Study of Success and Failure</p> <p>The presentation will examine issues related to the governance of Data Warehousing and Business Intelligence systems. In the last decade “governance” – theory and practice – in IT has matured. However, there are some fundamental differences in the nature of BI systems development that means that general IT governance practices don’t work when applied to BI development. This presentation will review the general IT theory on governance and then examine how that theory applies to Data Warehousing and Business Intelligence. The main focus will be the detailed examination of a case study – of the failed (and then successful) development of a Data Warehouse system at a large Australian financial institution.</p> <ul style="list-style-type: none"> The nature and practice of IT governance Why Data Warehouses and Business Intelligence systems need different governance regimes The styles of governance and strategic decision making that work best for BI systems Why the little things matter <p>Peter O’Donnell – Lecturer, Centre for Decision Support and Enterprise Systems Research, Monash University</p>

TRACK A	TRACK B	TRACK C
<p>10.00 Morning Tea & Coffee/Exhibition Viewing</p>	<p>10.40 SAP BusinessObjects Dashboards Development Methodology 101 – 7 Simple Proven Steps</p> <p>After deploying literally 100’s of dashboards for some of the biggest companies in the world, Mico has finally narrowed down a 7-step proven methodology to building dashboards using the popular SAP BusinessObjects Dashboards (formerly Xcelcius) tool. These steps are guaranteed to take any beginner through the process successfully, being sure to make note of the common pitfalls that may occur with each step if the process is not followed carefully. This presentation will review these simple 7-steps:</p> <ol style="list-style-type: none"> Scoping – gathering requirements Mock-up design (Excel data modeling) Universe creation (data validation) Data connectivity (Ex: QaaWS, Live Office, Cross Domain Policy) User Acceptance Testing (UAT) Production (dashboard launch) Change management (training and knowledge transfer) <p>Mico Yuk – Founder, Xcelcius Gurus Network & EverythingXcelcius.com (USA) (SAP Mentor)</p>	<p>Speed It Up – SAP Crystal Reports Performance Tips and Tricks</p> <p>Report designers benefit in using SAP Crystal Reports by insulating them from the back-end SQL Database. At the same time, reporting designers are potentially harmed by SAP Crystal Reports... by insulating them from the back-end SQL Database! A contradiction? Not really–once you understand how SAP Crystal Reports interfaces with the database and how seemingly innocent approaches can cause significant performance degradation. In this live demonstration you’ll see examples of these pitfalls and how to fix them.</p> <ul style="list-style-type: none"> Learn how SAP Crystal Reports interfaces with a SQL database Explore how to determine where the bottleneck is See examples of report steps that degrade performance Make use of “flat” formulas, SQL Expressions and SQL Commands to improve performance <p>George Peck – President, Ablaze Group Inc. (USA)</p>

TRACK A	TRACK B	TRACK C
<p>11.35 Going Mobile: Taking BI Anywhere, Anytime</p> <p>Organisations are increasingly looking into ways to broaden the consumption of their reporting capabilities. Making SAP BusinessObjects tools available to users on their mobile device is one way that companies can make BI more pervasive. Through a series of live demonstrations, this presentation will show you what is – and will be – made available for SAP BusinessObjects customers in the mobile space.</p> <ul style="list-style-type: none"> Why take your BI system mobile? How is the BusinessObjects BI 4.0 Suite best optimised for mobile delivery? How is SAP harnessing Sybase technology for its mobile solutions? The future of SAP BusinessObjects on mobile devices: what can be possible? <p>George Mathew – GVP & GM, Business Intelligence & In-memory Analytics, SAP BusinessObjects (USA)</p>	<p>Just What Exactly is “Normal”?</p> <p>Users are quick to cast the first stone and label your SAP BusinessObjects system as “slow”. Is your BI content slow? How can you tell? Join this presentation to find out some interesting ways to define “normal” operations. By using tools you already have in-house, you can do some interesting analysis on just what is going on in your SAP BusinessObjects environment.</p> <ul style="list-style-type: none"> Establish overall patterns of normal BI content behaviour Find data lurking in your Auditor Database you might not know was there Use BOBJ Auditor to gain a better understanding of what was being run Other tools you can use to gain insight in to your system performance <p>Greg Myers – Senior Business Intelligence Engineer, SEI Investments (USA) (SAP Mentor)</p> <p>SAP BusinessObjects version: XI 3.1 Original go-live date: July 2007</p>	<p>Can You Have Your Cake and Eat it Too? Active Data Warehousing</p> <p>Over the last couple of years Star Track Express found itself embarking on two separate but large pieces of work involving data. One was building a Data Warehouse to support traditional Business Intelligence and the other was taking operational data out of a mainframe based system into an operational data store. What became obvious very early on is that the effort involved in keeping these two separate data sources in sync, as well as managing two platforms would be considerable and that in the ideal world you would just have the one data store used for both purposes.</p> <p>So, can you have your cake and eat it too??</p> <p>Yes! Star Track Express is now running Business Intelligence and Operational queries from the one platform. A combination of Teradata, Tibco, SAP BusinessObjects and Attunity Stream all come together to provide a robust, single platform for their information needs. This presentation will discuss the various parts of the solution and how they work together and will focus on how the Teradata ADW platform handles mixed workloads and provides the best possible user experience with a low level of administration and maintenance.</p> <p>Jeff Monico – General Manager Information Systems, Star Track Express</p> <p>SAP BusinessObjects version: XI 3.1 Original go-live date: April 2006</p>

12.25 Lunch/Exhibition Viewing

	TRACK A	TRACK B	TRACK C
13.25	<p>HELP! BOBJ is Down... What/Who do I Blame?</p> <p>My SAP BusinessObjects Enterprise system is not working as expected. How do I get rid of this error?</p> <p>Remote Support Component (RSC) is a system monitoring and analysis platform specifically for the SAP BusinessObjects customer base. Now you can collect key information about performance and supportability from your BOBJ system. This will allow SAP Support Engineers to troubleshoot issues in a much more efficient way and proactively provide guidance. This presentation walks you through a "live-production" implementation of RSC on an XI 3.1 environment. Root cause analysis is essential to answer some of the most common BOBJ concerns, such as:</p> <ul style="list-style-type: none"> • What does your environment look like? • What do you mean by slowness? • Did we setup this thing correctly? • It worked yesterday and today it is not. What happened? • How many users will be impacted? <p>Gabriel (Gabe) Orthous - Senior Development Manager, BI Revenue Management Solutions, McKesson Corporation (USA)</p> <p>SAP BusinessObjects version: XI 3.2 Ramp-up in test: BI 4.0 Original go-live date: March 2006</p>	<p>Using the Power of Web Intelligence (Webi) to Create a System for Suppliers to Create and Manage Reports Over the Web</p> <p>Historically, Clifford Hallam Healthcare (CH2) published thousands of reports each month to suppliers. Most of these reports were automated through SAP BusinessObjects Infoview, but the ongoing maintenance and ad-hoc requests from suppliers were becoming an increasing burden on the IT department's workload.</p> <p>In 2010, CH2 embarked on a project allowing suppliers to login to a web page, accessing data relating to products, sales, inventory and other statistics they require on a regular basis. This webpage became known as the CH2 Gateway.</p> <ul style="list-style-type: none"> • Why an overhaul of the system was needed • Why Webi? • What steps were taken? • A real-time demonstration of how it all works • User and data security • Dealing with new users, new email addresses and an ever evolving list of reports • The business response <p>Damian Larkins & Ian Thompson - Business Analysts, Clifford Hallam Healthcare</p> <p>SAP BusinessObjects version: XI 3.0 Original go-live date: May 2005</p>	<p>Semantic Layer New Features in SAP BusinessObjects Business Intelligence 4.0 (BI 4.0)</p> <p>The new release of BI 4.0 has introduced a completely new semantic layer, to replace the universe. This presentation will undertake a deep-dive with live demonstrations to cover the new features of the semantic layer including building a federated semantic layer from scratch and building reports from it. For any universe designers, this is a must-see presentation to get the most from your upgrade to BI 4.0.</p> <ul style="list-style-type: none"> • What is new in the SAP BusinessObjects BI 4.0 semantic layer? • See a new semantic layer built from scratch • How you can leverage the new features most effectively • Discussion of performance tips <p>Joshua Fletcher - National SAP BusinessObjects Team Lead, CSG Limited</p>

	TRACK A	TRACK B	TRACK C
14.20	<p>Federated Business Intelligence at AstraZeneca: Rationalising Toolsets for Dispersed User Groups</p> <p>AstraZeneca has had a centralised BI strategy based on the SAP BusinessObjects product for some years. This has been focused on AstraZeneca's core business functions but its marketing companies across the globe have had autonomy to choose their own BI solutions. A program was launched to rationalise toolsets and further extend the centralised approach.</p> <p>Standard reporting packs and dashboard solutions are being rolled out across the marketing companies based on Web Intelligence, SAP Crystal Reports and SAP BusinessObjects Dashboards (formerly Xcelsius). Power users are trained in Web Intelligence for ad-hoc reporting and some more mature marketing companies are being given the capability to manage their own environments. An SAP BusinessObjects shared service has been established in each of the three world class data centres and using a delegated administration model a marketing company can have their own development, test and production environments. Predictive Workbench is being rolled out to the larger marketing companies enabling analysts to mine data and populate their own data marts for local reporting purposes. In addition, some marketing companies wanted to retain certain aspects of their local data warehouse capability and Data Federator is being used to integrate local data with central data thus enabling seamless reporting using SAP BusinessObjects as the standard presentation layer.</p> <ul style="list-style-type: none"> • Substantial savings in licence fees have been achieved • Empowerment of users to create their own reports and mine data • Learn about how some of the technical challenges of a widely dispersed user base were overcome • Understand the importance of a phased approach to rollout in successful delivery • Find out how Data Federator was used to integrate central data with local data <p>Dan Grew - BI Architect, AstraZeneca Limited (UK) (SAP Mentor)</p> <p>SAP BusinessObjects version: XI 3.1 Original go-live date: August 1998</p>	<p>SAP BusinessObjects Pre-Built Content is Finally Here!</p> <p>Last year SAP BusinessObjects started to release a series of pre-built reports, dashboards and universes for a number for key industries (Healthcare, Retail, Telco, Consumer Products, Banking and Public Sector) as well as a series of standard reports and dashboards for ERP and BW - some would say finally. In this presentation we will review this pre-built content and understand how both SAP ERP and non ERP customers can leverage this pre-built material. We will also review the new content that is available with Enhancement Pack 5.</p> <ul style="list-style-type: none"> • Introducing the SAP BusinessObjects Analytic Applications (BAA) • Reviewing the content of the BAAs (live demo) • Reviewing the SAP ERP pre-built reports • Reviewing the SAP BW pre-built reports • Where to find more... <p>Jenni Lewis - BI Solution Architect, SAP BusinessObjects</p>	<p>Don't Be a BI Couch Potato! The Move from Read to Write - From Consumption to Action</p> <p>Business Intelligence solutions can provide information in a multitude of ways, but what happens when simply providing the information isn't enough? What happens when you want to interact with your information - maybe offering commentary, engaging in a dialog or when the outcomes of your analysis need to trigger business processes?</p> <p>Beyond the report or dashboard exists the ability to capture commentary, trigger business processes, escalate distribution or notify by exception. In other words the ability to really manage. In this presentation you explore the many ways that the SAP BusinessObjects platform can be used to deliver BI content that can be actioned, either by the collection of supplementary information from the user or through the user triggering activities within a business process workflow.</p> <p>This presentation will present a case for actionable Business Intelligence, identifying common business scenarios where being able to action the information presented to the user can offer cost reductions and performance increases. Through examples and case studies it will identify the technologies within the SAP platform that can be best used to capture information from an end user and feed it back into a data warehouse for later consumption, or to be used in triggering business processes within your organisation.</p> <p>Paul Middlewick - Manager, Deloitte Touche Tohmatsu Limited</p>

15.10 Afternoon Tea & Coffee/Exhibition Viewing

	TRACK A	TRACK B	TRACK C
15.30	<p>Strategies for Selecting the Right SAP BusinessObjects BI Tool</p> <p>In this presentation, you will learn about the criteria and differences that will help you select the correct SAP BusinessObjects Business Intelligence (BI) solutions tool based on their own business requirements, the product roadmap provided by SAP and best practices from several customer projects.</p> <p>This presentation is based on common customer requirements from areas like sales planning and forecasting, financial reporting, management reporting for HCM and reporting for executives and leadership teams. These common requirements are being leveraged to provide clear guidance on the overall SAP BusinessObjects BI portfolio and how you can ensure success in their BI project by using the best tool for the job.</p> <ul style="list-style-type: none"> • How SAP is planning to integrate the SAP BusinessObjects BI solutions into the overall portfolio • Which SAP BusinessObjects BI tools are designed for which user audience? • How to map business requirements to the right tool for the job <p>Ingo Hilgefert - Group Product Manager, Solution Management, SAP BusinessObjects (Canada) (SAP Mentor)</p>	<p>Star Track Express' Vision for Real Time Operational Dashboards</p> <p>The BI team at Star Track Express has been maturing in recent years and part of that process was the realisation that reporting on a traditional batch loaded data warehouse in a real time business like theirs isn't delivering what the business demands. But how do you get to see real-time data in a format suitable for the situation when it matters most? With the introduction of an Active Data Warehouse, along with smart back end solutions it provided Star Track Express with the opportunity to develop some smart dashboards to deliver real-time monitoring on our operations without impacting system performance. Using Crystal Xcelsius they have been able to provide the business with workable real-time dashboards that facilitates the daily process of managing their drivers and their deliveries.</p> <p>This presentation will focus on the development of dashboards that help the daily operational aspects of the business. This enables the operations teams to focus on managing their drivers with up to the minute information on deliveries and driver locations, so they can allocate work as the jobs come in.</p> <ul style="list-style-type: none"> • Technology changes have enabled us to provide more real-time data, but it's what you do with the data that keeps you ahead of the competition • Developing the dashboards using an iterative process is the key to getting things done • Why the dashboards are selling themselves to the business • Lessons learnt <p>Dave Ginnane - Business Intelligence Manager, Star Track Express Pty Ltd</p> <p>SAP BusinessObjects version: XI 3.1 Original go-live date: April 2006</p>	<p>What's New With SAP BusinessObjects XI 3/ BI 4.0 Administration and Security?</p> <p>Thinking of upgrading your SAP BusinessObjects environment to XI 3 or the new BI 4.0? Discover how to better manage and optimise your results whilst minimising project cost. This is a hands-on presentation designed for you to learn about the SAP BusinessObjects Enterprise security model and administration.</p> <ul style="list-style-type: none"> • The basics of administrating your SAP BusinessObjects Enterprise environment • How to keep control over your deployment • Tips for a successful migration project • Auditing your system prior to migrating to BI 4.0 • Cleaning your deployment before migration <p>Alexandre Biegala - Chief Technology Officer, GB and Smith (France)</p>

16.25	<p>Closing Keynote Presentation: SAP BusinessObjects - a Key Agent of Change in Today's Information Organisation</p> <p>SAP BusinessObjects is a key part of CITIC Pacific Mining's strategic information management goal of embedding a culture where information is valued and utilised as a key enabler of the business.</p> <p>CITIC Pacific Mining implemented SAP in 2008 and launched its SAP BusinessObjects platform the following year to support the overarching information management strategy. This presentation will address their steps taken so far including pitfalls and pain points - all the time reinforcing why the business must come first!</p> <ul style="list-style-type: none"> • Background - CPM's journey to date • Don't sell lawnmowers, sell short grass! BI initiatives must focus on and provide solutions to real, concrete business problems if they are to succeed • Dashboards and why they have proven invaluable as change agents • Change management and its importance - training is key! • Establishment of a Business Intelligence Competency Centre (and how difficult it is!) • Integration strategy and tools - one size does not fit all (mash-ups with examples) • Future plans: Explorer and more... <p>Mike Harwood - Manager - Information, CITIC Pacific Mining</p>
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17.25 Mastering SAP BusinessObjects Conference Close

SAP BusinessObjects Workshops

Wednesday 8 June 2011

The workshops are optional and separately bookable and will run from 9.00am to 3.00pm (places are limited, you may attend only one and preference will be given to conference attendees). Registration opens at 8.30am and morning tea and lunch are included.

Workshop 1 - Best Practice Use and Integration of the New SAP BusinessObjects Business Intelligence 4.0 Tool Suite

In this workshop you will learn how to use the new BI 4.0 products as part of your SAP landscape. The workshop will provide you with practical oriented guidance and best practices that you can leverage right away at your own company. You will learn about topics such as data connectivity for SAP ERP and SAP NetWeaver BW, user management, data security and portal integrations. You will get to experience the following products yourself:

- SAP Crystal Reports
- SAP BusinessObjects Explorer
- Analysis, Microsoft Office Edition
- Analysis, OLAP Edition
- Web Intelligence
- SAP BusinessObjects Dashboards (formerly Xcelsius)

All the products are based on the latest release 4.0 of SAP BusinessObjects and the workshop will focus on the integration of these products with your SAP landscape.

Led by: Ingo Hilgefort - Group Product Manager, Solution Management, SAP BusinessObjects (Canada) (SAP Mentor)

“

The workshop will provide you with practical oriented guidance and best practices that you can leverage right away at your own company.

”

Workshop 2 - Making Your Dashboards Really Dazzle with Advanced Techniques for SAP BusinessObjects Dashboards (formerly Xcelsius) Development

This is a face paced, hands-on workshop primarily focused on the intermediate to advanced use of SAP BusinessObjects Dashboards software. Designed to take you through a wide range of topics in minimal time, one can expect to gain insight on everything from dashboard design principles to enterprise connectivity and tool integration. Insight will also be provided on miscellaneous topics such as add on components, changes in the new BI 4.0 suite and much more! Don't miss it!

- Dashboard design "best practices"
- Learn "when" and "how" to use the most popular data connectivity options
- Understand important integration points and the use of SAP BusinessObjects Dashboards with other SAP BI tools such as Webi and SAP Crystal Reports
- Review "real world" examples of well built enterprise dashboards
- Understand exciting new options available from 3rd party add-on vendors that may extend your solution
- Gain insight into the new changes coming in the new BI 4.0 platform

Led by: Mico Yuk - Founder, Xcelsius Gurus Network & EverythingXcelsius.com (USA) (SAP Mentor)

10 Reasons to Attend SAP BusinessObjects

01

Experience a Uniquely Curated Three-Day Program

Using a uniquely crafted research methodology – a series of Round Table Discussions conducted with SAP BusinessObjects Professionals from around Australia – and expertly guided by a Conference Advisory Team, we have created a program featuring 35 presentations, workshops and sessions that give you answers to current challenges and inspiration to embrace future opportunities.

02

Gather Information You Won't Get Anywhere Else

This is the only event of its kind in the region. Where Business and IT people from organisations using SAP BusinessObjects come together in the same place at the same time for three days. Someone in this community has the answer to your most pressing business or technical challenge.

03

Get Actionable Insights and Revisit Current Assumptions

The conference provides relevant information and actionable strategies that you can put to use immediately. Identify real-world solutions to your real-world problems. And you'll get specific expertise to help streamline business processes, identify potential investment opportunities and innovate faster to keep pace with the growing demands of your business.

04

Immerse and Network in an Existing and Thriving Community

In its 3rd year, Mastering SAP BusinessObjects is renowned as a place where delegates, speakers, sponsors and experts engage in brave and important conversations. Tap into their collective wisdom, share valuable insights and discuss new ways and ideas during tea and lunch, in between sessions, at speakers' corner, over a drink at the networking drinks.... and beyond.

05

Engage with Leading SAP BusinessObjects Vendors

See all the best tools in one place. You'll have ample opportunity to speak frankly with leading vendors and creative start-ups to find the right tools and technologies for your business. The exhibition features selected partners who understand the business of organisations using SAP BusinessObjects and are serious about helping you make the smartest IT and business investments.

06

Acquire Exclusive Access to Collaboration Tools and Resources

Utilise our series of online tools and onsite forums for connecting with other attendees before, during and after the conference. You will receive a networking list with contact details for all attendees. You also get exclusive electronic access to all content after the conference plus access to all presentations from the previous Mastering SAP BusinessObjects Conferences.

07

Attain Professional Development and Improve Your Skills

Return to the office with new knowledge, enhanced skills and a renewed sense of confidence in your abilities and your organisation's technology direction. You'll hear essential tips and techniques from leading SAP BusinessObjects experts, designed to help sharpen your skills and accelerate your career growth.

08

Look Outside of Your Organisation and Your Industry

As good as it is to focus on investment in consulting and internal training, this conference is a great platform to assess (with comparative data and robust conversation) your strengths, weaknesses, costs and decision making against other organisations both inside and outside your industry.

09

Play Your Part in the SAP BusinessObjects Community

Yes, it's great to learn from others but we know that there is more gratification in giving than in receiving. Open your mind to new opportunities and be challenged to consider new ideas and theories. Open your heart to new friends and colleagues and be inspired and encouraged. This conference is thoughtfully designed to be a place to capture perspectives, engage in brave and important conversations and pinpoint new and different ways to improve both professionally and personally.

10

Hedge Your Attendance with a 100% Investment-Back Guarantee

If for any reason you believe you did not get value from attending Mastering SAP BusinessObjects, we will refund your entire registration fee.

Partners

Premier Partners



Innogence is the largest Australian owned company offering specialised consulting services focusing entirely on Business Intelligence. Innogence is a certified Partner in both SAP Services and SAP BusinessObjects. Innogence was founded in 2005, employs over 80 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 common sense approach which results in successful project outcomes for its customers.

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With SAP BusinessObjects Business Intelligence 4.0 SAP delivers on a vision that enables individuals and teams to know more about their business, transform their decisions by providing fact-based insight to the right people for quick collaborative decisions and enable inspired performance. A detailed overview of this new release will be presented at the event.

Partners



How to Register

Mr/Mrs/Ms First Name _____

Surname _____

Position _____

Organisation _____

Address _____

Postcode _____

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Which phone number would you prefer on the Networking List?

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Special Dietary Requests _____

Approving Manager _____

Position _____

Email _____

Please send the tax invoice to my approving manager

Please send the tax invoice to me

Contact The Eventful Group to Register

Mail: Suite 6, 5 - 7 Holt Street
McMahons Point NSW, 2060, Australia

Phone: +61 2 9955 7400

Fax: +61 2 9955 3899

Web: www.masteringsap.com/bobj

Email: registerau@masteringsap.com

(Please photocopy for additional participants)

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.

*The Eventful Group reserves the right of admission.

01

Conference Registration Fees:

Includes electronic access to all content, participant contact list, entry into conference and exhibition, lunches, refreshments and networking drinks. Team bookings are encouraged to accelerate the spread of knowledge across your organisation.

Early Bird Registration:
Register on/before 15th April

Standard Registration:
Register after 15th April

- 1 - 4** \$2095 (+GST)/participant
- 5 or more** \$1995 (+GST)/participant

TOTAL 1 : AU \$

02

Workshop Registration Fees:

The workshop is optional and separately bookable and preference will be given to conference attendees.

\$850 (+GST)/participant

- Workshop 1** - Best Practice Use and Integration of the New SAP BusinessObjects Business Intelligence 4.0 Tool Suite
- Workshop 2** - Making Your Dashboards Really Dazzle with Advanced Techniques for SAP BusinessObjects Dashboards (formerly Xcelcius) Development

TOTAL 2 : AU \$

03

Please Also Register Me for the Complimentary Session:

- Sunday JumpStart:** Don't Get Forgotten, Get In-memory!

04

Accommodation:

Conference Venue: Sofitel Sydney Wentworth
61-101 Phillip Street, Sydney, NSW, Australia

- Standard Room AU \$235 (+GST/room/night)

Arrival date: _____

Departure date: _____

TOTAL 4 : AU \$

TOTAL 1 + 2 + 4 : AU \$

05

Payment Options:

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

- Cheque made payable to: Eventful Management Conferences and Events Pty Ltd

- Visa Mastercard Bankcard AMEX Diners

Card Number

Card Expiry

CCV

Name of Cardholder: _____

Signature: _____

Email of Cardholder: _____