



# Building Business Advantage with Customer Data and Analytics



San Diego, CA // September 21–23, 2015

## Don't miss this opportunity!

A focused, interactive event to help you develop the best strategy for turning customer data into actionable information and game-changing analytical insights.

- // **Learn** how to accelerate customer insight with innovative, high-quality analytics, visualization, business intelligence, and data management solutions
- // **Discover** tips and best practices from experienced leaders who have created business advantages through better intelligence about customer behavior
- // **Drive** smarter initiatives in marketing, services, strategy, and product development with practical approaches drawn from successes at leading organizations

[tdwi.org/SD2015/ES](http://tdwi.org/SD2015/ES)

## REGISTER EARLY & SAVE

**Super Early—Save 20%**

**Save up to \$510**

when you register by July 31

**Early—Save 10%**

**Save up to \$200**

when you register by August 21

Use priority code EXEC2



Advancing all things data.



TDWI has a 20-year track record of delivering in-depth, high-quality education, training, and research to the BI, DW, analytics, and modeling industry. We've built our reputation on delivering objective, vendor-neutral advice to help businesses align with goals and innovations.

## KNOW YOUR CUSTOMERS AND MAKE SMARTER DECISIONS

Customers come in all shapes and sizes. They are consumers, patients, clients—and influencers. Tapping the full potential of customer data inside and outside your organization is critical to becoming more efficient and effective in marketing, customer service, and customer engagement across channels. The foundation must be a solid but flexible data architecture that supports the variety of analytics—predictive, social media, and more—that help the business act in the right way at the right time to please customers and keep them.

### SUMMIT STRUCTURE

Expert sessions and case studies will give you strategies to improve project agility and meet the demands of business change.

### WHY ATTEND

The TDWI Executive Summit in San Diego brings together expert speakers, case studies, and panel discussion of best practices to help you connect data management strategies with powerful analytics that raise customer intelligence and move your business forward.

### JOIN US AND LEARN

- The CMO's perspective on data-driven, analytics-driven marketing transformation
- Predictive analytics, text analytics, and other methods for upgrading customer insight and process excellence
- Using visual analytics and visual data discovery to sharpen customer insight
- How to improve data warehousing and big data management to increase customer intelligence
- Customer master data management best practices through case examples
- Emerging technologies such as Hadoop and cloud for gaining complete views of customers and patients
- Case examples of how to use analytics to estimate customer spend and share of wallet
- Best practices in developing and applying analytics to improve marketing to millennials and other segments
- Social media analytics for gaining fresh insight into customer preferences and behavior
- Case examples of using analytics to determine pricing for different segments
- How to apply analytics to better segment customers for online services

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 the application of leading-edge analytics, business intelligence, big data, and data warehousing. The TDWI Executive Summit is developed specifically for business and IT leadership: executives, CIOs, CMOs, chief data officers, key data scientists, data architects, and BI directors who own, shape, and influence their organizations' data-driven initiatives. All attendees must prequalify to attend.

### 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 customer data and analytics challenges that business, marketing, and IT executives, managers, data architects, and directors face. You will learn methods for overcoming challenges and realizing opportunities in a rapidly changing environment.

## EXECUTIVE SUMMIT FEATURES

- Case studies and peer sessions to help you realize the potential of analytics, BI, and data management for customer-centric objectives
- Analytics and data management tips you can apply for customers as well as patients, clients, or other market relationships
- 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 barriers to moving forward
- Opportunities to learn about new technologies without pressure
- Comfortable location in one of America's most beautiful 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, SEPTEMBER 21, 2015

**Welcome** *Fern Halper, Ph.D., and David Stodder, TDWI Research Directors*

**The CMO's Perspective: Building a Data-Driven Marketing Organization** *Lisa Joy Rosner, Chief Marketing Officer, Neustar, Inc.*

**Advanced Analytics for B2B: A Pragmatic Approach** *Paulo Werneck Costa, Advanced Analytics Director, SMO, Marketing, Cisco Systems*

#### BREAK

**From Traditional to Modern: How Rakuten Marketing Realized the Promise of a New Generation of BI**

*Scott Wallace, Senior Data Engineer, and Don Krapohl, Data Architect, Rakuten Marketing*

**Peer Networking Lunch**

**Sponsor Introductions**

**Workshop: Learning the Voice of the Customer with Text Analytics** *Christopher Jones, Beartooth Radio*

**Build It and They Will Come: Boston Red Sox Case Study** *Steve Conley, Director of Data Services, Boston Red Sox*

#### BREAK

**Big Data Architectures for Customer Analytics** *Carey Moretti, Principal Consultant, Big Data Intelligence Practice, TRACE, and TDWI San Diego Chapter President*

**Private Networking Reception**

### TUESDAY, SEPTEMBER 22, 2015

**Welcome** *Fern Halper and David Stodder*

**Case Study from GUESS?, Inc.: Empowering Business Transformation with Mobile BI and Analytics** *Bruce Yen, Director of BI, Guess?, Inc.*

**A Predictive Approach to Retail Customer Intelligence Using Multi-Channel Data** *Dean Abbott, Cofounder/Chief Data Scientist, Smarter Remarketer, Inc.*

#### BREAK

**Panel Session: Customer Analytics Today and Tomorrow** *Fern Halper and various sponsor representatives*

**Cognitive Computing for Democratizing Domain-Specific Knowledge: Case Study of a Fashion Application** *Anand Mahurkar, CEO, Findability Sciences*

Lunch provided in TDWI exhibit hall

**Canadian National Railways Rides Automation to Better Customer Service and Safety** *Alain Bond, Business Intelligence Manager, CN*

**The Master Data Marketplace: A Model for Success** *Frank Cerwin, Director of Data Architecture & Data Services, McDonald's*

#### BREAK

**Panel Session: Data Strategies and Architectures for Improving Customer Intelligence** *David Stodder and various sponsor representatives*

**A Pragmatic Approach to Analyzing Customer Behavior** *Mark Madsen, President, Third Nature, Inc.*

### WEDNESDAY, SEPTEMBER 23, 2015

**Welcome** *Fern Halper and David Stodder*

**How Big Data Is Reshaping the Digital Advertising Industry** *Oscar Padilla, Senior VP of Marketing, Digital Media, and Insights, Pulpo*

**Case Study: How Intel Accelerated Time-to-Information Using Data Virtualization** *Anil Varhadkar, Enterprise Architect, Intel, and Saji Mathew, Data Virtualization Program Manager, Intel*

#### BREAK

**Case Study: How Spin Media Measures Social Media ROI** *Charlene Dipaola, Sr. Director of Data and Growth, Spin Media*

**Closing Comments and Key Takeaways** *Fern Halper and David Stodder*

Lunch provided in TDWI exhibit hall

# TDWI EXECUTIVE SUMMIT

San Diego, CA // September 21–23, 2015



## TWO WAYS TO EXPERIENCE THE TDWI EXECUTIVE SUMMIT

### 1. As a standalone event.

The Executive Summit is a unique event focused on helping you connect data management strategies with powerful analytics that raise customer intelligence and move your business forward.

### 2. As part of TDWI San Diego.

The summit is co-located with TDWI San Diego, 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 SEPTEMBER 20, 2015

- S1** TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
- S2** TDWI Business Analytics: Exploration, Experimentation, and Discovery
- S3** TDWI Dimensional Data Modeling Primer: From Requirements to Business Analysis
- S4** Social Network Analysis: Practical Uses and Implementation **NEW!**
- S5** Designing Your Company's Data Strategy
- S6A** Mission Impossible: Developing Analytic Capabilities, Culture, and Teams **NEW!**
- S6P** Defining Architectures That Support Advanced Analytics Variety **NEW!**

### POST-SUMMIT SEPTEMBER 23, 2015

- W1** TDWI Predictive Analytics Fundamentals
- W2** Hands-on Visualization with Point-and-Click Open Source Tools
- W3** Data Modeling in the Age of Big Data
- W4** Solving Common Analytics Problems
- W5** Understanding Hadoop
- W6P** Selecting Tools for Your Hybrid Data Ecosystem
- W7P** Hands-on Lab

Visit [tdwi.org/SD2015](http://tdwi.org/SD2015) for more information on TDWI San Diego.

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Register by August 21 and save up to \$200

## REGISTRATION INFORMATION

### THREE EASY WAYS TO REGISTER

1. **Online:** [tdwi.org/SD2015/ES](http://tdwi.org/SD2015/ES)

2. **Submit this form:**

**Mail:** TDWI Executive Summit  
San Diego 2015 Registration  
555 S Renton Village Place, Suite 700  
Renton, WA 98057

### CLEARLY TYPE OR PRINT

LAST NAME

FIRST NAME *(for attendee badge)*

TITLE

COMPANY OR INSTITUTION

DEPARTMENT

INDUSTRY

MAILING ADDRESS

CITY, STATE / ZIP / COUNTRY

TELEPHONE

**E-MAIL (Required!)**

*(Please print this address clearly. We send last-minute confirmations and announcements via e-mail.)*

### HOTEL AND TRAVEL

TDWI has reserved a block of rooms at reduced rates for Summit attendees at the Manchester Grand Hyatt San Diego. Discounted rates are also available for air travel and car rental. Visit [tdwi.org/SD2015/ES](http://tdwi.org/SD2015/ES) for more details.

### CALCULATE YOUR PAYMENT

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

### REGISTRATION FEES

Priority code: EXEC2

**SUPER EARLY REGISTRATION** (through July 31, 2015) **\$2,040**

**EARLY REGISTRATION** (August 1–21, 2015) **\$2,350**

**REGULAR REGISTRATION** (Aug. 22–Sept. 18, 2015) **\$2,550**

**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 September 18, 2015, add \$50) \$ \_\_\_\_\_

**TOTAL FEE** \$ \_\_\_\_\_

**CHECK ENCLOSED** (payable to TDWI)

**PURCHASE ORDER #** \_\_\_\_\_

**Credit Card:**  AMEX  Diners Club

Discover  MasterCard

VISA

NUMBER

EXPIRATION DATE

CVV2 *(number on back of card)*

YOUR SIGNATURE *(for credit card)*

NAME ON CREDIT CARD

CREDIT CARD BILLING ADDRESS

CITY, STATE / ZIP / COUNTRY