

## TODAY'S INTELLIGENCE

*Mike Schiff, Principal Analyst and Founder  
– MAS Strategies*

Welcome to the Business Objects Insight Americas 07 user conference. Each day I will be publishing this Today's Intelligence Newsletter to update you on conference events and attendee thoughts.

### ATTENDEE DEMOGRAPHICS (WHOM ARE YOU SITTING NEXT TO?)

The number of attendees this year is over 2000. Given the diverse experience of the participants, take the opportunity to connect with fellow attendees and make new contacts with colleagues who could provide valuable insight into how they have used technology and services from Business Objects and its partners to solve problems that your own organization might also be addressing.

### PARTNER SHOWCASE

Many Business Objects partners will be at exhibiting their technology in the Partner Showcase. The showcase provides opportunities for you to learn how their solutions and services complement your investment in Business Objects technology and to explore new solutions that might benefit your organization.

Partners exhibiting in the showcase include Adobe, AgileDSS, Antivia, APOS Systems, Appfluent Technology, Blue Hammock, Citrix, DataMirror, Dataspace, Deloitte, Dunn Solutions Group, ESRI, Guident, IBM, InfoSol, InfoStep, Ingres, Kalido, Lawson, MResult, Netezza, Noad, Noetix, Pitney Bowes – MapInfo, Research in Motion (BlackBerry), Saama Technologies, SilverTrain, Star Analytics, TATA Consultancy Services, Teleran, Teradata, TransUnion, and WIT.

The Partner Showcase will also include four educational theaters and the Business Objects Arena featuring product demonstrations and “chalk talk” areas, where experts will be available to answer your tough questions. Visit specialized zones for migration, SAP solutions, education, global services, and more. Be sure to take advantage of this great opportunity for one-on-one meetings to discuss Business Objects products and services and to meet with its expert teams.

The Partner Showcase will be open Tuesday and Wednesday between 11:45 am and 1:45 pm. In addition, a Partner Showcase Reception will be held on Tuesday from 5:45 pm to 8:00 pm. Stop by to informally meet and mingle with Business Objects partners over food and drink while finding out more about their products and services. The showcase is located on Level 2 in Hall B4.

### ILLUMINATION ZONE

While at the conference make sure to visit the Illumination Zone, located in the Hall C Foyer, which opened today and will continue to operate during the conference.

The Illumination Zone includes a Product Test Drive and Learning Center designed to help you enhance your understanding of Business Objects products. It features video demonstrations as well as short guided scenarios on live servers.

Product test drives will allow you to try the products themselves at your own pace. The newest releases of Business Objects products (both Enterprise and Mid-Market) will be available to “test drive.” Fifty stand-alone servers are available for you to use at your convenience. Technical experts will also be on-hand to answer your product related questions.

Video demonstrations of all of Business Objects products will be available, as will video demonstrations featuring business scenarios for several vertical industries including Communications, Financial Services, Public Sector, Healthcare, and Retail.

The Illumination Zone will be open each day of the conference according to the following schedule:

Tuesday 9:30 AM - 11:30 AM and 3:00 PM - 5:45 PM

Wednesday 9:30 AM - 11:30 AM and 3:15 PM - 5:45 PM

Thursday 9:00 AM - 4:30 PM

No pre-registration is necessary to take advantage of the center's resources.

## **BIRDS-OF-A-FEATHER SESSIONS AT LUNCH**

Chances are some of your fellow attendees are trying to address business issues similar to your own. Why not exchange ideas and experiences with them over lunch at the Birds-of-a-Feather sessions on Tuesday and Wednesday between 12:15 pm and 1:45 pm. These moderated sessions will involve experts from Business Objects and will cover a variety of topics related to product, enterprise, mid-market, developer and industry related subjects.

## **DEVELOPER CONFERENCE 07**

In addition to the Insight Americas 07 Conference, Business Objects is also hosting its two day Developer Conference 07 on Monday and Tuesday. The developer conference is targeted at solution developers who use Business Objects products and are primarily focused on report design and application integration. Breakout sessions at the developer conference are being conducted by Business Objects product experts, customers, and partners.

## **GREEN LIGHT**

In conjunction with the Orange County Convention Center, Business Objects is committed to making this conference an eco-friendly event. As part of its green initiative Business Objects is making extensive use of recycled materials for all printed materials including the program guide and handouts, notepads, napkins, and water bottles. Even the conference pens are biodegradable.

Business Objects is also supporting a program to purchase carbon offsets, or renewable energy certificates, to offset the carbon produced by attendee travel to and from the conference. Simply go to [insight.businessobjects.com](http://insight.businessobjects.com) to submit your travel miles and a chance to win a new iPhone.

Contrary to the words of Kermit the Frog (for those of you that remember the Muppets on Sesame Street), it can be easy being green!

## **ATTENDEE THOUGHTS AND COMMENTS:**

"As a 14 year user of Business Objects going back to BusinessObjects 3.0, Insight Americas 07 is the third Business Objects conference that I have attended. I am looking forward to meeting with experts to help facilitate my company's migration from BusinessObjects 6.5 to BusinessObjects XI R2."

*—Patrick Long, Bank of America*

"As an experienced software developer new to the business intelligence field, I consider the Business Objects Developer Conference to be a great opportunity to obtain a comprehensive view and in-depth understanding of Business Objects technology."

*—Eric Blaxton, Wyoming Department of Transportation*

"Blue Hammock hopes to further educate attendees on who we are and the value we bring to their data warehouse and business intelligence programs. We consider the Business Objects Insight Americas 07 conference as the ideal venue to update our current customers and meet new prospects."

*—Tricia Donovan, Blue Hammock*