



# Dimensional Insight Virtual Conference

Flying in Formation | September 15 or 16, 2020

No fee conference

## Dimensional Insight Virtual Conference Agenda

*The agenda is identical September 15TH and 16TH; the conference spans two consecutive days to accommodate attendees in various locations around the world. Agenda is subject to change.*

**Each day, one attendee will be selected to receive \$250 Amazon Gift Card. Winners will be announced on September 16, 2020. Maximum seats are 450 a day. Register now.**

### **Date & Time:**

**Sept 15th, 2020 @ 8:00 am–8:25 am, EDT**

**Sept 16th, 2020 @ 1:00 pm–1:25 pm, EDT**

### **Session Topic: Flying in Formation, Keynote**

**Speakers: Fred Powers, Chief Executive Officer and Stan Zanarotti, Chief Technology Officer, Co-Founders of Dimensional Insight**



*Fred Powers, President & CEO, co-founder*



*Stan Zanarotti, CTO & co-founder*

Military pilots fly in formation for mutual defense and concentration. In 2020, it's necessary for businesses to adopt this strategic thinking as they manage the COVID-19 pandemic and associated economic and health threats. Successfully navigating the pandemic will require everyone in an organization to be working together to make the right decisions to reduce costs, improve profitability, and safeguard the health of employees. Analytics is a critical tool in any organization to achieve these objectives and align an enterprise.

In this keynote, Fred and Stan will talk about how Dimensional Insight's customers utilize our award-winning technology to successfully manage threats from COVID-19. They will also discuss their vision for where the analytics industry is headed and how Dimensional Insight's current and future solutions serve the expanding needs of our customers and assist in propelling the industry. Join us as we all "fly in formation" together.

**Date & Time:**

Sept 15th, 2020 @ 8:30 am–8:55 am, EDT

Sept 16th, 2020 @ 1:30 pm–1:55 pm, EDT



*Howard Dresner, founder  
and chief research officer at  
Dresner Advisory Services*

**Session Topic: COVID-19 and the Future of Business Intelligence**

**Speakers: Howard Dresner, Founder and Chief Research Officer at Dresner Advisory Services**

When the COVID-19 pandemic hit the globe, it affected all aspects of business, from our physical presence in offices, to finances, to technology investments. How has it affected business intelligence?

In this presentation, Howard Dresner, founder and chief research officer at Dresner Advisory Services, will examine what his research over the last several months has demonstrated on how COVID-19 has impacted business intelligence. Howard will take a look at:

- What BI-related technologies have become the highest priorities during the outbreak?
- How is BI helping organizations operate more smoothly during the pandemic?
- What will be the new normal for BI professionals when the outbreak is over?

Join us for what will be an informative look at the data being collected right now on how organizations are adjusting during COVID-19.

**Date & Time:**

Sept 15th, 2020 @ 9:00 am–9:55 am, EDT

Sept 16th, 2020 @ 2:00 pm–2:55 pm, EDT



*James Clark, Senior  
Developer, Chief Engineer*



*Michael Phillips, Senior  
Software Architect*

**Session Topic: Deep Dive with the Lab: Maximizing Your Analytics Investment**

**Speakers: James Clark, Senior Developer, Chief Engineer of Dimensional Insight's healthcare technology and Michael Phillips, Senior Software Architect**

In this age of the "uncertain," data can provide some much-needed certainty to your decisions. Now, more than ever, it's critical to maximize your analytics investment so you and your co-workers can have accurate numbers at your fingertips to make faster, better, and smarter decisions that will make an immediate impact at your organization.

Join Dimensional Insight's engineering lab team for two sessions on how to get the most out of our solutions. We'll examine some of the new features – and future developments – for both developers and end-users accelerate to your success and add more value to your organization.

**Date & Time:**

**Sept 15th, 2020 @ 10:00 am–12:00 pm, EDT**

**Sept 16th, 2020 @ 3:00 pm–5:00 pm, EDT**

**Customer Success Sessions:**

In our customer success sessions, here from four Dimensional Insight customers who have seen analytics positively impact their organizations.

We'll examine several use cases of Dimensional Insight technology, from data sharing among hospitals, physician offices, and public health officials during the COVID-19 pandemic, to optimizing the operational efficiency and quality of surgical services, to better understanding sales in the beverage alcohol sector during the pandemic.

Learn from your peers who have successfully implemented meaningful analytics programs in their organizations.



*Laura McCrary, President  
and CEO, KONZA*

**Session Topic: Enabling Data-Driven Decisions Across the Care Spectrum During the Pandemic**

**Speaker: Laura McCrary, President and CEO, KONZA**

As a healthcare interoperability exchange (HIE), KONZA plays a unique role in data sharing, which has become critical during the COVID-19 pandemic. Public health officials must have access to up-to-date data for contact tracing, and hospitals and physicians need it to ensure appropriate follow-up care for patients.

In this presentation, Laura McCrary, president and CEO of KONZA, will share how her organization played a pivotal role in sharing information between healthcare organizations, and how Diver Platform® supported that initiative.



*Daniel Carr, MSN, RN,  
CNOR, Perioperative  
Informatics Coordinator,  
Penn Medicine*

**Session Topic: Bringing Data to the Masses: How Penn Med Is Using Analytics in Its Surgery Department**

**Speaker: Daniel Carr, MSN, RN, CNOR, Perioperative Informatics Coordinator, Penn Medicine**

The COVID-19 pandemic brought a halt to elective services in hospitals across the United States. Now that these services are returning, operational excellence in a hospital's surgery department is of even greater importance than ever before. Surgery staff need access to timely, actionable data to drive utilization and cost efficiencies that improve the bottom line, advance quality and safety initiatives, and improve patient outcomes.

In this presentation, Daniel Carr, perioperative informatics coordinator at Penn Medicine, a world-renowned academic medical center that includes six acute-care hospitals and hundreds of outpatient locations, will discuss how Dimensional Insight technology plays a critical role in the democratization of data throughout the entire organization, and specifically in the surgery department. Dimensional Insight's Surgery Advisor application enables staff to access up-to-date metrics critical to surgery operations and make more informed decisions based on the data.



*Tina Funk, Director of Sales Operations, Hope Family Wines*

**Session Topic: Smarter Sales in the New Economic Climate**

**Speakers: Tina Funk, Director of Sales Operations, Hope Family Wines**

Wine and spirits sales underwent a big shift in the COVID-19 pandemic with off-premise sales skyrocketing and on-premise sales tanking. Those that have been successfully able to navigate the new economic conditions were able to quickly react to market changes by having the right data at their fingertips to make smart and fast business decisions.

In this presentation, Tina Funk, sales operations manager of Hope Family Wines, will share how the data provided in Diver Platform has helped her sales team successfully react to the new realities of doing business in 2020. She will also talk about the new SRS data feeds her team is receiving and how they have improved reporting and transparency in the organization.



*Roger Drake, Application Support Specialist, Standard Beverage*

**Session Topic: Providing a Single Source of the Truth to Sales in a Mobile Format**

**Speaker: Roger Drake, Application Support Specialist, Standard Beverage**

If 2020 has proven one thing in the business world, it's that companies need to be able to respond to market changes quickly if they want to succeed. Data-driven decision-making enables greater success in navigating market conditions. However, the data used to make decisions needs to be reliable and available on demand.

In this presentation, Roger Drake, application support specialist at Standard Beverage, a Kansas-based wine, spirits, and beer distributor, will share how his organization is providing its sales team with a single source of the truth with Dimensional Insight's DiveTab. Sales reps use DiveTab on their tablets to access the critical data in areas such as sales, backorders, and allocations. This helps them make smarter and faster decisions, resulting in greater revenue.

