

Forum Day One: Tuesday 17th June 2014**Turning Data into Action****10:00 Chairman's opening remarks**Professor David Crawford, **University of Essex****10:05 Datastax, Opening Presentation**Hayato Shimizu, Lead Solutions Architect, EMEA, **Datastax****10:30 Fire starter Opening Keynote: GE Global Research Centre Europe: The combination of advanced manufacturing and Big Data analytics**

- GE's connecting of industrial machinery (jet engines, power turbines etc) to the Cloud
- The huge potential efficiency savings that this process could achieve – for example the 1% efficiencies could add €2.2 trillion to European GDP by 2030
- The future development of sensing technology that will enable even greater use of big data analytics and the cloud in industrial sectors

Dr. Carlos Haertel, Managing Director, **GE Global Research Centre Europe****11:00 Panel Discussion: Creating a Big Data Ecosystem in your Organisation**

- How do you consume critical data as it is produced, analyse it quickly, and act on your results?
- Getting to grips with large-scale datasets
- Discussing the advantages of technologies like Hadoop, NoSQL and MapReduce
- How to create a real-time environment for your data
- Presenting the latest tools that help decrease return time on queries from hours to seconds

Panellists Include:

- **Mojtaba Akbari**, CTO, **SEPAM Group**
- **Jean-Pierre Temime**, Executive Vice President, **Orange Labs**
- **Dr. Susan Wegner**, Vice President Internet & Services, **T-Labs, Deutsche Telekom**
- **Stephen Phillips**, Head of Information Technology Practice EMEA, **Bain & Company**
- **Jeff Reser**, Senior Product Strategist, **Progress Software**
- **Jean-Pierre Dijcks**, Team Lead And Senior Principal Product Manager, Big Data, **Oracle**

**11:45 CTO Masterclass: How can CxOs deliver transformational business impact through Innovation and Collaboration?**

- How to build a relationship with the business.
- How much CIOs & CTOs are being engaged with Business division and the CEO?
- How Customer-Centric Innovation make IT to be seen as Value than Cost?
- How can CIOs & CTOs be as transparent as possible with the business?
- How The Internet of Things will return Business value?
- The Bottom Line: Mind the innovation Gap

Mojtaba Akbari, CTO, **SEPAM Group****12:30 Keynote: The Rise of the Humans: Regaining control in the digital age**

The rapid growth of internet-connected devices has brought huge advantages with the ability to

communicate with family, friends and colleagues no matter where in the world, in real-time. However, in other ways, the same technology has also disconnected us as we are now surrounded by a haze of information and business leaders rightly worry that they might miss the next big technology trend and fail to realise the true potential of the big data wave.

In this session we will explore how the rapidly rising volume of information is affecting all aspects of our lives, in the real and digital worlds, as individuals, as consumers and customers, as workers, and in business. We'll look at beginners' mistakes we are making as the first generation of internet users and how we will focus on using technology to cut through the information haze and reimagine how we live, work and do business.

Technology, after all, should be the rising tide that lifts all boats. An unstoppable, elemental surge that ultimately provides the platform for the rise of the humans.

Dave Coplin, Chief Envisioning Officer, **Microsoft UK**



13:30 Keynote: Why Big Data and Internet of Things Are Triggering a War for Talent

It's been widely reported that in the past two years, more data has been created and stored than in the history of mankind—but, we've only begun to scratch the surface. Businesses are infusing sensors and software into every type of product imaginable—from surgical devices to sewing machines, from athletic apparel to shipping pallets, from refrigerators to pharmaceutical products—and all of those newly intelligent will begin streaming torrents of data about what's happening and what isn't happening and what should be happening—and all that data will dwarf the volumes we're dealing with today.

Bob Evans, Chief Communications Officer, **Oracle**

14:00 Entering the age of the "open data business"

Stuart Coleman, Commercial Director, **The Open Data Institute**

14:30 Real time operations on Hadoop using MapR M7 Tables

MapR's M7 Tables is a high performance, scalable, fault tolerant, NoSQL database, in use by some of the world's largest companies and governments. It also happens to be HBase compatible and is part of MapR's Hadoop distribution, enabling real-time and batch operations on Big Data. Hear about a couple of these use cases and the challenges faced.

Richard Shaw, Systems Engineer, **MapR Technologies**

15:00 How can Telcos tap into the value of Big & Fast Data?

- Establishing the Orange strategy:
 - Value creation
 - Network improvement
 - Customer experience management
- Understanding the key challenges to Big Data monetisation faced by Telcos
- Unifying senior management & making better business decisions
- Which organisational departments need to get involved with Big Data?
- Securing executive leadership and buy-in from business leaders
- Dealing with the organisational lack of analytical expertise



Theatre Hosted by:



- The return on investment of Bid Data: where is the opportunity?
- Establish Governance on technology, project prioritisation, data ownership

Jean-Pierre Temime, Executive Vice President, **Orange Labs**

15:30 Reserved



16:00 Brainstorming Panel: Hadoop revolutionising value in Big Data

- How use case segmentation drives solution design and technology selection
- What is the latest disruptive innovation in Hadoop?
- Presenting target use cases, and horizontal specifications
- How does Hadoop complement existing investments in business intelligence?

Panellists Include:

- **Ian Massingham**, Technical Evangelist, **Amazon Web Services**
- **Michael Hausenblas**, Chief Data Engineer, EMEA, **MapR**
- **Sunila Gollapudi**, Head of Architecture, Big Data & Data Science Practice, **Broadridge Financial Solutions**

16:35 Big Data to the rescue of Software Defined & Virtualized Networks

The upcoming SDN and NFV networks will decrease the time to market for launching new services but at the same time introduce an operational complexity that will make them unmanageable by human operators. Real time Big Data analytics will play a key role in monitoring as well as predicting the network's behavior. Big Data enabled Operation Support Systems will not only display reports and alarms but will be recommending the best action to human operators and in some cases even intervene autonomically responding to imminent threats to the network's operation.

Spyros Sakellariou, Marketing Section Manager for Content Delivery & VAS, **Intracom Telecom**

17:00 Reserved for HP

17:30 Chairman's Closing remarks

Close of Day One & Awards Ceremonies



Forum Day Two: Wednesday 18th June 2014

Unlocking the Power of Big Data

10:00 Chairman's opening remarks

Michael Hausenblas, Chief Data Engineer EMEA, **MapR Technologies**

10:05 Watson on Cloud: The Value of Big Data and Cognitive Computing Delivered as a Cloud Service

The scope of analytics is expanding from mainstay trend analysis to providing perceptive answers based on cognitive systems. Cognitive systems learn and interact with us just like humans do - accelerating the ability to perceive, reason, relate and learn. Deploying the right analytics capability to suit each situation, each point of interaction and each decision point within a process is transforming businesses. Whether you are a small or large business, learn how you can leverage Big Data capabilities and Watson as a Cloud Service.

Inhi Cho Suh, Vice President, Big Data, Integration & Governance, **IBM**

**10:30 Firestarter Panel: Developing a robust & secure Big Data platform**

- Developing novel analytics
- Handling large volume data bursts & ad-hoc analysis
- Cost efficiently processing and analysing petabytes of information
- Data discovery & experimentation techniques
- Enforcing data structure, integrity & control
- Enhancing security protocols and mechanisms specific to your Big Data platforms

Panellists Include:

Louise T. Dunne, Managing Director, **Auriga**

Tatiana Senkova, Data Scientist, **Fraunhofer IAO**

Dr. Karandeep Singh, Head of Analytics & Insights, **Digital Annexe**
Senior Representative, Datastax

**11:00 Masterclass Keynote: How is the Met Office harnessing Operational Big Data?**

In its role as a world leading weather and climate institute the Met Office has been dealing with Big Data for many years and Charles will explain the growing role that technology plays in forecasts and predictions

Charles Ewen, IT Director and CIO, **Met Office**

11.30 Machine Learning and Big Data in the Games Industry

Reserved

12:00 Security techniques in Big Data: Are they up to the task?

Big Data is seeing valuable data identified, analysed and stored on an unprecedented scale yet few big data engines have the skill to protect that data. We often come across clients who describe their data set as "anonymised" when in fact the data is very easy to reverse engineer and extract personal details. However, good, holistic planning will eliminate the surprise element and allow organisations to classify data in a more intelligent and business-led fashion. The techniques and mechanisms used to classify and secure big data assets must be considered against the desired results, legal and regulatory requirements as well as the organisation's capability to handle the data before and after it has been processed.

Nigel Wilkinson, Lead Security Practitioner, **Auriga**

12:30 Data Analytics for a Telco Operator

- General conditions for a Telco Operator e.g. privacy, legal etc.
- Available data pools
- Organisational challenges



Theatre Hosted by:



- Different Business Models
- The Deutsche Telekom “Special Solution”

Dr. Susan Wegner, Vice President Internet & Services, **T-Labs, Deutsche Telekom**

13:00 Big Data: Business opportunities for a Telecom Operator

Luigi Licciardi, Head of Technology Plan and Standards, **Telecom Italia**

13:30 Big Data and the Cloud - the building blocks for truly 'Big' Data

- In addition to supporting a growing amount of information within a highly scalable environment, why is cloud computing so vital to a company's delivery of advanced analytic and processing tools?
- The growing need for holistically flexible environments capable of expanding on demand
- Overcoming networking, storage and architectural challenges
- Making cloud storage perform to the level required for Big Data

Ian Massingham, Technical Evangelist, **Amazon Web Services**

14:00 Fireside Chat: How Start-ups are Using Big Data to Change the World

The Connected Digital Economy Catapult will lead a discussion with a number of innovators and early stage digital businesses about how unleashing the power of Big Data has made their work possible in ways that could not have been imagined three years ago.

Azita Esmaili, Chief Development Officer, **CDEC**

Matt Webb, CEO, **Berg**

Chris Jackson, Founder, **MetaBroadcast**

14:30 Data-driven decisioning the start-up way

Challenged with predicting lifetime value pretty much immediately, I came up with an approach based on smart existing metrics and statistical creativity. I triangulated lifetime value through a spreadsheet model, curve fitting and a multiplier heuristic commonly applied in mobile marketing. Estimates were good enough. So, the next challenge was to make them accessible to business decision-makers as fast as possible and with minimal engineering effort. The result was a Google-Docs solution depicting lifetime value by game, country, platform and ad network. It was found to be very useful, sufficiently precise and employed extensively in marketing decision-making.

Key session takeaways:

- How to build a solution for a complex analytic problem in a small company when time and resources are sparse
- The formula of the function producing the best fit for revenue curves in freemium apps
- How intuitive approaches can outperform complex analytic methods in organizational acceptance

Julian Runge, Senior Analyst, **Wooga**

15:00 Case Study: Data Infrastructure at Spotify

Wouter de Bie, Team Lead Data Infrastructure, **Spotify**

Industry Vertical Innovation Sessions

15:30 Big Data in HR - Opportunities and Risks



Theatre Hosted by:



Big data is not just the buzzword du jour. It is a new reality defined by new methods to analyse a waste amount of data and new data sources. Big Data becomes a new chapter in the story of data-driven HR. This talk gives insight how to make human capital decisions based on data rather than intuition or conventional wisdom.

Dr. Marcel Blattner, Head Laboratory for Web Science, **University of Applied Sciences Switzerland (FFHS)**

16:00 Examining economic aspects of data including value creation and data sharing

Reserved for Datastax

16:30 Big Data: The potential to revolutionize healthcare – what can Telcos bring in to the picture?

Isabelle Hilali, VP Strategy, **Orange Healthcare**

16:55 Chairman's Closing remarks & End of Conference

Michael Hausenblas, Chief Data Engineer EMEA, **MapR Technologies**