JAZZ UP YOUR BI

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**International
Customer Conference**

New York, NY
October 15-16, 2018

jazz up your BI

No more little robot asking for input! We are living in a time where intelligent bots are beating humans at complex video games and the ever increasing volume of available data is becoming more of a curse than a blessing. Powerful business intelligence tools help us getting a grip on the deluge of business data. While gathering and preparing that data is one thing, presenting it in a way we can easily understand it, interact with it and act on it is quite another.

Most traditional BI systems are no longer fit for the job. To meet today's requirements you need a finely tuned orchestra of tools, apps, services and humans that will allow users with different skill sets to unlock business value in their data to gain that elusive competitive edge.

As time is also at a premium, you require easy to understand visualizations for at a glance information as well as powerful analytic capabilities that enable you to examine your data in granular detail to derive insights and uncover hidden trends. Collaboration, accountability and transparency are further requirements that ensure better decision making and compliance.

The cubus orchestra includes a variety of instruments and we are proud to show you some exciting new additions that will help you even more to make the most of your data. Modern service offerings make sure that you can work with the applications you need without breaking the bank. Proven methodologies, best practices, cubus expertise and the know-how of our partners will guarantee that your instruments are finely tuned and that your band is playing your tune. Regard our experts and partners as your personal coaches, composers and vocalists that will make you and your applications a roaring success.

So jazz up your BI and join us in New York for a conference packed with compelling presentations and hands-on information. As usual we have reserved ample time for you to meet, socialize and network with your peers, cubus partners and experts.

Register now online.

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AGENDA

Monday, October 15

Afternoon

Time	Session
2:00 pm	**Welcome and Introduction of the Audience** *Jutta Graupner, cubus*
2:20 pm	**A Word from the Conductor – Products, Strategy and Roadmap** *Harald Matzke, cubus*
2:50 pm	**Calling the Tune** **Performance Management with cubus outperform PM** *Michael Muehlena, cubus*
3:20 pm	Intermission
3:50 pm	**Why Rock Music Isn't Dead – and OLAP Still Important** **Bonus: Differences Between OLAP Technologies** *Michael Muehlena, cubus*
4:20 pm	Final Chord
5:15 pm	**Departure for a Musical Night Out**

This year we are hitting the Big Apple. Inspired by Frank Sinatra's interpretation of the song "New York, New York" we want to show you how you can make it there and anywhere in the digital world. Since the last conference we have invested time, money and ideas to bring you even better solutions, offerings and support. We are proud to present the outcome of these efforts to you and hope that you are as thrilled by the new versions, features and functions as we are.

During this one and a half day conference you will not only have the chance to wake up in that city that never sleeps but also to experience it in quite a different way – by taking you on a dinner cruise along the Hudson River past the breathtaking skyline of Manhattan up to the Statue of Liberty.

Our boat is fully enclosed and climate-controlled, so we sail rain or shine. It is docked in Manhattan at Pier 61, Chelsea Piers, on West 23rd Street. To get there we will use the subway. Be prepared for a journey of about an hour and please do wear comfortable footwear. The dress code on board is smart casual.

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Agenda

Tuesday, October 16

Morning

9:00 am	Welcome and Introduction of the Audience
9:20 am	**The EV Chord – What's new?** *Michael Muehlena, cubus*
9:50 am	**The EV Chord – Adding to the leitmotif with CXO Software** *Harald Matzke, cubus*
10:35 am	Intermission
11:05 am	**The Lead Singers – EV for Financial Reporting and Analysis** *Steph Marchak, Toromont*
11:35 am	**The Lead Singers – Using Outperform EV Analytics to Assess Product Performance and Find Opportunities** *John Fisher and Patrick Stiff, Heaven Hill Distilleries*

Afternoon

12:05 pm	Lunch Interlude and Time for Networking
1:35 pm	**Choir Practice** Topic: The Future Importance of Planning, Reporting and Analytics in the Digital World
3:05 pm	Intermission
3:35 pm	**Composer Special** Tips and Tricks of How to Jazz up Your cubus EV Applications *Yves Perrot, CORE Business Consulting*
4:05 pm	**Final Chord** Summary & Wrap-Up – Time for Your Feedback *Jutta Graupner, cubus*

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Session Abstracts

Monday, October 15

A Word from the Conductor – Products, Strategy and Roadmap

2:20 - 2:50 pm

Conductor and band-leader Harald Matzke introduces some exiting new developments and reveals the plans for existing products, new versions and solutions as well as the cubus strategy and roadmap for the future.

Harald Matzke, CEO and Member of the Board, cubus

Calling the Tune – Performance Management with cubus outperform PM

2:50 - 3:20 pm

Meet another member of the cubus analytics orchestra! Far from being a soloist, cubus outperform PM falls into the category of supporting artist. This powerful tool helps you keep a close eye on your performance and make the most of your data. You can align projects and operations to your strategic goals and seamlessly link your company's finances to your projects and strategy. cubus outperform PM enables a completely new approach that allows you to gain valuable insights, minimize risks, reduce costs, leverage your R&D and innovation potential, and make the decisions that increase your bottom line.

Michael Muehlena, Business Development, cubus

Why Rock Music Isn't Dead – and OLAP Still Important
Bonus: Differences Between OLAP Technologies

3:50 - 4:20 pm

How many times has Rock been declared dead? We seriously don't know. What we do know though is that there is life in the old dog yet. The same applies to OLAP. Being a technology from the 90s it was proclaimed old school long ago and some have already sung its swan song but today OLAP is having a revival and we think for good reason. Let Michael show you why OLAP is still hip today and what the various OLAP technologies can do for you.

Michael Muehlena, Business Development, cubus

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Session Abstracts

Tuesday, October 16

The EV Chord – What's new?

9:20 - 9:50 am

A lot of interesting and useful new EV features are waiting for you that hopefully strike the right chord with you. Discover them live and see what made it from last year's wish list.

Michael Muehlena, Business Development, cubus

The EV Chord – Adding to the leitmotif with CXO Software

9:50 - 10:35 am

The partnership with Dutch Enterprise Performance Management (EPM) specialist CXO Software BV offers cubus customers a variety of interesting opportunities particularly in the realms of finance and business management. Their product CXO Software adds powerful dashboarding, reporting and guided analytics to our portfolio and complements cubus outperform EV Analytics with easy to use "power reports" that ensure governance and compliance.

Harald Matzke, CEO and Member of the Board, cubus

The Lead Singers – EV for Financial Reporting and Analysis

11:05 - 11:35 am

After a short introduction of Toromont Industries and their requirements, Steph will introduce you to Toromont FSA, the application he and his team built for Financial Statement Analysis. In a short demo he shows the highlights of the FSA application and concludes with the next steps Toromont is planning to take.

Steph Marchak, Senior Business Analyst, Toromont Industries Ltd.

The Lead Singers – Using Outperform EV Analytics to Assess Product Performance and Find Opportunities

11:35 - 12:05 pm

At Heaven Hill, the IT team strives to provide the sales and marketing teams with useful reports that deliver an accurate picture of how the company's brands are performing, as well as opportunities where the brands can improve. One of the key sources of information is the Greenbook Sales data provided by the National Alcohol Beverage Control Board (NABCA). The NABCA Greenbook data is the sales information for all markets that control the distribution of distilled spirits within their jurisdiction (also known as control states).

The beautiful thing about this dataset is it not only contains the sales data for Heaven Hill products, but it also contains the sales data for all of the other alcohol beverage products sold in the NABCA markets. This data gives the analysts a greater ability to research issues that impact brand performance, as well as use competitive benchmarks when identifying brand and sales opportunities. This presentation will review how Heaven Hill uses Outperform EV Analytics to utilize this data and provide accurate and actionable reports.

John Fisher, Senior IT Programmer/Analyst, Heaven Hill Distilleries
Patrick Stiff, Sales & Marketing Financial Analyst, Heaven Hill Distilleries

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ABSTRACTS

Choir Practice
Topic: The Future Importance of Planning, Reporting and Analytics in the Digital World
1:35 - 3:05 pm

Disruptive technologies and digital transformation are shaping our world. What role will planning, reporting and analytics play in the future? Can BI and analytic tools really help to make sense of big and even bigger data? Where do you see you and your company in this scenario? What do you expect from new tools?
We invite you to voice your thoughts and ideas and take the opportunity to discuss with your peers and our experts.
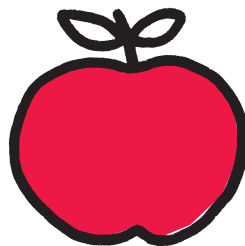
Composer Special
Tips and Tricks of How to Jazz up Your cubus EV Applications
3:35 - 4:05 pm

This presentation is a must for all those who create and maintain applications. We have a lot of proven tips, tricks and best practices for you to make your cubus EV applications rock.

Yves Perrot, CORE Business Consulting

SPEAKERS

John Fisher
has been a member of the Heaven Hill IT team for over three years. He currently develops and supports a variety of data focused applications. He also researches data issues and leads internal and external data integration projects. His responsibilities include multidimensional cube design and development, ETL package development, ERP support and maintenance, and business/operational report maintenance and development.
John's prior experience includes web analytics, application and CMS server development as a civilian contractor to the U.S. Army. Before this he worked for a multi-national crop protection company as an environmental engineer.

Jutta Graupner
is part of the business development team at cubus and in charge of the international partner business and its infrastructure. Before she joined cubus she worked in product management at Magirus International and Hewlett Packard. Jutta has an advertising and marketing degree from VWA, Verwaltungs- und Wirtschafts-Akademie in Baden-Wuerttemberg.

Steph Marchak
Steph has been managing the BPC / EV / BI environment for Toromont for 7 years. Prior to that, he worked as a web application project manager and SAP ERP configuration / implementation professional.

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SPEAKERS

Harald Matzke

is one of the cubus founders. As CEO he has been in charge of finance, business development, sales and marketing since 1993. Harald started his career at Hewlett Packard Germany where he was responsible for decision support and executive information systems. He holds a master's degree in computer science and business administration from Baden-Wuerttemberg Cooperative State University Stuttgart (Duale Hochschule Baden-Wuerttemberg Stuttgart, DHBW Stuttgart).

Michael Muehlena

has been a member of the cubus business development team for four years now and is currently responsible for international customers and a section of presales at cubus. He joined cubus straight after university, starting as a consultant in planning, analytics and reporting projects. Michael studied business information systems and has a Bachelor of Science from Baden-Wuerttemberg Cooperative State University Stuttgart (Duale Hochschule Baden-Wuerttemberg Stuttgart, DHBW Stuttgart).

Yves Perrot

is the founder and CEO of CORE Business Consulting, a 15+ years partner of cubus in France. CORE specializes in budgeting, planning and reporting applications, with a strong focus on cubus outperform and OLAP technologies. Yves is a specialist in business analytics, with over 25 years of experience in designing, developing and implementing made-to-measure enterprise-level applications around the globe and across various industries, based on Oracle Essbase, IBM TM1 and Microsoft Analysis Services (SSAS).

Patrick Stiff

has been on the Financial Planning and Analysis team at Heaven Hill for the past two and a half years. During this time he has worked with the Marketing, Sales, and Production teams to forecast sales volume, analyze product performance, and improve internal processes and reporting. Prior to joining Heaven Hill, Patrick was employed as a business analyst at a large medical device company, where he worked to enhance internal sales reporting, and improve pricing and billback processing.

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LOCATION

Sheraton LaGuardia East Hotel

Source: Sheraton LaGuardia East Hotel

The conference will be held at Sheraton LaGuardia East Hotel that is situated in the heart of downtown Flushing, Queens, just three miles away from La Guardia Airport. The hotel offers newly renovated guest rooms, a gym, an outdoor terrace and a complimentary airport shuttle.

Address:

Sheraton LaGuardia East Hotel

135-20 39th Avenue, Flushing, NY, 11354,

Phone: +1 718-460-6666

Toll-free: 1-888-627-8156

LaGuardia Airport Hotel Directions and Transportation

From North

Take the Whitestone Expressway South and take Exit 14 (Linden Place). Turn left onto Linden Place and proceed to Northern Boulevard. Turn onto Northern Boulevard and stay in the left lane. Turn left onto Main Street and then right onto 39th Avenue and proceed to the hotel.

From East

Take Grand Central Parkway West to Exit 9E (Northern Boulevard East). Proceed east to Main Street and turn right. Follow 3 blocks and turn right onto 39th Avenue and proceed to the hotel.

From South

Take the Van Wyck Expressway North and exit Northern Boulevard East. Turn right onto Main Street then turn right onto 39th Avenue and proceed to the hotel.

From West

Take the Long Island Expressway to the Van Wyck Expressway North. Take Exit 13 to Northern Boulevard. Turn right onto Main Street then turn right onto 39th Avenue and proceed to the hotel.

Taxi to LaGuardia Airport

Taxi service is available 24 hours to LaGuardia Airport. Taxi fare to the airport is approximately $15 - $20.

Parking Costs at Sheraton LaGuardia East Hotel

$9 - $17 USD per day for hotel guests

$20 USD per day to park your vehicle overnight.

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Entertainment & Registration

Monday, October 15

Source: Bateaux New York

Experience New York like never before and have dinner while taking a cruise with us. Departing from Chelsea Piers, we will go for a leisurely three-hour cruise along the Hudson River enjoying upscale cuisine and unobstructed views of the Empire State Building, Brooklyn Bridge, the Statue of Liberty and more. And as music plays an important part on this conference there will of course be a live band.

The boat is docked in Manhattan at Pier 61, Chelsea Piers, on West 23rd Street. To get there we will use the subway. Be prepared for a journey of about an hour and please do wear comfortable footwear. The dress code is smart casual.

In case you plan to drive directly to the pier, on-site parking at Chelsea Piers is available 24 hours per day, 7 days a week. Self-parking is at Piers 60 & 61.

To register

Please use our online registration form to reserve your seat at the International cubus Customer Conference 2018.

Register now online.

Please do not hesitate to contact us if you have any questions regarding the program, individual sessions or the organization of the event. Contact Jutta Graupner at +49 7032 9451-24 or send an email to jutta.graupner@cubus.eu.

Source: Bateaux New York