

The LA Chapter of AITP brings you

## **Using Business Intelligence to Drive Performance: Finding Gems in Your Data Mines**

**Thursday, May 19, 2011 at Courtyard by Marriott, LA Westside  
(new location)**

Networking @ 6:00 pm • Dinner & Program @ 6:30 to 9:00pm

### **Jerry Savin, CEO of Cambridge Technology Consulting Group**

The automated ERP systems that enterprises use today to process transactions accumulate an enormous amount of data. This data is structured around the Enterprise's business processes and extends from beginning to end, from cradle to grave. In addition, Enterprises are looking beyond their borders to the wealth of information available on the Web, including external metrics and social media. **How can this deluge of data be transformed into information that can be analyzed for decision making and forecasting, and differentiating your company?**

**This presentation will survey the breadth of BI/Analytics, providing specific examples of how Companies have leveraged data to drive performance, excellence and competitive advantage.** Be challenged to think broadly and creatively. Find out who the vendors are. Find out what the gotchas are. Find out how to find the gems in your data.

**Join AITP-LA for this timely event**, including dinner and no-host bar, with ample opportunities to network with like-minded professionals.

This is **the place to be** to share ideas and develop new business opportunities. AITP events give you an opportunity to learn about state of the industry news, policy and events. Come meet our members, connect with local resources, and enjoy a fun and informative evening of conversation!

**Bring business cards, network with your peers at the Courtyard by Marriott in Culver City**

**RESERVATIONS:** Here's the link to preregister:  
Reservations are required!

**PRICE: Dinner & Program: Members \$25 in Advance, \$35 at the Door. Non-members \$35 in Advance, \$45 at the Door.** For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.

**LOCATION: Courtyard by Marriott – LA Westside, 6333 Bristol Parkway, Culver City 90230 310-484-7000.**  
Self Parking at hotel (\$6)

**Going South on 405**

Take 90 fwy East  
Slight right at West Slauson Ave  
First right onto Bristol Parkway

**Going North on 405**

Take exit 49B to merge onto Sepulveda toward Slauson Ave  
Right at Green Valley Circle  
First right onto Bristol Parkway

**OUR NEXT MEETINGS – MARK YOUR CALENDAR:**

**June 23**     ***How Virtualization is Changing the Game*** – Building an effective virtualization strategy; maximizing your virtualization dollars