



Teradata
Universe



TERADATA®

THE BEST DECISION POSSIBLE™



TERADATA UNIVERSE



The 2012 Teradata Universe Conference is an international event for business leaders and senior executives from across all major industries. It is uniquely positioned as Europe's leading Enterprise Data Warehousing, Advanced Analytics and Business Intelligence Conference. The theme of this year's Conference is "Do More With Your Data".

*Now in its 17th year, Teradata Universe will take place at the **Convention Centre Dublin (CCD), Ireland, from April 22-25, 2012.** Each year it draws approximately 900 attendees from across Europe, Middle East, Africa and from around the globe.*

Some of the world's foremost visionary thinkers, including Sir Tim Berners-Lee, inventor of the World Wide Web, along with experts from internationally recognised companies and presenters from our global customer community will reveal how you can make smarter and better use of your data.

The Conference provides a rich opportunity to:

- learn how to deal with the market's new demands and how to "Do More With Your Data";*
- transform insight into action and learn how to deploy operational intelligence;*
- meet Teradata business partners in the Expo area and discover how to optimise even more your Business Intelligence and Data Warehousing solutions.*

Do not miss the chance to attend. Have a look at the agenda and plan your participation now!

I sincerely look forward to meeting you there!



Hermann Wimmer

President of Europe, Middle East and Africa (EMEA), Teradata Corporation



THE VENUE

The 17th edition of the Teradata Universe Conference will take place at the CCD in Dublin. **The Convention Centre Dublin:** Spencer Dock, North Wall Quay, Dublin 1, Ireland – www.theccd.ie.

CONFERENCE HOTELS

Teradata has pre-booked rooms at the following 4 hotels:

Clarion IFSC Hotel

Excise Walk, Dublin 1
www.clarionhotelifsc.com
Rates per night:
134€ single/144€ double*

The Gibson

At the Point Village – Dublin 1
www.thegibsonhotel.ie
Rates per night:
134€ single/144€ double*

Maldron Hotel Cardiff Lane

Sir John Rogerson Quay, Dublin 2
www.maldronhotelcardifflane.com
Rates per night:
134€ single/144€ double*

Jurys Inn

Jurys Inn Custom House, Custom House Quay, Dublin 1
www.jurysinns.com
Rates per night:
115€ single/125€ double*

**Hotel prices include breakfast and VAT*

www.teradataemea.com/universe

SOCIAL EVENTS

Teradata Universe is more than a business conference. In fact, we have designed a calendar of social events that allows you to see more of the city of Dublin and enjoy its beautiful sights in the company of your peers.

The social calendar for the 2012 conference includes:

Dublin City Tour

Sunday, April 22, 14.00 – 16.30

Welcome Party at the Guinness Storehouse

Sunday, April 22, 20.00 – 23.00

Cocktail Reception in the Expo Area

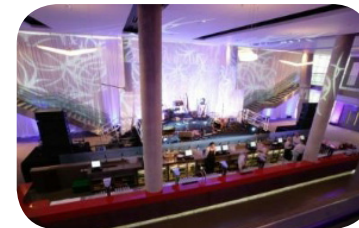
Monday, April 23, 17.30 – 18.30

Gala Dinner at the Aviva Stadium

Monday, April 23, 20.00 – 23.00

Cocktail Reception in the Expo Area

Tuesday, April 24, 17.00 – 18.00





SUNDAY | APRIL 22

- 14:00 **Dublin City Tour**
- 19:30 **Coaches to the Guinness Storehouse**
- 20:00 **Welcome Party at the Guinness Storehouse**

MONDAY MORNING | APRIL 23

07:45 **Coffee in Expo Area**

PLENARY SESSION

08:30 **Hermann Wimmer**, President Europe, Middle East & Africa, and Chairman of the Conference, **Teradata Corporation** - "Welcome Address"

09:15 **Mike Koehler**, President and Chief Executive Officer, **Teradata Corporation** - "Corporate Address"

09:45 **Erik Brynjolfsson**, Professor and Director, **MIT Center for Digital Business** - "Strength in Numbers: How do Data-Driven Decision-Making Practices affect Performance?"

10:30 **Coffee in Expo Area**

11:15 **Adam Gade**, Vice President and CIO, **Maersk Line** - "Strategy Powered by Data"

12:00 **Michio Kaku**, Foremost Futurist - "The World in 2030"

12:45 **Lunch in Expo Area**



KEYNOTE SPEAKERS



Mike Koehler
President and
Chief Executive Officer,
Teradata Corporation



Erik Brynjolfsson
Award Winning Researcher
and Director of the Center for
Digital Business at MIT



Adam Gade
Vice President and CIO,
Maersk Line



Michio Kaku
Foremost Futurist

PARALLEL SESSIONS

	SUCCEEDING WITH ANALYTICS	WINNING WITH INNOVATION	GROWING WITH CUSTOMER INSIGHT
14:30	Diamond Sponsor Customer Case Study, SAS	Diamond Sponsor Customer Case Study, IBM	Bruce Plunchinsky , Alliance Business Intelligence Director, AT&T "Rethinking Business Intelligence at AT&T"
15:15	Mini Break		
15:30	Cynthia Czabala , Senior Director, IT, The Home Depot "Our EDW Journey: 0 to 60 in Five Months"	Manu Sharma , Principal Research Scientist, LinkedIn "Data Science at LinkedIn: Innovation and Insights at Scale"	Petr Taborsky , Director Marketing Services, Telefonica CZ "Social Network Analysis - Going Beyond in Customer Value Management"
16:15	Coffee in Expo Area		
16:45	Bob Nicholson , Senior Vice President, Bank of America "Enabling the Bank of America Analytical Ecosystem"	Howard Alexander , Manager Enterprise Financial Business Intelligence, The Boeing Company "Moving the Enterprise to Become an Analytical Competitor"	Natalia MacPherson , Customer Database Management, Mobile TeleSystems OJSC "How Customer Data and Insights support Customer Growth at MTS"

17:30 **Cocktail Reception in Expo Area**

19:30 **Coaches to Gala Dinner**

20:00 **Gala Dinner**



TUESDAY MORNING | APRIL 24



08:00 Coffee in Expo Area

SUPER SESSION

09:00 **Sir Tim Berners-Lee**, Inventor of the **World Wide Web** - "The Data Revolution"

10:00 Coffee in Expo Area

PARALLEL SESSIONS

SUCCEEDING THROUGH BI

10:45 **Bernard Loiseau**, Business Intelligence Director, **Group Canal+**
"Business Intelligence Strategy at Group CANAL+"

11:30 Mini Break

11:45 **Ruth Gordon**, Head of Targeting, **Shop Direct Group**
"Using Browsing Data to Drive Profitability across Multiple Channels"

12:30 Lunch in Expo Area

WINNING THROUGH EXPANSION

Gavin Targonski, Head of Integration & Information Architecture, **Centrica | British Gas IS**
"Big Data Management - A Game Changing Journey for Utilities"

Wojtek Pawlowski, BI Business Partner, **Polkomtel**
"Geomarketing: Where is Your Business"

GROWING THROUGH PROFITABILITY

Graeme Aitken, Vice President Business Controlling, **DHL Express**
"How DHL Express leveraged Teradata Value Analyzer to gain a Competitive INSIGHT into Cost and Profitability and how that supports Key Decision-Making and Analytics across Functions"

Stephen Kuster, Executive Director, **Morgan Stanley**
"Closing the Books with Teradata and Opening New Opportunities for Finance"



TUESDAY AFTERNOON | APRIL 24

PLENARY SESSION

- 14:00** **Stephen Few**, Principal, **Perceptual Edge**, "The Dis-Information Age: Technology is Making Us Stupid"
- 15:00** **Coffee in Expo Area**
- 15:30** **Deb Roy**, Co-founder and CEO of **Bluefin Labs**, "New Horizons in Communication: The Power of Data"
- 16:30** **Hermann Wimmer**, President Europe, Middle East & Africa, **Teradata Corporation**, and Chairman of the Conference - "Closing Remarks"
- 17:00** **Cocktail Reception in Expo Area**
- 20:00** **Free Evening**

KEYNOTE SPEAKERS



Sir Tim Berners-Lee
Inventor of the
World Wide Web



Stephen Few
Principal, Perceptual Edge



Deb Roy
Co-founder and CEO of
Bluefin Labs

MODERATOR



Sile Seoige
Moderator, TV and Radio Presenter



Teradata Cares is a charity programme aimed at building vibrant communities, improving quality of life and making a positive difference where we live and work. During the 2012 Teradata Universe Conference we will raise funds for the Peter McVerry Trust Foundation. This Foundation supports young homeless people to break the cycle of homelessness and move towards independent living through the provision of a continuum of care services.

www.pmvtrust.ie
www.teradata.com/community-relations/

www.teradataemea.com/universe

WEDNESDAY MORNING | APRIL 25



08:00 **Welcome Coffee**

SUPER SESSION

08:30 **Stephen Brobst**, CTO, **Teradata Corporation** - "Experimentation is the Key to Business Success"

09:30 **Coffee Break**

SPECIAL INTEREST GROUPS

ANALYTICS AND BIG DATA

10:00 **Big Data and Analytics for a Greater Competitive Advantage**

While we move from customer transactions to customer interactions, the ability to manage analytics and Big Data has become a core competency of successful enterprises.

Big Data implies a new way of doing analytics with different data structures (text, web, social and more) and a diversity of analytical applications that will discover insights that would otherwise remain undetectable. By using this alongside the power of existing analytical approaches, analysts are now able to create truly game changing knowledge.

Join this session to see how Teradata and Teradata Aster leverage Big Data and in-database analytics for companies' success.

12:30 **Lunch**

APRIMO

Aprimo Integrated Marketing Management

If you're a marketer, then the Aprimo Special Interest Group is for you.

Marketing is changing with the rise of social channels and the need to integrate processes & resources.

As a result, marketers need end-to-end visibility across the marketing ecosystem. This session covers the latest in integrated marketing management trends and highlights how leaders in this space are creating value.

With guest speakers from our customers and from Aprimo's leadership team, you'll be inspired to take your marketing team to the next level.

FINANCIAL MANAGEMENT

Learn how CFO Organisations are Transforming their Businesses by Using Integrated Data

As data volumes explode the business and legal requirements increases fourfold as well, and the CFO organisation is required to take the leadership role in developing an Enterprise view of financial data based on granularity and reliability!

In this session you will learn how and what global organisations have done to develop integrated Enterprise Performance Management solutions supporting customer profitability, statutory reporting and consolidation, forecasting and thereby meeting the requirements from both their business and external stakeholders.



Stephen Brobst.
CTO, Teradata Corporation

OTHER OPPORTUNITIES

Teradata Consulting Lounge: Meet the Experts

The Consulting Lounge offers an additional opportunity to meet with experts in an exclusive and comfortable area in small groups to maximise focus and interaction. Teradata experts as well as our Diamond and Platinum Sponsors will be available in sessions, of 30 minutes each, to discuss various themes in the BI space. The Consulting Lounge will be open on Monday, April 23, from 14.00 to 17.30 hrs and Tuesday, April 24, from 10.30 to 13.00 hrs. For more information on available sessions and online registration go to www.teradataemea.com/universe

Peer Advantage Reference Lunch

On Tuesday, April 24, Teradata key customers will be happy to talk with you about their Teradata experiences and solutions over lunch. Each key company will host a separate table for the informal discussion. Seats are limited to one person per guest company per table. Contact your account manager to reserve a place. Tables fill quickly, so don't delay! For more information contact peer.advantage@teradata.com

One-to-One Meetings

Throughout the conference you will have the opportunity to book meetings with a selection of Teradata customers, conference speakers and Teradata executives. A special meeting desk will be set up in the conference centre to handle the arrangements, but we strongly recommend that you book the meetings in advance, either via your account manager or directly with Ute Kuisl at ute.kuisl@teradata.com

Automotive Session

We will host a parallel session on Monday afternoon, April 23. If you are interested to join please contact Barbara Gaeremyck at barbara.gaeremyck@teradata.com

Utilities Round Table

On Monday afternoon, April 23, Teradata customer Southern California Edison will host a Round Table session for Utilities attendees. At the session, Tom Walker, SCE's Director of Business Integration, Edison SmartConnect™ will discuss their innovative and award winning SmartConnect™ programme and the environment that supports it. If you are interested please contact Barbara Gaeremyck at barbara.gaeremyck@teradata.com

www.teradataemea.com/universe

Follow #tduniv on the social networks:



FULL DAY MASTER CLASS STEPHEN FEW

WEDNESDAY, APRIL 25, 10.00 - 17.30

“Now You See It: Visual Data Analysis”

Most business data analysis requires skills and practices involving the use of graphs that can be easily learned, but resources that teach them are almost impossible to find.

Almost all books and courses on data analysis teach sophisticated statistical and financial analysis techniques but only 10% of business data analysis requires them.

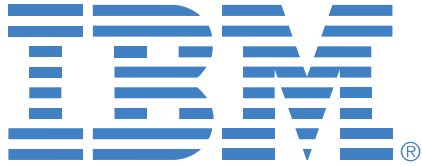
This full-day course is for those responsible for the remaining 90%.

At the end of the day all participants will get a free copy of the book “Now You See It: Simple Visualisation Techniques for Quantitative Analysis”.

Seats are limited so register quickly, first-come, first-served!



DIAMOND SPONSORS



IBM Business Analytics software delivers complete, consistent, and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence; predictive and advanced analytics; financial performance and strategy management; governance, risk, and compliance; and analytic applications gives you clear, immediate, and actionable insights into current performance; the ability to predict future outcomes; and provides greater visibility into operational, financial, and market risk. Combined with rich industry solutions, proven practices and professional services, organisations of every size can drive the highest IT productivity and deliver better business results. For more information about IBM Business Analytics, visit www.ibm.com.



SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 50,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®. With the SAS and Teradata partnership, you'll get unmatched SAS data integration, analytics and reporting with world-class Teradata technology and data warehousing expertise. Our partnership provides a compelling and robust business analytics and data warehousing environment that allows your organisation to derive greater value from existing technology and information assets, helping you reduce risk and total cost of ownership. www.sas.com/teradata.



TERADATA EXPO

With more than 2700 sqm the Expo Area is an integral and vibrant part of the Teradata Universe Conference, featuring partners, Teradata stands and demonstrations. The Expo provides the opportunity to talk to our exhibitors, gain valuable insights and hands-on demos on the latest technology innovations as well as the opportunity to network with peers and industry experts. The Expo Area – open all day on Monday and Tuesday – also forms the social hub for coffee breaks, lunches, evening cocktail receptions and entertainment.

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GOLD SPONSORS



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PRACTICAL INFO
& REGISTRATION



Visit www.teradataemea.com/universe
for full details and registration.

The fee for the three-day conference programme is:

Early bird rate = € 1050

(till March 2, 2012)

Full fee = € 1350

(+23% Irish VAT)

Conference Manager

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