

## TDWI FINLANDIN KEVÄT KOKOUS JA KESKUSTELUTILAISUUS

Yhdistyksen sääntömääräinen kevätkokous ja keskustelutilaisuus pidetään keskiviikkona 24.5.2006 kello 14.30 – 17.00, IBM:n tiloissa osoitteessa Laajalahdentie 23, Munkkiniemi, Helsinki.

### Ohjelma

14.30 - 14.50	Kevätkokous
14.50 – 15.10	Kahvitauko
15.10 – n. 17.00	Turning Data into Dollars Marc Teerlink, IBM

### Turning Data into Dollars

Value Creation through Business Intelligence: Turning Data into Dollars  
Lessons from the winners, lessons from the losers and a nine step methodology to help you accelerate your ROI

- How do Companies define Business Intelligence ?
- What is BI doing for other companies ?
- What is the road to BI we see companies taking ?
- How do these companies prioritize ?
- Lessons Learned: Three Things to get going Lessons from the winners, lessons from the losers. A nine step methodology to help you accelerate your ROI.

Today we all have a sense of how the availability of information has changed customer relations and customer management. The internet with direct access and profiles and direct gratification is a good example. The question is, what does your company see as the major changes and opportunities from a customer data perspective - and how can they gain from it?

Marc Teerlink, EMEA, IBM

Marc Teerlink has been responsible for research which has tracked over 1200 companies since 1995 in how companies are using customer and/or product related data in order to turn data into dollars. Part of his research is focusing on the common factors of the best practices for those companies that successfully apply Business Intelligence. Marc performs his research with 3 top Business Schools in the US and Europe, and teaches these results at various graduate and management courses. Marc an IBM Executive Principal for Europe, Middle East and Africa. Originally he was a banker, working for a major Dutch international bank where he set up branch offices in various countries, moved to the Telecom industry where he was responsible for European Marketing & Sales and ran the European Consumer Management practice for a Big five consulting firm. Marc is a PhD in consumer psychology and holds an MBA and an MBI.