

Gartner Data & Analytics Summit 2017



March 6 – 9 / Grapevine, TX (Dallas area)
gartner.com/us/data

The must-attend event for data and analytics leaders

Together, data and analytics are taking center stage as the most powerful catalysts for change in the enterprise, unlocking infinite possibilities across all industries. Gartner has embraced this market evolution and brought data and analytics together in the inaugural **Gartner Data & Analytics Summit 2017**, a synergistic merge of Gartner BI & Analytics Summit and Gartner EI&MDM Summit.

We've aligned our expanded agenda to some of your most pressing questions.

1 What are innovative organizations doing to change the game in their approaches to data and analytics?

H8. Blockchain: Separating the Magic From the Reality for Data and Analytics **Nick Heudecker**

H7. Digital Ethics: How to Get It Right? **Frank Buytendijk**

B10. How to Innovate With Information: 40 Real-World Examples in 40 Minutes **Douglas Laney**

D3. How to Get Started With Data Science **Peter Krensky**

G6. To the Point: Five Best Practices to Maximize IoT Analytics **Jim Hare**

H6. To the Point: Introducing Information as a Second Language (ISL/I2L) **Valerie A. Logan**

W1. Workshop: Building and Sustaining Advanced Data and Analytics Strategy **Ted Friedman, Andrew White**

2 How can you empower your organization with self-service delivery of data and analytics?

W9. Workshop: Self-Service Data and Analytics for the Citizen Data Scientist **Carlie J. Idoine**

E5. Governance and Control Versus Self-Service and Chaos: The Age-Old Debate **Mark A. Beyer, Rita L. Sallam**

A4. Citizen Synergy: Leveraging the Business User Community to Foster and Drive Analytics **Carlie J. Idoine**

D11. Pervasive Analytics Without Chaos Through Self-Service Data Preparation **Rita L. Sallam**

C10. Start and Sustain a Shared Business Glossary for MDM and Analytics **Mei Yang Selvage**

3 What skills, roles and structures will be critical to your data and analytics success?

A11. Reimagining Your Data and Analytic Organization for Digital Business **Andrew White**

A10. How to Create a Data-Driven Organization **Frank Buytendijk**

A7. How Diversity Can Solve the Skills Gap **Debra Logan**

A6. To the Point: Your Career Path to Becoming a Chief Data Officer **Alan D. Duncan**

A1. Preparing Your Organization for Modern BI and Analytics **Joao Tapadinhas**

4 What is the future of analytics?

D10. Plan for These 10 Megatrends in Analytics **Gareth Herschel**

D2. How Analytics Will Change Every Part of Your Organization **Kurt Schlegel**

D5. Embracing Predictive and Prescriptive Analytics **Peter Krensky**

D6. To the Point: Convergence of Services and Analytics Is on Its Way — Take Advantage of It! **Jorgen Heizenberg**

D10. Cloud BI: Path to Agility or Destined for Disaster? **Cindi Howson**

R7. Roundtable: Ask the Analyst — How to Digitalize Your Business by Blending Analytics and Transaction Processing **Donald Feinberg**

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3 ways to
register

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5 What are the critical factors in establishing effective data and analytics governance?

- E1.** Data and Analytics Governance — Coming Together
Thomas W. Oestreich
- E10.** Executing on Data Quality Assurance for Digital Business
Saul Judah
- E2.** The State of Data Security
Toby Bussa
- E6.** To the Point: Information Risk Management — Act Now or Face the Consequences
Saul Judah
- E3.** The End of Data Governance as We Know It
Andrew White
- E4.** Efficiency in Information Governance: Align Risk, Optimization and Data Value Initiatives
Alan Dayley

6 How can your organizations move toward a single, trusted view of master data?

- C3.** Master Data Fundamentals: Set Your MDM Program Up for a Winning Start
Bill O’Kane
- C7.** The Seven Building Blocks of MDM
Simon James Walker
- W5.** Workshop: The Gartner Enterprise Information Management Maturity Model
Douglas Laney
- C8.** Building the Business Case and Measuring the Benefits for MDM
Jim McGittigan
- C11.** Maturing MDM to Achieve Maximum Business Benefits
Bill O’Kane
- C6.** To the Point: Top 4 Reasons Your MDM Program Will Fail, and How to Avoid Them
Bill O’Kane
- C1.** MDM Is Critical for Customer Experience
Bill O’Kane
- C5.** MDM Is Dead! Long Live MDM!
Michael Patrick Moran
- C2.** Mastering the “Things” in the Internet of Things
Michael Patrick Moran

7 How can data and analytics leadership roles, such as the CDO, play a strategic role?

- W2.** Workshop: How a Chief Data Officer Can Create and Lead High-Performance Teams
Alan D. Duncan
- A10.** How to Create a Data-Driven Organization
Frank Buytendijk
- A5.** Tai Chi for Data and Analytics Leaders: How to Use a Different Conflict Resolution Style
Mike Rollings
- B4.** Why and How to Measure the Value of Your Information Assets
Douglas Laney
- B11.** Seven Steps to Monetizing Your Information Assets
Alan D. Duncan
- A9.** To the Point: Who’s Sabotaging Your Data and Analytics Program and What You Can Do About It
Saul Judah
- D4.** How to Tell a Story With Data and Analytics
James Richardson

8 How can you apply advanced analytics for maximum business impact?

- H1.** Key Trends in Artificial Intelligence and Machine Learning
Alexander Linden
- F9.** To the Point: From Pointless to Profitable — Using Data Lakes for Sustainable Analytics Innovation
Svetlana Sicular
- R2.** Ask the Analyst: Stream Analytics Trends, Tools and Best Practices
W. Roy Schulte
- H4.** What to Do and Not to Do With Smart Machine Technology, AI and Cognitive Computing
Carlie J. Idoine
- B5.** Cost Optimization: Using Analytics to Optimize IT and Business Costs
Alys Woodward

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9 How can you plan and build a modern architecture for data and analytics?

F1. Connection Versus Collection: The Future of Data Management Merv Adrian

F11. Delivering on Digital Business With Stream Processing and Real-Time Analytics W. Roy Schulte

F8. Renovate Your Data Integration Capabilities to Enable the Integrated Digital Business Eric Thoo

F5. Adopting and Addressing Metadata Management as an Enabler for Effective Digital Transformation Guido De Simoni

F3. Data Management Solutions for Analytics — The Logical Data Warehouse and Beyond! Mark A. Beyer

F6. To the Point: Adopt Data Virtualization to Extend the Agility of Your Data Integration Strategy Eric Thoo

10 How can you navigate the evolving landscape of data and analytics technology markets and vendors?

F2. Hadoop and Spark: Understanding Open-Source Opportunities and Risks Nick Heudecker

B9. New Data and Analytics Initiatives Demand Modern Pricing Models and Sound Negotiation Strategies Ehtisham Zaidi

F4. Calculating Cost of Ownership for Cloud and On-Premises Data Management Platforms Adam M. Ronthal

F7. The Changing DBMS Landscape for Digital Business: Making Sense of the Options Donald Feinberg



“A great opportunity to hear from leaders in the industry, learn and share best practices as well as business problems, and to connect one-on-one with solution providers.”

Global Operations Strategy,
Sabre Holdings

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