

May 14 – 15, 2012

InterContinental Hotel ♦ Atlanta

Business Planning & Analysis

Predictive Analytics & Business Insights



Integrated Business Planning
Competitive Advantage through Analytics
Advanced Analytics
Data Translation, Interpretation & Delivery
Performance Analysis
Predictive Analytics & Forecasting



Earn Up To 21 CPE Credits

Agenda



Day One – May 14, 2012

- 8:30 am *Keynote:*
Competitive Advantage Through Analytics
Harness analytics to promote better strategic planning and drive execution
- 9:45 am *Keynote:*
Integrated Strategic Planning
Improve organizational performance with cross functional enterprise planning
- 11:00 am **Analytics Enablement and Deployment**
Create a governance, usage and accountability system that aligns to strategic, analytics-based objectives
- 12:00 pm Lunch and Networking Break
- 1:00 pm **Next Generation Analytics**
The future of analytics as the ultimate decision provider
- 2:15 pm **Data Science for Business Growth**
Translate data into actionable information that drives product development and innovation
- 3:30 pm **Business Insights through Big Data**
Improve decision making capabilities by effectively analyzing big data
- 4:30 pm Networking Reception

Day Two – May 15, 2012

- 8:30 am *Keynote:*
Advanced Analytics
Decision making based on facts, data and analytical insight
- 9:45 am *Keynote:*
Integrated Data Management
Improving leader confidence data-based insight
- 11:00 am **Fact-Based Performance Management**
Analytical metrics to measure performance and guide business planning
- 12:00 pm Lunch and Networking Break
- 1:00 pm **Build a High Performance Analytics Organization**
Create an accountability system that aligns analytics-based decision making to strategic planning and execution
- 2:15 pm **Strategic Predictive Modeling**
Utilize predictive modeling for enhanced business insights and more accurate forecasting
- 3:30 pm Adjourn

510-984-3620 ♦ www.gmi-solutions.com

For group rates or detailed speaker information contact

Alex Smith: asmith@gmi-solutions.com



www.gmi-solutions.com

510-984-3620

Predictive Analytics & Business Insights 2012 is a vendor-neutral event featuring learning sessions and case studies from some of the leading thought leaders working in analytics and business intelligence today.

In today's marketplace, good analytics are the key differentiator for smarter decision making and gaining competitive advantage. An organization's ability to harness and leverage the wealth of available organizational data is a key factor in effective, strategic and tactical planning.

Predictive Analytics & Business Insights 2012 is a comprehensive learning and networking opportunity designed specifically for business professionals from across functional backgrounds who use analytics in their planning and forecasting process. This comprehensive event combines technical, strategy sessions as well as case studies to display practical usages of predictive and business analytics.

Predictive Analytics & Business Insights 2012 is a unique opportunity for those looking to expand their ability to effectively leverage analytics to predict future events relative to their business

Attendees will instantly realize the difference between this forum and other conferences. Learning sessions are vendor agnostic and there are **NO sales pitches**. Presentations will be conducted by the most talented corporate experts and thought leaders, both regionally and nationally. For those who are interested in learning more about available tools, a select few vendors will be invited to provide demos and information by request.

- *Expert practitioners and methodologists across industry sectors*
- *Networking opportunity to meet with colleagues and industry experts*

Bring Your Team
3 Attendee Group Rate

\$ 3,999

Predictive Analytics & Business Insights

Recent Presenters Include:



Workshops

Data Quality Management Workshop

Half-day workshop 8:30 – 12:00pm

“Decisions are only as good as the information on which they are based.” Analytics users struggle with data quality as a primary issue when trying to make evidence-based and data-driven decisions. Knowing that organizational data is in a constant state of flux, it is important for organizations to create an established data quality and governance framework. This workshop simplifies data quality management through an easy to use, 7 step governance framework. This framework has been implemented in some of the nation’s largest and most complex, data-using organizations and has proven scalability.

Course Learning Objectives:

- Seven-step data quality management framework
- Fundamentals of data consolidation and aggregation
- Explaining the data quality challenge
- Data-quality lifecycle models and criteria-driven, proactive/reactive processes
- Data validation methodologies

Business Analytics Workshop

Half-day workshop 12:30 – 4:00pm

Analytics are a fundamental tool to address business challenges and reveal business insights. Though business analytics offer a wealth of opportunity and competitive advantage, there are also risks associated with not performing analytics processes efficiently and accurately. Both business users and data and analytics managers must speak the same language and understand the business concerns being addressed. This workshop introduces a framework for effectively using analytics to address a breadth of organizational issues, across functional disciplines.

Course Learning Objectives:

- Understand the link between business analytics and business success
- Understand the analytics value-chain for optimized usage
- Data management, translation and interpretation
- Align business analytics with business objectives
- Create a unified framework for data and analytics usage throughout the organization



Marketing Analysis
Workforce Planning
Predictive Analytics & Insights
Financial Planning & Analysis

Business Planning & Analysis 2012



Integrated Strategic Planning
Competitive Advantage through Analytics
Advanced Analytics
Data Translation, Interpretation & Delivery
Performance Analysis
Predictive Analytics & Business Insights

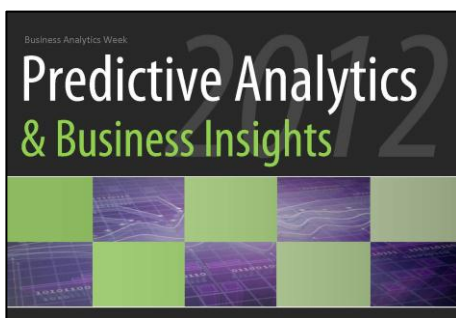


Earn 13 CPE Credits

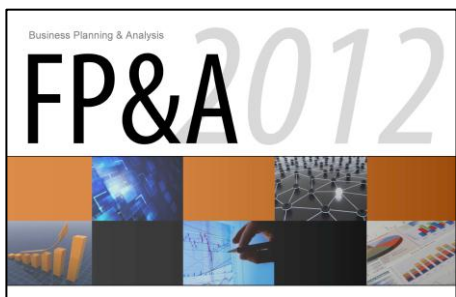
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Be part of an integrated, four-track analytics event!

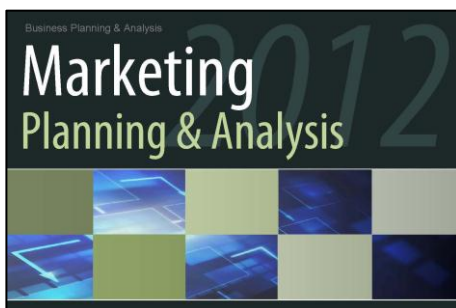
This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote addresses, attendees will break out into separate areas to learn from experts discussing topics specific to their functional and organizational interests.



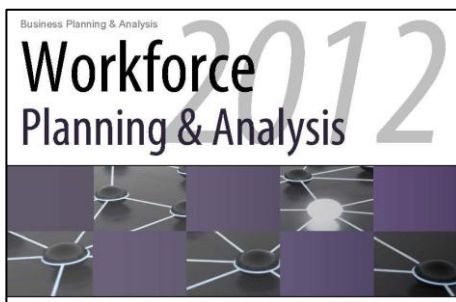
Registered attendees at any of these events are entitled to attend sessions across all programs at **Business Planning & Analysis**



Predictive Analytics and Business Insights 2012 offers tools and unique perspective on how businesses are leveraging analytics to develop better business and customer insights, forecasting capabilities and manage risk.



FP&A 2012 promotes thought leadership and skill building on topics related to budgeting, forecasting and superior financial planning through the use of analytics.



Marketing Planning & Analysis 2012 focuses on optimizing how marketers target their customers, gain insight, gauge ROI and performance, and maximize marketing spend through the use of analytical insight.

Workforce Planning & Analysis 2012 enables business planners to effectively manage talent, engage in workforce planning, and leverage analytics for superior human capital management.

For additional information on Business Planning & Analysis:

Call Alex Smith at: 510-984-3026
Or email at: asmith@gmi-solutions.com

Day One:

Keynotes, Case Studies
& Best Practices



8:30 am

Keynote:

Competitive Advantage through Analytics

Harness analytics to promote better strategic planning and drive execution

- Optimize distinct business capabilities to gain competitive advantage
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Utilize analytics to better determine ROI
- Establish predictive capabilities through analytics for better forecasting

9:45 am

Keynote:

Integrated Strategic Planning

Improve organizational performance with cross functional enterprise planning

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Insure sales and operations plans are linked to strategic plan
- Evaluate plans and activities based on the true economic impact of each consideration
- Extend visibility to identify impacts of specific market events well into the future



11:00 am

Analytics Enablement and Deployment

Create a governance, usage and accountability system that aligns to strategic, analytics-based objectives

- Develop an effective data management system that promotes stewardship and governance
- Simplify analytics to make predictive and advanced analytics tools available to a broader audience throughout the organization
- Create a framework that aligns reporting and analytics to organizational objectives
- Organize analytics teams to ensure efficiency in the analytics and reporting processes

1:00 pm

Next Generation Analytics

The future of analytics as the ultimate decision provider

- Strategic and actionable insights and decisions generated by advanced analytics
- Evolve the Analytics function beyond a tactical information provider driving irrelevancy and inefficiency causing lost sales and wasteful spending
- Bridge the relevancy gap, reduce inefficiency, increase effectiveness within the Analytics function
- Ensure analytics will play the key role of a strategic advisor driving key decisions in future

2:15 pm

Data Science for Business Growth

Translate data into actionable information that drives product development and innovation

- Apply data science to create new products based on knowledge from unique data assets
- Merge advanced analytics and customer centric product management to drive business growth
- Utilize data mining to align organizational strategy and growth to customer centric solutions

3:30 pm

Business Insights through Big Data

Improve decision making capabilities by effectively analyzing big data

- Transition from data reporting to advanced analytics
- Understanding patterns in large data sets to spot trends
- Optimize analytics results by including the breadth of organizational data inputs in the analytics process
- Develop a Big Data organizational framework which includes governance and strategic considerations

Day Two:

Keynotes, Case Studies
& Best Practices



8:30 am

Keynote:

Advanced Analytics

Decision making based on facts, data and analytical insight

- Use advanced statistical and econometric methodologies to make better predictions
- Total cost minimization and net revenue maximization methodologies
- Develop models for better scenario planning for predictive sales and risk management
- Multivariate testing and advanced regression modeling
- Synthesize integrated analytical insights into tactical planning

9:45 am

Keynote:

Integrated Data Management

Deliver meaningful information to drive better business decisions

- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution
- Identify and evaluate process improvement methodologies for data collection and delivery
- Consistently extract, analyze and collate data from a variety of sources



11:00 am

Fact-Based Performance Management

Analytical metrics to measure performance and guide business planning

- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics utilized in the analytics process
- Utilize a manage system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

1:00 pm

Build a High Performance Analytics Organization

Create an accountability system that aligns analytics-based decision making to strategic planning and execution

- An analytical approach to determining who are your most valuable customers and what are the best methods of engagement
- Use customer data to develop retention and loss estimations
- Identify the full lifetime value of your customer and what is their purchasing lifecycle

2:15 pm

Strategic Predictive Modeling

Utilize predictive modeling for enhanced business insights and more accurate forecasting

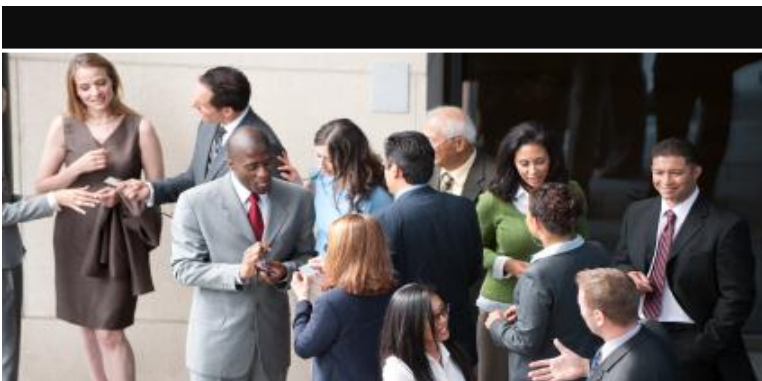
- Use advanced modeling techniques to test and learn the probability of business outcomes
- Leverage internal and historical data with external resources for more accurate predictions
- Predict business capabilities, probabilities and trends through enhanced data mining

A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in business planning and analytics, they also come to meet with peers from different industries across and functional backgrounds. Keeping this in mind, attendees are given a chance to network with colleagues from across analytical functions.

Network with colleagues and industry experts from different analytical functions

Four business analytics events are being held simultaneously, focusing on FP&A, marketing, predictive analytics and insights, and workforce management. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance. Additionally, an online community will provide a continuous forum for continued engagement among attendees and presenters before and after the event.



Predictive Analytics & Business Insights

Recent attendee organizations include:

Accuray
Actelion Pharmaceuticals
Adobe Systems
Affymetrix
AGCO
Alere
Allstate
American Superconductor
Amway
AMICA MUTUAL INSURANCE
AppliedMicro Circuits
Appro
Array BioPharma
Audi
Atmel
Bank of the West
BASF
Beekley
Blessing Health
Briggs International
Cadence
Cedar Sinai
Celanese Corporation
Centura Health
Cepheid
Charles Schwab
Chik-Fil-A
Chipotle
Chiquita
Cisco
Citrix
CNN
Comcast
ConAgra
Copa Airlines
Cox
Dean Foods
Diebold
Dolby
Dominoes
EA
eBay
EJ Gallo
Emerson
Eon US
ESPN
Exelon Corporation
Expedia
F5
Facebook
FedEx
Ferring Pharma
Fifth Third Bank
FL Smidth
Flour
Foot Locker
FW Murphy
Gap Inc.
Genentech
Gilead
Grant Thornton LLP
Hamilton Beach Brands, Inc.
IHG
Infinity Pharmaceuticals
Intuit
JCI
JDS Uniphase
JP Morgan
Juniper
Gap Inc.
Genworth
Hardies
Harvard Clinical Research Institute
JDS Uniphase
Johnson Matthey
JP Morgan
Juniper
Keurig
Kaiser Permanente
KLA-Tencore
Lam Research
Lancer Corp
Land O' Lakes
Levi's
Lexis Nexis
Liberty Mutual Group
Life Technologies
Lincoln Industries
McDean
Maxwell Technologies
Maxygen, Inc.
Macys.com
Lonza
Mercedes-Benz USA
MGM Resorts
Micron Technology
Microsoft Corporation
Morrison & Foerster LLP
Mutual of Omaha
Nestle
NetApp
Nike
Nissan
Omnicell, Inc.
Papa Murphy's Intl.
PayPal
Popeyes® Louisiana Kitchen
Procter & Gamble Company
RCI
Rent-A-Center
Research In Motion
Roche
SanDisk
Sara Lee
Scotttrade
Sephora
Stryker
Symantec
Tibco
Timberland
Tempur Pedic
Trident Micro
URS
USAA
Visa Inc
Vonage
WellPoint, Inc.
Wells Fargo
Turner Sports
And many more...

Atlanta

Area, Venue & Travel Information



Room Rate

\$ 185.⁰⁰ / night

Reservations:

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

Area – Atlanta, GA

Located in the heart of the Buckhead in uptown Atlanta, our venue is conveniently positioned to access the best of what the city has to offer. Close proximity to some of the city's best restaurants and attractions will ensure that attendees will enjoy their experience away from the conference as well.

Hotel and Accommodation Facilities

Our venue's prime location offers dozens of choices of accommodations from boutique to internationally recognized brands. We have special attendee rates available at summit location: **InterContinental Buckhead Atlanta**

Travel

Most guests will arrive via Hartsfield-Jackson Atlanta International Airport. The venue is located approximately 25 minutes by car or shuttle.

Summit Venue – InterContinental Buckhead Atlanta

Venue Address:

**InterContinental Buckhead Atlanta
3315 Peachtree Road NE
Atlanta, GA 30326**



Earn CPEs

CPE Credits: 13

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.

Program Level:	Basic
Delivery Method:	Group-Live
Prerequisites:	None
Advanced Preparation:	None



Predictive Analytics & Business Insights 2012

Registration & Contact Information

Attendee Information

Attendee Name

Title Organization

Email Phone Number

Additional Attendee Name

Title Email

Additional Attendee Name

Title Email

Payment Information

Check/Purchase Order Credit Card

Name on Card

Card Number

Expiration Date CV2 (card verification number)

Billing Address

City/State/Zip

Pay By Check:
Checks should be made payable to Gateway Management. The mailing address for checks and tax forms is:

Gateway Management
2625 Alcatraz Avenue, #341, Berkeley, CA 94705

Cancellation/Rescheduling Policy:
All cancellations made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Altamont Group programs.

Predictive Analytics & Business Insights Fees

- Early Registration
Monday & Tuesday Event \$ 1,599.⁰⁰
- Standard Registration
Monday & Tuesday Event \$ 1,799.⁰⁰
- Additional Attendee
Monday & Tuesday Event \$ 1,299.⁰⁰
- 3 Attendee Rate \$ 3,999.⁰⁰

Business Analytics Week Add-On Options

- Data Quality Management
half-day Workshop \$ 399.⁰⁰
- Business Analytics
half-day Workshop \$ 399.⁰⁰

For "Early Registration", register by February 24, 2012

Call

510-984-3620

Fax

510-380-7377

Online

www.gmi-solutions.com

For group discounts, packages and local information please email Alex Smith:

asmith@gmi-solutions.com