

## Day 1 – Tuesday 2<sup>nd</sup> December 2014

### 5<sup>th</sup> Edition Analytics & Big Data Congress Balmoral 2



### Public Sector Cloud World Forum Balmoral 1



#### INSTITUTIONALISING DATA ANALYTICS IN YOUR ORGANISATION

#### CLOUD STRATEGY AND PROGRESS IN THE EUROPEAN UNION

**8:30am Registration & Welcome  
Coffee**



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**9:00am Chairman's Opening Remarks**  
**Jim Odell, Partner, Kemp Little Consulting**

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**Dr Mark Thomspson, Senior Lecturer in  
Information Systems, Cabinet Office**

**9:15am Data-Driven Digital Innovation at Philips:  
a Practical Case Study**

**Kacy Harding, Director of CDJ Decision  
Enablement, Philips**

**9:15am Cloud Computing in the Public Sector:  
Issues, Policy and Uptake**

**Dirk van Rooy, Ph.D, Head of Sector European  
Cloud Partnership, European Commission**

**9:45am From Data to Big Data to Smart Data  
Analytics: an Exhaustive List of Advice**

**Thierry Bedos, CTO, Hotels.com**

**9:45am Keynote Panel Discussion: Reviewing  
Uptake of Public Sector cloud Computing in the  
UK, Germany and The Netherlands**

**Dirk van Rooy, Ph.D, Head of Sector European  
Cloud Partnership, European Commission**  
**Tony Singleton OBE, Director, G-Cloud & Digital  
Commercial Programme , Government digital  
Service**  
**Dion Kottelman, CIO, Dutch Central  
Government, and Member of , ECP Steering  
Board**  
**Linda Strick, Co-ordinator of Cloud-for-Europe ,  
Fraunhofer**

**10:15am Building Agility into Business  
Intelligence with Federated Thinking**



**Dan Senter, Reporting Centre of Excellence  
Manager, National Grid**



**10:45am Morning Refreshments &  
Expo Visit**






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Expo Visit**




<u>THE TELCO'S PERSPECTIVE ON BIG DATA</u>	<u>CLOUD APPLICATIONS AND IMPLEMENTATIONS AT CENTRAL GOVERNMENT LEVEL</u>
<b>11:30am Two Examples on Model Building Using Big Data</b> <b>Dr. Michael Weichert</b> , Central Analytics Business Intelligence, <b>Vodafone</b>	<b>11:30am Designing Innovative IT Services and Cloud Solutions for the Government</b> <b>Søren Ulrich Wulff</b> , <i>Deputy Director General</i> , The Agency for Governmental IT Services/Ministry of Finance, <b>Denmark</b>
<b>12:00pm Business Models, Restriction Issues and Organisation Insights Brought By Big Data Analytics at a Telco Operator</b> <b>Dr. Susan Wegner</b> , <i>Vice President Internet &amp; Services</i> , T-Labs, <b>Deutsche Telekom</b>	<b>12.00pm Panel Discussion: Developing a Pan-Public Sector Approach to Implementing the 'Cloud First' Policy</b> <b>Michael Eaton</b> , <i>Former Deputy Director</i> , ICT Business Strategy & Planning, <b>Welsh Government</b> <b>Jagdeep Singh</b> , <i>Former Senior Technical Advisor</i> , Government Digital Service, <b>UK Government</b> <b>Dr Mark Thompspon</b> , Senior Lecturer in Information Systems, <b>Cabinet Office</b>
<u><b>GAINING VALUABLE CONSUMER AND MARKET INSIGHTS TO MAXIMISE REVENUE AND LOYALTY</b></u>	<b>1:00pm Networking Lunch &amp; Expo Visit</b>
<b>12:30pm Looking at How Big Data has Impacted the Single Customer View and How Organisations can Influence Their Retention Strategy</b> <b>Ed Child</b> , <i>Head of Customer Data &amp; Marketing Effectiveness</i> , <b>Asda</b>	
<b>1:00pm Networking Lunch &amp; Expo Visit</b>	
<b>2:00pm Analytics: Engaging the User – Television and the 5Ps of User Engagement</b> <b>Simon Griffiths</b> , <i>Business Intelligence Manager</i> , <b>BBC</b>	<u><b>MIGRATING TO THE CLOUD</b></u>
	<b>2:30pm Migrating Critical Public Sector Applications to the Cloud</b> <b>Steven Bryen</b> , <i>Worldwide Public Sector</i> , <b>Amazon Web Services</b>
<b>2:30pm Translate Big Data to Big Marketing</b> <b>Pascal Moyon</b> , <i>Chief Digital Officer</i> , <b>lastminute.com</b>	<u><b>THE GROWTH OF CLOUD IN RESEARCH AND UNIVERSITY APPLICATIONS</b></u>
<b>3:00pm Estimating how Customer Loyalty Management will look in the Future and how Organisation can Organise their Retention Strategy</b> <b>Kiran Pande</b> , <i>Former Head of DW BI &amp; CRM</i> , <b>Landbrokes</b>	<b>3:00pm Moving a Decentralised Public University to the Cloud</b> <b>Sören Berglund</b> , <i>CIO</i> , <b>Umeå, University Sweden</b>
<b>3:30pm Afternoon Refreshments &amp; Expo Visit</b> 	<b>3:30pm Afternoon Refreshments &amp; Expo Visit</b> 

<p><b>4:00pm Big Data in the Real World. Google's Approach and Solutions. Scaling your Business from Future Demands</b></p> <p><b>Robert Easton</b>, <i>Head of Google Cloud Platform UK&amp;I, Google</i></p>	<p><b><u>CLOUD IN EUROPEAN SOCIETY</u></b></p>
<p><b><u>ADDRESSING THE FAST PACE MARKET CHANGES AND NEEDS THROUGH REAL TIME BIG DATA ANALYTICS AND IMPROVED RESPONSE AGILITY</u></b></p>	<p><b>4:00pm Regional Roundup: Reviewing European Cloud Initiatives for Societal Applications</b></p> <p><b>Pavel Kats</b>, <i>Development Manager, Europeana Foundation</i></p> <p><b>Davor Meersman</b>, <i>Head of European Research Strategy, iMinds Institute/iLab</i></p> <p><b>Bob Jones</b>, <i>Coordinator-Helix Nebula, CERN</i></p> <p><b>Jens Vermeersch</b>, <i>Internationalisation Officer, Go!</i></p>
<p><b>4:30pm Real-time Analytics, Big Data &amp; Sustainable Energy</b></p> <p><b>Pieter Den Hamer</b>, <i>Big Data &amp; Analytics Leader, Alliander</i></p>	<p><b>5:00pm Cloud Services in A University Environment – Balancing the Risks and Benefits</b></p> <p><b>Henrik Larsen</b>, <i>CISO, University of Copenhagen</i></p>
<p><b>5:00pm Brainstorming Session: Discussing the Responsibility of Collecting and using Customer Data in a Globalised, Fast Pace and Insecure Environment</b></p> <p><b>Zsuzsanna Belenyessy</b>, <i>Legal Officer, European Data Protection Supervisor</i></p> <p><b>Carl Wiper</b>, <i>Senior Policy Officer (Policy delivery), Information Commissioner's Office</i></p> <p><b>Nicola Fulford</b>, <i>Data Protection and Privacy Partner, Kemp Little LLP</i></p>	
<p><b>5:45pm End of Conference Day One &amp; Evening Drinks Reception</b></p> 	<p><b>5:30pm End of Conference Day One &amp; Networking Drinks Reception</b></p> 

## **Day 2 – Wednesday 3<sup>rd</sup> December 2014**

<p><b><u>5<sup>th</sup> Edition Analytics &amp; Big Data Congress</u></b> <b><u>Balmoral 2</u></b></p>  <p><b>ANALYTICS &amp; BIG DATA</b></p>	<p><b><u>Public Sector Cloud World Forum</u></b> <b><u>Balmoral 1</u></b></p>  <p><b>PUBLIC SECTOR CLOUD WORLD FORUM</b></p>
<b><u>INCORPORATING ADVANCED TECHNOLOGIES TO YOUR IT STRATEGY</u></b>	<b><u>REAL WORLD EXPERIENCES – BUILDING SUCCESS AND MANAGING FAILURE IN PUBLIC SECTOR CLOUD IMPLEMENTATIONS</u></b>
<b>8:30am Registration and Welcome Coffee</b>	<b>8:30am Registration and Welcome Coffee</b>
<b>9:00am Chair's Opening Remarks</b> <b>Nicola Fulford, Data protection and Privacy Partner, Kemp Little LLP</b>	<b>8:50am Chairman's Opening Remarks - Is cloud the Right fit for your Needs Now?</b> <b>Chris Pennell, Lead Analyst, Ovum</b>
<b>9:10am From M2M to the Internet of Things (IOT) and the Central Role of Data</b> <b>Saverio Romeo, Principal Analyst, Beecham Research</b>	<b>9:15am A Service Cloud, not a Technology Cloud – A View from Hampshire County Council</b> <b>Jos Creese, Head of Information and CIO, Corporate Resources, IT Services, Hampshire County Council</b>
<b>9:30am Gaining Value and Trust in the Internet of Things and Big Data</b> <b>Richard Self, Senior Lecturer in Analytics &amp; Governance, University of Derby</b>	<b>9:45am Realising the Digital Revolution: How can Technology and Data Radically Improve Public Services?</b> <b>Eddie Copeland, Head of Technology Policy Unit, Policy Exchange</b>
<b><u>THE KEY TO A SUCCESSFUL ANALYTICS FUNCTION: THE EMPLOYEES</u></b>	
<b>9:50am Brainstorming Panel: Excelling in Talent Management: Investing in your most Valuable Asset, your Employees and Bringing In Cultural Change</b> <b>Hermione Vaury, Head of Web Analytics, Air France</b> <b>Arturo Dell, Head of Business Intelligence, London Borough of Camden</b> <b>Jonas Vang Gregersen, Global Director for Search &amp; User Experience, laterooms.com</b> <b>Richard Self, Senior Lecturer in Analytics &amp; Governance, University of Derby</b>	
<b>10:30am Morning Refreshments &amp; Expo Visit</b> 	<b>10:10am Morning Refreshments &amp; Expo Visit</b> 

<b><u>SHOWCASING PRODUCTIVITY GAINS FROM BIG DATA ANALYTICS IN DIFFERENT INDUSTRIES: BEST OF THE BEST</u></b>	
	<p><b>10:55am First to the Cloud! Reflections on RWBM's Journey to becoming the First UK Council to 'Go Cloud'</b></p> <p><b>Rocco Labellarte</b>, <i>Head of Technology and Change Delivery, Royal Borough of Windsor and Maidenhead Council (RBWM)</i></p>
<p><b>11:10am Data Analytics for Smart Energy</b></p> <p><b>Régis Hourdouillie</b>, <i>Smart Grid Director, global Utility Team, Ericsson</i></p>	<p><b>11:20am Camden's Digital Strategy – Disruption, Opportunity and What We've Learnt So Far</b></p> <p><b>John Jackson</b>, <i>CIO, Camden Council</i></p>
<p><b>11:30am Focus on the Analytics to Succeed with Big Data &amp; Data Mining</b></p> <p><b>Simon Pack</b>, <i>Section Head of Statistics &amp; Data Management, P&amp;G</i></p>	<p><b>11:50am When Things Go Wrong! How To Survive cloud Vendor Failure</b></p> <p><b>Paul Golland</b>, <i>Chief Information Officer, London Borough of Waltham Forest</i></p>
<p><b>11:50am Data Analytics for the Automotive Sector</b></p> <p><b>Pietro Boggia</b>, <i>Principal-Automotive &amp; Transportation, Frost &amp; Sullivan</i></p>	
<b>12:10pm Networking Lunch &amp; Expo Visit</b>	<b>12:20pm Networking Lunch &amp; Expo Visit</b>
<b><u>EMPOWERING BUSINESS DECISION MAKING THROUGH DATA VISUALISATION</u></b>	<b><u>DATA, REGULATION &amp; PRIVACY</u></b>
<p><b>1:10pm Investing in Visualisation Tools that Simplify Data Analytics To Improve its Absorption from Decision Making Functions</b></p> <p><b>Arturo Dell</b>, <i>Head of Business Intelligence, London Borough of Camden</i></p>	<p><b>1:40pm What Concerns Encourage Public Sector Organisations to Avoid the Cloud?</b></p> <p><b>Paul Boyns</b>, <i>Head of Infrastructure &amp; Architecture, BBC</i></p>
<b><u>DATA ANALYTICS FOR THE NPD/ INNOVATION DEPARTMENTS</u></b>	
<p><b>1:40pm Boosting the Organisation's Innovation by Integrating its Decision Making with Data Analytics Generated Insights on Customer Needs</b></p> <p><b>Jonas Vang Gregersen</b>, <i>Global Director for Search &amp; User Experience, laterooms.com</i></p>	<p><b>2:05pm Two perspectives on the Pros and Cons of Cloud for Healthcare Applications: Is it a Grid? Is it a Platform? No it's a Cloud!</b></p> <p><b>John Madsen</b>, <i>Head of Productivity and Efficiency, Health and Social Care Information Centre (HSCIC)</i></p>
<p><b>2:10pm Afternoon Refreshments &amp; Expo Visit</b></p> 	
<b><u>TAMING THE DIGITAL WORLD AND SOCIAL MEDIA CHALLENGES</u></b>	
<b>2:40pm A data science COE journey or how to boost value, impact and satisfaction</b>	<b>14.35pm It's not about technology, it's about Customers</b>



<b>Gael Decoudu</b> , <i>Director, Global Analytics Decision Science, Vistaprint</i>	<b>Anthony Kemp</b> , <i>Former Director of Corporate Resources, London Borough of Hounslow</i>
<b>3:10pm Making Big Data a First Class Citizen of the Enterprise</b> <b>Surya Mukherjee</b> , <i>Senior Analyst, IT-Information Management, Ovum</i>	<b>3:05pm Chairman's Closing Remarks and End of Conference</b>
<b>3:40am Roundtable Sessions: Reflections and Discussions</b> <b>Pietro Boggia</b> , <i>Principal-Automotive &amp; Transportation, Frost &amp; Sullivan</i> <b>Saverio Romeo</b> , <i>Principal Analyst, Beecham Research</i> <b>Nicola Fulford</b> , <i>Data protection and Privacy Partner, Kemp Little LLP</i> <b>Surya Mukherjee</b> , <i>Senior Analyst, IT-Information Management, Ovum</i>	
<b>4:30pm Chairman's Closing Remarks and End of Conference</b>	