Gartner
Data & Analytics
Summit 2017

20 – 21 February / Hilton Sydney
gartner.com/ap/data

“Great networking event with real world examples and expectations. Definitely a must for any in the ‘data’ business.”

Luke Kay, EDW Manager, DIBP

#GartnerDA
Lead in the Age of Infinite Possibilities

Unbounded information. Limitless connections between enterprises, people and things. Pervasive technology capabilities. The opportunities to generate business value from data and analytics are practically infinite. The challenge is how to harness this rapidly expanding landscape — how to target the right opportunities, despite internal constraints such as budgets, governance mandates, skills and culture, and external forces like competition, market dynamics and regulatory and social pressures.

The modern data and analytics leader has an unprecedented chance to transform the enterprise on its journey into the world of digital business, and the course of action is clear: craft a strategy to overcome the data science skills gap, modernize data infrastructure and analytic platforms, govern and take advantage of diverse information sources, and spearhead data and analytic projects that have high-value payback.

Key benefits

- Effectively organize for data and analytics to yield unlimited opportunities
- Plan for the explosion of the Chief Data Officer (CDO) and Chief Analytics Officer (CAO) roles
- Build a team structure that supports agility, fuels collaboration and empowers your team
- Explore the synergy of data and analytics trends, topics and technologies
- Explore dynamic new strategies to realize maximum value from your investments
- Expand MDM strategy to maximize on IoT initiatives, big data projects and other priorities
- Use analytics to empower constituents, impact functions and transform the organization
- Balance agility and enablement with risk management and control through trust and value
- Explore how to apply machine learning, data science and other leading-edge techniques
- Embrace the disruptive trends and technologies that can fuel innovation in your organization
- Focus modernization efforts for maximum business impact — from new platforms such as Hadoop, Spark and the cloud to self-service data discovery and data preparation
What’s new for 2017

• Evolution of the event into Data & Analytics:
  – Data and analytics are key to transforming businesses and winning in the world of digital business. The new event positioning will bring in line the disciplines of data and analytics to reflect market dynamics.

• A new event architecture:
  – A “big picture” view on Leadership and Strategy that links the data and analytics disciplines together in one track that focuses on business value delivery
  – A dedicated Master Data Management (MDM) track, providing a richer and deeper focus on MDM
  – An expanded view on Governance with a dedicated track — not separate governance for data and analytics, but the connection between the two
  – A holistic view of how Technology and Architecture choices relate providing a joined-up view of the enabling infrastructure in a dedicated track

• Launch of a members-only Chief Data Officer (CDO) Circle, focusing on the emerging leadership roles of CDO and CAO, how they work together, and how they relate to existing roles and teams

• The introduction of Ask the Analyst Roundtables to hear the analyst answer commonly asked questions, learn from questions from your peers, and ask your own question

Hot topics

- Chief Data Officer
- Advanced Analytics
- Customer Analytics
- MDM Footprint
- Real-Time Analytics
- Predictive Analytics
- Self-Service
- Machine Learning
- Data Lakes
- Data Governance
- Automated Decisions
- Internet of Things
- Monetization of Data
- Information Security

Who should attend

- Information Management and MDM
  – Chief Data Officers
  – MDM Program Managers
  – Data Stewards and Governance Board
  – Database, Integration & Infrastructure Managers

- Analytics Leaders
  – Chief Analytics Officers
  – Analytics & BI Practitioners
  – Analysts
  – Data Scientists

- Architects
  – Information Architects
  – Analytics & BI Architects
  – Enterprise Architects
  – Application Architects & Managers

- Business Leaders and Their Teams
  – Financial Executives
  – Supply Chain Executives
  – Business Analysts
  – Data Analysts
  – Marketing Executives

Gartner Predicts

By 2020, 10% of organizations will have a highly profitable business unit specifically for productizing and commercializing their information assets.
Guest keynotes

NSW Data Analytics Centre — A Year in Review
In 2016, Minister for Innovation and Better Regulation, the Hon. Victor Dominello, MP shared his vision for the newly established Data Analytics Centre (DAC) within the NSW Department of Finance, Services and Innovation (DFSI). The DAC aims to be a world leader in the application of whole of government data analytics and insights to support strategic decision making and improved service delivery. It does that by leveraging internal and external partnerships so that the right capabilities, tools and technologies are applied and providing the opportunity to overcome the silos and duplication that currently exist across government agencies. Minister Dominello re-joins us a year down the line to share the learnings, the pitfalls in hindsight, the efficiencies gained and projects that have benefited from the new center so far — as well as share his vision for the future.

Thriving in Times of Change — Driving Innovation in a Disrupted Marketplace
As the pace of change accelerates unabated, senior leaders are faced with two massive challenges: finding increasingly efficient ways to deliver in the context of legacy business; and trying to innovate with new models to sustain success in increasingly disrupted markets. In this provocative and energetic keynote presentation, Dominic Thurbon will outline how senior leaders deal with change, uncertainty and disruption; turn external challenges into internal opportunities and how they leverage data, analytics and connected intelligence to make the process as fast and effective as possible.

Preparing Your Organization for Data Science Transformation
As data science has become increasingly popular, many organizations rush to hire data scientists. But before data scientists can be transformative for your business, you must first lay the right foundation, including creating proper database architecture, building out essential data science technology, setting up data governance, and instilling data-driven decision-making throughout the organization. Adjacent functions, such as Technology and IT, and key partners such as Marketing, Product and Finance, must understand how to work with data scientists to drive business outcomes. Drawing on experiences from her work with a variety of organizations including WPP, eBay, Zynga, and Obama for America, Amy will discuss how to set your data science team and your organization up for success.

Gartner keynotes

Lead in the Age of Infinite Possibilities
Unbounded information. Limitless connections between organizations, people and things. Pervasive technology. Infinite opportunities to generate business value. Data and analytic leaders truly have an abundance of opportunities, but at the same time they must contend with scarcity: limited budgets, a lack of skills, and often the absence of the right data culture. This thought-leading keynote will forge a path for next-generation leaders to build a data centric organization, harness key trends and emerging technologies, and drive outcomes that spearhead transformational business models.

Ted Friedman, Distinguished Analyst
Kurt Schlegel, Research VP

Critical Insights of the Market Through the Gartner Magic Quadrant Lens and Other Methodologies
Through a selection of relevant Gartner Magic Quadrants and complimentary methodologies, Gartner Analysts will explore the data and analytics market segment as it continues to expand and transition, reflecting changing user buying patterns, requirements with organizations wanting more agility and personalized options. This Closing Keynote will distil some of the highlights from the event to help organizations move forward with informed decisions.

Ian Bertram, Managing VP
Cindi Howson, Research VP
Donald Feinberg, VP Distinguished Analyst
Michael Moran, Research Director
Meet the analysts

Gartner has the largest base of IT research analysts and consultants in the world. Gartner’s global research organization offers the combined brainpower of 1,280 research analysts and consultants who advise executives in 85 countries every day. Hear from the Gartner Data & Analytics Research community as they share their latest insight and advice.

Ian Bertram
Managing VP & Summit Chair
@ianabertram
Data and Analytics Leaders; Information Infrastructure Modernization

Mark Beyer
VP Distinguished Analyst
@databeyer
Information Infrastructure Modernization

Regina Casonato
Managing VP
Data and Analytics Leaders; Data and Analytics Programs; Analytics and Business Intelligence Modernization; Information Infrastructure Modernization

Melissa Davis
Research Director
Analytics and Business Intelligence Modernization; Customer Relationship Management and Customer Experience

Alan Dayley
Research Director
Exploit Infrastructure Software Market Dynamics; Data and Analytics Programs; Big Data Offerings; Analytics and Business Intelligence Modernization

Vittorio D’Orazio
Research Director
@vittoriodorazio
Designing Operations and Architectures for the Digital Bank; Delivering the Digital Banking Experience

Alan Duncan
Research Director
@Alan_D_Duncan
Data and Analytics Leaders; Data and Analytics Programs; Analytics and Business Intelligence Modernization; Improve Marketing Effectiveness for Technology and Service Providers

Mario Faria
Managing VP
@mariofaria
Data and Analytics Leaders; Data and Analytics Programs; Analytics and Business Intelligence Modernization; Marketing Data and Analytics

Donald Feinberg
VP Distinguished Analyst
@Brazingo
Information Infrastructure Modernization; Data and Analytics Programs; Data and Analytics Leaders; Emerging Marketing Technology and Trends

Ted Friedman
VP Distinguished Analyst
@ted_friedman
Information Infrastructure Modernization; Data and Analytics Leaders

Nick Heudecker
Research Director
@nheudecker
Information Infrastructure Modernization; Data and Analytics Leaders; Data and Analytics Programs; Adopting Bimodal or Other Modes of Operation; Internet of Things

Cindi Howson
Research VP
@BIScorecard
Analytics and Business Intelligence Modernization; Data and Analytics Leaders

Carlie Idoine
Research Director
@CarlieIdoine
Analytics and Business Intelligence Modernization; Data and Analytics Programs; Information Infrastructure Modernization

Saul Judah
Research Director
Data and Analytics Leaders; Data and Analytics Programs; Information Infrastructure Modernization

Peter Krensky
Senior Research Analyst
@PeterKrensky
Business Analytics; Data Science

Rob McMillan
Research Director
Security and Risk Management Leaders; Information Security Management Program; Risk Management Program; Privacy Management Program

Michael Moran
Research Director
@TheMichaelMoran
Data and Analytics Leaders; Data and Analytics Programs; Information Infrastructure Modernization; Internet of Things; Transforming ERP to Postmodern ERP

James Richardson
Research Director
Analytics and Business Intelligence Modernization; Data and Analytics Leaders

Kurt Schlegel
Research VP
@KurtSchlegel
Data and Analytics Leaders; Analytics and Business Intelligence Modernization; Data and Analytics Programs

Kristian Steenstrup
VP & Gartner Fellow
IT/OT Convergence, Alignment and Integration; Data and Analytics

Katell Thielemann
Research Director
@KatellIT
Go-to-Market Planning; Market & Competitive Intelligence Management; Positioning and Messaging

Andrew White
VP Distinguished Analyst
@mdmcentral
Data and Analytics Leaders

Ehtisham Zaidi
Senior Research Analyst
@ehtisham_zaidi
Information Infrastructure Modernization; Data and Analytics Leaders; Analytics and Business Intelligence Modernization

Book a private consultation with a Gartner analyst
Bookings open from 9 January

Visit gartner.com/ap/data for updates and to register!
Plan your experience

Your agenda architecture

A. Leadership, Strategy and Organization: Realize the Value
Learn how to identify the necessary leadership requirements, formalized roles, capabilities and team structures and back them up with an effective data and analytics strategy to maximize business impact.

Advanced Analytics Strategy; Leadership and Roles; Customer Analytics; Centers of Excellence; Monetizing Information Assets

B. Master Data Management: Curate Your Most Critical Data Assets
Master data management enables a foundation of trusted data at the heart of your organization — including customers, products and employees. Get best practices and insights required to evolve and expand your existing work to achieve broader impact.

Building the Business Case; Measuring Business Benefits; Metadata Management; Internet of Things; MDM Success and Failures

C. Analytics: Reshape The Entire Organization
From enabling self-service and supporting the “citizen” data scientist to leveraging algorithms and modernizing your mainstream business intelligence use-cases, this track highlights how to apply contemporary analytics approaches and capabilities.

Predictive and Prescriptive Analytics; Pervasive Analytics; Self-Service Data Preparation; Citizen Data Scientist; Information Security

D. Governance: Maximize Leverage and Control Chaos
Increase the trust and value of data and analytics by balancing agility and enablement with risk management and control. This track covers governance of data, algorithms and analytics activity, security, privacy, and quality.

Data Quality Strategy; Data Governance; Information Security; Governance Board

E. Architecture and Technology: Modernize the Foundation
Learn where to focus your modernization efforts from new platforms, such as Hadoop, Spark, in-memory and the cloud, to distributed data architectures, data virtualization, self-service data discovery and data preparation functionality.

Data Management; Data Integration; Stream Analytics; DBMS Landscape; Data Lake Architecture

Gartner CDO Circle is a members-only experience that brings together the region’s most senior data and analytics leaders and features exclusive content and networking opportunities, in addition to the main summit.

The swift rise of “data executives” is evidence of how organizations are adapting to the market and technology trends that are driving a shift to digital business. These executive roles include emerging positions such as Chief Data officer (CDO), Chief Analytics Officer (CAO) and Chief Digital Officer, as well as traditional IT leader roles in data and analytics, and many business roles intended to exploit big data analytics to the benefit of marketing, risk management, compliance, production and finance organizations. The trend for new data executive roles shows the strategic importance of using data to achieve mission-critical priorities with organizations now realizing that data and analytics are key to transforming their businesses, and winning in the world of digital business.

Eligibility for Attendance:
• Active Chief Data Officer, or most senior data and analytics decision-maker for an enterprise or business unit with revenue of more than $250m
• Active Chief Data Officer or equivalent-level executive from a public-sector organization with more than 1,000 employees

Eligibility decision is subject to Gartner’s sole discretion.

GARTNER PREDICTS
By 2019, 90% of large organizations will have hired a Chief Data Officer (CDO).
Gartner Predicts

By 2018, over half of large organizations globally will compete using advanced analytics and proprietary algorithms, causing the disruption of entire industries.

**Analyst interaction**

- Analyst one-on-one meeting
  A complimentary consultation with a Gartner analyst of your choice

- Ask the analyst roundtables*
  In these interactive sessions, you will hear the analyst answer commonly asked questions, learn from questions from your peers, and ask your own question

- Analyst-user roundtable discussion*
  Moderated by Gartner analysts for exchanging ideas and best practices with your peers

- Workshops*
  Small-scale and interactive; drill down on specific topics with a how-to-focus

*Space is limited and pre-registration is required. Limited to end-user organizations only.

**Network with peers**

- End-user case studies
  Learn about recent implementations firsthand, with an opportunity for Q&A with the IT and business executives leading the initiative

- Solution Showcase reception
  Connect with peers in similar roles who face similar challenges, at the networking reception on the Solution Showcase designed to build relationships and facilitate the meaningful exchange of ideas and information

**Meet solution providers**

- Solution Showcase
  Explore cutting-edge IT solutions from top providers

- Solution provider sessions
  Exhibitors share their insights on the latest products and services

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**Customize your agenda**

Gartner Events Navigator App
Gartner Events Navigator App helps you organize, view and custom-create an agenda based on:
- Date and time
- Track
- Analyst/speaker profiles
- Session descriptions
- Key initiatives
- Vertical industries

Visit gartner.com/ap/data for updates and to register!
## Agenda at a glance

### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00 – 17:00</td>
<td>Registration</td>
</tr>
<tr>
<td>14:00 – 14:30</td>
<td>Finding Real Nuggets in the Public Sector Open Data Goldmine</td>
</tr>
<tr>
<td>14:45 – 16:15</td>
<td>We Can Do It! ... with Data …</td>
</tr>
<tr>
<td>16:30 – 17:00</td>
<td>Opportunities and Challenges for Government Chief Data Officers</td>
</tr>
<tr>
<td>17:00 – 18:00</td>
<td>Networking Reception</td>
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</tbody>
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### Monday

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<tbody>
<tr>
<td>07:30 – 18:30</td>
<td>Registration</td>
</tr>
<tr>
<td>08:30 – 09:15</td>
<td>Tutorial: Why and How to Measure the Value of Your Information Assets</td>
</tr>
<tr>
<td>09:30 – 09:45</td>
<td>Welcome to the Gartner Data &amp; Analytics Summit 2017</td>
</tr>
<tr>
<td>09:45 – 10:30</td>
<td>Gartner Opening Keynote: Lead in the Age of Infinite Possibilities</td>
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<tr>
<td>10:30 – 11:15</td>
<td>Guest Keynote: NSW Data Analytics Centre — A Year in Review</td>
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<td>Seven Steps to Monetizing Your Information Assets</td>
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<td>11:30 – 12:00</td>
<td>Solution Provider Sessions</td>
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<td>12:00 – 13:15</td>
<td>Lunch in the Solution Showcase</td>
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<tr>
<td>13:15 – 14:00</td>
<td>Reimagining Your Data and Analytic Organization for Digital Business</td>
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<td>14:14 – 14:45</td>
<td>New Data and Analytics Initiatives Demand Modern Pricing Models and</td>
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<td>Sound Negotiation Strategies</td>
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<td>Gartner Closing Keynote: Critical Insights of the Market through the</td>
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<td>Gartner Magic Quadrant Lens and Other Methodologies</td>
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<td>16:45 – 17:00</td>
<td>Closing Remarks</td>
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Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

### Maturity level

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

### Focus

- **Tactical:** Provides tactical information that can be used straightforwardly, with a focus on how-to’s, do’s and don’ts and best practices
- **Strategic:** Focuses on the strategic insight supporting the development and implementation of an action plan

### Perspective

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

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### Agenda Key

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Solution Showcase

Develop a “shortlist” of technology and service providers. Get exclusive access to client case studies, product roadmaps, and demos. Talk to solution experts who can answer your specific questions.

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For further information about sponsoring this event:
Antoine Vidal  
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Antoine.Vidal@gartner.com

Clyde D’Cruz  
0401 473 904  
Clyde.DCruz@gartner.com

Exhibitor list as of 20 December 2016 and subject to change

GARTNER PREDICTS
Through 2019, one-third of IoT solutions will be abandoned before deployment due to information capabilities (security, privacy, integration, metadata) built on traditional design and implementation methodologies.
Registration and pricing

Gartner events deliver what you need

In addition to five tracks of the latest Gartner analyst research, keynote speakers and case studies, your Summit registration fee includes complimentary access to these special features:

- Analyst one-on-one meeting
- Ask the Analyst roundtables*
- Analyst-user roundtables*
- Workshops*
- Solution Showcase
- Networking lunches and receptions

*Space is limited and pre-registration is required. Limited to end-user organizations only.

Early-bird discount

Early-bird price:
A$2,650 exc. GST

Save A$400 when you register by 9 December and receive a complimentary research report: The Rise of ‘Data and Analytics’ Roles Points to Digital Business Transformation

Standard price: A$3,050 exc. GST
Public sector price: A$2,450 exc. GST*

*Prices available before 1 January 2017

3 ways to register

Web: gartner.com/ap/data
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Phone: +61 2 8569 7622

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Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

Complimentary registrations:

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

For more information, email apac.registration@gartner.com or contact your Gartner account manager.

Summit venue

Hilton Sydney
488 George Street Sydney, NSW 2000, Australia
Phone: +61 2 9266 2000
www.hilton.com/sydney

Gartner hotel room rate:
A$306 incl. GST per night at the Hilton Sydney

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3 ways to register
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#GartnerDA

Data & Analytics around the globe

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Data & Analytics Summit
6 – 9 March / Grapevine, TX

Data & Analytics Summit
20 – 22 March / London, U.K.

Data & Analytics Summit
23 – 24 May / Tokyo, Japan

Data & Analytics Summit
6 – 7 June / Mumbai, India

Data & Analytics Summit
20 – 21 June / São Paulo, Brazil

Data & Analytics Summit
20 – 21 November / TBD, Germany

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