



## ASSOCIATION OF EUROPEAN BUSINESSES

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### **Round Table, organized by the AEB IT-Telecom Committee**

**Supported by IBS**

### **Can international performance management tools take root under crisis conditions?**

Tuesday, January 27<sup>th</sup>, 2009

10:00- 13:00 (registration starts from 9:30)

AEB premises, Conference room

**OPEN EVENT**

Moscow, ul.Krasnoproletarskaya, 16, bld.3., entr..8, 4<sup>th</sup> floor, office N° 7

#### **Agenda**

Opening: Natalia Schneider, AEB IT-Telecom Committee Chair, Telenor

Moderator: Sergey Bruskin, Cognos Practice Director, IBS

9:30-10:00 – Welcome Coffee

#### Session 1

10:00-10:30

**The CPM Tools as an Instrument of Corporate Management**

Evgeny Velesevich, Partner Manager Russia, Cognos, an IBM company

10:30-11:30

**The Specificity of Using Western Technologies under the Crisis**

Sergey Bruskin, Cognos Practice Director, IBS

**11:30-11:45 Coffee Break**

#### Session 2

11:45-12:15

**Management of Business Efficiency in Russian Companies**

Vitaly Vereshchagin, Leading Expert, Head of Projects, Analytical Systems Department, IBS

12:15-12:45

**Financial Planning of the Selling Units' Activities on the IBM Cognos PM platform**

Andrei Ignatov, Financial Director, CV Protek

**Questions & Answers**

**Working language: Russian (English translation will be provided)**

**Contact person: Svetlana Lomidze, AEB Director for External Affairs, Chief Committee Coordinator**

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