

EUROPEAN TDWI CONFERENCE 2017

including BARC@TDWI Track



26 – 28 June 2017 | MOC Munich

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Keynote Speakers



Monika Schulze
Zurich Insurance,
Global Head of Marketing



Dr. Carsten Bange
Business Application
Research Center (BARC),
CEO



Dr. Jos van Dongen
Tholis Consulting,
Founder

- Rick van der Lans
- Mike Ferguson
- Dr. Deanne Larson
- Dr. Jos van Dongen
- Mark Madsen
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Lauran Trask
Director of
Education
Development,
TDWI

Welcome to the 2017 TDWI Europe Conference in Munich!



It is shaping up to be another exciting year in the world of analytics and business intelligence, and keeping pace with the latest skills and technologies is more important than ever. The scope of topics only continues to grow: machine learning, self-service analytics, big data, data governance, data storytelling, Hadoop, R, data lakes, cloud – the list continues.

TDWI Europe, in partnership with BARC, brings together one of the largest gatherings of international experts and educators to cover the most important topics and tools you need to stay competitive with your data.

From vendors and exhibitors showcasing the emerging technologies that are changing the game to world-renowned educators teaching in-depth, actionable skills you can apply immediately back at the office, you will find an unrivaled depth and breadth of content all under one roof.

TDWI is excited to be a part of your journey to transforming data with intelligence™. I look forward to meeting all of you in Munich!

Lauran Trask
Director of Education Development, TDWI



In current business intelligence and analytics, specific knowledge, services, offerings and products have been rapidly developing.

This ongoing change means that it is increasingly important for BI, Analytics and DW professionals to meet and interact.

TDWI Germany's TDWI conference in Munich provides business intelligence and analytics practitioners with an ideal opportunity for professional development.

For thirteen years now, the TDWI conference has been a permanent fixture in the calendar of BI experts, be they BI project managers, business analysts, data warehousing managers, BICC managers or consultants.

This year's TDWI Conference will once again offer sessions on up-to-date issues. The wide spectrum of topics has expanded

even more: TDWI Conference 2017 features talks regarding Analytics, Big Data, Machine Learning, AI, Cognitive Computing, DWH Modernization, Industry 4.0/IoT and many more.

Alongside the tried and tested BARC track, this year's program will include a track for Big Data, Industry 4.0 as well as special tracks on "BI in the finance industry", "BI in trade" and "BI in automotive".

Mingle with more than 1,200 BI experts to exchange your experience and ideas. The TDWI conference is the international meeting place for the BI community.

Make the most of this large trade fair and the chance to interact during breaks, not forgetting the welcome reception on the opening night of the conference sponsored by OPITZ CONSULTING and MBG.

Conference Fees and Conditions

Registration: www.TDWI-Konferenz.de



Early Registration Fees (until 19 May 2017)

Package	TDWI-Member	Non-Member
3 days	€ 1,345	€ 1,645
2 days	€ 1,145	€ 1,345
1 day	€ 845	€ 1,045

Regular Registration Fees (from 20 May 2017)

Package	TDWI-Member	Non-Member
3 days	€ 1,445	€ 1,745
2 days	€ 1,245	€ 1,445
1 day	€ 945	€ 1,145

All rates are subject to VAT – including delegate bag, course notes, luncheon, coffee breaks and the welcome reception. Discounts cannot be combined with any other offers or discount schemes. Tickets are only valid for registered delegates and cannot be transferred to another person.

This year we offer the following price package again: TDWI conference ticket & CBIP preparation course (incl. exam).

All detailed information about dates and conditions under www.tdwi.eu (keyword 'CBIP').

You want to join TDWI Conference and you are not already member of TDWI Germany e.V.?

If you wish to become a Member of TDWI, you will directly get the reduced price for the conference!

Further information about TDWI Germany e.V. you will find at www.tdwi.eu



Date: 26 – 28 June 2017

Place: MOC, Lilienthalallee 40, 80939 Munich, www.moc-muenchen.de/en/home.html

Registration: Please use the online form at www.TDWI-Konferenz.de. Service in English is available.
Early bird registration: Register by 19 May 2017 and save up to 400 Euros!

Contact: Miriam Fischer
Mail: miriam.fischer@sigs-datacom.de
Phone: + 49 (0) 22 41 / 23 41 - 182

SIGS DATACOM GmbH
Lindlastr. 2c
53842 Troisdorf

Monday, 26 June 2017

08.30 am – 09.30 am	Coffee & Registration											
09.30 am – 10.30 am	Keynote: Monika Schulze, Zurich Insurance, Global Head of Marketing: Artificial Intelligence is creeping into our industry											
10.45 am – 12.00 pm	Strategy, Management & Organization	Strategy, Management & Organization	Data Management	Technology, Architecture & Tools	Business Analytics & Applications	Business Analytics & Applications	Big Data	BARC	Digital Ratio @ TDWI	INFOMOTION @ TDWI		
	Mo 1.1	Mo 2.1	Mo 3.1	Mo 4.1	Mo 5.1	Mo 6.1	Mo 7.1	Mo 8.1	Special Day	Special Day		
12.00 pm – 12.30 pm Exhibition	1) Der Weg in die explorative BI oder wie uns die Digitalisierung vor sich her treibt Marc Werner-Nietz 2) Planning 4.0 Investitions- & Betriebskosten NEU definiert: Herausforderungen & Lösungsansätze Dr. Justus Marquardt	1) Technisches Reporting bei Vattenfall – Von Listen zu aussagekräftigen Reports Stefan Saladin 2) Visuelles Reporting in der Berliner Sparkasse – Verdauliche Berichte anstatt Buchstabensuppe und Zahlensalat Alexander Fussan	Governed Self-Service – Balancing IT and Business with Agile Data Donald Farmer	Virtual Data Lake and Logical Data Warehouse: Two Sides of the Same Coin? Rick van der Lans	Chatbots – Megatrend oder Strohfeuer? Marius Försch	Hands On: Data Mining Techniques in R Dr. Deanne Larson	in Kooperation mit Bitkom Big-Data- und AI-Anwendungen im Umfeld IoT 1) Industrial Analytics – Big Data for Smart Services & Customer Experience Eddie Mönch 2) Wenn die Lok leise flüstert – Unsupervised Machine Learning zur vorausschauenden Wartung Michael Fiebrig Britta Hilt	M&A, Investitionen und Partnersuche im Analytics-Markt: Trends auf der Data Invest Plattform Dr. Carsten Bange Maximilian Gluchowski	BI transformieren: Data Warehouse Automation, BI Apps und Self-Service Strategien Neue Wege zu mehr Agilität und Effizienz Digital Ratio 1.1: 10:45–12:00 BI transformieren: Neue Megatrends für Ihre BI-Produktivität! Das neue Framework für die optimierte BI Wolfram Greiner Digital Ratio 1.2: 12:30–13:15 Data Warehouse Automation: Revolutionieren Sie Ihren BI-Prozess! Radikale Senkung der Entwicklungszeiten und Aufwände bei gleichzeitiger Steigerung der Qualität, Transparenz und Performance in BI-Entwicklung und Betrieb Oliver Zemljak Konstantin Wächter Digital Ratio 1.3: 14:45–15:45 Ask the Experts! Offene Runde mit Ihnen: Fragen und Antworten Digital Ratio 1.4: 15:45–17:00 Speed Time to Market Hochwertige Apps und Dashboards durch Agile BI Oliver Zemljak Konstantin Wächter Digital Ratio 1.5: 17:30–18:45 Smart Apps: Intelligente Lösungen für Vertrieb und Service Alexander Felde	INFOMOTION 1: 10:45–12:00 Data Strategy Markus Enderlein INFOMOTION 2: 12:30–13:15 Neues aus dem Hadoop Ökosystem Mathias Lipke INFOMOTION 3: 14:45–15:45 World Café Trend zum operativen Reporting? (Auswirkungen z. B. von SAP S4/HANA) Thorsten Warnecke INFOMOTION 4: 15:45–17:00 Advanced Analytics – jonglieren statt aggregieren Fabian Knapp INFOMOTION 5: 17:30–18:45 Blockchain und Enterprise IT Michael Schneiders		
	12.30 pm – 01.15 pm	Mo 1.2	Mo 2.2	Mo 3.2	Mo 4.2	Mo 5.2		Mo 7.2	Mo 8.2			
01.15 pm – 02.45 pm Exhibition	Künstliche Intelligenz & German Angst – alles nicht so schlimm Dimitri Gross	Spend & Savings Dashboards als Instrument für die Steuerung des IT-Einkaufs bei Bertelsmann Marco Vennewald Marcus Koring	Big Data Governance in der Praxis Rüdiger Eberlein	Aufbau einer skalierbaren BI- und DWH-Architektur im Online Gaming Raúl Jiménez Aguilera	Predictive Analytics: Verfahren und Gütemaße Prof. Dr. Andreas Hilbert		1) Artificial Intelligence: The Taxonomy of Decision Making in a Cognitive Enterprise Jörg Besier Andreas Klug 2) Cognitive Enterprise: Welche Aufgaben der Kollege Roboter im Jahre 2025 übernimmt Andreas Klug	Trends und Entwicklungen für Business Intelligence, Analytics und Datenmanagement Patrick Keller				
	02.00 pm – 02.30 pm Case Studies	CSmo1		CSmo2		CSmo3		CSmo4		CSmo5		CSmo6
14.45 pm – 03.30 pm	Strategy, Management & Organization	Strategy, Management & Organization	Data Management	Technology, Architecture & Tools	Business Analytics & Applications	Business Analytics & Applications	Big Data	BARC				
	Mo 1.3	Mo 2.3	Mo 3.3	Mo 4.3	Mo 5.3	Mo 6.1	Mo 7.3	Mo 8.3				
03.45 pm – 05.00 pm	World Café Strategy, Management & Organisation	Auf der Suche nach dem passenden Frontend – Toolauswahl bei Gries Deco Company (DEPOT) Sascha Müller	World Café Data Management	World Café Technology, Architecture & Tools	World Café Business Analytics	Fortsetzung/Continued Hands On: Data Mining Techniques in R Dr. Deanne Larson	World Café AI in deutschen Unternehmen – erste Erfahrungen aus dem Praxiseinsatz	World Café Datenstrategie				
	Mo 1.4	Mo 2.4	Mo 3.4	Mo 4.4	Mo 5.4		Mo 7.4	Mo 8.4				
05.00 pm – 05.30 pm Exhibition	Vom Old-School Reporting zum State-of-the-Art Self Service: Erfolgsfaktoren & Best Practices bei der Migration Dr. Carsten Dittmar Daniel Lampertseder	Storytelling with Data – Dashboarding & Reporting bei tesa SE Tim Sonnenberg Daniel Eiduzzis	New Data Storage Technologies: From Hadoop to Graph Databases, and from NoSQL to NewSQL Rick van der Lans	Integrating Fast Data and Real-Time Analytics Into The Enterprise Mike Ferguson	Big Data Analytics und die EU-Datenschutz Grundverordnung (DSGVO) – Gegeneinander oder Chancen im Miteinander? Dr. Anselm Schultze Georg Franzke		1) Are we disrupting ourselves? The impact of artificial intelligence on the IT industry Jörg Besier 2) Big Data schnell auf die Straße bringen – Von der Skizze bis zur fertigen Plattform in 6 Monaten Nikolaos Radouniklis Sergio Spinatelli	Weiterentwicklung der BI-Strategie Herbert Stauffer Patrick Keller				
	05.30 pm – 06.45 pm	Mo 1.5	Mo 2.5		Mo 4.5	Mo 5.5		Mo 7.5				
07.00 pm – 07.45 pm	Agile in Action: Agiles Projektmanagement bei REWE Systems Dr. Axel Hoffmann Dorte Schusdziara	Chance ergriffen – Wie die Berlin Hyp mit durchdachtem Change Management den Erfolg eines BI-Projektes sichert Tuba Bozkurt Till Kasperbauer		Stream-Processing-Plattformen und die Qual der Wahl Matthias Niehoff	Advanced Political Campaigning – Predictive Analytics und Data Warehousing bei der SPD Marco Nätlitz Dr. Matthias Orlowski		1) Wie Machine Learning in der Industrie 4.0 Anomalien und neue Potentiale aufdecken kann Dr. Christian Nietner 2) Machine Learning aus Maschinendaten Dr. Fritz Schinkel					
	ab/from 07.45 pm	Special Keynote: Robert Schröder, Lufthansa, Check-Captain & Flight Safety Specialist: Der Unterschied zwischen Fehlern und Versagen – die Entwicklung der Sicherheitskultur in der Luftfahrt										
	TDWI Welcome Reception sponsored by OPITZ CONSULTING und MBG											

Tuesday, 27 June 2017

08.00 am – 09.00 am	Coffee & Registration									
09.00 am – 10.15 am	Business Analytics & Applications	Technology, Architectur & Tools	Data Management	BI in der Finanzindustrie	BI im Handel	BI in der Automobilindustrie	IoT und Industrie 4.0	BARC	Digital Ratio @ TDWI	SAP & Partner Day
	Di 1.1	Di 2.1	Di 3.1	Di 4.1	Di 5.1	Di 6.1	Di 7.1	Di 8.1	Special Day	Special Day
	☞ Collaborative BI: Die Erfolgsfaktoren und der Mehrwert von Visual Business Analytics Dirk U. Proff Arne-Kristian Schulz Prof. Dr. Jörn Kohlhammer	☞ Trägt die Wolke ein Data Warehouse? Erfahrungsbericht der Cloud-Transformation einer komplexen DWH-Umgebung Stefan Pacholski Norman Bernhardt	☞ Die Lambda Architektur und ihre Anwendung im Internet der Dinge Dr. rer. nat. Wieland Marth Lilian Do Khac	1) ☞ Unternehmensweite Datenmodellierung bei der Allianz Global Corporate & Specialty SE – Das semantische Modell als Vorgabe für die Integrationsschicht auf Basis von Data Vault Marcus Baule Wolfgang Tanzer 2) ☞ EU Datenschutz-Grundverordnung (DSGVO) Christian Mertens	1) ☞ Digitalisierung im Handel: Ist die Cloud schon commodity? Christian Schomakers 2) ☞ Mit IaaS & Paas Big Data Workloads in der Cloud managen – Ein Use case Christina Kraus	1) ☞ Business Driven Data Factory @ Bosch: I4.0 und IoT – die horizontale Digitalisierung im Fertigungsbereich Dirk Lerner Christian Moewes 2) ☞ Wenn P.o.C.s erwachsen werden – Integration von Analytics-Plattformen im Enterprise-Umfeld am Beispiel der Automobilindustrie Eduard Deperschmidt Imad Gorayeb	in Kooperation mit IIC – German Regional Team 1) ☞ IoT und Industrie 4.0 – Potentiale für Business Intelligence & Analytics Dr. Henning Baars Prof. Dr. Heiner Lasi 2) ☞ Joint IIC und Industrie 4.0-Testbed: Das Production Performance Management Protokoll (PPMP) – offener Standard als Enabler für innovative Analytics-Anwendungen in der Produktion Henryk Fischer	☞ Speed Pitch: Werkzeuge für Metadatenmanagement Timm Grosser	Self-Service Analytics mit Qlik Digital Ratio 2.1: 09:00–10:15 Self-Service: Strategien, Architekturen und Konzepte für mehr Agilität in der BI-Nutzung Wolfram Greiner Digital Ratio 2.2: 10:45–12:00 Fallbeispiel: Self-Service & Data Storytelling mit QlikView & Qlik Sense Oliver Zemljak Konstantin Wächter Digital Ratio 2.3: 14:30–16:00 Data Warehouse Automation für Qlik: der Turbo zum Data Discovery Hub Oliver Zemljak Digital Ratio 2.4: 16:30–18:00 Hands-on Einführung: Self-Service Analytics mit Qlik Sense Oliver Zemljak Konstantin Wächter	Ihr Fahrplan zum Intelligent Enterprise Mit modernem Datenmanagement auf die Überholspur 09:00 – Begrüßung SAP 1: 09:05–09:40 Komplexität beherrschen: Wie Sie auf einer modernen Daten-Plattform die digitale Transformation agil und flexibel umsetzen Jan Bungert SAP 2: 09:40–10:15 Von der Quelle bis zum Dashboard: Agiles DataWarehousing und Self-Service BI [Teil I] Stefan Hoffmann Adem Baykal SAP 3: 10:45–11:10 Von der Quelle bis zum Dashboard: Agiles DataWarehousing und Self-Service BI [Teil II] Stefan Hoffmann Adem Baykal SAP 4: 11:10–11:40 Empower your business – mit Embedded Analytics zum Intelligent Enterprise Jochen Scheibler Benjamin Duppe SAP 5: 11:40–12:10 Digitalisierungsstrategie auf Basis von SAP FIORI und SAP BusinessObjects Design Studio Guido Hülskamp SAP 6: 14:30–15:00 Digital Earth – Big Data as the driver of new business models at the interface between space and the digital economy Dr. Nicolaus Hanowski SAP 7: 15:00–15:30 SAP BW powered by SAP HANA Migration in der MinolGruppe Alexander Mader SAP 8: 15:30–16:00 Jetzt wird verteilt: Virtuelles Data Warehouse mit SAP HANA und Hadoop Karsten Haldenwang SAP 9: 16:30–17:15 Vom Sensor zum Umsatz? Vom Tweet zur Rechnung? Daniel Kolling SAP 10: 17:15–18:00 Weitere Informationen finden Sie in Kürze auf TDWI-Konferenz.de.
10.15 am – 10.45 am Exhibition										
10.45 am – 12.00 pm	Di 1.2	Di 2.2	Di 3.2	Di 4.2	Di 5.2	Di 6.2	Di 7.2			
	☞ Machine Learning für Entscheider, Projektleiter und Architekten Markus Enderlein Dr. Nicolai Erbs	☞ TDWI Meinungsforum: Von Self-Service-Discovery, -Data Preparation bis hin zu Data Story Telling: Die eierlegende Wollmilchsau Endanwender! Lars Tams Dr. Carsten Dittmar Prof. Dr. Carsten Felden Dr. Matthias Nolte	☞ Governing the Data Lake: The Critical Importance of the Information Catalogue Mike Ferguson	1) ☞ Die lernende Bank – Die Bank im Zeitalter der Digitalisierung Lars Schlömer 2) ☞ Community Score – Wie sich aus Community Aktivitäten Rückschlüsse auf die Kreditwürdigkeit ziehen lassen Alexander Thamm	1) ☞ No DWH without effect – BI für den Mittelstand leicht gemacht Oliver Dammann Thomas Unterbörsch 2) ☞ BI@OTTO: Agile is out, Viable is in Conny Dethloff	1) ☞ Smart Data mit Blockchain – die Keyplayer für das neue automotive Ecosystem Andreas Schmidt 2) ☞ Shop Floor 4.0: Produktion im Kontext von IoT und Industrie 4.0 Dr. rer. nat. Sascha Riexinger	1) ☞ Sensorbasierte Analyse im Bereich des Versorgungsnetzes der TransnetBW Matthias Wolf 2) ☞ IoT und Smart Data ebnen den Weg zum digitalisierten Seehafen Dr. Sebastian Saxe			
12.15 pm – 01.00 pm	Keynote: Dr. Carsten Bange, Business Application Research Center (BARC), Geschäftsführer: Who's in control? The technical, organizational and ethical challenges of transforming from a human-driven to a data-driven company									
01.45 pm – 02.15 pm	CSdi1	CSdi2	CSdi3	CSdi4	CSdi5	CSdi6				
01.00 pm – 02.30 pm Exhibition	Case Study ITGAIN: Churn Prevention mit KNIME – Data Mining unterstützt durch den ITGAIN Analytical Process Thilo Boehnke	Case Study WhereScape: Making your current data warehouse an agile data warehouse by adding more complexity Jos Driessen	Case Study ASG: Alles wandelt sich. Wissen Sie, wann und wie sich die Herkunft Ihrer Daten verändert? Überwachung von Datenflüssen in der Praxis Carsten Lux Antonius Ester	Case Study simplity: Wenn aus Metadaten Daten werden – Integrierte Data Governance und Referenzdatenmanagement mit Accurity Dr. Torsten Priebe	Case Study Bisnode: Vom Content-basierten Stammdatenmanagement (aaS) bis zur anwenderorientierten Analyse – ein integrierter Ansatz zur Reduzierung von IT Komplexität Arvid Brackrogge Michael Seifert	Case Study Open Text Analytics: Digitale Innovationen in einer analogen Welt: Die Lösung von Knorr-Bremse für Predictive Maintenance und Analytics Dirk Seckler, Martin Steffens				
02.30 pm – 04.00 pm	Business Analytics & Applications	Strategy, Management & Organization	Data Management	BI in der Finanzindustrie	BI im Handel	BI in der Automobilindustrie	IoT und Industrie 4.0	BARC		
	Di 1.3	Di 2.3	Di 3.3	Di 4.3	Di 5.3	Di 6.3	Di 7.3	Di 8.3		
	☞ Leveraging our Pictures – Deep Learning mit Tensorflow bei Zalando Calvin Seward	☞ Rapid Business Enablement – How to provide a global Business Analytics Solution in less than six months Daniel Piatkowski Dr. Bernd Schoeberle	☞ DWH-Automatisierung – Überblick, Tools und Praxiseinsatz Gregor Zeiler	1) ☞ BCBS 239 bei der NORD/LB – Einblicke in Vorgehen und Stand der Umsetzung Horst Thanbichler Jens Diekmann 2) ☞ Umsetzung von AnaCredit für Großsparkassen Dr. Andreas Totok	1) ☞ Kaffee in der Cloud: Best practices des DWH-getriebenen Marketings bei roastmarket Dr. Konstantin Wemhöner 2) ☞ Predictive Sales bei Würth Fery Weber Dr. Parsis Dastani	1) ☞ Integrated Sales Planning at Bosch Automotive enabled by Oracle Enterprise Performance Management Matthias Osswald Julius Seyfried 2) ☞ BI Testautomation – Anforderungen und Lösungsansätze aus der Praxis Christian Stahn	1) ☞ Big Data Analytics für den Betrieb großer Produktionsanlagen bei BHS Corrugated Dr. Christian Schieder 2) ☞ Echtzeit-Predictive-Analytics-Services in der Fertigung: Herausforderungen, Lösungen, Potentiale Dr. Philipp Liedl	☞ Operationalisierung von Advanced Analytics – was kommt nach dem Prototypen? Dr. Sebastian Derwisch Lars Iffert Dr. Carsten Bange		
04.00 pm – 04.30 pm Exhibition										
04.30 pm – 06.00 pm	Di 1.4	Di 2.4	Di 3.4	Di 4.4	Di 5.4	Di 6.4	Di 7.4			
	☞ Machine Learning for Business Dr. Jos van Dongen	☞ System Thinking zur Unterstützung von Analyticsprojekten Prof. Dr. Carsten Felden Claudia Koschtial	1) ☞ Fact-Oriented Modeling – Information Modeling in präziser und in natürlicher Sprache Dirk Lerner Stephan Volkman 2) TDWI Award: Kurzvorträge der 3 Preisträger	1) ☞ Von Supertankern und Schnellbooten: Wie steuert man die nächste Generation von BI-Großprojekten? Michael C. Schneglberger 2) ☞ Predictive Analytics im Finanzbereich (inkl. Live Demo) Ayman Hariri Fabian Hörner Jan Ischebeck	1) ☞ “Serverless” Technologien für Big Data und Machine Learning im Retail Alex Osterloh 2) ☞ Virtual Reality + E-Commerce: The Future of Digital Marketing Chris Henn Laurent Christen	1) ☞ Implementierung eines Data Lakes als Erweiterung einer traditionellen DWH Umgebung für logistische Analyseanforderungen Dr. Fabian Sobiech Aliaksei Toustsik 2) ☞ Ersetzen Data Lakes die klassischen Core DWHs? Andreas Buckenhofer	1) ☞ Innovative Entwicklungen in der Sensorik als Grundlage für advanced Data Analytics 2) ☞ BigData@car2go – Integration von heterogenen Micro-Services in eine Data Warehouse Lösung Marc Lenz			

Wednesday, 28 June 2017

08.00 am – 09.00 am	Coffee & Registration										
09.00 am – 10.15 am	Strategy, Management & Organization Mi 1.1	Strategy, Management & Organization Mi 2.1	Data Management Mi 3.1	Data Management Mi 4.1	Technology, Architecture & Tools Mi 5.1	Spark Mi 6.1	Hackathon Mi 7.1	BARC Mi 8.1	ITGAIN @ TDWI Special Day	Trivadis @ TDWI Special Day	
	🔗 Übung macht den Meister: Anforderungen an ein Dashboard praktisch erheben Raphael Branger Dominik Imark Alexander Pröm	🔗 Customer Analytics – Der Kunde muss Fan werden Jan-Henrik Fischer	🔗 Bausteine und Basisprinzipien einer nachhaltigen Business Analytics Lösung Dr. Bodo Hüsemann	🔗 Modernize the Data Warehouse: Designing an Architecture for both BI and Data Science Mark Madsen	🔗 Self Service Analytics and Data Democracy in a Connected World Jason B. Perkins	🎓 Einführung in Apache Spark Prof. Dr. Jens Albrecht	🔗 Hackathon – „Mögen die Daten mit euch sein!“ Alexander Gusser Stephan Multhaupt	🔗 Speed Pitch: Werkzeuge Big Data Integration Timm Grosser	ITGAIN 1: 09:00–10:15 Data Governance: Fachliches Metadaten-Management am Beispiel einer Bausparkasse Thomas Weiler ITGAIN 2: 10:45–12:00 Flexibilität im Data Warehouse mit Data Vault Modeling Dirk Lerner ITGAIN 3: 14:30–16:00 Data Modeling Master Class Sven Wiener ITGAIN 4: 16:30–18:00 ITGAIN Analytical Process am Beispiel Churn Prevention mit dem Tool KNIME Thilo Boehnke	IoT und DW Automation Trivadis 1: 10:45–11:15 Konkrete IoT Anwendungsfälle mit dem Trivadis IoT-Gate Jürgen Rother Werden Sie zum Data Warehouse Automatisierungsprofi und holen Sie sich die Lizenz für den Turbo Boost für ihr Data Warehouse! Trivadis 2: 11:15–12:00 Einführungsworkshop DW Automatisierung Gregor Zeiler Trivadis 3: 13:45–15:00 DW AutomatisierungsPraxisworkshop Lothar Reisinger Trivadis 4: 15:00–16:00 Trivadis IoT-Gate Praxisworkshop Jens Bertenbreiter	
		Mi 2.2	Mi 3.2			Mi 6.2					
10.15 am – 10.45 am Exhibition		🔗 Vom Jäger und Sammler zum Händler: Daten als Teil von digitalen Geschäftsmodellen Klaus-Dieter Schulze	🔗 Data Vault im Einsatz: 10 Dos and Don'ts aus der Praxis Petr Beles		🔗 Presentation: Fast Cars, Big Data – How Streaming Can Help Formula 1 Tugdual Grall						
10.45 am – 12.00 pm											
12.15 pm – 01.00 pm	Keynote: Dr. Jos van Dongen, Tholis Consulting, Founder: Analyze Yourself!										
01.45 pm – 02.15 pm	CSmi1	CSmi2	CSmi3	CSmi4	CSmi5						
	Case Study Sopra Steria Praxisbeispiel: Bitemporale Historisierung Stefan Seyfert	Case Study Cloudera: Weitere Informationen finden Sie in Kürze auf TDWI-Konferenz.de.	Case Study TIMETOACT: Single Point of Truth, Aufbau eines zentralen Datawarehouse als Grundlage des Planungs- und Berichtswesens Simon Hopkins Hans Krefeld	Case Study intelligent views gmbh: KI im Mittelstand – Praxisbeispiele Klaus Reichenberger	Case Study: Weitere Informationen finden Sie in Kürze auf TDWI-Konferenz.de.						
02.30 pm – 04.00 pm	Business Analytics & Applications Mi 1.3	Strategy, Management & Organization Mi 2.3	Data Management Mi 3.3	Data Management Mi 4.3	Technology, Architecture & Tools Mi 5.3	Spark Mi 6.3	Hackathon Mi 7.1	BARC Mi 8.3			
	🔗 Entwicklung intelligenter & automatisierter Datenintegrationssysteme mit Hilfe von Machine-Learning-Konzepten Benjamin Keller Kai Brodmann	🔗 Globalisierung der BI-Organisation im Konzern Dirk Knauer Harald Badstieber	🔗 Schnallen Sie sich an und machen Sie mit uns einen Test-Drive in der DWH Automatisierung Holger Combach	🔗 Digital Earth – Big Data as the driver of new business models at the interface between space and the digital economy Dr. Nicolaus Hanowski	🔗 (Near-)Realtime Anwendungsfälle im Online-Markt für Lebensmittel – Umsetzung mit Apache Flink Dr. Jens Bleiholder Sebastian Langguth	1) 🔗 BI Chain Monitoring: Predictive Analytics on Enterprise Metadata Streams with Spark, Cassandra and Kafka Natalino Busa 2) 🔗 Verteiltes Deep Learning mit Apache Spark und GPUs Joachim Liese	Fortsetzung/Continued 🔗 Hackathon – „Mögen die Daten mit euch sein!“ Alexander Gusser Stephan Multhaupt	🔗 Speed Pitch: Cloud BI und Datenmanagement Otto Görlich Patrick Keller			
04.00 pm – 04.30 pm Exhibition											
04.30 pm – 06.00 pm	Mi 1.4	Mi 2.4		Mi 4.4	Mi 5.4	Mi 6.4	ab 16.3 pm: Präsentation der Hackathon-Ergebnisse				
	🔗 Data Mining the Social Web Thomas Felder Zahra Shahabi	🔗 Datenschutz und IT-Sicherheit entmystifiziert – mit BI von den neuen Herausforderungen profitieren Peter Stahlberg		🔗 Automatisierte Generierung von Data Vault aus relationalen 3NF-Modellen Kim Lust	🔗 IoT bei Grundfos: Echtzeit-Monitoring mit RFID macht Fertigungsprozesse effizienter Jens Kröhnert	🔗 A Distributed Operational and Informational Technological Stack Loreto Fernández Costas Adrián Doncel Gabaldón					

As of 07 April 2017

Legende

Practical report

Science and research report

Report from consulting projects and analysts

Interactive session

KEYNOTE, MONDAY, 26 JUNE 2017, 09.30 AM – 10.30 AM

Artificial Intelligence is creeping into our industry



Monika Schulze
Zurich Insurance,
Global Head of Marketing

We are currently experiencing a fundamental change in the way we live and work. Recent years have shown exponential growth in the exploration of artificial intelligence and its potential to alter all aspects of our lives. A lot of companies like Amazon, Google and Facebook are already using advanced algorithms to predict the best time to reach you, on what device, and tailor email messages based on your online behavior.

Customer experience can be massively improved. Insurers might be able to cut their claims processing times down from months to just a matter of minutes by using machines. The increased speed and sophistication of the models delivered through Machine Learning is particularly useful in terms of accuracy when non-linear relationships are involved. The insurance industry has always tried to find patterns in data. What we can do now is automate that pattern finding. Then, we can be more sophisticated and use more complicated algorithms than humans do.

Also automated processes are often more accurate than humans. This helps insurers to cut down the number of refusals that result in appeals they may ultimately need to pay out.

With a significant part of an insurer's cost structure coming from human resources, there is an increasing need to shift to automation in order to deliver significant savings.

Our success in the future will thus lay in the combination of human and artificial intelligence.

KEYNOTE, TUESDAY, 27 JUNE 2017, 12.15 PM – 01.00 PM

Who's in control?

The technical, organizational and ethical challenges of transforming from a human-driven to a data-driven company



Dr. Carsten Bange
Business Application Research Center (BARC),
Gründer und Geschäftsführer

Truly data-driven companies are by definition less human-driven. This may sound disconcerting or frightening at first, but it is the unavoidable effect of increasing the efficiency and effectiveness of processes through data and data analysis or switching to data and analytics-driven business models. The process towards becoming a data-driven company can be described in five stages – and most companies are only at stage one today. But what is the role of us humans once we set models, algorithms and learning systems in motion to replace our slow, biased and often irrational decision-making?

Artificial Intelligence is still pretty far away but examples of machines making operational decisions show what is possible: processes and decisions in price setting, advertisement selection, next best action definition, market trading, or written customer interaction can be based on data and analytics-driven decision models without human participation – and leading companies are already doing exactly that today.

The presentation will examine this evolution of the organization in five relevant fields of action – from strategy and culture to technology. A redefinition of the future role of human decision-making has to be addressed in this process – bringing with it golden opportunities but also major challenges to overcome. But only by actively taking on this task will organizations be able to successfully embark on a journey towards a data-driven future.

KEYNOTE, WEDNESDAY, 28 JUNE 2018, 12.15 PM – 01.00 PM

Analyze Yourself!



Dr. Jos van Dongen
Tholis Consulting,
Founder

Most people think that applying (advanced) analytics is the exclusive domain of large corporations or governments, but more and more individuals and (sport-) teams analyze their own or each other's performance. Usually this boils down to what is now called the 'quantified self'; but applications in healthcare, HR and community support stretch beyond the individual domain, resulting in the 'quantified society'.

This high paced and entertaining keynote will start with showing what's already available to the general public, healthcare professionals and researchers to help them analyze personal metrics, followed by a glimpse of a future where wearables, injectables and implantables will be an integral part of our daily lives.

Jos will also share his own experiences in building a personal analytics solution where he explains how you can integrate and analyze data from Gyroscope, Runkeeper, Sleepcycle, Weather.com, and smart devices like blood pressure monitors and weighing scales.



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Mo 3.1, MONDAY, 26 JUNE 2017, 10.45 AM – 12.00 PM
Governed Self-Service – Balancing IT and Business with Agile Data



Donald Farmer
TreeHive Strategy,
Principal

In the BI market, everyone is talking about 'self-service.' Business users are excited to have new tools which make analysis and collaboration easier than ever. IT departments hope that life will be simpler without constant requests from users for new dashboards, visualizations and apps. But in practice, life for the IT department can be even busier with self-service BI. Users are no longer demanding reports – but they are requesting more access to data, with ease of use, high performance and security. In this session we will show how IT can respond effectively to these challenges, but only if they also use the appropriate tools: tools which enable automated, agile deployment of governed, managed sources. We'll show how these new tools for IT match the self-service tools of business users to deliver data discovery that is truly effective and enterprise-ready in a modern organization.

Target Audience: BI Manager, IT Manager, Data Steward, CTO
Prerequisites: Some experience of database administration or using BI tools
Level: Advanced

Mo 4.1, MONDAY, 26 JUNE 2017, 10.45 AM – 12.00 PM
**Virtual Data Lake and Logical Data Warehouse:
Two Sides of the Same Coin?**



Rick van der Lans
R20/Consultancy BV,
Industry analyst

The data lake is usually defined as 'A data lake is a storage repository that holds a vast amount of raw data in its native format, including structured, semi-structured, and unstructured data.' Especially for data science and for investigative analytics a data lake is incredibly useful. But the question is does it really have to be a physical repository of data? Isn't it sufficient that users can access a system that gives them access to all the data? In other words, why not a virtual data lake? The technology in the form of Data virtualization servers are mature enough to develop data lakes. It would avoid copying massive amounts of big data from their source to the data lake. But what's the difference between a virtual data lake and a logical data warehouse? They are really two sides of the same coin. In this tutorial one integrated architecture is presented that covers both concepts.

Target Audience: BI specialists and DW designers looking to learn the pros and cons of the logical data lake and logical data warehouse; data scientists, data analysts, and business analysts; technology planners and architects; database developers and administrators
Prerequisites: Some general knowledge of data warehousing and business intelligence.
Level: Advanced

Mo 6.1, MONDAY, 26 JUNE 2017, 10.45 AM – 06.45 PM
Hands-on: Data Mining Techniques in R



Dr. Deanne Larson
CBIP, Larson & Associates,
President

With the advent of big data, there is an increased focus on data mining and the value that can be derived from large data sets. Data mining is the process of selecting, exploring, and modeling large amounts of data to uncover previously unknown information for business benefit. R is an open source software environment for statistical computing and graphics and is very popular with data scientists. R is being used for data analysis, extracting and transforming data, fitting models, drawing inferences, making predictions, plotting, and reporting results. Learn how to use R basics, working with data frames, data reshaping, basic statistics, graphing, linear models, non-linear models, clustering, and model diagnostics.

Participants should bring their own laptops for the course. They would need to follow some instructions prior to the course and download some files.

Target Audience: Anyone interested in learning to use data mining techniques to find insights in data and who has at least some statistical and programming experience
Prerequisites: Attendees should have some coding experience, basic statistics
Level: Basic

Mo 7.4, MONDAY, 26 JUNE 2017, 03.45 PM – 05.00 PM
03.45 PM – 04.25 PM



Are we disrupting ourselves?
The impact of artificial intelligence on the IT industry



Jörg Besier
Accenture GmbH, Managing Director –
Digital Delivery Lead in ASG

Studies predict, that more than 40% of the jobs in the US and Europe can be replaced by AI powered automation in the next 10 years. People in the IT industry usually think, that this is impacting cab drivers and call center agents and civil servants and maybe some parts of the jobs of nurses and teachers. And that this will generate even more jobs in IT. And no one will object. But there are also huge opportunities in the IT industry itself to gain efficiencies with the help of AI. And this will also cost jobs. In fact, it already does today. And with the acceleration of AI adoption, this effect will accelerate as well. This talk will explore these AI opportunities in the IT Industry and how this could reshape our future as IT professionals as much as that of a cab driver.

Legende



Practical
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Mo 3.4, MONDAY, 26 JUNE 2017, 03.45 PM – 06.45 PM

New Data Storage Technologies: From Hadoop to Graph Databases, and from NoSQL to NewSQL



Rick van der Lans
R2O/Consultancy BV,
Industry analyst

Big data, Hadoop, in-memory analytics, Spark, analytical database servers, Graph databases, NewSQL, and NoSQL are just a few of the many new data storage technologies that have become available for developing business intelligence and big data systems. Most of them are very powerful and allow for development of flexible and scalable systems. But which ones do you pick? An aspect that is clearly complicating the choice is that many of these new systems are specialized database servers. For example, graph databases are great for doing graph analytics, whereas most of the NoSQL products are designed for running a massive transactional workload, however, with a narrow data model. This tutorial gives a clear, critical, and extensive overview of all the new data storage developments. Technologies and products are explained, market overviews are presented, strengths and weaknesses are discussed, and the pros and cons of each solution are discussed.

Target Audience: BI specialists and DW designers looking to learn the pros and cons of the logical data lake and logical data warehouse; data scientists, data analysts, and business analysts; technology planners and architects; database developers and administrators; IT managers who need to be informed about what the logical data warehouse architecture has as business benefits

Prerequisites: Some general knowledge of data warehousing and business intelligence

Level: Advanced

Mo 4.4, MONDAY, 26 JUNE 2017, 03.45 PM – 05.00 PM

Integrating Fast Data and Real-Time Analytics Into The Enterprise



Mike Ferguson
Intelligent Business Strategies Ltd,
Managing, Director

This session explores what is different about streaming data and streaming data analytics. It looks at what's needed in the enterprise to clean, transform, integrate and analyse it.

Target Audience: BI Professionals, Business Analysts, Enterprise Architects

Prerequisites: Basic understanding of BI & Analytics

Level: Advanced

Di 1.4, TUESDAY, 27 JUNE 2017, 04.30 PM – 06.00 PM

Machine Learning for Business



Dr. Jos van Dongen
Tholis Consulting,
Founder

The power behind self-driving cars, real-time facial recognition, and intelligent robots is called machine learning, a subfield of artificial intelligence (AI). The first formal definition of AI came from Arthur Samuel in 1959: 'A field of study that gives computers the ability to learn without being explicitly programmed.' Currently, machine learning not only enables computers to park our cars and win at Jeopardy, it also allows them to beat humans at chess and Go, and to learn for itself how to play new games without any instruction. This can also lead to potential applications in sales, marketing, finance, and HR that can drive better decisions and give you a competitive edge.

You Will Learn:

- * What machine learning is and why it should be part of your analytics toolkit
- * How the most widely used algorithms work and how to apply them
- * Best practices and use cases in applying machine learning techniques
- * How to start applying machine learning algorithms in an automated decisioning framework

Target Audience: BI & Analytics managers and team members

Prerequisites: BI Basic Knowledge, Statistics 101 • **Level:** Advanced

Di 3.2, TUESDAY, 27 JUNE 2017, 10.45 AM – 12.00 PM

Governing the Data Lake: The Critical Importance of the Information Catalogue



Mike Ferguson
Intelligent Business Strategies Ltd,
Managing Director

This session shows how information catalogue software can be used to track and manage data, data preparation jobs, ETL jobs, analytical models, dashboards, BI reports and other artefacts, to manage and organise a multi-platform analytical environment.

Target Audience: Data & Enterprise Architects, CDOs, Data Scientists

Prerequisites: basic understanding of data governance and data management

Level: Advanced

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Di 2.3, TUESDAY, 27 JUNE 2017, 02.30 PM – 04.00 PM

Rapid Business Enablement – How to provide a global Business Analytics Solution in less than six months



Daniel Piatkowski
Accenture/Avanade,
Manager Data and
Analytics



Dr. Bernd Schoeberle
Roche,
Global Lead for
Business Intelligence

ROCHE Diabetes Care a market leader in diabetes health care products planned to globally centralize Business Intelligence to replace local solutions and reduce costs. After two unsuccessfully attempts and two years of development the information demand of the global and local organizations could not be answered. The Data Analytics team from Accenture/Avanade accepted the challenge to enable the Business by providing a state of the art BI Solution. The team build the Enterprise Data Warehouse from scratch for 6 Business Domains, 22 countries and 6 time zones in less than 6 months. The first 3 business domains have been released after only 10 weeks. Thru the reduction of dependencies and the consequent use of standardized pattern, ETL/ELT Automatisierung Automatic Testing and Automatic documentation it became possible to deliver in a short time. The presentation illustrates how a scalable architecture bases on Data Vault 2.0 principles enables such an agile and massively parallel approach.

Target Audience: BI-Manager, BI-Projektleiter, Entscheider, CIO, Solution Architects

Prerequisites: basic understanding of BI and Data Warehousing Projects

Level: Advanced

Di 6.3, TUESDAY, 27 JUNE 2017, 02.30 PM – 04.00 PM

14:30 – 15:15

Integrated Sales Planning at Bosch Automotive enabled by Oracle Enterprise Performance Management



Matthias Osswald
Robert Bosch GmbH,
Project Lead and Platform
Manager



Julius Seyfried
Deloitte Consulting
GmbH, Manager

Large global organizations with matrix organization structures usually face complex processes within their steering function. Especially when it comes to analytics, corporate forecasting and planning, stakeholders from each matrix dimension need to come up with a consistent and accepted plan in a guided process in addition to a required mixture of data detail on data entry and approval levels throughout the planning process. This session will demonstrate, how this challenge was solved at Bosch Automotive Aftermarket. It will exhibit the design of a state of the art Performance Management solution using Oracle Hyperion Planning, Essbase, Data Integrator as well as data exchange with SAP BW to fulfill Bosch's analytics requirements. Participants will learn how a guided process, still providing flexibility was implemented and how the software supports the planners by reducing planning and alignment effort and how to successfully integrate such a solution into a complex BI architecture.

Target Audience: BI-manager and project leader, Finance and Controlling head, Sales department heads, Oracle Hyperion Practitioners

Prerequisites: none

Level: Advanced

Di 5.4, TUESDAY, 27 JUNE 2017, 04.30 PM – 06.00 PM
04.30 PM – 05.15 PM

„Serverless“ Technologien für Big Data und Machine Learning im Retail



Alex Osterloh
Google,
Cloud Platform Solution Consultant Big Data

Companies want to be more agile and shorten innovation cycles ('fail fast') and learn from data, instantly. Out of necessity, Google invented technologies to be able to answer short term questions about billions of data points in no time. Also Google is using Machine Learning to improve many of the services such as Search, Youtube, translation, image and voice recognition. Now everyone can use these services, without touching a single machine.

Target Audience: Decision Makers, CTO, CMO, CIO

Prerequisites: Big Data basics (e.g. Map Reduce)

Level: Basic

05.15 PM – 06.00 PM

Virtual Reality + E-Commerce: The Future of Digital Marketing



Chris Henn
One-Inside,
CTO



Laurent Christen
e2y,
Managing Director

Digital Marketing and E-Commerce are undergoing a radical transformation in response to accelerating technology innovation. Combine recent advances in Virtual Reality, IoT, Mobile Computing and a world linked through Social Networking with E-Commerce, and you have an explosive mix empowering the Digital Selling of the future.

Target Audience: Business Executives, Decision Makers, Technology Enthusiasts, Digital Marketing Specialists

Prerequisites: none

Level: Basic



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Mi 4.1, WEDNESDAY, 28 JUNE 2017, 09.00 AM – 10.15 AM

Modernize the Data Warehouse: Designing an Architecture for both BI and Data Science



Mark Madsen
Third Nature Inc.,
President

The requirements we have today are to accept any data, not just data in rows and columns; to accept that data at any speed, not just what a database can keep up with; and to support any process – not just queries but also algorithms and transformations. We aren't designing for 'big data' or 'small data' – it's all data. The data warehouse is sufficient for a portion of the data, but not for all of it. What are the design principles that lead to good functional design and a workable data architecture? What are the assumptions that limit old approaches? How can one integrate with older environments? How does this affect data management? Answering these questions is key to building long-term infrastructure. This presentation will discuss hidden design assumptions, review design principles to apply when building multi-use data infrastructure, and provide a reference architecture. Our goal in most organizations is to build a multi-use data infrastructure that is not subject to past constraints.

Target Audience: BI and analytics leaders and managers; data architects, modelers, and designers; architects, designers, and implementers; anyone with data management responsibilities who is challenged by recent and upcoming changes in the data landscape
Prerequisites: Understanding of data warehousing and BI
Level: Basic

Mi 5.1, WEDNESDAY, 28 JUNE 2017, 09.00 AM – 12.00 PM

Self Service Analytics and Data Democracy in a Connected World



Jason B. Perkins
CBIP, BT,
Data Analytics Chief Architect

Join this session, to hear about how BT are empowering the business through data democracy. Enabling self-service using Data Analytics to exploit our vast information assets via a multi tenanted big data repository. Providing insight to drive informed decision making in an increasingly connected and converging world. In this session we will take you on a journey through real world examples of using analytics to better understand business challenges and predict outcomes:

- Use cases – Customer Experience, Operational Excellence, Self Service analytics & IoT Analytics
- Data Strategy & the Logical Data Warehouse (Hadoop vs. Analytics Databases)
- Data Management – the foundation for insight from 2,500 structured datasets to billions of non-relational data
- Breadth of Information usage – over 10,000 users across discovery, data science, reporting and visualisation

Target Audience: CDO, Architects & Analytics practitioners
Prerequisites: Foundation understanding of Analytics and Big Data
Level: Advanced

Mi 6.2, WEDNESDAY, 28 JUNE 2017, 10.45 AM – 12.00 PM

Presentation: Fast Cars, Big Data – How Streaming Can Help Formula 1



Tugdual Grall
MapR Technologies,
Chief Technical Evangelist EMEA

Modern cars produce data. Lots of data. And Formula 1 cars produce more than their share. I will present a working demonstration of how modern data streaming can be applied to the data acquisition and analysis problem posed by modern motorsports. Instead of bringing multiple Formula 1 cars to the talk, I will show how we instrumented a high fidelity physics-based automotive simulator to produce realistic data from simulated cars running on the Spa-Francorchamps track. We move data from the cars, to the pits, to the engineers back at HQ. The result is near real-time visualization and comparison of performance and a great exposition of how to move data using messaging systems like Kafka, and process data in real time with Apache Spark or Flink, then analyse data using SQL with Apache Drill.

Target Audience: Architect, Project Leader, Developer
Prerequisites: basic architecture for applications (operational & analytics) • **Level:** Basic

Mi 4.3, WEDNESDAY, 28 JUNE 2017, 02.30 PM – 04.00 PM

Digital Earth – Big Data as the driver of new business models at the interface between space and the digital economy



Dr. Nicolaus Hanowski
European Space Agency (ESA),
Head, Ground Segment & Mission Operations
Department

Thanks to new digital technologies, an amazing view from Space – sensing beyond what the Astronauts can see from the International Space Station – can now be accessed directly on mobile devices, for free, at high-resolution, and for any point on the planet. This is a unique and unprecedented capability enabled by the Copernicus program from the European Space Agency (ESA), which will deliver incredible scientific insight into how our planet works but will also unleash enormous business opportunities in a growing digital data economy. In this seminar Nicolaus Hanowski will discuss extraordinary new ways of collecting, storing, and analyzing big data and its impact on the way we do Science but also Business in the Digital economy and provide some examples of how Earth Observation (EO) responds to the Digital revolution.

Target Audience: BI & Data Warehousing Professionals, CEOs, CTOs
Prerequisites: Interest in Big Data, Business Analytics, In-Memory Technology, Basic knowledge in the following areas: BI and Data Warehousing, Space & IT as new business opportunities
Level: Advanced

Mi 6.3, WEDNESDAY, 28 JUNE 2017, 02.30 PM – 04.00 PM
02.30 PM – 03.15 PM



BI Chain Monitoring: Predictive Analytics on Enterprise Metadata Streams with Spark, Cassandra and Kafka



Natalino Busa
Teradata,
Head of Data Science

Enterprise BI processing chains tend to be very complex, for many reasons such as data volume, regulations, compliance measures and variety of the data sources involved. Hence it's not uncommon that process changes and unforeseen load can strain BI pipelines. Disrupted BI chains are often costly endeavours which require to re-run large data batches. Incidents of this kind are often a source of temporary service unavailability and they are hard to fix and to maintain. Streaming Analytics, in particular using open source technology such as Spark, Cassandra, Logstash, and Kafka can be effectively used for BI chain monitoring. In this presentation, Natalino will show how to build models to determine which patterns are normal and which are anomalous in the received metadata streams. Thereafter, he will explain how to score, forecast and predict trends on real-time metadata stream.

Target Audience: BI Managers, Directors, Project Managers and Architects, Open Source Specialists, Program managers
Prerequisites: none • **Level:** Basic

Mi 1.4, WEDNESDAY, 28 JUNE 2017, 04.30 PM – 05.15 PM



Data Mining the Social Web



Thomas Felder
molch,
CTO



Zahra Shahabi
molch,
Post-disciplinary designer

By circumscribing the most popular words and their semantic fields, we see that opinions on the web can provide a good approximation of overall sentiment. Our product helps target marketing strategies by using natural language processing strategies to extract semantic and contextual information from a real-time twitter feed. We visualise the feed using a web application with an elasticsearch backend. Join us and meet this emerging technology head-on!

Target Audience: Marketing Directors and Executives with an interest in exploiting big data technologies • **Prerequisites:** The session will target a general audience although subjects such as python scripting will be broached • **Level:** Advanced

Mi 6.4, WEDNESDAY, 28 JUNE 2017, 04.30 PM – 06.00 PM



A Distributed Operational and Informational Technological Stack



Loreto Fernández Costas
Stratio,
Scrum Master



Adrián Doncel Gabaldón
Stratio,
Big Data Architect

Digital Transformation starts with data. What if a solution existed that put data at the center, in a single place, serving all applications around it – A distributed data centric solution that combined the operational and the informational, managed by a single data center operating system? This session will provide a detailed explanation of such a solution, bringing the concept of data centrality to life. We will cover the details of the array of open source technologies that come together to create a transformational solution to the historic problem of physical companies: From multiple data stores, distributed run-time engines and SQL engines based on Spark, to microservices, Machine Learning and Deep Learning Algorithms. Big Data 3.0 is just round the corner.

Target Audience: Software engineers, BI manager, BI-project leader, Big Data manager, IT manager
Prerequisites: BI, distributed technologies, Big Data
Level: Advanced



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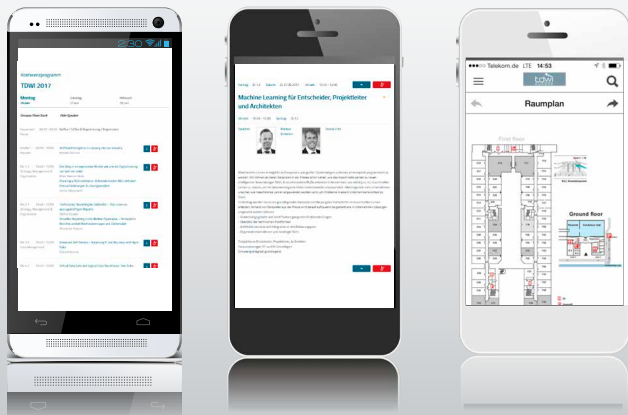


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Dr. Michael Mustermann
Muster GmbH & Co. KG



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Instructor: Dr. Deanne Larson

With over 20 years of experience, Dr. Larson is an active practitioner and academic focusing on business intelligence and data warehousing. Dr. Larson completed her doctorate in management in information technology leadership. She holds project management professional (PMP) and certified business intelligence professional (CBIP) certifications.

Dr. Larson attended AT&T Executive Training at Harvard Business School in 2001, focusing on IT leadership and Stanford University focusing on Data Mining. She is a regular contributor to TDWI publications and presents several times a year at conferences.

The courses and examination language is English!
Testing: All exams are offered on Saturday, 24 June.

For price information, details and registration please contact:
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