

AGENDA AT A GLANCE

TUESDAY 5 FEBRUARY

Agenda correct as of 15 January 2013

|               |                                                                                                                                                                   |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
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| 07:30 – 20:00 | Registration, Information and Refreshments                                                                                                                        |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  | At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 08:00 – 08:45 | Tutorial: Basics of Data Warehouse and Data Integration for Business Intelligence<br><i>Roxane Edjlali</i>                                                        |  | Tutorial: Introduction to Business Intelligence<br><i>Kurt Schlegel</i>                       |  | Tutorial: What is the Value of Analytics?<br><i>Neil Chandler</i>                                           |  | Tutorial: How to Deploy Mobile BI<br><i>Joao Tapadinhas</i>                                           |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 09:00 – 10:00 | Welcome and Gartner Opening Keynote: New Realities, New Appetites, New Approaches. <i>Ian Bertram, Ted Friedman and James Richardson</i>                          |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 10:00 – 10:45 | Panel Discussion: Key Trends in BI & Analytics <i>Moderated by: Rob Geraghty, The Wow Factor</i>                                                                  |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
|               | A Data and Information Management                                                                                                                                 |  | B Organization and Strategy                                                                   |  | C Performance Management                                                                                    |  | D Analytic Trends and Futures                                                                         |  | Interactive Workshops                                                                 |  | Roundtables                                                                                                                     |  | Roundtables                                                                                               |  | Peer Exchanges |  | Ideas Exchanges |                                                 |  |                                                      |  |
| 10:45 – 11:15 | Refreshment Break in the Solution Showcase                                                                                                                        |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 | 10:45 – 11:15<br>Improving Data Quality         |  |                                                      |  |
| 11:15 – 12:15 | Practitioner Guest Keynote: Beyond Budgeting: Statoil's Ambition to Action Model, a Management Approach for New Business Realities <i>Bjarte Bogsnes, Statoil</i> |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 12:15 – 12:30 | Meeting People Road Map: Networking with Ease <i>Nisha Pillai, former BBC World News Anchor</i>                                                                   |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 12:30 – 14:00 | Lunch in the Solution Showcase                                                                                                                                    |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 | 13:00 – 13:30<br>Pharmaceuticals and Healthcare |  | 13:30 – 14:00<br>Developing an Effective BI Strategy |  |
| 14:00 – 14:30 | To The Point: How to Get Started With MDM<br><i>Andrew White</i>                                                                                                  |  | To The Point: Governance for BI and Analytics: A Balanced Approach<br><i>James Richardson</i> |  | To The Point: Financial Analytics: How to Make the Finance Team Your New Best Friend<br><i>Nigel Rayner</i> |  | To The Point: You Can't Change the Past: Why You Need Predictive Analytics<br><i>Andreas Bitterer</i> |  | 13:45 – 15:15<br>How to Deliver Self-Service BI<br><i>Kurt Schlegel</i>               |  | 13:45 – 14:45<br>Experiences in Data Quality Improvement: What Works and What Doesn't<br><i>Ted Friedman</i>                    |  | 13:45 – 14:45<br>Getting Business and BI Team Collaboration for Real-Time Analytics<br><i>Roy Schulte</i> |  |                |  |                 |                                                 |  |                                                      |  |
| 14:45 – 15:15 | Terradata Solution Provider Session                                                                                                                               |  | Accenture Solution Provider Session                                                           |  | Qlikview Solution Provider Session                                                                          |  | Tagetik Solution Provider Session                                                                     |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 15:15 – 15:45 | Refreshment Break in the Solution Showcase                                                                                                                        |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 | 15:15 – 15:45<br>Financial Services             |  | 15:15 – 15:45<br>Measuring BI Success                |  |
| 15:45 – 16:15 | To The Point: Big Data: Insight from the Trenches<br><i>Svetlana Sicular</i>                                                                                      |  | To The Point: How to Communicate a BI Strategy to a Business Audience<br><i>Kurt Schlegel</i> |  | To The Point: The Business Context and Technology Enablers of Business Analytics<br><i>Jamie Popkin</i>     |  | To The Point: BI and Analytics Market Trends — 2020 Vision<br><i>Dan Sommer</i>                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 16:30 – 17:00 | Tibco Solution Provider Session                                                                                                                                   |  | Actian Solution Provider Session                                                              |  | IBM Solution Provider Session                                                                               |  | NeutrinoBI Solution Provider Session                                                                  |  | 16:30 – 18:00<br>How to Build an Enterprise Metrics Framework<br><i>Michael Smith</i> |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 17:15 – 18:00 | Gartner Magic Quadrant Power Session: Data Warehousing, Data Integration and MDM <i>Donald Feinberg, Ted Friedman and Andrew White</i>                            |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |
| 18:00 – 20:00 | Networking Reception in the Solution Showcase                                                                                                                     |  |                                                                                               |  |                                                                                                             |  |                                                                                                       |  |                                                                                       |  |                                                                                                                                 |  |                                                                                                           |  |                |  |                 |                                                 |  |                                                      |  |

WEDNESDAY 6 FEBRUARY

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| 08:00         | Registration, Information and Refreshments                                                                     |                                                                                                                  |                                                                                                                           |                                                                                                            |                                                                                                                 |                                                                                                                   |                                                                                                 |                                                                                                        |                                                              |                                                                                                           |
| 08:30 – 09:00 | To The Point: The Promise of In-Memory Computing: It's Not Just About Speed<br><i>Roxane Edjlali</i>           | To The Point: The Struggle Between BI Organizations and Marketing: How Can Both Win?<br><i>Bill Gassman</i>      | To The Point: What Every BI Practitioner Needs to Know About Analytics and Performance Management<br><i>Neil Chandler</i> | <b>V</b> To The Point: How "Mobile" is Expanding Business Analytics' Boundaries<br><i>Joao Tapadinhas</i>  | <b>08:00 – 09:30</b><br>Scoping and Implementing a CPM Project<br><i>Christopher Iervolino</i>                  |                                                                                                                   |                                                                                                 |                                                                                                        |                                                              |                                                                                                           |
| 09:15 – 09:45 | Information Builders Solution Provider Session                                                                 | HP Solution Provider Session                                                                                     | Cognizant Solution Provider Session                                                                                       |                                                                                                            |                                                                                                                 |                                                                                                                   |                                                                                                 |                                                                                                        |                                                              |                                                                                                           |
| 10:00 – 11:00 | End User Case Study                                                                                            | <b>V</b> Use Your Information Yield Curve to Align Strategy with Business Value<br><i>Andrew White</i>           | Customer Analytics: Advanced Analytics for Deeper Insight<br><i>Gareth Herschel</i>                                       | <b>V</b> How Next-Generation Analytics Will Revolutionize Business Decision Making<br><i>Nigel Rayner</i>  |                                                                                                                 | <b>10:00 – 11:00</b><br>Building Rapport Between Business Intelligence and Marketing Teams<br><i>Bill Gassman</i> | <b>10:00 – 11:00</b><br>SAP HANA — Best Practices<br><i>Donald Feinberg and Roxane Edjlali</i>  |                                                                                                        |                                                              |                                                                                                           |
| 11:00 – 11:30 | Refreshment Break in the Solution Showcase                                                                     |                                                                                                                  |                                                                                                                           |                                                                                                            |                                                                                                                 |                                                                                                                   | <b>11:00 – 11:30</b><br>Government and Public Sector                                            | <b>11:00 – 11:30</b><br>Big Data: Do or Don't                                                          |                                                              |                                                                                                           |
| 11:30 – 12:15 | <b>Gartner Magic Quadrant Power Session: Data Quality, BI Platforms and CPM Suites</b>                         |                                                                                                                  |                                                                                                                           | <i>Ted Friedman, Christopher Iervolino and Kurt Schlegel</i>                                               |                                                                                                                 | <b>11:30 – 13:00</b><br>Setting Your Customer Analytic Strategy<br><i>Gareth Herschel</i>                         |                                                                                                 |                                                                                                        |                                                              |                                                                                                           |
| 12:30 – 13:00 | SAP Solution Provider Session                                                                                  | SAS Solution Provider Session                                                                                    |                                                                                                                           |                                                                                                            |                                                                                                                 |                                                                                                                   |                                                                                                 |                                                                                                        |                                                              |                                                                                                           |
| 13:00 – 14:30 | Lunch in the Solution Showcase                                                                                 |                                                                                                                  |                                                                                                                           |                                                                                                            |                                                                                                                 |                                                                                                                   |                                                                                                 |                                                                                                        |                                                              |                                                                                                           |
| 14:30 – 15:00 | To The Point: MapReduce and Big Data Descend on the DW — What is All the Fuss About?<br><i>Donald Feinberg</i> | To The Point: BICC 2.0: Instilling New Competencies to Advance your Analytic Initiatives<br><i>Neil Chandler</i> | To The Point: Tackling BI Platform Ownership Cost<br><i>Rita Sallam</i>                                                   | To The Point: The Missing Link in BI: Location Analytics<br><i>Andreas Bitterer</i>                        | <b>14:45 – 16:15</b><br>Innovating with Big Data and Analytics: The Art of the Possible<br><i>Douglas Laney</i> | <b>14:00 – 15:00</b><br>Being More Productive with Predictive Analytics<br><i>Gareth Herschel</i>                 | <b>14:00 – 15:00</b><br>What is a Data Scientist and Do We Need One?<br><i>Svetlana Sicular</i> | <b>13:30 – 14:00</b><br>Telecoms                                                                       | <b>14:00 – 14:30</b><br>Supporting Executive Decision Making |                                                                                                           |
| 15:15 – 16:15 | Building Trust In Your Analytics: Data Quality Trends and Best Practices<br><i>Ted Friedman</i>                | End User Case Study                                                                                              | Integrating Risk and Performance Management via Leading Indicators<br><i>Michael Smith</i>                                | <b>V</b> Deriving Value from Content and Social Analytics: The "Variety" in Big Data<br><i>Rita Sallam</i> |                                                                                                                 |                                                                                                                   |                                                                                                 | <b>15:15 – 16:15</b><br>Real World Experiences of BI and Analytics in the Cloud<br><i>Jamie Popkin</i> |                                                              | <b>15:15 – 16:15</b><br>From "Satisficing" to Satisfying Business Requirements<br><i>Svetlana Sicular</i> |
| 16:15 – 16:45 | Refreshment Break in the Solution Showcase                                                                     |                                                                                                                  |                                                                                                                           |                                                                                                            |                                                                                                                 |                                                                                                                   |                                                                                                 | <b>16:15 – 16:45</b><br>Manufacturing                                                                  | <b>16:15 – 16:45</b><br>Analytic Skills and How to Find Them |                                                                                                           |
| 16:45 – 17:45 | <b>Gartner Keynote: Information as Strategy: CEOs are Waking Up to It. Are You Ready?</b> <i>Mark Raskino</i>  |                                                                                                                  |                                                                                                                           |                                                                                                            |                                                                                                                 |                                                                                                                   |                                                                                                 |                                                                                                        |                                                              |                                                                                                           |

THURSDAY 7 FEBRUARY

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| 07:30 – 13:00 | Registration, Information and Refreshments                                                                                                      |                                                                                                           |                                                                                                        |                                                                                                    |                                                                         |                                                                                            |                                                                                                              |  |
| 08:00 – 08:45 |                                                                                                                                                 | Solution Architecture: Platform, Process and People to Analyze, Predict and Act<br><i>Joao Tapadinhas</i> | Apply Pace-Layered Application Strategy to CPM and Financial Analytics<br><i>Christopher Iervolino</i> | Seeing is Understanding — The Rise of Visualization in BI and Analytics<br><i>James Richardson</i> | 08:30 – 10:00<br>Assessing Your BI Platform's TCO<br><i>Rita Sallam</i> |                                                                                            |                                                                                                              |  |
| 09:00 – 10:00 | Achieving Enterprise Metadata Management: Key To Making EIM Work<br><i>Michael Blechar</i>                                                      |                                                                                                           | End User Case Study                                                                                    | Making Real-Time Analytics Real<br><i>Roy Schulte</i>                                              |                                                                         |                                                                                            |                                                                                                              |  |
| 10:00 – 10:30 | Refreshment Break in the Solution Showcase                                                                                                      |                                                                                                           |                                                                                                        |                                                                                                    |                                                                         |                                                                                            |                                                                                                              |  |
| 10:30 – 11:30 | DBMS Architecture for Data Warehousing: Future Choices<br><i>Donald Feinberg</i>                                                                | Big Data and Analytics Strategy Essentials<br><i>Douglas Laney</i>                                        |                                                                                                        | End User Case Study                                                                                |                                                                         | 10:30 – 11:30<br>The Role of Data Discovery and the Data Warehouse<br><i>Kurt Schlegel</i> | 10:30 – 11:30<br>New Kinds of Information and Their Use in Future Business Strategies<br><i>Mark Raskino</i> |  |
| 12:00 – 13:00 | Guest Keynote: ID: The Quest for Identity in the 21st Century <i>Baroness Susan Greenfield, Professor of Pharmacology, University of Oxford</i> |                                                                                                           |                                                                                                        |                                                                                                    |                                                                         |                                                                                            |                                                                                                              |  |
| 13:00         | Summit Close                                                                                                                                    |                                                                                                           |                                                                                                        |                                                                                                    |                                                                         |                                                                                            |                                                                                                              |  |