10th Annual

BeslutningsstøtteDagen

#Allchar **2015**

Den ledende konferanse på BI og analyse i Norge - i 10 år !

23rd September 2015, Hotel Continental, Oslo, Norway
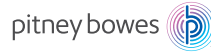
TURN YOUR DATA INTO VALUABLE INSIGHT

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Britta Dalunde

Speakers

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"Spot on for anyone interested in BI and Analytics"
– Delegate 2014

On 23th of September 2015 we are opening the doors for our 10th Annual Beslutningsstøttedagen. Over the 10 past years, Beslutningsstøttedagen has been a meeting place for strategy makers and business owners working with Business Intelligence and Business Analytics from both the private and public sector in Norway. This year will not be different.

In order to address the current market challenges and objectives, we are bringing leading organisations from Norway and Europe to present practical business case studies on how to turn data into valuable insight and what are the benefits of BI and Analytics.

We will start the day with presentations on the fundamentals needed for future utilisation of BI and Analytics, including:

• *How to build a case for real-time business analytics*
• *How to launch an Enterprise-wide BI Strategy*
• *How to become a data driven company*
• *BI Governance*
• *The role of BI and Analytics in future businesses and*
• *How to enable analytical capabilities across the organisation*

… and then continue with practical case studies of how private and public organisations are utilizing their data and recent technology to improve their processes and maximize customer experience while increasing profit.

As every organisation utilizes BI and Analytics for different purposes (Financial BI, Operational BI, Market and Customer BI), we have incorporated focused presentations and roundtable discussions, to enable a natural flow of benchmarking and knowledge sharing.

This year´s edition is special for us and therefore we are preparing for a good show. No matter if you have been participating on the event in past or not, this year´s event is something that you don't want to miss.

I am looking forward meeting you in Oslo.

Allchar

bi_strategies

Maaike Gerritse
Editorial Director, Allchar

Features

Program features
- Tools to achieve your objectives

BI Tracks

Tracks are an important part of the conference. It enables delegates to choose between the two parallel sessions and customize their own conference. This year's conference includes business specific and technology focused track.

Studio

Our interactive B2B studio will delve into the hot topics discussed in the preceding sessions. Panelists give their own thoughts and react to the audience's questions.

BI Executive Circles

Several round tables are set, each with a specific subtopic within Business Intelligence and each guided by a moderator.

Conference-at-a-Glance

08:30	Registration starts
08:50	Chairman Britta Dalunde opens the conference
09:00 - 09:30	From Customer Insights to Action
09:30 - 10:00	Orkla´s approach to Business Intelligence
10:00 - 10:30	Building BI awareness and ensure successful BI adoption
10:30 - 11:00	Networking Coffee and Peer to Peer meetings
11:00 - 11:30	Building a BI Competence Center: A Vodafone case study
11:30 - 12:00	Data Science from a telecom perspective
12:00 - 13:00	Networking Lunch
13:00 - 14:20	Executive Circles ① ② ③ ④ ⑤ ⑥ ⑦ ⑧
14:30 - 15:00	Studio Beslutningsstøttedagen - Building a case for Real-Time Business Analytics
15:00 - 15:30	Networking Coffee and Peer to Peer meetings

	Track 1	Track 2
15:30 - 16:00	What to have in place for a robust BI solution - NTNU's steps towards predictive analysis	Can BMS and "big data" be used for better governance in municipalities?
16:05 - 16:35	Open Source Analytics in the cloud (Shampoo and ....?)	How to manage control and structure with self-service BI?

16:35	Summary by the Chairman
16:40 - 17:30	Networking Cocktail in the exhibition area
17:30	Conference ends

Program Overview 2015

08:30 Registration starts

08:50 Chairman Britta Dalunde opens the conference

■ 09:00 - 09:30 From Customer Insights to Action

In a world of connected people and things, the new data landscape is the centrepiece of digital change and make businesses thrive on insights from data in many different ways. But more data also creates more challenges and organizations look for help on their Journey to Insights on the road of ups and downs. How do you embark on your own, unique journey towards insight-driven business? Seven crucial perspectives will be discussed. Digital Change is heavily driven by the voice of the customer. Customer Value Analytics drives additional fact based value for customers across the customer journey. Customer Value Analytics is the interplay of data, technology, statistics and business processes to make a decisive impact on this customer journey. Customer Value Analytics is about "teamwork" and also about "thinking big, starting small and growing fast". Examples of what companies do will be shared.

➕ Discussion Topics
- *It's all about Customer Experience*
- *The importance of teamwork*
- *It's a journey with different elements*

Ruurd Dam, Global Practice Leader for Customer Value Analytics, Capgemini

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■ 09:30 - 10:00 Orkla´s approach to Business Intelligence

In this 30 minutes session, we will present how the largest Branded Consumer Goods company in the Nordics enables business transformation by focusing on the letter "B" in BI.

➕ Discussion Topics
- *What was the background for Orkla to change its BI strategy?*
- *What do we want to achieve?*
- *What were the changes needed and how did we address them?*

Stig Sjursen, Head of BI, Orkla IT

■ 10:00 - 10:30 Building BI awareness and ensure successful BI adoption

In this 30 minutes presentation we will discuss the journey of Gresvig , who has focused a lot on BI in the stores in addition to the HQ. The focus will be on what they did last year to gain success already a few months later.

➕ Discussion Topics
- *Business Intelligence Strategy*
- *Business Intelligence Competency Center*
- *Value of Business Intelligence to management*

Kai Robert Hallberg, IT Forretnings-arkitekt / IT Business Architect, Gresvig AS

■ 10:30 - 11:00 Networking Coffee and Peer to Peer meetings

■ 11:00 - 11:30 Building a BI Competence Center: A Vodafone case study

In 2011 Vodafone Netherlands created a Business Intelligence Competence Centre, responsible end-to-end for all BI in Finance, Marketing,Sales and Customer Services. In this session Vodafone will share their best practices on what they did to create their BI Competence Centre and how they use Big Data to improve performance.

➕ Discussion Topics
- *Best practices on how to build a BI Competence Center*
- *Insights from Big Data in the telecom sector*
- *End-to-end BI*

Bart Cloosen, Business Intelligence Manager, Vodafone

Program Overview 2015

■ 11:30 - 12:00 Data Science from a telecom perspective

When talking about 'Big Data', one often thinks about online companies like Google, Facebook and Amazon. But Telenor's millions of customers also generate huge amounts of data. Traditionally this data have only been used to generate an invoice. Telenor Research has a team of 'Data Scientists' working across all Telenor markets to develop new methods to exploit and extract insights from vast amounts of data. Telenor Research will through visualizations and examples present how research on mobile phone data can contribute to better customer insight and marketing, as well as giving better understanding of human behavior on a large-scale. They will show analytics use cases ranging from how our social networks are influencing purchasing decisions, to studies on nationwide traveling patterns.

➕ Discussion Topics

• *The role of Data Science in a data oriented organization*
• *What can Data science tell us about society?*
• *How can modern Machine Learning provide more relevant offers?*
• *New applications of telecom data: Spatial analytics and mobility data for customer insight and marketing*

Pål Sundsøy, Senior Data Scientist, Telenor Group Research

Johannes Bjelland, Senior Data Scientist, Telenor Group Research

■ 12:00 - 13:00 Networking Lunch

➕ 13:00 - 14:20 BI Executive Circles

Several roundtables are set, each with a specific subtopic within Business Intelligence and each guided by a moderator. You can attend 2 tables for 40 minutes each.

From Customer Insights to Action: How do you embark on your own journey towards insight-driven business?	Making data easily available for Self Service BI	Combining predictive analytics and business rules to improve customer targeting and retention	Self-sufficient CFO teams with self-service business intelligence
Frode Langseth, BI Solution Architect, Capgemini	**Anja Loug Helland, Senior BI Professional/ Co-Founder BI Builders AS**	**Petter Saetherbakken, Marketing Manager, Decisive**	**Pontus Sandgren, Senior Consultant, RAV**
Who takes responsibility for the input in the analytical conversation and what is the best way to secure and validate the sources?	How to integrate location-based services and advanced spatial analytics for richer customer insight	How to combine normalized and structured data with unstructured and big data platform?	How to go from a proprietary and demanding planning process to a modern driver-based model that supports enterprise wide planning and forecasting in a cloud-based solution
Svante Sjökvist, Manager International Sales, Aaro Systems	**Sissel Kegel, LI Direct Sales, Nordics, Pitney Bowes** **Mattias Fahlin, System Engineer, Pitney Bowes Software**	**Bjørn Olav Kåsin, Nordic Solution Advisor – In-memory & Advanced Analytics, SAP**	**Lars Roar Johansen Business Development & EPM Professional Ambassador Sucaba Norway AS**

Program Overview 2015

■ 14:30 - 15:00 Studio Beslutningsstøttedagen - Building a case for Real-Time Business Analytics

There is no doubt that organisations need to collect and analyze more data if they want to gain a competitive advantage. For several years there has been a great discussion about the benefits of Big Data and different real time analytical solutions available. Some of these questions are still relevant today, but the main discussion is do organisations actually need a Big Data solution and what can you do with tools you have in hand.

➕ Discussion Topics

• *How to build a case for investment?*

• *How to get buy-in, backing and mandate for additional Bi and Analytics-efforts?*

• *What can you use in+house and what do you need to invest in?*

Petter Larsen, Head of Data Governance, DNB

André Teigland. Deputy Director, Norsk Regnesentral

Anja Loug Helland, Senior BI Professional/Co-Founder BI Builders AS

Arthur Sund, Head of Business Intelligence, Tidal

■ 15:00 - 15:30 Networking Coffee and Peer to Peer meetings

Track 1	Track 2

■ 15:30 - 16:00 What to have in place for a robust BI solution - NTNU's steps towards predictive analysis

In this session, we will present some "must haves" for a good and robust BI-solution, such as Information model, BI-strategy, Master Data Management, competences needed etc., and NTNU's steps towards predictive analysis. "It's not about technology... people - and culture."

➕ Discussion Topics

• *Competence (what kind of (professional) competence do you need in your project or department?)*

• *Information model*

• *Methodology*

Torgeir Sesseng, Advisor Business Intelligence, Norwegian University of Science and Technology (NTNU)

■ 15:30 - 16:00 Can BMS and "big data" be used for better governance in municipalities?

Both concepts are developed in the private sector, so what relevance they may have? If there is anyone who should balance the "customer" satisfaction toward economy, that should be municipalities, where the "executive board" can be replaced every four years through public elections.

➕ Discussion Topics

• *To what extent does the municipalities take this seriously in today's operating models?*

• *There is a huge - "big" - amount of data in the municipalities in Norway. Data that is available to them all. But to which extend and how is this data used ?*

• *To what extent can digital tools support a more dynamic governance in municipalities?*

Ove Monsen, Senior Consultant for Kommuneforlaget AS

Program Overview 2015

Track 1	Track 2

■ 16:05 - 16:35 Open Source Analytics in the cloud (Shampoo and ....?)

Late 2014 Europris started a journey utilizing their receipt-data in a more analytical manner.In cooperation with a solution partner it was decided to start a "Proof of concept" with the aim to analyze the big amount of receipt-data and to present the results in an easy manner for the end-user.The result proved to be so good that the end-result was put to use even before the "proof of concept" was in production. The presentation will show examples of the workflow, the tools used and the end result of our work with analytics in the cloud.

➕ **Discussion Topics**
- *Huge difference in performance on 10 000 parallel servers versus a traditional in-house SQL installation*
- *The price difference of renting 10 000 parallel servers as a service versus owning a similar environment in-house*
- *What open source building blocks are out there that can easily be integrated onto our traditional systems*

Espen Langbråten, BI/Datawarehouse Manager, Europris

Europris

■ 16:05 - 16:35 How to manage control and structure with self-service BI?

Self-service business intelligence (SSBI) is an approach to data analytics that enables business users to access and work with corporate information without the IT department's involvement. The self-service approach lets end users create personalized reports and analytical queries while freeing up IT staffers to focus on other tasks – potentially benefiting both groups.

➕ **Discussion Topics**
- *Pros and cons of personalized reports – how to in crease efficiency and avoid chaos*
- *How to ensure access to data and safeguard structure at the same time?*
- *How to enhance co-operation between IT and business units?*

Pontus Sandgren, Senior Consultant, RAV

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16:35 - 16:40 Summary by the Chairman

16:40 - 17:30 All delegates, speakers and partners are invited to Networking Cocktail in the exhibition area. Let's raise a glass for our 10th Annual Beslutningstøttedagen.

17:30 Conference ends

Advisory board 2015

Our conference Advisory Board is a consultative group tasked with contributing and supporting creation of the agenda. Board members come from the management level of leading organizations and represent different industries and nationalities. The 2015 Evaluating Advisory board is consolidated by honorary guests and past speakers involved in Beslutningsstøttedagen. They will be present at the conference and help in evaluating the 2015 edition.

Arthur Sund, Head of Business Intelligence, Tidal

Arthur Sund is head of Business Intelligence at Tidal. In his role he is responsible for development and management in addition of him being primarily responsible for the BI Competency Center.He has 6 years of experience with many different roles within the BI - both from technical and business side. His background is in economics, with additional studies in computer science, logistics, psychology and entrepreneurship.

Frances D'Silva, Chief Architect - Business Intelligence, Nets Norway

Frances K. D'Silva er Chief architect for Business Intelligence hos Nets. Hun har jobbet innen datavarehus og business intelligence de siste 15 år bade som ETL utvikler, rapport utvikler, team leder og arkitekt. Fokuset i dag er å konsolidere Nets' sin BI løsninger for å gi merverdi til brukere internt i Nets og våre kunder og partnere samtidig som BI gjøres 'selvbetjente'. Frances er leder for Faggruppen for Business Intelligence & Information management hos Dataforening. Hun har hatt ansvar for å arrangere flere av gruppens nettverksmøter, guruseminarer og er med i juryen for BI prisen, en pris som deles ut årlig for innovasjon og excellence innen BI.

Ann-Elen Frøyen, VP Business Control, SpareBank 1 Gruppen

Ann-Elen Frøyen is a project manager at SpareBank 1 Gruppen and has worked with CPM in the Group since 2003, both in the role of CFO and as a project manager. She has been the main instigator for SpareBank 1 Group insight into concepts that Balanced Scorecard, Beyond Budgeting and Lean. Implementation of these cocepts have contributed significantly to the group´s journey towards more dynamic management.

Tom Solstad, Business Controller at Experis Norway, Manpower group

Toms has more than 15 years of experience in the fields of controlling, finance, change management, management consulting, and industry analysis. Prior to joining Experis Norway he was a Finance Manager at Nemko and Business Unit Manager at If. He also worked in Telenor and Simon and Kucher.

André Teigland. Deputy Director, Norsk Regnesentral

André Teigland heads a research and development team of 35 statisticians that perform data analysis and modeling assignments. He has more than 20 years experience in helping public and private enterprises to get the most out of their data for specific purposes, often combined with other information and external data. The project portfolio he is responsible for, includes forecasting, risk measurement, cost / benefit calculations and customer segmentation.

Petter Larsen, Head of Data Governance, DNB

Petter Larsen is a former consultant and IT manager with more than 25 years experience in the IT industry. He has been working as a Head of Data Governance function at DNB since 2011. Before this he worked as a Development Director at Tieto with global responsibility for process management and information management. In the past, Peter held several external presentations with data governance as the theme, among those at Software 2013 and IRM's European Data Governance conference London in 2013.

Elisabeth Kilberg Skallevold, Business Development Manager CRM. Gjensidige

Elisabeth is Business Development Manager CRM in the Private division of Gjensidige, Since the mid-90s Elisabeth worked in sales and CRM in digital channels for companies like Norwegian Rikstoto, NetCom, SAS Institute, IKEA, Canal Digital, Bring, NorgesGruppen, Aftenposten and Telenor. In Gjensidige, she is responsible for overall customer communications in from financial perspective and is particularly focused on optimization of customer journey and performance measuring.

Anders Berset, Senior Advisor / Acting Head of the Analytical team, Skatteetaten

Anders currently works as a Senior Advisor / Acting Head of the Analytical team in Skatteetaten. Previous to his curent position he was working at companies like Central Statiscal bureau and ithe Office of the Auditor General of Norway . His background is in Economics (CandPolit) from Norway Tehnical Science University (NTNU).

Ove Monsen, Senior Consultant for Kommuneforlaget AS

Ove has led Kommuneforlaget in 13 years with a focus on developing products and services that digitizes municipal processes. The last six years have particular utility for municipal leadership been central. Today he works as a consultant for Kommuneforlaget, exclusively focused on tools for management in municipalities in Norway. He was previously the production editor of Dagbladet responsible for digitizing production processes and bringing Dagbladet online, as the first major newspaper in Scandinavia (celebrating its 20th anniversary this year). Kommuneforlaget won in 2012 the Norwegian Data Society (Den norske Dataforeningen) Innovation Award for the BI solution "KF Better Gevernance.

Speakers 2015

Ruurd Dam, Global Practice Leader for Customer Value Analytics, Capgemini

Ruurd Dam is a senior vice president in Capgemini Insights & Data and leads a global team of Data Scientists in the domain of 'Customer Value Analytics. His background is in Economics. He has been in commercial roles in IT and Consulting (IBM infrastructure agent, Baan Company and the past 14 years he has worked for Capgemini). Sectors he knows well are utilities, high tech, consumer products. Ruurd has expertise and experience in digital strategy, digital transformation and digital customer experience. Social, Mobile, Cloud and Analytics. Functional domains: sales, marketing, customer service and logistics. CRM and ERP systems. Sales, marketing, program, project and change management.

Pontus Sandgren, Senior Consultant, RAV

Pontus Sandgren is Senior Consultant at RAV. He is passionate about Self-Service Business Intelligence and has been blogging frequently about this since 2009. Pontus has worked for both small and large BI vendors and has been in the business for 15 years. He has also used BI tools in his daily work - as an end user. He is often engaged as a visionary in the starting phase of BI projects, to which he brings new ideas and angles on how to get users more involved and interested in their data. Pontus thinks that business and analysis should be fun, which it usually becomes when the solution is fast, neat and easy to use.

Frode Langseth, BI Solution Architect, Capgemini

Frode is BI Solution Architect at Capgemini and his special interest is how information and knowledge is used within line of business to improve strategic and operational management, business processes and organizational development. He enjoys improving the utilization of technology to realize business advantages. Frode has a wide experience from both technology and business, combining different roles, subject areas and industries. In recent years he has worked intensively with adaptive and appropriate use of information and knowledge, mostly related to Business Analytics and information Management.

Pål Sundsøy, Senior Data Scientist, Telenor Group Research

Pål Sundsøy is working as a Data Scientist in Data Analytics group at Telenor Research. Much of his work spans around piloting new ideas in South-East Asia, Scandinavia and Eastern Europe, as well as doing research on massive amounts of call log data. His work is aimed at Visualization, Data Mining and research on large-scale social network analysis & mobility based on mobile communication data. Prior to Telenor Group, he was working for the European Space Agency as an Application Specialist in the Hinode Space Mission project. He has also been working for the World Health Organization as a Database Specialist. His academic background is within Physics and Mathematics.

Bjørn Olav Kåsin, Nordic Solution Advisor – In-memory & Advanced Analytics, SAP

Bjørn has worked many years with leading Business Intelligence software and Search technologies. He has experience in the convergence between structured and unstructured data, and how to make insight in this area. He has embraced the idea of Big Data and the challenges and possibilities this new era creates.

Johannes Bjelland, Senior Data Scientist, Telenor Group Research

Johannes Bjelland is a Data Scientist working in Telenor Group Research. In the last 6 years he has focused on developing and testing new methods to extract insight and value from vast amounts of Telecom customer data. This includes data mining, machine learning, social network analysis and setting up data driven marketing pilots. He strongly believes in data analysis as a tool for optimizing business decisions and understands human behavior. His academic background is within Computational Physics.

Stig Sjursen, Head of Department, Business Intelligence at Orkla Shared Services

Stig currently works as a Head of Business Intelligence at Orkla Shared Services, Prior to joining Orkla Shared Services, he was working as a Sales Director and Director for Emerging Industries as SAS Institute and Sales Manager for SAP Business Objects. He has long experience in working with technology innovation, change management, Business Intelligence, Sales and Marketing. He has also worked for organisations like Arrow ECS Norway, Novell, alcatel Distribution and Info Care.

Anja Loug Helland, Senior BI Professional/ Co-Founder, BI Builders AS

Anja is one of the co-founders of BI builders and has 7+ years experience as a BI consultant developing BI- and dataware-house solutions on the Microsoft platform. Her academic background is a first class honors Business Management Bachelor degree from the University of Sunderland, UK and a MSBA in Information and Decision Systems from San Diego State University, USA. She has had the honor of working with, and more importantly learning from senior BI developers throughout her whole career. As a BI consultant, Anja has been involved in several different projects across a range of industries. Through her experience she has learned the importance of data quality, metadata control, and documentation. Anja has worked mostly with the "back-end" of the BI solutions, i.e. the data warehouse with T-SQL, ETL tasks and MS SSAS cubes, and has seen BI solutions grow to the point of unmanageability in terms of size and complexity. The main motivation for founding BI builders was changing this inevitable situation by re-thinking how data warehouse projects are developed. What if we could have control of the complexities in an ever-growing solution? And, how can we optimize the resources spent in the development and maintenance process to be more responsive to the continuous changing business needs?

Speakers 2015

Kai Robert Hallberg, IT Forretningsarkitekt / IT Business Architect, Gresvig AS

Kai Robert Hallberg works at Gresvig as an IT Business Architect. Gresvig runs the three chains: G-Sport, G-Max and Intersport and is Norway's largest sports retailer with over 250 stores. Kai Robert has worked with Business Intelligence for over 10 years. In Gresvig, he is System owner IT for BI. In this role, he coordinates all activities between the business and BI vendors and has the overall responsibility for all BI systems and applications. His presentation will be based on the success history showing a growth in unique users from 140 to 430 people (What did Gresvig do last year to gain success a few months later).

Espen Langbråten, BI/Datawarehouse Manager, Europris

Espen is currently working as a Business Intelligence and Datawarehouse Manager at Europris AS. Europris AS owns and operates discount supermarkets in Norway. It also owns hypermarkets. Espen has worked with Business Intelligence for 15 years both in banking/finance as well as retail. In his current role, Espen heads the Europris BI department where the main focus these days are analytics and simplified reporting.

Bart Cloosen, Business Intelligence Manager, Vodafone

Bart has more than 10 years' experience in the area of Business Intelligence & Business Analytics. He has been active in several BI roles at Vodafone Netherlands, most of which have been business oriented. His main fields of interest are analytical CRM and building data scientist teams. Bart present title is Business Intelligence Manager, a position he has held for the last 4 years. He possesses substantial business development knowledge in combination with a solution oriented background. He is a business and IT professional with a strong customer focus and is well capable of proposing and providing effective solutions to business requirements. He is very experienced in handling the challenge of linking these solutions to the clear needs of the business. More recently Bart has been working on the current harmonization between the OSS (Network) and the BSS (Billing) Data at Vodafone using the Teradata Unified Architecture.

Sissel Kegel, LI Direct Sales, Nordics, Pitney Bowes

Sissel Kegel has 20 years' experience within Location Intelligence. Both with harvesting data but also with dedicated solutions towards the public and commercial market. The message is, it´s all about data. By bringing in Location Intelligence, data on maps, as an additional support tool for decision makers, it can unlock hidden value within the existing business. Sissel has been working in various areas within Location Intelligence. As reseller, with project manager, as consult, with marketing, as channel enablement and now with focus on building the bridge between BI and Location Intelligence as a sales specialist.

Torgeir Sesseng, Advisor Business Intelligence, Norwegian University of Science and Technology (NTNU)

Torgeir is currently working as Advisor at NTNU and is a central resource in NTNU's Business Intelligence and datawarehouse project "BEVISST"- Bedre virksomhets-styring. NTNU is Norway's biggest university. Torgeir has worked with Business Intelligence for 13 years; BICC, data modelling, ETL, methodology etc. Before joining NTNU he worked 5 years for Capgemini as Senior Consultant and Managing Consultant, and 6,5 years in Asset Management. Torgeir has broad experience on what to have in place to succeed with a BI-project.

Svante Sjökvist, Manager International Sales, Aaro Systems

Svante is currently manager for international sales of the group reporting and consolidation system AARO at AARO Systems. He has more than 30 years' experience in the field of group reporting and analysis. He has initiated and established a number of well-known and esteemed reporting systems on the Nordic market. He has played a significant role in many well-known multinational groups throughout the years in the Norwegian market such as Statoil, Norsk Hydro, Orkla and Storebrand among others. Other companies in the Nordic market worth mentioning, where Svante's role has been of considerable proportions, are for example Nokia , Stora Enso, Wärtsilä, Ericsson, Atlas Copco, Sandvik, AP Möller and Investor. Svante's background as an auditor and being in charge of corporate reporting at Swedish Match has paved the way for his contribution in this field over the years.

Lars Roar Johansen, Business Development & EPM Professional Ambassador, Sucaba Norway AS

Lars is an analytical business controller / advisor / project manager with experience from various industries. He combines technical knowledge of EPM- and BI-tools with solid understanding of business processes and challenges. He is Pro-active and focused on delivering durable solutions with high business value. Lars has multiple years of experience working in several financial planning environments. He is involved in building business requirements documentation (BRD) and active participation in both design and implementation phases. Besides that he is able to work in a highly dynamic paced environment and handle multiple demands with a sense of urgency, drive and energy. Lars has a solid understanding of masterdata management as the key driver for efficient reporting and analysis across business units in complex business environments.

Petter Sætherbakken, Marketing Manager, Decisive

Petter Sætherbakken is the Marketing Manager at Decisive and has been working at the company for the last 9 years. He has been in the software and consulting business since the 1990's, including first years as a programmer and later as sales / management for both domestic and international companies.

ALLCHAR

About Allchar

Allchar - A community focused on information management

As a unique international media business focused on information management, Allchar is dedicated to deliver their 3 C's: Content, Community and Conferences. Through information sharing we are able to help organisations across industries to accelerate and grow by advancing their IT initiatives and information management capabilities. As a part of the Midfield Media group, Allchar brings together all of the well established local, regional and international events and knowledge resources in the area of information management.

About us

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As a unique international media business focused on information management, Allchar is dedicated to deliver their 3 C's: Content, Community and Conferences. Through information sharing we are able to help organisations across industries to accelerate and grow by advancing their IT initiatives and information management capabilities. As a part of the Midfield Media group, Allchar brings together all of the well established local, regional and international events and knowledge resources in the area of information management.

Global footprint

With a long tradition and experience in delivering cutting edge insights, outstanding events and great value to our community, Allchar is the leading conference and insight provider in the Nordics and now Europe. Our focus on delivering excellence in content, community and conferences have made us grow exponentially from 2004 and brings us to where we are today. Our team based in Stockholm is working constantly to improve our concepts and bringing you the latest technology news and industry examples.

What we do

Content

It is our mission to provide premium, exciting and most important - relevant content to the right target audience at anyplace and at anytime. That is why we invest a lot of time in developing repeatable, systematic approaches to producing amazingly effective content. Content that will not only bring you the latest news, best practices, tools and examples, but also will manage to make a difference in your everyday work and enable you to make faster and better informed decisions.

Community

Our delegate network and online community is growing every year with more than 30%. Our community is our main influencer. Our three key principles are value of niche, value of satisfied customers and value for money. We are constantly investigating and improving to reach those three values. As part of our community you become an influencer: decide on who you are meeting, decide on the next hot topics, decide on your own satisfaction.

Conferences

Our platforms provide you with the perfect combination of networking and education. We give you leading edge ideas, innovative case studies and presentations by our influencers which are filled with key insights from leading organisations. Combine this with hundreds of minutes of structured networking and you get the most out of your valuable time!

Our values

Content is KING

Premium, exciting and before all – relevant. Our mission is to provide the right content to the right target audience, anywhere and anytime. That is why we invest a lot of time in developing repeatable, systematic approaches to producing amazingly effective content. Content that not only will bring you the latest news, best practices, tools and examples but also will manage to make a difference in your everyday work and enable you to make faster decisions.

Relevant to our community

Have you ever been to an event where delegates stay an extra one hour just to have the possibility to say goodbye to everyone and while going out saying "See you next year". Have you ever wrote back to the editorial director asking him to get more info on the subject. A satisfied customer. A customer that will recommend the event or the company to his colleagues or to his contacts in his network. This is why our delegate network and online community is growing every year with more than 30 percent. Value of niche. Value of satisfied customer. Value for money. – are our three key principles that we are constantly investigating and improving with our customers as the main influencer.

Applied learning for conference quality

Some will say customers always come first. We say investing in people that understand our customers is even more important. Coming from all corners around the world with wide experience of working within the conference and software industry, consultancies, academia, publishing and the corporate fortune 1000, our team battles constantly to push the barrier of the traditional event industry. We learn every day and we put what we have learned in practice.

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