



Business Intelligence Conference

Thursday, February 18, 2010 - Malvern, PA

Relevante has scheduled a full day onsite conference on Business Intelligence worth 8 CPE Credits on **February 18th 2010 at Malvern, PA.**

Business Intelligence Conference

Date Thursday, February 18, 2010
Time 7:30 AM - 4:00 PM
CPE Information **8 CPE Credits** **PROGRAM LEVEL:** OVERVIEW - **PREREQUISITE:** NONE
Cost \$129 (Includes Continental Breakfast, Snacks & Lunch)
Venue The Conference Center at Penn State Great Valley, Malvern, PA



(Click Here to save the date on your Outlook Calendar)

Please visit for more details www.relevante.com

WHO SHOULD ATTEND

- CFOs
- VP- Finance
- Internal Audit Directors
- Controllers
- Audit Managers
- Finance Directors
- Finance Managers
- Risk Management professionals
- Consultants
- Internal Controls Managers
- Staff Accountants
- IT Managers
- Information Security Managers
- Accountants
- Staff/Senior Auditors
- Project Managers
- SOX Managers

TOPICS

TIME (EST)

• Opening Comments	08:00 AM – 08:10 AM
• Beyond Budgeting	08:10 AM – 09:00 AM
• Prescriptive Business Intelligence	09:00 AM – 10:40 AM
• Break	10:40 AM – 10:55 AM
• Using Analytics To Find Money Being Left On The Table	10:55 AM – 11:45 AM
• Lunch	11:45 AM – 12:25 PM
• The Next Generation Of The Obsolescence Of The Costly Data Warehouse And Large Implementation Teams	12:25 PM – 02:05 PM
• Break	02:05 PM – 02:20 PM
• Solutions Selection	02:20 PM – 03:10 PM
• Panel Discussion: “Using BI To Thrive In These Economic Times”	03:10 PM – 04:00 PM

FEATURED SPEAKERS



Kevin J. Hull, MBA

Director – Business Intelligence Solutions
Relevante Inc.

Kevin J. Hull has a background in financial reporting, budgeting and forecasting, and database designing. He has been successfully deployed in the banking and manufacturing industries providing reconciliations, 10-Q reporting, and database development. He has successfully implemented streamlined processes for companies saving both time and money.

Prior to Relevante, Kevin worked in the credit card industry where he was the manager of the financial reporting department. He was responsible for producing executive financial reports, annual budgets, consolidated financials of 18 companies, and key metrics reporting for the operating departments. He also headed the implementation of a new financial package and streamlined processes using various database software.

FEATURED SPEAKERS



Johann Wrede
Solution Advisor
SAP America, Inc.

Johann Wrede has spent the last ten years helping companies purchase and implement CRM, ERP and IT software. For the past three years he has been helping bring SAP's software-as-a-service solutions to market. Prior to SAP, Johann worked for companies such as newScale, Clarify, Nortel Networks and IBM. He has a bachelor's degree in Commerce & Engineering from Drexel University.



David Wagstaff
Managing Principal
Clarity SB & Clarity FI, LLC

David Wagstaff is an experienced entrepreneur who has over 20 years of consulting, banking and business management experience. He loves helping businesses produce more income and having his clients become superstars to their managers and boards.

David has lead businesses to significant gains in performance both as a consultant and in senior management roles including Managing Director, Chief Financial Offer, Chief Technology Officer and Chief Operation Officer.

David has spoken at numerous conferences and has been published or quoted within National Public Radio, ABA Bank Marketing, Community Bank Magazine, Transactions Magazine, Bank Advisor, Banking New York and a number of other publications.

He began his career with Price Waterhouse and later joined KPMG Peat Marwick. He earned his BS in Economics and Management from Ithaca College in Ithaca, NY and his MBA from The University of Maryland at College Park.



Clark French
President
Computer Intelligence

Clark French is the President of Computer Intelligence, provider of BI consulting services to companies such as T.Rowe Price, Capital One, and Yahoo. Mr. French has founded, built and sold two earlier BI software product companies, the first one in the mid 1980's which marketed one of the first OLAP Multi-dimensional database products in the US. This technology was sold to D&B in the 1980s. The second company was founded in the early 1990's and was sold to Sybase for \$30M. This technology is now marketed as Sybase- IQ by Sybase.

Mr. French has over 30-years of technology experience and 5 software patents on advanced database indexing and data compression to his name. These patents are used inside databases from Sybase, Oracle, Microsoft, and IBM today. Mr. French's technology is in use at companies such as American Express, American Airlines, and the IRS. The IRS data warehouse is one of the largest in the world topping 30 Terabytes. Computer Intelligence was founded in 2001 and is headquartered in Columbia, MD.



Laura Dallas Burford
President
LAD Enterprizes

Laura Dallas Burford is President of LAD Enterprizes, a management and information technology consulting company known for its "IT Coaching" approach. Laura has extensive experience assisting businesses with operational and technology solutions.

Prior to starting LAD Enterprizes, Inc., Laura was the Managing Director of a rapidly growing start-up International Professional Services Consulting organization turning it into a profitable multi-million dollar business. She has had experience with several major consulting organizations, start-up initiatives, and a number of Top 100 corporate accounting and technology divisions as well as smaller businesses. Laura has expertise with global project and portfolio management, application development, IT transformation, and domestic and international outsourcing operational solutions.



David Ballard
Senior Economist
GRA, Inc.

David Ballard is a senior economist at GRA Incorporated, and has participated in GRA assignments addressing a variety of aviation, regulatory, and modeling issues. He specializes in applied microeconomics within these and other areas, including the application of strategic or game theoretic methods to problems in competition, regulation, and regulatory compliance.

SCHEDULE

Beyond Budgeting

Learning Objectives:

- * Learning the differences between Hare management and Tortoise management
- * Understanding the pitfalls of traditional management and the budgeting process
- * How to change the traditional budgeting model
- * Mapping out an action plan for overcoming these pitfalls

Time 8:10 – 9:00 AM (EST)

CPE Credits 1 - Finance

Speaker **Kevin J. Hull, MBA**
Director – Business Intelligence Solutions
Relevante Inc.

Prescriptive Business Intelligence

Time 09:00 – 10:40 AM (EST)

CPE Credits 2 - Business Management & Organization

Speaker **Johann Wrede**
Solution Advisor
SAP America, Inc.

Using Analytics To Find Money Being Left On The Table

Learning Objectives:

- 1) Overall Goal: Identify how to use BI and data visualization to increase net income.
- 2) Secondary Goals:
 - a. Identifying the right opportunities for use with data visualization
 - b. Demonstration of the power of data visualization in rapidly honing in on opportunities.

Time 10:55 – 11:45 AM (EST)

CPE Credits 1 - Management Advisory Services

Speaker **David Wagstaff**
Managing Principal
Clarity SB & Clarity FI, LLC

The Next Generation Of The Obsolescence Of The Costly Data Warehouse And Large Implementation Teams

Learning Objectives:

- * Learn how to bypass the large expensive of building a central data warehouse.
- * Learn how to implement a central dashboard and analysis framework across the enterprise without a large implementation team.
- * Learn how to dramatically reduce the complexity of centralized data analysis.

Time 12:25 – 2:05 PM (EST)

CPE Credits 2 - Business Management & Organization

Speaker **Clark French**
President
Computer Intelligence

Solutions Selection

Learning Objectives:

Business Intelligence (BI) software has evolved from the COBOL-based, green-line reports of the 70s and 80s into a complex set of tools, applications, platforms and processes. Months of effort by IT professionals to generate reports have disappeared with today's solutions aimed at business users and real-time on-line report generation. Even with all the current tools, applications, platforms and processes many organizations still feel that their information access and reporting needs are unfulfilled.

This presentation will provide some practical advice for selecting the right BI Solution. The learning objectives include:

- * Understanding and Addressing the Needs,
- * The Categories -- Tools, Applications, Platforms and Processes, and
- * Effective and "Worst" Practices.

Time 02:20 – 03:10 PM (EST)

CPE Credits 1 - Business Management & Organization

Speaker **Laura Dallas Burford**
President
LAD Enterprizes

Panel Discussion: "Using BI To Thrive In These Economic Times"

Time 03:10 – 04:00 PM (EST)

CPE Credits 1 - Management Advisory Services

Panelists **Kevin J. Hull, MBA**
Director – Business Intelligence Solutions
Relevante Inc.

David Wagstaff
Managing Principal
Clarity SB & Clarity FI, LLC

Clark French
President
Computer Intelligence

Laura Dallas Burford
President
LAD Enterprizes

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Johann Wrede
Solution Advisor
SAP America, Inc.

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This Symposium also gives you the opportunity to network with senior professionals from various Fortune 1000 companies. Attendees at our prior events were from companies including:

ACE INA	AIG Inc.	American Water	AmerisourceBergen	Aqua America, Inc	Aramark
Bank of America	Bryn Mawr Trust Company	Campbell Soup Company	Cardone Industries	Carpenter Technology	Checkpoint Systems, Inc
Destination Maternity Corporation	Dover International Speedway, Inc	DuPont	Einstein Healthcare Network	Endo Pharmaceuticals	Exelon Corp
GlaxoSmithKline plc.	Harleysville Insurance	Highmark	IKON Office Solutions, Inc.	ING	Johnson & Johnson Services, Inc.
JP Morgan Chase	National Penn	Prudential	Ricoh	SKF USA Inc	Technitrol, Inc
The Glenmede Trust Company	Towers Perrin	Triumph Group, Inc	Tyco Electronics	UGI Utilities	United Way of SEPA
Universal Health Svc	University of Pennsylvania	Vanguard	Wawa, Inc.	West Pharmaceuticals	Wyeth Pharmaceuticals

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We accept MasterCard, Visa, Amex or Discover. For more information regarding administrative policies such as complaints, cancellations and refunds, please contact our offices at (215) 259-5162.

About Relevante

Relevante is a leading consulting practice providing Accounting & Technology Solutions to Fortune 1000 and other industry leaders. The company services clients from four locations throughout the metro markets of Philadelphia, New York, and Hyderabad, India. For more information about Relevante, please visit our website at: www.relevante.com.

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