



Dear Member,

You are cordially invited to a seminar on Business Intelligence:

October 25 2012, 15.00 – 17.00

Oakwood Serviced Apartments, Sukhumvit Soi 24

Target group: Managers on all levels who need accurate, timely and relevant management information, both monthly/quarterly as well as ad-hoc queries

Business Intelligence (BI) is currently an area where many companies pursue large projects with great expectations on results. And well-designed BI solutions, drawn on a good user requirement analysis, can certainly give tangible business benefits and a competitive edge. However, many BI projects fail to deliver.

At this seminar, we will show you how to harness the power of BI, as well as how to avoid the pitfalls. BI Experts from the Swedish firm Advince will be featured speakers and share some of their BI experiences from successful clients such as H & M, Absolut Vodka, Handelsbanken, Citigroup and Prada.

It is a well-known fact that many BI projects outright fail or do not deliver according to plans or expectations. According to Gartner Group, more than half of all BI projects belong in this category.

On the other hand, well-designed, user-friendly BI applications can really deliver a competitive advantage. Hence, it is imperative that BI initiatives:

- Target the important and relevant business issues
- Are governed by a methodology suited for BI, which differs from other projects e.g E-commerce, ERP roll-outs
- Quickly get corrective attention, should problems occur

About the coach:

Filip Ekstrand has 25 years of management consulting experience, mostly for large, international firms and Private Equity houses. He co-founded Data Webhouse in 1995, who was the first company in the world to create web-based Business Intelligence. Based in Stockholm, Sweden but travels globally, Filip has appeared as guest writer in e.g Wall Street Journal, Financial Times and The Economist and spoken on Management & Business Intelligence subjects on numerous conferences, among them “E-business & Wireless CRM” in Singapore.

This seminar is FREE of charge for members (non-members 500 THB). Please sign up at secretary@swecham.com latest by 20 October