Business Analytics Symposium Stream Information

Data Visualisation

Time	Session	Company & Speaker
13:45-14:15	**Data Visualisation Roadmap**	Nick Wall SAP
14:15-15:15	**Building Engaging Dashboards** The benefits of delivering accurate, relevant and timely information via dashboards is well understood, but what else do you need to do to ensure that users actively engage with business information? This presentation will look at how the BBC has addressed this issue, using SAP Business Objects, by focussing not only on the delivery of information but also the functionality which helps ensures lasting day to day user engagement.	Simon Griffiths BBC
15:15-15:45	**Mobile dashboards with HTML5 export in BI4 SP5** Mobile delivery is an increasingly important part of dashboard projects. Now, with the release of SAP BusinessObjects BI4 SP5, SAP Dashboards has the ability to take existing dashboard and deliver them, through the BI Mobile client, to iPads. However, not all existing functionality is currently supported and there are a few important factors to bear in mind when embarking on a transition to iPad delivery for your SAP BusinessObjects Dashboards. This session will look at this new mobile capability, explain how it is best deployed and outline some of the potential pitfalls through a combination of best practices and live demonstrations.	Donald MacCormick Anitvia
15:45-16:15	**Performance Management tools at the Ombudsman** From balanced scorecards to different performance comparison models, we will look at their evolution from MS Excel to Xcelsius distributing with Infoburst then moving to the future with an EDW and XWIS connectivity.	Stuart Sutherland Financial Ombudsman Service

Technical

Time	Session	Company & Speaker
13:45-14:15	**SMP Support Portal – Current & Future** Understanding how to navigate and use the current SMP Support Portal along with a glimpse into the future with brand new mocks up of the new SMP Support Portal. Also find out how to contribute in the design of the new SMP Support Portal.	Neil Greathead, Miles Escow and Harry Bodenhofer SAP
14:15-15:15	**Beyond BEx: Integration and delivery of a global SAP BusinessObjects BI4 deployment for SAP BW as part of a global ERP template solution.** Explore British American Tobacco (BAT)'s SAP BusinessObjects BI 4.0 implementation project from program development through pilot market implementation and successful go-live and current global deployment. Attend to gain a better understanding of: • The reasoning behind choosing to deploy SAP BusinessObjects BI4 for SAP NetWeaver BW • The development and preparation steps required to make technology choices suitable to meet requirements and how technology shortfalls were addressed. • SAP BusinessObjects BI 4.0 technical architecture • Integration with SAP NetWeaver BW and SAP NetWeaver Portal • Roadmap alignment with HANA	Mark Cooper British American Tabacco
15:15-15:45	**Tools to optimise your SAP BusinessObjects BI 4.0 daily administration and speed up your migration project** This session offers tips for a more efficient migration to SAP BusinessObjects BI 4.0 and easier daily administration tasks. Learn how organisations significantly reduced their migration project costs by preparing, cleaning, and testing their platform with the 360suite solutions. Explore the necessary tools to cut cost and make the most of your SAP BusinessObjects platform through a live demo. Understand the different types of issues an SAP BusinessObjects administrator can face and how to avoid them. Walk away from this session with a detailed understanding of unique solutions that work with all SAP BusinessObjects versions including BI 4.0, to maximise the ROI of your daily administration, audit, and impact analysis on your SAP BusinessObjects metadata.	Julien Drouvin GB & SMITH
15:45-16:15	**LifeCycle Management Best Practices** Matthew Shaw will present an overview of Best Practices for Promoting BI Content between environments using Promotion and Version Management. This will include the integration of Promotion Management with Version Management to capture 'builds' for promotion. Packed with great advice on service configuration, managing overrides and hints and tips. This is an essential session for all BI Platform administrators.	Matthew Shaw SAP

Trends and Strategy

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13:45-14:15	**Evaluating The Value of Sybase IQ through a Rapid Pilot Exercise** Organisations considering the speed of how they can perform detailed and accurate analytics should be evaluating their use case for Sybase IQ. Traditional relational database technologies offer good solid foundations for business intelligence repositories but can be totally inadequate when it comes to high volumes of data or rapidly changing circumstances. Evaluations should assess product, architectural, functional gaps, time-to-implementation, lifetime cost, and return on investment. Relevant capabilities should be traced back to prioritised business requirements in a structured process and best practice calls for a proof-of-concept prototype. We can help you manage this process quickly and effectively through: • Creating evaluation criteria from your prioritised business and technical requirements • Creating a proof-of-concept (POC) prototype • Measuring the inputs and the outputs against current practice • Completing the business case with credible ROI figures Providing you with a proposition towards significant business improvement: • Implementation considerations, additional requirements analysis for broader use cases • Training and deployment, platform costs – Sybase IQ runs on standard hardware, no appliance needed here • Time to deployment, and so on. This session includes details of where we have successfully piloted Sybase IQ and the offer of a free assessment to generate a specific use case for your business, determine feasibility and recommend most suitable approach.	Neil Kemp & Rizwan Ali IT Performs
14:15-15:15	**Dashboards – the ultimate end-user BI** Interactive dashboards are the future of end-user BI. Hear about the 5 characteristics that are the hallmark of all successful interactive dashboards and why these matter to business users. Find out why interactive dashboards that implement the 5 characteristics are they key to wider BI adoption in our organisations.	Donald MacCormick Antivia

15:15-15:45	**Predictive Analytics on SAP**	Imran Hussain
	This session is aimed for organisations who have an interest in enabling their SAP BI capabilities with predictive analytics.	Agilexi
	Predictive analytics enables organisations to predict future events, discover hidden insights, trends and relationships within your data. Used in the right way, predictive analytics can give business a decisive competitive advantage in acting on opportunities, optimising processes and minimising risks.	
	Using in-memory technology such as SAP HANA, predictive analytics can now give instant answers to high value business problems.	
	The session will introduce commonly used predictive techniques in simple terms. Agilexi will look at real business use cases where customer have deployed highly interactive predictive dashboards These include: • Identifying significant trends and cycles in your data to optimally schedule resources and utilise best performers in the future • Accurately and instantly segment your data based on dimensions of interest • Optimise budget allocation process for maximum ROI	
15:45-1615	**Data Visualisation Roadmap**	Nick Wall SAP

Data Warehousing

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13:45-14:15	**Identifying and predicting potential profit** Tom will highlight the challenges businesses face when trying to identify pricing opportunities - investigating the complexities of analysing large volumes of data and the barriers of technical capability in addition to the skills required to understand complex calculations. Tom will then explore the opportunities and value of predictive analytics as he introduces an innovative solution based on the SAP HANA platform. Tom will present Ciber ProfitBoost-Sales, a newly developed analytics solution designed to help organisations optimise profit through informed pricing strategies. Ciber ProfitBoost combines algorithms from the predictive analytics library of the SAP HANA platform to help organisations identify, explore and ultimately realise incremental potential profit in sales and delivery. This new exciting solution reached the finals in the SAP HANA partner race, an SAP-sponsored competition where the finalists were recognised at the 2013 CeBIT conference in Hannover, Germany.	Tom Kelly Ciber UK
14:15-15:15	**Accurate Analytics in a Big Data Context** The presentation will discuss the changing nature of Data Warehouse development and reporting framework development due to technologies such as HANA and Business Objects Explorer on a mobile device. This includes the criticality of clean Operational data, robust Master data, and complex Data Monitoring in your new, streamlined reporting construct.	Scott Barrett SAP
15:15-15:45	**HANALYTICS** Everybody may be talking about it, but as a loyal BusinessObjects customer you could be excused for wondering what HANA could / should mean for you and your users. This session will explain how HANA can fit into an existing BusinessObjects landscape and the benefits that can be gained as well as the potential pitfalls to watch out for. The session will include live demonstrations of the BI 4.x tools in combination with HANA, including Visual Intelligence and Predictive Analytics.	Andy Steer Itelligence
15:45-16:15	**Power of Predictive Analytics in Materials Management** An Increasingly complex supply chain, Staff churns and a materials being created faster than they could be managed presented one manufacturer with a growing data quality issue, missing values, default values, finger in the air values were highlighted in a data quality review. This session will explore how SAP Predictive Analysis was used by a Data Scientist to improve the data quality of one of the material plant lead times and explores how the same could be applied to other areas of the supply chain.	Peter Owlett Capgemini