10:45 – 11:15 Refreshment Break in the Solution Showcase

11:15 – 12:00 Magic Quadrant Power Sessions: Business Intelligence, Advanced Analytics, Data Warehouse Database Management Systems
   Frank Buytendijk, Alexander Linden and Roxane Edjlali

12:00 – 13:30 Lunch in the Solution Showcase

13:30 – 14:15 Case Study
   HOW TO: Applied Informatics: How and Why to Become an Informatic Officer
   Doug Laney

14:00 – 15:00 Solution Provider Sessions

15:00 – 15:30 Refreshment Break in the Solution Showcase

15:30 – 16:15 Last Call for Datatopia, Boarding Now
   Frank Buytendijk

16:30 – 17:30 Solution Provider Sessions

   Christopher Iervolino

17:15 – 17:45 In-Memory Databases: A Trend You Shouldn’t Ignore
   Roxane Edjlali

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

07:30 – 17:45 Registration, Information and Refreshments

08:00 – 08:30 The Emergence of the Chief Data Officer
   Saul Judah

08:45 – 09:30 The Role of the Data Scientist and the Art of Data Science
   Doug Laney

09:45 – 10:15 Solution Provider Sessions

10:45 – 11:15 Business Analytics Market Trends
   Dan Sommer

10:45 – 11:45 How to Deliver Self Service BI
   Kurt Schlegel

11:45 – 12:15 Solution Provider Sessions

12:15 – 13:30 Lunch in the Solution Showcase

13:30 – 14:00 Engaging Your CFO in Business Analytics
   Christopher Iervolino

14:15 – 15:00 Data Discovery: Self Service BI Minimizes or Spreadsheets
   Frank Buytendijk

15:00 – 15:30 Refreshment Break in the Solution Showcase

15:30 – 16:15 Guest Keynote: The Impact of Smart Machines: Their Technical, Business, Economic and Social Impact
   Tom Austin

17:15 – 17:15 Closing Remarks
   Frank Buytendijk

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