Gartner Business Intelligence & Analytics Summit 2014


The Future of Your Business: Transparent, Decisive, Personalized

HOT TOPICS

Big Data Impact
Infonomics and the Real Value of Data
Advanced Analytics
Sensor Technology and “Personal” Analytics
Ethics and Cultural Limitations of BI
New Trends in Discovery, Visualization

SAVE €300
Register by 10 January 2014 by visiting www.gartnerevent.com/bi/brochure
Whether you’re launching your first business intelligence and analytics initiative or leading the next phase of an existing program, the Gartner Business Intelligence & Analytics Summit, 10 – 11 March 2014, London, UK gives you the right combination of thought leadership and pragmatism.

This year’s agenda, built around the theme, “The Future of Your Business: Transparent, Decisive, Personalized”, explores how to apply new BI and analytic capabilities to strengthen the business and advance new business models. You’ll learn how to tap the full potential of these new technologies, what it takes to implement them successfully and how to avoid the risks.

Four new tracks for 2014 deliver the latest insights on analytics strategy and leadership, the business case for analytics, big data and advanced analytics. 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 — the Gartner Business Intelligence & Analytics Summit will cover everything you need to know to seize the profound opportunities ahead.

The Future of Your Business: Transparent, Decisive, Personalized
Tracks

A  Strategy and Leadership
The most important ingredient to a game-changing analytics program is not technology, it’s smart people. As intelligent as the software is, as fast as the hardware responds, without proper leadership, analytics doesn’t compute. Being successful with analytics is about having the right mindset, the right organizational model, and the right strategy. In this track we’ll explore governance mechanisms; organization models and competency centers; analytical skills, roles, and career paths; and the strategies you need to become an effective analytical leader.

B  The Business Case for Analytics
Information is an asset, and has an intrinsic value. Business intelligence is quickly becoming a product or service that can be sold to consumers. Some organizations have found completely new business models as trusted data aggregators. Performance management has recognizably taken many companies to the next level of operational excellence, customer intimacy and product innovation. What are the most cutting-edge business cases in analytics? What are the latest trends in performance management? How can you determine the value of information and analytics?

C  Big Data and Advanced Analytics
Big Data may be over-hyped, but there is significant substance. Gartner Research shows that investments in big data are increasing. The adoption rate of advanced analytics is increasing as well. In this track we will explore and highlight successful adoptions of new technologies such as in memory computing, no-sql databases, hadoop, interactive visualization, social media monitoring, natural language processing, and complex event processing; as well a range of advanced analytics including predictive analytics, machine learning and prescriptive analytics.

D  Jumpstarting your Analytics Initiative
Are you new to the world of business intelligence, analytics and big data? Or are you looking to take your well functioning business intelligence program to the next level? Although BI is not a new business discipline, still many organizations are in start-up mode, or have focused on the "bread and butter of BI". In this track all your answers will be answered. What are the best practices other organizations have adopted to be successful? What pitfalls should be avoided? How are companies using new techniques of self service and data discovery to re-invigorate their BI and Analytics initiative.

V  VIRTUAL TRACK: Big Data
Beyond the hype, big data represents tremendous opportunity to those organizations that can unlock its value. Analytics applied to big data assets promises to fuel innovation and transform industries. But only if organizations have information management competency enabling the ingestion, preparation, governance, and delivery of data across a range of use-cases. This track will help business and IT leaders understand the concepts, benefits, technology impacts and challenges associated with big data.

(This track extends across the co-located Business Intelligence & Analytics Summit and Enterprise Information & Master Data Management Summit)
### Agenda at a Glance

#### Monday 10 March 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:30 – 17:45</td>
<td>Registration, Information and Refreshments</td>
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| 09:00 – 10:00 | **Gartner Opening Keynote:** The Future of Your Business: Transparent, Decisive, Personalized  
Neil Chandler, Rita Sallam and Frank Buytendijk |
| 10:00 – 10:45 | Panel Discussion: Opinions from Industry Leaders                                         |
| 10:45 – 11:15 | Refreshment Break in the Solution Showcase                                               |

#### TRACK A

**Strategy and Leadership**

- **11:15 – 12:00** Magic Quadrant Power Session: Business Intelligence, Advanced Analytics, Data Warehouse Database Management Systems  
  Joao Tapadinhas, Alexander Linden and Roxane Edjlali

#### TRACK B

**Business of BI**

- **13:30 – 14:15** Case Study  
  HOW TO: Applied Inmonomics, How and Why to Become an Infocentric Organization  
  Doug Laney

#### TRACK C

**Big Data and Advanced Analytics**

- **15:00 – 15:30** Solution Provider Sessions  
  HOW TO: Hadoop’s Place in Your Analytic Portfolio  
  Merv Adrian

#### TRACK D

**Jumpstarting your Analytic Initiative**

- **16:30 – 17:00** Solution Provider Sessions  
  HOW TO: Build the Business Case for Analytics  
  Kurt Schlegel

- **17:15 – 17:45** Instruments of Information Governance and How to Use Them  
  In-Memory Databases: A Trend You Shouldn’t Ignore  
  HOW TO: Grow Your Organization’s Analytical Skills  
  Hanns Kühler-Krüner

- **17:45 – 19:45** Networking Reception in the Solution Showcase

#### Tuesday 11 March 2014

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| 08:00 – 08:30 | The Emergence of the Chief Data Officer  
  Saul Judah                                               |
| 08:30 – 09:30 | Open Sesame! Opening Up Your Linked Data to the World  
  Doug Laney                                               |
| 09:45 – 10:15 | Business Analytics Market Trends  
  Dan Sommer                                               |
| 10:15 – 10:45 | Refreshment Break in the Solution Showcase                                               |
| 10:45 – 11:30 | Business Analytics in the Cloud: BI Heaven or Too Good to Be True?  
  Joao Tapadinhas                                         |
| 11:15 – 12:15 | Ask the Analyst: Five Questions You Should Be Asking About Your Information Management Technology Providers  
  Ted Friedman                                             |
| 12:15 – 13:30 | Lunch in the Solution Showcase                                                         |
| 13:30 – 14:00 | The Role of the Data Scientist and the Art of Data Science  
  Doug Laney                                               |
| 14:00 – 15:00 | Business Analytics in the Cloud: BI Heaven or Too Good to Be True?  
  Joao Tapadinhas                                         |
| 14:15 – 15:00 | Ask the Practitioner: Five Questions You Should Be Asking About Your Information Management Technology Providers  
  Mei Selvage and Mark Beyer  
  Joanna Tapaninhas, Shirley Hofman  
  Mei Selvage                                               |
| 15:00 – 15:30 | Refreshment Break in the Solution Showcase                                               |
| 15:30 – 16:30 | Guest Keynote: The Improv Insight — Stories Make Sense  
  Neil Mullarkey, Improvisation guru, actor and comedian |
  Tom Austin                                             |
| 17:10 – 17:15 | Closing Remarks  
  Frank Buytendijk                                         |
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<td>HOW TO: How Does Data Science Work? Alexander Linden</td>
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<td>HOW TO: Developing the Information Management Strategy Ian Bertram and Saul Judah</td>
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<td>HOW TO: Traditional BI Versus the Big Data Approach Regina Casonato</td>
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<td>The Role of Data Federation and Why to Become an Infocentric Organization?</td>
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<td>Monetizing Information Business Cases Doug Laney</td>
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<td>12:15 – 13:00</td>
<td>How to Get Business Value from Information Management Mark Beyer</td>
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<tr>
<td>13:00 – 14:00</td>
<td>Experiences in Data Quality Improvement: What Works and What Doesn’t? Ted Friedman</td>
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<td>Ask the Practitioner: Topic TBD Case study speaker</td>
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<td>Ask the Analyst: Corporate Performance Management Christopher lervolino</td>
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At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information.
New for 2014!

15 Year Anniversary Gartner Gala Dinner

This event has helped BI leaders since 1998...that's something to celebrate! To commemorate this milestone in style, Gartner will host an exclusive Gala Dinner, where much will be revealed about the past...and the future of BI and analytics! Stay tuned for some exciting insights, entertainment and surprises...

(Limited seating. Reserved for end-user delegates)

Keynote Sessions

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?

Neil Chandler, Frank Buytendijk, and Rita Sallam

Gartner Closing Keynote: The Rise of the Smart Machines: Their Technical, Business, Economic and Social Impact
The last IT-driven waves of change displaced low to medium skill workers. The next one will greatly enhance the performance of high skilled workers while obsoleting others. As these autonomous, predictive, NLP, deep-learning capable smart advisors evolve, they will remake work, business, organizations, economies and societies. What are smart machines and how are they different from everything that’s come in the past? Where and how will they appear and what impact will that have? What should you do about it and when?

Tom Austin, Gartner Fellow

Guest Keynote: The Improv Insight — Stories Make Sense
Before data there were stories. For centuries, we have told stories to educate, discipline, inform and even seduce each other. With all this knowledge flooding our inboxes, we need narrative even more, not less. Information is not wisdom, it can only take us so far. Seeing the story can help us make sense of what is happening and how we might act in the future. Neil Mullarkey — co-founder of the world-famous improv troupe the Comedy Store Players — will help us understand what makes a good story in this unique, funny, interactive and energizing session.

Neil Mullarkey, Improvisation Guru, Actor and Comedian
Meet the Analysts

**Merv Adrian**  
Research VP  

FOCUS AREAS: Database appliances; big data and Hadoop; NoSQL; operational database management systems

**Mark Beyer**  
VP and Distinguished Analyst  

FOCUS AREAS: Data warehouse; data integration; data architecture; analytical data management; data warehouse appliances

**Neil Chandler**  
Research Director  

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

**Gareth Herschel**  
Research Director  

FOCUS AREAS: Customer analytics and metrics; data mining and predictive analytics; real-time decisions; speech and text analytics

**Hanns Köhler-Krüner**  
Research Director  

FOCUS AREAS: Enterprise content management; enterprise search; content analytics; taxonomies and metadata strategies

**Rita Sallam**  
Research VP  

FOCUS AREAS: Business intelligence and analytics; vendor selection; BI trends and BI strategy; TCO; collaborative decision making

**Joao Tapadinhas**  
Research Director  

FOCUS AREAS: Business intelligence and analytics; mobile BI

**Tom Austin**  
Gartner Fellow  

FOCUS AREAS: The emerging era of smart machines; Gartner’s maverick research process; cloud-based office systems; critical collaboration and social success factors; workplace and people centered strategies

**Frank Buytendijk**  
Research VP  

FOCUS AREAS: Information innovation; big data; infonomics; information management vision and strategy

**Roxane Edjlali**  
Research Director  

FOCUS AREAS: Data warehouse; logical data warehouse; in-memory computing; big data; data modeling

**Christopher Iervolino**  
Research Director  

FOCUS AREAS: Corporate performance management and financial analytics vendor selection; trends and strategy; business intelligence and analytics; analytics projects

**Doug Laney**  
Research VP  

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

**Kurt Schlegel**  
Research VP  

FOCUS AREAS: BI and analytics platform; BI and analytics strategy; customer facing analytics; self service business intelligence

**Ted Friedman**  
VP and Distinguished Analyst  

FOCUS AREAS: Data integration; data quality; data/information governance; enterprise information management

**Saul Judah**  
Research Director  

FOCUS AREAS: Information governance; master data management; data quality; information strategy; information risk

**Alexander Linden**  
Research Director  

FOCUS AREAS: Data science; advanced analytics; big data; data mining; crowdsourcing; text analytics

**Dan Sommer**  
Principal Research Analyst  

FOCUS AREAS: BI markets; trends; shares; sizing; forecast; competitive landscape

**Mei Selvage**  
Research Director  

FOCUS AREAS: Logical data warehouse; data integration; data quality; enterprise information management; information architecture

**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.

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Interactive sessions

Limited availability...
Pre-registration and authorization required. Book these sessions early! Reserved for end-users.

NEW — How To Sessions
New this year, How To Sessions give you the tools, models and practical next steps you need to make leading-edge analytics happen at your organization. Loaded with real-world case studies and examples and featuring the latest Gartner frameworks and decision-making tools, How To Sessions address both what to do and how to do it.

NEW — Ask the Practitioner Sessions
Similar to the Ask the Analyst, you can get answers to your specific questions from one of the expert practitioners featured in our case study sessions.

Ask the Analyst Sessions
In these Q&A sessions, you can question the analysts directly about a particular topic, and learn from the questions posed by your peers.

Analyst-User Roundtables
Join us for a hosted peer group discussion with your end user peers, along with a Gartner analyst lending his or her expertise to assist you. These should not be missed!

Workshops
Presented 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.

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 issue and walk away with invaluable, tailor-made advice that you can apply to your role and your organization straight away.

Solution Showcase

Develop a “shortlist” of technology providers who can meet your particular needs. We offer you exclusive access to some of the world’s leading technology and service solution providers in a variety of settings.

Premier sponsors

Accenture

Accenture Analytics delivers insight-driven outcomes at scale to help organizations improve performance. Our extensive capabilities range from accessing and reporting on data to advanced mathematical modeling, forecasting and sophisticated statistical analysis. We draw on over 16,000 analytics professionals with deep functional, business process and technical experience to develop innovative consulting and outsourcing services for our clients in the health, public service and private sectors. For more information about Accenture Analytics and our journey to analytics ROI, visit

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Microsoft

People use Excel every day to help run businesses and make decisions. And now, those existing spreadsheets come with powerful yet simple analytics tools. With BI built right into Excel and supercharged by a powerful data platform in SQL Server, Sharepoint and HDInsight, Microsoft now makes it possible for virtually anyone to discover their own insights quickly and easily, without needing deep technical expertise. It’s now possible to unlock the story data has to tell.

http://aka.ms/datainsights

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www.pyramidanalytics.com

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www.qlikview.com/uk

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Teradata

Teradata is the world’s largest company focused on analytic data solutions through integrated data warehousing, big data analytics, and business applications. Only Teradata gives organizations the advantage to transform data across the organization into actionable insights empowering leaders to think boldly and act decisively for the best decisions possible.

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- In-depth coverage of the latest analytics technologies
- NoSQL, in-memory, Hadoop and other open source options
- Leading-edge trends, including infonomics, the quantified self, predictive analytics and advances in cognitive computing

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3 Easy Ways To Register

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Telephone: +44 20 8879 2430

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Public Sector 2014 Standard Price thereafter: €1,875
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