

## From the sandbox to the boardroom

Business gaming is a proven way to explore the futurity of decisions in a safe environment. You can easily play out different scenarios and test policies in a group. With the right level of correspondence to the real business this sandbox brings instant decision support all the way up to the board level. Based on the feedback from our last convention we spent a lot of effort improving the data integration, as well as easy-to-use simulation cockpits which are ready for the boardroom.

We are happy to welcome you to the 4<sup>th</sup> annual Dynaplan convention, this time at Lufthansa. Expand your knowledge about the concrete value of our solutions. Sit down with our clients to discuss how they successfully bring scenario simulation in HR and controlling directly into the boardroom. Join us in solving planning puzzles with strategic workforce planning, and balancing risks in controlling with dynamic business planning. Meet other Smia users in the field and share good practices.

Sincerely,



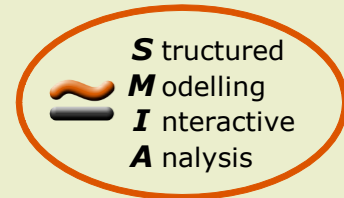
Magne Myrvtveit  
Executive Partner



Dr. Kai Berendes  
Executive Partner

## Experiencing the future

Dynaplan Smia is an entirely new way of analysing strategic challenges, dealing with uncertainty, comparing future scenarios, and making the right decisions for business units and operations.



While spreadsheets can be used for structurally simple models, Smia's glass-box structures and object-oriented features make it a superior tool for building, maintaining, and communicating complex models.

Compared to ERP systems and database solutions, Smia models are significantly faster to develop, less expensive, more flexible and above all: Smia can connect to business data, using real data to understand the past and plan the future.

Ready-made solution templates can be used as starting points for customising planning models for individual companies.

Dynaplan is certified by SAP

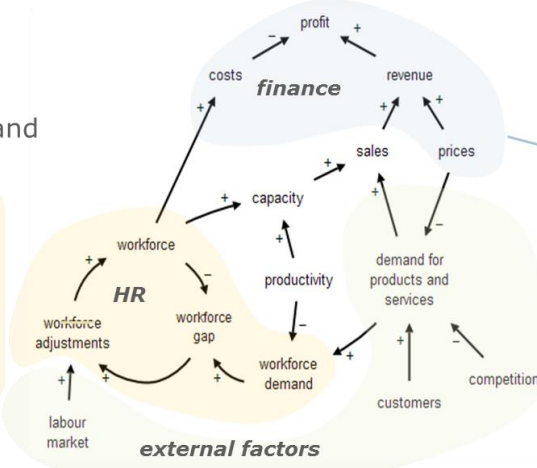
**SAP<sup>®</sup> Certified**  
Integration with SAP NetWeaver<sup>®</sup>

## Leading companies use Dynaplan Smia to manage future opportunities and risks

ABB, Allianz, AOK, Bayer, BMW, BSH, Continental, Dt. Bahn, Dt. Bank, EnBW, Evonik, Lufthansa, Metro, Rewe, TK, ÖBB, ...

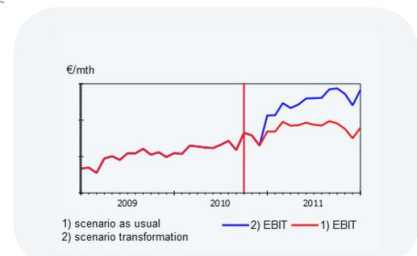
### Strategic workforce planning

Managing future gaps between supply and demand



### Financial planning & controlling

Managing the value drivers in a fast moving environment



# 4<sup>th</sup> Dynaplan Convention

12<sup>th</sup> of November 2014 at Lufthansa, Seeheim

**DYNAPLAN**<sup>®</sup>  
Experiencing the future

## Programme (preliminary)\*

We welcome Smia users and business practitioners with strategic planning background in controlling and HR to join us. We will start at 10:00. Incorporating contributions from Lufthansa, Österreichische Bundesbahn, Bayer Materials Science, University St. Gallen and others, we will cover the following topics:

- Trends in performance management (University St. Gallen)
- Integrated planning
- «Boardroom ready» Smia solutions
- Marketplace
- New features of Smia
- Development outlook

At the marketplace you can share good Smia practices and exchange ideas with other users.

The development outlook will give you exclusive insights about our roadmap. In addition you will get a hands-on session with the new Smia app.

The conference will be held in English.



Impression from last convention in 2013 at BMW World in Munich

## Dynaplan means dynamic planning

There will always be an element of uncertainty related to the future. We offer solutions that provide pictures of future development and uncertainty. This is why our logo is inspired by the symbol for approximately equal ( $\approx$ ).

Dynaplan consultants work with customers on strategic and operational problems, seeking concrete answers to key management questions in the areas of Finance & Controlling and Human Resources.

Our main product — Dynaplan Smia — is the state-of-the-art technology for business modelling, scenario simulation, and analysis.

## Registration

Please visit our webpage or send us an email to [contact@dynaplan.com](mailto:contact@dynaplan.com) with your contact details. You will get final confirmation after your payment is received.

## Location

Lufthansa Training & Conference Center, Seeheim

## Fee

*Business practitioners*

600 EUR, Including morning- and afternoon refreshments as well as dinner

*Smia users*

For Smia users only, we reserve seats and offer a discount of 25% for registrations received up until 12<sup>th</sup> of September. Additional discounts will be available for companies sending more than two participants.

## \*Changes to the programme

Dynaplan reserves the rights to change or cancel programme, speakers or delegates if enrolment criteria are not met or non-influencable circumstances occur. The liability is limited to the participant's paid fee only.

## Cancellation

No refunds will be provided for cancellations received after 12<sup>th</sup> of October. Substitutions are possible at any time.

## Sponsor

Thanks to Lufthansa AG for facilitating the 4<sup>th</sup> Dynaplan convention.

