



For Immediate Release

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RCG IT Announces Performance Dashboards in Action at TDWI's NYC Metro Chapter Seminar for Corporate BI Practitioners

New York, NY, April 22, 2008 – RCG Information Technology, Inc. (www.rcgit.com), a global leader in Business Intelligence and Data Warehousing, is spreading the word about the upcoming meeting on Performance Dashboards in Action at the next TDWI meeting in New York City on Wednesday, April 30, 2008. RCG IT is one of the largest Technology Consultancies in the New York City Metropolitan area.

This is the new face of Business Intelligence (BI): systems designed to communicate strategy, monitor and adjust the execution of strategy, and deliver insights and information to all. When aligned with strategic objectives, Performance Dashboards measure the past, monitor the present, and forecast the future, allowing an organization to adjust its strategy and tactics in real time to optimize performance.

“We are pleased and proud to feature **Mr. Wayne W. Eckerson**, Director of TDWI Research, a respected analyst and distinguished National TDWI presenter, as our facilitator for this important topic,” said Jon M. Deutsch, TDWI NY Chapter president and senior vice president of RCG Information Technology. “Wayne will be joined by Tony Berman from Pershing LLC and David J. Ramos from LinkShare Corp. who will present their Performance Dashboard solutions, implementation, challenges, and business results.”

Education in a vendor-neutral environment is the TDWI hallmark. Come meet other local BI/DW professionals, network and swap business cards, share ideas and exchange career advice. Chapter Seminars are **open to all BI/DW professionals but pre-registration is required**. If you are not yet a member, attend this seminar and register with 10% off TDWI Membership.

When: Wednesday, April 30th, 2008 8:30 am-12 noon
Where: Two Penn Plaza, 27th Floor, New York City (conveniently located above Penn Station)

The meeting agenda is as follows:

Agenda

8:30 – 9:00 **Arrival and Check-in**
9:00 – 9:15 **Welcome and Introduction**, Jon M. Deutsch, President, TDWI NYC Tri-State Chapter

9:15 – 10:15 **Keynote Presentation: “Performance Dashboards in Action”**

Presenter: Wayne W. Eckerson

Performance Dashboards are the new face of BI. They provide a layered interface that conforms to the way users work rather than forcing them to conform to the way BI tools work. Users move through successive layers of information in a Performance Dashboard in a carefully guided and systematic manner. When aligned with strategic objectives and plans, Performance Dashboards empower users to work more efficiently and effectively towards a common set of goals, blending the once-distinct disciplines of BI and performance management into a powerful agent of organizational change.

10:15 – 10:45 **Networking Break**

10:45 – 12:00 **Case Study Presentations and Discussion**

Panelists: Tony Berman (Pershing LLC) and David J. Ramos (LinkShare Corp.)

Tony and David will demonstrate their Performance Dashboard solutions, discuss their approach and implementation challenges, technology, business drivers and business results, and lessons learned. Wayne Eckerson will facilitate discussion and questions from the audience to better understand the solution.

Pre-registration is required. Visit this link [TDWI Chapter Registration Link](#) to attend. For more information about this Seminar, contact Margie Reynoso at (212) 547-3104. For Membership, contact Erica Shaver at eshaver@tdwi.org.

Keynote Speaker and Presenters:

Wayne Eckerson is the Director of TDWI Research, industry analyst and educator who has covered Data Warehousing and Business Intelligence since 1995. He is the author of many in-depth groundbreaking reports, a columnist for several business technology magazines, and a noted speaker and consultant. Wayne is the author of *Performance Dashboards: Measuring, Monitoring, and Managing Your Business* (2005) and the creator of TDWI's BI Maturity Model and Benchmarking Assessment service.

Tony Berman is a Vice President at Pershing LLC, an affiliate of the Bank of New York Mellon. Tony is responsible for Pershing's eAnalytics platform; Information Delivery; and Enterprise Project Tools. The eAnalytics Service Level Management platform won the *Technology Manager's Forum* 2008 award for business process improvement. Tony joined Pershing in 2002 with twenty years of experience in information technology as a developer, consultant and manager. Tony graduated from Union College (NY) with a B.S. in mathematics and holds an MBA from New York University.

David J. Ramos is the Director of Business Intelligence and Analytics at LinkShare Corporation. David holds a Masters of Science degree in Information Systems and Engineering Management, a Bachelors of Science in Finance, and is a senior business intelligence and analytics engineer with over ten years of experience. In addition to LinkShare, David has worked for many leading technology firms including PriceWaterhouseCoopers Consulting, KPMG Consulting and Siebel Systems.

About RCG Information Technology

RCG Information Technology is a leader in IT professional services and core competency in BI/DW with 34 years of experience and best practices providing IT strategy and design, application development, testing, integration, and management. We are committed to *delivery excellence*[®] and are CMM certified enterprise-wide. Additional solutions in the RCG IT portfolio include: Business Architecture, SOA/Web Services, QA and Software Testing, Application Management, Offshore Delivery and Project Management. RCG IT serves 360 clients and 7 of the Fortune 10 across a range of markets, with special focus on the financial services, government, manufacturing, retail, energy/oil & gas, insurance and pharmaceutical industries. RCG IT is based in Edison, New Jersey, with offices nationwide, an Offshore Delivery Center in the Philippines, assessed at SW-CMMI[®] Level 5, and a global recruiting engine.

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