



Earn your
Digital
Certification



EARN UPTO 24 CPD POINTS

The course will include workshops where you will work in groups and lead group discussions and presentations



The course will benefit business professionals and non-IT personnel while covering the essential IT background

Certificate in Strategic Business Intelligence

A Comprehensive Introduction To, And De-Mystification of Business Intelligence (BI), Its Concepts, Practices, Infrastructure And Benefits

On this Course, You Will:

1. **Learn** how Business Intelligence (BI) leads to sustainable and profitable growth
2. **Get** hands-on experience in developing strategic elements and performance measures and analysing results
3. **Identify** best practice and latest trends in strategy, BI and Competitive Intelligence
4. **Learn** how to implement and sustain BI in your organisation



Eddy Abou Chakra
Trainer | Consultant

9 – 12 March 2020 | The Address Hotel, Dubai Marina, Dubai, UAE

2 FOR 1 OFFER

20 – 23 December 2020 | Hilton Dubai Al Habtoor City, Dubai, UAE

3 FOR 2 OFFER

COURSE INFORMATION

About CPD



Established in 1996, The CPD Certification Service is the independent CPD accreditation centre working across all sectors, disciplines and further learning applications and supports policies of institutional and professional organisations globally.

CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date. This course is an accredited Continuing Professional Development (CPD) training which means it meets CPD standards and benchmarks. The learning value has been scrutinised to ensure integrity and quality.

Course Requirements And Certificates

Delegates must meet two criteria to be eligible for an Informa Certificate of Completion for a course:

- Satisfactory attendance - delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
- Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

Course Overview

To successfully compete in today's global business environment an organisation must constantly monitor, recognise and understand every aspect and every issue of its operations, its industry and the overall business environment. Setting up a business intelligence within an organisation takes more than just installing the technology. A successful BI programme involves a set of interlaced business concepts and frameworks designed to improve the fact-based business decision-making process. This course focuses on the business aspects of designing and implementing a BI programme rather than looking at BI from the information technology aspect.

Meet Your Expert Course Leader



Eddy Abou Chakra

Managing Partner
Vanguards Consulting

Eddy is the Founder and Managing Partner at Vanguards Consulting.

He has over 20 years of strategy and business transformation experience acquired through various engagements in the Middle East and Europe. His key focus is on strategy formulation and execution, performance management, organisation transformation, business process improvement, information systems, marketing and business development. Eddy has advised governments, financial institutions, telecom operators, construction and real estate companies. He has led major strategy and transformation engagements with key focus on value proposition enhancement, governance, technology, product development, service delivery, business models, due diligence, and HR. Eddy has extensive experience in leading focused strategy engagements as well as large transformation projects.

Eddy held various positions in international audit and consulting firms and headed the IS Audit and consulting function at two of the top 10 international audit and consulting firms.

Eddy is a Certified Information Systems Auditor (CISA – ISACA), certified Balanced Scorecard Master Professional (BSMP – George Washington University), and Certified E-business Consultant (CEC – ICECC).

COURSE OUTLINE

Course Timings: Registration will be at 08:00 on Day One. The course will commence at 08:30 each day and end at 14:30. There will be breaks for refreshments and lunch will be served at the end of each day's session.

Day One

What Is "Business Intelligence (BI) And Analytics"?

- Why is BI important?
- Strategy and BI
- KPIs and BI
- Introduction to the BI framework
- Understand change management context and buy-in definition
- Understand how to assess, establish and build buy-in

Putting Intelligence Behind Your Vision

- Environmental analysis
- Competitive Intelligence
- Mission, vision and strategy as drivers behind BI
- Strategic objectives

Strategy Development Case Study

- Performing environmental analysis
- Developing mission and vision elements
- Developing strategy and strategic objectives

Day Two

Performance Management – From Data To Information

- Understand KPI context and fundamentals
- Basic KPI taxonomy and introduce different families (types) of measures: strategic, operational, project, programme, employee, and risk
- Characteristics of good KPI development
- Best practice in using performance information
- How information rolls up and how to drill down
- Fundamentals of targets and thresholds
- Understand best practice in using performance information
- Metadata and services repositories

- Regression analysis
- Presenting information (dashboards)
- Learn fundamentals of targets and thresholds

Case Study Developing KPIs

- Developing KPIs
- Developing targets and thresholds

Day Three

The Business Intelligence Framework: Think Big And Start Small

- People (Users, Analysts and Enablers)
- Business and decision processes
- Analytic processes
- Information visualisation and reporting
- Information infrastructure processes
- BI project management
- Business Intelligence Competency Centre (BICC)

Day Four

BI Platforms And Tools

- BI systems requirements
- Extracting and transforming data
- Big Data for business decisions
- Big Data and social media
- Big Data technologies
- Analytic applications
- Decision support and making systems
- Predictive analytics
- Artificial intelligence

Open Forum And Delegates' Action Plans

The course will include group assignments, videos, examples and case studies to illustrate key points

CERTIFICATE IN STRATEGIC BUSINESS INTELLIGENCE

Date	Fee Before 30 Dec 2019	Fee Before 3 Feb 2020	Final Fee
9 – 12 March 2020	US\$ 4,195	US\$ 4,695	US\$ 5,195

Date	Fee Before 11 Oct 2020	Fee Before 15 Nov 2020	Final Fee
20 – 23 December 2020	US\$ 4,195	US\$ 4,695	US\$ 5,195

Pricing excludes 5% VAT, charged where applicable

- Book and pay full fee and your colleague attends for FREE on the March offering
- Book and pay full fee for two colleagues and the third attends for FREE on the December offering

Delegate Details

First Name _____ Last Name _____

Job Title _____ Company _____

Address _____ Postal Code _____

Country _____ City _____

Tel/Fax _____ Mobile _____

Email _____

EVENT VENUE

The Address Hotel, Dubai Marina, Dubai, UAE | Tel: +971 4 436 7777
Hilton Dubai Al Habtoor City, Dubai, UAE | Tel: +971 4 437 3333

Please contact the respective event venue directly to reserve your room. Quote 'Informa' to avail Informa corporate rates.

DISCOUNTS AVAILABLE
FOR 2 OR MORE PEOPLE

Call: +971 4 408 2864
Email: a.watts@informa.com

WANT TO RUN THIS COURSE
IN-COMPANY?

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WAYS TO REGISTER

Tel: +971 4 408 2894 | Email: register-mea@informa.com
Mail: Informa Middle East Ltd. | PO Box 9428 - Dubai, UAE

The offers are
valid on full price

Payment to be settled
before start of the course
to avail the offer

Not applicable in
conjunction with
corporate discounts

Course fees include documentation, luncheon and refreshments. Delegates with full attendance and successful assessment completion, receive an Informa Certificate of Completion and a digital Certificate of Continuing Professional Development (CPD UK).

All registrations are subject to our terms and conditions which are available at www.informamea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.

Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics.

For full details, please visit www.informa-mea.com