

ADVANCE PROGRAM

# BUSINESS INTELLIGENCE

ANALYZING BUSINESS DATA FOR COMPETITIVE ADVANTAGE

September 27–28, 2005  
Hilton New York, New York, NY

## LEARN ABOUT:

- Analytical tools for business intelligence
- Competitive intelligence tips and techniques
- Technology platforms for intelligence functions
- Determining the value of business intelligence
- Merging internal data with external discovery

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# BUSINESS INTELLIGENCE

## ANALYZING BUSINESS DATA FOR COMPETITIVE ADVANTAGE

Business intelligence (BI) means different things to different people. To IT professionals, it means data warehouses stocked with internal information. Marketing professionals hear BI and think about data mining. They want those warehouses to help them segment markets and identify customers. The CRM (customer relationship management) people have their own acronyms, but BI to them is the equivalent of customer information. CI doesn't refer solely to customer information—it is competitive intelligence as well. There are those in the CI field who equate BI with CI. Then there's the marketing research community who believe that primary research qualifies as BI.

From an IT perspective, the key is determining the proper tools to support individuals in the organization who are engaged in business and competitive intelligence activities. Some may need data mining tools, some data analysis tools, while others may simply be confused by the terminology and not know exactly what they want.

Attendees at **Business Intelligence** will discover that business intelligence means becoming intelligent about

their business and their employer's business—discovering competitive threats and opportunities, analyzing business data, and gaining insights into their competitive business advantage. True business intelligence involves an understanding of all the possible parameters, a merging of internal and external information, and an adept use of published and unpublished knowledge. Successful business intelligence converts research into actionable information that drives business decisions.

Participants will learn about the tools and techniques of "BizInt," including data and text mining, competitive intelligence, market research, data analysis, and sifting fact from fiction. These two fast-paced days emphasize the practical aspects of business intelligence, providing you with important specifics on implementing a business intelligence program in your organization.

**Program Chair**

**Marydee Ojala**, Editor

*ONLINE: The Leading Magazine for Information Professionals*

## At Business Intelligence attendees will learn about:

- Analytical tools for business intelligence
- Competitive intelligence tips and techniques
- Technology platforms for intelligence functions
- Determining the value of business intelligence
- Merging internal data with external discovery
- Data and text mining
- Best practices of business intelligence

## Who Will Attend?

- Business intelligence professionals
- Information professionals
- Competitive intelligence experts
- IT managers responsible for data mining/analysis
- Information professionals
- Librarians
- Anyone who is responsible for business or competitive intelligence

Master the complexities of analyzing information to create actionable business intelligence.

## At Business Intelligence you will hear these speakers:

**Mark Anderson**, TechSource Group, Inc.

**David Bean**, Attensity

**Andrew Bernstein**, Cymfony

**Orest Borys**, SAP

**Richard Brath**, Oculus Info

**Mike Brooks**, Theoris Software

**Cynthia Cheng Correia**, Knowledge *in*Form

**Temi Grafstein**, BetaWatch Inc.

**David Loshin**, Knowledge Integrity, Inc.

**Anna Kotsalo-Mustonen**, Fountain Park Ltd

**Manya Mayes**, SAS

**Andy Moore**, KMWorld

**Edward O'Meara**, MediaHound

**Michael Schroeck**, IBM

**Ian Scott**, Angoss Software

**Eleanor Taylor**, SAS

## conference - at - a - glance

### TUESDAY, SEPTEMBER 27, 2005

- 9:00 a.m. Welcome & Keynote: At the Intelligence Crossroads • [Andy Moore](#)
- 10:15 a.m. Coffee Break—Visit the Business Intelligence Pavilion in the InfoX Showcase
- 10:45 a.m. Software Tools for Intelligence Collection Analysis • [Cynthia Cheng Correia](#)
- 11:30 a.m. Business Intelligence Clinic: Coemergence and Zoom
- 12:00 p.m. Lunch Break—Visit the Business Intelligence Pavilion in the InfoX Showcase
- 1:15 p.m. Valuing the BI Function • [Andrew Bernstein](#), [Edward O'Meara](#)
- 2:00 p.m. Business Intelligence Analytics • [Michael Schroeck](#), [Ian Scott](#)
- 2:45 p.m. Business Intelligence Clinic: FAST
- 3:00 p.m. Coffee Break—Visit the Business Intelligence Pavilion in the InfoX Showcase
- 3:30 p.m. Global Web Resources for Competitive Intelligence • [Orest Borys](#)
- 4:15 p.m. Discovery Through Data and Text Mining • [Manya Mayes](#), [David Bean](#)
- 5:00 p.m. InfoX Showcase Reception

### WEDNESDAY, SEPTEMBER 28, 2005

- 9:00 a.m. BI Trends: The Quality Perspective • [David Loshin](#)
- 9:45 a.m. Insight, Not Hindsight • [Eleanor Taylor](#)
- 10:30 a.m. Coffee Break—Visit the Business Intelligence Pavilion in the InfoX Showcase
- 11:00 a.m. How Intelligent Can BI Be? • [Anna Kotsalo-Mustonen](#)
- 11:30 a.m. Merging Internal and External Data • [Mike Brooks](#), [Temi Grafstein](#)
- 12:15 p.m. Lunch Break—Visit the Business Intelligence Pavilion in the InfoX Showcase
- 1:30 p.m. Business Intelligence Clinic: ClearForest and Hoover's
- 2:15 p.m. Visualizing Data to Increase Usability and Value • [Richard Brath](#)
- 3:00 a.m. Coffee Break—Visit the Business Intelligence Pavilion in the InfoX Showcase
- 3:30 p.m. Managing Aging Data • [Mark Anderson](#)
- 4:15 p.m. Intelligence Gleaned (*Panel*)

September 27-28, 2005

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**Tuesday,**  
September 27, 2005

**Welcome & Keynote:  
At the Intelligence Crossroads**

9:00 a.m. - 10:15 a.m.

**Andy Moore**, *Publisher, KMWorld Magazine*

Explore with longtime industry observer Andy Moore the intersections between business intelligence, competitive intelligence, and knowledge management. Each of these disciplines has its own buzzwords, its own operational definitions, and its own value proposition. Looked at as a totality, however, the functions aren't that easy to pigeonhole. They share the same business drivers—the need to predict changes in the competitive and business environment so that good business decisions can be made and profitability achieved. Rather than put business intelligence in one silo, competitive intelligence in another, and knowledge management in yet a third, today's business world requires more integration and more understanding of the underlying similarities of these disciplines.

**Coffee Break—Visit the Business Intelligence Pavilion in the InfoX Showcase**

10:15 a.m. - 10:45 a.m.

**Software Tools for Intelligence Collection and Analysis**

10:45 a.m. - 11:30 a.m.

**Cynthia Cheng Correia**, *Knowledge inForm*

Competitive intelligence software tools have mushroomed, some promising much and all offering varying features and functionality. CI tools can also be a significant investment for your organization. How do you evaluate them and find the right fit for your organization? How do you maximize their use? What are the pitfalls? Join this noted CI researcher, consultant, and trainer as she outlines the world of CI software and details some software tools that can help you manage the process of collecting, organizing, and analyzing intelligence information.

**Business Intelligence Clinic: Coemergence and Zoom Information**

11:30 a.m. - 12:00 p.m.

**Lunch Break—Visit the Business Intelligence Pavilion in the InfoX Showcase**

12:00 p.m. - 1:15 p.m.

**Valuing the BI Function**

1:15 - 2:00 p.m.

**Andrew Bernstein**, *Cymfony*

**Edward O'Meara**, *MediaHound*

Determining the value of the business intelligence function is tricky and can depend on varying analyses of brand reputation and metrics. Media treatment of a brand can have a significant impact on reputation, sales, and the bottom line. Bernstein looks at reputation monitoring, explaining that it isn't just the traditional media anymore, it's digital consumer commentary. Emerging new options for gathering and analyzing intelligence enable companies to change strategies on-the-fly. O'Meara uses a case study format to demonstrate how companies are developing performance metrics and benchmarks to help set quantifiable objectives, forecast budget requirements, evaluate market mix options, and track performance.

**Business Intelligence Analytics**

2:00 p.m. - 2:45 p.m.

**Michael Schroeck**, *IBM*

**Ian Scott**, *Angoss Software*

The search for ways to improve decision making and company performance while optimizing costs is never-ending. Data interpretation and delivery are critical to an enterprisewide business intelligence vision and focus. The importance of analytics, which leads to improvements in business performance, is addressed in this session. Schroeck will explain integrated analytics, which provides one way to have information on demand to ensure that critical and timely information is getting to the right people at the right time. Scott will talk

## Tuesday, September 27, 2005

about predictive analytics and the characteristics of highly evolved predictive analytics environments.

### Business Intelligence Clinic: FAST

2:45 p.m. - 3:00 p.m.

### Coffee Break – Visit the Business Intelligence Pavilion in the InfoX Showcase

3:00 p.m. - 3:30 p.m.

### Global Web Resources for Competitive Intelligence

3:30 p.m. - 4:15 p.m.

**Orest Borys**, *SAP*

As companies increasingly compete on a global basis, knowing where and how to look for information about competitor activities becomes increasingly important. The worldwide nature of today's operating environment requires familiarizing yourself with different information-gathering techniques. Identifying both local and international sources of information is vital. Borys identifies not only general reference sources, but

also the process of CI discovery at the global, regional, and local levels.

### Discovery Through Data and Text Mining

4:15 p.m. - 5:00 p.m.

**Manya Mayes**, *SAS*

**David Bean**, *Attensity*

A business' ability to truly leverage the value of all its data, whether in structured or unstructured form, relies upon data and text mining. Mayes will discuss best practices in analyzing large sets of text data, the value of analyzing unstructured data, and future opportunities for data and text mining. Bean continues this discussion, emphasizing that leveraging unstructured data for BI is imperative for organizations wishing to spot new trends, increase productivity, control exposure to risk, identify problem areas, and create new revenue streams. Different methods of text extraction—including entity extraction, exhaustive relationship extraction, and fact relationship network extraction—support different application tasks.

### InfoX Showcase Reception

5:00 p.m. - 6:00 p.m.

## Wednesday, September 28, 2005

### BI Trends: The Quality Perspective

9:00 a.m. - 9:45 a.m.

**David Loshin**, *Knowledge Integrity, Inc.*

What are the latest developments in business intelligence/competitive intelligence? How can you best evaluate information quality, particularly as it affects business processes? As the amount of information expands, how do professionals handle metrics, communication, modeling, and business impacts? Hear this prolific author, consultant, entrepreneur, and trainer bring you up-to-date on the nuances and management of the intelligence function.

### Insight, Not Hindsight

9:45 a.m. - 10:30 a.m.

**Eleanor Taylor**, *SAS*

Too often, the true value of business intelligence is lost in an organization's need to produce historical reports that

can tell a company where it's been and what it's done to get there. However, looking backward doesn't deliver insights into the future. Taylor presents several case studies demonstrating how customers have leveraged enterprise data to maximize value, minimize risk, and optimize performance.

### Coffee Break—Visit the Business Intelligence Pavilion in the InfoX Showcase

10:30 a.m. - 11:00 a.m.

### How Intelligent Can BI Be?

11:00 a.m. - 11:30 a.m.

**Anna Kotsalo-Mustonen**, *Fountain Park Ltd*

When you consider the differences between data and knowledge, how do you define what to collect and what to analyze? When we use terms such as business

**Wednesday,**  
September 28, 2005

intelligence and competitive intelligence, are we really being as intelligent as we can be? It's certainly possible to miss a crucial piece of information. To avoid being blinded by institutional information filters, don't forget human factors. Kotsalo-Mustonen firmly believes that it's important to combine data mining with what she calls "brain mining."

### Merging Internal and External Data

11:30 a.m. - 12:15 p.m.

**Mike Brooks**, *Theoris Software*  
**Temí Grafstein**, *BetaWatch Inc.*

Neither internal nor external information, by itself, is sufficient to a quality BI/CI program. According to Brooks, significant gaps remain between what business users need and what conventional BI solutions deliver. A good approach is to bridge traditional silos of information and deliver actionable information in a way that dramatically increases its ROI. Grafstein believes that merging internal data with external discovery is critical to justifying investment in new technology. A digital due diligence process to assess risks and ensure a high level ROI for an IPO exit strategy is an important auditing technology.

### Lunch Break—Visit the Business Intelligence Pavilion in the InfoX Showcase

12:15 p.m. - 1:30 p.m.

### Business Intelligence Clinic: ClearForest, Hoover's

1:30 p.m. - 2:15 p.m.

### Visualizing Data to Increase Usability and Value

2:15 p.m. - 3:00 p.m.

**Richard Brath**, *Oculus Info*

Visualization is effective in solving specific business needs for monitoring, analyzing, and disseminating information. Visual information can significantly improve productivity, allowing users to explore large amounts of data

for analysis tasks and rapidly assimilate information. Brath will describe how visualization has achieved improved ROI for applications ranging from information security, supply chain optimization, and risk management.

### Coffee Break—Visit the Business Intelligence Pavilion in the InfoX Showcase

3:00 p.m. - 3:30 p.m.

### Managing Aging Data

3:30 p.m. - 4:15 p.m.

**Mark Anderson**, *TechSource Group, Inc.*

Electronic information is accumulating at an incredible rate. Some older record groups become priceless with time, while others are worthless. Managing data requires definition, segregation, and assignment of value. Accumulating data with no plan for eventual termination is a mistake. Data management is both an art and a science. Anderson will show that knowing what to keep and what to discard requires both experience and understanding.

### Intelligence Gleaned (Panel)

4:15 p.m. - 5:00 p.m.

What intelligence did you gather at this conference and how can you put it to use in your personal work environment? What issues do you face that you felt weren't addressed by the presentations? This closing panel is your opportunity to share insights, ask questions, and express your own views as to how business intelligence, competitive intelligence, and knowledge management coexist—or don't.

**Combine internal data and  
external information to  
benefit the bottom line.**

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- ▶ Admission to InfoX Showcase

### Conference Binders

You will receive a complimentary binder filled with hand-outs and slides from all the conference sessions to use as a valuable information resource.

## infoX Showcase

Attendees to Business Intelligence are automatically registered to attend the **InfoX Showcase**, a dynamic vendor exhibition and industry gathering place for corporate information professionals and IT managers. The **InfoX Showcase** will be open during Business Intelligence so that attendees can meet with the leading solutions providers and test-drive their products and services. The **InfoX Showcase** is open for the attendees registered to Business Intelligence as well as these co-located conferences: C2: Connect & Collaborate!, Innovations in Search, Taxonomy Boot Camp, and Buying Digital. Visit the **InfoX Showcase** Web site at [www.infox-ny.com](http://www.infox-ny.com) for more information.

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**Confirmation:** All registrants will receive confirmation of their registration by mail. Registration packets may be picked up at the Registration Desk beginning at 7:00 a.m. on September 27.

**Cancellations** received on or before September 2nd will receive a full refund minus a \$50 processing fee for that event. There will be no refunds for cancellations made after September 2.

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### Register on the Web at

### [www.BizIntelConference.com](http://www.BizIntelConference.com)

#### GENERAL INFORMATION

##### Hotel Accommodations

The Hilton New York is the official conference hotel for Business Intelligence. Discounted guest room rates at the Hilton of \$249 for a single and \$259 for a double have been arranged for attendees through Meeting & Travel Consultants, Inc. (MTC), the official housing bureau for Business Intelligence. Reservations must be made through MTC before September 5, 2005. Please do not call the hotel directly. Room blocks are subject to availability, and therefore are not guaranteed. So, please book early!

##### There are four easy ways to make your hotel reservation!

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