

Gartner Data & Analytics Summit 2017

March 6 – 9 / Grapevine, TX (Dallas area)
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Agenda at a Glance

Agenda as of November 1, 2016, and subject to change

Sun. MAR. 5	12:00 p.m. Registration	BK1. Data and Analytics Vendor Bake-Off Cindi Howson							
	3:15 p.m. BK2. Innovative BI in Action: Emerging Trends You Need to Know Rita L. Sallam								
Monday MARCH 6	7:00 a.m. Registration and Breakfast	Diversity Forum Breakfast Cindi Howson, Debra Logan		Banking and Financial Services Forum Breakfast Rajesh Kandaswamy		CDO Circle Breakfast Valerie A. Logan, Mike Rollings			
	8:00 a.m. K1. Gartner Opening Keynote Lead in the Age of Infinite Possibilities TBA								
	TRACKS	A. Leadership and Organization: Build the Data-Centric Team	B. Business Outcomes and Strategy: Realize the Value	C. Master Data Management: Curate Your Most Critical Data Assets	D. Analytics for All: Reshape the Entire Enterprise	E. Governance: Maximize Leverage and Control Chaos	F. Architecture and Technology: Modernize the Foundation	G. Advanced Capabilities: Be Sophisticated and Precise	H. Innovation: Explore New Frontiers
	9:30 a.m. A1. Preparing Your Organization for Modern BI and Analytics Joao Tapadinhas	B1. Building and Sustaining an Advanced Data and Analytics Strategy Andrew White	C1. MDM Is Critical for Customer Experience Bill O'Kane	D1. BICC to ACE: From Command and Control to Collaborate and Enable Cindi Howson	E1. Data and Analytics Governance: Coming Together Thomas W. Oestreich	F1. Connection Versus Collection: The Future of Data Management Merv Adrian	G1. Customer Analytics: What Can It Mean to You? Gareth Herschel	H1. Cutting-Edge Trends in Artificial Intelligence and Machine Learning Alexander Linden	
	10:30 a.m. Solution Provider Sessions								
	11:30 a.m. Attendee Lunch								
2:00 p.m. A2. Top 10 Ways CDOs and CAOs Fail and How to Avoid the Traps Mike Rollings	B2. Make Your Metrics Meaningful James Laurence Richardson	C2. Mastering the Things in the Internet of Things Michael Patrick Moran	D2. How Analytics Will Change Every Part of Your Organization Kurt Schlegel	E2. The State of Data Security Toby Bussa	F2. Hadoop and Spark: Understanding Open-Source Opportunities and Risks Nick Heudecker	G2. How Machine Learning Extracts Knowledge From Data Alexander Linden	H2. The Next Generation of BI and Analytics: Key Trends You Need to Know Rita L. Sallam		
3:00 p.m. Solution Provider Sessions									
4:15 p.m. MQ1. Magic Quadrant for BI and Analytics Alexander Linden, Rita L. Sallam	CS1. Case Study: TBA	C3. Master Data Fundamentals: Set Your MDM Program Up for a Winning Start Simon James Walker	D3. How to Get Started With Data Science Peter Krensky	E3. The End of Data Governance as We Know It Thomas W. Oestreich	F3. Data Management Solutions for Analytics: The Logical Data Warehouse and Beyond! Mark A. Beyer	G3. Five Reasons You're Failing With Social Analytics Jenny Sussin	H3. Tutorial: Understanding Artificial Intelligence in a "No Hype" Zone Whit Andrews		
5:00 p.m. Solution Showcase and Networking Reception									
Tuesday MARCH 7	7:00 a.m. Registration								
	7:15 a.m. Attendee Breakfast	Insurance Forum Breakfast Kimberly Harris-Ferrante		Banking and Financial Services Forum Breakfast Rajesh Kandaswamy					
	8:30 a.m. Guest Keynote Sam Esmail, Creator and Director, "Mr. Robot"								
	9:45 a.m. A4. Citizen Synergy: Leveraging the Business User Community to Foster and Drive Analytics Carlie J. Idoine	B4. Why and How to Measure the Value of Your Information Assets Douglas Laney	MQ2. Magic Quadrant for Data Warehousing, Data Integration, MDM Mark A. Beyer, Andrew White	D4. How to Tell a Story With Data and Analytics James Laurence Richardson	E4. Data and Analytics: Coming Together Thomas W. Oestreich	F4. Calculating Cost of Ownership for Cloud and On-Premises Data Management Platforms Adam M. Ronthal	G4. Equipment Analytics: Trust and Ethics When It Comes to Equipment and Machines Kristian Steenstrup	H4. What to Do and Not to Do With Smart Machine Technology, AI and Cognitive Computing Tom Austin	
	10:45 a.m. Solution Provider Sessions								
	11:30 a.m. Attendee Lunch								
2:00 p.m. A5. Tai Chi for Data and Analytics Leaders: How to Use a Different Conflict Resolution Style Mike Rollings	B5. Cost Optimization: Using Analytics to Optimize IT and Business Costs Alys Woodward	C5. MDM Is Dead! Long Live MDM! Michael Patrick Moran	D5. Embracing Predictive and Prescriptive Analytics Peter Krensky	E5. Governance and Control Versus Self-Service and Chaos: The Age-Old Debate Mark A. Beyer, Rita L. Sallam	F5. Adopting and Addressing Metadata Management as an Enabler for Effective Digital Transformation Guido De Simoni	G5. The Domain Analytics Leader's First 100 Days Melissa Davis	H5. What the Internet of Things Means for Your Data Management Capabilities Ted Friedman		
3:00 p.m. A6. To the Point: Your Career Path to Becoming a Chief Data Officer Alan D. Duncan	B6. To the Point: The Opportunities (and Risks) of Open and Syndicated Data Mario Faria	C6. To the Point: Top 4 Reasons Your MDM Program Will Fail, and How to Avoid Them Bill O'Kane	D6. To the Point: Convergence of Services and Analytics Svetlana Sicular	E6. To the Point: Information Risk Management — Act Now or Face the Consequences Saul Judah	F6. To the Point: Adopt Data Virtualization to Extend the Agility of Your Data Integration Strategy Eric Thoo	G6. To the Point: Five Best Practices to Maximize IoT Analytics Jim Hare	H6. To the Point: Digital Twins — The Future of IoT and Analytics Alfonso Velosa		
3:45 p.m. Solution Provider Sessions									
5:00 p.m. Guest Keynote TBA									
Wednesday MARCH 8	7:00 a.m. Registration								
	7:15 a.m. Attendee Breakfast	Healthcare Forum Breakfast: New Frontiers of Healthcare Is in the Data Laura Craft, Jeff Cribbs		Public-Sector Forum Breakfast Katell Thielemann					
	8:30 a.m. Gartner Keynote Frank Buytendijk, Vice President and Gartner Fellow, Gartner Research								
	9:45 a.m. A7. How Diversity Can Solve the Skills Gap Debra Logan	B7. Control Chaos or Create Common Ground: Build a Successful Business Analytics Strategy Carlie J. Idoine	C7. The Seven Building Blocks of MDM Simon James Walker	CS2. Case Study: TBA	E7. Governing the Information Governance Board Dimitris Geragas	F7. The Changing DBMS Landscape for Digital Business: Making Sense of the Options Donald Feinberg	G7. Customer Analytics: How to Maximize Value Across the Entire Customer Life Cycle Melissa Davis	H7. Digital Ethics: How to Get It Right? Frank Buytendijk	
	10:45 a.m. Solution Provider Sessions								
	11:30 a.m. Attendee Lunch								
2:00 p.m. A8. The Time to Rethink Roles in Data and Analytics Is Now Thomas W. Oestreich	B8. Advanced Data and Analytics Strategy Links Information to Tangible Business Outcomes Frank Buytendijk	C8. Building the Business Case and Measuring the Benefits for MDM Jim McGittigan	D8. Plan for These 10 Megatrends in Analytics Gareth Herschel	CS3. Case Study: TBA	F8. Renovate Your Data Integration Capabilities to Enable the Integrated Digital Business Eric Thoo	G8. Optimization: What's It All About and How to Get Going Carlie J. Idoine	H8. Blockchain: Separating the Magic From the Reality for Data and Analytics Nick Heudecker		
3:00 p.m. A9. To the Point: Who's Sabotaging Your Data and Analytics Program and What You Can Do About It Saul Judah	B9. To the Point: New Data and Analytics Initiatives Demand Modern Pricing Models and Sound Negotiation Strategies Ehtisham Zaidi	C9. To the Point: Five Factors for Planning Cloud-Enabled MDM Michael Patrick Moran	D9. To the Point: Moving Your Data and Analytics Maturity from Laggard to Leader Cindi Howson	E9. To the Point: How to Enhance Your Data Governance Initiative With Information Stewardship Applications Guido De Simoni	F9. To the Point: From Pointless to Profitable — Using Data Lakes for Sustainable Analytics Innovation Svetlana Sicular	G9. To the Point: Analytic Applications — Key to a Complete Analytic Strategy Jim Hare	H9. To the Point: Introducing Information as a Second Language (ISL/2L) Valerie A. Logan		
3:45 p.m. Solution Provider Sessions									
5:00 p.m. Guest Keynote TBA									
Thursday MARCH 9	7:00 a.m. Registration and Breakfast								
	8:00 a.m. A10. How to Create a Data-Driven Organization Frank Buytendijk	B10. How to Innovate With Information: 40 Real-World Examples in 40 Minutes Douglas Laney	C10. Start and Sustain a Shared Business Glossary for MDM and Analytics Mei Yang Selvage	D10. Cloud BI: Path to Agility or Destined for Disaster? Cindi Howson	E10. Executing on Data Quality Assurance for Digital Business Saul Judah	CS4. Case Study: TBA	G10. Data Integration Hubs: Strategic Architecture for Data Sharing Andrew White	H10. Data Gravity: Overcoming the "Heavy" Bits That Keep Data From Moving Alan Dayley	
	9:00 a.m. Solution Provider Sessions								
	9:45 a.m. Solution Provider Sessions								
	10:30 a.m. A11. Reimagining Your Data and Analytic Organization for Digital Business Andrew White	B11. Seven Steps to Monetizing Your Information Assets Alan D. Duncan	C11. Maturing MDM to Achieve Maximum Business Benefits Bill O'Kane	D11. Pervasive Analytics Without Chaos Through Self-Service Data Preparation Rita L. Sallam	E11. Are You Forgetting a Majority of Your Data? Bring Unstructured Data Into Your Information Governance, Security and Analytics Alan Dayley	F11. Delivering on Digital Business With Stream Processing and Real-Time Analytics W. Roy Schulte	CS5. Case Study: TBA	CS6. Case Study: TBA	
	11:45 a.m. Closing Keynote Nigel Risner, Author, "The Impact Code"								