



## Partner information

Date: October 6, 2015  
**Palexpo, Geneva**

## Swiss BI-Day

2014 was the launch year of the annual Swiss BI Day event and the related presentation of the Swiss BI Award. October 6<sup>th</sup> 2015 the second edition will be held.

As the name suggests, the Swiss BI Day event focuses on professionals from Switzerland. Its target group is professionals in the fields of Data Warehousing and Business Intelligence, information managers and IT managers as well as everyone who wants to know more about what is happening in the world of data and information.

The aim of Swiss BI Day is to give participants the opportunity to share knowledge and more specifically, to network; to establish new contacts and revitalize existing ones.

Moreover, Swiss BI Day is the occasion on which the Swiss BI Award is presented to the best BI project that has been set up and implemented. An expert jury assesses the submitted projects and announces the winner.

Swiss BI Day is proud to present a host of speakers from at home and abroad. Based on the outcomes of a survey on LinkedIn, we have decided on a broad spectrum of speakers and topics.

### Some figures Swiss BI day & award 2014: the attendees

In 2014 250 participants joined us in Geneva. The participants represented end users, vendors, academics and freelancers. For example:

022 Telegeneve SA	Institut Swiss de Police
Accenture	JT International SA
Alti Suisse SA	Kelly Services
Banque de Commerce et de Placements	Longbow Finance SA
Banque Privée Espirito Santo SA	Microsoft Schweiz GmbH
BCV	Nestle Nespresso SA
Board International	Office Federale de l'agriculture
Conseil des experts Business Intelligence	Philip Morris International
Credit Agricole Private Banking Services	Richemont International SA
Crossing tech SA	SICPA Security Solutions
Ecole Hoteliere de Lausanne	Sonceboz SA
Edhec Business School	Swiss Com
Elizabeth Arden	Teradata
Etat de Geneve	The Swatch Group Services Ltd
Geneva Airport	TL Transports Publics de la region Lausannoise SA
Geneva International Centre for Humanitarian	UEFA
Demining (GICHHD)	United Nations Office at Geneva
HFR Hopital Fribourgeois	University of Fribourg
IBM	

### The speakers 2014

There were speakers from all over the world, well-known names in the field of Data Warehousing and Business Intelligence. In total 21 speakers shared their knowledge and experience at the Swiss BI-Day.

### Partners 2014



## General Information Swiss BI-Day 2015

### Target group

We invite all Data Warehouse & Business Intelligence professionals, Information Managers, IT managers, Financial Managers, CIO & CFO to join us on October 6<sup>th</sup> 2015.

### Prices attendees

BI-Day: 75 euro

BI-Day + BI Award dinner: 150 euro

BI-Award dinner: 125 euro

Students are for free

### Goals 2015

Our goals for this year are:

Participants	350 – 400
Keynote speakers	4
Parallelsessions	14 – 20
Sponsors	10 – 20
BI-projects	15-20

### Location

Palexpo Geneva

Route François-Peyrot 30

CH-1218 Grand-Saconnex

Phone: +41 22 761 11 11 or events phone info: 0800 804 408 - Fax: +41 22 798 01 00

## Partnership information Swiss BI-day 2015

For the BI Day & BI Award to succeed and to be successful, we need the help of partners. Partners active and known in the world of Data and Information.

Participating as a partner in the BI Day & Award ensures that you are making an important contribution to the image of your company and gives you the platform to showcase your solutions and services to a wide audience.

We offer the following levels of partnership:

	Silver	Gold	Platinum
Logo on printed program guide	Small	Small	Large
Advertisement in print program guide		Small 250 words	Large 500 words
Fixed Area in Exhibition Hall (200 cm * 350 cm, incl. tables)	√	√	√
Transferrable full conference passes	2	3	4
Visibility on conference website	Partnerpage	Partnerpage	Home- & Partnerpage
Speed date: 10 minutes speaking time		√	
Present a User Case (45 minutes) (this must be a client-story and not a commercial for the company and/or tool)			√
Price	1500 euro	2500 Euro	4000 Euro

### Media Partner

Decideo will be our Media Partner.

Do you want to become a Partner for the BI-Day & BI-Award 2015  
Contact Simone Molenaar

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# Swiss BI-Award 2015

## Purpose of the award

The 2nd Swiss BI Awards event will be presented on Swiss BI Day in 2015. The Swiss BI Award will go to the most successful BI project of 2014, according to the criteria and the decision of the jury. Any organization in Switzerland can submit a nomination for the Swiss BI Award.

This year, two trophies will be awarded. One for the most successful BI Back-End Project, and one for the most successful BI Front-End project.

The jury will consist of experts from the academic world, the media and the business community.

## Process

1. The BI Award Board will appoint an independent jury, with a background in business, media and academic education.
2. Anyone can nominate a project for the award, substantiated in writing (1-2 A4 pages).
3. The jury will assess the motivations and collect additional information if desired.
4. The jury will choose three projects from the nominations which will be announced a few weeks before the BI Day. Each project team will receive a free ticket for the BI Day.
5. The jury will recommend 1 winner to the Board which will officially ratify that choice.
6. The award will be presented to the winner at the BI Day.

## Evaluation criteria

1. Innovation in applying BI ideas and concepts in the organization
2. Success of the BI solution from the user perspective
3. Quality of the BI solution (architecture and implementation)
4. Demonstrated benefits and impact

## BI Award Back-End

The jury will only evaluate the back-end part of the project.

The back end part includes the Extraction process, the Data Integration process, The Data Quality process if any, The Data Warehouse model, the Data Warehouse architecture and Infrastructure.

The Monitoring process, the Master Data Management process and other architectural layers of the solutions will also taken into account if any.

The presentation layer of the Data Warehouse, including the Semantic layer if any, are also important parts of the back-end architecture. The chosen Data Model of this layer will also be judged.

## Bi Award Front-End

The jury will only evaluate the Front-end part of the project.

The front-end part is the way the user can access their data.

The jury will judge the general design of the solution, the usability of the solution, the security that is implemented, the exports capabilities of the solution, the capability to share reports and Hierarchy implementations and drill capabilities are also an important feature that could be judge if present in the solution

## Jury

The jury is independent and for that reason the members are excluded from participating.

## Presentation:

The afternoon of October 6<sup>th</sup>, the nominees present their project to the jury and audience.

## Announcement winner BI-Award 2015

During the diner on October 6<sup>th</sup> the jury will announce the winner of the BI-Award