



CEdMA Workshop, 1 October 2008

Sybase Maidenhead

“Operational Metrics and Measurements”

Welcome and Introduction

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CEdMA Europe - Who are we?

The Managers of Training Businesses that exist to support the hardware and software products manufactured by our companies.

Note: there is very little competition in the room!

Who's here and who's who?



Airwide Solutions	David McBain
Autodesk	Marco Venutelli
Avid	Adrian Sheperd
BMC Software	Kate Lipmann
HP	Janice Burwood
IBM	Alastair Jeffery
LSI	Andy Woodgate
NorthgateArinso	Sarah Walker
Oracle/BEA	Rob Taal, Alex Masters, Carl Tanner
Software AG	Darin Edmunds
SPSS	Neil Gregory
SUN	Simon Maskrey
Sybase	Justin McCarthy
Symantec	Jasmine Huxtable-Wright, Giles Storrie



CEdMA Europe Board of Directors (Apr 2007)

Chairman	Phil Lawman (<i>HP</i>)
Secretary	Simon Maskrey (<i>Sun</i>)
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At Large	Hans Hirschi (<i>Autodesk</i>)
At Large	Justin McCarthy (<i>Sybase</i>)
At Large	Norman Buckberry (<i>Autodesk</i>)
At Large	Neil Gregory (<i>SPSS</i>)
Key contributors:	
Business Devt	Mike Dowsey
Finance	Penny Farrington

Agenda – Wednesday 1st October

- 1300** Coffee and Networking
- 1330** Introduction
- 1345** **Traditional Metrics and Measurements – Neil and Jasmine**
- 1500** Break and Networking
- 1515** **New M and Ms for New Worlds- Simon and Justin**
- 1655** Summary
- 1700** Close and Networking

Forthcoming Events



Thu/Fri 6/7 Nov, “Focus on the Customer”, Marriott Bristol Royal