Hot Topics

- Modern Bimodal BI
- Advanced Analytics
- Automated Decisions
- Internet of Things
- Self Service
- Data Lakes
- Chief Analytics Officer
- Algorithmic Business
- Cloud
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
- 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’ll 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.

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Hot topics by track
- Analytics governance
- Deploying self service at scale without damaging the business
- Ethics and privacy
- Security
- Modern bimodal BIA platforms
- The citizen data scientist
- Self service data preparation
- Organizing and staffing for success in a self service world
- The emerging role of the CAO / CDO
- Effective organizational models
- Developing the right skills
- Analytics strategies that drive the business
- Building an analytics business case
- How to separate hype from reality on emerging technologies
- New ways to analyze new combinations of data
- IoT
- Data lakes or data sewer?
- Predictive analytics
- Cloud
- Architecting a modern BIA platform
- Mobile
- The evolving role of Hadoop in enterprise data

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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.

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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
**Gartner Business Intelligence & Analytics Summit 2016**

### Agenda at a Glance

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<tr>
<th>Monday, 29 February 2016</th>
<th>Tuesday, 1 March 2016</th>
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<tbody>
<tr>
<td><strong>07:30 – 20:00</strong> Regsitraion and Information</td>
<td><strong>08:00 – 08:45</strong> Digital Ethics: When Saying I'm Sorry Is Not Enough</td>
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<tr>
<td><strong>08:00 – 08:15</strong> Tutorial: Data Science 101: Learn the Basics</td>
<td><strong>08:00 – 08:45</strong> The Next Big Market Disruption: Self-Service Data Preparation</td>
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<tr>
<td><strong>08:30 – 09:15</strong> Tutorial: Why Data and Analytics is Now Everyone's Business</td>
<td><strong>08:30 – 09:15</strong> How to Make the Business Case for Analytics (and When To Absolutley Avoid It)</td>
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<tr>
<td><strong>09:30 – 10:30</strong> Gartner Opening Keynote: Analytics Leadership: Empowerment Without Anarchy</td>
<td><strong>09:45 – 10:45</strong> How You Can Be Your Enterprise's Next Chief Analytics Officer</td>
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<tr>
<td><strong>10:30 – 11:00</strong> Refreshment Break in the Solution Showcase</td>
<td><strong>10:00 – 10:45</strong> How to Drive Successful Analytics Governance</td>
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<tr>
<td><strong>11:00 – 11:45</strong> Magic Quadrant Power Session</td>
<td><strong>11:15 – 12:15</strong> How to Build the Links Between IT and Business Objectives and Analytics</td>
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<td><strong>11:45 – 12:30</strong> Guest Keynote: Smart Machines and Big Data: From the Antikythera Mechanism to the Square Kilometer Array</td>
<td><strong>11:45 – 12:30</strong> Machine Learning Drives Digital Business</td>
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<td><strong>12:30 – 14:00</strong> Lunch in the Solution Showcase</td>
<td><strong>12:45 – 13:15</strong> Case Study: Numbers NEVER Speak For Themselves: How To Tell A Story With Analytics</td>
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<td><strong>12:45 – 13:15</strong> Peer Exchange: Advanced Analytics and Data Science</td>
<td><strong>13:00 – 14:00</strong> Case Study: Customer Analytics: What to Invest in to Achieve Your Business Objectives</td>
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<tr>
<td><strong>14:00 – 14:30</strong> Transform Your Business with IoT Analytics Before You are Amazed</td>
<td><strong>14:00 – 15:00</strong> To the Point: Is There a Future for Relational DEMS?</td>
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<td><strong>14:30 – 15:15</strong> Designing and Developing for Mobile BI</td>
<td><strong>14:30 – 15:15</strong> Three Ways to Combine Predictive and Prescriptive Analytics</td>
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<td><strong>15:15 – 15:45</strong> Refreshment Break in the Solution Showcase</td>
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<td><strong>15:45 – 16:45</strong> Guest Keynote: The Era of Datafication</td>
<td><strong>16:15 – 17:15</strong> Moderated Conversation: IoT Analytics and the Office of Finance</td>
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<tr>
<td><strong>16:45 – 17:00</strong> Gartner Business Intelligence &amp; Analytics Summit 2016 Closing Remarks</td>
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<tr>
<td><strong>17:00</strong> Summit Closes</td>
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10:30 – 11:00  Peer Exchange: How to Develop an Effective Analytics Strategy

13:30 – 14:00  Peer Exchange: Big Data: Sharing First Experiences

E. Modernize the Core

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<th>Workshops</th>
<th>Analyst-User Roundtables</th>
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<tr>
<td>14:00 – 15:30 Workshop: How to Build the Links Between Financial Objectives and Analytics Initiatives Facilitator: Jamie Popkin</td>
<td>13:45 – 14:45 Roundtable: Embedded Analytics in Cloud Business Applications Moderator: Helen Poitevin</td>
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Gartner Keynote: Gartner’s Top Predictions: The Future is a Digital Thing  Chris Howard

Path to BI and Analytics in the Cloud: A Practical Roadmap for a Challenging Journey Joao Tapadinhas

08:00 – 09:30 Workshop: Crafting a New Business Analytics Strategy Facilitator: Thomas Oestreich

08:30 – 09:30 Roundtable: New Information and Analytical Demands Require New Funding Models Moderator: Roxane Edjlali

09:45 – 10:45 Roundtable: How to Negotiate With BI Vendors Moderator: Jim Hare

11:15 – 12:15 Roundtable: CDOs/CAOs and the Future I&A Organization Moderator: Jamie Popkin

Best Practices?

In-Memory Computing and Big Data: Architecting for New Velocity Needs Massimo Pezzini

10:00 – 11:30 Workshop: Facilitating Self-Service Business Analytics Facilitator: Carlie Idoine

11:15 – 12:15 Roundtable: Building a Successful Analytics Strategy (Exclusive to Elite Program attendees) Moderator: Bc

Case Study


To the Point: BI Platform Ownership Cost Findings and Best Practices Josh Parenteau

Selling a Big Data Initiative to Senior Management Svetlana Sicular


14:00 – 15:00 Roundtable: Data Scientists — Who? Where? How? Moderator: Alex Linden

14:00 – 15:00 Roundtable: Balancing Information and Analytics Governance Moderator: Thomas Oestreich

Registration and Pricing

3 Easy Ways to Register

Web: gartner.event.com/eu/bi
Email: emea.registration@gartner.com
Telephone: +44 20 8879 2430

Pricing

Standard Price: £2,550 + UK VAT
Public Sector Price: £2,025 + UK VAT

Gartner Clients

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

Agenda as of 25 January 2016 and subject to change

Visit gartner.event.com/eu/bi or call +44 20 8879 2430 for updates and to register!
Gartner Business Intelligence & Analytics Summit 2016

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**Accenture**

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Microsoft believes anyone should be able to get insights from their data, unlock their Data Dividend and drive a Data Culture. So, we bring the power of the cloud, making it easier than ever to work with all data types. With Microsoft data solutions, everyone can bring business insights to life through business intelligence, advanced analytics and stunning visualizations — all powered by our enterprise-grade, flexible and open cloud.


**Salesforce**

Salesforce, the world’s #1 CRM company and Customer Success Platform, enables companies to connect with their customers in a whole new way, leveraging the combined power of cloud, social, mobile, data science and Internet of Things technologies. Salesforce’s innovative Customer Success Platform integrates sales, service, marketing, community, analytics, app development and the Internet of Things in its trusted cloud, serving businesses of every size and industry. Salesforce is the fastest growing top 10 software company in the world and has been ranked as one of the world’s most innovative companies by Forbes for five years in a row.

www.salesforce.com/uk

**Teradata**

Teradata helps companies get more value from data than any other company. Our big data analytic solutions, integrated marketing applications, and team of experts can help your company gain a sustainable competitive advantage with data. Teradata helps organizations leverage all their data so they can know more about their customers and business and do more of what’s really important.

www.teradata.com

**TIBCO**

TIBCO Software empowers executives, developers, and business users with Fast Data solutions that make the right data available in real time for faster answers, better decisions, and smarter action. Over the past 15 years, thousands of businesses across the globe have relied on TIBCO technology to integrate their applications and ecosystems, analyze their data, and create real-time solutions. Learn how TIBCO turns data—big or small—to differentiation at www.tibco.com.

http://spotfire.tibco.com
Information Builders helps organizations transform data into business value. Our software solutions for business intelligence and analytics, integration, and data integrity empower people to make smarter decisions, strengthen customer relationships, and drive growth. Our dedication to customer success is unmatched in the industry. Visit informationbuilders.com and follow us on Twitter.

Cloudera delivers the modern platform for data management and analytics. The world’s leading organizations trust Cloudera to help solve their most challenging business problems with Cloudera Enterprise, the fastest, easiest and most secure data platform built on Apache Hadoop and the latest open source technologies.

Corporater delivers the business value of BI to its customers. Its holistic platform enables orchestrating, planning, and driving enterprise performance. Corporater solutions provide the missing link between business and data. As a global company with an innovative approach, Corporater delivers undisputed value across industries in over 50 countries.

MapR provides the industry’s only converged data platform that integrates the power of the top-ranked Hadoop and Spark with global event streaming, real-time database capabilities, and enterprise storage, enabling customers to harness the enormous power of their data. Majority of customers achieve payback in fewer than 12 months and realise greater than 5X ROI.

Datawatch provides the only Managed Analytics Platform that brings together self-service data preparation with visual data discovery. Users can quickly discover key factors that improve their business by transforming data from multi-structured sources, as well as real-time streaming data, into visually rich analytic applications.

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Corporater

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Birst is the global leader in Cloud Business Intelligence (BI) and Analytics. Birst’s Networked BI platform redefines the way BI is delivered and consumed.

BOARD is a leading provider of BI, EPM and Analytics software. BOARD’s all-in-one platform enables over 3,000 organizations to improve performances by making better decisions.

Deloitte is a recognized global leader in Business Analytics Services. We create and implement strategies for delivering data-driven insights that yield informed business decisions.

Denodo is the leader in data virtualization providing agile, high performance data integration and data abstraction software at half the cost of traditional approaches.

Jedox unifies planning, reporting & analytics so business users can manage corporate performance. Jedox is used by over 1,700 companies worldwide with a 98.7% customer recommendation rate.

Lavastorm is the only solution which combines data preparation with robust analytics for building agile data-centric applications used within organizations with highly complex environments.

Logi Analytics, the leader in self-service analytics, enables users to explore and discover insights, and make data-driven decisions using interactive dashboards, ad-hoc queries and visual analysis.

MarkLogic has delivered a powerful, agile and trusted Enterprise NoSQL database platform that enables organizations to turn all data into valuable and actionable information.

Platfora is the complete Big Data Discovery platform that enables citizen data scientists to do self-service raw data prep, all the way to visualizations.

Pyramid Analytics delivers enterprise-grade analytics by combining the simplicity and agility that business and IT want with the security and governance the organization needs.

As a leading independent software vendor, Sinequa provides an advanced real-time Big Data Search & Analytics platform for Fortune Global 2000 companies and government agencies.

Wizdee provides the only natural language BI platform that enables users to ask questions in their own language and get instant visual answers in any device.