How do I establish a successful information governance strategy?

There is a widespread failure in organizations to focus on the fidelity of information, and this impacts business value. Analytic governance programs are central to assuring business outcomes and increasing business value from reusing enterprise information assets.

B4. Establish an Analytic Governance Framework
Thomas W. Oestreich

Carlie J. Idoine

B6. Worst Practices in Big Data and Digital Ethics and How to Avoid Them
Frank Buytendijk

AUR5. How are BI Programs Evolving to Support and Enable Governed Data Discovery?
Josh Parenteau

The volume, variety and velocity of customer data is an overwhelming prospect for those responsible for information strategy and innovation as they explore new means of marketing, selling and supporting customers. IT and business leaders often struggle to start using big data and advanced analytics to support key sales, marketing and customer service initiatives.

C9. How to Apply Advanced Analytics to Real Business Cases
Gareth Herschel

C5. The Six Styles of Customer Analytics
Gareth Herschel

E7. Using Predictive Analytics to Identify Propensity to Buy
Todd Berkowitz

C2. Making More Meaningful Metrics
Kurt Schlegel

Jamie Popkin

What is the future of the data warehouse?

Solution architects for analytics and data warehouse leads need to evolve the emerging practice of logical data warehouse to meet the current demands for flexibility in data management solutions for analytics.

D4. The DBMS Dilemma: Choosing the Right DBMS for the Digital Business
Donald Feinberg

E1. Applying the Big Data Ecosystem
Nick Heudecker

D2. Do We Still Need a Data Warehouse?
Donald Feinberg

How will smart machines impact business, technology, economies and society?

From self-driving vehicles to delivery drones and warehouse robots, machines are becoming smarter. Leading-edge organizations are starting to take advantage of this new form of intelligence. These new technologies will significantly change how businesses, governments and societies function.

E3. Smart Machine Disruption Will Dominate This Decade
Tom Austin

F5. Smart Machines on Your Team
Tom Austin

Alexander Linden

What new skills do I need in BI and analytics to meet the needs of the business?

Extracting value out of data is no trivial task. One of the key elements of any such program is people. They are not traditional business analysts, but professionals with the rare capability to derive mathematical models from data to reap clear and hard-hitting business benefits.

T1. How Does Data Science Really Work
Alexander Linden

K1a. Opening Keynote: Crossing the Analytical Divide — New Technologies, New Skills
Frank Buytendijk, Kurt Schlegel

E5. How to Take a First Step to Advanced Analytics
Merv Adrian
6 What are the best ways of using real-time analytics to uncover business or operational opportunities?

Although many vendors are pushing the importance of real-time analytics and their ability to deliver it, there are many valid definitions of real-time analytics. Enterprises must make their own decisions on the level of real-time technology that will deliver optimal business benefit.

W7. Workshop: Embedding Analytics and Operational Intelligence in Business Processes  W. Roy Schulte


C3. Innovating With Analytics: 40 Real-World Examples in 40 Minutes  Douglas Laney

7 How do I use advanced analytics to provide greater business value?

Business analytics is a hot topic for CIOs and business leaders, but technical professionals are at risk of being marginalized if they fail to expand their participation in predictive and prescriptive analytics initiatives. Traditional analytics provides a good summary of data. However, advanced analytics can take organizations to the next level by delivering deeper data knowledge and granular data analysis.

E2. Key Trends in Advanced Analytics  Lisa Kart

AUR2. Roundtable: Advanced Analytics for B2B Companies  Todd Berkowitz

E5. How to Take a First Step to Advanced Analytics  Lisa Kart

E7. Using Predictive Analytics to Identify Propensity to Buy for B2B  Todd Berkowitz

E8. Navigating the Data Lake  Nick Heudecker

D8. Magic Quadrant for Advanced Analytics and Data Science  Gareth Herschel

8 What options should I explore when considering business analytics in the cloud?

The emergent force of cloud business analytics holds the promise of improved agility, scalability and a low total cost of ownership. However, enterprise adoption of the cloud model for BI has so far been phased and slower than it has in some other application markets.

A5. Why Cloud Business Analytics Makes Sense and How to Go About It  Joao Tapadinhas


D7. Cloud Services Impact on Business Analytics Strategy  Bill Hostmann

9 How do I set up a BI competency center that meets the needs of the business and stays relevant?

Most business intelligence competency centers (BICCs) were created to support “top down” BI development, so they lack the framework to support and govern “bottom up” business user development. Most organizations are struggling to find the people with the right skills, situating them in the right place or leveraging available skills across projects and business units.

B3. The BICC Needs to Change With the Times  Alan D. Duncan

AUR1. Roundtable: The High-Functioning Analytics Center of Excellence  Douglas Laney

B2. Chief Data Officers: Who Are They and Why This Role Will Keep Growing  Debra Logan

SR17. Roundtable: BICC Lessons From the Field Deployments — What Works, What Doesn’t  Alan D. Duncan

10 What are the fundamental pillars of a strong business analytics foundation?

The meaning of BI continues to change as businesses are faced with new challenges, technologies and requirements. Understanding the big data ecosystem and finding the skills and technologies to navigate today’s rapidly changing environment is no easy task. Having the right strategy in place is imperative to success.

T2. The Fundamentals of a BI and Analytics Program  Josh Parenteau


W5. Workshop: Foundational Skills of a BI and Analytics Change Agent and Leader  Debra Logan

11 How do I develop a solid foundation for BI self-service?

Few BI programs have a workable balance between business user empowerment and governance with self-service data discovery. BI programs must adapt to new ways of balancing end-user empowerment with governance to preserve integrity and prevent chaos.


D3. Big Data Discovery — The Next Generation of BI Self-Service  Dan Sommer

A5. Why Cloud Business Analytics Makes Sense and How to Go About It  Joao Tapadinhas