

Summit Chair's Recommended Sessions

When attending this event, please refer to the Gartner Events mobile app for the most up to date session and location information

Agenda as of 29 November 2016 and subject to change

## Agenda at a glance

Monday 20 MARCH 2017	07:30 – 20:00	Registration and Information									
	08:30 – 09:15	Tutorial: Master Data Fundamentals: Set Your MDM Program Up for a Winning Start Simon Walker				Tutorial: How to Get Started With Data Science Peter Krensky					
	09:30 – 10:30	Gartner Opening Keynote: Lead in the Age of Infinite Possibilities Debra Logan and Rita Sallam									
	10:30 – 11:00	Refreshment Break in the Solution Showcase									
	11:00 – 11:45	Guest Keynote									
	11:45 – 12:30	Data and Analytics Has Arrived In The Boardroom: A Leadership Panel Moderator: Rob Geraghty, The WOW Factor									
	12:30 – 14:00	Lunch in the Solution Showcase									
		<b>TRACKS</b>	<b>A. Leadership and Organization: Build the Data-Centric Team the Value</b>	<b>B. Business Outcomes and Strategy: Realize the Value</b>	<b>C. Master Data Management: Curate Your Most Critical Data Assets</b>	<b>D. Analytics for All: Reshape the Entire Enterprise</b>	<b>E. Governance: Maximize Leverage and Control Chaos</b>	<b>F. Architecture and Technology: Modernize the Foundation</b>	<b>Workshops</b>	<b>Analyst-User Roundtables</b>	<b>Ask the Analyst Sessions</b>
	14:00 – 14:45	How to Create a Data-Driven Organization Thomas Oestreich	Building and Sustaining an Advanced Data and Analytics Strategy Andrew White	MDM Is Dead! Long Live MDM! Michael Moran	Key Trends in Artificial Intelligence and Machine Learning Alexander Linden	Executing on Data Quality Assurance for Digital Business Saul Judah	Connection vs. Collection: The Future of Data Management Roxane Edjlali	14:00 – 15:30 Workshop: Self-Service Data and Analytics for the Citizen Data Scientist Facilitators: Carlie Idoine and Bhavish Sood	13:45 – 14:45 Roundtable: IT and 'Citizens': Working Together or Not Working At All? Moderator: Rick Greenwald		
	15:00 – 15:30	Solution Provider Sessions									
15:30 – 16:00	Refreshment Break in the Solution Showcase										
16:00 – 16:30	Case Study	Customer Analytics: How to Maximize Value Across the Entire Customer Life Cycle Gareth Herschel	Top Four Reasons Your MDM Program Will Fail, and How to Avoid Them Bill O'Kane	Moving Your Data and Analytics Maturity From Laggard to Leader Cindi Howson	Digital Ethics: How to Get It Right Frank Buytendijk	Renovate Your Data Integration Capabilities to Enable the Integrated Digital Business Ted Friedman	16:00 – 18:00 Workshop: Getting Your Message Across – Bridging the Gap Between IT and Business Facilitator: Rob Geraghty, The WOW Factor				
16:45 – 17:15	Solution Provider Sessions										
17:30 – 18:00	Your Career Path to Becoming a Chief Data Officer Alan Duncan	Case Study	Start and Sustain a Shared Business Glossary for MDM and Analytics Mei Selvage	Convergence of Services and Analytics Is on Its Way – Take Advantage of It! Jorgen Heizenberg	Data Governance: From On-Premises to Cloud Joerg Fritsch	Blockchain: Separating the Magic From the Reality for Data and Analytics Nick Heudecker			17:30 – 18:15 Ask the Analyst: Where Should Analytic Applications Fit in Your Strategy? Moderator: Jim Hare		
18:00 – 19:30	Networking Reception in the Solution Showcase										

Tuesday 21 MARCH 2017	07:30 – 20:00	Registration and Information								
	08:00 – 08:45	Tutorial: Data Security Survival Guide Joerg Fritsch				Tutorial: Tai Chi for Data and Analytics Leaders: How to Use a Different Conflict Resolution Style Mike Rollings				
	09:00 – 09:45	Reimagining Your Data and Analytics Organization for Digital Business Andrew White	Why and How to Measure the Value of Your Information Assets Douglas Laney	The Seven Building Blocks of MDM Simon Walker	Plan for These 10 Megatrends in Analytics Gareth Herschel	Governance and Control vs. Self-Service and Chaos: The Age Old Debate Adam Ronthal and Rita Sallam	What to Do and Not to Do With Smart Machine Technology, AI and Cognitive Computing Tom Austin	08:30 – 10:30 Workshop: Effectively Activating Your Data and Analytics Strategy Facilitators: Dave King and Shayne Smart, XPLANE		09:00 – 09:45 Ask the Analyst: Do Profiles, Personas and Your Fridge Need Privacy Too? Moderator: Bert Willemsen
	10:00 – 10:30	Solution Provider Sessions								
	10:30 – 11:00	Refreshment Break in the Solution Showcase								
	11:00 – 11:45	Preparing Your Organization for Modern BI and Analytics Joao Tapadinhas	Cost Optimization: Using Analytics to Optimize IT and Business Costs Alys Woodward	Building the Business Case and Measuring the Benefits for MDM Sanil Solanki	BICC to ACE: From Command and Control, to Collaborate and Enable Cindi Howson	Data and Analytics Governance – Coming Together Thomas Oestreich	The Changing DBMS Landscape for Digital Business: Making Sense of the Options Donald Feinberg	11:00 – 12:30 Workshop: Building and Sustaining Advanced Data and Analytics Strategy Facilitator: Dimitris Geragas	10:45 – 11:45 Roundtable: Your Practices and Experiences with Effective Information Stewardship Moderator: Guido De Simoni	11:00 – 11:45 Ask the Analyst: Stream Analytics Trends, Tools and Best Practices Moderator: Roy Schulte
	12:00 – 12:30	Solution Provider Sessions								
	12:30 – 14:00	Lunch in the Solution Showcase								
	14:00 – 14:30	Soft Skills Are Hard! How to Establish a Data-Driven Culture Alan Duncan	New Data and Analytics Initiatives Demand Modern Pricing Models and Sound Negotiation Strategies Ehtisham Zaidi	Five Factors for Planning Cloud-Enabled MDM Michael Moran	Case Study	Information Risk Management: Act Now or Face the Consequences Saul Judah	From Pointless to Profitable: Using Data Lakes for Sustainable Analytics Innovation Svetlana Sicular	13:30 – 15:30 Workshop: Effectively Activating Your Data and Analytics Strategy Facilitators: Dave King and Shayne Smart, XPLANE		
	14:45 – 15:15	Solution Provider Sessions								
15:15 – 16:00	Refreshment Break in the Solution Showcase									
16:00 – 16:45	Gartner Magic Quadrants: Insights on the Markets Moderator: Ian Bertram									
16:45 – 17:30	Gartner Keynote: Connected! An Exploration on How to Live and Work in the Digital Society Frank Buytendijk									
17:30	Close of Day 2									

Wednesday 22 MARCH 2017	07:30 – 20:00	Registration and Information								
	08:00 – 08:45	Tutorial: How Machine Learning Extracts Knowledge From Data Alexander Linden				Tutorial: Adopting and Addressing Metadata Management as an Enabler for Effective Digital Transformation Guido De Simoni				
	09:00 – 09:45	The Time to Rethink Roles in Data and Analytics is Now Thomas Oestreich	How to Innovate With Information: 40 Real-World Examples in 40 Minutes Douglas Laney	Data Integration Hubs: Strategic Architecture for Data Sharing Ted Friedman	How to Tell a Story With Data and Analytics James Richardson	Data Privacy Pressures: Attack the GDPR Before It Attacks You! Bart Willemsen	Hadoop and Spark: Understanding Open-Source Opportunities and Risks Merv Adrian	08:30 – 10:30 Workshop: Influencing Your Stakeholders Moderator: Rob Geraghty, The WOW Factor		
	10:00 – 10:30	Solution Provider Sessions								
	10:30 – 11:00	Refreshment Break in the Solution Showcase								
	11:00 – 11:30	Who's Sabotaging Your Data and Analytics Program, and What You Can Do About It Saul Judah	Five Best Practices to Maximize Internet of Things Analytics Jim Hare	MDM Is Critical for Customer Experience Bill O'Kane	Pervasive Analytics Without Chaos Through Self-Service Data Preparation Rita Sallam	Case Study	Case Study	11:00 – 12:30 Workshop: How a Chief Data Officer Can Create and Lead High-Performance Teams Facilitator: Valerie Logan	10:45 – 11:45 Roundtable: How Should Data and Analytics Leaders Drive A Data Quality Program? Moderator: Mei Selvage	10:45 – 11:30 Ask the Analyst: Hybrid Transaction/Analytic Processing (HTAP) – What Is It and How Do You Use It? Moderator: Donald Feinberg
	11:45 – 12:30	How Diversity Can Solve the Skills Gap Debra Logan	Seven Steps to Monetizing Your Information Assets Alan Duncan	Maturing MDM to Achieve Maximum Business Benefits Dimitris Geragas	How Analytics Will Change Every Part of Your Organization Kurt Schlegel	Efficiency in Information Governance: Align Risk, Optimization and Data Value Initiatives Alan Dayley	Delivering on Digital Business With Stream Processing and Real-Time Analytics Nick Heudecker and Roy Schulte			
	12:30 – 13:45	Lunch in the Solution Showcase								
	13:45 – 14:30	10 Ways CDOs and CAOs Fail and How to Avoid the Traps Mike Rollings	Data and Analytics Strategy Explorations: Linking Information to Tangible Business Outcomes Frank Buytendijk	Mastering the "Things" in the Internet of Things Michael Moran	Embracing Predictive and Prescriptive Analytics Peter Krensky	The End of Data Governance as We Know It Andrew White	Data Management Solutions for Analytics – The Logical Data Warehouse and Beyond! Adam Ronthal	13:45 – 15:15 Workshop: The Gartner Enterprise Information Management Maturity Model Facilitator: Douglas Laney		13:45 – 14:30 Ask the Analyst: AI-, Cognitive- and Smart-Machine-Related Initiatives Moderator: Tom Austin
	14:45 – 15:15	Citizen Synergy: Leveraging the Business User Community to Foster and Drive Analytics Carlie Idoine	The Opportunities (and Risks) of Open and Syndicated Data Mario Faria	Cloud BI: Path to Agility or Destined for Disaster? Bhavish Sood	Introducing Information as a Second Language (ISL/I2L) Valerie Logan	Adopt Data Virtualization to Extend the Agility of Your Data Integration Strategy Ehtisham Zaidi				14:45 – 15:30 Ask the Analyst: Calculating Cost of Ownership for Cloud and On-Premises Data Management Platforms Moderator: Rick Greenwald
15:15 – 15:45	Refreshment Break in the Solution Showcase									
15:45 – 16:30	Guest Keynote: Creating I M P A C T Each and Every Time Nigel Risner									
16:30	Close of Summit									

### Agenda key

Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

#### Maturity level

- F Foundational:** Offers the necessary understanding and first steps to those in the early stages of initiatives
- A Advanced:** Uses complex concepts requiring foundational knowledge and prior experience to take initiatives to the next level

#### Focus

- T Tactical:** Provides tactical information that can be used straightaway, with a focus on how-to's, do's and don'ts and best practices
- S Strategic:** Focuses on the strategic insight supporting the development and implementation of an action plan

#### Perspective

- B Business:** Targets business leaders or IT professionals who need to understand the challenges and opportunities from a business, organizational or cultural perspective
- IT Technology:** Aids IT professionals who need to understand the challenges and opportunities from a technology perspective

