



# Re-engineering for business intelligence

**An organisational perspective on using  
analytics to create a competitive advantage**

## Three-day workshop

**Is your organisation awash with information, but starving for intelligence?  
Are you deploying analytical competencies to reap the benefits of data on  
business performance, customers, markets, etc.? Do you know the tools and  
techniques associated with business analytics and intelligence?**

This three-day seminar focuses on a specific challenge for organisations who want to successfully deploy competencies for BI. This workshop is a well-balanced combination of knowledge development through:

- > clear introductions to the key building blocks
  - Performance management
  - BI technologies
  - BI organisation
- > developing own insights through teaching case study interactions
- > insights into real-life examples through practitioner testimonials.

## Programme overview

|              |   |   |
|--------------|---|---|
| <b>Day 1</b> | <b>Performance Management</b>           | In the first day, participants will focus on optimising the roles of BI and analytical software in an organisation and adapting to the current trends and challenges in BI. Furthermore, the link between business performance management and BI is explored.   |
| <b>Day 2</b> | <b>BI Technologies</b>                  | Without going into the technical details of BI technologies, the participants will be challenged to develop a good understanding of the core elements and design options for an effective BI architecture. This will be related to the components of BI technologies and vendors. This day will also include some tricky questions surrounding data quality, technology standardisation, costs and user satisfaction.                                       |
| <b>Day 3</b> | <b>Managing BI in your organisation</b> | Day 3 is designed to give participants a view on the managerial challenges of executing on the promises of a BI strategy. The participants will be stimulated to develop useful notions of: different types of BI competency centres, IT governance issues, and situational management approaches to business-IT engagement. Using the information evolution model, it is explained how to accelerate the adoption and maturity of BI in your organisation. |

### When?

15-16-17 December 2010

### Where?

Vlerick campus Gent

### Who?

Middle and senior managers who believe that their organisation could gain significant competitive value from the strategic use of their data and information. This is not a technical workshop. No prior technical expertise in IT is required. This programme is designed to fit with a multitude of functional domains, including finance, marketing, IT, strategy, planning, and operations.

Endorsing Partner

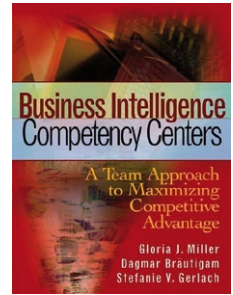


## Lecturer

### Gloria J. Miller (CEO MaxMetrics and leading expert in Business Intelligence Competency Centres)



Gloria Miller, MBA, has more than 20 years experience providing management consulting, programme and project management, and IT consulting to Fortune 500 and government organisations. She has co-authored several methodologies and books in the area of implementing software and modernising organisations to use information more effectively, including “Business Intelligence Competency Centres: A Team Approach to Maximizing Competitive Advantage” and the “Information Revolution”, published in the Wiley and SAS Business and Information Series.



## Tuition Fee & Enrolment

The tuition fee for the programme is € 2,295 (excl. 21% VAT). This fee covers teaching materials, text book, coffee breaks, lunches and dinners. You can enrol via our website [www.vlerick.com/biworkshop](http://www.vlerick.com/biworkshop).

## Questions? More detailed info? Enrol?

For any questions you may have, your key contacts are:

- > **Mr Luc Lutin**, Programme Manager,  
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- > **Annabel Van den Bunder**, Programme co-ordinator  
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- > **Mrs Gaëtane Beernaert**, Programme Assistant,  
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Or consult our website: [www.vlerick.com/biworkshop](http://www.vlerick.com/biworkshop)



Luc Lutin



Annabel  
Van den Bunder



Gaëtane Beernaert

*“The three-day workshop covered all my needs. The topics were relevant, down-to-earth and illustrated with real-life case studies. The binder containing all of the teaching materials and additional readings is so useful that I am now using it with colleagues for various projects. Finally, the lecturers are truly experts in their fields. The sessions generated very insightful discussions and triggered questions from all participants. I strongly recommend this workshop to everyone who wants to learn how to best manage BI projects.”*



**Pablo Palmeiro**  
Elsevier,  
The Netherlands

## Financial benefits for you?

- > 5% discount for members of Vlerick Alumni
- > ‘KMO-portefeuille’: subsidies for Flemish SMEs
- > ‘Opleidingscheques’: a benefit of up to € 250 for private participants
- > Vlerick Social Profit Grants for organisations active in the social profit sector

Check [www.vlerick.com/benefits](http://www.vlerick.com/benefits) for more details.

### Executive Education: n°1 in Benelux!



**Business School**  
Rankings 2010

Vlerick Leuven Gent Management School’s rankings in authoritative listings confirm our position as a top-level European School of Management and open doors to corporate decision-makers across Europe.