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PROGRAMME

Session ONE – Utilising Big Data Analytics to Extract Value and Achieve Actionable Business Insights

- Making Business Sense of Big Data: What does it mean for your enterprise and how can you harness it to add value and improve performance?
- Forecasting and Decision-Making: Turning data into new visibility, gaining real-time and actionable insights and business intelligence to inform better decision-making
- Utilising predictive analytics for impactful action
- Building an agile, responsive and powerful Big Data architecture
- Opportunities & Challenges: Identifying trends and patterns of activity in structured and unstructured data to better understand your customers, users, transactions and systems

09:00 The Conference Chair's Opening Remarks

Professor Marc Salomon, Dean of the **Amsterdam Business School (ABS)**, Director of the MBA in Big Data & Business Analytics and Member of the **Big Data Alliance** board

09:10 Opening Keynote Address: Big Data Analytics And The LHC

Dr. Maria Girone, Chief Technology Officer, **CERN openlab**

The Large Hadron Collider is one of the largest and most complicated pieces of scientific apparatus ever constructed. The detectors along the LHC ring see as many as 800 million proton-proton collisions per second. An event in 10 to the 11th power is new physics and there is a hierarchical series of steps to extract a tiny signal from an enormous background. High energy physics (HEP) has long been a driver in managing and processing enormous scientific datasets and the largest scale high throughput computing centers. HEP developed one of the first scientific computing grids that now regularly operates 500k processor cores and half of an exabyte of disk storage located on 5 continents including hundreds of connected facilities. This presentation will discuss the techniques used to extract scientific discovery from a large and complicated dataset. While HEP has developed many tools and techniques for handling big datasets, there is an increasing desire within the field to make more effective use of additional industry developments. The presenter will discuss some of the ongoing work to adopt industry techniques in big data analytics to improve the discovery potential of the LHC and the effectiveness of the scientists who work on it.

09:30 Ask The Right Questions, Build The Right Solution

Mohammed Younos, Business Analyst, **Improve Digital B.V.**

This presentation will discuss:

- What do you or your clients want (really want)?
- Visualise, contextualise and understand the data and the request, mock up and explain, again and again.
- Deliver! A clean interface and not a developers dream, empower the business to self-develop



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09.45 **Data-Centric Decision Making: The eBay Approach**

Davide Cervellin, Head of EU Analytics, Merchant Development at **eBay**

The collection and analysis of data is the best guide for the most important decisions that improve success.

During this session you will hear about:

- Techniques how to effectively build a structure that allows data to be front of mind and lead business decisions
- How to ensure that data driven decisions relate to customer demand and product development
- How organisational changes can improve business insight and drive company revenue and growth through real-time examples

10.05 **How Big Data Is Helping Adidas Sharpen Its Marketing Intelligence**

Dr. Maryam Ramezani-Bartsch, Director, Global Brand Consumer Analytics – Marketing Intelligence, **Adidas Group**

This presentation will explore Adidas' approach on usage of Big Data capabilities to create a personalised experience for its consumers across all channels and devices. The presenter will walk the audience through all the steps of the data journey.

10.25 **How Data Science Drives 1:1 Marketing Within ING Netherlands**

Aziz Mohammadi, Manager Data Scientists Team and Senior Data Scientist at **ING Netherlands**

At the heart of 1:1 marketing of ING Netherlands is a recommender system which selects the most relevant propositions (commercial offers, branding information, and financial fitness recommendations) to be offered to each customer through their preferred channel.

With over 1.5 billion customer contacts per year through Mobile and the Web, the relevance of these offers is fundamental.

This presentation will explore how Data Science drives ING's recommender system. It will briefly discuss the way in which ING tries to optimise this system and future plans of incorporating more open source technology.

10.45 **Questions To The Panel Of Speakers**

10.55 **Morning Networking And Refreshments Served In The Exhibition Area**

11.25 **5 New Patterns For Business Model Innovation In A Data-Driven World**

Cor van der Struijf, Senior Cloud Advisor, **IBM**

Facing the incredible pace of innovation today, as a business you need to innovate to stay relevant in a rapidly changing world. Organizations who can harness the potential offered by the vast quantities of data being generated in the modern world and process it via the cloud have the opportunity to disrupt their industry rather than becoming one of the disrupted. Using a variety of real world examples, this session will look at how the combination of cloud and data can fundamentally change relationships with clients, allow organizations to create new business models and allow transformative ideas to be made real in a more agile and dynamic manner than was previously possible. Big data expert and IBM Senior Cloud Advisor, Cor van der Struijf will zoom in on 5 new patterns for business model innovation.

11.40 **New Trends In Big Data: In-Memory Analytics, Streaming Computing And Distributed Machine Learning**

Natalino Busa, Enterprise Data Architect, **ING Group**

The ability to understand data is a central ingredient to solve many real-world problems such as customer churn, cost optimisation and fraud detection. Data processing is usually arranged as a pipeline made of several steps such as data extraction, data preparation, training and scoring. Big data technologies can be used to parallelise the whole pipeline, hence providing resilient, scalable and distributed data models.

Since the introduction of Hadoop 10 years back, memory and SSD technologies have become cheaper and more accessible. What was possible back in the days on disk is today possible on solid state technology. Apache Spark makes use of in-memory distributed data structures to accelerate data analytics.

Originally, Big Data and in particular Hadoop was designed to operate on large chunks of data (terabytes and petabytes). However, it's does not perform well to process single events or to provide low-latency actionable results. Streaming computing attempts to provide a single data processing paradigm which is works well for both "fast" and "big" data.

11.55 Case Study: Agile Data Warehouse Automation (DWA)

Ted Orme, EMEA VP of Technology, **Attunity**

Learn how a leading Global Insurance Company used Attunity's data warehouse automation platform to accelerate their release cycles from once a year to once a month.

- **Reduction in TCO** – reduced cost by 80%
- **Faster time to market** – accelerated ETL development time from 45 days to 2
- **Complexity** – model driven data warehouse automation
- **Resources** – released skilled man-hours for analytics

12.10 Questions To The Panel Of Speakers And Attendees Move To Seminar Rooms

Seminar Sessions Commence At 12:20

(Click here to view the seminar sessions)

13.05 Networking Lunch Served In The Exhibition Area

Session TWO: Big Data, Big Impact – Making Data The Centrepiece Of Your Business

- Solving critical challenges and fulfilling your strategic vision
- Use data analytics to identify the needles of valuable data within your digital haystack
- Manage and implement a secure and scalable Big Data architecture
- Explore industry best requirements, legalities and regulations
- Improve operational efficiencies and enhance long-term success of data initiatives

14.00 The Conference Chair Opens The Afternoon Session

14.05 Data Plumbing Is The New Black: Leveraging A Modern Data Architecture To Change The Game In Enterprise Analytics

Wilmer Peres, IS Director Big Data & Analytics, **Reckitt Benckiser**

Mike Cochrane, VP, Analytics and Information Management, **Cervello**

The FMCG industry is highly competitive and requires companies to operate at peak performance in order to survive. Critical to peak performance is a full view of results and the actions driving those results – from RB to its retail customers and distributors and from the retailers and distributors to end consumers. Connected data from a variety of internal and external sources with the ability to do structured and unstructured analysis is foundational to this full view of performance. RB took a different approach to creating this highly valuable data asset for its in market execution teams. Rather than stumble through the costly and time consuming approach using the data stacks from "big software", RB looked to the next generation data stacks and fully embraced the principles and technology of the modern data architecture created by the digital natives. In this session, we will discuss the thinking behind, the details of, and the benefits to the approach taken. Better, cheaper, faster is not just a pithy tagline.

14.20 IoT Enabled Intelligent Fleet Management. Moving From Reactive To Predictive

Maintenance**Kalman Tiboldi**, Chief Business Innovation Officer, **TVH Group**

Internet is no longer just a global network for people to communicate with one another using computers, but it is also a platform for devices to communicate electronically with the world around them. The result is a world that is alive with information as data flows from one device to another and is shared and reused for a multitude of purposes. Harnessing the potential of all of this data for economic and social good is one of the primary challenges and opportunities. IoT enabled data driven predictive maintenance is becoming relevant in all the major industries as it can drive efficiency by providing higher levels of safety and quality at a fraction of the current costs. Thanks to Big Data, Analytics and IoT devices, predicting potential failures is going to be a real capability...but what happens after a failure is predicted, the need for maintenance is detected or a part replacement is required? Even if you can predict failures, dynamic technician scheduling associated with equipment maintenance management requires insight into real-time held inventory, technician location and estimated service completion time. Establishing an ecosystem where customers, equipment producers, service companies and all other digital service providers can collaborate is the right answer. This presentation will explore these aspects and more, including:

- How to improve quality and service by predicting malfunctions before they cause unscheduled downtime and higher costs?
- Which are the key challenges to implement an IoT enabled predictive maintenance?
- How to build a layered architecture for Sensing, Communication, Service and Infrastructure?
- How predictive maintenance requires a two-step data analytics?
- How IoT help us to implement a transformational business models like performance-based or pay-per use billing?

14.40 Support Your Users With A Neo4j Recommender System**Maurits van der Goes**, Architect, **Part-up**

What's your best match on Tinder? Which Netflix series to watch next? Or what to buy on Amazon for your friend's birthday? Our decisions are more often supported by recommender systems. This is convenient for the users and complex for the engineers. Collaborative filtering is a proven method to order this information explosion.

With this method, Maurits van der Goes developed the Neo4j recommender system for Part-up. Part-up is a marketplace for teams where the diversity of users and teams is high, the definition of user-item relation complex, and the data dynamic. That's why a custom content-boosted collaborative filtering algorithm crunches this data and generates recommendations. Maurits will share his insights from design to user experience. Setting up your own recommender system with Neo4j is within reach!

14.55 Travel & Expense Decision Tree: A Strategic Approach To Travel & Expense Spend Analysis**Hovhannes Khandanyan**, Manager – Big Data Analytics at **Carlson Wagonlit Travel**

In most companies, Travel and Expense (T&E) spending represents a significant expense: controlling it is crucial to business operations and success. The challenges to analysing T&E costs revolve around its volume – typically a dozen of transactions per single trip – and variety, be it expense reports, credit card statements or booking records on the travel management company side. In addition, expenses encountered on the road are often diverse and the buying habits behind them contribute to the complexity of travel data.

This presentation explores a new, structured approach to analysing T&E spending: the T&E Decision Tree. This approach allows an immediate, high-level view on where and how T&E money was spent, taking T&E cost management to the next level by bringing the business driver and employee behaviour behind each expense into the equation.

15:10 Data Wrangling: How To Increase The Value Of Data**Bert Oosterhof**, EMEA Field Chief Technology Officer, **Trifacta**

By enabling business and data-analysts (or data scientists) to easily transform and enrich raw, complex data into clean and structured formats for analysis, companies like PepsiCo, GoPro, RBS, Telia Sonera a.o have increased the value of data as well as the time to get to this value. How? This session will present some of the project details as well as the technology used.

15.25 Questions To The Panel Of Speakers

15.35 Afternoon Networking And Refreshments Served In The Exhibition Area

15.55 Building Digital Analytics As A Global Capability In Philips

Paul Poels, Director of Digital Analytics, **Philips**

This presentation explores:

- Digital@Scale: Philips' large digital transformation program
 - Deploying digital analytics as a global capability
 - Setting up a standardised global dashboard, A/B testing and campaign optimisation
-

16.10 Data Integration: Genomics And Beyond

Francesco Gadaleta PhD, Data Scientist, Advanced Analytics Team, **Johnson & Johnson**

The driving force of computational biology – as in many other fields – is the constantly growing amount of big data generated by high-throughput technologies. Both the amount of available data and heterogeneity seem to play a beneficial role rather than a detrimental one in discovering new genetic insights.

Data integration, as the practice of combining evidence from different data sources, represents the most challenging activity, due to the unattainable task of merging large and heterogeneous data sets. In addition, the curse of dimensionality makes preliminary procedures of variable selection an essential task.

We present a data analytics framework, with an application in genomics that fulfils the needs of integration by means of networks and big data technology.

16.25 Closing Keynote Address: Data Innovation Lab At Schipol – The Take-Off

Sjoerd Blum, Head of the Business Technology Center **Schiphol Group**

Diederik Meijerink, Data Scientist, **Schiphol Group**

This presentation will explore:

- Why Schiphol started a Data Innovation Lab and how they installed the Lab
 - The setup of the Lab: the team, the projects and the environment
 - The thrilling hunt for data innovation with true impact
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16.45 Questions To The Panel Of Speakers

16.55 Closing Remarks From The Conference Chair

17.00 Conference Closes, Delegates Depart

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