



BUSINESS INFORMATION WAREHOUSE SPECIAL INTEREST GROUP

Agenda of Meeting on Thursday 19th February 2004 at SAP, Clockhouse Place

Technical Theme

AGENDA

- 09:15 Arrive / Coffee
- 09:30 **Election of new BW SIG chairman**
Jefferson Lynch is standing down as chairman and other group members are invited to stand
- 09:45 **BW Operations – David Byrne and Mark Daley, Unilever**
At the end of the last meeting a request for the next meeting was a session on “the approach to data loading”. I’ve expanded the scope to take a broader look at what’s involved in running a BW system. We’ll be covering the overall system management, processes, procedures and general considerations. In particular we’ll spend some time looking at what’s involved in successfully running the data loading schedule.
*** The format will be some presentation, with plenty of time for open discussion ***
- 12:00 Lunch
- 12:45 **The Future of BW – John Brennan, Mezenet**
Another topic requested at the last meeting was an update on BW future releases. John’s presentation will cover the version 3.5 release, plus SAP’s vision for version 4. John will be drawing particular attention to those areas of functionality likely to bring the biggest business benefits.
- 14:00 Break
- 14:20 **Beyond Basic Reporting – Simone Boulding, Yell**
Simone specialises in the use of analytics for data analysis. She will be explaining what data mining and analytics mean to her, then presenting some of the techniques she employs when using SAS software within Yell to improve targeting and segmentation of customers.
- 15:50 Wrap-up and planning for next meeting
- 16:00 Close

***** CONTRIBUTIONS FROM OTHER ATTENDEES WOULD BE MOST WELCOME! IT’S A GREAT OPPORTUNITY TO TABLE THE ISSUES YOU’RE FACING AND TACKLE THEM WITH OTHER KNOWLEDGEABLE PEOPLE! *****

All you need to do is prepare 4 or 5 slides. If you’re interested, please give me, Jefferson Lynch, a call on 0151 641 2668.

IF YOU WOULD LIKE TO ATTEND THIS MEETING PLEASE CONFIRM TO SIOBHAN.ROMP@SAP.COM
ATTENDANCE* IS RESTRICTED TO TWO DELEGATES PER ORGANISATION

*subject to availability