

A series of overlapping, stylized arrows pointing to the right, rendered in shades of blue and white, located on the left side of the dark header.

The most important conference in the Enterprise Performance Management field

CORPORATER USER CONFERENCE 2010

September 14 - 16, 2010 • Stavanger

A painting of a hiker in a dark, textured jacket and hat, seen from behind, standing on a rocky path and looking out over a vast, misty landscape. The hiker is holding a walking stick. In the distance, a bright yellow sun or light source is visible on the horizon. The overall mood is serene and contemplative.

INVITATION

- Corporater User Conference
- Soria Moria Conference 2010
- Workshops: Practical day at Corporater



Tor Inge Vasshus
Founder & CEO



On behalf of Corporater, I would like to extend a warm welcome to all our customers and partners to Corporater User Conference 2010, which returns to Stavanger.

The conference will be held in three days. The first day (Tuesday, September 14), is reserved for Corporater customers, partners and those evaluating the Corporater Enterprise Performance Management Suite. The second day (Wednesday, September 15), will host the Soria Moria International Conference open to all.

This year, we also invite you to a third day (Thursday, September 16) of workshops, introduced with an aim to impart practical knowledge of using the Corporater EPM Suite. We hope to share best practices for using the solution, which you can take home and implement in your own business situation.

All attendees are welcome to attend any particular day(s) or the full 3 conference days.

The focus of the conference will be on practicing performance management in a world that is constantly changing and will cover areas like -

- How do external factors affect our businesses?
- How should we respond to change?
- What are the dynamic (event-driven) management processes to be implemented?
- How do we establish exceptional management processes?

The conference will include sessions on activity-based management with focus on how to prepare businesses for the future. We will also introduce new management methodologies, such as rule-based and event-driven business management.

For this year's conference, Corporater offers some of the best speakers in performance management and the Balanced Scorecard, like Paul Niven, Jeremy Hope, Steve Morledge and Bjarte Bogsnes, all of them renowned at home and around the world. In addition to the main stream sessions by veteran speakers, there will be parallel sessions focusing on how various companies in different verticals have implemented performance management within their organizations.

I wish to see the Corporater User Conference as a meeting place which fosters inspiration, knowledge sharing and learning. This year's program includes a wide variety of presentations, live sharing of experience by our customers, and will showcase the new technology and functionality available in Corporater version 3.

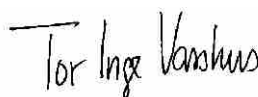
I hope you will use this opportunity to invite and join other colleagues and superiors ready to be inspired. We will spotlight the important success criteria while introducing a performance management system, including creation of a good environment for change, motivating employees, communicating strategic goals and establishing good management processes.

CORPORATER USER CONFERENCE

A meeting place for inspiration,
knowledge sharing and learning

Welcome to Stavanger!

Best regards,



Tor Inge Vasshus
Founder & CEO

Speakers



Paul R. Niven

Paul Niven is a noted speaker and writer on the subjects of Strategy, the Balanced Scorecard, and Performance Management. He has delivered keynote addresses at conference events around the world and has published in a number of noted journals.

In his new book, and first management fable, *Roadmaps and Revelations: Finding the Road to Business Success on Route 101* Paul uses an entertaining storyline to walk you through the daunting process of creating a successful strategy. The model challenges organizations to answer four questions that are fundamental to a development of a differentiating and winning strategy. Sprinkled with practical examples and workable solutions for business executives, managers, and consultants, this motivating fable will put you on track towards creating a strategy for sustainable success.



Jeremy Hope

Jeremy Hope is the author of a number of articles and books on performance management and associated leadership issues. His article on *Beyond Budgeting* with colleague Robin Fraser won the prestigious IFAC award for best management accounting article of 1998. He has co-authored (with Robin Fraser) of an article titled "Who Needs Budgets" in the Harvard Business Review, February 2003. He is a renowned author of management books, *Beyond Budgeting* (2003) (co-authored with Robin Fraser), *Re-inventing the CFO* (2006), *Transforming the Bottom Line* (1995) and *Competing in the Third Wave* (1997), both co-authored with his brother Tony Hope. His books have been translated into many languages and have won coveted awards in USA. He has given many keynote speeches at major conferences on performance management topics. He began his career as a Chartered Accountant and has since had experience in venture capital and business management. Since 1998 his work has been focused on *Beyond Budgeting* and he is currently the Research Director of the Beyond Budgeting Round Table (BBRT), an organization dedicated to helping firms improve their performance management processes.



Steve Morlidge

Steve Morlidge has 30 years of practical experience, designing and running performance management systems in Unilever, including 3 years as the lead of a global change project. He is a former Chairman of the European Beyond Budgeting Round Table and now works as an academic and as an independent consultant for a range of major companies. He is regularly engaged as a public speaker, drawing on his years of experience at the leading edge of performance management thought and practice. He has recently published a book, *Future Ready: How to Master Business Forecasting* (John Wiley and Sons).



Bjarte Bogsnes

Bjarte Bognes is an excellent speaker with a professional touch that you will enjoy greatly. He heads the implementation of Beyond Budgeting in Statoil and is probably the most experienced person in Norway on practicing performance management without budgets. He has managed a similar project before, in Borealis. Bjarte is the Chairman of Beyond Budgeting Round Table, Europe. He recently published a book: *Implementing Beyond Budgeting* with a preface by Robert S. Kaplan from Harvard.

DAY 1

Corporater User Conference

Tuesday, September 14, 2010 • Stavanger Forum

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| 08.30 | Registration |
| 09.00 | <p>Opening Address</p> <p>Tor Inge Vasshus - CEO Corporater AS</p> |
| 09.15 | Updates from Corporater |
| 09.30 | <p>Roadmap Strategy: A simple method to develop a powerful strategy</p> <p>Paul Niven - Leading Author and President of Senalosa Group</p> <p>Very few organizations have developed a simple strategy statement that they can use to choose from competing alternatives, to make informed decisions, and most importantly to align their people around a common set of priorities. The Roadmap Strategy is a process that focuses on four fundamental questions necessary to develop a winning strategy, which is easy to understand and communicate, allowing you to set your own course to success.</p> |
| 10.20 | Coffee break |
| 10.40 | How to add value to your business with Corporater EPM Suite |
| 11.20 | <p>Performance Management in San Antonio Internacional</p> <p>Gian Filli - Chief People & Management Officer and Chief Information Officer, San Antonio Internacional</p> <p>San Antonio Internacional has the largest land-based fleet in the Latin American market and consists of 75 drilling rigs, 150 workover rigs, 43 pulling rigs, 2 barges and 5 workover offshore. In addition to rigs, San Antonio provides customers with a broad range of exploration and production services.</p> <p>Gian will present San Antonios' performance management model which spans across 8 countries in Latin America, including all functional areas and several hierarchical levels.</p> |
| 12.00 | Lunch |
| 13.00 | <p>Corporater Integration</p> <p>Corporater introduces new methods for integrating with other applications, such as MS Sharepoint and MS Reporting using web services.</p> |
| 13.45 | <p>Corporater Workflow and Reporting</p> <p>Corporater introduces its new Workflow module, which enables creating rules-based actions, such as alerts and notifications. New functionality added to the Reporter module allow "smart" dynamic reports and MS Powerpoint presentations.</p> |
| 14.30 | Coffee break |
| 14.50 | The road ahead. A peek into the product strategy behind Corporater version 4.0 |
| 15.30 | End |
| 17.00 | <p>Departure for Byrkjedalen and Conference dinner</p> <p>Sightseeing by boat in the fjords of Rogaland followed by a short bus trip to Byrkjedalen.</p> |
| 20.00 | Conference dinner and entertainment at Cavern of the Oval at Byrkjedalstunet |

DAY 2

Soria Moria Conference

Wednesday, September 15, 2010 • Stavanger Forum

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| 08.30 | Registration | |
| 09.00 | Declaring the Conference Open Björg Tysdal Moe - Deputy Mayor of Stavanger | |
| 09.15 | Managing strategy & risk in dynamic times Paul Niven - Leading Author and President of Senalosa Group <p>In both good times and bad, risk management will always be an important aspect of strategy execution. In this presentation you will learn how you can make the concept of risk management a central part of your strategy execution discipline. You will also see how you can link risk to your strategy, discover how to create key risk indicators, and learn how to mitigate risks to an acceptable level.</p> | |
| 10.00 | Coffee break | |
| 10.20 | Is your business "Future Ready"? Steve Morlidge - Director of Satori Partners Ltd. <p>In most organisations, the process of business forecasting is not well developed. Given the turbulence they are faced with, it is of little surprise that this issue tops the list of major concerns for CFO's across the globe. This talk is a brief introduction to the ideas in Steve's book, which provides managers with simple strategies to help them improve forecasting. The key message is that, while no mortal can predict the future, you can take the steps to be ready for it. 'Good enough' forecasts, wise preparation and the capability to take timely action, can help any organisation create its own future.</p> | |
| 11.10 | Reinventing the CFO - How financial managers can transform their roles and add greater value Jeremy Hope - Director of the Beyond Budgeting Round Table (BBRT) <p>Answering major questions concerning improvement and change will transform your finance team into value integrators and business partners. IT is of course a key enabler. Jeremy Hope has been studying best practices in finance for 20 years. In his latest book <i>Reinventing the CFO</i> he provides answers to these questions based on how leading organizations have transformed their financial operations. He will share this research with us today.</p> | |
| 12.00 | Lunch | |
| | Stream 1 Management and performance management | Stream 2 Customer case studies |
| 13.00 | Principles of Beyond Budgeting Jeremy Hope - Director of the Beyond Budgeting Round Table (BBRT) <p>In the book <i>The Future of Management</i>, Gary Hamel postulated that the way organizations are managed is the only area left for leaders to truly distinguish their organizations from the competition. The Beyond Budgeting movement has been building the new management model for over ten years and cofounder Jeremy Hope will share this research with you. He will also talk about a number of organizations that are on the Beyond Budgeting journey. The aim is to build an adaptive, lean and ethical organization.</p> | Beyond Budgeting in action at Unilever Steve Morlidge - Director of Satori Partners Ltd. <p>The traditional budgeting process is increasingly coming into disrepute.</p> <p>Steve Morlidge will discuss his experience of running a Beyond Budgeting change project in a major multinational company, and illustrate how an operating unit successfully made the transformation - with spectacular results.</p> |
| 13.50 | Roadmap strategy: A simple method to develop a powerful strategy Paul Niven - Leading author and President of Senalosa Group <p>Very few organizations have developed a simple strategy statement that they can use to choose from competing alternatives, to make informed decisions, and most importantly to align their people around a common set of priorities.</p> | |

The Roadmap Strategy is a process that focuses on four fundamental questions necessary to develop a winning strategy, which is easy to understand and communicate, allows you to set your own course to success.

14.40 Coffee break

15.00 Managing alliances with the Balanced Scorecard.
Paul Niven - Leading Author and President of Senalosa Group
 50% of corporate alliances fail. Why is it so, and what can you do to prevent it?
 This presentation will focus on how you can use new ways of managing alliances for a higher degree of success than the traditional "Service level agreement" alliances.

Performance Management in San Antonio Internacional

Gian Filli - Chief People & Management Officer and Chief Information Officer, San Antonio Internacional
 San Antonio Internacional has the largest land-based fleet in the Latin American market and consists of 75 drilling rigs, 150 workover rigs, 43 pulling rigs, 2 barges and 5 workover offshore. In addition to rigs, San Antonio provides customers with a broad range of exploration and production services.
 Gian will present San Antonio's performance management model which spans across 8 countries in Latin America, including all functional areas and several hierarchical levels.

16.00 End

DAY 3

Workshops

Thursday, September 16, 2010 • IPARK

Welcome to the day of practical workshops to help you learn first-hand how to move from knowing the theory to actually using performance management.

08.30 Registration and coffee

09.00 Welcome Address & Highlights of the User Conference and Soria Moria Conference 2010
 Ola Hausken - Global Service and Knowledge Manager, Corporater
 Kari Thu - Global Consulting Manager, Corporater

09.30 Reporting solutions in EPM: Reports for Powerpoint, on the web and by email. Know about user defined properties.

More on contingency and action plans. See how to do risk evaluations and notifications. View Corporater EPM Suite as a living solution.

11.30 Lunch

12.30 Know about Integration; Portal, reporting, data warehouse, Agresso

Tips on using different elements to make EPM Suite an exciting tool;
 Tabs, page layout, strategy maps, use of pictures, dashboards, graphs.

15.00 Summary & the road ahead
 Ola Hausken - Global Service and Knowledge Manager, Corporater
 Kari Thu - Global Consulting Manager, Corporater

You are welcome to register for all the 3 conference days or any specific day(s) you wish to attend.

Sightseeing at the fjords and Conference Dinner: We also welcome you to a guided tour to the famous Norwegian fjords scheduled after the conclusion of the program on day 1, the User Conference. The tour will be followed by a short bus ride to Byrkjedalstunet in the nearby valley for a fabulous conference dinner in a very special and spectacular setting.

Single day, conference dinner and full conference registration pricing are detailed below. Please choose the most suitable alternative for you and register today.

Conference attendees must choose from the following alternatives:

| | | | |
|---|-----------------------------------------------------------|--------------|-----------|
| 1 | User Conference | Sep 14, 2010 | USD 405 |
| 2 | Conference Dinner | Sep 14, 2010 | USD 115 |
| 3 | Soria Moria Conference | Sep 15, 2010 | USD 900 |
| 4 | Workshops at Corporater | Sep 16, 2010 | USD 150 |
| 5 | Discounted Rate for attendees choosing alternatives 1 - 4 | | USD 1,140 |
| 6 | Discounted Rate for attendees choosing alternatives 1 - 3 | | USD 1,060 |

Registration deadline for the conference is August 15, 2010.



For Conference Registration please contact

Birgit Hestnes Kofoed
Email : kofoed@corporater.com or
Phone : +47 41 53 40 56

We have made reservations for attendees at select hotels mentioned below. Please ensure that you get your reservation as soon as possible as hotels in Stavanger are often fully booked:



- **Stavanger Forum Hotel**, Booking reference: 7067642
Tel: +47 51 93 00 00
Reservation must be made before August 16, 2010.
- **Skagen Brygge Hotel**, Booking reference: 357401
Tel: +47 51 85 00 00
Reservation must be made before August 20, 2010.
- **Myhregaarden Hotel**, Booking reference: Corporater
Tel: + 47 51 86 80 00
Reservation must be made before August 20, 2010.

Please contact the hotel directly for reservations and state the reference code. Attendees will be responsible for payment of room charges upon check-out. Registration fees for the conference are non-refundable when you have signed up.

If you have any questions concerning the conference please contact

Birgit Hestnes Kofoed
Phone : + 41 53 40 56

Sponsors

