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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91179897
Party	Plaintiff Information Builders, Inc.
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Information Builders  
**SUMMIT**

2008  
User Conference

*Go Further...*



June 1-5, 2008 | Gaylord Opryland Resort | Nashville, Tennessee



Dear Colleague,

Welcome to Summit 2008 at the Gaylord Opryland Resort in Nashville!

Summit 2008 boasts a more comprehensive selection of educational opportunities than ever before. We have added more sessions filled with great information that will make your applications sing; information that I'm certain will offer you maximum value in leveraging our innovative products. As always, you will not only learn about new features, but also have many opportunities to network with your peers and technology experts.

Summit 2008 is five days of customer-focused learning. This year, we are pleased to offer our IT Leaders executive track, designed specifically for managers. Presented for the first time at Summit, this two-day track features presentations by top industry experts, analysts, thought leaders, and CIOs. It includes a combination of strategy sessions, best practices presentations, and panel discussions to provide the most insightful information on business intelligence and integration.

Along with Summit's full agenda, you'll gain first-hand access to a variety of products in our Solutions Pavilion exhibit area – a perfect opportunity to explore innovative technologies that can add value to your existing software investments.

Summit is sure to provide you with a well-rounded experience that will help you meet your business goals for 2008 and beyond. Get ready to increase your technical skills and go further in your professional growth.

Sincerely,



A handwritten signature in black ink that reads "Gerald D. Cohen".

Gerald D. Cohen  
President and CEO, Information Builders

# Information Builders 2008 Summit User Conference

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## Welcome Reception

**Sunday, June 1 | 7:00 - 9:00 PM | Ryman Exhibit Hall C2**

Get your conference experience off to a great start with the Welcome Reception in the Solutions Pavilion, where you can visit the exhibitor booths and network.

## General Session

**Monday, June 2 | 8:00 - 10:45 AM | Delta A**

Often quoted for his pragmatic views on the state of the industry, President and CEO Gerald Cohen will kick off the event with news of recent major product launches by Information Builders! Start your conference with his view of where we are and where we're headed.

## Off-Site Event: Wildhorse Saloon

**Tuesday, June 3 | 8:00 - 11:00 PM**

There's nothing better than a good ole' cowboy jamboree. Learn the latest line dances and get kickin'. Shuttle buses will leave from the Delta Portico at 7:30 PM.

## Ask Gerry: President's Q&A

**Wednesday, June 4 | 5:45 - 7:30 PM**

**Governor's Ballroom North AE**

Gerald Cohen, president and founder of Information Builders, will host a meeting on Wednesday night, where he will be ready to answer your most pressing questions. There will be a cocktail reception following the Q&A. Don't forget to submit your questions! Drop them at the Registration Desk no later than 3:00 PM on Wednesday.

Focal Point Tips and Techniques contest winners will also be announced. Best presentation winners will be announced in the following categories:

- Best Customer Presentation
- Best Lab
- Best Information Builders Presentation

## E-mail Room

**Governor's Chamber E**

The E-mail Room makes it easy for you to check your e-mail and complete your conference evaluation. It will be open during conference hours for your convenience. Feel free to view conference photos online.

## Conference Evaluations

Give us your thoughts on the conference and we will enter you to win one of three **free Summit 2009 registrations**. Conference evaluations are available in the E-mail Room.

## Expert Room and Sandbox

**Bayou AB**

**Monday, June 2 | 11:00 AM - 5:00 PM**

**Tuesday, June 3 | 8:30 AM - 5:00 PM**

**Wednesday, June 4 | 8:30 AM - 5:00 PM**

**Thursday, June 5 | 8:30 AM - Noon**

Solve your challenges one-on-one with WebFOCUS, FOCUS, and iWay Software technology gurus. They're ready to review hot-track cases, help with tips and techniques for application development, or just answer any questions that have you stumped. PCs will be available for hands-on problem solving. You'll come away with a fresh perspective on your particular technical situations. In addition, feel free to "play" in our Sandbox where you will be able to test the latest software releases. Feel free to view conference photos online.

Topics include:

- Applications
- FOCUS/databases
- WebFOCUS features
- DataMigrator/ETL
- Data adapters/servers
- iWay integration

## Birds-of-a-Feather Luncheon

**Wednesday, June 4 | 12:15 - 1:15 PM**

**Ryman Exhibit Hall C2**

One of the best ways to learn how to leverage Information Builders and iWay Software technologies is to talk directly with those who have already done so successfully. Always very popular, these meetings offer a great opportunity to do just that.

Topics include:

- Communications
- Insurance
- Utilities
- Transportation
- Finance
- Manufacturing
- Public administration
- Wholesale trade

## Session Presentation Copies

Presentation handouts will be available at each session. Any extras will be available near the Registration Desk. After the conference, all attendees will be mailed a CD containing all of the available presentations, which will also be posted at [informationbuilders.com/summit](http://informationbuilders.com/summit).

## Special Needs/Ask the Experts

if you have any special needs or need assistance on deciding which sessions to attend, "ask the experts" at the Registration/Information Desk.

# Key Conference Times | General Information

## Sunday, June 1

11:00 AM

Registration/Information Desk Opens  
Delta Lobby B

7:00 - 9:00 PM

Welcome Reception  
Solutions Pavilion Open  
Ryman Exhibit Hall C2

## Monday, June 2

6:30 AM

Registration/Information Desk Opens  
Delta Lobby B

6:45 - 7:45 AM

Breakfast  
Ryman Exhibit Hall C2

8:00 - 10:45 AM

General Session, Gerald D. Cohen and Michael Corcoran,  
Information Builders and Leading Industry Analysts Panel  
Delta A

12:15 - 1:15 PM

Lunch  
Ryman Exhibit Hall C2

11:00 - 5:00 PM

Expert Room and Sandbox Open  
Bayou AB

5:15 - 7:00 PM

Cocktail Reception  
Solutions Pavilion Open  
Ryman Exhibit Hall C2

7:00 - 8:00 PM

Regional Receptions  
Crystal Gazebo, Delta Fountain Ryman C2,  
Delta Pavilion, Delta Fountain, Magnolia Patio,  
Magnolia Reflecting Pool, and Relache Outdoor Pool

## Tuesday, June 3

6:45 AM

Registration/Information Desk Opens  
Delta Lobby B

7:00 - 8:15 AM

Breakfast  
Ryman Exhibit Hall C2

8:30 AM - 5:00 PM

Expert Room and Sandbox Open  
Bayou AB

12:15 - 1:15 PM

Solutions Pavilion Open  
Lunch  
Ryman Exhibit Hall C2

8:00 - 11:00 PM

Off-Site Event (shuttles leave from Delta Portico at 7:30 PM)

## Wednesday, June 4

6:45 AM

Registration/Information Desk Opens  
Delta Lobby B

7:00 - 8:15 AM

Breakfast  
Ryman Exhibit Hall C2

8:30 AM - 5:00 PM

Expert Room and Sandbox Open  
Bayou AB

12:15 - 1:15 PM

Lunch (Birds-of-a-Feather)  
Ryman Exhibit Hall C2

5:45 - 7:30 PM

Ask Gerry: President's Q&A  
Governor's Ballroom North AE

## Thursday, June 5

6:45 AM

Registration/Information Desk Opens  
Delta Lobby B

7:00 - 8:15 AM

Breakfast  
Ryman Exhibit Hall C2

8:30 AM - Noon

Expert Room and Sandbox Open  
Bayou AB

Noon

Information Desk Closes

Explore the latest technologies from Information Builders and visit with leading software, hardware, and services providers. Monday the vendors will sponsor a cocktail reception. Don't forget to complete your Game Card and win a Summit 2008 prize. (The exhibitors have all the answers!)

## Documentation Services

Visit our booth to experience the latest innovations in Information Builders content management. Browse through the latest manuals for release 7.6.5 and preview our new Enterprise Content Library, which enables you to search for content across multiple content repositories (Technical Documentation, Tech Support, Focal Point, and WebFOCUS newsletters). You can also order documentation products and take home the just-released 7.6.5 WebFOCUS Keysheet manual.



## Education

See the latest training services offerings from Information Builders. You may also use this opportunity to speak with curriculum and education specialists about training needs for you and your organization. Remember, an educated user will usually be successful with our tools.



## ESRI

With annual sales of more than \$560 million, ESRI remains the world leader in the geographic information system (GIS) software industry. Our business involves the development and support of GIS software for all types of organizations – from the one-person office to multinational corporations to innovative Internet GIS solutions. Information Builders offers adapters that can geocode data for ESRI and incorporate maps and GIS into WebFOCUS. [www.esri.com](http://www.esri.com).



## Focal Point

Developers helping developers, that's what Focal Point is about. With more than 4,400 members it's more than a message board. You can find tips and techniques, expert product demos, useful information and updates, and best of all, you can collaborate directly with other customers.



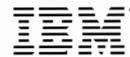
## FOCUS

Employing the IBM/C compiler, FOCUS delivers across-the-board CPU time reduction of five to 40 percent. The Multi-Dimensional Index (MDI) also reduces retrieval time by 90 percent or more! Imagine – the new four-terabyte XFOCUS database structure with lightning fast retrieval as well as over 100 other new features.



## IBM

With 80 years of leadership in helping businesses to innovate, IBM is the world's largest information technology company, with approximately 355,766 employees and 2007 revenues of over \$98 billion. Drawing on resources from across IBM and strategic business partners, IBM offers a wide range of services, solutions, and technologies that enable companies to innovate and find new ways to deliver greater value to their customers and stakeholders. Together the solutions offered by IBM and Information Builders strive to optimize operational BI performance and to quickly respond to changing market demands. IBM systems are being designed around the core principles of collaboration, openness, and virtualization; these are essential ingredients to assisting your company to discover new ways to use trusted information spread across your enterprise to identify new business opportunities reducing the expense and time required to address industry-specific business challenges.



## InfoResponse

Learn more about InfoResponse Premium, our best in class customer support option. See how to navigate the Technical Support site and find out about new InfoResponse support service offerings.



## iWay Software

iWay Software's integration methodology is simple: We use a single, integrated set of graphical design tools to assemble powerful pre-built components for enterprise-class B2B, A2A, or B2B2A integration scenarios – without the use of custom code. Integration configurations are deployed to run-time execution engines that can be deployed in a standalone manner to any environment supporting a JVM – including Web Application Servers from any vendor. We deliver the fastest, most cost-effective, and simplest way to integrate and streamline critical business processes. iWay Software's vendor, platform, and protocol-neutral integration solutions achieve the promise of SOA: true reusability.



## Managed Methods

Managed Methods develops and sells versatile and cost-effective solutions products for monitoring Web services and managing service-oriented architectures. Our focus is providing practical tools that enable visibility and management of Web services operations in the production environment. As an organization, we offer the following value: IT operations-monitoring experience, focus on product flexibility and value, customization, customer-driven solutions, and flexible licensing.



## Solutions Pavilion Open

Sunday, June 1 • 7:00 - 9:00 PM | Monday, June 2 • 12:15 - 1:15 PM • 5:15 - 7:00 PM | Tuesday, June 3 • 12:15 - 1:15 PM

### Professional Services

Building a solution to ensure critical success factors are met requires not only the right technology, but also an assessment of business processes, services to ensure the technology is implemented correctly, an outsourcing or offshore option to save time and money, on-going education throughout the entire implementation, and technical support. To ensure your success, we have identified solid and repeatable methods of implementation. Information Builders Professional Services was created to ensure successful deployments and 100 percent customer satisfaction. Professional Services has the domain expertise and seasoned, trained, and certified resources to ensure customer success. We deliver these services and ensure that you, the customer, can have the satisfaction and assurance of working with a single vendor if you so choose.

### Information Builders

fraud by uncovering trends, patterns, and anomalies in their data. SPSS uses Information Builders technology to efficiently mine vast quantities of data and create highly accurate predictive and descriptive models, based on their client company's unique business requirements. These models can then be easily shared throughout the company's extended enterprise and incorporated into existing business processes. Organizations can easily direct and automate decisions in order to surpass goals and push into new directions that achieve greater revenue and customer satisfaction. By combining SPSS' predictive analytics with Information Builders' business intelligence capabilities, organizations benefit from advanced analytics, unmatched visualization, and extensive drill-down capabilities that enable complete data mining and predictive analytics.

### Red Hat

Red Hat is the world's leading open source solutions provider. CIOs have ranked us first for value in enterprise software for four consecutive years in *CIO Insight* magazine's Vendor Value study. We provide high-quality, affordable technology with its operating system platform, Red Hat Enterprise Linux, together with applications, management, and service-oriented architecture (SOA) solutions, including the JBoss Enterprise Middleware suite. Red Hat Enterprise Linux provides a high-value, low-cost platform for deploying WebFOCUS on a wide variety of hardware platforms. JBoss Enterprise Middleware suite combined with iWay delivers a competitively priced, high-performance SOA solution.



### Tesch Consulting

Tesch Consulting emboldens a passionate pursuit for business enablement through technology; particularly SOA integration concepts, tangible business intelligence and strategic enterprise software decisions. We offer organizations guidance in their business strategy through the use of implementing software to radically improve their business. Our experience includes both Fortune 100 companies and smaller mid-market companies within the various retail, distribution, and supply chain industries.



### ResiliEnt

Headquartered in Atlanta, Georgia, ResiliEnt Business Solutions helps organizations across the United States leverage their investment in Information Builders technologies. Specializing in the delivery of high-value business intelligence applications and data warehouses, ResiliEnt offers a full Professional Services menu centered on WebFOCUS and iWay. Our services include full project outsourcing, staff supplementation, and on-site or Web-based mentoring. ResiliEnt promotes a "center of excellence" for the Information Builders product suite and pairs that expertise with skills germane to the environments that the products must integrate with: Java™, .Net, Portals, Application Servers, a variety of ETL tools, etc. In addition, ResiliEnt offers expertise in a number of vertical markets such as healthcare, financial services, insurance, sales and more.



### WebFOCUS

Information Builders' flagship product – WebFOCUS – is the industry's most widely utilized business intelligence (BI) platform. It connects to any enterprise system or application and lets users interact with information in a simple and intuitive way. Its superior architecture enables WebFOCUS to create a solution for every need in the extended enterprise – executive, analytical, operational, and beyond – and provides the agility to adapt to changing business conditions. Developed with all users in mind, regardless of technical skills, it is the most secure, scalable, and flexible solution in the market.

### WebFOCUS

### WebFOCUS

### SPSS

SPSS provides predictive analytics software and solutions that help organizations increase revenue, reduce costs, and detect



### WebFOCUS Performance Management

Come see the latest WebFOCUS performance management solutions. See how easily you can deliver performance dashboards and analytics as well as metrics and strategy maps using the latest WebFOCUS capabilities, including Google Maps, Flex Enable, and Magnify. Pre-built starter kits and wizards let you accelerate your projects in healthcare, supply chain, retail, banking, HR, IT, and more. You can also preview new Performance Management Framework (PMF) V5 features.

2008 Summit Award Winners

Awards will be presented during the Welcome Reception.



**Best Production BI Application**  
**Utz Quality Foods**

**Most Innovative BI Implementation**  
**City of Houston Police Department**

**Best New Enterprise BI**  
**Ace Hardware**



**Best Use of iWay Software**  
**British Telecom**

**Information Builders**

**WebFOCUS**

Deliver the Right Data...

**Because Everyone Makes Decisions**

And you can help them make the right ones.

Information Builders WebFOCUS – the most widely utilized business intelligence (BI) platform – provides easy access to mission-critical information for everyone, enabling better decision-making.

Deliver information anywhere at any time. Thousands of customers, large and small, have leveraged Information Builders WebFOCUS reporting, query, and analysis to extend their reach. You can too.

[informationbuilders.com](http://informationbuilders.com)



**WebFOCUS**

Everyone makes decisions.

## Keynote Speakers



### Gerald Cohen | President and CEO, Information Builders

Information Builders was founded with a very simple mission – to help businesspeople get to the information in their enterprise systems easily and quickly. Today, customers can efficiently put information in the hands of everyone they rely on to support, supply, run, and transact with their businesses. Discover the power of information as seen through the eyes of one of today's movers and shakers. Often quoted for his pragmatic views on the state of the industry, President, CEO, and Co-founder Gerald Cohen will start your conference experience with an overview of Information Builders and discuss where we are headed in 2008 and beyond.

Before going on to invent the idea of fourth-generation languages, Cohen received a master's degree in operations research from Columbia University. He also has a master's in liberal arts from St. John's College in Santa Fe, NM. He is currently chairman of the NY Software Industry Association.



### Michael Corcoran | Chief Marketing Officer, Information Builders

Michael Corcoran is vice president and chief marketing officer for Information Builders. With more than 20 years' experience in the software industry, he is responsible for working with the executive management team to develop and communicate corporate and product strategy. During his career, Michael has held top management positions in sales and marketing, business development, product management, and systems management. He has played key roles in the development and acquisition of major technologies, including BI, integration middleware, Internet technology, data warehouse, application development, and expert systems.

We Share Your Integration Vision...

## Everything Should Work Together

### And it shouldn't be hard or costly.

iWay Software provides tools that streamline even the toughest integration projects. The five symbols at the right represent thousands of pre-built, reusable components that can assemble integration for every IT asset – without extensive coding or expensive consulting.

iWay Software provides technology to more integration vendors than anyone on the market. So we can support your infrastructure – or become your infrastructure.

To see how our customers achieve this vision, visit [iwaysoftware.com/go/sdltimes](http://iwaysoftware.com/go/sdltimes).



Business Integration



Message Processing



Service Enablement



Data Integration



Management

Everything should work together.

## Leading Industry Analysts Panel



**Dresner Advisory Services: Howard Dresner**  
President and Founder



Howard Dresner is the president and founder of Dresner Advisory Services, LLC, an independent advisory firm and a well-known authority in the areas of business intelligence and performance management. Prior to his latest venture, he spent 13 years at Gartner where he was a research fellow and lead analyst for business intelligence and also served as chief strategy officer at Hyperion. He is a frequent speaker at events around the world, and his new book, published in November of 2007, is entitled *The Performance Management Revolution: Business Results Through Insight and Action*.



**Forrester Research: Boris Evelson**  
Principle Analyst, Business Intelligence



Boris Evelson is a leading expert in business intelligence and delivers strategic guidance, helping enterprises define BI strategies, governance, and architectures, as well as identify vendors and technologies that help them put information to use in business processes and end user experiences. Boris has more than 25 years of experience with enterprise software and applications implementation, management consulting, and strategic advisory skills. Most recently, he was a co-founder and managing partner at Textra, a boutique strategic advisory firm serving all IT constituents: users, vendors, and investors.



**Intelligent Solutions: Claudia Imhoff**  
President and Founder



Claudia Imhoff, Ph.D. is a popular and dynamic speaker and internationally recognized expert on analytical CRM, business intelligence, and the infrastructure to support these initiatives. Dr. Imhoff has co-authored five highly regarded and popular books on these subjects and writes monthly columns (totaling more than 60) for technical and business magazines. She has an expert channel, a monthly newsletter, and a popular blog on the B-EYE-Network.com Web site. She has served on the Board of Advisors for DAMA International and was chosen by the DAMA organizations to receive the 1999 and 2005 Individual Achievement Awards.



**The Data Warehousing Institute: Wayne Eckerson**  
Director of Research and Services



Wayne W. Eckerson is the director of research and services for The Data Warehousing Institute (TDWI), a worldwide association of business intelligence and data warehousing professionals that provides education, training, research, and certification. Eckerson has 18 years of industry experience and has covered data warehousing and business intelligence since 1995. Eckerson is the author of many in-depths reports, a columnist for several business and technology magazines, and a noted speaker and consultant. He authored the book *Performance Dashboards: Measuring, Monitoring, and Managing Your Business*.



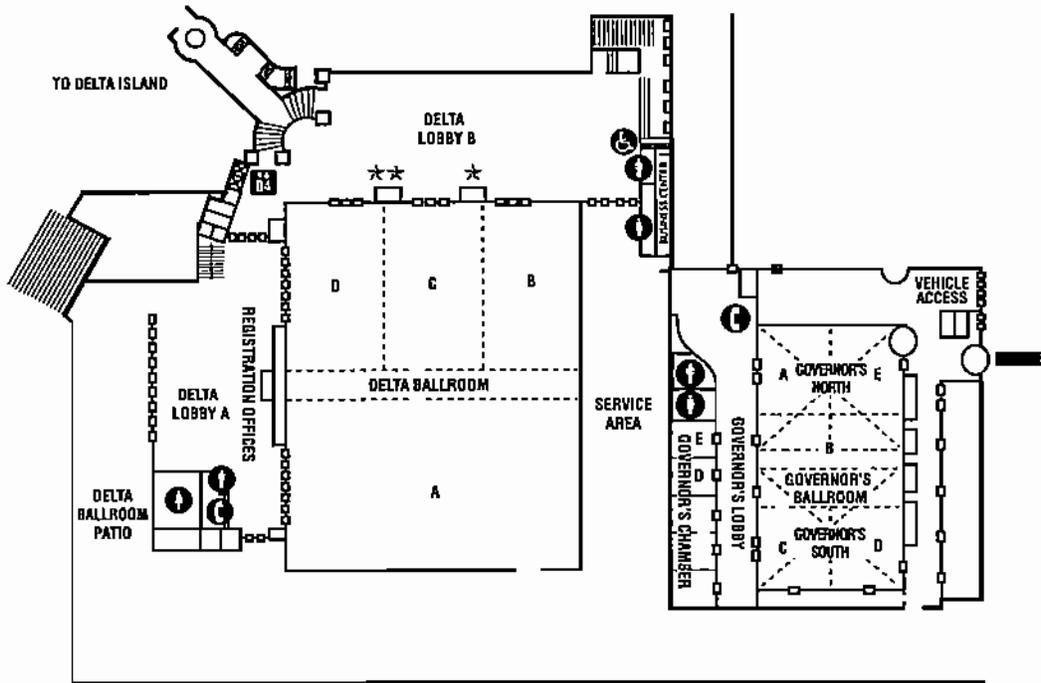
Management  
& Technology  
Consultants

# “Need to share” is the new “Need to know.”

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Information isn't currency unless it's current. BearingPoint helps speed smarter decision-making by breaking down barriers to inter-agency collaboration and interoperability. New thinking for a changing world.

**Get our perspective “Managing the Information Sharing  
Conundrum” at [bearingpoint.com/share](http://bearingpoint.com/share)**

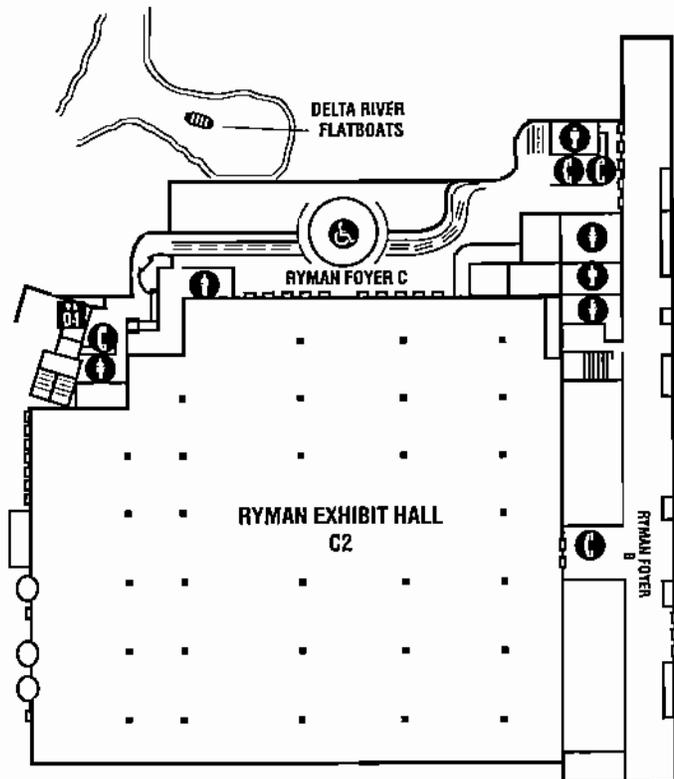


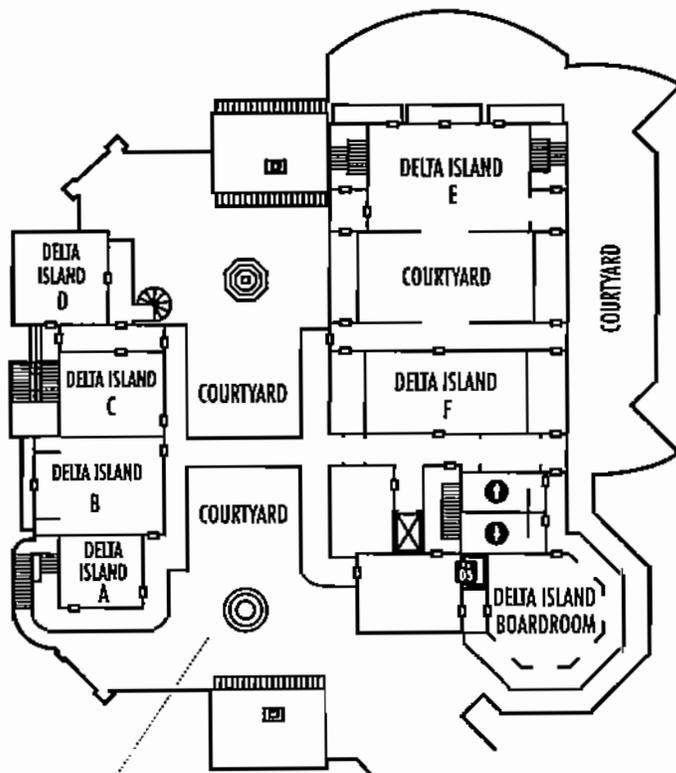
**Top Floor**

- ★ Lab Registration Desk
- ★★ Registration/Information Desk
- Delta A – General Session
- Delta B – Lab 3
- Delta C – Lab 1
- Delta D – Lab 2
- Governor’s Chamber D – Speaker Ready Room
- Governor’s Chamber E – E-mail Room
- Governor’s AE – Ad Hoc
- Governor’s B – Ad Hoc
- Governor’s A – Ask Gerry Session

**Bottom Floor**

- Ryman C2 – Solutions Pavilion





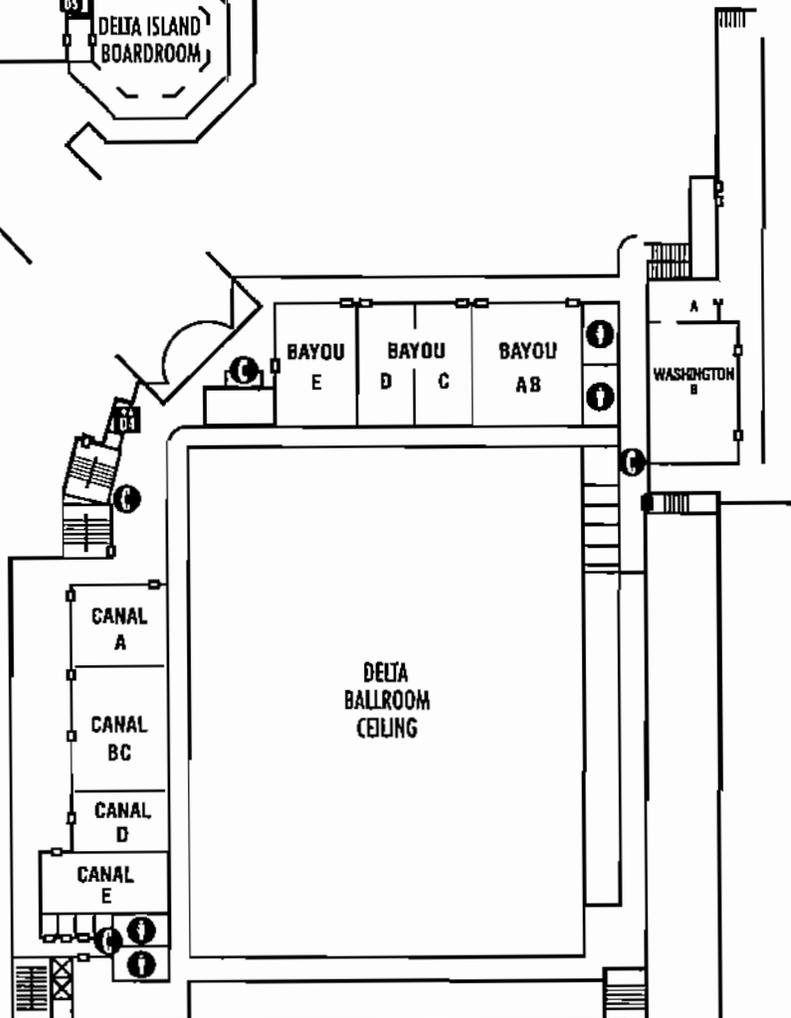
**Middle Floor – Mezzanine**

- Delta Island A – Red Carpet 2
- Delta Island B – Ad Hoc
- Delta Island Boardroom – Red Carpet 1
- Delta Island C – Red Carpet 3
- Delta Island D – Press Room
- Delta Island E – Ad Hoc
- Delta Island F – Ad Hoc

**Delta Island**

**Middle Floor – Mezzanine**

- Bayou AB – Expert Room
- Bayou C – Product Updates and Education
- Bayou D – IT Leaders, Performance Efficiencies, and WebFOCUS
- Bayou E – Case Studies
- Canal A – WebFOCUS
- Canal BC – View Labs
- Canal D – iWay and Education
- Canal E – FOCUS and Education
- Washington B – Super Breakout





**DRIVE LOYALTY.  
ONE CUSTOMER  
EXPERIENCE AT A TIME.**

**DELIVER AN INTENTIONAL, INTEGRATED AND INNOVATIVE  
CUSTOMER EXPERIENCE. ONLY WITH AMDOCS.**

Amdocs combines innovative software and services with deep business knowledge to accelerate the implementation of integrated customer management by the world's leading service providers. Amdocs helps providers build uniquely personal and immediately valuable customer relationships, all while achieving operational and financial excellence. Amdocs has the expertise needed to help you deliver a superior customer experience. Every time. Across any network, device and point of service.

Let Amdocs help you achieve the vision of integrated customer management.

[www.amdocs.com](http://www.amdocs.com)

amdocs

### **IT Leaders**

This two-day executive track – specifically designed for managers – features presentations by analysts, industry leaders, and CIOs. It also includes strategy sessions, best practices presentations, and panel discussions. This powerful combination of sessions will arm business and IT technology leaders with today's most important and insightful information on business intelligence and integration.

### **Featured Speakers**

- Kurt Schlegel, Gartner
- Boris Evelson, Forrester Research
- Wayne Eckerson, The Data Warehousing Institute (TDWI)
- Mark Smith, Ventana Research
- Claudia Imhoff, Intelligent Solutions.

### **Case Studies**

See Information Builders technology in action at companies worldwide in user-led sessions, geared specifically for managers that will look at specific applications, their benefits, strategies, challenges, and solutions.

### **Performance Efficiencies**

Optimize your infrastructure and applications for improved efficiency and scalability with this vital track.

### **WebFOCUS**

Take an in-depth look at WebFOCUS and BI from a business and technical perspective. Topics include strategies for the development and deployment of WebFOCUS solutions.

### **FOCUS**

Get inside information on what's new, productivity tips, and expert techniques for using Information Builders FOCUS as well as its use in WebFOCUS.

### **iWay Software**

Get the details on how iWay Software can reduce the time, cost, skill level, and risk of integration projects by up to 80 percent.

### **Product Innovations**

Be the first to hear – from Information Builders executives – what's coming and view new product enhancements that will benefit your applications and solutions.

### **Labs**

Product experts lead these guided, hands-on labs on the latest releases and features of WebFOCUS and iWay Software solutions. Topics include application development, analytics, performance management, Web-enabling legacy applications, security, and integrating with Web services. Hands-on labs require preregistration. Our most popular labs will be repeated as View Labs.

### **View Labs**

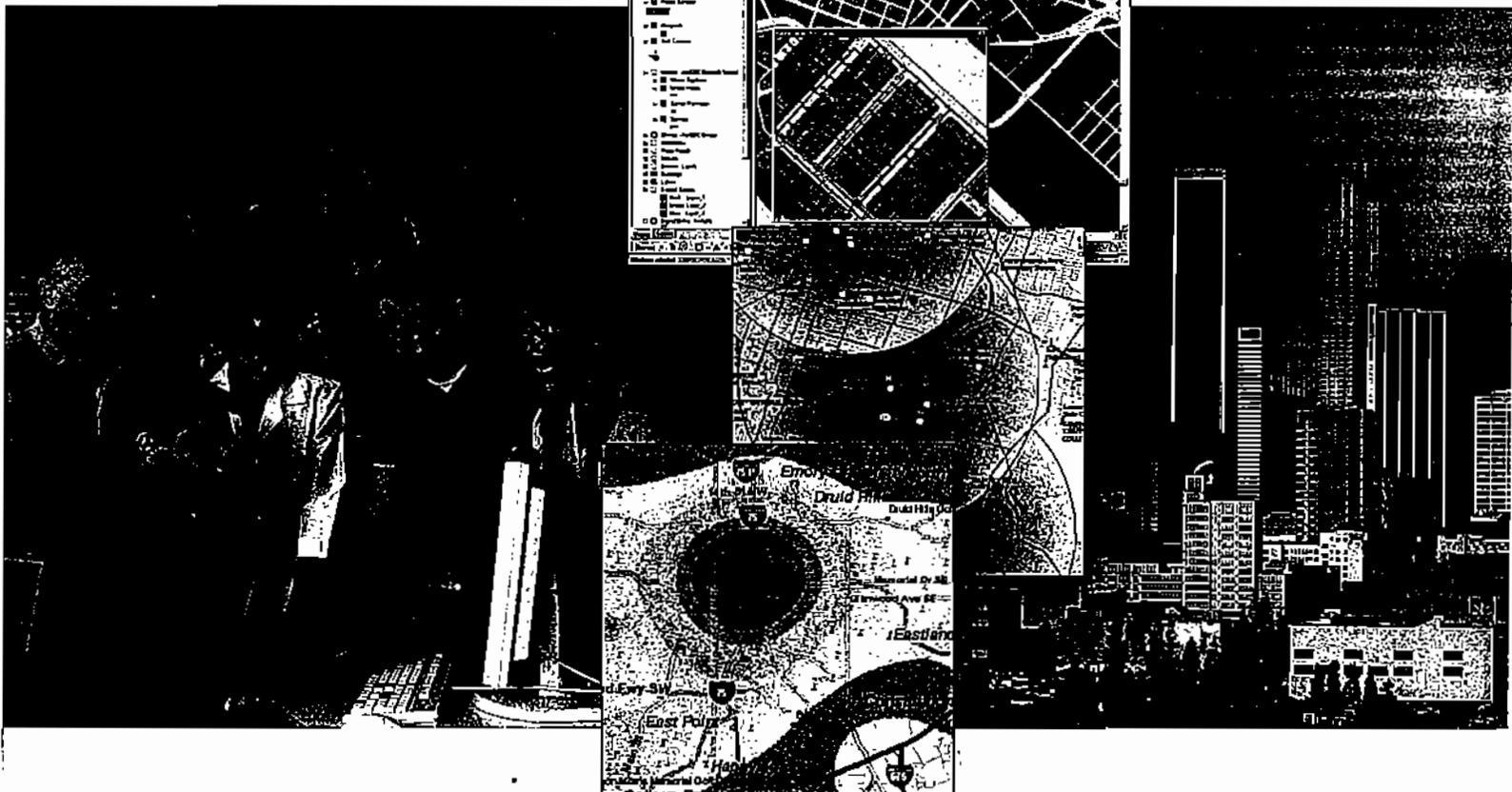
Gain in-depth knowledge of our products through practical product demonstrations that cover the same topics available in our Labs, but in a seminar format.

### **Education**

This track builds on the most requested topics from our educational curriculum. Collectively they are designed to ensure you have a strong foundation for application development in FOCUS, WebFOCUS, and iWay Software.



# GIS—Better Decisions through Modeling and Mapping Our World



*Businesses manage a world of information. At the core of this information is a geographic location, such as an address, a service boundary, a sales territory, or a delivery route, that can be viewed and analyzed on a map. By using ESRI's scalable family of ArcGIS® software, businesses can unite information from many departments to create a common, map-based data display, analysis, and dissemination platform, enabling staff to visualize data in new ways. This geographic data can be used across departments, in the field, and on the Internet, resulting in faster and more informed business decisions.*

## ESRI Philosophy

ESRI believes that better information makes for better decisions. Our reputation is built on contributing our technical knowledge, our special people, and our valuable experience to the collection, analysis, and communication of geographic information. Founded in 1969, ESRI is the leading developer of geographic information system (GIS) software with more than 300,000 clients worldwide.

Contact us today to learn how ESRI's GIS is helping to manage and improve business operations around the world.



1-800-447-9778

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The labs give you a chance to test-drive Information Builders' latest technologies. Three rooms have been set aside and labs are scheduled throughout the conference, beginning Sunday afternoon. The labs run concurrently with sessions.

When you check-in at the conference you should pick up your lab tickets at the Lab Registration Desk. Tickets are only good for the lab listed on the front and are required for admittance to the lab.

**Adding a Security Layer to Tomcat**  
 Monday 11:00 AM - Noon  
 Wednesday 4:00 - 5:00 PM

**Build Jaw-Dropping Interfaces**  
 Tuesday 8:30 - 9:30 AM  
 Tuesday 11:00 AM - Noon  
 Thursday 8:30 - 9:30 AM  
 Thursday 9:45 - 10:45 AM

**Creating Active Dashboards With Developer Studio**  
 Monday 11:00 AM - Noon  
 Tuesday 2:45 - 3:45 PM  
 Thursday 11:00 AM - Noon

**Creating Active Reports With Developer Studio**  
 Sunday 4:30 - 5:30 PM  
 Tuesday 8:30 - 9:30 AM

**Creating Effective Graphs: Basic Charting**  
 Monday 1:30 - 2:30 PM  
 Wednesday 8:30 - 9:30 AM

**Develop Complex Business Logic With the WebFOCUS User Interface**  
 Monday 2:45 - 3:45 PM  
 Tuesday 9:45 - 10:45 AM

**Developer Studio Basic Reporting**  
 Tuesday 9:45 - 10:45 AM  
 Wednesday 4:00 - 5:00 PM

**Developer Studio: Financial Reporting Tool**  
 Monday 1:30 - 2:30 PM  
 Wednesday 9:45 - 10:45 AM

**Developer Studio Metadata Management**  
 Sunday 3:15 - 4:15 PM

**Developer Studio: Visualization With Visual Discovery**  
 Sunday 3:15 - 4:15 PM  
 Wednesday 11:00 AM - Noon

**Drag and Drop: Building Ad Hoc Forms**  
 Sunday 2:00 - 3:00 PM  
 Tuesday 4:00 - 5:00 PM  
 Wednesday 1:30 - 2:30 PM

**Drag and Drop: Building Dashboards and Applications**  
 Tuesday 11:00 AM - Noon  
 Wednesday 2:45 - 3:45 PM

**ETL With DataMigrator**  
 Monday 1:30 - 3:45 PM  
 Tuesday 1:30 - 3:45 PM

**Maintain Application Development Wizard**  
 Sunday 3:15 - 4:15 PM  
 Monday 2:45 - 3:45 PM

**Maintain and Web Services**  
 Wednesday 1:30 - 2:30 PM

**Managing Performance Metrics With PMM**  
 Tuesday 4:00 - 5:00 PM  
 Wednesday 2:45 - 3:45 PM

**Publishing Boardroom Reports With Developer Studio**  
 Sunday 2:00 - 3:00 PM  
 Wednesday 9:45 - 10:45 AM

**Rapid Service Composition**  
 Wednesday 8:30 - 9:30 AM

**Security Out of the Box**  
 Sunday 4:30 - 5:30 PM  
 Tuesday 4:00 - 5:00 PM  
 Wednesday 2:45 - 3:45 PM

**Scheduling and Distribution With ReportCaster**  
 Wednesday 11:00 AM - Noon  
 Thursday 11:00 AM - Noon

**Tricks of the Trade in Charting: Advanced Tips and Techniques**  
 Monday 4:00 - 5:00 PM  
 Wednesday 1:30 - 2:30 PM  
 Thursday 11:00 AM - Noon

**Use Drill Down to JavaScript to Display Multiple Reports/Graphs**  
 Tuesday 9:45 - 10:45 AM  
 Thursday 9:45 - 10:45 AM

**Use McGyver Technique to Produce Three Reports in One Pass of Data**  
 Sunday 4:30 - 5:30 PM  
 Tuesday 11:00 AM - Noon  
 Wednesday 11:00 AM - Noon

**Using iWay Server Manager iIterator Object In a Process Flow**  
 Monday 4:00 - 5:00 PM  
 Tuesday 8:30 - 9:30 AM

**Using the New InfoAssist Tool for Ad Hoc Query and Reporting**  
 Monday 11:00 AM - Noon  
 Tuesday 1:30 - 2:30 PM  
 Thursday 8:30 - 9:30 AM

**Using the WebFOCUS Dashboard to Create a Customized Managed Reporting Interface**  
 Tuesday 1:30 - 2:30 PM  
 Wednesday 9:45 - 10:45 AM  
 Thursday 8:30 - 9:30 AM

**WebFOCUS for Google Maps: Rapid Mashup Development**  
 Tuesday 8:30 - 9:30 AM  
 Wednesday 8:30 - 9:30 AM

**WebFOCUS PMF: Metrics With Strategy**  
 Wednesday 4:00 - 5:00 PM

**WebFOCUS Quick Data for Excel**  
 Monday 4:00 - 5:00 PM  
 Tuesday 2:45 - 3:45 PM  
 Thursday 9:45 - 10:45 AM

## View Labs

See the same material covered in our most popular Labs – in a seminar setting. No preregistration required.

For Day-at-a-Glance see the Pocket Agenda.

## IT Leaders

### **Business Intelligence: The Next Major Competitive Differentiator**

Boris Evelson, Forrester Research

**Monday 11:00 AM - Noon**

Business intelligence (BI) sits at the top of the IT priority list for many enterprises. Enterprises that haven't paid enough attention now see a need to act, and those that have kept up with BI want to consolidate their siloed implementations. The promises of BI attract any organization, but how do you get started? Enterprises face multidimensional choices, and they cannot start with vendor selection. Tasks like data governance, matching requirements with logical architectures, and picking an experienced architect and implementer should be at the top of the list. The presentation will provide a clear understanding of BI market definition as well as major trends and competitive landscape best practices that have allowed organizations to create scalable, robust, and otherwise successful BI environments; a clear understanding of BI market dynamics; and a look at how vendor repositioning and major trends are changing the landscape. ○

### **Bringing BI Out of the Back Office**

Chantal Berthiaume, Air Canada

Susan Hubbard, Texas Instruments

Ann McCrory, CIO Decisions

Ed Smith, Utz Quality Foods

**Monday 1:30 - 2:30 PM**

This panel will explore how three leading organizations are making BI available to many types of users throughout the enterprise. ○

### **Operational Performance Management: Next Generation Business Intelligence**

Mark Smith, Ventana Research

**Monday 2:45 - 3:45 PM**

Ventana Research established operational performance management (OPM) as the focus of its COO. OPM is the practice of managing the effectiveness and value of operations by aligning people, processes, information, and technology to a common set of goals and objectives. One crucial element of OPM is a successful partnership between the business and IT. Join Mark Smith as he discusses the role of BI for operational performance management and how to use it to manage the effectiveness of operational business activities, initiatives, and

processes. Mark will discuss the advent of OPM in the last five years and how to evaluate and score BI capabilities to ensure you are reaching your full performance potential. ○

### **Getting Real: Operational BI Comes to the Enterprise**

Claudia Imhoff, Intelligent Solutions, Inc.

**Monday 4:00 - 5:00 PM**

BI now comes in three flavors: strategic, tactical, and the newest flavor, operational BI. This session describes the differences in these forms of BI, examples of operational BI, technological requirements supporting it, and best practices for implementing it. ○

### **Business Intelligence: The Next Generation of Innovation**

Kurt Schlegel, Gartner

**Tuesday 8:30 - 9:30 AM**

Traditionally, most organizations adopted a narrowly defined vision for BI that is focused on delivering information to users via reports. These reports were overtly disconnected from the business process. Moreover, the reports delivered measurements to a user or particular group of users, but collectively, there was no way to see how the organization was performing. Moreover, if the report contained insightful measurements, it was difficult, if not impossible, to directly link the insights to a quantifiable business benefit. Pervasive BI embraces a broader definition that goes beyond information delivery to include the ability to learn and understand the business to optimize performance and achieve efficiency. This session will address all of these critical matters via the following key issues: How can BI evolve beyond reporting measures to making great decisions? How can IT leaders drive broader BI adoption? How can the scope of BI initiatives move from enterprise to industry wide? ○

### **Performance Management and SCM: Understanding Your Operations to Effectively Drive Productive Action**

Ed Salley, The Performance Measurement Group

Chris Banks, Information Builders

**Tuesday 9:45 - 10:45 AM**

Every organization strives to meet their corporate strategy and goals, regardless of the industry. Manufacturers want to sell more, universities want higher enrollments, healthcare providers want more subscribers, insurance companies want more policies, and the list goes on. But how can these goals be achieved while maintaining a reduction in costs? Don't you think it's time for you to be a step ahead of your competition? Sit in on this session and discover how! ○

### **Understanding Your BI Users**

Sandy McClesky, Fidelity Information Services

Brian Cook, Ace Hardware

Michael Corcoran, Information Builders

**Tuesday 11:00 AM - Noon**

This panel will categorize all the types of BI users in your enterprise. ○

### **Optimal BI: Balancing Ad Hoc-Tailored Delivery to Achieve Widespread BI Adoption**

Wayne Eckerson, The Data Warehouse Institute

**Tuesday 1:30 - 2:30 PM**

Most BI professionals want to give users the ability to create their own reports as a way to liberate end users from IT intermediaries and reporting backlogs. But most users aren't capable of accessing databases and formatting result sets to create reports. The few users who thrive in this environment – typically the power users – create so many reports that performance, storage, and accessibility become serious issues. Today, savvy companies are balancing ad hoc BI with tailored delivery of reports to optimize user adoption. This session will examine how to create reports that make BI pervasive in an organization. You will learn: the technical differences between ad hoc and tailored delivery, the target audiences for ad hoc and tailored delivery, and how to manage tailored delivery environments so they remain responsive to changing user needs. ○

### **B2B Integration: BT Customer Case Study**

Mike Byles, BT

**Tuesday 2:45 - 3:45 PM**

British Telecom (BT) is the leading provider of secure, reliable, scalable communications and connectivity to the global financial community. Recently the telecom giant sought to eliminate inefficiencies and costs associated with cross-border trade settlements by providing communications for Euroclear's Common Communications Interface. Learn how BT uses iWay Software to help create a secure messaging gateway that enables straight-through processing over standard business protocols. The system is flexible enough to interact with a broad range of communications standards and message types. BT uses iWay's SOA Middleware platform to deliver a redundant messaging service that features complete security, guaranteed delivery, non-repudiation, auditing, encryption, and integrated access controls. ○

### **Looking Ahead: Practical Innovations for the BI Consumer**

Rado Kotorov, Information Builders

**Tuesday 4:00 - 5:00 PM**

Web 2.0, mobile, and search technologies are creating the equivalent of Moore's Law for application development. Today computing power doubles every two years not only on desktop computers, but also on mobile devices. Information doubles every eighteen months and we have multiple ways and channels to make it accessible. In this presentation we will discuss current trends and technologies and how early adopters apply them to solve business problems. We will also discuss Information Builders' unique approach to innovation, which allows us to deliver cutting edge products and features that meet current needs. ○



For Day-at-a-Glance see the Pocket Agenda.

## Case Studies

### **Delivering Self-Service BI in the Changing Healthcare Industry**

Morie Mehyou, Jefferson Regional Medical Center  
Anna Twomey-Brown, Information Builders

**Monday 11:00 AM - 12:00 PM**

The healthcare industry is constantly faced with pressure to cut costs while maintaining or enhancing the quality of care. Attend this session to discover how premier healthcare organizations have used business intelligence and integration technologies to improve services and processes. Learn the challenges they faced, what brought them to Information Builders, and what benefits they have realized. ★★

### **WebFOCUS Powers High RPM at Brinker International**

Stacy Hall, Brinker International  
Roger Panfil, ResillEnt Business Solutions

**Monday 1:30 - 2:30 PM**

Restaurant Performance Management (RPM) is a critical business intelligence application, used by over 3,000 people daily, which has been recognized as an InfoWorld Top 100 Application for 2007. RPM is used by managers at all levels of Brinker International to evaluate performance across the organization. This session will look at how Brinker solved a key challenge by marrying server-side JavaScript and WebFOCUS to provide a user-friendly way to navigate any one of four different organizational trees, each possibly containing thousands of nodes. It will also look at how the development team architected an innovative solution to maintain session state at the user level with cookies. ★★

### **Leveraging Location Intelligence for Social Services**

Paula Gremillion, Louisiana Department of Social Services

**Monday 2:45 - 3:45 PM**

This session will demonstrate how the Louisiana Department of Social Services uses iWay DataMigrator, WebFOCUS, and the GIS Adapter to geographically map foster care placements and resources. We will look at the manner in which Information Builders products, including new features and location intelligence, are used within the department's architecture and data warehouse to accomplish this task. ★★

### **Using Law Enforcement Analytics to Fight Crime**

Mark Eisenman, Houston Police Department  
Ted Desaussure, Information Builders

**Monday 4:00 - 5:00 PM**

The Houston Police Department uses Law Enforcement Analytics for crime analysis. This presentation will highlight key components and features of the application including Web-based incident reporting, a KPI-management dashboard, proactive dashboards, analytics, and interactive mapping capabilities. ★★

### **Taking WebFOCUS Mobile**

Ronald Phelps, NASA

**Tuesday 8:30 - 9:30 AM**

NASA's Launch Processing Directorate is in the middle of deploying Blackberrys and PDAs to its personnel. This presentation will cover: local area versus remote network access, report development for the two types of devices, setting up your dashboard and device, browsers to use, data security, and the use of Active Reports. ★

### **Better Performance Management Through Robust Analytics**

Dennis Newman, The Boston Globe

Chris Pircio, The Boston Globe

**Tuesday 9:45 - 10:45 AM**

*The Boston Globe* is a wholly owned subsidiary of the New York Times Company with approximately \$600M in revenue generated from six different business units. The Globe is in a significantly challenged industry that requires detailed insight into business drivers. This session will look at how the Globe recently launched a sales performance management tool to calculate commissions, but realized the real value of the tool was the information behind the calculations. Today, the tool creates the forum for sales reps and managers to have the right dialogue about sales revenue, underperforming accounts, goal attainment, effective yield rates, inactive accounts and many other metrics that drive sales performance. The implementation of the tool was challenging at first, as the project team had to overcome poor data quality, a shift to a quantitative management methodology, resource constraints, and a unionized sales culture. ★

### **Benchmarking High-Value Healthcare With Web-Based MIS**

Marc Berg, Plexus Medical Group

**Tuesday 11:00 AM - Noon**

Plexus, a Dutch strategic healthcare-consulting group, developed its system called PI using WebFOCUS. In this session attendees will hear how PI uses administrative hospital data to give hospitals access to their performance data on more than 500 performance indicators ranging from quality of care to finance as well as from the hospital level to individual care. The presenter will also discuss how all indicators are continuously benchmarked with other participating hospitals. ★

**The Auto Club Group: Centralized Regional Claims Scorecard**

James Bussell, The Auto Club Group

**Tuesday 1:30 - 2:30 PM**

The Auto Club Group partnered with Information Builders to develop the Centralized Regional Claims (CRC) Scorecard. CRC Scorecard provides critical management information for four KPIs including productivity, cycle time, phone statistics, and severity. The CRC Scorecard is an invaluable management tool for ACG's Claims organization. It enables the Claims management team to make timely and strategic decisions to better serve ACG customers. ★

**Henny Penny Provides Enterprise BI to a Global Operation**

Don Garland, Henny Penny Corporation

Doug Lautzenheiser, Partner Intelligence

**Tuesday 2:45 - 3:45 PM**

The next time you eat french fries at the quick-service restaurant or get rotisserie chicken from the grocery store, think of Henny Penny, the Ohio-based manufacturer that probably supplied the equipment for your meal. See how this 50-year old privately held company uses Information Builders products to support their global operations across the Americas, Europe, the Middle East, and Asia, and communicate with distributors in over a hundred countries. Henny Penny will describe how WebFOCUS enables online access and automated information delivery, as well as how iWay Software automatically processes e-mailed orders. You will hear how a WebFOCUS dashboard provides employees and external partners around the world with real-time access to ERP data. Henny Penny's environment consists of Windows and iSeries platforms, with JD Edwards ERP. ★

**This Time It's Personal: BI's Influence on 50,000 Students**

William Cooper, Nationwide

**Tuesday 4:00 - 5:00 PM**

Learn how WebFOCUS is influencing 50,000 students in the Columbus City School District. WebFOCUS business intelligence helped develop a series of cascading structures as well as a dashboard with drill-downs to the building, grade, subject, student, and curriculum levels, which assists with formative intervention to enhance academic achievement. ★★

**Using WebFOCUS to Access Texas Higher Ed Information**

Kathy Cox, Texas Higher Education Coordinating Board

**Wednesday 8:30 - 9:30 AM**

During this session attendees will discover how a WebFOCUS server-based application replaced a mainframe transaction processing query application that had been in place for over 20 years. The application, Profile Reports Electronically

Produced (PREP) Online enables institutional research, legislative, and other staff at Texas public and private higher education institutions and state agencies to access years' worth of Texas higher education data on the Internet. ★★

**Monitoring Student Progress and Course Quality With WebFOCUS**

Rebel Jones, University of North Texas Health Science Center

**Wednesday 9:45 - 10:45 AM**

This demonstration will illustrate the fundamentals and origins of a self-serve information repository, which yields 24-hour access to current, valid, and reliable information on the factors most important to universities using the dashboard interface. The WebFOCUS reporting platform is engaged and programmed to produce pre-formatted queries on demand. ★★

**Institutional Reporting Made Easy: Operational and Strategic**

Peter Siermacheski, University of North British Columbia

**Wednesday 11:00 AM - Noon**

This session will reveal how UNBC has determined the critical success factors of implementing an enterprise BI solution that encompasses strategic and operational reporting. Attendees will hear how changes were implemented and how those changes have streamlined the rollout of KPIs and reports leading to enhanced decision-making. ★

**Enable One Communication Portal in a Diversified IT Environment**

Arjan Croezen, Akzo Nobel NV

Bas van Amerom, Akzo Nobel NV

**Wednesday 1:30 - 2:30 PM**

During this session attendees will discover how Akzo Nobel, the leading chemical manufacturing company in The Netherlands, realized its communication gateway. The presenters will show how the system currently works, tell why Akzo Nobel selected iWay, and discuss lessons learned. ★★

**Using WebFOCUS to Consolidate Multiple Legacy Data Stores**

Jason Miley, Harris County

Richard Young, Harris County

**Wednesday 2:45 - 3:45 PM**

Harris County has more than 30 years of legacy data spread across three data stores: VSAM, Model204, and DB2. They are all actively updated by thousands of users running online COBOL/CICS and Model 204 User Language applications.

## Session and Lab Abstracts | Agenda and Abstracts

For Day-at-a-Glance see the Pocket Agenda.

The County is four years into a complete system redesign/ implementation focusing on Java/WAS/DB2 as the final environment. This session will look at how WebFOCUS is providing the reporting/query engine functionality that pulls data from any and all sources to generate reports and provide ETL that gets data to the user community. ★

### Focal Point Tips and Techniques Contest

Noreen Redden, Information Builders

**Wednesday 4:00 - 5:30 PM**

Come see the gurus of the Focal Point Tips and Techniques Contest demonstrate their solutions in five minutes or less. Only one will be crowned a wizard! Gerry Cohen and the FOCWizards Panel will choose the winner. ★★

### WebFOCUS Integration With Microsoft Office SharePoint

Kelvin Ruiz, NASA Kennedy Space Center

**Thursday 8:30 - 9:30 AM**

This presentation will demonstrate how WebFOCUS and Microsoft Office SharePoint can work together to create a one-stop shopping portal for business data, business collaboration, and business intelligence by using WebFOCUS. You will see how this solution was implemented for the business office at NASA's Launch Vehicle Processing Directorate at Kennedy Space Center. ★

### Leveraging WebFOCUS Maintain to Maximize Data Retrieval and Manipulation

John Griffin, Pratt & Whitney Rocketdyne

**Thursday 9:45 - 10:45 AM**

All businesses, whether manufacturing or service oriented, need a way to quickly and easily estimate their new business and follow-on business proposals. The COYS software products and solutions on the market today do not address all of the disparate issues involved in that requirement. With WebFOCUS Maintain applications, Rocketdyne estimators have the tools to complete estimates in a timely manner, thus substantially cutting lead-time for proposals. This presentation demonstrates how to leverage WebFOCUS applications into a complete solution for an otherwise manual process. ★★

## Performance Efficiencies

### Machine Sizing and Scalability

Mark Nesson, Information Builders

Vashti Ragoonath, Information Builders

**Wednesday 8:30 - 9:30 AM**

This session will address the question: "What size hardware do I need to deploy my WebFOCUS Applications?" The speakers will demonstrate live on a PC. ★★

### Relational Efficiencies

Renee Teatro, Information Builders

**Wednesday 9:45 - 10:45 AM**

This lab, on relational data adapter tuning, will concentrate on techniques and tools that will help you tune FOCUS and WebFOCUS applications for optimal performance. Examples will use SQL Server data, but the information is applicable to all relational data adapters. We will present common relational optimization issues reported to Customer Support and present their resolutions in detail within a lab format. ★★

### Scaling Large HTML Reports With Active Cache

Mark Nesson, Information Builders

Vashti Ragoonath, Information Builders

**Wednesday 11:00 AM - Noon**

How many times have you wished that the browser would render that HTML page quicker? Well, now you can scale HTML output using Active Reports Caching! The speakers will demonstrate live on a PC. ★★

### Workload Distribution for the Enterprise

Mark Nesson, Information Builders

Vashti Ragoonath, Information Builders

**Wednesday 1:30 - 2:30 PM**

This session, geared for WebFOCUS Administrators, covers the advantages of Information Builders' Workload Distribution Manager in the enterprise for maximum throughput. The speakers will demonstrate live on a PC. ★★

### Performance and Tuning

Mark Nesson, Information Builders

Vashti Ragoonath, Information Builders

**Wednesday 4:00 - 5:00 PM**

A must for all iWay and WebFOCUS administrators, this session covers tuning and performance parameters of WebFOCUS and offers valuable tips and techniques. The speakers will demonstrate live on a PC. ★★

### **DB2 for i5/OS: Tuning for Performance**

Jackie Janson, Information Builders

**Wednesday 4:00 - 5:00 PM**

How can you make your queries run faster? Over the last few years, there have been many enhancements to DB2 that can significantly increase your performance. There are also many system settings and system values that affect query performance. Find out how to get the most out of your queries when using WebFOCUS or DB2 Web Query. ★★

## **WebFOCUS Best Practices and Techniques**

### **Develop Complex Business Logic With the WebFOCUS User Interface**

Rob Palmer, Information Builders

**Sunday 3:15 - 4:15 PM**

Filtering, sorting, and aggregating data are critical components of all reporting solutions; they enable users to analyze specific areas of the business and consolidate and group information in a meaningful way. This presentation will illustrate how to use the WebFOCUS user interface to develop complex business logic related to filtering, sorting, and aggregating data for enhanced business value. ★★

### **Using Visual Discovery to Solve Survey Riddles**

Steve Fogoros, University of North Texas Health Science Center  
Peter Lin, University of North Texas Health Science Center

**Sunday 3:15 - 4:15 PM**

Problem: In analyzing survey results, we sometimes find unexplained differences of opinion among respondents when we expected more uniformity. Solution: Using Visual Discovery, we can create visual links to other known respondent data, such as demographic and academic performance data, to explore possible relationships. ★★

### **San Jacinto College's BI Dashboard for Multiple Departments**

Susann DeBlanc, George Gonzalez, San Jacinto College

Tim Beckett, Information Builders

Michael Heiser, Information Builders

**Sunday 4:30 - 5:30 PM**

This session will show how functional users at FAU departments are using the WebFOCUS Banner Reporting Foundation (BRF) (a dynamic dashboard, pre-developed WebFOCUS reporting templates, and a template generator) while also having multiple layers of security that allow those departments to share the same dashboard. ★★

### **Create Boardroom Report Books With Developer Studio**

Brian Carter, Information Builders

**Sunday 4:30 - 5:30 PM**

Creating comprehensive, boardroom quality annual, quarterly, and monthly reports can be very difficult and time consuming. WebFOCUS can help streamline the creation and analysis of these large-scale reports with its Electronic Publishing solution. Learn how you can combine, coordinate, and publish your reports with WebFOCUS! ★

### **So You Just Bought WebFOCUS**

Daniel Schultz, Information Builders

**Monday 11:00 AM - Noon**

Abstract unavailable at press time. ★

### **One-Stop-Shop: Drive Reporting Using Your Dashboard**

Georgina Van Loon, Administaff

**Monday 1:30 - 2:30 PM**

Learn our one-stop-shop strategy for deploying dashboard technology. During this session, you will learn best practices, tools, end results, and tips, as well as demo/tour the actual site. ★

### **Extending ReportCaster in Your Enterprise**

Bob Shulkind, Holland America

Terry Whitmore, Information Builders

**Monday 2:45 - 3:45 PM**

Do you want to include ReportCaster schedules in your operational batch processing? Do you need to collapse your batch reporting to fit into the ever-shrinking batch window? This presentation will highlight techniques to integrate ReportCaster with third-party scheduling products. We will also provide details on how Holland America has integrated ReportCaster with Control-M. ★★★

### **Practical BI: Rules for Successful BI**

Kevin Quinn, Information Builders

**Monday 4:00 - 5:00 PM**

Abstract unavailable at press time. ★

### **Using Active Dashboards to Manage Support Operations**

Daniel Ortolani, Information Builders

**Tuesday 8:30 - 9:30 AM**

This session will explain how WebFOCUS Active Reports Dashboards are built and used within the Advanced Technology Services group to facilitate effective decision-making and management of both internal field and customer support operations. ○

## Session and Lab Abstracts | Agenda and Abstracts

For Day-at-a-Glance see the Pocket Agenda.

### WebFOCUS Financial Reporting With JD Edwards

Brenda DeRusha, Scherer Brothers Lumber Co.  
Paul McGuire, McGuire Business Solutions

**Tuesday 9:45 - 10:45 AM**

This session will discuss real-life lessons regarding the use of WebFOCUS coding techniques against a JD Edwards/ PeopleSoft Enterprise One data structure for financial reporting. We will explore data architecture and direct impacts to all financial reporting calculations as well as how to overcome challenges related to response times. ★★

### WebFOCUS for the Rest of Us!

Steve Simon, State Street Corporation

**Tuesday 11:00 AM - Noon**

This beginner's level hands-on demonstration is geared "for the rest of us" and will guide novices through the steps needed to produce efficient financial and other business-related reports. Emphasis will be placed on the visual presentation format: incorporating images, recapping data, customizing columns, and other nifty tips and tricks to make the attendee the envy of any CEO. ★

### WebFOCUS Report Design: PDF vs. HTML

Mickey Grackin, NIST

**Tuesday 1:30 - 2:30 PM**

This presentation will discuss designing reports for both PDF and HTML formats. It will cover many of the keywords used for styling a report for each specific format. The presentation will show how to code, not how to use the GUI. ★★

### WebFOCUS Authentication

Mark Nesson, Information Builders  
Vashti Ragoonath, Information Builders  
Brian Suter, Information Builders

**Tuesday 4:00 - 5:30 PM**

The presentation is geared toward architects and WebFOCUS administrators. With all the authentication options, how do you know which one to choose? We will help you understand what it all means. In addition, there's a special bonus add-on to this session about the new security model. ★★

### Running a Hospital With Vision and Efficiency

Tjeerd Canrinus, Medisch Centrum Rijnmond Zuid (MCRZ)

**Wednesday 8:30 - 9:30 AM**

Healthcare is undergoing a transformation where hospitals are becoming more and more like enterprises. To be competitive, hospitals need to make the right decisions at every level of the enterprise. ○

### WebFOCUS Tips and Techniques the Next Generation

Joyce Halford, U.S. Bank  
John Kutasz, U.S. Bank

**Wednesday 9:45 - 10:45 AM**

This session covers a diverse collection of tips and techniques. The content is presented for both novice and more experienced developers. Most techniques can be used in Developer Studio GUI tools as well as in Core FOCUS. ★★

### Security: Reducing Exposure to Confidential Information

Jane Ross, Texas Instruments  
Susan Hubbard, Texas Instruments

**Wednesday 11:00 AM - Noon**

To reduce the risk of sharing confidential revenue and customer information that could otherwise influence insider trading and be a corporate liability, Texas Instruments needed a tight security authorization model. See how this model was designed and implemented using WebFOCUS, Single Sign-On (SSO), and a simple text file. ★★

### Choose Your Own Adventure With Dynamic Grouping

Travis Hettenbach, Koch Mineral Services

**Wednesday 1:30 - 2:30 PM**

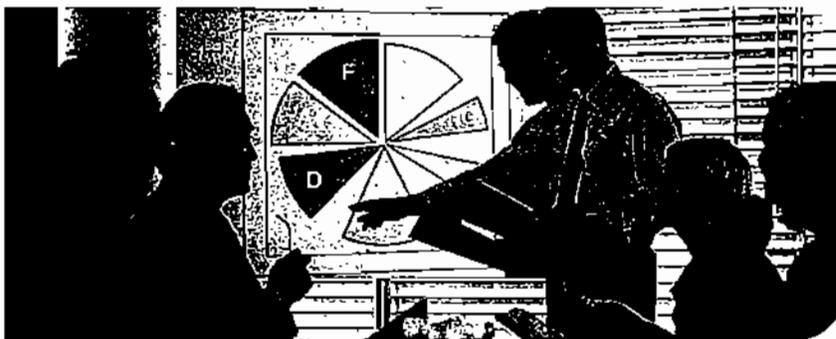
Ever read those "Choose Your Own Adventure" books? Would you like to give your WebFOCUS users the same flexibility in their reports? Attendees will learn a technique called recursive drill-downs, which allows users to build a report that contains dynamic grouping so they can decide how they want to look at their data on the fly. The best part is, users will only have one report to maintain! ★★

### Enterprise Reporting Solution With MRE Dashboard, Metadata-Driven SROs and ReportCaster

Deborah Heile, TriHealth | Mufaddal Frosh, TriHealth

**Tuesday 2:45 - 3:45 PM**

The TriHealth data warehouse team has developed a platform to deliver parameter-driven standard reports, custom reports for specific users, ad hoc functionality for analysts and event-driven reports using BID, metadata-driven reporting objects and ReportCaster. ★★



#### **Generating Reports on Handheld Devices**

Greg Brown, Orange County Comptroller

**Wednesday 2:45 - 3:45 PM**

This session discusses the use of WebFOCUS reports in the field for real-time database integration and instant project completion. Many times, users can't complete their fieldwork because they don't have access to corporate servers and applications. Using WebFOCUS on your handheld device eliminates the "when I get back to the office" scenario. ★★

#### **BI in the Real World**

Kirk Townsley, The Hillman Group, Inc.

Al Kolb, The Hillman Group, Inc.

**Wednesday 4:00 - 5:00 PM**

This presentation will demonstrate how to manage operational and strategic objectives using WebFOCUS. ★

#### **Enhancing the BI Development Methodology**

Prince Knight, Independence Blue Cross

**Thursday 8:30 - 9:30 AM**

In addition to putting WebFOCUS into the hands of end users, many companies are using WebFOCUS for medium- and large-scale development. However, traditional development methodologies do not lend themselves to taking full advantage of the capabilities of WebFOCUS. This session presents a methodology that allowed for greater integration and use of WebFOCUS to enhance the business process. ★

#### **Build Real-Time BI Dashboards With Flex and WebFOCUS Web Services**

Paulo Tavares, Information Builders

**Thursday 8:30 - 9:30 AM**

Discover how Adobe Flex and WebFOCUS Web Services can be used together to create Rich Internet Applications (RIAs) and real-time BI dashboards. Learn what's involved in building and maintaining these highly interactive Web applications. ★

#### **Information Command and Control: Use Operational BI to Improve Processes**

John Quirk, PSC Group

**Thursday 9:45 - 10:45 AM**

This presentation will examine how value is added to data as it moves up the Command and Control Model. We will also show how organizations can use operational business intelligence provided by WebFOCUS to improve their business processes by tying reports to collaborative and workflow applications. ★★

#### **Practical Solutions to Unwind Complex Relationships**

Sally Binnix, Hunt Petroleum Corporation

**Thursday 9:45 - 10:45 AM**

Hunt Petroleum has spent many years defining and perfecting IT's business intelligence strategy. See how Hunt Petroleum has effectively combined the benefits of a corporate intranet portal within a Microsoft Office SharePoint Server with the reporting power of Information Builders WebFOCUS. ★

### **FOCUS Best Practices and Techniques**

#### **FOCUS Roundtable**

Peter Mittelman, Information Builders

**Monday 11:00 AM - Noon**

This insightful discussion on the future of the FOCUS product includes a special presentation on the sophisticated tools developed to test the FOCUS product and the backend of WebFOCUS. Attendees will learn some of the inventive FOCUS techniques employed to construct volumes of randomly generated stress tests and real-time simulations of customer applications. ★★

#### **Advanced Dialog Manager**

Joel Starkman, Information Builders

**Monday 1:30 - 2:30 PM**

You've worked with Dialog Manager to direct the flow of your application and manipulate some variables. Now take advantage of more advanced techniques that could make your FOCUS application jump through hoops. Most techniques are applicable to WebFOCUS too. ★★

#### **The Purpose-Driven FOCEXEC: Use Dialog Manager to Free Your Mind**

Terri Gleason, Ford Motor Company

**Monday 2:45 - 3:45 PM**

Your mainframe FOCEXECs are standardized jobs that must run on a schedule, and you have to remember to submit these jobs at the right time. Using my Dialogue Manager technique, you can submit one job per day that will determine which FOCEXECs to run and when. ★★

#### **The Master That Tells All**

Floria Foote, Information Builders

**Monday 4:00 - 5:00 PM**

## Session and Lab Abstracts | Agenda and Abstracts

For Day-at-a-Glance see the Pocket Agenda.

Using the MASTER to hold DEFINES, COMPUTES, FILTERS, and now JOINS, allows it to be a repository of information. Additionally, business use allows the application developer to create different views for alternate purposes, data management, or data extracts. ★★

### **JOIN: Rules, Roles, and Conventions**

Floria Foote, Information Builders

**Tuesday 8:30 - 9:30 AM**

This is a primer for using JOIN in any application. The presentation will start with the basics and then move to the newer features like JOINS between different file types (so-called CLUSTER JOINS) and JOINTYPE (INNER, LEFT-OUTER, etc.). ★

### **FILTERS and FUNCTIONS: Hidden Gems**

Walter Blood, Information Builders

**Tuesday 9:45 - 10:45 AM**

FILTER FILE allows you to establish file-based selection criteria that will be applied to the file without coding whenever the filter is engaged. With DEFINE FUNCTION, you can create your own subroutines using the FOCUS/WebFOCUS language and reference them in your requests. We will explore these two features with plenty of examples to show you how to make the most of these not-so-well-known development gems. ★★

### **Unintended Consequences: Why Did FOCUS Do That?**

Walter Brengel, Information Builders

Cesare Petrizio, Information Builders

**Tuesday 11:00 AM - Noon**

This session explores debugging techniques that enable you to resolve such unintended consequences as: not locating formatting errors in the code, identifying where data becomes missing/incorrect from multiple table requests in one FOCEXEC, a TABLE request returning zero records, verifying that the amper variables (parameters) are getting the correct values, restricting the number of returned values during development, and showing how to easily identify whether the DATA column you are styling is really the one you wanted. ★★

### **Getting Your Core FOCUS Onto Financial Reporting Language**

Steve Simon, State Street Corporation

**Tuesday 1:30 - 2:30 PM**

WebFOCUS can produce the most versatile reports to help financial decision-makers create and implement short-, medium-, and long-term plans. This hands-on demo will show attendees how to further increase functionality and efficiency

by tweaking the FOCUS code that underlies each report. In addition, attendees will learn how to incorporate modules, which generate code dynamically, thus producing more extensible reports for the demanding needs of the corporate decision-maker. ★★

### **Stylesheets: The Next Level**

Walter Brengel, Information Builders

**Tuesday 2:45 - 3:45 PM**

What else can be done with stylesheets besides changing a font's size and color? This session explores: how to align heading/footer elements with your DATA columns, JUSTIFY individual lines of a heading/footer, and complex conditional styling. ★★

### **Tips and Techniques From the FOCWizards**

Art Greenhaus, Information Builders

Noreen Redden, Information Builders

**Tuesday 4:00 - 5:00 PM**

If you've ever thought, "It's a shame that FOCUS can't do that," then attend this presentation where we'll show you how FOCUS can do that. There will also be tips and techniques applicable both to FOCUS and WEBFOCUS. Presenters will show GUI and code, mostly for reporting. ★★

### **All New One Liners for FOCUS (and WebFOCUS) Efficiencies**

Joel Starkman, Information Builders

**Wednesday 8:30 - 9:30 AM**

Does your FOCUS job take hours to run, absorb a lot of system resources, or barely fit into your nightly production window? This session presents many techniques, each virtually a minor one-line change to your FOCEXEC, that target hidden inefficiencies in your code. If even one tip helps you gain tremendous savings, it's worth attending this session. ★★

### **Restricting Access to a File**

Walter Brengel, Information Builders

**Wednesday 9:45 - 10:45 AM**

This session will discuss file restriction through DBA: If the rules need a WHERE test, then do a DEFINE and put DBA on the DEFINED field; If the rules need to be very flexible, and change often, create a database with the rules, and in EDASPROF or FOCPROF, create a FILTER FILE fn and set that filter on. ★★

#### **FOCUS Internals: Part 1 Update for 7.6.x**

Cesare Petrizio, Information Builders

**Wednesday 11:00 AM - Noon**

This presentation looks at what FOCUS is doing under the covers when a TABLE is executed in FOCUS on any platform, or through WebFOCUS. Update for release 7.6.x. ★★★

#### **FOCUS Internals: Part 2 Update for 7.6.x**

Cesare Petrizio, Information Builders

**Wednesday 1:30 - 2:30 PM**

Update for release 7.6.x. Learn how prefixes work and whether they can be referenced in SUBTOTAL or SUMMARIZE lines. Is it better to do a RETYPE or reissue the request? Once data has been retrieved for a report request, the next step is to use that invoked output data. ★★★

#### **FOCUS to SQL Demystified**

Walter Brengel, Information Builders

**Wednesday 2:45 - 3:45 PM**

Are you getting the most out of your SQL? This session will show how various phrases in a TABLE request are passed to the SQL engine. Previous knowledge of SQL is helpful, but not required. You will learn how to turn on traces to view the translated SQL and discuss what to look for in the translated SQL. Other topics discussed: simple optimization and joining of tables. ★

#### **Debugging Techniques**

Walter Blood, Information Builders

**Wednesday 4:00 - 5:00 PM**

What do you do when a request doesn't behave the way you expect, when the data returned looks incorrect, or when the report produces FOC error messages? Updated this year, this session reviews the tools that you can use to see what FOCUS is doing under the covers and gives you the ability to correct errors or find a work-around. ★★

#### **The File Is Too Large**

Cesare Petrizio, Information Builders

**Thursday 8:30 - 9:30 AM**

The presentation will discuss data partitioning: how to partition a file that is too large, and how to implement that partitioning, either through DUMP and LOAD in REBUILD, or with SET EXTRACT = ON. ★★

#### **XFOC Databases: If You Build It, They Will Come**

Noreen Redden, Information Builders

**Thursday 9:45 - 10:45 AM**

XFOC databases, within both FOCUS and WebFOCUS worlds, are used for data warehouses, as well as active databases

updated frequently. How does the structure of the XFOC database affect the design? What is the Access file, and how should this file be structured for maximum efficiency? What is an MDI (Multi-Dimensional-Index), and is it really worth it for you to build it? ★★

#### **FOCUS 7.7 Product Update**

Walter Blood, Information Builders

**Thursday 11:00 AM - Noon**

This session reviews FOCUS 7.6, which includes the significant performance improvements and the new features recently added: ACROSS summarization, structured HOLD files, HOLD FORMAT PowerPoint, FOCREPLAY, Outer JOIN support, increased FOCUS limits. It also introduces the new FOCUS 7.7 product and the features included with that release. ★★

## **iWay Best Practices and Techniques**

#### **Performance, Scalability, and Reliability With iWay Software**

Gregory McGrath, Information Builders

Mark Nesson, Information Builders

**Monday 11:00 AM - Noon**

How do you configure a runtime iWay environment to deliver performance, scalability, and reliability? Is your environment I/O Bound or CPU Bound? What is your throughput requirement? How do we figure all this out? Let's talk! ★★

#### **iWay 101: How iWay Makes Integration Fast and Simple**

Eric Rubinoff, Information Builders

**Monday 1:30 - 2:30 PM**

A service-oriented approach to your architecture allows you to respond faster to changing business conditions and become more agile. Moving to this type of architecture can be hard and costly. Maintaining the necessary code, and the effort it takes to include or rewrite legacy applications, can make the task very difficult. This session illustrates how iWay enables the rapid service composition and reuse needed to be successful. ★

#### **SOA: Not Just for Integration**

John Taylor, Information Builders

**Monday 2:45 - 3:45 PM**

Service-oriented architecture (SOA) has traditionally been perceived as being centered on application integration. This session intends to show how SOA strategies and technologies are applicable to almost all IT projects in today's environment, and how iWay Software supports all of these initiatives. ★★

# Session and Lab Abstracts | Agenda and Abstracts

For Day-at-a-Glance see the Pocket Agenda.

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## **Build a Data Warehouse From SAP With iWay and WebFOCUS**

Julian Plys, Sunoco

**Monday 4:00 - 5:00 PM**

SAP implementations create a wealth of data, but customers need information that is easy to use and familiar. This presentation will show you how to build a data warehouse outside of SAP using iWay tools and deliver the content using WebFOCUS BI tools. We will cover data design best practices, ETL best practices, and BI tips. ★★

## **Accelerate to Real Time by Leveraging BI and Integration**

Dennis McLaughlin, Information Builders

**Tuesday 8:30 - 9:30 AM**

Abstract unavailable at press time. ★★

## **The BT Secure Messaging Service and iWay**

Mike Byles, BT

**Tuesday 9:45 - 10:45 AM**

The presentation describes the requirements for secure messaging in the post trade transactions of the finance sector and outlines BT's solution using iWay Service Manager at its core. ★★

## **iWay Business Services and SLAs**

Mark Nesson, Information Builders

**Tuesday 11:00 AM - Noon**

The speaker will illustrate how to effectively use Information Builders technology to meet those SLAs live on his PC. ★★

## **iWay Integration Tools**

Naomi Klamen, Information Builders

**Tuesday 1:30 - 2:30 PM**

In this presentation, we will demonstrate iWay integration tools, our fully branded eclipse-based workbench. We will also illustrate how the tools work in theory and practice and how to quickly get up and running within this new environment. ★★

## **Dynamically Loop Through Database Connections With DataMigrator**

Kathy Getz, Omnicare

Lori Pieper, Information Builders

**Tuesday 2:45 - 3:45 PM**

Abstract unavailable at press time. ★★

## **iWay Service Manager and Adapter Update**

Naomi Klamen, Information Builders

**Tuesday 4:00 - 5:00 PM**

This session focuses on the iWay Service Manager architecture as it is today and what can be expected in 2008 and 2009. Participants are encouraged to share their experiences. ★★

## **Integration and Search**

Vincent Lam, Information Builders

**Wednesday 9:45 - 10:45 AM**

How do integration and search go together? What role does a search engine have in an integration project? Learn how you can use Magnify's search capabilities combined with iWay SOA middleware to maximize the data and systems in your enterprise. ★★

## **Seven Styles of Data Integration**

Michael Corcoran, Information Builders

**Wednesday 9:45 - 10:45 AM**

This presentation will identify seven basic ways to integrate and access data to solve various business problems. There are many ways to access data for analysis and reporting. You should analyze each business challenge to understand whether a data warehouse or another type of information-access method presents the best solution. ★

## **Case Study: Real-Time, Mission Critical Deployment With iWay**

Glenn Wiebe, Information Builders

**Wednesday 11:00 AM - Noon**

Discover the elements that go into designing, developing, deploying, and managing a real-time, mission critical integration solution. ★★

## **Investments in New Architecture on Razor-Thin Margins**

Will Tesch, Tesch Consulting

**Wednesday 1:30 - 2:30 PM**

How do you invest time and money on an enterprise integration strategy within a technical organization working on a shoestring budget? How do you help management make the right decisions on technology investments without making them think they're buying the next bloated ERP/data warehouse/portal technology that didn't work the last time? This session answers these questions. ★

## **Legacy Integration and Modernization With iWay**

Gregory McGrath, Information Builders

**Wednesday 2:45 - 3:45 PM**

Abstract unavailable at press time. ○

## **The Business Case for Trading Exchanges**

John Senior, Information Builders

**Wednesday 4:00 - 5:00 PM**

Abstract unavailable at press time ○

## Product Innovations

### WebFOCUS Product Roadmap

Daniel Ortolani, Information Builders

**Monday 11:00 AM - Noon | Monday 1:30 - 2:30 PM**

Wondering where WebFOCUS is going in the next 18 months? Attend this session to find out. We will cover the key initiatives planned for the imminent release including new power user tools, dashboards, portable analytics, solution templates, and how enhancements in the core FOCUS language are being surfaced and leveraged in the WebFOCUS development environment. In addition, research and development underway for the next generation of WebFOCUS will be previewed. These areas include statistics, a new security model, and synergy with iWay Software integration products. ★★

### InfoAssist: The Future of Ad Hoc Query

Brian Carter, Information Builders

**Monday 2:45 - 3:45 PM**

InfoAssist is the latest innovation for business intelligence ad hoc reporting, providing a single facility that meets all of the needs of the business user. This browser-based application utilizes the latest in rich Internet technologies and boasts a cutting-edge interface designed to facilitate a logical and simple workflow. Users easily progress from simple tasks such as building a single query all the way up to creating published documents. Come see how WebFOCUS and Web 2.0 combine for a rich and efficient ad hoc reporting experience. ★

### On-the-Go BI With WebFOCUS Mobile Favorites

Rado Kotorov, Information Builders

**Monday 4:00 - 5:00 PM**

Mobile access to critical information and reports is a strategic imperative for IT. Over 40 percent of all employees are constantly on the go; equipped with powerful mobile devices that can handle far more than e-mail. With WebFOCUS Mobile Favorites you can deliver any report or BI application to mobile devices. No additional hardware or software is required. In this presentation you will learn how static, parameterized, and drillable reports, as well as applications that can exchange information with your back-end systems can empower your mobile users. ★

### Integrating Business Intelligence Into Office

Brian Carter, Information Builders

**Tuesday 8:30 - 9:30 AM**

Even with the growing popularity and evolution of business intelligence products such as WebFOCUS, Microsoft Office continues to be one of the most common means used to create documents, generate reports, and analyze data. Although Office provides an excellent means of presenting information, challenges still remain when it comes to incorporating enterprise data into the workflow. Worse yet, the validity of the information presented from unreliable sources can cause significant breakdowns in operations and bottom-line. WebFOCUS can be the perfect complement, providing multiple integration points for common applications such as Excel, Word, and PowerPoint. Come see how WebFOCUS can enhance and streamline your Office workflow. ★

### Performance Management

David Cook, Information Builders

**Tuesday 9:45 - 10:45 AM**

Preview the latest capabilities of the Performance Management Framework (PMF) 5.0. This version combines many new and sophisticated features, new templates for specific industries, and new developer tools for customization. Magnify and Google Maps are built right in and Active Reports, PDF, and PPT output is also included. With an expanded architecture and open services, PMF can be used as a founding platform for any arbitrary application, delivering a pre-assembled WebFOCUS metrics and dashboard deployment environment ready for your application to plug-in to. ★

### Maintain for Action-Oriented BI

Mark Derwin, Information Builders

**Tuesday 11:00 AM - Noon**

This presentation will discuss new features, new techniques and newly created applications with Maintain. ★★

### Instant Information Access With Magnify Search

Rado Kotorov, Information Builders

Adam Lotrowski, Information Builders

**Tuesday 1:30 - 2:30 PM**

If Google were a BI company, what would the applications look like? WebFOCUS Magnify search redefines how we access and interact with BI content. With Magnify search-based applications you can offer your users simple, intuitive Google-like access to all applications and data; state of the art capabilities to search across multiple sources, fields, and data types; guided navigation and interactions with the search results; and drill-down capabilities to reports and BI tools. BI cannot be simpler, more intuitive, or readily accessible than with Magnify, which works with both Google and the open source Lucene engines. ★

For Day-at-a-Glance see the Pocket Agenda.

## **Location Intelligence: GIS Mapping With WebFOCUS and ESRI**

Matthew Lerner, Information Builders

**Tuesday 2:45 - 3:45 PM**

WebFOCUS GBIS combines the power of WebFOCUS Reporting with the mapping capabilities of ESRI's ArcGIS Server. This session will introduce you to Information Builders' GBIS offering. ★★



## **Enterprise Mashups: WebFOCUS for Google**

Adam Lotrowski, Information Builders

**Tuesday 4:00 - 5:00 PM**

Is your business influenced by even just the slightest geographic factor? Almost every business is. By overlaying maps with business intelligence data and reports, business users can immediately grasp complex relationships that are lost in traditional reporting. Teaming WebFOCUS with Google? WebFOCUS for Google Maps enriches the analytic experience by providing geographic insight to business trends and opportunities. Learn how WebFOCUS for Google Maps allows users to quickly develop geographically aware composite applications for free and without any coding. ★

## **Financial Reporting**

Harry Lotrowski, Information Builders

**Wednesday 8:30 - 9:30 AM**

This presentation will review the use of Financial Reporting Platform report development with parent-child hierarchies. Items to be shown include the use of automatic consolidation, CNOTATION, cross column/row recaps, and the automated process to extract the level or star schema-based hierarchy as a parent-child hierarchy. ★★

## **Creating Analytic Dashboards With Visual Discovery**

Dan Grady, Information Builders

Adam Lotrowski, Information Builders

**Wednesday 9:45 - 10:45 AM**

Do you want to have a deeper understanding of what KPIs mean in terms of the trends they present and the driving factors that influence them? Using visual analytic dashboards provides a different approach that will give you that deeper understanding through color correlation, dynamic isolation, and detail identification with the use of simple, but powerful interactive controls. Visual Discovery will tell you new things about your data and business that are lost in standard informational dashboards. Learn how to leverage WebFOCUS Developer Studio to quickly create and deploy visual analytic dashboards within your organization. This is a session not to be missed! ★

## **Creating Web 2.0 Rich Internet Applications and Dashboards With WebFOCUS Enable for Adobe® Flex®**

Rado Kotorov, Information Builders

Jeff Shein, Information Builders

**Wednesday 11:00 AM - Noon**

Rich Internet Applications (RIA) are redefining the user experience on the Web with their stunning graphics, televisual effects, custom interactivity, and desktop-like performance. With WebFOCUS Enable you can leverage RIA for your BI applications and dashboards. WebFOCUS Enable is an application engine that combines the strengths of WebFOCUS and Adobe Flex Builder to enable the development of custom interactive and animated analytic dashboards, letting users slice-and-dice business information for precise decision-making. ★

## **Resource Management With Resource Analyzer and Governor**

Bruce Cavender, Information Builders

**Wednesday 1:30 - 2:30 PM**

The presentation is an overview of the Resource Management products, specifically, what benefits Resource Analyzer and Governor provide and the resource issues they solve. New features available in the latest releases of the Resource Management products will be highlighted, and a live demo of the reporting server's Web Console will show how to perform the administration functions in Resource Analyzer and how to set up both data and custom rules with Resource Governor. ★

## **Have You Heard What We're Doing About Section 508?**

Jeffrey Friedman, Information Builders

**Wednesday 2:45 - 3:45 PM**

Information Builders is taking 508 compliance seriously. We have already taken the steps to provide HTML output that was 508 accessible. Now, we are developing a state of the art reporting tool that will allow users with disabilities to develop their own reports. ★★

### What's New With DataMigrator

Clif Kranish, Information Builders

**Wednesday 4:00 - 5:00 PM**

DataMigrator is the ETL (extract, transform, and load) tool that shares metadata with WebFOCUS, providing an easy way to stage data for analysis. DataMigrator has been updated for Release 7.7 with an improved user interface, support for change data capture, and new capabilities for reading and writing delimited XML structures. This session will summarize all the improvements in Release 7.7.★

Painter offers many new features, allowing the delivery of advanced and stylish multi-page layouts. See how easily you can combine, coordinate, and publish your reports with WebFOCUS! ★

### Developer Studio Metadata Management

William Poppe, Information Builders

**[L] Sunday 3:15 - 4:15 PM**

**[V] Tuesday 4:00 - 5:00 PM**

If the data source has an existing description, you can generate a Synonym (the Master File and the Access File) from the existing description. After you have added a remote WebFOCUS Reporting Server or an adapter, you can use tools to automatically create synonyms for most data sources by using the WebFOCUS Create Synonym Tool. This tool generates the data source description from the native relational schema or catalog. ★

## Labs and View Labs

Labs are identified with an **[L]** and View Labs are identified with a **[V]**.

### Build Jaw-Dropping Interfaces

Marcy Miller Tate, Information Builders

**[L] Tuesday 11:00 AM - Noon**

**Thursday 8:30 - 9:30 AM | 9:45 - 10:45 AM**

**[V] Wednesday 11:00 AM - Noon**

This workshop gives WebFOCUS developers a hands-on opportunity to see creative ways to enhance their reports. Some techniques include presentation quality PDF output and using images, fonts, colors, and JavaScript to enhance the report consumer's experience. ★

### Developer Studio: Visualization With Visual Discovery

Dan Grady, Information Builders

**[L] Sunday 3:15 - 4:15 PM | Wednesday 11:00 AM - Noon**

**[V] Tuesday 9:45 - 10:45 AM**

Using visual analytic dashboards can give you a deeper understanding of KPIs through color correlation, dynamic isolation, and detail identification using simple, but powerful interactive controls. Visual Discovery will tell you new things about your data and business that are lost in standard informational dashboards. Learn how to leverage WebFOCUS Developer Studio to quickly create and deploy visual analytic dashboards in this vital session. ★

### Drag and Drop: Building Ad Hoc Forms

Larry Braun, Information Builders

**[L] Sunday 2:00 - 3:00 PM | Tuesday 4:00 - 5:00 PM |**

**Wednesday 1:30 - 2:30 PM**

**[V] Monday 2:45 - 3:45 PM**

In this lab, the attendee will build a parameterized report within the HTML Layout Painter. The parameters will allow the end user to select all report columns (dimensions and measures) as well as the report heading and footing. ★

### Maintain Application Development Wizard

Mark Rawls, Information Builders

**[L] Sunday 3:15 - 4:15 PM | Monday 2:45 - 3:45 PM**

Using Maintain, we will build an Update routine through an adapter to Update an existing MS SQL table. The audience will build the application using Update Assist. ★

### Publishing Boardroom Reports With Developer Studio

Kathy Kendall, Information Builders

**[L] Sunday 2:00 - 3:00 PM | Wednesday 9:45 - 10:45 AM**

**[V] Tuesday 11:00 AM - Noon**

Creating comprehensive, boardroom quality annual, quarterly, and monthly reports can be very difficult and time consuming. WebFOCUS can easily help streamline the process of creating these large-scale reports. The latest release of the PDF Layout

### Creating Active Reports With Developer Studio

Adam Lotrowski, Information Builders

**[L] Sunday 4:30 - 5:30 PM | Tuesday 8:30 - 9:30 AM**

**[V] Wednesday 2:45 - 3:45 PM**

Using WebFOCUS Active Reports, developers and BI managers can create highly flexible self-service reporting applications. This session gets you completely ready to develop Active Report and Active Dashboard applications. Active Reports give business users freedom to perform analysis anywhere (online or offline), on any device (computer, PDA, phone, etc.). Since all of the filtering, sorting, and calculating is done in the Web

For Day-at-a-Glance see the Pocket Agenda.

browser, Active Reports never have to query the corporate network. Active Reports can be developed as any other WebFOCUS report. You may also convert any WebFOCUS report into an Active Report. Prerequisite: Developer Studio Basic Reporting. ★

### Security Out of the Box

Carlotta Cunningham, Information Builders

[L] **Monday 4:30 - 5:30 PM | Tuesday 4:00 - 5:00 PM |  
Wednesday 2:45 - 3:45 PM**

This session explores MR Realm Driver Authentication and Authorization for Sybase ASE 15.0. ★★

### Use McGyver Technique to Produce Three Reports in One Pass of Data

Noreen Redden, Information Builders

[L] **Sunday 2:00 - 3:00 PM | Tuesday 11:00 AM - Noon |  
Wednesday 11:00 AM - Noon**

The McGyver Technique allows the application developer to create multiple reports in one pass of the data. These reports may be sorted differently or show summations of different fields to different levels. Students in this lab will be able to develop three reports, all of which are combined into a single report, but burstable by division. This technique, applicable to any file, can then be used at the customer site for their reporting needs. Prerequisite: Developer Studio Basic Reporting. ★★

### Adding a Security Layer to Tomcat

Carlotta Cunningham, Information Builders

[L] **Monday 11:00 AM - Noon | Wednesday 4:00 - 5:00 PM |**

Attendees get hands-on experience configuring security on Tomcat against a DBMS. The course will be using SQL 2007. ★★

### Creating Active Dashboards With Developer Studio

Kathy Kendall, Information Builders

[L] **Monday 11:00 AM - Noon | Tuesday 2:45 - 3:45 PM |  
Thursday 11:00 AM - Noon**

WebFOCUS Active Dashboards are portable interactive dashboards that can be distributed to support rapid business analysis and enhance decision-making without the connectivity requirements standard to most dashboard applications. Building on the power of Active Reports, Active Dashboards allows users to compile multiple tables and chart components into a single interactive view. Attendees will learn, hands-on, how to create and distribute Active Dashboards with ease. Prerequisites: Creating Active Reports With Developer Studio and Active Reports Lab. ★★

### Using the New InfoAssist Tool for Ad Hoc Query and Reporting

John Osborn, Information Builders

[L] **Monday 11:00 AM - Noon | Tuesday 1:30 - 2:30 PM |  
Thursday 8:30 - 9:30 AM  
[V] Wednesday 8:30 - 9:30 AM**

This lab will show how easy it is to create ad hoc queries using the new InfoAssist tool. You will be guided through InfoAssist's Web 2.0 features that enable you to create reports, charts, and text annotations. These will then be combined into boardroom quality PDF or PowerPoint documents. ★★

### Creating Effective Graphs: Basic Charting

Vicky Lozovsky, Information Builders

[L] **Monday 1:30 - 2:30 PM | Wednesday 8:30 - 9:30 AM  
[V] Sunday 2:00 - 3:00 PM**

Creating Effective Graphs gives you the basic knowledge and techniques required to choose and create appropriate graphs for a broad range of applications. Whether you're a novice at graphing or you already use graphs in your work, this presentation will help you improve and develop clear, accurate, and well-designed graphs, allowing your data to be understood. ★★

### Developer Studio: Financial Reporting Tool

Fraser Knox, Information Builders

[L] **Monday 1:30 - 2:30 PM | Wednesday 9:45 - 10:45 AM**

We'll explore the use of the WebFOCUS Financial Report Painter to develop reports using the Financial Modeling Language (FML). This lab will also explore the use of integrating hierarchies with reports and the dynamic capabilities of associating these hierarchies. We will look at going beyond generating just the regulatory type financial statements and use the information available for drilling into data for analysis. Prerequisite: Developer Studio Basic Reporting. ★★

### Flex Your Dashboard Muscle With WebFOCUS Enable for Adobe® Flex™

John Gogoly, Information Builders

[V] **Monday 1:30 - 2:30 PM | Wednesday 4:00 - 5:00 PM**

During this presentation, the instructor will explain in detail the new WebFOCUS Flex Enable product offering for building Rich Internet Applications with Adobe Flex and WebFOCUS. The session will begin by outlining the basic concepts for application development using Adobe's Flex Builder IDE and the WebFOCUS Flex Enable components. After this introduction, we will demonstrate the development process by creating a simple yet eye catching sales dashboard within this environment. Finally, the instructor will preview a few advanced samples that illustrate the interactive and animation capabilities of the WebFOCUS Flex Enable experience. ★

#### **ETL With DataMigrator**

Clif Kranish, Information Builders

[L] Monday 1:30 - 3:45 PM | Tuesday 1:30 - 3:45 PM

This point-and-click data integration session is for those interested in building data warehouses, data marts, operational data stores, and for those who want to extract data for application loading and business intelligence. You'll see how easy it is to build complex data flows (to extract, transform, and load data targets) and process flows (to control the data flow) with the new DataMigrator GUI. ★

#### **Develop Complex Business Logic With the WebFOCUS User Interface**

Rob Palmer, Information Builders

[L] Monday 2:45 - 3:45 PM | Tuesday 9:45 - 10:45 AM

Filtering, sorting, and aggregating data are critical components of all reporting solutions; they enable users to focus analysis on specific areas of the business and consolidate and group information in a meaningful way. This lab shows how to use the WebFOCUS user interface to develop complex business logic related to filtering, sorting, and aggregating data for enhanced business value. ★★

#### **Tricks of the Trade in Charting: Advanced Tips and Techniques**

Vicky Lozovsky, Information Builders

[L] Monday 4:00 - 5:00 PM | Wednesday 1:30 - 2:30 PM |

Thursday 11:00 AM - Noon

[V] Tuesday 1:30 - 2:30 PM

Discover new tips, techniques, and features for building custom graphs, such as bullet graphs, in Advanced Graph Assistant. Prerequisite: Creating Effective Graphs: Basic Charting. ★★

#### **Using iWay Server Manager iTerator Object in a Process Flow**

Rob Mace, Information Builders

[L] Monday 4:00 - 5:00 PM | Tuesday 8:30 - 9:30 AM

[V] Wednesday 9:45 - 10:45 AM

Learn how to use the iWay iTerator object in a process flow to loop through a document to split out like information and write the contents to separate files. ★★

#### **WebFOCUS Quick Data for Excel**

Brian Carter, Information Builders

[L] Monday 4:00 - 5:00 PM | Tuesday 2:45 - 3:45 PM |

Thursday 9:45 - 10:45 AM

[V] Wednesday 1:30 - 2:30 PM

Excel users are reluctant to replace Excel with a BI reporting tool, despite the challenges involved with accessing data within the Excel environment. WebFOCUS has responded to these challenges with Quick Data, a WebFOCUS add-in for Excel. Now users can access and analyze all of their enterprise data without leaving their preferred environment. This session will show the latest enhancements to Quick Data and how users can call their own structured ad hoc forms from within Excel. ★

#### **WebFOCUS for Google Maps: Rapid Mashup Development**

Matthew Lerner, Information Builders

[L] Tuesday 8:30 - 9:30 AM | Wednesday 8:30 - 9:30 AM

WebFOCUS for Google Maps combines the reporting power of WebFOCUS with the mapping capabilities of Google Maps. The combination allows users to see relationships in data that are lost in normal reports. For example, mapping store performance allows users to immediately see regional trends in performance. In this lab, you will learn how to integrate WebFOCUS with Google Maps, resulting in a fully interactive dashboard. ★



#### **Developer Studio Basic Reporting**

David Denst, Information Builders

[L] Tuesday 9:45 - 10:45 AM | Wednesday 4:00 - 5:00 PM

[V] Monday 11:00 AM - Noon

This lab will show you how to create a basic report using the Developer Studio Report Painter. You will explore the Report Painter interface and learn how to add detail and summary columns, headings and footings, and sort fields, as well as enhance your report with simple formatting. In addition, you will learn how to select records based on individual values, create a temporary field, and link a parent report to a child report using a drill-down. Note: this lab is intended for new users of Report Painter. ★

For Day-at-a-Glance see the Pocket Agenda.

## **Use Drill Down to JavaScript to Display Multiple Reports/Graphs**

Larry Braun, Information Builders

**[L] Tuesday 9:45 - 10:45 AM | Thursday 9:45 - 10:45 AM**

Attendees will learn how to use Report Painter and Graph Painter to build procedures that drill down to JavaScript and use HTML Layout Painter to build an HTML page to display multiple reports/graphs as well as insert JavaScript code into an HTML page. ★★

## **Drag and Drop: Building Dashboards and Applications**

Emily Duensing, Information Builders

**[L] Tuesday 11:00 AM - Noon | Wednesday 2:45 - 3:45 PM**

**[V] Tuesday 8:30 - 9:30 AM**

Learn how to build dashboard views to display information pertinent to company metrics, executive KPIs, and other information you want at your fingertips. This session will use the WebFOCUS toolset to go beyond the basic dashboard-build to create an effective dashboard in limited time. Prerequisite: Using the WebFOCUS Dashboard to Create Customized Managed Reporting Interface. ★★

## **Using the WebFOCUS Dashboard to Create a Customized Managed Reporting Interface**

Bill Poppe, Information Builders

Amanda Regan, Information Builders

**[L] Tuesday 1:30 - 2:30 PM | Wednesday 9:45 - 10:45 AM |**

**Thursday 8:30 - 9:30 AM**

**[V] Sunday 3:15 - 4:15 PM**

This lab teaches how to quickly and easily create a customized interface for the Managed Reporting repository with WebFOCUS Dashboard. Using the tools of the Dashboard View Builder, you'll learn how to create public and group views, as well as personalize dashboard content by creating role trees, managing content blocks, and adding company logos and colors. ★

## **Managing Performance Metrics With PMM**

Bob Ferrante, Information Builders

**[L] Tuesday 4:00 - 5:00 PM | Wednesday 2:45 - 3:45 PM**

**[V] Sunday 4:30 - 5:30 PM**

WebFOCUS PMM gives you the flexibility of managing all your metrics and deploy them to hundreds of slick, thin, and rich dashboards across your organization. Create individual dashboards in seconds, not days, and let the system track user preferences, so you don't have to. ★★

## **Rapid Service Composition**

Eric Rubinoff, Information Builders

**[L] Wednesday 8:30 - 9:30 AM**

**[V] Tuesday 2:45 - 3:45 PM**

Learn how to transform processes, applications, databases, and transactions into services without writing a single line of code. ★

## **Scheduling and Distribution With ReportCaster**

Rick Williams, Information Builders

**[L] Wednesday 11:00 AM - Noon | Thursday 11:00 AM - Noon**

Learn how to use ReportCaster to schedule and distribute your WebFOCUS reports. ★

## **Maintain and Web Services**

Mark Derwin, Information Builders

**[L] Wednesday 1:30 - 2:30 PM**

Maintain is an excellent tool for data retrieval and updates. This lab demonstrates how to incorporate Web Services to access live data from external sites and write it to your database. ★

## **WebFOCUS PMF: Metrics With Strategy**

Bob Ferrante, Information Builders

**[L] Wednesday 4:00 - 5:00 PM**

**[V] Thursday 8:30 - 9:30 AM**

This workshop shows advanced techniques for drawing strategies within different areas of your business using WebFOCUS Performance Management Framework (PMF). Learn how WebFOCUS PMF lets you manage hundreds of individualized, information-rich dashboards and track user preferences. You will see how measurements tie into your goals and discover how to create and display cause-and-effect links. ★★

## **Education Sessions**

### **Basic Report Painter**

David Denst, Information Builders

**Sunday 2:00 - 3:00 PM**

Abstract unavailable at press time. ★

### **TABLE FILE: The Basics**

Noreen Redden, Information Builders

**Sunday 2:00 - 3:00 PM**

Whether you code your report request in FOCUS or use a painter or INFO ASSIST, it helps to know the components of a

report request, because you can't ask for something if you don't know it exists. Come to this session to learn everything you need to know to get that critical report on your manager's desk immediately. Ordering by fields (not from low to high or high to low), but in the order you need. What is the difference between ON TABLE SUBHEAD and ON fieldname SUBHEAD? You'll find out in this session where we'll cover the basic components of the TABLE language. ★

#### **Understanding Basic HTML**

Amanda Regan, Information Builders

**Sunday 2:00 - 3:00 PM**

HyperText Markup Language (HTML) is a tag-based language used to describe the structure of text-based information in a Web page document. In this session, you will learn the basic structure of an HTML document as well as the purpose and syntax of the most commonly used HTML tags generated by the WebFOCUS HTML Layout Painter. ★

#### **HTML Layout Painter Fundamentals**

Sandy Stulberger, Information Builders

**Sunday 3:15 - 4:15 PM**

This session introduces students to the HTML Layout Painter by building multiple HTML layout submission screens. ★

#### **Introduction to the Adapter Server**

Rob Mace, Information Builders

**Sunday 3:15 - 4:15 PM**

This session will provide a basic understanding of the Adapter Server (WebFOCUS reporting and iWay servers) and a demonstration of the Adapter Server Console. ★

#### **The Basics of Dialogue Manager for Application Development**

Walter Blood, Information Builders

**Sunday 3:15 - 4:15 PM**

You have the report request, but there is a difference when you run it at month-end. Maybe there are additional verb objects, or SUBHEADS. Suppose the information for these parameters comes from a file, not a prompt? If there are no acceptable records with a particular selection, there might be an alternative. How can you structure your procedure to perform the required functions seamlessly for your user? This presentation will cover the basic coding for Dialogue Manager, the controller of FOCEXECs. ★

#### **Basic JavaScript**

Larry Braun, Information Builders

**Sunday 4:30 - 5:30 PM**

In this session, you will get an overview of JavaScript syntax, learn about placement of JavaScript in an HTML page, and discuss the event/handler model as well as the use of the alert method for debugging. ★

#### **Master File Basics**

Joel Starkman, Information Builders

**Sunday 4:30 - 5:30 PM**

In this session attendees will walk through the structure and syntax components of a master file, from FILE to END. ★

#### **Introduction to the iWay Service Manager Design and Transformation Engine**

Michael Florkowski, Information Builders

**Sunday 4:30 - 5:30 PM**

The iWay Service Manager and iWay Transformer can transform many different types of external documents into a single standard format that can be used to access and update back-end applications. This presentation will introduce iWay Service Manager, demonstrate how to build transforms, and also cover Service Manager concepts and terminology. ★

#### **Implementing On-Click Functionality With HTML Painter**

Larry Braun, Information Builders

**Thursday 8:30 - 9:30 AM**

This session explains how a launch page built with the HTML Layout Painter interacts with WebFOCUS to execute a report/graph. It will also cover how to dynamically change the output target of a report/graph, change the report/graph that a launch executes, and add validation to a launch page. ★★★

#### **iWay Web Services and WebFOCUS Consumption**

Michael Florkowski, Information Builders

**Thursday 8:30 - 9:30 AM**

In just one short hour, the presenter will demonstrate the creation of an iWay Web service, publish it, and then use WebFOCUS to report on the data in the Web service. The presenter will also explore the many uses of this technology and how it may apply to your various business projects. ★★

#### **Integrating MS Office With WebFOCUS**

Rick Williams, Information Builders

**Thursday 9:45 - 10:45 AM**

Learn how Microsoft Office products can be integrated into your WebFOCUS reports. See how to achieve multiple tabbed spreadsheets, create PowerPoint presentations, and more. ★★

For Day-at-a-Glance see the Pocket Agenda.

### Maintain to RDBMS Interaction

Mark Rawls, Information Builders

Thursday 9:45 - 10:45 AM

Global Objects gives the Maintain developer more flexibility in interacting with the RDBMS using server variables for communication. This session will discuss these Objects and describe their uses. ★★★

### Developing Active Dashboards With PDF Painter

Cia Kessler, Information Builders

Thursday 11:00 AM - Noon

Students will learn how to use PDF Layout Painter to build an Active Dashboard that will allow them to coordinate reports and graphs on a common sort field and organize these objects within a cohesive scenario. Students will also learn how an Active Dashboard can be deployed standalone or integrated into a pre-existing corporate dashboard, and they will be able to create multiple active dashboards that will be accessible from a tab interface. ★★★

### Developing Metadata With the Synonym Editor

William Poppe, Information Builders

Thursday 11:00 AM - Noon

If a data source description does not exist, you can create a Master File by specifying the attributes in Developer Studio's Synonym Editor. This graphical tool enables you to create a Master File and generate the data description language required to read data sources. This session looks at the different ways you can work with a Master File, including how to use the Synonym Editor to create a Master File for an existing flat file, how to employ the power of attributes, how to add a virtual column and a filter, and how to validate and test your work by producing a report. It also explores basic Master File concepts such as segments, fields, and formats. ★

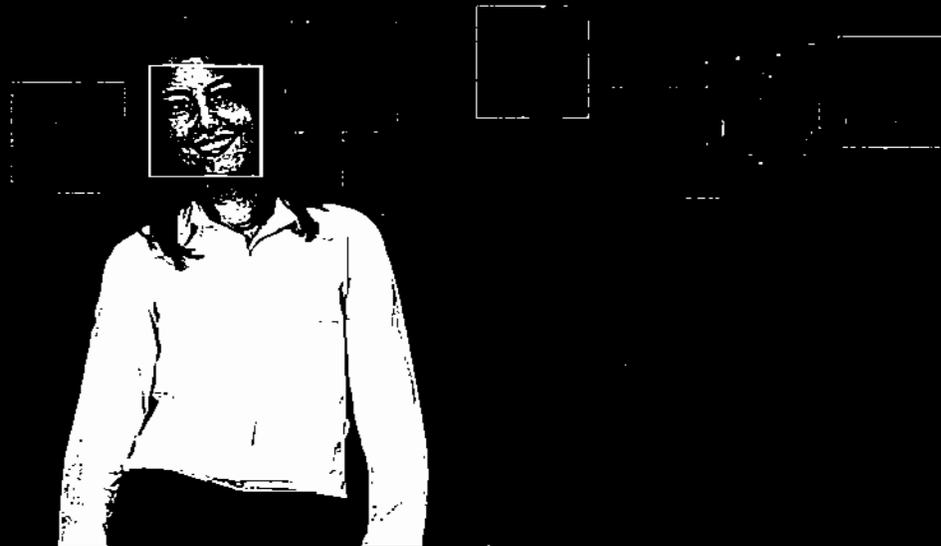
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**Chris Banks****Information Builders**

With more than 20 years of experience in the software industry, Chris Banks is responsible for effectively articulating the value of Information Builders' business intelligence products. Chris actively participates in sales activities and also educates internal and partner sales staff on Information Builders' technology vision. During his 15-year tenure at Information Builders he has held several positions in business development, product management, and system management. He has played key roles in the development of major technologies including business intelligence, integration middleware, ERP software, data warehouse, and application development on the AS/400 platform.

**Tim Beckett****Information Builders**

Tim Beckett's role with Information Builders is Higher Education account manager, and he has been with the company for five years. Tim has participated in the Sungard Summit, has presented at many higher education conferences, and has hosted two higher education virtual forums for Information Builders' prospects and customers.

**Marc Berg****Plexus Medical Group**

Marc Berg is an MD and PhD as well as a partner at Plexus Medical Group. He is also professor of Health Sciences at Rotterdam University and has published widely on healthcare improvement, decision-making, and information management. He has delivered many keynote addresses at national and international conferences, on a wide range of topics.

**Chantal Berthiaume****Air Canada**

Chantal Berthiaume has been managing business intelligence at Air Canada for the past six years. Her team is responsible for the development and delivery of all key commercial reports to all levels of management including senior executives.

**Sally Binnix****Hunt Petroleum**

As the business systems analyst for the IT department at Hunt Petroleum, Sally Binnix is responsible for integrating systems and providing BI solutions.

**Walter Blood****Information Builders**

Walter Blood, technical director of Product Management for the FOCUS Division, is responsible for the FOCUS product on

the mainframe platform and the core FOCUS engine throughout all of Information Builders' products. With more than 25 years of IT experience, he has been with Information Builders for 20 years, working with FOCUS, EDA, and WebFOCUS on all platforms.

**Larry Braun****Information Builders**

Larry J. Braun holds an MBA from the University of St. Thomas. He has taught Java, JavaScript, and Object-Oriented Design at Dakota County Technical College and is a member of the Training and Education staff at Information Builders.

**Walter Brengel****Information Builders**

Walter Brengel has been working with FOCUS for the past 20 years. His experience is primarily on mainframe applications with more work being done in WebFOCUS over the past 10 years. He has previous experience with educational, financial, and governmental institutions.

**Greg Brown****Orange County Comptroller**

Greg Brown has over 10 years experience in Web design and application development. His previous experience includes positions as a system analyst for local government as well as an electronics/computer specialist for the United States Navy.

**James Bussell****The Auto Club Group**

James Bussell is a senior project manager with the Auto Club Group (ACG) in Dearborn, Michigan. He works in ACG's Enterprise Program Management Office (EPMO). James has worked as a project manager in a variety of industries including defense, telecommunications, and insurance. He received his BA in Business from Michigan State University and MBA from Wayne State University. James is also a certified Project Management Professional (PMP), a member of PMI and its Great Lakes Chapter.

**Mike Byles****BT**

Mike Byles is the technical architect for BT's Secure Messaging Service. He has worked in messaging for the finance sector for over 15 years and has been responsible for the design of many of BT's largest integration and application systems. He has been engaged in the architecture of the latest generation of the Secure Messaging Service since its inception and was instrumental in selecting iWay Service Manager as the core of the solution.

**Tjeerd Canrinus****Medisch Centrum Rijnmond Zuid (MCRZ)**

Bio unavailable at press time. Please check addendum.

**Brian Carter****Information Builders**

Brian Carter is a certified product manager with more than ten years of marketing and product management experience. Brian is currently a member of the Strategic Product Management group at Information Builders and manages key areas of the WebFOCUS product such as Office integration, electronic publishing, and more. Brian also takes great pleasure in traveling and presenting to the exceptional customer base of Information Builders.

**Bruce Cavender****Information Builders**

Bruce Cavender has been an IT professional for 31 years. Eighteen of those years have been with Information Builders as a Customer Support representative. His areas of knowledge include FOCUS, iWay, WebFOCUS reporting servers, and Resource Manager/Analyzer/Governor on Windows, UNIX and MVS platforms.

**Brian Cook****Ace Hardware**

Brian Cook is a software engineering consultant of IT at Ace Hardware. With stores located in all 50 states and 70 countries, Ace Hardware is the largest retailer-owned hardware cooperative in the United States. The company's 4,600 stores generate annual retail sales of more than \$12 billion.

**David Cook****Information Builders**

David Cook is managing director of Performance Management Solutions at Information Builders. His 20-year career at Information Builders has been in product management and operations. He has played lead roles in the design, development, and marketing of many Information Builders solutions, including PC and desktop FOCUS, EDA, Cactus, WebFOCUS Maintain, and most recently the WebFOCUS Performance Management Framework.

**William Cooper****Nationwide**

Bill Cooper has been with Nationwide for eight years and has over 25 years of IT experience. Bill is a PMP, holds ITIL Masters Certification in IT Service Management, and certification in Six Sigma. Bill is a graduate of The Ohio State University with a BSBA in computer science and accounting.

**Kathy Cox****Texas Higher Education Coordinating Board**

Kathy Cox is the assistant director of Education Analysis at Texas Higher Education Coordinating Board (THECB) and oversees the development group for WebFOCUS. Kathy holds a BA in Computer Science from the University of Texas at Austin. She has been with THECB for 25 years in numerous capacities, including database development, systems analyst, systems programming, and data warehouse development and management.

**Arjan Croezen****Akzo Nobel NV**

Bio unavailable at press time. Please check addendum.

**Carlotta Cunningham****Information Builders**

Carlotta Cunningham has worked at Information Builders for 16 years. She has worked in the expert room at Summit for the last two years and gave a security presentation at Summit 2007.

**David Denst****Information Builders**

Dave Denst has been in the data processing field for over 30 years and with Information Builders for the past 15. He is a customer education specialist involved with customer training, instructor training, course development, specialized presentations, and other education roles.

**Brenda DeRusha****Scherer Brothers Lumber Co.**

Bio unavailable at press time. Please check addendum.

**Mark Derwin****Information Builders**

Mark Derwin has been with Information Builders for almost 20 years. He currently is part of the ATS division and works for Art Greenhaus. His name has become synonymous with the WebFOCUS Maintain product.

**Ted Desaussure****Information Builders**

Ted Desaussure has been with Information Builders for 24 years in a variety of positions. He is currently the state and local Business Development manager for GIS and justice-related practices.

**Emily Duensing**  
**Information Builders**

As a consultant in the Professional Services organization for more than 15 years, Emily assisted customers in developing applications, mentoring, setting requirements, and running projects. She is now part of the Customer Education department where she helps write and maintain course curriculums and certification tests as well as works to expand the education offerings available to Information Builders customers.

**Wayne W. Eckerson**  
**The Data Warehouse Institute**

Wayne W. Eckerson is the director of research and services for The Data Warehousing Institute (TDWI), a worldwide association of business intelligence and data warehousing professionals that provides education, training, research, and certification. Wayne has 18 years of industry experience and has covered data warehousing and business intelligence since 1995. Wayne is the author of many in-depth reports, a columnist for several business and technology magazines, and a noted speaker and consultant. He wrote the book *Performance Dashboards: Measuring, Monitoring, and Managing Your Business* published by John Wiley & Sons in October, 2005. He can be reached at [weckerson@tdwi.org](mailto:weckerson@tdwi.org).

**Mark Eisenman**  
**Houston Police Department**

Bio unavailable at press time. Please check addendum.

**Boris Evelson**  
**Forrester Research**

Boris Evelson is a leading expert in business intelligence and delivers strategic guidance, helping enterprises define BI strategies, governance, and architectures, as well as identify vendors and technologies that help them put information to use in business processes and end user experiences. Boris has more than 25 years of experience with enterprise software and applications implementation, management consulting, and strategic advisory skills. Most recently, he was a co-founder and managing partner at Textra, a boutique strategic advisory firm serving all IT constituents: users, vendors, and investors.

**Tyler Even**  
**IBM**

Bio unavailable at press time. Please check addendum.

**Bob Ferrante**  
**Information Builders**

Bob Ferrante is technical director of Performance Management solutions at Information Builders. In his eleven years with the

company he has had roles in senior product management and operations with many products and new business initiatives.

**Michael Florkowski**  
**Information Builders**

Michael Florkowski is a technical director and manager in Information Builders Customer Education. In twenty years at the company, he has filled many roles in consulting, product management, and support services. He is well versed in FOCUS and iWay technologies and has managed multiple complex business and integration projects.

**Steve Fogoros**  
**University of North Texas Health Science Center**

Steve Fogoros is manager of Academic Systems and Programming at the University of North Texas Health Science Center. He has 15 years of experience using both WebFOCUS and the FOCUS language in an academic reporting environment.

**Floria Foote**  
**Information Builders**

Floria Foote works in Information Builders Customer Support Services as Technical Support representative, trainer, client instructor, and Web content specialist. Before joining Information Builders she developed and supported large and small applications using FOCUS. She also taught reading in an Adult Education environment.

**Jeff Friedman**  
**Information Builders**

Jeff Friedman is director of Advanced QA and Operations and has been with Information Builders for more than nine years.

**Mufaddal Frosh**  
**TriHealth**

Mufaddal Frosh has worked at TriHealth Inc. since January 2006 and has responsibilities in the business analysis and front-end implementation of the Enterprise Data Warehouse. Prior to TriHealth, he was a founder and partner in Cincinnati Pacific Solutions, a company that delivered supply chain management solutions and data warehouse consulting services. He has a bachelor's degree in Production Engineering and studied Industrial Engineering at the University of Cincinnati.

**Kathy Getz**  
**Omnicare**

Bio unavailable at press time. Please check addendum.

**Terri Gleason**  
**Ford Motor Company**

Terri Gleason has been a mainframe FOCUS programmer since 1982 specializing in reporting. Terri's job requires helping others become as efficient as possible by assigning their manually-performed tasks to a computer.

**John Gogoly**  
**Information Builders**

Bio unavailable at press time. Please check addendum.

**Mickey Grackin**  
**National Institute of Standards and Technology**

Mickey Grackin is an IT Specialist with the National Institute of Standards and Technology (NIST) supporting various internal WebFOCUS reporting applications. He is a former Information Builders consultant with 10 years of WebFOCUS experience and a total of 17 years of experience with the FOCUS language. He is the local user group president for the Information Builders User Group (IBUG) in the Washington DC area and has written four FOCUS articles including two recent articles entitled WebFOCUS HTML and PDF Report Design.

**Dan Grady**  
**Information Builders**

Bio unavailable at press time. Please check addendum.

**Marc Greenberg**  
**Information Builders**

Marc J. Greenberg, vice president and chief architect of iWay Software, has been working in the integration space for the last 16 years. He is ready, willing, and able to discuss anything in today's computing landscape with anyone who will listen.

**Art Greenhaus**  
**Information Builders**

Art Greenhaus has been with Information Builders since 1979. He started in marketing and was Information Builders' first tech rep. After spending eight years in marketing, he moved to the VAX Division, where he was the technical support manager. Two years later, he again moved, this time to Customer Support, as manager of special projects. As part of this position, he provided user support via CompuServe and, as the Internet came of age, through the FOCUS-L and IT-Toolbox Listservers. Art's latest position is strategic director of quality and support in the Business Intelligence Products Group.

**Paula Gremillion**  
**Louisiana Department of Social Services**

Paula Gremillion is a systems analyst with the Louisiana Department of Social Services.

**John Griffin**  
**Pratt & Whitney Rocketdyne**

John Griffin is a senior programmer and analyst for Pratt & Whitney Rocketdyne, Inc., the manufacturer of the Space Shuttle Main Engine and various rocket motors for space exploration. He has worked with mainframe FOCUS since 1990 and WebFOCUS since 2003. He also teaches information technology classes at the University of La Verne in Southern California to both undergraduate and graduate students.

**Joyce Halford**  
**U.S. Bank**

Joyce Halford is currently with U.S. Bank in the WebFOCUS Reporting Center of Excellence, where she is responsible for guidelines, candidate interviews, training recommendations, new project initiation support, user group management, and consulting on complex issues in all aspects of WebFOCUS within the U.S. Bank organization. Prior to joining U. S. Bank, she was an Information Builders consultant in the U.S. and Canada, and worked with clients such as Microsoft and Phillips Semiconductor. Joyce attended the University of Oregon.

**Deborah Helle**  
**TriHealth**

Bio unavailable at press time. Please check addendum.

**Michael Helser**  
**Information Builders**

Michael Heiser is a regional senior system engineer for the southern region. His responsibilities include pre-sales with a focus on higher education. He has been with Information Builders for seven years and has more than 17 years of experience architecting, designing, developing, and implementing application software.

**Travis Hettenbach**  
**Koch Mineral Services**

Travis Hettenbach is an application manager at Koch Mineral Services, LLC in Wichita, Kansas. Travis is responsible for KMS' WebFOCUS implementation and managing the vendor relationship with Information Builders. He oversees development, analysis, maintenance, and upgrades of WebFOCUS. Travis also does analysis and requirements gathering as well as WebFOCUS and SQL development.

**Susan Hubbard**  
**Texas Instruments**

Susan Hubbard is the manager of the WW Sales Productivity Sales Tools and Services department at Texas Instruments (TI), where she has been the last 19 years. Prior to this, Ms. Hubbard held positions at EDS and JC Penney, also customers of

Information Builders. Ms. Hubbard considers one of the high points of her career the spearheading of the first Web-based reporting application for Texas Instruments – a WebFOCUS application for global sales and marketing. Ms. Hubbard holds a bachelor's degree from the University of North Texas and is a member of the National Society of Black Engineers and the National Association of Black Accountants.

**Darryl Jang**  
**PayPal**

Darryl Jang is lead engagement manager for PayPal's merchant services business, where he is responsible for leading PayPal integrations with the Web's largest e-commerce merchants. Recently, Darryl supported PayPal's entrance into the airline industry, assisting Northwest Airlines, Southwest Airlines, and US Airways in their integrations for accepting PayPal payments.

**Jackie Jansen**  
**Information Builders**

Bio unavailable at press time. Please check addendum.

**Rebel Jones**  
**University of North Texas Health Science Center**

Rebel Jones is manager of Testing and Evaluation for the Department of Academic Information Services at the University of North Texas Health Science Center. He has over 15 years of experience in student and curriculum assessment, specializing in the development of data collection instruments and assisting in the creation of various assessment and analysis systems. Introduced to the FOCUS world in 1993, Rebel works with a team of developers and designers that construct innovative solutions with a combined 75 years of FOCUS experience.

**Kathy Kendall**  
**Information Builders**

Kathy Kendall is a technical director of Strategic Product Management responsible for emerging analytic technologies, mobile technologies, and electronic publishing. Prior to joining the Strategic Product Management Group, Kathy managed the Global Internal Training department. Over the course of her career Kathy developed a proven track record designing, implementing, and supporting the full lifecycle implementation of technology solutions for a wide range of business areas including database marketing, catalogue publishing, direct mail, decision support systems, and political research.

**Cia Kessler**  
**Information Builders**

Cia Kessler has worked for Information Builders for nine years, developing online and print manuals, writing and testing specifications for various products as part of the business intelligence group, and in her current role developing a curriculum for instructor-led classes as well as for online delivery as part of the Customer Education department. In addition to her experience at Information Builders, she has extensive experience teaching on the college level.

**Naomi Klamen**  
**Information Builders**

Naomi Klamen is a director of iWay product management. Her responsibilities include product management and architecture with a focus on service-oriented architecture (SOA) and enterprise integration (EAI). Naomi has spent the last five years working in the integration space in a product management and quality assurance role. In addition, she holds a master's degree in Applied Mathematics from York University.

**Prince Knight**  
**Independence Blue Cross**

Prince Knight is a certified project manager responsible for business intelligence administration at Philadelphia-based Independence Blue Cross. With over 20 years experience as a project manager, Prince has spent the last six years implementing BI solutions at IBC.

**Fraser Knox**  
**Information Builders**

Fraser Knox has been directly involved in developing business applications for over 22 years, 18 of which have been with Information Builders in a variety of roles, including consulting application development, systems engineer, and application architecture.

**Al Kolb**  
**The Hillman Group**

Bio unavailable at press time. Please check addendum.

**Rado Kotorov**  
**Information Builders**

Rado Kotorov, technical director of strategic product management for Information Builders, is responsible for emerging reporting, analytic, and visualization technologies. He is driving the adoption of RIA, AJAX, search, and other Web 2.0 and mobile technologies to make BI and enterprise analytics more

accessible, intuitive, and collaborative. Active Reports, Magnify, and Power Painter are just a few of the applications created through his efforts. Prior to joining Information Builders he was chief financial officer with responsibilities in IMS and IT at DeBacker Management LLC. He was also BI director at CMI Marketing, where he managed the implementation of BI and financial reporting solutions, data warehouses, and custom applications. Rado has developed analytic models and applications for the pharmaceutical, retail, CPG, financial, and automotive industries. He has a Ph.D. in decision and game theory, and economics from Bowling Green State University and has published on business processes, emerging technologies, CRM, KM, innovation, and entrepreneurship.

**Clif Kranish**  
**Information Builders**

Clif Kranish is the technical director of the Data Management Division of iWay Software. Clif is responsible for development of the company's ETL tool DataMigrator and the resource management products Resource Analyzer and Resource Governor. In over 15 years with Information Builders and iWay Software Clif has been a product manager for a variety of successful products. Under his guidance important new functionality such as support for loading Star Schemas have been added to DataMigrator. He has also developed many training classes and has been a popular presenter at technical symposiums.

**John Kutasz**  
**U.S. Bank**

John Kutasz is an applications consultant with U.S. Bancorp, where he has served since 1985. He has held the positions of lead financial analyst, senior consultant, and lead developer. In his current role, John is responsible for consulting on everything from system architecture to setup requirements in new applications and the Information Builders suite. John earned a BA in Comparative Literature and an MA in Higher and Adult Education from Columbia University.

**Vincent Lam**  
**Information Builders**

Vincent Lam is marketing manager for iWay Software. He has a diverse background in the technology sector and has over 12 years for experience in the industry.

**Matthew Lerner**  
**Information Builders**

Matthew Lerner joined Information Builders in 2003. He began his career as a technical support representative. In 2005, he

was promoted to technical support supervisor. He joined the Advanced Technology Services group in 2007 and is currently the product manager for OLAP and GIS.

**Peter Lin**  
**University of North Texas Health Science Center**

Peter Lin has been a member of the WebFOCUS design team at the University of North Texas Health Science Center since 2004. His favorite type of project involves designing and implementing executive dashboards which display real-time information from multiple data sources.

**Adam Lotrowski**  
**Information Builders**

Adam Lotrowski, a strategic product manager in Information Builders' BI Products Group, manages Magnify, the enterprise search solution. In addition, he researches the development of new products and marketing opportunities. This past year he has been actively involved in the release of Active Dashboards, Mobile Favorites, and WebFOCUS for Google Maps.

**Harry Lotrowski**  
**Information Builders**

Harry Lotrowski has almost 30 years of IT experience and has been using FOCUS since 1981. For the past three years, Harry has worked in the BI Products Group of Information Builders. Currently he is the technical director for multi-dimensional technologies.

**Vicky Lozovsky**  
**Information Builders**

Vicky Lozovsky joined Information Builders in 2003 after graduating from Pace University where she earned a bachelor's degree in Computer Science. While her original role involved testing graphics, Vicky always wanted to influence the product and moved to product management. Her strength comes from a clear understanding of Graph API and Graph Engine.

**Rob Mace**  
**Information Builders**

Rob Mace has been with Information Builders for 18 years, 11 of which he spent in consulting engagements as a technical lead using EDA and iWay Software products. For the last seven years he has been charged with writing and delivering iWay Software courses to customers for the Customer Education department.

**Doug Mack**  
**IBM**

Doug Mack is System i DB2 product marketing manager for IBM. His 27-year career with IBM spans many roles, including System/38 and AS/400 microprocessor development, AS/400 systems engineer, and data warehouse specialist on the iSeries Worldwide Executive Sales Team. Doug is a featured speaker at user group conferences and meetings, IBM technical conferences, and executive briefings.

**Gregory McGrath**  
**Information Builders**

Gregory McGrath has been in the information technology field for more than 25 years. In his tenure at Information Builders and iWay Software, Gregory has held positions in consulting, product management, sales management, and business development. In his current role he is leading initiatives around service-oriented integration. Gregory has been part of the iWay Software management team since the launch of iWay Software in February 2001.

**Paul McGuire**  
**McGuire Business Solutions**

Paul McGuire has more than 17 years of experience with accounting, ERP, and BI software systems. He specializes in integrating functional business requirements and analytics with technology. Paul has led several ERP and BI application implementations throughout all phases of the SDLC across several diverse industries and platforms; primary specializations include PeopleSoft Financials and WebFOCUS.

**Dennis McLaughlin**  
**Information Builders**

Bio unavailable at press time. Please check addendum.

**Morie Meyhou**  
**Jefferson Regional Medical Center**

Morie Meyhou is the assistant vice president of Information Management and Decision Support at Jefferson Regional Medical Center (JRMC). Meyhou joined JRMC in 1999 and is responsible for the implementation of operational systems for several hospital departments as well as developing annual capital and operating budgets. Prior to JRMC, Meyhou worked for the University of Arkansas and the State of Arkansas in a variety of payroll and accounting positions. Meyhou has an extensive accounting and finance background and holds a B.S. in accounting from the College of the Ozarks. A recognized leader in information management, Meyhou has been quoted in publications such as SearchDataManagement.com.

Additionally, Meyhou is an American Healthcare Executive member and a member of the Arkansas Association of Healthcare Quality.

**Jason Miley**  
**Harris County**

Jason Miley is currently the data management team lead for Harris County Justice Information Management System in Houston, Texas. Jason has more than 25 years of programming and data management experience.

**Marcy Miller**  
**Information Builders**

Bio unavailable at press time. Please check addendum.

**Peter Mittelman**  
**Information Builders**

Peter Mittelman is vice president of the S/390 division and cofounder of Information Builders. His computer experience dates back to 1965 and includes work with NASA, as well as Mathematica, where he first met Gerald Cohen. In 1975, he and Gerald set out to devise a software product that would allow non-programmers to create their own information systems. Together, they developed the FOCUS fourth-generation language – Information Builders flagship product. Mittelman received an master's degree in mathematics from Columbia University. As vice president of the S/390 division for Information Builders, he is responsible for the overall performance and quality of the S/390 mainframe FOCUS family of products for the worldwide marketplace.

**Mark Nesson**  
**Information Builders**

Mark Nesson, executive director of Information Builders' Advanced Technology Services, is an expert in the area of data-access technology.

**Dennis Newman**  
**The Boston Globe**

Dennis Newman is the director of Financial Operations for the New England Media Group, which is a wholly owned subsidiary of *The New York Times*. New England Media Group is comprised of *The Boston Globe*, *Boston.com*, *The Worcester Telegram & Gazette*, *Globe Direct*, *Metro (Boston)* and *NESN*, with approximately 2,600 employees. Dennis joined the *Globe* in 2005 and oversees all order entry, billing, credit and collections, rating, pricing, contracts, and commission functions. *The New York Times* and the *Globe* are currently undergoing a major ERP system conversion, with the first modules expected

to go live in Q3 of FY08. Prior to joining The Globe, Dennis worked for Fidelity Capital and Booz-Allen Hamilton where he specialized in business process re-engineering. Dennis holds an MBA in Finance and Management Information Systems (MIS) from The American University in Washington DC.

**Dan Ortolani**

**Information Builders**

Dan Ortolani is vice president of Advanced Technology Services (ATS) at Information Builders. In this position, Dan is responsible for managing the global effort to provide expert technical support services to the company's field and professional services technical constituencies, prospects and enterprise-class customers, as well as strategic partners. ATS supports all platforms and products across both WebFOCUS BI and iWay Software integration product lines. He is also responsible for WebFOCUS strategic product management, which defines and implements the product roadmap for ongoing innovation and enhancements for WebFOCUS. With more than 25 years of experience in the computer software industry, Dan has served the growth and expansion of Information Builders since 1987, during which he has held a variety of pivotal technical support and product management roles for the company.

**John Osborn**

**Information Builders**

John Osborn has worked with Information Builders customers for more than 19 years as a technical specialist and account manager. John has specialized in business application delivery including interface design, architectural design, and implementations of various software and database solutions in complex environments across a variety of industries.

**Rob Palmer**

**Information Builders**

Rob Palmer is the Professional Services technical director for Canada, responsible for the technical oversight of the Canadian consulting practice and projects. Rob has been with Information Builders for 21 years developing and delivering WebFOCUS solutions since its inception, in a variety of industries and business areas on all major platforms and databases.

**Roger Panfil**

**ResiliEnt Business Solutions**

Roger Panfil is president of ResiliEnt Business Solutions and has over 23 years of experience in the development, marketing, sale, and delivery of software and software-based solutions, with much of that experience involving Information

Builders' technologies. During his 10 years of employment with Information Builders, Roger delivered multiple products to market, culminating his career at Information Builders as vice president of Product Marketing for iWay Software. He has a degree in MIS from IUP and attended University of Pennsylvania's Wharton School of Business.

**Cesare Petrizio**

**Information Builders**

Cesare Petrizio is with Information Builders' Customer Support Services department and is based in the Atlanta office. Cesare joined the firm in 1988 as a consultant in the Dallas office. He was the company's education manager for three years and has presented at numerous TOPGUN and FUSE meetings.

**Ronald Phelps**

**NASA**

Ronald Phelps' career at NASA began 39 years ago at Kennedy Space Center. The majority of his career has been spent in Shuttle Operations. In 1995 he moved to the Shuttle Business Office where he became a project manager. He presently is directly responsible for the KSC Insight System and its integration into the overall Shuttle Knowledge Management vision.

**Lori Pieper**

**Information Builders**

Bio unavailable at press time. Please check addendum.

**Chris Pircio**

**The Boston Globe**

Chris Pircio is the CFO of the New England Media Group.

**Julian Plys**

**Sunoco**

Julian Plys is manager of Optimization Applications at Sunoco, a leading oil refining and marketing company based in Philadelphia. He recently completed the installation of a data warehouse as part of an SAP implementation and was responsible for installing WebFOCUS at Sunoco. Julian has been an IT professional for over 20 years. In addition to working for Information Builders early in his career, Julian has managed IT projects in such diverse areas as supply chain systems, ERP implementations, LIMS, plant systems, and financial analysis.

**William Poppe**

**Information Builders**

A former itinerant instructor, Bill Poppe is currently a course developer for Customer Education at Information Builders.

Bill's education includes an MBA in Information Science from the Leonard N. Stern School of Business, at New York University, supplemented by over 20 years of experience using FOCUS products.

### **Kevin Quinn**

#### **Information Builders**

Kevin Quinn is vice president of Product Marketing for business intelligence at Information Builders. Kevin graduated from Queens College with a bachelor's degree in Computer Science and has over 22 years of experience in the software industry. In his various roles at Information Builders, Kevin has helped companies worldwide develop information deployment strategies that help them accelerate decision-making and improve corporate performance. He has also helped global companies implement best practices for their successful business intelligence deployments.

### **John Quirk**

#### **PSC Group**

John Quirk is a vice president for PSC Group, LLC of Chicago, where he is responsible for managing the Advisory Service and Enterprise Systems practices. John has extensive experience providing strategy, management, integration and implementation of portal, knowledge management, and SOA solutions. Before joining PSC Group, he held positions at Bank of America and Xpedior, Inc. John has a bachelor's degree in Business Economics from Bradley University.

### **Vashti Ragoonath**

#### **Information Builders**

Vashti Ragoonath joined Information Builders in 1989 as a quality assurance analyst and is today the technical director of Technical Sales Support. In this role, she works directly with pre- and post-sales customers on and off site and provides critical support for the Information Builders sales and technical staff.

### **Mark Rawls**

#### **Information Builders**

Mark Rawls is an Information Builders educator, specializing in WebFOCUS Maintain and WebFOCUS. Mark has been teaching for more than 14 years. He joined Information Builders in 1996 and has been a consultant, implementation manager, and consulting manager in the Seattle and Los Angeles branches. In 2000, he joined Customer Education. Before joining Information Builders, he worked for Ford Motor Company and Chrysler Corporation as a trainer. Rawls has also worked with Ciber, EDS, Dow Chemical Corporation, and as a subcontractor for Information Builders.

### **Noreen Redden**

#### **Information Builders**

Noreen Redden is a FOCWizard in the Advanced Technical Support division. Working with FOCUS for more than 25 years, she has been an application developer, teacher, customer support representative, and general question answerer.

### **Amanda Regan**

#### **Information Builders**

Amanda Regan is the technical director of Course Development and Production for the Customer Education group at Information Builders.

### **Jane Ross**

#### **Texas Instruments**

Jane has coded mainframe FOCUS for more than 20 years and WebFOCUS since its inception. She worked at Information Builders for 10 years as a consultant, instructor, and operations manager. She is now a systems analyst and member of the WSMMART reporting team at Texas Instruments. Susan has been coding mainframe FOCUS for over 20 years and has been using WebFOCUS since 1996. She began her career as a senior EDP auditor with JCPenney. She has been at Texas Instruments in Sales and Marketing for 17 years and is the manager of the WSMMART Reporting Team.

### **Eric Rubinoff**

#### **Information Builders**

Eric Rubinoff has more than 30 years experience in the industry selling, marketing, designing, architecting, and implementing mission-critical solutions in the areas of decision support, data warehousing, mobile computing, and systems integration. He brings both a strategic and tactical view of the role technology plays in organizations. Since joining iWay Software, Eric has been instrumental as an enterprise solution architect in driving new business, developing and implementing demos, and POC best practices and methodologies that have significantly contributed to the success of iWay. Now, as technical director with iWay Software Corporate Sales, Eric brings his unique and innovative approach to all of North America.

### **Kelvin Ruiz**

#### **NASA Kennedy Space Center**

Kelvin Ruiz has been with NASA for about four years. He is currently part of the Launch Vehicle Processing Business Office where he works in the planning, management, and development of information technology. This includes assisting in the Directorate's BI projects.

**Kurt Schlegel**  
**Gartner**

Kurt Schlegel joined Gartner in April 2005 with the acquisition of META Group, where he wrote extensively about the BI market. In addition, he built cost-benefit models that have been used to predict Windows migration costs, forecast the impact of technology standardization, and estimate the return on investment derived from deploying an enterprise portal framework.

**Daniel Schultz**  
**Information Builders**

Daniel Schultz joined Information Builders in August 2004 after a very successful career in IT management and consulting in companies throughout the Twin Cities in Minnesota. He has worked with Information Builders products for more than twenty years in various roles. A popular speaker at previous Summit conferences, Daniel is currently working as a North American sales support director specializing in best practices at Information Builders.

**John Senor**  
**Information Builders**

John Senor is president and chief operating officer of iWay Software, an Information Builders company and market leader in middleware that accelerates business integration. Most recently, he held the position of group vice president and general manager of Information Builders middleware technology group, responsible for the overall strategy and development of Information Builders comprehensive line of middleware software products. In 1991, he founded the EDA division and the EDA/SQL middleware product line as a new business venture of Information Builders. John joined Information Builders in 1988 as director of marketing, before founding the company middleware business. During his 28-year career in the industry, he has held senior management positions with the IBM Corporation, Informatics General Corporation, Applied Data Research, and Cullinet Software. He is a 1970 graduate of the United States Military academy at West Point, New York and holds a Bachelor of Science degree in engineering.

**Jeff Shein**  
**Information Builders**

Bio unavailable at press time. Please check addendum.

**Bob Shulkind**  
**Holland America Line**

Bob Shulkind joined Information Builders in 1997 as a systems engineer in the Seattle office where he worked for almost 10 years. After a challenging and rewarding experience at Information Builders he moved on to Holland America Line.

He is currently a data warehouse architect and system administrator and specializes in integrating third-party products with Information Builders products. Bob enjoys working directly with business analysts, users, and developers to design, implement, and support a variety of solutions.

**Peter Siermacheski**  
**University of North British Columbia**

Bio unavailable at press time. Please check addendum.

**Steve Simon**  
**State Street Corporation**

Steve Simon is an assistant vice president with State Street Corporation. He has been involved with database design and analysis for more than 20 years. Steve has presented papers at six PASS Conferences and three of Information Builders' Summits. Steve has also had two papers published in *Information Builders Systems' Journal*.

**Richard Sitt**  
**Information Builders**

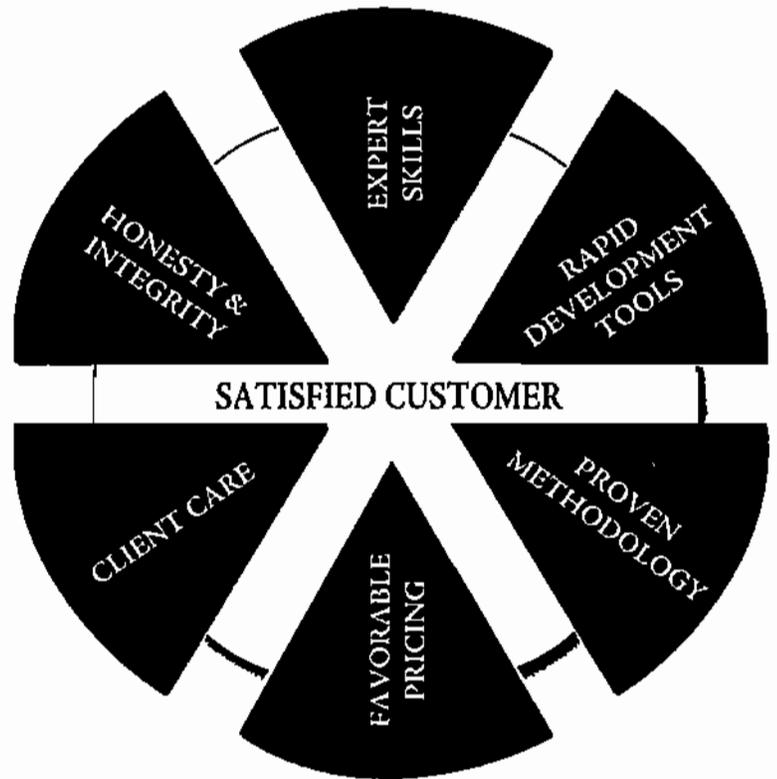
Richard Sitt has been with Information Builders since 1989. He has worked on business Intelligence and integration products for the past 13 years, where he was responsible for the product management and marketing of WebFOCUS and iWay Software products for the business application software market - SAP, Oracle Applications, PeopleSoft, JD Edwards, Siebel, and Lawson. He is currently a technical director in the WebFOCUS System i Products group helping to rollout new product features for IBM's DB2 Web Query solution.

**Ed Smith**  
**Utz Quality Foods**

Ed Smith is the CIO of Utz Quality Foods, the manufacturer and distributor of potato chips and other snack foods in the mid-Atlantic United States. Under his leadership, Utz has had significant company growth, improvements in distribution and sales processes, and an improved ability to make rapid decisions.

**Mark Smith**  
**Ventana Research**

Mark Smith is responsible for the overall direction of Ventana Research and drives the global performance management research agenda, covering both the business and technology areas. He defined the blueprint for performance management as the linking together of people, processes, information, and technology across organizations to drive effective results. Mark is an expert in BI and information management and directly manages the workforce performance management



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research practice. As an industry veteran with more than 18 years of experience, Mark worked at companies including SAP, META Group, Oracle, and IRI Software before founding Ventana Research. He has experience in banking, consumer products, food and beverage, insurance, manufacturing, pharmaceutical, retail, and consumer services.

**Joel Starkman**  
**Information Builders**

Joel Starkman is director of Operations for the FOCUS division at Information Builders, responsible for the creation, delivery, and support of all FOCUS releases and their functional consistency with the back-end of iWay and WebFOCUS. Joel is a nearly 30-year veteran of FOCUS application development at Fortune 100 companies, utilizing FOCUS for everything from financial systems reporting to real-time control of an industrial robot.

**B.J. Stepien**  
**Information Builders**

B.J. Stepien is a technical project leader in Customer Support Services at Information Builders, specializing in the core FOCUS product. B.J. has been using and supporting FOCUS in various functions since 1980. Before joining customer support, he was post-sales support manager at Information Builders' Detroit branch.

**Sandy Stulberger**  
**Information Builders**

Sandy Stulberger has been an Information Builders educator for over nine years, specializing in complex reporting applications.

**Kenny Sullivan**  
**Brinker International**

Bio unavailable at press time. Please check addendum.

**Brian Suter**  
**Information Builders**

Brian Suter is VP of Operations for WebFOCUS. He has managed research and development at software product companies for more than 20 years.

**Paulo Tavares**  
**Information Builders**

Paulo Tavares has 25 years of experience in the software industry, 14 of which have been with Information Builders. Highlights of his career include co-founding and working as CTO of StatsWizard.com, which hosted sports stats and

analytical Web applications, powered by WebFOCUS, used by major stats providers like *USA Today* and AOL.

**John Taylor**  
**Information Builders**

John (J.T.) Taylor is the chief technology officer of iWay Software, an innovator of enterprise integration solutions. J.T. brings more than 25 years of experience in information technology to his position, with 14 years in the commercial software industry developing and marketing enterprise products. Strategically focused and internationally experienced, J.T. is a recognized industry leader with extensive experience in the application integration, systems management, and Internet e-commerce markets. Prior to joining iWay Software, J.T. was the founder and CEO of SemanticSolutions, an independent software vendor and reseller targeting the application development market. Previously, he held the position of senior director of Global Product Marketing and chief software architect at Software AG, a \$2 billion independent software vendor in the database, application development, and application integration markets. Prior to Software AG, J.T. was vice president and chief technology officer of SingleShop, an Internet e-commerce startup, responsible for the development and support of the company's innovative software as a service (SaaS) e-commerce products. J.T. is a decorated veteran of the U.S. Army.

**Renee Teatro**  
**Information Builders**

Renee Teatro joined Information Builders' Customer Support Services in 1992 and is currently a WebFOCUS technical support supervisor. She holds a bachelor's degree in Computer Science from New York University (NYU) along with several technical certificates in a variety of areas from NYU and Columbia University. In addition, Renee was an instructor at Columbia University's Continuing Education Computer Technology program, where she introduced students to Web-based user-interface development through HTML and JavaScript, along with the PL/SQL language and development tools.

**Will Tesch**  
**Tesch Consulting**

William Tesch is a senior executive with more than 20 years experience in enterprise system design and supply chain optimization within the food, retail, and distribution industries. Positions held include president of a technology consulting company, vice president of IT for a large distribution company, senior project manager for a Fortune 500 SAP implementation as well as various, director-level management positions.

**Kirk Townsley**  
**The Hillman Group**

Kirk Townsley manages application services and supports the WebSphere portal, BI, and transactional systems.

**Anna Twomey-Brown**  
**Information Builders**

Anna Twomey has been with Information Builders for the past two years as healthcare solutions BDM. Anna comes to Information Builders with more than 15 years experience in the information technology arena with a majority of her experience devoted to positions within the public sector.

**Bas van Amerom**  
**Akzo Nobel NV**

Bio unavailable at press time. Please check addendum.

**Georgina Van Loon**  
**Adminstaff**

Georgina van Loon has worked with Adminstaff for over two years as a WebFOCUS developer and analyst. She has been very successful using WebFOCUS technologies such as Active Reports, OLAP, and Excel templates resulting in streamlined processes and efficiencies. Georgina has more than 15 years business experience within the IT, marketing, and sales arenas, specializing in the process management, project management, and instructional design disciplines. She is a graduate of the University of Houston.

**Dan Vesset**  
**IDC**

Dan Vesset is program vice president of IDC's Business Analytics research. Mr. Vesset has authored numerous research publications and has been published and quoted in numerous business and industry publications, including Forbes, CIO,

and Intelligent Enterprise. Mr. Vesset is a frequent speaker at business intelligence conferences and seminars worldwide, and has over 10 years of experience as a user, implementer, and analyst of business intelligence software. Mr. Vesset also worked at Deloitte Consulting where he was a consultant in the Enterprise Applications practice focusing on PeopleSoft implementation projects.

**Terry Whitmore**  
**Information Builders**

Terry Whitmore joined Information Builders in 1997 and has been working with Information Builders since 1993. She is currently an account support manager in Customer Support Services. Prior to joining Customer Support, Terry spent eight years in the Professional Services organization. Terry enjoys working directly with customers to design, implement, and support Information Builders' solutions.

**Glenn Wiebe**  
**Information Builders**

Bio unavailable at press time. Please check addendum.

**Rick Williams**  
**Information Builders**

Rick Williams is a technical education supervisor at Information Builders who delivers WebFOCUS training to customers. Rick began in the information technology field in March, 1977 and has been involved in training and education, course development, problem solving, presentations, systems design and integration, and programming.

**Richard Young**  
**Harris County**

Bio unavailable at press time. Please check addendum.



**\_INFRASTRUCTURE LOG**

**\_DAY 69:** All we need is one specific piece of info. Gil almost had it, but his hand cramped. How are we supposed to find trusted business information when these massive volumes of conflicting info keep pouring in?

**\_Gil just grabbed a stuffed panda.**

**\_DAY 71:** The answer: IBM solutions for leveraging information. Now we can cleanse info and standardize source data fields for consistency and accuracy. I can create a single, accurate and unified record of info across our source systems. Everyone can make better decisions.

**\_Just in time—I think we ran out of quarters.**



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