

## TODAY'S INTELLIGENCE

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

Welcome back. Hopefully you were able to attend Tuesday night's **Partner Showcase Reception**, enjoyed today's general sessions, participated in several breakout sessions, visited the **Illumination Zone**, and are planning on being at the **Conference Party**.

Today was the second full day of **Insight Americas 07**. Once again, this issue of Today's Intelligence will serve to provide a review of today's activities and alert you of things to come.

### ABOUT LAST NIGHT- PARTNER SHOWCASE RECEPTION

Tuesday night's **Partner Showcase Reception** was well-attended and provided a chance for users to further explore the complementary products and services available from partners of Business Objects in a relaxed and informal atmosphere over food and drink. All four theaters (Customer Adoption, Partner, Product, and Solution) were active while the **Business Objects Arena** was busy with customers engaging with experts from Business Objects in demonstrations and chalk talks.

### HIGHLIGHTS FROM WEDNESDAY MORNING GENERAL SESSION

Don Tapscott, a renowned authority on the strategic value and impact of information technology and prolific author whose works include "Wikinomics: How Mass Collaboration Changes Everything" gave a presentation with the same name. Among his key points were how we are now at the intersection of business and technology, in particular business intelligence and that, despite some academic articles to the contrary, information technology really does

matter. He highlighted four drivers for change: Web 2.0, the Net Generation and its exposure to technology from birth, the Social Revolution and the importance of collaborative efforts, and The Economic Revolution and the age of mass collaboration.

Don's presentation was followed by a presentation by Marge Brea, Senior Vice President and Chief Marketing Officer on "Collective Intelligence". She spoke about the information divide between those that are technically capable and/or professionally informed and everyone else in an organization and the positive impact on business "if everyone had the information they needed to do their jobs." She highlighted how products like Polestar and Crystal Reports 2008 can enable this to become a reality. Donald MacCormick, Chief Transformation Officer, joined Marge in her presentation and they demonstrated several software prototypes that can also be found on the Business Objects Labs site ([labs.businessobjects.com](http://labs.businessobjects.com)).

### WEDNESDAY BREAKOUT SESSIONS

Following a short break after the morning General Session, two sets of breakout sessions began. Two additional sets of breakout sessions were also held following the afternoon General Session. Most sessions were very well attended, several with capacity or standing-room-only crowds.

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

The topics for today's thirteen lunchtime sessions were:

- Products (Data Visualization, Enterprise Reporting, Ignite Performance with EPM XI, Advanced Reporting for Salesforce Users, BusinessObjects XI Release 2 Migration, Data Integration @ BOB, Total Information Trust, Enterprise Information Management for SAP)
- Mid-Market (Partner & Marketing Support)
- Industries (Government Data Quality Best Practices and Success Stories; Healthcare Roundtable Discussion; Achieving Breakthrough BI Performance within the Retail/CPG industry; BI Shared Service, Standardization and Centers of Excellence)

Each session attracted several attendees.

## **HIGHLIGHTS FROM WEDNESDAY AFTERNOON GENERAL SESSION**

After lunch Donald MacCormick spoke on the "Concrete Steps to Performance Excellence." These steps were: 1) Fully Understand The Power Of Information, 2) Keep Doing What You Are Doing, 3) Think Information Infrastructure—All Data, All Users, All Uses, and 4) Trust Us (Business Objects) To Look After The Technology Future. Donald's presentation was shared with Herve Couturier, Senior Vice President of Products, who spoke about Quality Focus Areas of Business Objects (simplifying product delivery, understanding customer deployments, and reducing defects) and Joe King, Demo Technical Manager.

Donald and Joe gave several product demonstrations focusing on data cleansing of unstructured messages, Xcelsius next release enhancements, Web Intelligence enhancements, new administration capabilities, and new web service capabilities.

Greg Lorden then took the stage and announced the winners of the Carbon Offset Challenge awarding two iPhones.

## **ATTENDEE THOUGHTS AND COMMENTS:**

*"There are a lot of interesting people here— Business Objects' employees, customers, and fellow analysts. It's great to talk with users who are at such different levels of BI sophistication and evolution."*

—Curt Monash, Monash Information Services

*"I'm very impressed with Business Objects technology and vision and look forward to continuing our strong relationship. Over the past several years we have exhibited and numerous Business Objects conferences and have always found them to be an excellent way to meet new prospects who recognize the value of combining our complementary technologies."*

—Brad McCallum, ESRI Inc.

*"This is my eighth Business Objects user conference. This year seven of us attended so that we could adequately cover the multiple areas that we specialize in. I have found the conferences to be very helpful in providing an up-to-date product roadmap as well as providing tips on how to better use the technology we have today."*

—Norm Rosen, BlueCross BlueShield of North Carolina

**See you at tonight's Conference Party.  
Get ready to Rock n Roll.**

Don't forget that Thursday will be your last chance to visit the **Illumination Zone** and check out the **Product Test Drive and Learning Center**.