



BUSINESS INFORMATION WAREHOUSE SPECIAL INTEREST GROUP

Meeting to be held on Thursday 13th November 2003 at SAP, Clockhouse Place
Commencing at 9.30am

Theme: "Setting Business Intelligence Strategy"

AGENDA

- 09:15 Arrive / Coffee
09:30 **What is Business Intelligence and what is BI Strategy?**
Steve Whitby, head of Business Intelligence for SAP UK, will be helping us establish a common understanding to use during the rest of the day
- 10.30 Break
11:00 **Implementing BI Strategy – experience from companies**
We have confirmed contributions from Dionisis Patakas (Unilever) and Achim Rick (Sony) – further offers very welcome, we can always extend this slot.
- 12.30 Lunch
- The afternoon will be group work, developing themes identified in the morning that are common to several companies.
- 13:15 **Work group session 1**
- 14.30 Break
14:45 **Work group session 2**
- 15:45 **Wrap-up and planning for 2004**
Feedback on the quarterly meeting format held throughout 2003.
Improvements, dates and volunteers for 2004.
- 16.30 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 SOPHIA.WILKENING@SAP.COM
ONLY TWO DELEGATES PER ORGANISATION**