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Gartner Business Intelligence & Analytics Summit 2016

29 February – 1 March | London, UK
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Hot Topics
• Modern Bimodal BI
• Advanced Analytics
• Automated Decisions
• Internet of Things
• Self Service
• Data Lakes
• Chief Analytics Officer
• Algorithmic Business
• Cloud

BI/analytics still #1 technology priority
Analytics Leadership: Empowerment Without Anarchy

The most important gathering of senior BI and analytics leaders, the Gartner Business Intelligence & Analytics Summit 2016 is the place to discover the latest research and transformative insight designed to help you drive maximum business value from your own programs.

Today’s fast-moving digital business trends are opening up major opportunities in every industry. Across the enterprise, self-service tools are empowering people to build the analytics they need to understand how to improve their line of business. But with the emergence of citizen data scientists and empowered individuals come new risks. The challenge is to realise the benefits, but not create a state of disorder.

Be part of the year’s most important gathering of BI and analytics leaders focused on delivering a competitive advantage with game-changing analytics.

Key Benefits
- Empower users to self-serve their analytics needs
- Use effective governance to minimize disorder
- Develop new leadership roles, such as the CAO
- Invest wisely in new analytics tools and solutions
- Make a compelling business case for analytics

Who Should Attend
- BI leaders & practitioners
- Information management leaders
- Business analysts
- Data scientists
- Information data stewards
- Master data management leaders
- Business leaders
- Enterprise architects
- Information architects
- Business analytics consultants

For the most up to date information about our agenda, speakers and sessions please visit our website gartnerevent.com/eu/bi
A  Control the Chaos
Hear from leading organizations to understand how they have successfully deployed self service capabilities pervasively across the enterprise without creating chaos. This session will also cover critical issues such as ethics and privacy, security and analytics governance, particularly in the face greater user and cloud adoption.

B  Empower the User
Today, every business must be an analytics business and every user must have access to analytics to succeed. The presentations in this track are designed to help BI leaders empower all users with the right analytics tools and skills. In particular, we will explore how companies are using self-service data preparation, next generation data discovery techniques and modern BI platforms to deliver more agile and high value BI and analytics initiatives to all users including a new class of citizen data scientists.

C  Lead With Analytics
Understand the strategy and leadership required to ensure analytical skills are replete throughout your organization. In particular, the sessions describe effective new organizational models and competency centers, new skills every analytics program leader should have, emerging roles and career paths and strategies for becoming a more effective BI and analytics leader.

D  Evangelize the New
This track is dedicated to helping BI & Analytics leaders wisely invest in the new technologies a best in class analytics program requires. In particular, it will help you understand and assess the available technologies (Hadoop, Spark, natural language processing, complex event processing, decision management) and techniques (data lakes, machine learning, ensemble modeling, deep learning, simulation, and optimization) that are having a profound impact improving business performance.

E  Modernize the Core
This track covers the modernization of the core technologies used to prepare data, build dashboards/reports and analyze new sources of data as capabilities become more mobile, social, cloud and in-memory centric. The sessions in this track will focus on renovating existing BI & Analytic technologies that already exist in most companies compared to the "Evangelize the New Track" which covers technologies that are new to most companies.

Gartner Keynotes

Analytics Leadership: Empowerment Without Anarchy
Rita Sallam and Neil Chandler

What is True? What is Real? Critiquing Everything Data-Driven
Frank Buytendijk

Gartner’s Top Predictions: The Future is a Digital Thing
Chris Howard

Guest Keynotes

Smart Machines and Big Data: From the Antikythera Mechanism to the Square Kilometer Array
Professor Danielle George, University of Manchester

The Era of Datafication
Tom Koulopoulos, Delphi Group

Information & Analytics go hand-in-hand

Even the best BI strategy is only as good as the data it relies on. Ensure your Analytics are trusted and accurate by investing in a week of both information and analytics. Attend Gartner Business Intelligence & Analytics Summit and Gartner Enterprise Information & Master Data Management Summit — 29 February – 3 March 2016. Understand the benefits at gartnerevent.com/eu/bi.
## Agenda at a Glance

**Monday, 29 February 2016**

**07:30 – 20:00** Registration and Information

**08:30 – 09:15** Tutorial: Data Science 101: Learn the Basics  
*Alexander Linden*  
Tutorial: Why Data and Analytics is Now Everyone’s Business  
*Carrie Idoine*

**09:30 – 10:30** Gartner Opening Keynote: Analytics Leadership: Empowerment Without Anarchy  
*Neil Chandler and Rita Sallam*

**10:30 – 11:00** Refreshment Break in the Solution Showcase

**11:00 – 11:45** Magic Quadrant Power Session  
*Mark Beyer, Lisa Kart, Josh Parenteau and Christopher Iervolino*

**11:45 – 12:30** Guest Keynote: Smart Machines and Big Data: From the Antikythera Mechanism to the Square Kilometer Array  
*Prof. Danielle George, University of Manchester*

**12:30 – 14:00** Lunch in the Solution Showcase

### TRACKS

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<th>C. Lead with Analytics</th>
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| 14:00 – 14:45 Case Study | Self-Service Analytics: From Shadow IT to Citizen Data Science  
*Rita Sallam* | The People Problem: Must Have Roles and Responsibilities in Analytics  
*Thomas Oestreich* | Customer Analytics: What to Invest in to Achieve Your Business Objectives  
*Gareth Herschel* |
| 15:00 – 15:30 Solution Provider Sessions | | | |
| 15:30 – 16:00 Refreshment Break in the Solution Showcase | | | |
| 16:00 – 16:30 To the Point: Detectives and Explorers: Not all Analytics are the Same  
*Neil Chandler* | Case Study | To the Point: Understanding the Current Data Broker Marketplace  
*Douglas Laney* | To the Point: How to Tell a True Data Scientist from a BI Analyst or a Statistician  
*Alexander Linden* |
| 16:45 – 17:15 Solution Provider Sessions | | | |
| 17:30 – 18:15 Gartner Keynote: What is True? What is Real? Critiquing Everything Data-Driven  
*Frank Buytendijk* | | | |
| 18:15 – 20:00 Networking Reception in the Solution Showcase | | | |

**Tuesday, 1 March 2016**

**07:30 – 17:15** Registration and Information

**08:00 – 08:45** Digital Ethics: When Saying I’m Sorry is Not Enough  
*Frank Buytendijk*

**09:00 – 09:30** Solution Provider Sessions

**09:30 – 10:00** Refreshment Break in the Solution Showcase

**10:00 – 10:45** How to Drive Successful Analytics Governance  
*Thomas Oestreich*

**11:00 – 11:30** Solution Provider Sessions

**11:45 – 12:30** Controlling Chaos or Creating Common Ground: Building a Successful Business Analytics Strategy  
*Carrie Idoine*

**12:30 – 13:45** Lunch in the Solution Showcase

**13:45 – 14:15** To the Point: Spark: The Future of Data Analysis  
*Nick Heudecker*

**14:30 – 15:15** Transform Your Business with IoT Analytics Before You are Amazed by Jim Hare

**15:15 – 15:45** Refreshment Break in the Solution Showcase

**15:45 – 16:45** Guest Keynote: The Era of Datafication  
*Tom Koulopoulos, Delphi Group*

**16:45 – 17:00** Gartner Business Intelligence & Analytics Summit 2016 Closing Remarks  
*Neil Chandler*

**17:00** Summit Closes
When attending this event, please refer to the agenda handout provided or the Gartner Events mobile app for the most up to date session and location information.

**Registration and Pricing**

3 Easy Ways to Register

Web: gartnerevent.com/eu/bi
Email: emea.registration@gartner.com
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**Pricing**

Early Bird Price: €2,225 + UK VAT (Ends 8 January 2016)
Standard Price: €2,550 + UK VAT
Public Sector Price: €1,950 + UK VAT (until 31 December)
Public Sector Price: €2,025 + UK VAT (from 1 January)

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A Gartner ticket covers both days of the Summit. Contact your Account Manager or email emea.events@gartner.com to register using a ticket.

**Bring Your Team!**

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

Summit Team Discount Offers:
- 4 for the price of 3
- 7 for the price of 5
- 10 for the price of 7

**Venue**

InterContinental London
The O2, London, UK.
Telephone: +44 203 740541

Visit gartnerevent.com/eu/bi or call +44 20 8879 2430 for updates and to register!
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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Accenture is a global management consulting, technology services and outsourcing company, with more than 358,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

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http://wizduce.com/home/