



DYNAMIC BUSINESS INFORMATICS

10th ANNUAL DIVER CONFERENCE 2014

Date: **Friday October 24th**

Time: **10.30 a.m. to 4.30 p.m. (lunch is provided)**

Venue: **The Carlisle East Suite, The Royal Marine Hotel, Dun Laoghaire, Co. Dublin.**



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10.30 a.m.	<p>Registration / Tea /Coffee Please indicate to DBI during registration if you will be staying for lunch, so that the Hotel can cater sufficiently.</p>	
11.00 a.m.	<p>Welcome</p>	<p>Philip Byers (MC)</p>
1 st session	<p>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. This is the 10th Annual DBI Conference and also marks the 20th full year of Diver in Ireland. We share this celebratory event with Dimensional Insight who mark their 25th Anniversary this year also.</p>	<p>Bob Corr (MD, DBI) Debbie Lonsdale (DBI)</p>
	<p>DI's VISION and INDUSTRY DIRECTIONS The keynote from Fred Powers, DI's CEO, will review briefly 25 years of Dimensional Insight and look at the current industry trends. What direction will we take in Big Data, Collaboration and "Always On" technologies? Looking at the current release 6.4, Fred will share details of the latest simplified interface, talk about Collection Assembly and the use of Business Rules and explain "DI Bridge" 6.4 - an easy way to access your growing collection of DivePort applications and to simplify version control across them. Learn how the "DI Bridge" consolidates access to both internally built and purchased applications from a common interface with built-in support for single sign-on access control.</p>	<p>Fred Powers (CEO, Dimensional Insight)</p>
	<p>DIVER CATERS FOR PALLAS FOODS' GROWING FEAST OF DATA Pallas Foods have been Diver users for over 10 years. During this time both the business and the use of Diver have grown exponentially. In recent years the company has become part of the \$45 billion turnover Sysco group and further acquisitions and business expansions mean even greater use of Diver. Niall is responsible for all Diver implementations which include integrating data from acquisitions, warehouse & fleet management, sales, purchasing and financial analysis plus recent sales and incentive schemes for Telesales Operators & Sales Reps. Niall will detail some of the huge benefits that Diver has delivered to make Pallas Foods the progressive success story it is today.</p>	<p>Niall Farrell (Business Intelligence Engineer, Pallas Foods)</p>
	<p>INTRODUCTION TO DIVER 7.0 and SPECTRE BUILDER plus UPDATE ON DIVETAB There have been many developments in the Diver Solution over the last year, not least of which is an impressive new builder called Spectre. Fred will be explaining the differences between the old and the new. Prepare to be impressed by the speed of the new build times! There will be tour of the latest DiveTab features and a look at Workbench, Production and a preview of Diver Solution 7.0.</p>	<p>Fred Powers (CEO, Dimensional Insight)</p>
1.00 p.m.	<p>Break for lunch</p>	
1.45 p.m. 2 nd Session	<p>THE CHALLENGES OF GATHERING & INTERPRETING PUBLIC DATA SETS Bringing public data sets into your analytics as a comparison with your own data can add enormous value by placing data within a wider context. Dr Sinead Hanafin will share her experience of working with a wide variety of public data sets as part of her research for writing academic papers on social and healthcare subjects. Dr Hanafin explains the pitfalls and the workarounds she has used, giving us an insight into how to go about creating meaningful reports when data may be missing or misaligned.</p>	<p>Sinead Hanafin PhD (Visiting Research Fellow, Trinity College Dublin & Research Matters Ltd)</p>

	<p>DASHBOARDS - SUPPORTING INFORMED DECISION-MAKING</p> <p>Senior health service management require immediate and accessible information on key national performance metrics to enable informed decision-making on a daily basis. Prior to April 2014 this was not readily available at the Mater Misericordiae University Hospital. The Diver Solution has been used for several years in the Mater for Reporting and Analytics. Report Palette was used as an interim solution to present multiple KPI's from different environments, but the Hospital needed a more visually appealing and intuitive solution, in other words, a Dashboard. This presentation provides an overview of the Mater's Executive and Clinical Directorate dashboards and the journey taken to achieve their success.</p>	<p>Mich Vartuli (Information Analyst/Statistician) & Michael Fitzpatrick (Systems Analyst, Mater Misericordiae University Hospital)</p>
	<p>SMURFIT KAPPA BALANCED SCORECARD</p> <p>The balanced scorecard (BSC) is a strategy performance management tool, supported by design methods and automation tools, that can be used by managers to keep track of the execution of activities by the staff within their control and to monitor the consequences arising from these actions. Gunilla will talk about how Smurfit Kappa implemented a BSC for their management and sales force worldwide, and how the success of the project being adopted throughout the organisation was largely due to its being initiated from the top down.</p>	<p>Gunilla Gustafsson (BI Consultant, Infotool, Sweden)</p>
2.50 p.m.	<p>Break for Tea/ Coffee</p>	
3.05 p.m. 3 rd Session	<p>DI PRODUCTION – TAKING THE PLUNGE INTO DI'S NEW HIGH PERFORMANCE JOB-SCHEDULING TOOL</p> <p>The days of batch file, diver control scripts, windows scheduler and old style management packs are numbered as the new Production module sweeps all before it. Production's user-friendly interface allows for greater control over jobs: through multi-threading it significantly reduces processing time. Information Delivery becomes more streamlined as Production integrates with Diveport to create and distribute graphic Information Packs. This session will take you through the main features of the module and show working examples of where customers are benefiting from real performance improvements and sharpened information sharing.</p>	<p>John Spillane (TD, DBI)</p>
	<p>PROMOTING HIGH QUALITY BI DEVELOPMENT – TECHNIQUES & BENEFITS</p> <p>No business is static which means that Business Intelligence (BI) requirements are always changing. However without standards and conventions these changes can become harder to implement and the quality of the information can suffer. Infotool Sweden (IS) has a large number of Publicly quoted companies and Public bodies, who must have 100% data accuracy and system integrity. Corporate governance is a big issue for them and Gunilla will show some of the techniques that Infotool use to ensure these requirements are met.</p>	<p>Gunilla Gustafsson (BI Consultant, Infotool, Sweden)</p>
	<p>OPENING THE DOOR TO DIVER - WEB SERVER AUTHENTICATION – A.K.A. SINGLE SIGN-ON</p> <p>Paul will tell us about a very useful feature within the Diver Solution – a “hidden gem” which allows users to access Diver without having to enter username and password details. As the name “Single Sign-On” suggests, users only have to log on once – in this case to their own PC or laptop. Webserver authentication then uses these credentials to connect automatically to Diver. This makes it very easy for users to connect to ProDiver and DivePort from a simple desktop shortcut or favourite browser link, while at the same time preserving all of the security features of Diver.</p>	<p>Paul Duggan (DBI)</p>
	<p>DATA BY DESIGN – DISCOVERING THE HIDDEN GEMS FOR VISUALISATION IN DIVER 6.4</p> <p>Diver 6.4 has delivered so many new features that you may not yet have tried them all out. YY can always be relied upon to exploit more features than most in his crisply designed Diveport portals. Here he will show you some of his techniques for creating professional looking portals and the tips and tricks he has discovered along the way.</p>	<p>YY Tsang (DMBI)</p>
4.30 p.m.	<p>CLOSING REMARKS</p> <p>Bob & Fred bring the conference to a close.</p>	<p>Bob Corr (MD, DBI) Fred Powers (CEO, Dimensional Insight)</p>

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BACKGROUND NOTES ON GUEST SPEAKERS

Philip Byers	<i>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.</i>
Fred Powers	<i>Fred Powers cofounded Dimensional Insight, Inc. in 1989 with Stan Zanzarotti. Prior to establishing DI, Fred served as a U.S. Naval Officer at the Pentagon where he designed the Naval Command Centre'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.</i>
Niall Farrell	<i>Niall has been an IT engineer for the last 12 years. Prior to Pallas Foods he was at Millpore for 5 years, where his roles included BI admin for the corporation and developer with Business Objects. His move to Pallas Foods 7 years ago saw him working in their small IT Department with several roles. The expansion of the Business has increased the use of Diver which is now Niall's main responsibility within a larger IT department. He aims to provide every employee with the data they need at their fingertips, enabling them to do their job more effectively and share one version of the truth.</i>
Sinead Hanafin PhD	<i>Dr Sinead Hanafin is a researcher who holds a Diploma in Research Methods (Royal College of Surgeons Ireland), M. Sc (Trinity College Dublin) and PhD (King's College London) and is also a nurse, midwife and public health nurse. She has published nationally and internationally in several peer-reviewed journals in the areas of health services policy and delivery as well as child wellbeing and child protection. She worked as Head of Research in the Department of Health and Children for a number of years until 2011 where she developed and implemented a national research and data programme. She is the owner of Research Matters Ltd, a research company focused on making research useful for decision-makers and has carried out work for organisations such as Tusla, the Health Services Executive, the National Council for Curriculum and Assessment and the Department of Health. She is Visiting Research Fellow at Trinity College Dublin.</i>
Mich Vartuli	<i>Mich holds a First Class BA Honours Degree in Business Studies. She has worked in the Mater Misericordiae University Hospital for 14 years as Information Analyst / Statistician. Prior to this role Mich worked in the NHS for 8 years in similar roles within both the Acute and Mental Health Service Sectors. Her current role is responsible for providing information management expertise to the organisation and also external Health Service agencies; ensuring the hospital achieves the highest standard of data quality in line with national data standards; providing a key role in the further expansion, development and implementation of information management systems, and ensuring the most appropriate use, interpretation and analysis of information in order to optimise the strategic benefits of good data for the hospital.</i>
Michael Fitzpatrick	<i>Michael holds a BSc. in Information Systems and has worked with Diver in the Mater Hospital for the past year. He has previously worked for HP, iSite Solutions, Prodata and other organisations. He has successfully delivered software projects and training in Ireland and abroad. Most recently he has focussed on Business Intelligence project delivery and implementation for various customers in the public and private sectors. He is certified as a Project Management Institute (PMI) Project Management Professional (PMP) and as a Microsoft Certified Technology Specialist (MCTS).</i>
Gunilla Gustafsson	<i>Gunilla Gustafsson is a senior BI consultant at Infotool Sweden (DI's Distribution Partner). She has been working in the IT sector for 25 years and specialised in BI starting an affiliate for Infotool in 1998. She works mainly with manufacturing and distribution companies, with solutions focussed on sales, supply chain and production.</i>
YY Tsang	<i>A member of the Diver BI Group and working closely with DBI, YY Tsang is Managing Director of Data Management Business Insight (DMBI). YY began his IT profession in 1986 managing IBM mainframes before moving to Asia to work in business automation, client management and solution consulting to multi-national and government clients. Industry sectors managed include mobile operators, banking and finance, manufacturing, utilities and library. YY brings together a strong business operations background with technical skills in Diver to offer customers meaningful business insight to boost business performance.</i>