Gartner Data & Analytics Summit 2018

March 5 – 8 / Grapevine, TX (Dallas area)
gartner.com/us/data

Early-bird discount
Save $325 by January 12

Get the insight you need to develop a world-class data and analytics strategy
Scale the Value of Data and Analytics

Data and analytics lie at the heart of the digital revolution

As demand for digital transformation grows, data and analytics have new visibility and value in the enterprise — the source of unprecedented opportunity for innovation and growth. How do you make analytics pervasive for every person, action, business process and decision? How do you establish and drive the right team, people and skills to empower everyone to contribute to the enterprise goal?

At Gartner Data & Analytics Summit 2018, March 5 – 8, in Grapevine, TX (Dallas area), you will learn how to develop and execute a scalable data and analytics strategy focused on business outcomes — and create a culture in which data and analytics inform and drive business goals, operational efficiencies, insight and innovation.

Join us for thought-leading ideas on how to:

- Develop a foundation of business trust through data quality, security, privacy and governance
- Modernize your infrastructure and adopt new architectural approaches to support digital transformation
- Lead by enabling the right culture, people, skills and organization
- Accelerate the adoption of new roles, such as chief data officer (CDO), skills, ways of working and data-driven thinking
- Exploit diverse datasets, teams and thinking to innovate business models
- Drive innovation through AI, machine learning, blockchain, virtual/augmented reality (VR/AR), IoT and digital twins

Gartner CDO Circle: Exclusive programming for senior executives

CDOs have a big job

You’re responsible for determining how to utilize information as a business asset. Gartner predicts that through 2019, 90% of large organizations will have hired a CDO, but only 50% will be considered a success. Gartner CDO Circle addresses the unique challenges of this new and evolving role.

Gartner CDO Circle is designed to address the needs of chief data officers and executive-level data and analytics leaders, including emerging roles such as chief analytics officer (CAO) and chief digital officer. This exclusive program provides an opportunity to network and collaborate with peers and learn current trends and best practices facilitated by members of Gartner’s Office of the CDO.

Attendance is by invitation only and space availability. Gartner Data & Analytics Summit attendees can request admission to the Gartner CDO Circle. All qualified registrants will be considered and will be confirmed based upon qualifications defined below. The program has limited capacity to facilitate interactive, collaborative content.

Access to the program is open to individuals who are one of the following:

- CDO or executive management-level data and analytics decision maker for an enterprisewide program or business unit with revenue of more than $250 million
- CDO or equivalent level executive from a public-sector organization (government, education and not-for-profit) with more than 1,000 employees

“Awesome event. I am bringing [back to] my teams deep insights on conversational analytics, modern BI, natural language query and search — and an MDM framework to hold it all together!”

David A. Vennergrund, Data Science Director, CSRA

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Plan your experience

Agenda tracks

A. Leadership and Organization: Scale the People, Culture and Skills
Build the data and analytics-driven organization of the future, with strong leadership and a clear strategy to get the right people with the right skills in the right places.

B. Business Outcomes and Strategy: Make Value Pervasive
Discover new ways to develop a strategy linking data and analytics to specific business outcomes, creating value across every facet of the enterprise, from employee to customer, supplier and partner.

C. Master Data Management: Create a Common Understanding
Curate master data to create a common understanding of your organization’s most critical data and core principles, and learn how it can best be used to advance business outcomes.

D. Analytics: Drive Insight Into Every Action
Learn the emerging trends in the democratization of analytics, from “command and control” approaches to future “collaborate and enable” working practices, to scale the value of analytics investments.

E. Governance: Build a Foundation of Trust
Explore critical best practices for governance to support your data quality, security, privacy and understanding of how to deal with the pressures of regulatory compliance such as the General Data Protection Regulation.

F. Architecture and Technology: Renovate for Digital Transformation
Understand how to evolve your architecture and technology ecosystem as you sift through limitless options to modernize your approaches and add new technologies to your portfolio.

G. Advanced Capabilities: Power Everything You Do With AI, Machine Learning and IoT
Uncover the benefits of focusing your activity in specific domains and embrace new ways to introduce these advanced capabilities in data and analytics.

H. Innovation: Be the Next Disruptor
Master and embrace emerging concepts such as blockchain, virtual reality and augmented reality so you and your organization can become the next disruptor in your industry.

By 2019, 50% of centrally organized analytics programs will be replaced by a hybrid organizational model that shares power with local domain analytics leaders.

Source: Gartner

Interact with analysts

Analyst one-on-one meetings*
Complimentary 30-minute consulting sessions with the Gartner analysts of your choice

Analyst-user roundtables*
Topically driven sessions, moderated by Gartner analysts, letting you exchange best practices with your peers

Ask the Analyst Sessions
An intimate discussion forum featuring one analyst and a maximum of 15 end-user peers posing questions

* Space is limited and preregistration is required.

Network with peers

New! Peer Meetups to expand your network
Pick a hot topic and join up to 10 peers in a relaxed setting to exchange ideas, build relationships and address mutual challenges. Leave with new perspectives and tips on similar challenges and interests.

End-user case studies
Detailed and documented case studies reveal lessons learned by your peers through real-world tangible implementations.

Solution Showcase receptions and special events

Industry forums

Address the challenges and opportunities that are directly affecting you and your peers. This year’s forums cover:

- Healthcare payers
- Healthcare providers
- Banking and securities
- Insurance
- Public sector
- Midsize enterprises
- Women and diversity in data and analytics

We’re here to help you make the most of your time at the summit

Our Gartner Event Concierge team works with you to ensure you have the best possible event experience. The team focuses on the four key factors that lead to a successful event:

- Building a custom agenda, aligned with your key initiatives and priorities
- Connecting with peers who have the same interests and problems
- Booking a one-on-one with a Gartner analyst aligned with your challenges
- Coordinating meetings with exhibitors who can help solve pressing business needs

For more information contact DataAnalyticsConciergeNA@gartner.com

Contract Negotiation Clinics

Small-group analyst-led clinics where you’ll gain hands-on negotiating skills, best practices for procurement and vendor-specific advice.

BI Bakeoff: The Modern BI and Analytics Platform

Join us for this opportunity to evaluate several tools and solutions, all in one place:

- Gartner-selected vendors demonstrate their solutions on stage in real time.
- Vendors work off the same dataset for direct comparisons.
- Gartner analysts moderate, ask questions, challenge claims and cut through the hype.
Meet the analysts

**Meet the analysts**

Review the full listing of Gartner analysts with their focus areas at gartner.com/us/data.

**Daniel H. Pink**

**Author and Speaker**

**When: The Scientific Secrets of Perfect Timing**

Daniel H. Pink is one of the most successful nonfiction authors of the last decade. His books on work, business and behavior have been translated into 35 languages, selling more than two million copies worldwide. His latest release, “When: The Scientific Secrets of Perfect Timing,” explores the science of timing in our lives.

**John O’Leary**

**Author and Speaker**

**On Fire: The 7 Choices to Ignite a Radically Inspired Life**

John O’Leary’s “On Fire: The 7 Choices to Ignite a Radically Inspired Life” is a No. 1 national best seller. It has sold more than 100,000 copies globally, and has been translated into 12 languages. Consistently described as “the best speaker we’ve ever had,” Mr. O’Leary’s emotional storytelling, unexpected humor and authenticity make each of his presentations truly inspirational.

**When:** The Scientific Secrets of Perfect Timing

Daniel H. Pink is one of the most successful nonfiction authors of the last decade. His books on work, business and behavior have been translated into 35 languages, selling more than two million copies worldwide. His latest release, “When: The Scientific Secrets of Perfect Timing,” explores the science of timing in our lives.

**On Fire: The 7 Choices to Ignite a Radically Inspired Life**

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**Meet the analysts**

- **Merv Adrian**
  - Vice President

- **Erick Brethenoux**
  - Director

- **Lydia Clougherty Jones**
  - Director

- **Jason Daigler**
  - Director

- **Alain D. Duncan**
  - Vice President

- **Donald Feinberg**
  - Vice President and Distinguished Analyst

- **Jim Hare**
  - Director

- **Whit Andrews**
  - Vice President and Distinguished Analyst

- **Toby Bussa**
  - Director

- **Laura Craft**
  - Vice President

- **Melissa Davis**
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- **Roxane Edjlali**
  - Director

- **Ted Friedman**
  - Vice President and Distinguished Analyst

- **Jørgen Heizenberg**
  - Director

- **Mark A. Beyer**
  - Vice President and Distinguished Analyst

- **Frank Buytendijk**
  - Vice President and Gartner Fellow

- **Jeff Cribbs**
  - Director

- **Alan Dayley**
  - Director

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  - Managing Vice President

- **Ron Hanscome**
  - Vice President

- **Gareth Herschel**
  - Director

- **Bill O’Kane**
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  - Director

- **Adam M. Ronthal**
  - Director

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  - Director

- **Moufusi Sau**
  - Principal Analyst

- **W. Roy Schulte**
  - Vice President and Distinguished Analyst

- **Jenny Sussin**
  - Vice President

- **Alfonso Velosa**
  - Vice President

- **Bart Willemsen**
  - Director

- **Mei Yang Selvage**
  - Director

- **Svetlana Sicular**
  - Vice President

- **Eric Thos**
  - Director

- **Andrew White**
  - Vice President and Distinguished Analyst

- **Ehtisham Zaidi**
  - Principal Analyst

Visit gartner.com/us/data or call 1 866 405 2511 for updates and to register!
Agenda at a Glance

Thursday, March 8

9:00 a.m. - 10:15 a.m.
- Session Chair: Raymond Burrell, TIBCO
- Session Title: TIBCO Software — Your Digital Business Platform
- TIBCO's modern business platform empowers organizations to improve customer experience, optimize operations and increase revenue. Dive into TIBCO's vision for the future and learn how TIBCO’s modern business platform provides the foundation for businesses to thrive in the digital economy.

10:15 a.m. - 11:15 a.m.
- Session Chair: Raymond Burrell, TIBCO
- Session Title: TIBCO Software — Your Digital Business Platform
- TIBCO Software is a leading provider of business intelligence and analytics software that combines advanced analytics, machine learning and visualizations to help organizations turn their data into insights and action.

11:15 a.m. - 1:00 p.m.
- Lunch Break

1:00 p.m. - 2:00 p.m.
- Session Chair: Raymond Burrell, TIBCO
- Session Title: TIBCO Software — Your Digital Business Platform
- TIBCO Software's vision is to help businesses transform into digital enterprises by providing the tools and expertise to create a culture of innovation, collaboration and trust. TIBCO Software's platform enables organizations to connect to the data and insights they need to make better decisions.

2:00 p.m. - 3:00 p.m.
- Session Chair: Raymond Burrell, TIBCO
- Session Title: TIBCO Software — Your Digital Business Platform
- TIBCO Software's platform is designed to help organizations overcome the challenges of the modern data environment by providing the tools and expertise to create a culture of innovation, collaboration and trust.

3:00 p.m. - 4:00 p.m.
- Session Chair: Raymond Burrell, TIBCO
- Session Title: TIBCO Software — Your Digital Business Platform
- TIBCO Software's vision is to help businesses transform into digital enterprises by providing the tools and expertise to create a culture of innovation, collaboration and trust. TIBCO Software's platform enables organizations to connect to the data and insights they need to make better decisions.

4:00 p.m. - 5:00 p.m.
- Session Chair: Raymond Burrell, TIBCO
- Session Title: TIBCO Software — Your Digital Business Platform
- TIBCO Software's platform is designed to help organizations overcome the challenges of the modern data environment by providing the tools and expertise to create a culture of innovation, collaboration and trust.
Digital transformation changes expectations: better service, more efficient operations, and introducing new possibilities for data usage. Looker is the first analytics platform that empowers business analysts and data scientists to analyze large volumes of data and turn it into insights. Looker connects with any data source, enabling data analysis and data science through its expert marketplace by connecting its platform with your company’s data — ETL tools, integrations, and packaged datasets.

Insurethebox and Scotiabank have put ThoughtSpot at the heart of their data-driven decision-making process. ThoughtSpot is the AI-driven data science platform that empowers business analysts and data scientists to analyze large volumes of data and turn it into insights. ThoughtSpot connects with any data source, enabling data analysis and data science. ThoughtSpot is the first analytics platform that empowers business analysts and data scientists to analyze large volumes of data and turn it into insights.
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Summit 2018

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Phone: 1 866 405 2511

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