

Gartner Data & Analytics Summit 2017

20 – 22 March / London, UK / gartnerevents.com/eudajoin

Lead in the Age of Infinite Possibilities

Expanded Coverage

3 action packed days showcasing 6 tracks of hard hitting content on everything you need to know about data and analytics



Early-bird discount

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#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.

Together, data and analytics are taking center stage as the single most powerful catalyst for change in the enterprise, unlocking infinite possibilities across all industries. Savvy business and IT leaders recognize — there are no limits to the power of data and analytics as drivers of enterprise growth and innovation.

Gartner has listened to feedback and we're fully embracing this progression with this pioneering event: **Gartner Data & Analytics Summit 2017, 20 – 22 March**, is a synergistic merge of Gartner Business Intelligence & Analytics Summit and Gartner Enterprise Information & Master Data Management Summit.

60% of our BIA Summit attendees say **data governance, quality and integration** is “MUST HAVE” content

65% of our EIMDM Summit attendees say **analytics** is “MUST HAVE” content

Join us this year to help next-generation business and IT leadership:

- Effectively organize for data and analytics to yield unlimited opportunities
- Plan for the explosion of the Chief Data Officer (CDO) role, as Gartner predicts that 90% of large organizations will have a CDO by 2019
- Explore the synergy of data and analytics trends, topics and technologies





View the full program in the separate agenda at a glance

Dedicated tracks covering MDM, analytics, governance and more

A. Leadership and Organization: Build the Data-Centric Team

The blueprint for success requires leadership (chief data officer or chief analytics officer), formalized roles around analytics and data management capabilities, and a team structure that enables agility and collaboration.

B. Business Outcomes and Strategy: Realize the Value

Learn how to identify the most impactful business outcomes and express them in terms that compel leadership to engage — and then back them up with an effective data and analytics strategy that will ensure the desired results.

C. Master Data Management: Curate Your Most Critical Data Assets

Master data management enables a foundation of trusted data at the heart of your enterprise — including customers, products and employees. Get best practices and insights required to evolve and expand your existing work to achieve broader impact.

D. Analytics for All: Reshape the Entire Enterprise

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.

E. 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.

F. 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.

Virtual tracks

G. Advanced Capabilities: Be Sophisticated and Precise

Get a deeper understanding of leading-edge approaches, such as machine learning and data science techniques, as well as ideas for applying data and analytics capabilities to a particular business opportunity, function or industry.

H. Innovation: Explore New Frontiers

This track exposes you to some of the newer — even radical — thinking that can fuel innovation in your enterprise, from blockchain and smart machines to avoiding ethical dilemmas.

Exclusive Keynotes

Gartner Global Data and Analytics Keynote: Lead in the Age of Infinite Possibilities

Debra Logan and Rita Sallam, Gartner

Connected! An Exploration on How to Live and Work in the Digital Society

Frank Buytendijk, Gartner

Creating IMPACT Each and Every Time

Nigel Risner, inspirational speaker, human development specialist and peak performance coach

Key benefits of attending

- Build and execute an effective data and analytics strategy
- Prepare for fast-moving trends such as machine learning, Hadoop, Spark, the Internet of Things and blockchain
- Assess the value of your information assets and identify opportunities for monetization
- Expand the impact of your MDM program and ensure continued success
- Empower your organization with self-service data and analytics capabilities
- Establish effective governance for data and analytics to address quality, privacy and security challenges



Solution Showcase

Develop a “shortlist” of technology providers who can meet your particular needs. We offer you exclusive access to some of the world’s leading technology and service solution providers in a variety of settings.

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SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software built on an open analytics platform, SAS helps customers at more than 75,000 sites make better decisions faster. No matter where you start, SAS takes you from data to insight to action. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.



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Stibo Systems is the global leader in multidomain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems STEP solution to enable the gathering, governance, linking and sharing of enterprise wide master information. This enables businesses to easily comply with regulations, make more effective decisions, improve sales and build shareholder value. During the last 30 years, Stibo Systems has helped hundreds of companies to develop a trusted source of operational information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems’ corporate headquarters is located in Aarhus, Denmark. www.stibosystems.com



Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world’s No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. The Informatica Platform is an intelligent data platform, which includes data integration, data quality, master data management, data archiving and data security capabilities. www.informatica.com



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Platinum

Exhibitor list as of 28 November 2016 and subject to change



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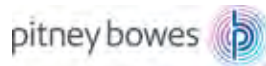
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Pricing & Registration

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Early-bird price: €2,650 + UK VAT

Save €450 when you register by 20 January 2017

Standard price: €3,100 + UK VAT

Public sector price: €2,400 + UK VAT

3 ways to register

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