

Summit Chair's Recommended Sessions

When attending this event, please refer to the Gartner Events mobile app for the most up to date session and location information

Agenda as of 7 December 2016 and subject to change

## Agenda at a glance

Monday 20 MARCH 2017	07:30 – 20:00	Registration and Information								
	08:30 – 09:15	Tutorial: Master Data Fundamentals: Set Your MDM Program Up for a Winning Start <b>Simon Walker</b> ■ ▲ ●				Tutorial: How to Get Started With Data Science <b>Peter Krensky</b> ■ ▲ ●				
	09:30 – 10:30	<b>Gartner Opening Keynote: Lead in the Age of Infinite Possibilities</b> <b>Debra Logan and Rita Sallam</b>								
	10:30 – 11:00	Refreshment Break in the Solution Showcase								
	11:00 – 11:45	<b>Guest Keynote</b>								
	11:45 – 12:30	Data and Analytics Has Arrived In The Boardroom: A Leadership Panel <b>Moderator: Rob Geraghty, The WOW Factor</b>								
	12:30 – 14:00	Lunch in the Solution Showcase								
	<b>TRACKS</b>	<b>A. Leadership and Organization: Build the Data-Centric Team</b>	<b>B. Business Outcomes and Strategy: Realize the Value</b>	<b>C. Master Data Management: Curate Your Most Critical Data Assets</b>	<b>D. Analytics for All: Reshape the Entire Enterprise</b>	<b>E. Governance: Maximize Leverage and Control Chaos</b>	<b>F. Architecture and Technology: Modernize the Foundation</b>	<b>Workshops</b>	<b>Analyst-User Roundtables</b>	<b>Ask the Analyst Sessions</b>
	14:00 – 14:45	How to Create a Data-Driven Organization <b>Thomas Oestreich</b> ■ ▲ ●	Building and Sustaining an Advanced Data and Analytics Strategy <b>Andrew White</b> ■ ▲ ●	MDM Is Dead! Long Live MDM! <b>Michael Moran</b> ●	Key Trends in Artificial Intelligence and Machine Learning <b>Alexander Linden</b> ■ ▲ ●	Executing on Data Quality Assurance for Digital Business <b>Saul Judah</b> ■ ▲ ●	Connection vs. Collection: The Future of Data Management <b>Roxane Edjlali</b> ▲ ●	<b>14:00 – 15:30</b> Workshop: Self-Service Data and Analytics for the Citizen Data Scientist <b>Facilitators: Carlie Idoine and Bhavish Sood</b>	<b>13:45 – 14:45</b> Roundtable: IT and 'Citizens': Working Together or Not Working At All? <b>Moderator: Rick Greenwald</b>	
	15:00 – 15:30	Solution Provider Sessions								
15:30 – 16:00	Refreshment Break in the Solution Showcase									
16:00 – 16:30	Case Study	Customer Analytics: How to Maximize Value Across the Entire Customer Life Cycle <b>Gareth Herschel</b> ■ ▲ ●	Top Four Reasons Your MDM Program Will Fail, and How to Avoid Them <b>Bill O'Kane</b> ■ ▲ ●	Moving Your Data and Analytics Maturity From Laggard to Leader <b>Cindi Howson</b> ■ ▲ ●	Digital Ethics: How to Get It Right <b>Frank Buytendijk</b> ■ ▲ ●	Renovate Your Data Integration Capabilities to Enable the Integrated Digital Business <b>Ted Friedman</b> ▲ ●	<b>16:00 – 18:00</b> Workshop: Getting Your Message Across – Bridging the Gap Between IT and Business <b>Facilitator: Rob Geraghty, The WOW Factor</b>			
16:45 – 17:15	Solution Provider Sessions									
17:30 – 18:00	Your Career Path to Becoming a Chief Data Officer <b>Alan Duncan</b> ■ ▲ ●	Case Study	Start and Sustain a Shared Business Glossary for MDM and Analytics <b>Mei Selvage</b> ▲ ●	Convergence of Services and Analytics Is on Its Way – Take Advantage of It! <b>Jorgen Heizenberg</b> ■ ▲ ●	Data Governance: From On-Premises to Cloud <b>Joerg Fritsch</b> ■ ▲ ●	Blockchain: Separating the Magic From the Reality for Data and Analytics <b>Nick Heudecker</b> ■ ▲ ●			<b>17:30 – 18:15</b> Ask the Analyst: Where Should Analytic Applications Fit in Your Strategy? <b>Moderator: Jim Hare</b>	
18:00 – 19:30	Networking Reception in the Solution Showcase									

Tuesday 21 MARCH 2017	07:30 – 20:00	Registration and Information								
	08:00 – 08:45	Tutorial: Data Security Survival Guide <b>Joerg Fritsch</b> ■ ▲ ●				Tutorial: Tai Chi for Data and Analytics Leaders: How to Use a Different Conflict Resolution Style <b>Mike Rollings</b> ■ ▲ ●				
	09:00 – 09:45	Reimagining Your Data and Analytics Organization for Digital Business <b>Andrew White</b> ■ ▲ ●	Why and How to Measure the Value of Your Information Assets <b>Douglas Laney</b> ■ ▲ ●	The Seven Building Blocks of MDM <b>Simon Walker</b> ■ ▲ ●	Plan for These 10 Megatrends in Analytics <b>Gareth Herschel</b> ■ ▲ ●	Governance and Control vs. Self-Service and Chaos: The Age Old Debate <b>Adam Ronthal and Rita Sallam</b> ■ ▲ ●	What to Do and Not to Do With Smart Machine Technology, AI and Cognitive Computing <b>Tom Austin</b> ▲ ●	<b>08:30 – 10:30</b> Workshop: Effectively Activating Your Data and Analytics Strategy <b>Facilitators: Dave King and Shayne Smart, XPLANE</b>		<b>09:00 – 09:45</b> Ask the Analyst: Do Profiles, Personas and Your Fridge Need Privacy Too? <b>Moderator: Bert Willemsen</b>
	10:00 – 10:30	Solution Provider Sessions								
	10:30 – 11:00	Refreshment Break in the Solution Showcase								
	11:00 – 11:45	Preparing Your Organization for Modern BI and Analytics <b>Joao Tapadinhas</b> ■ ▲ ●	Cost Optimization: Using Analytics to Optimize IT and Business Costs <b>Alys Woodward</b> ■ ▲ ●	Building the Business Case and Measuring the Benefits for MDM <b>Sanil Solanki</b> ■ ▲ ●	BICC to ACE: From Command and Control, to Collaborate and Enable <b>Cindi Howson</b> ▲ ●	Data and Analytics Governance – Coming Together <b>Thomas Oestreich</b> ■ ▲ ●	The Changing DBMS Landscape for Digital Business: Making Sense of the Options <b>Donald Feinberg</b> ▲ ●	<b>11:00 – 12:30</b> Workshop: Building and Sustaining Advanced Data and Analytics Strategy <b>Facilitator: Dimitris Geragas</b>	<b>10:45 – 11:45</b> Roundtable: Your Practices and Experiences with Effective Information Stewardship <b>Moderator: Guido De Simoni</b>	<b>11:00 – 11:45</b> Ask the Analyst: Stream Analytics Trends, Tools and Best Practices <b>Moderator: Roy Schulte</b>
	12:00 – 12:30	Solution Provider Sessions								
	12:30 – 14:00	Lunch in the Solution Showcase								
	14:00 – 14:30	Soft Skills Are Hard! How to Establish a Data-Driven Culture <b>Alan Duncan</b> ■ ▲ ●	New Data and Analytics Initiatives Demand Modern Pricing Models and Sound Negotiation Strategies <b>Ehtisham Zaidi</b> ■ ▲ ●	Five Factors for Planning Cloud-Enabled MDM <b>Michael Moran</b> ▲ ●	Case Study	Information Risk Management: Act Now or Face the Consequences <b>Saul Judah</b> ■ ▲ ●	From Pointless to Profitable: Using Data Lakes for Sustainable Analytics Innovation <b>Svetlana Sicular</b> ▲ ●	<b>13:30 – 15:30</b> Workshop: Effectively Activating Your Data and Analytics Strategy <b>Facilitators: Dave King and Shayne Smart, XPLANE</b>		
	14:45 – 15:15	Solution Provider Sessions								
15:15 – 16:00	Refreshment Break in the Solution Showcase									
16:00 – 16:45	<b>Gartner Magic Quadrants: Insights on the Markets</b> <b>Moderator: Ian Bertram</b>									
16:45 – 17:30	<b>Gartner Keynote: Connected! An Exploration on How to Live and Work in the Digital Society</b> <b>Frank Buytendijk</b>									
17:30	Close of Day 2									

Wednesday 22 MARCH 2017	07:30 – 20:00	Registration and Information								
	08:00 – 08:45	Tutorial: How Machine Learning Extracts Knowledge From Data <b>Alexander Linden</b> ■ ▲ ●				Tutorial: Adopting and Addressing Metadata Management as an Enabler for Effective Digital Transformation <b>Guido De Simoni</b> ■ ▲ ●				
	09:00 – 09:45	The Time to Rethink Roles in Data and Analytics is Now <b>Thomas Oestreich</b> ■ ▲ ●	How to Innovate With Information: 40 Real-World Examples in 40 Minutes <b>Douglas Laney</b> ■ ▲ ●	Data Integration Hubs: Strategic Architecture for Data Sharing <b>Ted Friedman</b> ▲ ●	How to Tell a Story With Data and Analytics <b>James Richardson</b> ■ ▲ ●	Data Privacy Pressures: Attack the GDPR Before It Attacks You! <b>Bart Willemsen</b> ■ ▲ ●	Hadoop and Spark: Understanding Open-Source Opportunities and Risks <b>Merv Adrian</b> ▲ ●	<b>08:30 – 10:30</b> Workshop: Influencing Your Stakeholders <b>Moderator: Rob Geraghty, The WOW Factor</b>		
	10:00 – 10:30	Solution Provider Sessions								
	10:30 – 11:00	Refreshment Break in the Solution Showcase								
	11:00 – 11:30	Who's Sabotaging Your Data and Analytics Program, and What You Can Do About It <b>Saul Judah</b> ■ ▲ ●	Five Best Practices to Maximize Internet of Things Analytics <b>Jim Hare</b> ■ ▲ ●	MDM Is Critical for Customer Experience <b>Bill O'Kane</b> ■ ▲ ●	Pervasive Analytics Without Chaos Through Self-Service Data Preparation <b>Rita Sallam</b> ▲ ●	Case Study	Case Study	<b>11:00 – 12:30</b> Workshop: How a Chief Data Officer Can Create and Lead High-Performance Teams <b>Facilitator: Valerie Logan</b>	<b>10:45 – 11:45</b> Roundtable: How Should Data and Analytics Leaders Drive A Data Quality Program? <b>Moderator: Mei Selvage</b>	<b>10:45 – 11:30</b> Ask the Analyst: Hybrid Transaction/Analytic Processing (HTAP) – What Is It and How Do You Use It? <b>Moderator: Donald Feinberg</b>
	11:45 – 12:30	How Diversity Can Solve the Skills Gap <b>Debra Logan</b> ■ ▲ ●	Seven Steps to Monetizing Your Information Assets <b>Alan Duncan</b> ■ ▲ ●	Maturing MDM to Achieve Maximum Business Benefits <b>Dimitris Geragas</b> ■ ▲ ●	How Analytics Will Change Every Part of Your Organization <b>Kurt Schlegel</b> ■ ▲ ●	Efficiency in Information Governance: Align Risk, Optimization and Data Value Initiatives <b>Alan Dayley</b> ■ ▲ ●	Delivering on Digital Business With Stream Processing and Real-Time Analytics <b>Nick Heudecker and Roy Schulte</b> ■ ▲ ●			
	12:30 – 13:45	Lunch in the Solution Showcase								
	13:45 – 14:30	10 Ways CDOs and CAOs Fail and How to Avoid the Traps <b>Mike Rollings</b> ■ ▲ ●	Data and Analytics Strategy Explorations: Linking Information to Tangible Business Outcomes <b>Frank Buytendijk</b> ■ ▲ ●	Mastering the "Things" in the Internet of Things <b>Michael Moran</b> ■ ▲ ●	Embracing Predictive and Prescriptive Analytics <b>Peter Krensky</b> ■ ▲ ●	The End of Data Governance as We Know It <b>Andrew White</b> ■ ▲ ●	Data Management Solutions for Analytics – The Logical Data Warehouse and Beyond! <b>Adam Ronthal</b> ■ ▲ ●	<b>13:45 – 15:15</b> Workshop: The Gartner Enterprise Information Management Maturity Model <b>Facilitator: Douglas Laney</b>		<b>13:45 – 14:30</b> Ask the Analyst: AI-, Cognitive- and Smart-Machine-Related Initiatives <b>Moderator: Tom Austin</b>
	14:45 – 15:15	Citizen Synergy: Leveraging the Business User Community to Foster and Drive Analytics <b>Carlie Idoine</b> ▲ ●	The Opportunities (and Risks) of Open and Syndicated Data <b>Mario Faria</b> ■ ▲ ●	Cloud BI: Path to Agility or Destined for Disaster? <b>Bhavish Sood</b> ▲ ●	Introducing Information as a Second Language (ISL/I2L) <b>Valerie Logan</b> ■ ▲ ●	Adopt Data Virtualization to Extend the Agility of Your Data Integration Strategy <b>Ehtisham Zaidi</b> ▲ ●				<b>14:45 – 15:30</b> Ask the Analyst: Calculating Cost of Ownership for Cloud and On-Premises Data Management Platforms <b>Moderator: Rick Greenwald</b>
15:15 – 15:45	Refreshment Break in the Solution Showcase									
15:45 – 16:30	<b>Guest Keynote: Creating I M P A C T Each and Every Time</b> <b>Nigel Risner</b>									
16:30	Close of Summit									

### Agenda key

Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

#### Maturity level

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

#### Focus

- T Tactical:** Provides tactical information that can be used straightaway, with a focus on how-to's, do's and don'ts and best practices
- S Strategic:** Focuses on the strategic insight supporting the development and implementation of an action plan

#### Perspective

- B 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

