



GLOBAL
EXECUTIVE
EVENTS



UNLEASHING INNOVATION IN BI, DATA & ANALYTICS

**MARCH
28 - 29, 2019
RODE HOED
AMSTERDAM**



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Redslim enriches both internal and external data sources to make them easy to navigate, integrate and analyse, both centrally and globally. Our clients are usually headquarters or central functions who use data to make business decisions and want access to all their markets and categories in one place, with a simple and straightforward reporting experience. Clients can now have the most complete and holistic vision of their markets around the world and focus on growth strategy, white space analysis, competitor dynamics, resource allocation and results tracking. They can accurately, simply and effectively **ACTIVATE** all their data assets.



175 years of experience with data. 300 million companies. Fortune 500. What do these figures say about us? That we add value. We at Altares Dun & Bradstreet are good at creating insights from data. We work for 90% of the Fortune 500 companies and help them make strategic decisions based on our data. How do we do that? We manage the world's largest commercial database, which contains the data of more than 300 million companies worldwide. And we've been doing that for more than 175 years. Nice to meet you!



PBT Group creates Data and Analytics solutions and provides services that capitalize on data-driven insights, to make well-timed, intuitive business decisions that consistently position our clients ahead of the curve. PBT Group takes ownership of your challenges –transforming your data into a tangible asset that will greatly assist in streamlining your operations as well as your predictive and analytical capabilities. Technological integration is a key enabler in providing clients with custom-made solutions or services in support of their organizational objectives. As a technology agnostic information management services and Data and Analytics solutions specialist organization is best positioned to optimize companies' operations without allowing product or technology to limit their options.



Riversand is a global leader in information management that has a vision of assisting companies to make their data useful, usable and meaningful. Its Master Data Management platform empowers its customers to know their own customers better, move products faster, automate processes, mitigate risks and run their businesses smarter. Riversand's customers, partners and analysts recognise it as a trusted partner, visionary and a leader. For more information visit www.riversand.com



Capgemini Invent is part of the Capgemini Group and focuses on consulting, digital innovation and transformation – helping organizations with bringing to life what's next. Capgemini Invent consists of a 6,000+ strong team located in more than 30 offices and 10 creative studios around the world. Capgemini Invent's specialist capabilities provide clients with the ability to operate at the speed of digital; to ideate and design digital transformation strategy, tangible digital solution prototypes and transformation plans, while assessing the path for scaling and monitoring them by leveraging the full expertise of the Group. Capgemini Invent helps its clients to stay relevant and be ahead of the competition.

Introduction

As members of the data community, we have all faced challenges throughout 2018 from a rapidly-evolving landscape. Today's corporate leaders need knowledge, practical tools and inspiration to take back to the office; with a focus on innovative ways to turn data into value and enable intelligent business decision-making. Are robust metrics, data and analytics really at the core of smart businesses and are they truly critical to ensure a competitive advantage? Do they enable evidence-based decisions?

Data is a critical concern for all businesses and should be seen as the beating heart of the enterprise. It cuts across every single industry, market and vertical; therefore it is an important time to come together. Data is only as valuable as its practical application. Our summit will assist you in developing your leadership capabilities and gather practical BI, Data and Analytics know-how from those at the forefront of their fields, which will help you drive your company forward.

Summit themes

- From information to transformation: how advanced analytics can transform the enterprise
- Self-service analytics: taking business intelligence capabilities to the next level
- Turning information into value: applying infonomics to manage, measure and monetise your data assets
- Harnessing technology: putting blockchain, artificial intelligence, machine learning and automation to work
- Business intelligence driving enterprise strategy: providing strategic guidance and execution support across the business
- The new CXO kid on the block: carving out your role as a data and analytics leader in a rapidly-evolving landscape
- Beyond data protection: making the most of compliance requirements like GDPR to drive the value of data
- Data as the beating heart of the innovative enterprise: how create a culture of innovation from within your data executive role

UNLEASHING INNOVATION IN BI, DATA & ANALYTICS

Our Prestigious Speakers



SCOTCH&SODA



Confirmed speaker line-up:



Chairperson Day 1

Ben Rund
VP Business Development Europe
RIVERSAND TECHNOLOGIES
NL



Chairperson Day 2

Ziv Baida
Director Business Development & Partnerships
ALTARES DUN & BRADSTREET



William Tamaloust
VP Business Development Europe
RIVERSAND TECHNOLOGIES
NL



Loren Roosendaal
Director of the Center for Digital Transformation
NYENRODE UNIVERSITY
NL



Martin Hairer
Chief Digital Officer
MED-EL
Austria



Marian Verspoor
Business Analyst
DSW ZORCVERZEKERAAR
NL



Joël Koppe
Team Leader BI & Analytics
DSW ZORCVERZEKERAAR
NL



Matt Lothian
Commercial Director
REDSLIM
UK



Søren Altmann
Consulting Director
REDSLIM
Denmark



Shahul Hameed
Business Partner - Big Data, Analytics & AI Solutions
KBC
Belgium



Rogier van Beugen
Innovation & Venturing, Project lead IoT at Scale
KLM ROYAL DUTCH AIRLINES
NL



Yann van Ewijk
Information Security Officer
THE DUTCH POSTCODE LOTTERY
NL



Joanna van der Merwe
Data Protection Officer
CENTRE FOR INNOVATION, LEIDEN UNIVERSITY
NL



Thibault Lemarie
Functional Application Manager
SCOTCH&SODA
NL



Dinand Tinholt
Vice President
CAPGEMINI INVENT
NL



Marrit Kuin
Global Digital Innovation Manager
ROYAL FRIESLANDCAMPINA
NL



Shiva Gopalakrishnan
Consultant
AECON
NL



Ronald Root
Data Science Enabler
ENECO
NL



Federico Lovat
Business Intelligence Analyst
IGT



Cor Winckler
Technical Director
PBT GROUP
NL



Olivier Maugain
Corporate Analytics & Digital Technology Lead
HENKEL
NL



Tom De Ruycck
Professor
IÉSEG SCHOOL OF MANAGEMENT
Belgium



Francesco Chiarini
Director, International Projects
ISSA
Poland

UNLEASHING INNOVATION IN BI, DATA & ANALYTICS

Agenda day one

8:00	REGISTRATION AND WELCOME COFFEE	14:00	PANEL DISCUSSION BEYOND DATA PROTECTION: MAKING THE MOST OF COMPLIANCE REQUIREMENTS LIKE GDPR TO DRIVE THE VALUE OF DATA <ul style="list-style-type: none">Seeing new compliance and regulatory responsibilities as much more than the narrow compliance requirements of the GDPR and looking at the chance to take the business on a data journeyChallenges, innovations and success stories in strategic responses to GDPR Moderator: Rogier van Beugen, Innovation & Venturing, Project lead IoT at Scale, KLM Royal Dutch Airlines Martin Hairer, CDO, MED-EL Yann van Ewijk, Information Security Officer, The Dutch Postcode Lottery Joanna van der Merwe, Data Protection Officer, Centre for Innovation, Leiden University
8:30	INTRODUCTION <i>Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.</i>	14:40	IGNITE SESSION REQUIREMENTS GATHERING: HOW TO BRAKE DEVELOPERS INEFFICIENCY <ul style="list-style-type: none">v1 v2 v3 v4... : the add-up evilFinding the right source of input: Great minds do not necessarily think alikeTurning data into art: Less is more Thibault Lemarie, Functional Application Manager, Scotch&Soda
8:45	CHAIRPERSON OPENING REMARKS Ben Rund, VP Business Development Europe, Riversand Technologies	15:00	SPONSOR SESSION HOW DATA ANALYTICS HELP MANAGE THE REFUGEE FLOWS IN GERMANY <ul style="list-style-type: none">Improving the management of refugees flows with data analytics for the German Office for Migration and RefugeesFramework of a safe environment for fast development of Artificial Intelligence toolsUpdate on European Initiatives to leverage Open Data for innovationThe European approach to stimulate innovation through cross-organisational data sharing Dinand Tinholt, Vice President, Capgemini Invent
9:00	KEYNOTE OBTAINING PEOPLE INSIGHTS THROUGH AI POWERED ANALYTICS <ul style="list-style-type: none">Why people are the next frontier for BI & AnalyticsThe massive impact of AI powered knowledge AnalyticsHarnessing instant feedback for BI powered decision making Loren Roosendaal, Director of the Center for Digital Transformation, Nyenrode University	15:40	NETWORKING COFFEE BREAK
9:35	CASE STUDY TRANSFORMATION TO A DATA-DRIVEN CULTURE <ul style="list-style-type: none">Enabling organizations to be data-scientistsMaintaining a company-wide focus on "DDD"Major challenges and how these have been overcome / Lessons learnt Martin Hairer, CDO, MED-EL	16:10	CASE STUDY PARTNERING UP TO CREATE A RICHER DATABASE <ul style="list-style-type: none">A look at the benefits of utilizing a collective databaseTrust: a major factor and how do you build this with partners?Getting the entire supply chain connected: from Farmers, to logistics, to consumersOngoing experimentations to identify the best strategy before implementation Marrit Kuin, Global Digital Innovation Manager, Royal FrieslandCampina
10:10	NETWORKING COFFEE BREAK	16:45	CLOSING REMARKS FROM THE CHAIRPERSON William Tamaloust, VP Sales Benelux & France, Business Development Manager, Riversand Technologies
10:40	CASE STUDY HOW TO USE DATA SCIENCE TO IMPROVE CUSTOMER EXPERIENCE <ul style="list-style-type: none">Introduction to DSW ZorgverzekeraarCase study: implementing Speech to TextCustomer service of the future Marian Verspoor, Business Analyst, DSW Zorgverzekeraar Joël Koppe, Team Leader BI & Analytics, DSW Zorgverzekeraar	17:00	NETWORKING DRINKS <i>Everyone is invited to continue the conversation over drinks and canapés in the Rode Hoed foyer</i>
11:15	SPONSOR SESSION USING BIG DATA TO MAKE BIG DECISIONS <ul style="list-style-type: none">Aligning multiple data sources to drive robust insights - a 360 degree approachUsing data driven insights to drive actionBeing able to see the bigger pictureResulting in growth through making more of the right decisions or less of the wrong ones Matt Lothian, Commercial Director, Redslim Søren Altmann, Consulting Director, Redslim		
11:55	CASE STUDY KBC BANK & INSURANCE'S BIG DATA, ANALYTICS AND ARTIFICIAL INTELLIGENCE JOURNEY <ul style="list-style-type: none">Introduction to KBC GroupBig data, Analytics & AI division set up and International collaborationSome user cases in banking and insurance Shahul Hameed, Business Partner - Big Data, Analytics & AI Solutions, KBC		
12:30	NETWORKING LUNCH		
13:30	UNCONFERENCE SESSION <i>During this interactive session, you will have the opportunity to explore some of your current challenges with your peers. Delve into the current issues you are facing and work together, share knowledge and conclude on a sound strategy moving forward. Learn new tools and techniques from fellow industry experts.</i>		

Agenda day two

8:00 **WELCOME COFFEE**

8:45 **INTRODUCTION**

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8:55 **OPENING REMARKS FROM THE CHAIRPERSON**

Ziv Baida, Director Business Development & Partnerships, Altares Dun & Bradstreet

9:10 **CASE STUDY**

HACKING AND THE DATA PROTECTION JOURNEY

- Questions answered: how to protect data, while utilising and harnessing the power of new technologies
- Case Studies: How specific organisations have gone about it
- Lessons learnt, practical information and a live demo

Yann van Ewijk, Information Security Officer, The Dutch Postcode Lottery

9:45 **CASE STUDY**

DATA PLATFORM ON CLOUD (AWS)

- Introducing the Ecosystems and its components
- Focus on Use Cases and where data is compiled from: Salesforce, Datacenter and Pipelines using 'Glue'
- A look at the S3 data publication
- Key Challenges

Shiva Gopalakrishnan, Consultant, Aegon

10:20 **NETWORKING COFFEE BREAK**

10:50 **IGNITE SESSION**

DIGITAL ENERGY TRANSITION - TRANSFORMATION THROUGH DATA AND ANALYTICS

- Transition: from Commodity to a Service
- The Importance of Data Analytics: Getting to know your Customers
- Achieving Operational Excellence through Data Analytics
- From Data Analytics to Transformation

Ronald Root, Data Science Enabler, Eneco

11:10 **IGNITE SESSION**

DEMYSTIFYING DATA FOR EXECUTIVES: DIGITAL TRANSFORMATION INTO A DATA DRIVEN COMPANY

- Best and worst practices when introducing data analytics to your team
- Organizational, human and technological factors
- Hype vs reality of data science
- My tools starter kit

Federico Lovat, Business Intelligence Analyst, IGT

11:30 **SPONSOR SESSION**

THE POWER OF CLOUD COMPUTING

- Big Data
- Open Source
- AI

Cor Winckler, Technical Director, PBT Group

12:10 **CASE STUDY**

A DATA SCIENCE JOURNEY

- Henkel - a brief introduction
- Setup of Digital Transformation at Henkel
- The role of Data Science in Henkel's Digital Transformation
- Challenges encountered on our Data Science Journey and Answers to these Challenges
- Lessons Learnt and Advice

Olivier Maugain, Corporate Analytics & Digital Technology Lead, Henkel

12:45 **NETWORKING LUNCH**

13:45 **PANEL DISCUSSION**

DATA AS THE BEATING HEART OF THE INNOVATIVE ENTERPRISE: HOW TO CREATE A CULTURE OF INNOVATION FROM WITHIN YOUR DATA EXECUTIVE ROLE

- From information to transformation: making data everyone's business to drive growth
- How to position yourself and your department as a critical strategic resource at the heart of the business, offering insights to grow and steer the enterprise
- Overcome the challenges that arise when a company attempts to change its organisational and cultural landscape to make room for innovation

Moderator: Tom De Ruyck, Professor, IÉSEG School of Management

Federico Lovat, Business Intelligence Analyst, IGT

Ronald Root, Data Science Enabler, Eneco

14:35 **UNCONFERENCE SESSION**

During this interactive session, you will have the opportunity to explore some of your current challenges with your peers. Delve into the current issues you are facing and work together, share knowledge and conclude on a sound strategy moving forward. Learn new tools and techniques from fellow industry experts.

15:15 **NETWORKING COFFEE BREAK**

15:45 **CASE STUDY**

MACHINE LEARNING AND AI WITHIN THE USE OF CYBERSECURITY TEAMS

- Overview of cyber fusion processes (response, hunting, threat intel...) and related tools
- Benefits and challenges in the adoption of new technologies

Francesco Chiarini, Director, International Projects, ISSA

16:20 **BRAIN SPA**

A final brainstorming session to generate new concrete solutions to take home with you

16:50 **CLOSING REMARKS FROM THE CHAIRPERSON**

Ziv Baida, Director Business Development & Partnerships, Altares Dun & Bradstreet