

# Gartner Business Intelligence & Information Management Summit 2014

24 – 25 February | Hilton Hotel, Sydney, Australia | [gartner.com/ap/bi](http://gartner.com/ap/bi)

The Future of Your Business:  
Transparent, Decisive, Personalized

## HOT TOPICS

New Styles of Analytics

Information Governance

Big Data Realities

Master Data Management

Information as an Asset

Ethics and Cultural Considerations

Analytical Skills and Capabilities



# The Future of Your Business — Transparent, Decisive, Personalized

**Ian Bertram**  
Managing VP, Research,  
Gartner



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Senior Director,  
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Now that we can crunch billions of rows of data, integrate diverse data sources at the push of a button, extract entity relationships from documents, and assimilate millions of events into a rules engine, what can we do differently? How will business change as a result?

The trend toward *transparency* — the willingness and ability to share more and better information with customers, partners and employees — has opened up entirely new markets for information. In addition to improving relationships, today's business information has the potential to generate new revenue streams for organizations willing to share their analytics with the wider world, such as trusted industry-data aggregators.

At the same time, leading-edge analytics are empowering BI to influence *decision-making* at both the business and operational levels. The latest analytics can be used to automate or semi-automate the thousands of daily operational decisions made throughout an organization, improving performance at the level of the individual. Improved precision makes it possible to fine-tune performance management and business decisions, while advanced analytic capabilities can deliver dramatically more timely, *precise* and *personalized* interactions with customers, improving service and efficiency as well as customer satisfaction.

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This year's agenda for **Gartner Business Intelligence & Information Management Summit**, built around the theme, "*The Future of Your Business: Transparent, Decisive, Personalized*", explores how to apply new BI, analytics and information management practices and technologies to the business to improve performance management, generate new revenue and drive progress toward business goals. You'll learn how to tap the full business potential of these new approaches and what it takes to implement them successfully. From BI fundamentals to embracing new technologies—including organizational change, essential new skills and roles, the latest best practices and what it takes to lead the way—we'll cover everything you need to know to seize the opportunities ahead.

Focused on your next steps, **Gartner Business Intelligence & Information Management Summit 2014** examines how information management and analytics enable new innovations on the way we conduct business by providing more *transparent*, *decisive* and *personalized* business models. Attend the Summit and walk away with practical and actionable steps to jumpstart your initiatives and your future career.

See you there!



## Why attend?

- Learn how to use the **latest analytics to automate** the thousands of daily operational decisions, to **improve performance** at the individual and enterprise level
- Understand the **key concepts, best practices** and **business value** of Master Data Management
- Get insight into the clues that traditional data consolidation designs provide for **“closing the loop”** with operations and **eliminating “silo analysis”**
- Seize the opportunity to drive your business as **personal analytics** start to challenge **business analytics** with the same sophistication
- Structure **governance** and **stewardship workload** to minimize risk with effective information governance practices
- Hear **Gartner’s objective, unvarnished view of solution providers** and their products/services to assist in your strategic choices
- Modernize your **information infrastructure** to support big data and a landscape of use-cases
- Organize for success with **new skills and roles that are emerging in the marketplace**, such as the chief data officer and data scientist
- Explore how to apply new **BI and analytics technologies** to the business to improve performance, generate new revenue and drive progress
- Provide a **solid, consistent, well-governed data infrastructure** to form the foundation of all analytics efforts

## What’s new for 2014?

- **KEY INITIATIVES FOCUS:**
  - Master Data Management
  - Big Data
  - Information Governance
- **Gartner for Technical Professionals (GTP)**  
*Please refer to page 4 for further details*
- **Dedicated Industry Breakfasts**



## Who should attend?

- **Business Intelligence Leaders** — responsible for operations of the business analytics initiative and working with architects on continual improvement
- **Business Leaders** — with a focus on analytics and interest in technology focused on what it can deliver to the business and in need of real time information
- **Information Management Directors** — responsible for overall architecture and governance of information and how it should be stored, how long it should be stored for and how it should be structured
- **Business (Intelligence) Analysts** — in an IT or business function, the main consumer of the technology to help executives make fact-based decisions.
- **Systems Analysts** — responsible for the components that deliver information and analysis to business users
- **Architects** — enterprise, information or solutions architects, responsible for the way information is managed, linked and processed within an organization
- **Data Modelers** — in IT or business units responsible for defining the structure for data to be stored, so it can be efficiently accessed by analytic applications
- **Project Managers** — many information, BI and analytics projects require project managers. The Summit will provide frameworks and best practices for success
- **Chief Information Officers (CIOs)** responsible for overall IT from both an operational perspective as well as exploitation of information for business purposes
- **Executives and Analysts** — BI, analytics and performance management tools are critical to understand the performance of an organization and to drive growth
- **Report Designers** — who must understand the business needs and communicate insight to end-users



## Tracks

### **A** Organizational Trends and Strategy

The most important ingredient to a game-changing use of information is not technology, it's smart people. As intelligent as the software is, as fast as the hardware responds, without proper leadership, information management and analytics do not compute. Being successful with emerging use case of Information management and analytics is about having the right mindset, the right organizational model, and the right strategy. In this track, we'll explore governance mechanisms; organizational models and competency centers; analytical skills, roles, and career paths and the strategies you need to become an effective information and analytical leader.

### **B** Information Innovation

Information is an asset, and has an intrinsic value of its own. Increasingly your information assets are becoming harder to manage, and so Master Data Management programs are needed. Business analytics is quickly becoming a product or service that can be sold to consumers, and in fact some organizations have found completely new business models as trusted data aggregators. Performance management has recognizably taken many organizations to the next level of operational excellence, customer intimacy and product innovation. In this track, we'll explore some of the most cutting-edge business cases in business analytics and help you determine the value of information and analytic models.

### **C** Emerging Analytical Styles

The adoption rate of advanced analytics such as predictive and prescriptive is increasing. How can organizations develop the right analytic skills to build new and more impactful models? How are analytical systems moving beyond systems of measurement and classification to deliver true decision support? In this track, we will explore the data science technologies and skill sets required to deliver more advanced analytical styles.

### **D** Enabling Technology Infrastructure

Are you looking to take your well-functioning business intelligence or information management program to the next level? What new technologies, such as in-memory computing, no-SQL databases, data integration, mobile and social analytics and advanced visualization do organizations need to get ahead? And how can you implement them successfully? In this track we'll explore approaches and frameworks to enable you to mature all aspects of your technology architectures.

## Virtual tracks

### **V1** Master Data Management

Master data is at the core of business operations. As such, organizations need to pay particular attention to the caretaking of these most critical information assets, through the proper disciplines and technologies for MDM. This track includes guidance for both early-stage practitioners, to get their initiatives started in the right direction, as well as those with greater maturity, to enable them to capitalize on emerging practices and the expanding scope of master data in the enterprise.

### **V2** Big Data

Big data may be over-hyped, but there is significant substance. Gartner Research shows that investments in big data are increasing, and new technologies really are required to handle the increasing volume, variety, and velocity of information. In this track, we will explore and highlight successful adoptions of new technologies such as in memory computing, no-SQL databases, hadoop, interactive visualization, natural language processing, and complex event processing.

### **V3** Information Governance

Information governance programs are not new, but they can be hard to adopt. Often, the business believes they are about "control" or "IT's responsibility," and it is difficult to expose business value from them. In this track, we will explore this initiative and its use of information to drive improvements to business outcomes. Effective information governance helps support initiatives focused on improving revenue or customer service, reducing time to market, optimizing costs, and meeting regulatory and compliance requirements.

### **V4** Gartner for Technical Professionals (GTP)

Gartner for Technical Professionals provides in-depth, how-to research for your project teams to help them assess new technologies at a technical level, develop technical architecture and design, evaluate products and create an implementation strategy that supports your enterprise's IT initiatives.



# Keynotes and Plenary Sessions

**Frank Buytendijk**  
Research VP,  
Gartner



## **Gartner Opening Keynote:**

### **The Future of Your Business — Transparent, Decisive, Personalized**

The impact of analytics on business, society and our own personal lifestyles has been far more impactful than anyone could have imagined. Transparent organizations embracing information as an asset have discovered billions of dollars in revenue opportunities already. Predictive analytics have shown entire new levels of precision, allowing the automation of millions of daily business decisions. And the next phase is upon us, where personal analytics start to challenge business analytics, with the same sophistication. But as boundaries are stretched, how far is “too far” when deploying big data analytics and targeted offers? And although algorithms may make better decisions, where is the human measure? How will you seize the opportunity, while mitigating the risks?

**Ian Bertram**, Managing VP, **Frank Buytendijk**, Research VP and **Lisa Kart**, Research Director

**Lisa Kart**  
Research Director,  
Gartner



**Ian Bertram**  
Managing VP,  
Gartner



## **Industry Panel Discussion:**

### **The Information Management and Analytics Stack of the Future**

Evolution or revolution? Big data opportunities will necessitate changes in the information management stack. What are these required changes? Will they be evolutionary or revolutionary? Hear views from our panel of industry leaders in the information management and analytics space.

**Moderator: Ian Bertram**, Managing VP and Summit Chair, Gartner

**Pete Goss**  
Ultimate Competitor and  
Adventurer



## **Guest Keynote: Dare to Dream**

Teamwork, Leadership and Communications are what an adventurer relies on. One's very life depends on it. During this keynote address, Pete will share his experiences during the 1996/97 Vendee Globe Single Handed Round the World Yacht Race and use it as a tapestry to weave through lessons learned across fifteen varied projects. It is an inspiring story that includes the rescue of a French yachtsman — which scuppered Pete's own chances in the race — and having to perform an extraordinary operation on his own elbow. Both ventures were successful thanks to data communications between a single handed sailor deep in the Southern Ocean and a diverse — and geographically spread — team of experts.

**Pete Goss**, Ultimate Competitor and Adventurer

**Jason Fox**  
Motivation Design Expert



## **Guest Keynote: Beyond Hype — Gamification and the Future of Work**

Dr Jason Fox will unpack some of the freshest insights in motivation science, setting a strong foundation for what works to build and sustain engagement. You'll learn what makes games work, and how IT partnered with good gamification design will influence the future of work. You'll see some of the best emergent examples of gamification, and will learn to distinguish the key things that make these applications work. You'll also learn how to cut through the hype and the noise, avoiding the gimmicky distractions to instead focus on the design that drives the alignment of IT with strategy and motivation.

**Jason Fox**, Motivation Design Expert

## **GARTNER PREDICTS**

By 2020, consumer data collected from wearable devices will drive 5% of sales from the Global 1000.

## **Gartner Closing Keynote: Last Call for Datatopia — Boarding Now**

Strategy is dead. The world is unpredictable and plans are out-dated before they are implemented. Scenario planning should be rediscovered as a major strategic capability. We asked a very imaginative group of people — YOU! — how do you envision the (far) future of information innovation? Fun, imaginative, and perhaps a bit controversial. What is scenario planning and why is it important? Which “datatopia” scenarios can we imagine, and how do they play out? What do we need to do now to arrive at our preferred scenario?

**Frank Buytendijk**, Research VP, Gartner

# Agenda at a Glance

Monday 24 FEBRUARY 2014					
07:30 – 18:30	Registration				
08:30 – 09:15	Tutorial: Data Science — Statistics and Machine Learning Lisa Kart	Tutorial: MDM for Beginners — What it is, What it isn't Andrew White	Tutorial: Understanding the Spectrum of Analytics Capabilities Neil Chandler	Tutorial: Information Architect's Guide to Leveraging BI Data Management Lessons Learned for EIM Ted Friedman	
09:30 – 10:15	<b>Gartner Opening Keynote: The Future of Your Business — Transparent, Decisive, Personalized</b> Ian Bertram, Frank Buytendijk and Lisa Kart				
10:15 – 10:30	<b>Welcome to the Gartner Business Intelligence &amp; Information Management Summit 2014</b> Ian Bertram				
10:30 – 11:00	Refreshment Break in the Solution Showcase				
11:00 – 11:45	<b>Guest Keynote</b>				
11:45 – 12:15	Industry Panel Discussion: The Information Management and Analytics Stack of the Future Moderator: Ian Bertram				
12:15 – 13:30	Lunch in the Solution Showcase		12:30 – 12:45 Magic Quadrant: Business Intelligence and Analytics Platforms Neil Chandler		
	<b>TRACK A</b> Organizational Trends and Strategy	<b>TRACK B</b> Information Innovation	<b>TRACK C</b> Emerging Analytic Styles	<b>TRACK D</b> Enabling Technology Infrastructure	
13:30 – 14:00	<b>To the Point:</b> Governing the Governance Board Andrew White	<b>To the Point:</b> Data Quality, Master Data Management, Information Governance — What's the Difference? Eric Thoo	<b>To the Point:</b> Clever Ways to Grow Critical Analytics Skills Gavin Tay	<b>To the Point:</b> Data Discovery — Enhancement or Replacement of Corporate BI Platforms Neil Chandler	
14:15 – 14:45	Solution Provider Sessions				
14:45 – 15:15	Refreshment Break in the Solution Showcase				
15:15 – 16:00	Guest Case Study: Check website for updates	Innovating with Information — The Art of the Possible Doug Laney	Industrial Analytics — The Next Wave of Business Transformation Kristian Steenstrup	Business Context and Technology Enablers of Business Analytics Jamie Popkin	
16:15 – 17:00	<b>Guest Keynote: Dare To Dream</b> Pete Goss				
17:00 – 18:30	Networking Reception in the Solution Showcase				
Tuesday 25 FEBRUARY 2014					
07:30 – 17:00	Registration				
08:30 – 09:00	<b>To the Point:</b> The Top Five Wrong Assumptions about Business Analytics Svetlana Siclar	<b>To the Point:</b> Measuring Information Value for Improved ROI Modeling and Results Doug Laney	<b>To the Point:</b> Emerging Trends in Big Data Analytics Lisa Kart V2	<b>To the Point:</b> How to Deliver Self Service BI Jamie Popkin	
09:15 – 09:45	Solution Provider Sessions				
09:45 – 10:15	Refreshment Break in the Solution Showcase				
10:15 – 11:00	Analytics Centre of Excellence (ACE) Neil Chandler	Guest Case Study: Check website for updates	The Rise of Personal Analytics Ian Bertram	The Business of Information Management — Tools of the Trade Andrew White	
11:15 – 11:45	Solution Provider Sessions				
11:45 – 13:00	Lunch in the Solution Showcase		12:00 – 12:15 Magic Quadrant: Data Quality Tools Ted Friedman		
13:00 – 13:45	The Ethics of Analytics Frank Buytendijk	Proactive Data Management in the Cloud — Get in Front of the Business! Eric Thoo	All Roads Lead to Prescriptive Analytics Lisa Kart	Big Content — Unlocking the Unstructured Side of Big Data Gavin Tay	
14:00 – 14:45	Modernize Your Data Integration Capabilities for Diverse Use-Cases Ted Friedman	Where are You on the Big Data Analytics Maturity Roadmap? Svetlana Siclar	Guest Case Study: Check website for updates	Introduction to Hadoop Nick Heudecker	
14:45 – 15:15	Refreshment Break in the Solution Showcase				
15:15 – 16:00	<b>Guest Keynote: Beyond Hype — Gamification and The Future of Work</b> Jason Fox, Motivation Design Expert				
16:00 – 16:45	<b>Gartner Closing Keynote: Last Call for Datatopia — Boarding Now</b> Frank Buytendijk				
16:45 – 17:00	<b>Closing Remarks</b> Ian Bertram				

## Agenda Guidance

To help you navigate the Summit agenda, we've identified track sessions that match your experience level and information needs. Specific categories include:

### Maturity Level

- F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

### Focus

- T Tactical:** Sessions providing tactical information that can be used straight away, with a focus on "how to", dos and don'ts, and best practices.
- S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.

### Perspective

- B Business:** Sessions geared toward business leaders or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- IT Technical:** Sessions that address technical concepts, details, and analysis.

### GARTNER PREDICTS

By 2017, 10% of computers will be learning rather than processing.

12:45 – 13:00 Magic Quadrant: Advanced Analytics Platforms Lisa Kart		
<b>WORKSHOPS</b>		
<b>Interactive Workshops</b>		
13:30 – 15:00 Workshop: Myths and Realities of Data Virtualization Moderator: Svetlana Sicular		
<b>ROUNDTABLES</b>		
<b>Analyst-User Roundtables</b>		
<b>Ask the Analyst Roundtables</b>		
14:55 – 15:10 Magic Quadrant: Master Data Management of Customer Data Solutions Andrew White		Ask the Analyst Roundtable: Data Quality Assurance in the Age of Big Data — Why and How Moderator: Ted Friedman
		Analyst-User Roundtable: Data Warehouse in the Cloud — It's Logical Moderator: Eric Thoo
		Analyst-User Roundtable: Negotiating with BI Vendors Moderator: Neil Chandler

07:30 – 08:30 Industry Breakfasts: Financial Services; Public Sector; Healthcare		
08:30 – 10:00 Workshop: Expand Your Information Infrastructure for Analytics with Content Moderator: Gavin Tay		
		Ask the Analyst Roundtable: Using Operational Technology Data for Analytics Moderator: Kristian Steenstrup
10:15 – 11:45 Workshop: Crafting Your Information Management Strategy Moderators: Nick Heudecker and Ted Friedman		Analyst-User Roundtable: Turning Your "Dark" Data into Operational Data Moderator: Kristian Steenstrup
12:30 – 12:45 Magic Quadrant: Data Integration Tools Eric Thoo		
13:00 – 14:30 Workshop: Getting Started with Information Governance Moderator: Andrew White		Ask the Analyst Roundtable: Natural Language Question Answering in Your Enterprise Moderator: Jamie Popkin
		Analyst-User Roundtable: Role of the Data Scientist Moderator: Doug Laney

At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information

# Meet the Analysts

**Ian Bertram**  
Managing VP



BI competence center; information management analytics; strategies for business intelligence and analytics

**Frank Buytendijk**  
Research VP



Information innovation; big data; infonomics; information management vision and strategy

**Neil Chandler**  
Research Director



Business intelligence and analytics; vendor selection; business analytics trends and strategy; performance management, metrics, dashboards and scorecards; service providers for business analytics

**Ted Friedman**  
VP Distinguished Analyst



Data integration; data quality; data/information governance; enterprise information management

**Nick Heudecker**  
Research Director



Information infrastructure modernization; analytics; information innovation; cloud computing; SOA and application architecture; Hadoop

**Lisa Kart**  
Research Director



Advanced analytics; customer segmentation; data mining and predictive analytics; optimization and prescriptive analytics; big data in vertical industries

**Doug Laney**  
Research VP



Information value and governance; big data and analytics strategy; information management maturity

**Jamie Popkin**  
Managing VP



Text analytics; analytic applications; sentiment analysis; business analytics; business intelligence

**Svetlana Sicular**  
Research Director



Big data; big data analytics; enterprise information management; data governance; data management organization

**Kristian Steenstrup**  
Distinguished Analyst and Gartner Fellow



Asset management and reliability; OT alignment and integration

**Gavin Tay**  
Research Director



SharePoint; Enterprise content management; web content management; social; portals

**Eric Thoo**  
Research Director



Data integration tools and practices; data quality practices; enterprise information management strategy; cloud-based data integration tools

**Andrew White**  
Research VP



Enterprise information management strategy; information governance; master data management

**Daniel Yuen**  
Research Director



Business intelligence and information management leaders; analytics; business intelligence and performance management



## Gartner analyst one-on-one meetings

Gartner Events give you more than what your normal industry event offers. Meeting face-to-face with a Gartner analyst is one of the key benefits of attending a Gartner Summit. Personalize your 30 minute private appointment to discuss your specific issues and walk away with invaluable, tailor-made advice that you can apply to your role and your organization straight away.



# Track A: Organizational Trends and Strategy

## To the Point: Governing the Governance Board

Making the work of “information governance” stick, day to day, is extremely hard to do. We look at how organizations “do” information governance and explore the methods and activities they undertake to make it work and make it stick.

- What are the responsibilities of governance and stewardship organizations?
- How should you structure governance and stewardship workload?
- How can you make day-to-day information governance stick?

Andrew White

V3

## To the Point: The Top Five Wrong Assumptions About Business Analytics

A summary of findings from the contextual research study entitled “Business Analytics in the Enterprise”.

- What are the common assumptions about business analytics and why are they wrong?
- What are the key pillars for successful business analytics programs?
- What other dimensions need to be considered and why?

Svetlana Sicular

A T IT V4

## Analytics Centre of Excellence (ACE)

The scope and impact of business analytics has grown significantly to encompass more people, more data, and more use cases. New competencies are needed to support, enable, and extend the reach of analytics. Hear how the Analytics Centre of Excellence (ACE) has emerged to accommodate these changes.

- Do I need an ACE?
- What competencies does my ACE require?
- Where should my ACE be located for maximum benefit?

Neil Chandler

V3

## The Ethics of Analytics

Welcome to the most dangerous — and fun — presentation at the Summit. We’ll be discussing ‘good’ and ‘bad’, asking you to take position. Fun, because it will be engaging and practical, with examples and tools to prevent public embarrassment. Are you ready? Disclaimer: no business users or IT professionals were harmed during the making of this presentation.

- Why are ethics relevant, no, crucial in IT?
- How can you organize a structured debate about ethics?
- Where do you stand on ethics?

Frank Buytendijk

A S B V3

## Modernize Your Data Integration Capabilities for Diverse Use-Cases

Most organizations still lack a strategic and comprehensive approach to data integration. Pressures for amassing data to support new use cases, requirements for diverse data delivery capabilities and pressure to harness and provision data in real-time are stressing traditional data integration approaches and forcing a need to expand and modernize.

- How do modern IM use-cases create data integration challenges?
- What are key trends in data integration practices and technology?
- How can organizations pursue data integration as a strategic discipline?

Ted Friedman

F S IT

## Tutorial

### Data Science — Statistics and Machine Learning

Business leaders need to acquire an intuitive grasp of the basic principles of data science for many reasons: better manage expectations for senior management; control and supervise data scientists. Last and not least, business leaders are expected to match business requirements with technical possibilities ie. to innovate.

- What are the basic underpinnings of statistics and machine learning?
- What kind of insights can be derived by sheer numbers?
- What are the sources and communities that help go beyond from here?

Lisa Kart



## Track B: Information Innovation

### To the Point: Data Quality, Master Data Management, Information Governance — What's the Difference?

The data management market is fragmented already. Why is there confusion about what is governance, quality and MDM? Is there a way to get out of thinking of these like individual initiatives and make real progress?

- What are the definitional differences between data quality, master data management and information governance?
- What benefits does the enterprise get from a more holistic approach?
- Are there inflection points in each initiative that promote effective cross-pollination?

Eric Thoo

**F S IT V1 V3**

### Innovating with Information — The Art of the Possible

Big data and advanced analytics techniques have opened up a world of possibilities for how organizations can transform their businesses and industries. From dramatically enhancing existing business processes, to developing new offerings, information strategists and business leaders will learn how other organizations can be used as inspirational and instructional examples.

- What are sales and marketing examples?
- What are operational and performance related examples?
- What are new product and service development examples?

Doug Laney

**F S B V2**

### GARTNER PREDICTS

By 2020, most knowledge workers' career paths will be disrupted by smart machines in positive and negative ways.

### To the Point: Measuring Information Value for Improved ROI Modeling and Results

As information increasingly is accumulated and deployed as an actual corporate asset, it is imperative that information strategists can quantify its real costs and benefits, just as with traditional assets.

- Why information should be considered a corporate asset, or not.
- What are ways to quantify the economic value of information assets?
- How can you close the value gap between the potential and realized value of information?

Doug Laney

**A T B**

### Proactive Data Management in the Cloud — Get in Front of the Business!

Business adoption of cloud services will impact roles and requirements for data management competencies. IT leaders will need to proactively engage business leaders on cloud related ideas and data concerns. While technology tools help, a business-focused mind-set is key to contributing and guiding data-oriented decisions.

- What business demands are driving data to the cloud?
- How will moving data to the cloud impact data management?
- How should data management efforts and business initiatives for cloud projects be linked to achieve shared results?

Eric Thoo

### Where are You on the Big Data Analytics Maturity Roadmap?

Organizations adopting big data solutions are unsure what to expect and when to expect it. They want to know where they are and how to move forward. The Gartner roadmap will help you to develop a big data strategy as it outlines typical stages and milestones of big data adoption, from initiation to a data-driven enterprise.

- How do big data initiatives usually progress?
- What are the typical stages and milestones of big data adoption?
- What are the popular myths and fallacies associated with big data?

Svetlana Sicular

**T B IT V2 V4**

### Tutorial

#### MDM for Beginners — What it is, What it isn't

Master data is at the core of your business, impacting behavior of your most critical processes and systems. Without strong MDM competency, you'll be unable to achieve the single view of business entities necessary to operate efficiently and effectively. This tutorial provides an introduction to MDM — basic MDM concepts, best practices and tools to enable MDM.

- What is MDM, why is it important and how does it add value to the business and major IT initiatives?
- What are the key concepts and best practices you need to know about MDM?
- What is the role of technology in MDM, and what types of tools and solutions are relevant?

Andrew White

**F T V1**

# Track C: Emerging Analytic Styles

## To the Point: Clever Ways to Grow Critical Analytics Skills

Clients report that their preferred approach to get the analytics skills they need for dealing with big data is to grow them organically. Does this make sense? Is it even possible? This presentation will examine the new analytics skills organizations need and the efficacy of an organic development approach.

- What are the critical skills we need?
- How can we grow these skills?
- What can we do to plan for increasing demand?

Gavin Tay

A T V2

## Industrial Analytics — The Next Wave of Business Transformation

Over the next decade, pervasive adoption of intelligent sensor-based analytics in industrial sectors will result in greater transformation than was achieved by data and analytics-centric consumer-oriented organizations over the past decade.

- What are key trends, opportunities and challenges in industrial analytics?
- What are the components of an analytics framework and maturity model?
- How will practices and decision-making processes change?

Kristian Steenstrup

V2

## To the Point: Emerging Trends in Big Data Analytics

A “best-of” collection of Gartner insight into the future, ranging from new analytics (deep learning, ensembles, smart systems) to better ways to approach business problems (location intelligence, graph databases, in-memory, real-time analytics, collaborative business analytics, crowdsourcing).

- What are current innovation themes in big data analytics?
- How will we approach analytics scenarios in the future?

Lisa Kart

A V2

## The Rise of Personal Analytics

Analytics adoption is currently 30% of potential users. This is changing as we find new ways to make analytics accessible to non-traditional BI users. The Nexus of Forces will make this possible by driving opportunities for personal analytics to optimize all aspects of life from entertainment, to healthcare and wellness. Attendees will learn key trends and how organizations might capitalize on them.

- What’s driving the movement of personal analytics and why is it important?
- How is the data being captured and analyzed for personal analytics?
- What benefit are these to an enterprise and how can you use the data successfully?

Ian Bertram

## All Roads Lead to Prescriptive Analytics

The Gartner Business Analytics Framework describes four categories of analytics capabilities: descriptive, diagnostic, predictive and prescriptive. For those with experience tackling the first three, learn what prescriptive analytics is, see the value illustrated through case studies and determine how to get started.

- What is prescriptive analytics?
- What is the value of prescriptive analytics?
- How do I get started with prescriptive analytics?

Lisa Kart

F

## Tutorial

### Understanding the Spectrum of Analytics Capabilities

Organizations know there is value in analytics but struggle with understanding the different analytics capabilities they can leverage and when to use them.

- How analytics capabilities support decisions
- Examples of how different capabilities are used
- How do I use analytics to become a more analytically mature organization?

Neil Chandler

V3



# Track D: Enabling Technology Infrastructure

## To the Point: Data Discovery — Enhancement or Replacement of Corporate BI Platforms

BI leaders are facing increasing demand from end users for data discovery tools deployment. This session will show attendees different use cases and best practices to evolve the existing BI infrastructure to empower end users with new self-service capabilities.

- What are the key differences between data discovery and traditional BI?
- Will data discovery enhance or replace the existing BI platform?
- What are the best practices for deployment?

Neil Chandler

## Business Context and Technology Enablers of Business Analytics

The conventional notion of business analytics as a reporting and analytics platform is passé. Business today requires real-time decision making and forward-looking analytics. This guidance offers a road map for developing a full set of analytical capabilities as part of an enterprise infrastructure.

- What role does business analytics play in the enterprise?
- How are business analytics requirements transformed into technology solutions?
- How will business analytics become an ongoing enterprise discipline?

Jamie Popkin

V4

## To the Point: How to Deliver Self Service BI

For the last decade IT organizations have created a centralized BI model, now workgroups are clamoring for more control. Overworked BI teams relish the idea of business users serving their own reporting needs, but is self service possible without creating an ungoverned debacle?

- How can mobility, visualization and search make it easier to consume BI?
- How can rapid prototyping be used to break the reporting backlog?
- Which organizational models can deliver reports with agility and governance?

Jamie Popkin

V4

## The Business of Information Management — Tools of the Trade

We explore key business management models that you can use to help frame, develop and sustain an effective information management strategy to support business breakthrough.

- What is information management strategy and what are its elements?
- What business management models can you use to embed IM strategy into the business?
- How can you develop and sustain a winning IM strategy over time?

Andrew White

F B

## Big Content — Unlocking the Unstructured Side of Big Data

Big Data is unlocking treasure troves of insight and value from enterprise databases and data warehouses. Unstructured content remains largely untapped. Big Content applies the techniques of Big Data and advanced content processing to the vast and growing collections of unstructured information.

- How is Big Content being used today and what are its benefits?
- How do I integrate Enterprise Content Management, Search and Big Data to increase the value and ROI of all?
- How do I prepare my content, my infrastructure and my staff for Big Content?

Gavin Tay

A T IT V2

## Introduction to Hadoop

Hadoop hype got you scrambling to keep up? Looking for a basic introduction that sorts out what's ready to use today and what's still on the Silicon Valley whiteboards? This basic session will give the grounding you need to have a conversation with your organization's big data advocates.

- What is Hadoop and how does it differ from traditional technologies?
- Which vendors offer robust Hadoop solutions and how can you evaluate them? Which deployment approaches are best to get started?

Nick Heudecker

F V2

## Tutorial

### Tutorial: Information Architect's Guide to Leveraging BI Data Management Lessons Learned for EIM

CIOs have tried for years to leverage the many disparate information and data consolidation efforts to create a more consistent, predictable and repeatable information management standard. Data integrators have evaluated sources, data update rules, business rules and data quality for decades. Here we explain how the information/data architect can aggregate these lessons learned into a playbook to reduce information management costs and support the CIO.

- What are the definitional differences between data quality, master data management and information governance?
- What clues do traditional data consolidation designs provide for "closing the loop" with operations and eliminating "silo analysis"?
- How can lessons learned during BI and performance management initiatives reduce the costs of introducing EIM?

Ted Friedman

F T IT

# Interactive Sessions

## Roundtables

Moderated by a Gartner analyst, these roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Reserve your spot early as these sessions always sell-out quickly. *PLEASE NOTE: Pre-registration is required and attendance is on a first come, first served basis as numbers are limited. Reserved for end-users.*

### Analyst-User Roundtables

#### Data Warehouse in the Cloud – It’s Logical

Moderator: Eric Thoo

#### Negotiating with BI Vendors

Moderator: Neil Chandler

#### Turning your “Dark” Data into Operational Data

Moderator: Kristian Steenstrup

**V2**

#### Role of the Data Scientist

Moderator: Doug Laney

**V2**

### Ask the Analyst Roundtables

#### Data Quality Assurance in the Age of Big Data – Why and How

Moderator: Ted Friedman

#### Using Operational Technology Data for Analytics

Moderator: Kristian Steenstrup

#### Natural Language Question Answering in Your Enterprise

Moderator: Jamie Popkin

**V4**

## Workshops

Facilitated by Gartner, these workshops provide an opportunity to drill down on specific “how to” topics in an extended, small group session. The courses are designed for an intimate and interactive learning experience. Seats are limited.

*PLEASE NOTE: Pre-registration is required and attendance is on a first come, first served basis as numbers are limited. Reserved for end-users.*

### Myths and Realities of Data Virtualization

Data virtualization simplifies data access, improves reuse and empowers self-service BI, but misunderstanding of its strength and weakness has caused many inappropriate usages. This workshop will demystify data virtualization, assess the latest market place and share best practices based on real implementations.

- What are the key steps to start an enterprise data virtualization program?
- What are the myths and realities about data virtualization?
- When should I use data virtualization?

Moderator: Svetlana Sicular

**A T V4**

### Expand Your Information Infrastructure for Analytics with Content

Organizations need to expand their information infrastructure for analytics beyond their data warehouse to include content and evolve the architecture into the logical data warehouse. IT leaders, information architects will need to identify the option that best meets business needs.

- What critical information management capabilities are required to support your use cases?
- What skills and roles are required to complement existing data management teams?
- Which architecture is suitable to address the full spectrum of requirements?

Moderator: Gavin Tay

**V2**

### Crafting Your Information Management Strategy

Organizations are increasingly interested in information management, but you can’t really get started without a strategy. We will lay out a strategy framework and give a step by step approach to building one.

Moderators: Nick Heudecker and Ted Friedman

**V1**

### Getting Started with Information Governance

Participants will delineate the greatest barriers impeding the deployment and adoption of information governance and determine possible approaches to overcome them. We’ll discuss what the problems are that governance has to address, then brainstorm practices and solutions to these problems.

- What does information governance need to accomplish?
- What are the barriers to effective information governance?
- How can organizations be effective in starting their information governance programs?

Moderator: Andrew White

**V3**

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## Pricing *Pricing and Date is subject to change*

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- Advice and support on building personalized agendas for your team
- Complimentary meeting space (based on team size, terms and conditions apply)
- Discounts on registration rates

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- 7 for the price of 5
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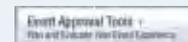
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# Gartner Business Intelligence & Information Management Summit 2014

24 – 25 February 2014 | Hilton Hotel, Sydney, Australia

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## About Gartner

Gartner is the world's leading information technology research and advisory company. We deliver to our clients the technology-related insight and intelligence necessary to make the right decisions, every day. Our independent and unbiased analysis is based on proven methodologies that push through market hype to get to the facts. Our pivotal advantage: 1,435 analysts and consultants delivering independent thinking and actionable guidance to clients in 13,000 distinct organizations worldwide — the majority from the Fortune 1000 and Global 500.

Experts in their chosen field, our analysts are constantly focused on what will make the difference between success and failure in our clients' businesses. This extensive body of knowledge, insight and expertise informs all of our 60+ events around the world. You simply won't find this unique quality of content at any other IT conference. Why? Because no one understands the impact of technology on global business like we do.

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- **Save Money** — Avoid costly mistakes and make the right investment decisions to derive maximum value from your business intelligence, analytics, and information management initiatives.
- **Save Time** — Learn, analyze, evaluate and decide your next steps, having gained insight and information into the future of business intelligence, analytics and information management.
- **Gain Resources** — Access an unrivalled pool of Gartner analysts to gain timely advice about your strategies and initiatives.
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