



EXEC | 16

Make Analytics Pervasive in Your Organization

A focused, interactive event to help you expand the impact of analytics across your enterprise and fuel data-driven innovation.

February 1-2, 2016 tdwi.org/LVEXEC16

REGISTER EARLY & SAVE

SAVE \$340

when you register
by December 11

SAVE \$130

when you register
by January 8

Use priority code EXEC2

Learn

how to develop and apply analytics to improve business outcomes, enrich customer relationships, and drive smarter operations

Discover

best practices for increasing the power of self-service visual analytics, data preparation, and data discovery for more users

Apply

experience-based insights for making analytics actionable and more integrated with critical operations and processes



A focused, interactive event to help you expand the impact of analytics across your enterprise and fuel data-driven innovation

MAKE ANALYTICS PERVASIVE IN YOUR ORGANIZATION

Analytics can change the game for organizations looking to gain value from data and improve business outcomes. Trends toward democratization and consumability are making analytics more pervasive in the enterprise. What does this mean for your organization? Should you embrace self-service data preparation, self-service BI, and analytics, and if so, how do you begin? What are organizational best practices? How do you embed analytics in your business processes?

The TDWI Executive Summit in Las Vegas brings together expert speakers, case studies, and panel discussion of best practices to help you move forward with making analytics pervasive.

SUMMIT STRUCTURE

Expert sessions, selected case studies, and round table discussions will give you strategies for expanding the value of analytics in your organization.

WHY ATTEND

The TDWI Executive Summit in Las Vegas enables you to focus on how you can successfully deploy new analytics solutions—self-service, easier to use, and highly visual—to sharpen strategic and operational business decisions and deliver on the potential of analytics across your organization.

JOIN US AND LEARN:

- Best practices for successfully deploying self-service BI and visual analytics
- Tips for accelerating time to value with analytics
- Self-service data preparation: how to enable users to do more on their own
- Strategies for effective data governance as you expand analytics
- Improving business-IT collaboration to support data-driven goals and analytics culture
- Big data and pervasive analytics: strategies for Hadoop, Spark, and more
- How to operationalize analytics as part of business processes
- Advice for developing predictive models and making them operational
- Agile and flexible organizational structures to enhance self-service visual analytics and data discovery
- Case examples of pervasive analytics to solve challenges and drive innovation

And more...

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Opportunities for collaborative learning and discussion with your peers

What a TDWI Executive Summit Offers You

A unique and interactive knowledge-sharing event focused on best practices, strategies, and technologies for expanding what users can do with analytics and improving business-IT collaboration to support pervasive analytics. The TDWI Executive Summit is developed specifically for business and IT leadership: executives, CIOs, line-of-business management, chief data officers, BI directors, data warehousing directors, business analysts, and business users who own, shape, and influence their organizations' data-driven initiatives. All attendees must prequalify to attend. Visit tdwi.org/LVEXEC16.

Multiple opportunities to share insights with peers

Professionals learn best by talking directly with one another and sharing what they've learned from experience. The TDWI Executive Summit unites professionals from various industries for collaborative learning and discussion. The program is designed to connect you with your peers as well as industry thought leaders who can address your most challenging questions and issues.

Valuable strategies, practices, and technologies

Keynotes, in-depth case studies, and forward-looking panel sessions are designed to give you a comprehensive understanding of the objectives and challenges organizations like yours face when expanding analytics through self-service technologies and operationalizing advanced analytics for greater impact. You will learn methods for overcoming challenges and realizing opportunities in a rapidly changing environment.

Las Vegas Summit Features:

- Case studies and peer sessions to help you achieve your goals with analytics, BI, and data management for a variety of business objectives
- Analytics, BI, data visualization, and data management tips you can apply to improve data-driven decision making by users across your organization
- Thought leadership to help you succeed with emerging technologies
- Best practices and war stories to give you a real-world perspective
- Management insights into how you can overcome people and process barriers
- Opportunities to learn about new technologies without the pressure
- Comfortable location in one of the world's most exciting cities
- Monday evening networking reception where you can share experiences with peers and enjoy relaxed interaction with speakers

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AGENDA

[CLICK HERE](#)

FOR COMPLETE AGENDA ONLINE

MONDAY, FEBRUARY 1

9:30–9:45 a.m.	Welcome to the Summit <i>Fern Halper, Ph.D., Director of Research, Advanced Analytics, TDWI; David Stodder, Director of Research, Business Intelligence, TDWI</i>
9:45–10:30 a.m.	Case Study: How to Have a Successful BI Program <i>DeWayne Washington, Director of BI, DFW International Airport</i>
10:30–10:45 a.m.	BREAK
10:45–11:30 a.m.	Case Study: Building a Data Culture at Concur to Drive Business Analytics <i>David Han, Senior Manager, Business Intelligence, Concur; Ted Corbett, CEO, Viztrix</i>
11:30 a.m.–12:15 p.m.	Case Study: From Spreadsheet Applications to Visual Intelligence: Shadow BI Becomes the New Standard <i>Stephen J. Knight, Senior Manager – Strategic Infrastructure, Waste Management</i>
12:15–12:30 p.m.	Sponsor Introductions
12:30–2:00 p.m.	LUNCH
2:00–2:15 p.m.	Premier Sponsor Presentation
2:15–3:00 p.m.	Making Predictive Analytics Pervasive in Your Organization <i>Carlos Bossy, Principal Consultant, Quanta Intelligence</i>
3:00–3:15 p.m.	BREAK
3:15–4:00 p.m.	Panel Discussion: Strategies for Operationalizing Analytics <i>Sponsor Representatives, Moderated by Fern Halper, TDWI</i>
4:00–4:45 p.m.	Case Study: Turning Strategy into Action at Fiserv <i>Julia Minkowski, Risk Analytics, Electronic Payments, Fiserv; Miguel Barrera, Director for Risk Analytics, Fiserv</i>
4:45–5:15 p.m.	Monday Wrap: Closing Round Table Discussion <i>Moderated by Summit Co-Chairs</i>

TUESDAY, FEBRUARY 2

8:15 – 8:30 a.m.	TDWI Research Perspective: Key Steps in Making Analytics Pervasive <i>Fern Halper, Ph.D., Director of Research, Advanced Analytics, TDWI; David Stodder, Director of Research, Business Intelligence, TDWI</i>
8:30 – 9:15 a.m.	Secrets of Analytical Leaders: Insights from Information Insiders <i>Wayne Eckerson, Director of Research and Principal Consultant, Eckerson Group</i>
9:15 – 10:00 a.m.	Case Study: Turning Analytics into Product: How EMC Solves Their Customer Demand for Data and Analytics <i>Wendy Gradek, Advanced Proactive Services, EMC</i>
10:00 – 10:15 a.m.	BREAK
10:15 – 11:00 a.m.	Trends in Data Preparation <i>Michele Goetz, Principal Analyst, Forrester</i>
11:00 – 11:45 a.m.	Panel Discussion: Solving Data Architecture Challenges for Pervasive Analytics <i>Sponsor Representatives, Moderated by David Stodder, TDWI</i>
11:45 a.m. – 1:30 p.m.	LUNCH
1:30 – 2:15 p.m.	Sharing Analytic Insights through Data Storytelling <i>Dave Wells, BI Consultant, Mentor, and Teacher</i>
2:15 – 3:00 p.m.	Case Study: How LinkedIn Democratizes Customer Feedback Analytics <i>Chi-Yi Kuan, Director, Business Analytics, LinkedIn</i>
3:00 – 3:15 p.m.	BREAK
4:00 – 4:45 p.m.	Warming Up to Analytics <i>Gregory Lewandowski, Chief Solutions Officer (aka, Data Kingpin), icimo, LLC</i>
4:45 – 5:15 p.m.	Concluding Group Discussion and Wrap Up <i>Led by Conference Co-Chairs</i>

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Opportunities for collaborative learning and discussion with your peers

TWO WAYS TO EXPERIENCE THE TDWI EXECUTIVE SUMMIT

1. As a standalone event

This summit is a unique event focused on helping you expand the impact of analytics across your enterprise and fuel data-driven innovation.

2. As part of TDWI Las Vegas

The summit is co-located with TDWI Las Vegas, featuring vendor-neutral, end-to-end training that has set TDWI apart for 20 years. Consider the following courses to complement your summit experience.

PRE- AND POST-SUMMIT CONFERENCE COURSES

PRE-SUMMIT JANUARY 31, 2016

S3A: TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success

S6P: Innovation and Analytics: Getting from Insight to Impact

POST-SUMMIT FEBRUARY 3, 2016

W6A: The New Analytical Ecosystem: Bridging the Worlds of BI and Big Data

W6P: Secrets of Analytical Leaders: Insights from Information Insiders

Short Session: Supercharge Analytics with Innovation and Design Thinking

Short Session: Data Analytics and Innovation: Insight or Death by Analysis Paralysis?

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REGISTRATION INFORMATION

REGISTER ONLINE AT TDWI.ORG/LVEXEC16

Or phone 425-277-9201 (M–F, 9:00 a.m.–5:00 p.m. PT)

HOTEL AND TRAVEL

TDWI has reserved a block of rooms at reduced rates for summit attendees at the Caesars Palace in Las Vegas. Discounted rates are also available for air travel and car rental. Visit tdwi.org/LVEXEC16 for more details.

CALCULATE YOUR PAYMENT

Your registration fee includes all TDWI Executive Summit sessions, breakfasts, lunches, networking receptions, and entrance to the TDWI Las Vegas Exhibit Hall. Pricing also includes complimentary TDWI Premium Membership. Current TDWI Premium Members get a \$180 discount on summit registration.

REGISTRATION FEES

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- SUPER EARLY REGISTRATION** (through December 11, 2015) **\$1,360**
- EARLY REGISTRATION** (December 12–January 8, 2016) **\$1,570**
- REGULAR REGISTRATION** (January 9–29, 2016) **\$1,700**

FEE FROM ABOVE \$ _____

CURRENT MEMBER DISCOUNT \$ _____

(Deduct \$180 from above)

Premium Membership status will be validated when your registration is processed.

TEAM DISCOUNT \$ _____

(Deduct 10% from total price when 3 or more people from the same company register at the same time)

LATE FEE (After January 29, 2016, add \$50) \$ _____

TOTAL FEE \$ _____

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