DYNAMIC BUSINESS INFORMATICS
7th ANNUAL DIVER CONFERENCE 2011

THIS YEAR, TO COINCIDE WITH THE LAUNCH OF DIMENSIONAL INSIGHT'S NEW DIVER iPAD & iPHONE MODULE, WE ARE DELIGHTED TO ANNOUNCE THAT

WE ARE GIVING AWAY AN APPLE iPAD!

FREE DRAW FOR DELEGATES TO TAKE PLACE AT 1.00 p.m.

Date: **Wednesday November 2nd**
Time: **8.30 a.m. to 1.00 p.m.** *plus* optional sessions from **1.45 p.m. to 4.30 p.m**.
Venue: **The Royal Marine Hotel, Dun Laoghaire, Co. Dublin**
Presentations Co-ordinator: **PHILIP BYERS**

There will be a light lunch served for those who wish to stay to meet with DBI & DI personnel and/or the afternoon sessions.
Please indicate to DBI during registration if you will be staying for lunch, so that the Hotel can cater sufficiently.

Time	Session	Speaker
8.30 a.m.	**Registration / Tea /Coffee** *Olatz Iturbe, Debbie Lonsdale, Anthony Wright will meet delegates*	
9.00 a.m. 1st session	**Welcome & Opening Remarks** Bob Corr is MD of DBI and set up DBI in Feb 2003. Prior to this Bob was MD of System Options Ltd. and has been involved with The Diver Solution since 1994.	***Bob Corr*** *(MD, DBI)*
	INTRODUCTION Fred Powers, President of **Dimensional Insight Inc**, will deliver the keynote speech about some key milestones for DI this year, and its position in the industry today.	***Fred Powers*** *(CEO, Dimensional Insight)*
	SELCO STILL BUILDING WITH DIVER AFTER 7 YEARS Selco Builders Warehouse, part of the Grafton Group, has been using Diver since 2004 and it is now a keen tool for information analysis across the business. Rob will present his ideas on using diver and some helpful tips.	***Rob Brewill*** *(Selco Finance Director)*
	H & K DIVING GLOBALLY The H&K International experience of using Diver to provide global information, improve quality and ease of access to information for local staff and provide both global and local management information for driving sales, efficiencies and provide better information to meet increasing customer requirements.	***Colin Burns*** *(Group Commercial Director, H & K)*
	DIT-GS1 RETAIL SUPPLY CHAIN LAB The Dublin Institute of Technology (DIT), in collaboration with GS1 Ireland, is creating the first retail supply chain lab in Ireland. The Lab will feature Barcode Scanning and EDI technologies to demonstrate the link between the phsyical flow of goods and the data flows across the retail supply chain. The aim is to teach graduates the best practices in supply chain management. DBI are supporting this project and the Diver Solution is the chosen Business Intelligence software product.	***Jim Bracken*** *(GS1)*
11.00 a.m.	**Tea / Coffee break**	
11.30 a.m. 2nd Session	**DIVING INTO HEALTHCARE** The Touchstone Primary Care experience of using Diver as both a financial control tool, a customer services support tool, and a pro-active demand generator.	***Fergus Hoban*** *(CEO Touchstone)*
	CURRENT AND FUTURE DEVELOPMENTS DIVER 6.3 AND 6.4. Stan Zanarotti, CTO of **Dimensional Insight Inc**, will update us on developments in the latest versions of Diver and the future path of the product.	***Stan Zanarotti*** *(CTO, Dimensional Insight)*
	Questions and Closing Remarks for the morning session + FREE DRAW FOR APPLE iPAD	***Bob Corr*** *(MD, DBI)*
1.00 p.m	**Break for lunch** *There will be a light lunch served for those who wish to stay to meet with DBI & DI personnel and/or the afternoon sessions*	
1.45 p.m. 3rd Session	**DIVER IN MORE DEPTH – PRESENTATIONS ON USER AND DEVELOPER TOPICS AS BELOW** N.B. any available DBI personnel will be on hand to meet users during the afternoon *There will be a working Tea/Coffee break at approximately 3.15 p.m.*	
	CREATING ORDER FROM CHAOS John will present some techniques for integrating data sets from multiple different sources to create clean, matching data across merging companies, multi-site organisations or companies with a variety of data sources for e.g. suppliers, customers/patients, products etc.	***John Spillane*** *(DBI)*

	DI TUNNEL Paul will demonstrate how to get live updates from your ERP system into your current reports.	*Paul Duggan* *(DBI, Software Development Manager)*
	AN EASY WAY TO FASTER REPORTS Debbie will demonstrate some easy techniques for formatting reports using ProReporter.	*Debbie Lonsdale* *(DBI)*
	END USER TIPS & TRICKS Since the release of version 6 and the subsequent 3 point releases, the quality of presentation and the means of preparing reports, enquiries and web pages have increased almost exponentially. Olatz is constantly working in these areas and today she will show how some of these features are put together and explain how end users have benefited from their implementation.	*Olatz Iturbe* *(DBI)*
	IN-DEPTH LOOK AT TEAMER/PHONE APPS/OTHER APPS Fred will profile the new Diver module – Teamer, and with Stan, will update us on developments with iPad and iPhone Apps and other applications recently developed.	*Fred Powers* *(CEO, Dimensional Insight)*
	LARGE MODELS Stan will present techniques for dealing with large data sets.	*Stan Zanarotti* *(CTO, Dimensional Insight)*
·	**SUMMARY** Fred will round up the day's events with a short summary	*Fred Powers*
4.25 p.m	**CLOSING REMARKS** Bob brings the conference to a close .	*Bob Corr*

BACKGROUND NOTES ON THE MORNING'S SPEAKERS

Philip Byers	*Philip Byers is a strategic and business consultant providing services to clients in the SME sector. He has worked with clients across all business categories including IT, Pharmaceutical, Distribution, Waste management, Legal, Financial. He also lectures on Marketing Communications and International Marketing.* *Prior to setting up PBL he worked in the pharmaceutical and grocery industries in Sales, Marketing, Communications, Strategic Planning and General Management.*
Rob Brewill	*Rob Brewill is Finance Director at Selco Builders Warehouse and first introduced Diver into the business in 2004. Rob is also responsible for IT and has overseen major changes in the business with the growth to the 30 stores today. Rob previously worked for Boots in the UK in various roles including Business Intelligence and project management of large systems as well as finance lead on international expansion.*
Colin Burns	*Colin Burns is a Chartered Accountant and is Group Commercial Manager with H&K International. He joined H&K in 2005 where he has implemented an ERP system into one H&K location and a global online sales site. He is responsible for commercial issues within the group which includes streamlining the efficiency of reporting locally and at group level both internally and externally.*
Fergus Hoban	*Fergus Hoban is highly experienced in establishing and developing primary healthcare services businesses. A pharmacist, he holds an MBA from Trinity College Dublin. He established and developed the Unicare Pharmacy Group to 38 individual retail pharmacy outlets, which included a number of pharmacies co-located with general practices, during the years 1998-2000.* *Fergus sold this business in 2002 to Gehe for €129m immediately prior to an adverse change in the regulations affecting the industry. Fergus is Chairman of Carr Communications, a leading PR and Training organisation. He also is a member of the Tercentenary Board of the Trinity College Medical School.*
Jim Bracken	*Jim has been with GS1 Ireland since late 2001. Prior to joining GS1 he worked in the printing industry for 20 years where he was managing director of two specialist printing companies, one of which he co-founded. Both companies produced Business Forms, Security Documents, Loyalty Products and Financial mailings. Its many product innovations included the development of personalised prescription forms and other documents for the GMS reimbursement system as well as retailer loyalty programmes for local and multinational businesses. Many of the solutions involved the use of bar coding and unique numbering for track and trace applications. Jim also worked in port storage, commercial property development and shipping. Whilst working in the shipping sector he was director of a number of European road haulage companies. He is a Chartered Accountant, and holds a M.Sc. (Mgmt.) from Trinity College Dublin and a B.Comm from University College Dublin. Jim is a past president of the Trinity Business Alumni. Since joining GS1 Jim has been very actively involved in helping to develop GS1's role in the Healthcare Sector and in December 2010 he joined the GS1 in Europe Recgional Executive Committee (REC). He specialises in traceability systems and solutions.*
Fred Powers	*Fred Powers cofounded Dimensional Insight, Inc. in 1989 with Stan Zanarotti. Prior to establishing DI, Fred served as a U.S. Naval Officer at the Pentagon where he designed the Naval Command Center's first graphical presentation system for understanding readiness and asset data. As a defence contractor, Fred engineered database development projects relating to the status of forces and at Honeywell, he designed information systems for business processes relating to sales, marketing, and service. Powers holds a BS in Engineering Mechanics from the University of Wisconsin, Madison, and completed an in-house MBA program while at Honeywell. He has lectured at MIT Sloan School of Management, Boston University, Babson College, Sao Paolo University, and New York University on the application of dashboards, reporting and analytics technology in business.*
Stan Zanarotti	*Stan Zanarotti's programming expertise allowed for the development of what would become DI's fully integrated end-to-end enterprise business intelligence platform. This platform was revolutionary and allowed the end-user to look at organizational data without pre-programmed views or query sequences. Stan currently holds patents on the technology utilized in Dimensional Insight's solution set. He has been actively involved to the development plans of the organization since its inception and currently manages Dimensional Insight's Research & Development team in his role as Chief Technology Officer. Stan received his undergraduate degree in Mathematics from Virginia Polytechnic Institute and received his Masters in Computer Science at the Massachusetts Institute of Technology.*