



Contacts:

Ross Abbott
Event Director, CIO Summit
CDM Media
ross.abbott@cdmmedia.com
808-694-3661

Sarah Safranski
Editor
CDM Media
sarah.safranski@cdmmedia.com
808-694-3675

CIO Summit Successfully Kicks Off with an Agenda Session on Analytics Led by David Payne, VP, Sales, Analytic Applications, SAP BusinessObjects Division

March 14, 2011 – The CIO Summit team announced today that the technology event successfully kicked off in Scottsdale, Arizona with a full day of agenda sessions, including a CIO Thought-leadership presentation covering the latest information on business analytics.

The CIO Summit brings together C-level technology executives, IT analysts and solution providers to network and attend educational sessions in a relaxed, yet focused business setting. The event is an opportunity to make new business contacts, learn about new technology solutions and explore the latest IT trends. The agenda is designed to encourage candid conversations and idea sharing among the event's attendees.

The first full day of the event kicked off with the CIO Thought-leadership presentation *Using Analytics to Thrive in the New Reality*. The session explored new and emerging trends in business intelligence and how technology is enabling all employees within organizations to make better business decisions. The session was presented by David Payne, VP, Sales, Analytic Applications, SAP BusinessObjects Division. SAP is a leading provider of business management software.

Other companies with representatives taking part in the CIO Summit agenda include Omaha Airport Authority, TradeKing, PETCO, City and County of Denver, Penn National Gaming, Mitsui Sumitomo Insurance Group, Motorola and Wells Fargo.

For more information about the CIO Summit, visit the website, www.ciosummit.us or contact Ross Abbott, Event Director, CIO Summit, at ross.abbott@cdmmedia.com or 808-694-3661. To stay up to date on the latest CIO Summit news, join the LinkedIn group at <http://www.linkedin.com/groups?gid=2677052>.

About the CIO Summit

CDM Media brings together CIOs and technology executives from North America's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CIO Summit, to be held March 13-16, 2011, allows IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit <http://www.ciosummit.us/>.

###