

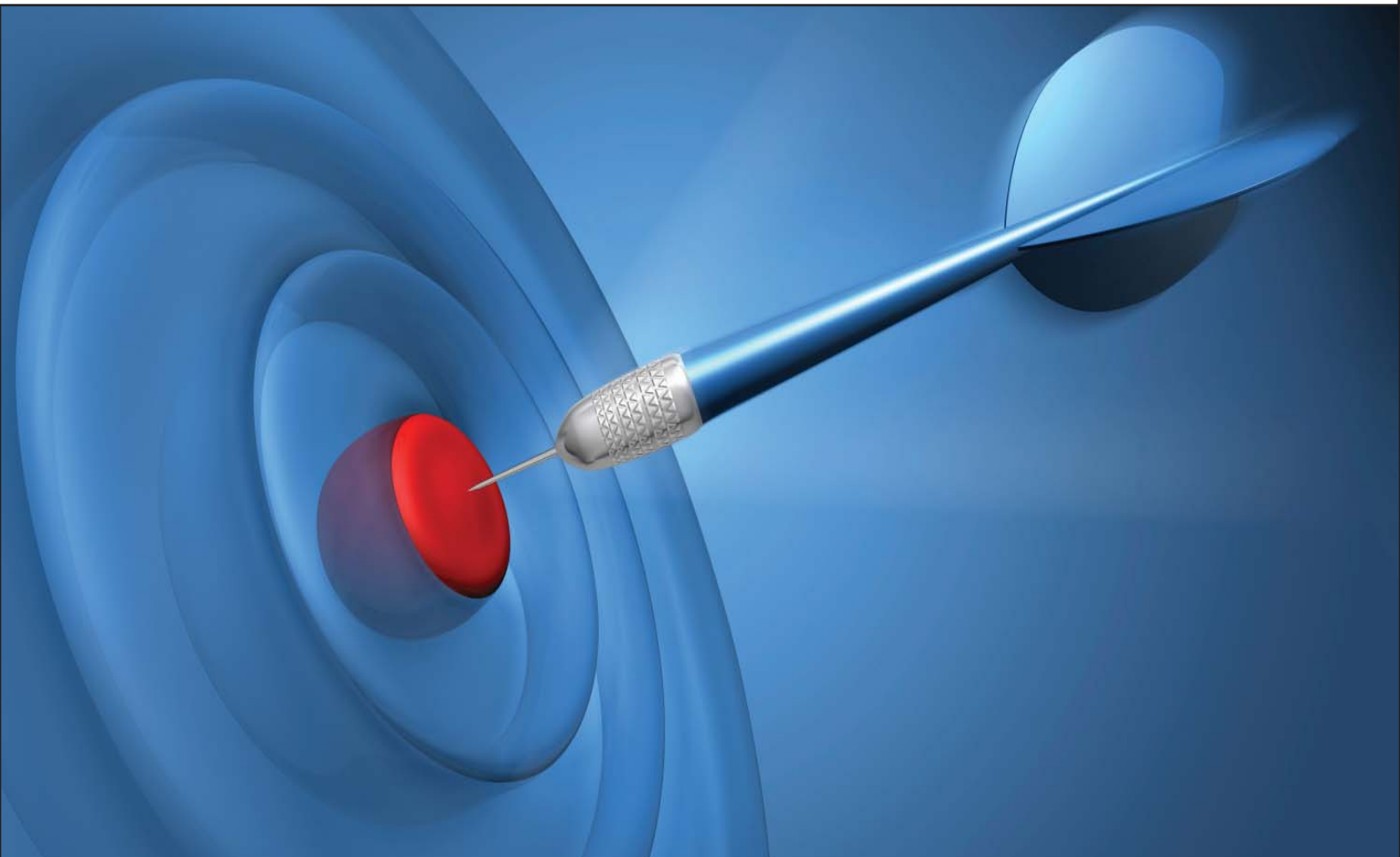
# PERFORMANCE ANALYTICS

## ELIMINATE THE GUESSWORK

*A Game Plan to Hit Your Target*

One-day Seminar  
Featured Speaker Michèle Boulanger, Ph.D.

**Wednesday, September 24, 2008**  
UCF Executive Development Center in Downtown Orlando



# Eliminate The Guesswork!

## WHAT YOU WILL LEARN:

- Why and how Performance Analytics is used by industry leaders.
- How to assess your analytics maturity level.
- How to use your performance management framework to identify opportunities and ROIs.
- How to avoid pitfalls in program/project deployment.
- How to start the climb up the analytics maturity curve.
- High level structure, principles, and definitions in Performance Analytics.

## WHO SHOULD ATTEND?

- Business and IT Executives
- Developers and Programmers
- Quality Managers
- Performance Champions and Managers
- IT Directors and Managers, BI or Reporting Team Leads
- Analysts, Project Leads, Administrators
- Business, Agency Users
- Executives and Managers who are just beginning their Performance Analytics journey.

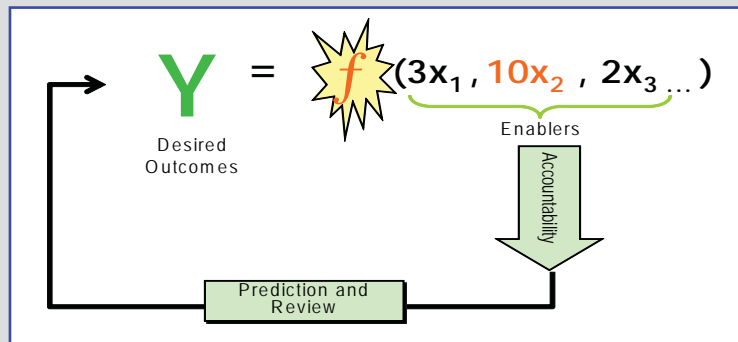
## JOIN US FOR OUR PERFORMANCE ANALYTICS OVERVIEW SEMINAR!

Today performance is critical. Global competition is fierce and getting stronger by the day. Performance in all facets is vital for success as it directly impacts your margins and indirectly affects both your ability to compete and your customer's satisfaction and loyalty. First, the bad news: Improving performance requires work and commitment. Now, the good news: There are methodologies, tools, and techniques to help you. ***This seminar will Eliminate The Guesswork and provide A Game Plan to Hit Your Target!***

During the one-day seminar, our keynote speaker Michèle Boulanger will cover the scope of **Performance Analytics**. She will demonstrate how Performance Analytics is the infrastructure that links your operational, market, customer, and competitive data to your business objectives for operational excellence. She will assert that although you likely already have a lot of metrics within your company to guide your improvement efforts, the information critical for you to act is partially hidden in mountains of data that lay dormant in various databases.

With her extensive knowledge, Dr. Boulanger will elucidate the critical need for Performance Analytics and exemplify how attendees can obtain timely and actionable information to reduce costs in operations via modeling data for forecasting and prediction purposes.

**\*A Game Plan to Hit Your Target is the first seminar of a two-part series on Performance Analytics. Part II is a drill down on the methodologies and techniques available to execute your Game Plan!**



## BENEFITS OF ATTENDING

At the end of this one-day seminar, you will understand where to start to:

- **Reduce** gaps in your performance with analytics.
- **Exploit** your existing data and extract hidden information to improve your decision-making process.
- **Develop** a Game Plan that optimizes the cost and effort entailed in deploying performance analytics.
- **Plan** and deliver expected impact from your analytics projects.
- **Learn** from best practices and apply them to your own environment.
- **Obtain** contacts and resources to reduce your project costs and risks.

One-day Seminar at UCF Executive Development Center

**September 24, 2008** in Downtown Orlando

# Seminar at a Glance

## PROGRAM SCHEDULE

<b>7:30 a.m.</b>	Registration and Breakfast
<b>Module I</b> <b>8:00 a.m. - 9:30 a.m.</b>	<b>A Competitive Strategy: Performance Excellence</b> <ul style="list-style-type: none"><li>• What is Performance Excellence?</li><li>• Leaders and competitive strategy</li><li>• Group interaction</li></ul>
<b>Module II</b> <b>10:00 a.m. - 11:30 a.m.</b>	<b>Performance Excellence Frameworks</b> <ul style="list-style-type: none"><li>• Different frameworks</li><li>• Scorecard, dashboards, and KPIs</li><li>• Context for Performance Analytics</li></ul>
<b>11:30 a.m. – 1:00 p.m.</b> <b>LUNCH</b>	Performance Management Web Reporting System live presentation... And... Lunch
<b>Module III</b> <b>1:00 p.m. - 2:00 p.m.</b>	<b>Performance Analytics Overview</b> <ul style="list-style-type: none"><li>• Analytics hierarchy of deliverables</li><li>• Challenges and benefits in deployment</li><li>• Industry-view of the evolution of analytics</li></ul>
<b>Module IV</b> <b>2:15 p.m. - 3:15 p.m.</b>	<b>Defining Pay off Matrices</b> <ul style="list-style-type: none"><li>• Self-assessment of analytics maturity level</li><li>• Different scenarios to raise maturity level</li></ul>
<b>Module V</b> <b>3:30 p.m. - 4:30 p.m.</b>	<b>Getting Started: Your Game Plan</b> <ul style="list-style-type: none"><li>• Major roadblocks in moving upwards on the maturity level curve</li><li>• Setting expectations</li><li>• Creating your Game Plan</li></ul>
<b>4:30 p.m.</b>	Question & Answer Session

## KEYNOTE SPEAKER:

Michèle Boulanger, Ph.D. - Senior Partner, JISC Consulting, Inc.

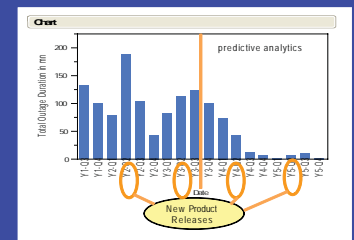


The seminar will be led by Dr. Michèle Boulanger, Senior Partner and Director for JISC Consulting, a private Performance Analytics and Data Mining consulting firm in Orlando. Prior to JISC, she was Vice President for Quality and Customer Loyalty at Motorola, where she was responsible for defining the key business strategies and deploying major initiatives regarding customer advocacy, operations performance optimization, and product/service quality. Michèle joined Motorola after 10 years at AT&T Bell Laboratories where she led the research and consulting group in Quality Engineering and Analytics. In parallel with her assignments, she has been a visiting professor at various institutions, including Columbia University, N.Y. Dr. Boulanger holds a Ph.D. in Applied Mathematics from the University of Rhode Island.

## PROGRAM FEES: \$550

- One-day seminar offered in five modules.
- Includes continental breakfast, lunch, refreshment breaks, parking, and course materials.
- Register by August 29th for a \$50 discount!
- Bring a co-worker and save!

**Only \$750 for two attendees!**



**Registration:** Enrollment is limited to 50 participants, so call or fax your reservation today. Register by calling the UCF Executive Development Center at:

**(407) 235-3901**

or fax your registration form to

**(407) 317-7717**

You may also complete the attached registration form and mail your check or money order to:

**UCF Executive Development  
Center 36 West Pine Street  
Orlando, Florida 32801**

All fees are due and payable prior to the seminar. Checks should be made payable to:

**University of Central Florida**

We also accept all major credit cards.

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# Registration Form

## Early Registration before August 29, 2008

One Guest \$500     Two Guests only \$700!

## Registration after August 29, 2008

One Guest \$550     Two Guests \$750

### Please choose payment type below:

Payment is enclosed (Payable to UCF)

Please bill me

Please bill the following:

This confirms my phone registration

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### Mail Registration and Payment to:

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UCF Executive Development Center  
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Orlando, FL 32801

Name

Title

Organization

Business Phone

Mailing Address

E-mail Address

Additional Guest

Please keep me informed of future seminars by adding my name to your preferred mailing list.

### FOR ASSISTANCE:

Call the Executive Development Center at (407)235-3901 or  
Fax Your Registration to: (407) 317-7717

\*Participants will also receive a \$200 discount on the subsequent "Performance Analytics" Drill Down.

Detach along dotted lines



## Performance Analytics Seminar

**Eliminate The Guesswork!**

Executive Development Center  
36 West Pine Street  
Orlando, FL 32801