

TDWI MÜNCHEN 2018

25-27 June 2018 | MOC MÜNCHEN

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The premier event for BI and Analytics

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PROGRAM**

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 **BARC** @TDWI Track
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Welcome to the 2018 TDWI Conference in Munich!

The future of business analytics and intelligence is here, and now more than ever, the ability to leverage the latest skills and technologies is critical to your organization's success.

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 gain a competitive edge with your data.

From enabling rapid scalability and elasticity, managing users and data security, and democratizing your analytics efforts, to innovating with machine learning and AI, TDWI München provides you with the resources you need to find richer, deeper insights within your data.

Our vendors and exhibitors showcase the emerging technologies that are changing the game, while our world-renowned educators deliver in-depth, actionable skills you can apply immediately back at the office on the hottest topics including modern architectures, data science, data governance, cloud, deep learning, AI, big data, and so much more, 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

Technical Chairs



Prof. Dr. Carsten Felden
Chairman TDWI e.V.



Lauran Trask
Director of Education
Development, TDWI



Dr. Carsten Bange
BARC GmbH



Prof. Dr. Peter Chamoni
University
Duisburg-Essen



Prof. Dr. Peter Gluchowski
TU Chemnitz



Dr. Joachim Philippi
SEVEN
PRINCIPLES AG



Klaus-Dieter Schulze
NTT DATA
Deutschland GmbH



08.30 am – 09.30 am	Coffee & Registration										Keynote: Survival skills for the Digital Age Christoph Holz		
	Business Analytics & Applications	Data Management	Strategy, Management & Organization	Technology, Architecture & Tools	Data Management	Technology, Architecture & Tools	KI Einsatz in der Industrie	BARC	Business Analytics & Applications HANDS-ON	Cognizant @ TDWI	IBM Business Partner @ TDWI		
10.45 am – 12.15 pm	Mo 1.1	Mo 2.1	Mo 3.1	Mo 4.1	Mo 5.1	Mo 6.1	Mo 7.1	Mo 8.1	Mo 9.1	Special Day	Special Day		
	Big Geospatial Data – Wertschöpfung mit GIS-Technologie Thilo Steckel Stefan Vienken 	Smart Data Management in The Digital Enterprise – Managing Data Complexity While Reducing Time To Value Mike Ferguson 	Lighthouse – automatisierte Dokumentation und Data Lineage – Erfahrung aus 2,5 Jahren Praxis Martin Reber Jörg Frank 	New Data Storage Technologies: From Hadoop to Graph Databases, and from NoSQL to NewSQL Rick van der Lans 	Auf dem Weg zur Continuous Integration – Herausforderungen und Lösungen für traditionelle ETL-Prozesse Roman Stüber Markus Finkler 	Data Modeling must DIE! (or the rise of the Data facilitator) Martijn Evers 	In Kooperation mit Bitkom: 1) Einsatz von Big Data Analytics und AI zum Aufspüren von Cyber-Angriffen bzw. zum generellen Einsatz in der IT Security Thomas Hemker  2) AI als Treiber der Digitalen Transformation – Beispiele aus der Praxis Jörg Besier  3) Das Tor zur breiten Intelligenz: Die Integration der KI in Geschäftsprozesse Katrin Botzen Marc Pudelski 	Warum brauche ich eine Datenstrategie & Data Governance und wie setze ich diese um? Timm Grosser Herbert Stauffer 	Halbtags-Workshop: Use Case first, AI second – ein anwendungsgetriebener Einstieg in Deep Learning Dr. Sebastian Petry Dr. Michael Allgöwer Dr. Timo Böhm Christoph Hoffmann 	Cognizant 1 10.45 am – 11.15 am AI has Arrived – But, You Ain't Seen Nothing Yet Dr. Jerry A. Smith Cognizant 2 11.15 am – 12.30 pm Wie Künstliche Intelligenz den Kundenservice revolutionieren kann – Bot für einen Call Agent Ursula Kahan Cognizant 3 01.45 pm – 02.20 pm Microsoft AI Strategie anhand von Praxisbeispielen Andre Kammertoens Sydney-Aline Straßer Cognizant 4 02.25 pm – 03.00 pm Machine Learning und Data Science im Unternehmen Jan Kunigk Mag. Stefan Heil Cognizant 5 03.30 pm – 04.30 pm Machine Learning und Data Science im Unternehmen Rahul Sharma Cognizant 6 05.00 pm – 05.30 pm Panel Discussion Steve Holyer	10:45 am – 11:30 am Vortrag SIEVERS GROUP Folgt in Kürze 11:30 am – 12:15 pm Risikomanagement mit Cubeware auf der Basis von IBM Cognos TM1 Frank Hendricks 01:45 pm – 02:20 pm Get the most out of your IBM Planning Analytics (TM1)! Am Beispiel einer KST-Planung im Konzern Mathias Noack Henri Stenzel 02:25 pm – 03:00 pm BI & Analytics in der IBM Cloud Uwe Müller 03:30 pm – 04:00 pm Predictive Planning: Orakel oder Evidenz? Predictive Planning als Erfolgsfaktor! Michael Bellm		
Lunch 12.15 am – 01.45 pm													
01.00 pm – 01.30 pm	CSmo1	CSmo2	CSmo3	CSmo4	CSmo5	CSmo6	SCSmo1						
	Case Study TIMETOACT Aufbau eines Data Warehouse für die Automatisierung des Aufgabenträger-Reportings bei der NordWestBahn Hans Krefeld	Case Study Adastra Robust and Scalable ETL with Spark Hitesh Sahni	Case Study ITGAIN Analytics in der Praxis. Howto: Kündigungen verhindern mit KNIME Analytics Thilo Boehnke	Case Study Informatica Suchen – Finden – Fertig: Data Preparation leichtgemacht Thomas Bodenmüller-Dodek	Case Study WhereScape You'll find further information in the IT EventApp.	Case Study Dataiku You'll find further information in the IT EventApp.	Lunch & Learn by Teradata (12:15 – 13:45) Künstliche Intelligenz in 3 leichtverdaulichen Häppchen Danko Nikolić, Frank Säuberlich, Dieter Jakob						
01.45 pm – 03.00 pm	Mo 1.2	Mo 2.1	Mo 3.2	Mo 4.2	Mo 5.2	Mo 6.2	Mo 7.2	Mo 8.2	Mo 9.1				
	Text Mining mit R Prof. Dr. Carsten Felden Claudia Koschtial 	Fortsetzung/Continued Smart Data Management in The Digital Enterprise – Managing Data Complexity While Reducing Time To Value Mike Ferguson 	Business Intelligence für den Mittelstand – Grundlegende BI-Architekturen und -Konzepte Prof. Dr. Peter Chamoni Prof. Dr. Peter Gluchowski 	Blockchain-Technologie im Detailblick: Funktionsweise, Einsatzfelder und Rolle in der Enterprise-IT Sonja Maria Lehmann 	Datenintegration und Data Vault – der Teufel steckt im Detail Andreas Buckenhofer 	Der Kulturwandel vom DWH zur Data Platform in der Cloud Dr. Markus Schmidberger 	1) Die Evolution des intelligenten Unternehmens: Maschinelles Lernen zielgerichtet einsetzen Dr. Sebastian Wieczorek  2) Digitalisierung gestalten mit dem Periodensystem der Künstlichen Intelligenz Torsten Hartmann Stefan Holtel 	BARC Erfahrungsaustausch: Data Governance zum Erfolg führen Timm Grosser Herbert Stauffer 	Fortsetzung/Continued Halbtags-Workshop: Use Case first, AI second – ein anwendungsgetriebener Einstieg in Deep Learning Dr. Sebastian Petry Dr. Michael Allgöwer Dr. Timo Böhm Christoph Hoffmann 				
	Business Analytics & Applications	Data Management	Strategy, Management & Organization	Technology, Architecture & Tools	KI Einsatz in der Industrie	BARC							
15.30 – 16.30	Mo 1.3	Mo 2.3	Mo 3.3	Mo 4.3	Mo 7.3	Mo 8.3							
	World Café Ist Maschinelles Lernen/Künstliche Intelligenz doch ein rotes Tuch? Erfahrungen aus Analytics-Projekten Moderation: Prof. Dr. Carsten Felden 	World Café Zusammenspiel von Data Lake und Data Warehouse Moderation: Prof. Dr. Peter Gluchowski 	World Café Robot Process Automation and Business Analytics – The perfect match? Moderation: Prof. Dr. Peter Chamoni 	World Café Digitale Disruption braucht disruptive Technologien – aber wer treibt wen: Das Business die IT oder umgekehrt? Moderation: Dr. Joachim Philippi 	World Café Mehr Transparenz auf dem KI-Markt – Nutzen des Periodensystems der Künstlichen Intelligenz Moderation: Torsten Hartmann Stefan Holtel 	World Café Wieviel Strategie und Governance braucht BI für Analytik? Moderation: Patrick Keller 							
	Business Analytics & Applications	Data Management	Strategy, Management & Organization	Technology, Architecture & Tools	Data Management	Strategy, Management & Organization	KI Einsatz in der Industrie	BARC					
05.00 pm – 06.15 pm	Mo 1.4	Mo 2.4	Mo 3.4	Mo 4.4	Mo 5.4	Mo 6.4	Mo 7.4	Mo 8.4					
	Creating New Insight Using Text Analysis & Graph Analytics Mike Ferguson 	Data Intelligence Service Centre – How to transform the organization to embrace latest data analytics techniques Markus Trzeciok Fabian Hefner 	Die Bahn: Strategische Data Lakes beim Dinosaurier deutscher Geschichte Guido van Husen Christopher Muth 	Big SQL Solutions for Big Data Systems Rick van der Lans 	RAVEN – Reporting und Review Environment für Clinical Data Management (CDM) und Clinical Data Review (CDR) Sacha Baulan Jörg Krempien 	1) Auch wir kochen nur mit Wasser – aber mit Hochdruck! Ein Erfahrungsbericht aus einem agilen BI-Projekt Raphael Branger Sören Schubert Marcel Fehrendt 2) Agile Transformation der Business Intelligence-Entwicklung bei Robert Bosch Power Tools Marcus Bitterlich 	1) Innovative Sourcing: AI in Produktionsunternehmen Prof. Dr. Christian Heinrich  2) TTT – Texte, Themen, Trenderkennung Dr. Fritz Schinkel  3) Künstliche Intelligenz als Begleiter der Digitalen Transformation Jens Kamionka 	BARC Speed-Pitch: Data Cataloging Technologien Timm Grosser Lars Iffert 					
06.30 pm – 07.30 pm	Special Keynote: „Go Hard or Go Home“ – Vom Herausforderer zum Sieger Dominik Neidhart												
from 07.30 pm	TDWI Welcome Reception sponsored by OPITZ CONSULTING Deutschland												


User C


Science research

08.00 am – 09.00 am	Coffee & Registration								Track Plus @ TDWI	ITGAIN @ TDWI	SAP @ TDWI
	Business Analytics & Applications	Data Management	Strategy, Management & Organization	IoT & Industrie 4.0	Branchentrack Automobilindustrie	Branchentrack Finanzindustrie	Branchentrack Handel	BARC			
09.00 am – 10.15 am	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 Track	Special Day	Special Day
Coffee break 10.15 am – 10.45 am	Planung und Optimierung in der Logistikbranche – mit Paxisfällen von A wie Ardex bis R wie Rhenus Marco Becker	DW Automation as a game changer at Tirus and Smurfit Kappa – Fit for Digital Business with Big Data Automation Marc Buthey Christian Foucher Gregor Zeiler	It is all about the data, a managerial perspective Ronald Damhof	1) IoT und Industrie 4.0 – Potentiale für Business Intelligence & Analytics Prof. Dr. Hans-Georg Kemper Prof. Dr. Heiner Lasi 2) Innovative Entwicklungen in der Sensorik als Grundlage für advanced Data Analytics und KI Alexander Aberle	Gestern Fahrzeughersteller, morgen Mobilitätsdienstleister – Analytics wird zum wertschöpfenden Faktor Dr. Johann Prenninger Daniel Lampertseeder	1) Versicherungswirtschaft digital: Quo vadis? Prof. Dr. Jan Jürjens 2) Chatbots zur Optimierung interner Prozesse in Banken und Versicherungen Jan Ischebeck Roman Schäfer	1) Data Science in der Supply Chain Optimierung Matthias Ulrich Dr. Robin Senge 2) Effiziente Geschäftssteuerung im Handel durch ein Data Warehouse- und BI-System Alexander Jochum	Trends und Entwicklungen für Business Intelligence, Analytics und Datenmanagement Patrick Keller	09.00 am – 09.35 am Teradata What are the limits of AI, and how to overcome them? Prof. Dr. Danko Nikolić	ITGAIN 1 09.00 am – 10.15 am Zum richtigen Zeitpunkt, das richtige tun – Dynamische Optimierungsmodelle in der Praxis Oliver Ilnicki	Eine strategische Entscheidung: Big Data Warehousing und Analytics für das intelligente Unternehmen
	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	Di 8.2	09.40 am – 10.15 am HVR / Hermes Achieving Real-Time Analytics with Big Data and Your Data Warehouse Herman Verheul Lars Schroeder	ITGAIN 2 10.45 am – 11.30 am Auswahl geeigneter Metriken zur Beurteilung der Performance von Predictive Analytics – Was können Unternehmen von der Wettervorhersage lernen? Dr. Annette Förster
	Introduction to AI and Deep Learning Dr. Deanne Larson	IIoT Analytics von Echtzeit-Maschinendaten. Neue BI-Chancen für den Mittelstand Volker Sieber Thomas Müller Tobias Kallenbach	TDWI Meinungsforum: Wer gewinnt das Rennen um Analytics: Künstliche versus menschliche Intelligenz Lars Tams Dr. Carsten Dittmar Prof. Dr. Carsten Felden	1) Technologie-Innovationen in der Automatisierungstechnik als Enabler neuer Analytics-Konzepte Markus Berghammer 2) Smart-Service-Strategien im Maschinenbau Dr. Marius Grathwohl	Den Elefanten in Scheiben schneiden! Unternehmensweite Akzeptanz für MDM-Projekte schaffen Lutz Lückert Dr. Tobias Brockmann	1) Der Robo-Advisor der Zukunft? Eine Kristallkugel für Erika Mustermann Kai Nörtemann Christian Leibold 2) Wissen, was der Kunde will, bevor er es selber weiß Christina Köppen Jennifer Bartz	1) Einsatz von Big-Data-Technologie zur Optimierung des Preismanagements im Einzelhandel Felix Weber 2) Digitalisierung der Umsatzplanung Alexander Kleineidam Niklas Kroll, Jürgen Steg	BARC Erfahrungsaustausch: Erfolgreiche Weiterentwicklung des BICC zu einer BI und Analytics Organisation Patrick Keller	10.45 am – 11.20 am ITGAIN Herausforderungen der fachlichen Metadatenmodellierung für Data Governance Thomas Weiler	ITGAIN 3 02.45 pm – 03.30 pm Was Analytics Projekte ins Stocken bringt und mögliche Lösungsansätze Thilo Boehnke	09:30 SAP Big Data Warehouse in verteilten Unternehmenslandschaften Klaus-Peter Sauer
12.15 pm – 01.15 pm	Keynote: Algorithmic Decision Making: The Next Frontier for BI and Analytics Dr. Carsten Bange, Business Application Research Center (BARC)										
02.00 pm – 02.30 pm	CSdi1	CSdi2	CSdi3	CSdi4	CSdi5	CSdi6	SCSdi1				
	Case Study ASG Heute GDPR/DSGVO – und dann? Wie Data Intelligence Sie bei Data Governance, Regulatorik und Projekten unterstützen kann Rudolf Kunkel, Carsten Lux	Case Study PPI Reputationsrisiken aktiv managen – ein Sentiment-Analyse-basierter Ansatz Jens Diekmann, Michael Herbst	Case Study EVACO & TimeXtender Data Right on Time. How Automation underpins Data Discovery Barry Devlin, Gordon Salzmann	Case Study Denodo Industry 4.0 – The Data Driven Revolution Taking Place at Festo Diethard Frank	Case Study Ab Initio You'll find further information in the IT EventApp.	Case Study MicroStrategy Datengesteuerte Innovation – die flexible MicroStrategy-Plattform Marian D. Plum	Lunch & Learn by Teradata (01.15 pm – 02.45 pm) Künstliche Intelligenz in 3 leicht-verdaulichen Häppchen Danko Nikolić, Frank Säuberlich, Dieter Jakob		11.25 am – 12.00 pm heureka Softwaregestützte Data Governance: Auswahlverfahren und Kriterien Kim Lust	ITGAIN 4 03.30 pm – 04.15 pm Advanced Analytics – mit der Methode zum Modell und dann? Simone Fochler	11:15 Kundenerfahrungsbericht Uldis Kronbergs
Lunch 01.15 pm – 02.45 pm	Business Analytics & Applications	Data Management	Strategy, Management & Organization	Strategy, Management & Organization	Branchentrack Automobilindustrie	Branchentrack Finanzindustrie	Branchentrack Handel	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	02.45 pm – 03.30 pm WhereScape / Athlon How to do a year's worth of data work in one week with automation – by Dutch car leasing company Niels Otten	ITGAIN 5 04.45 pm – 06.00 pm Management von agilen Projekten im Analytics Umfeld – So wird's gemacht! Tobias Dittrich Markus Burger-Scheidlin	11:40 SAP HANA & Geospatial Data – Mit dem Faktor Location Daten in Wert setzen Stefan Vienken
02.45 pm – 04.15 pm	Di 1.3	Di 2.3	Di 3.3	Di 4.3	Di 5.3	Di 6.3	Di 7.3	Di 8.3	03.30 pm – 04.15 pm msg systems Auf dem Weg zum kognitiven Kundendialog Holger Hornik		14:45 Datengetriebene Anwendungen produktisieren mit SAP Data Hub – Data Warehouse, IoT, Machine Learning Tobias Koebler
Coffee break 04.15 pm – 04.45 pm	Beyond Jupyter Notebooks: Build your own Data Science Platform in less than 1 hour Joshua Görner	Send bitemporal data from Ground to Vault to the Stars Dirk Lerner	DataDevOps: A Manifesto for a DevOps-like Culture Shift in Data & Analytics Dr. Arif Wider Sebastian Herold	1) Data Strategy – Handlungsfelder, Vorgehensweise und praktische Erfahrungen Markus Enderlein Oliver Schwentek 2) Smart Data Dictionary oder: Wer kann die Daten eigentlich nutzen? Alexander Faber	1) Customer Analytics im Bereich Car Sharing: Die intelligente Customer Journey bei mobility Martin Seifert Thomas Seidel 2) Smart Data Analytics in Automotive Prof. Dr. Jan Jürjens	1) Zukunftsdesign von Risikomanagement-Anwendungen unter Berücksichtigung von BCBS 239 Martin Zurheide Eric Rath 2) Auf dem Weg in eine neue BI-Landschaft – Regulatorik effizient erfüllen und dabei BI neu gestalten Till Kasperbauer	1) Kann Analytik den klassischen Einzelhandel retten? Jan-Henrik Fischer 2) Food is personal! – Design und Effekt von Personalisierung im Online-Supermarkt Franziska Krobisch	BARC Speed Pitch: Advanced Analytics Software Dr. Sebastian Derwisch Lars Iffert	04:45 pm – 05:30 pm Snowflake Agile, cloud-based DW-development – experiences from the field Tommi Vihervaara		15:15 Machine Learning in der Unternehmenssteuerung – Vorstellung eines Use Case Simon Pickert
	04.45 pm – 06.15 pm	Di 1.4	Di 2.4	Di 3.4	Di 4.4	Di 5.4	Di 6.4	Di 7.4	Di 8.4		
	1) Next Best Action & Next Best Offer (NBA/NBO) – Customer 360 Intelligence Kunal Pandita 2) Connections matter! Using Social Network Analysis for better decision making Dr. Jos van Dongen	1) Das Data Warehouse der Bundespolizei – aus Rohdaten zum flexiblen Lagebild Michael Becker Henry Liebrecht 2) SmartDataLearningGroup: DWH4.0 „New York Taxi Trips“ – 1.4 Milliarden Trips automatisch normalisiert (NF6) – LIVE Jan Buss Marcel Nadje	1) Die Digitale Transformation verändert das BI & Analytics Zielsystem Lars Schlömer Stefan Seyfert 2) EU-DSGVO – Status quo und Pendenzen bei der Umsetzung für Analytische Informationssysteme Nils Bruckhuisen, Dr. Anselm Schultze, Lars von Lipinski	1) TDWI Young Guns: Trendthemen auf dem Prüfstand – Projektvorgehen in Zeiten von Storytelling und Visual Analytics (Data Science) Tim Mehlfeld Harald Fiedler Thomas Krumbein 2) TDWI Award: Kurzvorträge der drei Preisträger	1) Digital Workplace Training as an enabler for successful BI Dr. Robert Maderitsch Thomas Alexander Horak 2) Aufbau eines Data Lake bei Volkswagen Slovakia – Erfahrungsbericht und Praxisbeispiele Hans-Christian Heidecke	1) Blockchain und Kryptowährungen – Licht ins Dunkel Dimitri Gross Tom Gansor 2) Near Real Time Data Vault im Kreditkartengeschäft Petr Beles	1) Visualisierung und Kommentierung von Sell-Out Daten im Wholesale Marcus Riecks 2) Automatisierter Datawarehouse Aufbau im E-Commerce – für den Mittelstand eine Lösung? Mirjam Cohrs	BARC-Erfahrungsaustausch: Data Science – welchen Nutzen bringt es? Dr. Carsten Bange Dr. Sebastian Derwisch			

Legend:



User Cases



Science and research report



Report from consulting projects and analysts



Interactive session

08.00 am – 09.00 am	Coffee & Registration										
	Business Analytics & Applications	Data Management	Strategy, Management & Organization	Technology, Architecture & Tools	Data Management	Technology, Architecture & Tools	Strategy, Management & Organization	BARC	Business Analytics & Applications HANDS-ON	WhereScape @ TDWI	
09.00 am – 10.15 am	Mi 1.1	Mi 2.1	Mi 3.1	Mi 4.1	Mi 5.1	Mi 6.1	Mi 7.1	Mi 8.1	Mi 9.1	Special Day	
Deep Learning from Scratch with R: Neuronale Netze zerlegen und verstehen Marc Stanke Coffee break 10.15 am – 10.45 am		Data Warehouse Automation – Praxiswissen kompakt für einen erfolgreichen Einstieg Klaus Blaschek	Data Art: Beyond Infographics Jörg Blumtritt	The Analytics Factory Dr. Jos van Dongen	„Eine unerwartete Reise“ – Datenqualität messen, analysieren, interpretieren und berichten Christian Trapichler	Case Study WMF Group: Wie werden Daten für Smart Products bereitgestellt? Jan Degenhardt	Stadt Wien: Wie wird eine Stadt data excellent? Brigitte Lutz	Analytische Datenbanken in der Data Lake Ära Timm Grosser Otto Görlich	Half Day Workshop: A Hands-on Introduction to Your First Data Science Project Emma Grasmeder Dr. Arif Wider	01:15 pm – 03:30 pm Makeathon – Build a data warehouse in under two hours with WhereScape automation Frederik Naessens	
		Mi 2.2	Mi 3.2		Mi 5.2	Mi 6.2	Mi 7.2	Mi 8.2			
10.45 am – 12.00 pm		Mit DW Automation zu Customer Journey Analytics in der Krankenversicherung Tobias Rist	Big Data, Easy Start: From Regulatory Process Verification to Predictive Maintenance and Beyond Frank Hemmers Christian Poecher		Effiziente Erstellung eines Fachglossars und fachlichen Datenmodells durch Reverse-Engineering Andreas Reisser Stefan Markus	Cost Down and Quality Up with Automating Data Warehouses – This is Not a Tool Story! Christian Weinberger	BI-strategy as a product backlog – how to bring strategy to life? Thomas Alexander Horakh Dr. Robert Maderitsch	BARC Speed Pitch: Analytische Datenbanken in der Data Lake Ära Timm Grosser Otto Görlich			
12.15 pm – 01.15 pm	Keynote: Data Driven Platform Development @ OTTO Dr. Michael Müller-Wünsch, OTTO, Bereichsvorstand Technology (CIO)										
02.00 pm – 02.30 pm	CSmi1	CSmi2	CSmi3	CSmi4	CSmi5	SCSmi1					
Case Study Cognizant Wie Künstliche Intelligenz den Kundenservice revolutionieren kann Ursula Kahan Lunch 01.15 pm – 02.45 pm		Case Study Sopra Steria Die Digitale Transformation verändert das BI & Analytics Zielsystem Lars Schlömer	Case Study itelligence Beverage Market Analytics – Aufbau einer digitalen Informationsplattform mit Hilfe moderner Analytics-Werkzeuge Matthias Helm Tobias Müller	Case Study Tibco/Quinscape You'll find further information in the IT EventApp.	Case Study OpenText You'll find further information in the IT EventApp.	Lunch & Learn by Teradata (01.15 pm – 02.45 pm) Künstliche Intelligenz in 3 leichtverdaulichen Häppchen Danko Nikolić, Frank Säuberlich, Dieter Jakob					
		Mi 1.3	Mi 2.3	Mi 3.3	Mi 4.3	Mi 5.3	Mi 6.3	Mi 7.3	Mi 8.3		
Advanced Analytics with Python and TensorFlow Dr. Deanne Larson Coffee break 04.00 pm – 04.15 pm		noETL yesSQL. Warum ELT und SQL die optimale Wahl für moderne DWH sind! Alec Shalashou	BW/4HANA Conversion planbar machen! Erfolgsfaktoren & Best Practices bei der Planung einer BW/4HANA Conversion Adalbert Moczygeba	Visual quality check for a production process using Deep Learning Dr. Alexander Loosley Dr. Dimitrii Azarnykh Wadim Pessin Dr. Johannes Oberreuter	Analytics-Driven Security – Feuer und Bewegung Philip A. Caspari Stephan Grinat	1) Battle of the Clouds – Oracle vs AWS vs Azure vs OpenStack Manfred Klimke 2) Get Your Big Data Under Control Hitesh Sahni	1) Sichere Data Lakes und strategische Big Data-Projekte in der Praxis: Konzeption, Architektur, Aufbau und Betrieb Carsten Frisch Alexander Broska 2) Best Practices für die Governance-Strategie eines Business Data Lake Arne Roßmann	Steuerung der BI/AA-Strategie und Innovation mittels Service Portfolio Herbert Stauffer Torsten Krüger			
		Mi 2.4	Mi 3.4	Get-together (from 04.00 pm)							
04.15 pm – 05.30 pm		From BI to AI via Analytics and IoT Dr. Barry Devlin	Data Science – Organisatorische Anforderungen für die Nutzung von Data Science in data-driven-Unternehmen Prof. Dr. Uwe Haneke Prof. Dr. Stephan Trahasch Dr. Michael Zimmer								



Monday, 25 June 2018 | 09:30 – 10:30

Survival skills for the Digital Age

„In a data-driven economy data literacy needs to become a general competence for everyone“, says data visualization expert and start-up-investor Christoph Holz. Data economy's scandals like Cambridge Analytica clearly demonstrate the need for some ethical upgrades. Since datafication has begun to shape not only companies but also the human condition, Holz will focus his talk on this topic.



Christoph Holz
University Lecturer
for Digitization

Tuesday, 26 June 2018 | 12:15 – 13:15

Algorithmic Decision Making: The Next Frontier for BI and Analytics

True value from BI and Analytics comes from actions that are derived from insight. Human decision-makers still often base decisions on gut feel or experience, and not on insights derived from facts. These decisions might have been sufficient in the past, but now Big Data and digitalization are changing the game. The human as a decision-maker might be the bottleneck: too irrational, too slow and not able to interpret all the data available. Algorithmic Decision-Making is taking over to implement data-driven, fast and efficient processes.

The presentation shows how to introduce decision automation into organizations and processes, when to use it and which challenges and opportunities to consider. Data Ethics emerges as a key consideration. It plays an important role in understanding that not everything that can be done should be done.



Dr. Carsten Bange
Business Application Research
Center (BARC)

Mo 2.1 | 10:45 –15:00



Smart Data Management in The Digital Enterprise – Managing Data Complexity While Reducing Time To Value

This workshop looks at this problem and shows how to build a modern data architecture to manage data in a distributed and hybrid computing environment that is business aligned to deliver profitability for the enterprise.

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

Prerequisites: Basic understanding of data governance and data management

Level: ● ● ●



Mike Ferguson

Intelligent Business Strategies
Ltd, Managing Director

Mo 4.1 | 10:45 –12:15



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

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? 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, database specialists, data warehouse designers, data scientists, data analysts, business analysts, technology planners, IT architects, database developers and administrators | **Prerequisites:** Some general knowledge of database technology, data warehousing and business intelligence | **Level:** ● ● ●



Rick van der Lans

R2O/Consultancy,
Industry Analyst

Mo 6.1 | 10:45 –12:15



Data Modeling must DIE! (or the rise of the Data facilitator)

This session focuses (un)importance of Data Modeling. We will try to find a better way to look at modeling in the light of a tsunami of data and changes on how we manage data. We will discuss data modeling in the light of Big Data, but also the true value of existing modeling approaches. We will also look on how to adapt current thinking to new data challenges and discuss the terminology explosion in IT. The session introduces concern driven data organization as a way to manage data modeling and data production. It complements the Data Quadrants approach. After this session you will have a better way to understand data modeling approaches and can better SWOT them for you Data Architecture.

Target Audience: Data Architects/Data Modelers | **Prerequisites:** Any data modeling experience is sufficient | **Level:** ● ● ●



Martijn Evers

I-Refact,
Chief Information Architect

Mo 1.4 | 17:00 –18:15



Creating New Insight Using Text Analysis & Graph Analytics

This session explores the use of two forms of analysis to produce new insights for use in customer engagement, fraud and risk management. These new forms of analyses are text analysis and graph analysis.

Target Audience: Business Analysts, Data Scientists, IT BI Professionals

Prerequisites: Basic understanding of analytics | **Level:** ● ● ●



Mike Ferguson

Intelligent Business Strategies
Ltd, Managing Director

Mo 2.4 | 17:00 –18:15



Data Intelligence Service Centre – How to transform the organization to embrace latest data analytics techniques

Central Banks have made considerable progress in recent years in integrating big new datasets into their policy analysis and decision-making. Granular data collected by central banks themselves have, in particular, become an indispensable source of information for policymakers. Especially when it comes to Analytics and building the underlying Big Data infrastructure a scalable and flexible architecture is needed as well as a transformation of the organization to support and embrace new advanced analytics and machine learning techniques and tools for data analysis. This session will demonstrate, how these challenges were solved at the European Central Bank.



Markus Trzeciok

European Central Bank,
Senior Project Lead



Fabian Hefner

Deloitte Consulting GmbH,
Big Data Practice Lead

Target Audience: BI-Manager, BI-Project Leader, Decider, CIO | **Prerequisites:** Big-Data- and BI-Fundamentals | **Level:** ● ● ●

Mo 4.4 | 17:00 –18:15



Big SQL Solutions for Big Data Systems

There is a tendency to think that big data systems can't be developed with SQL technology. Wrong! Development of SQL technology hasn't stood still the last 10 years. On the contrary, many analytical SQL database servers are more than suited for analyzing big databases, New-SQL products can handle massive transactional systems with serious data ingestion rates, and GPU-based SQL are optimized to run complex forms of analytics on massive amounts fast. In addition, SQL technology is combined with Hadoop increasingly. The limitations, use cases, pros, and cons of all these SQL solutions are critically discussed.



Rick van der Lans

R2O/Consultancy,
Industry Analyst

Target Audience: BI specialists, DW designers, database specialists interested in the new SQL technology | **Prerequisites:** Some general knowledge of DW and BI | **Level:** ● ● ●

Di 2.1 | 09:00 –10:15



DW Automation as a game changer at Tirus and Smurfit Kappa – Fit for Digital Business with Big Data Automation

Two companies, one concept for success. Both companies are driving initiatives to embrace the digital transformation. Since all data areas are impacted, this is an excellent opportunity to address upcoming needs around business analytics to develop data governance and bring more agility in business intelligence services. In this context, data warehouse automation provides advantages that let them proceed with this change of culture with higher maintainability and speed of execution. Big Data Automation help you to exceed the limitations of the traditional data warehouse. As a result, time-to-value for new big data solutions will be reduced to its minimum and new potentials of organization's data will be unlocked.

Target Audience: BI-manager, BI-project leader, decision makers | **Prerequisites:** BI Basic knowledge, BI experience, Data Warehousing basics | **Level:** ● ● ●



Marc Buthey | Tirus International SA,
IT & Project Manager



Christian Foucher | Smurfit Kappa, BI Manager



Gregor Zeiler | Trivadis AG, Senior Solution
Manager BI/Big Data

Di 3.1 | 09:00 –10:15



It is all about the data, a managerial perspective

This session will tell the tale of the Data Quadrant Model. A sense-making framework in the complex world of data that enables a common frame of reference between managers, domain experts and engineers. This model is used by many organisations to formulate data strategy and justify investments in the data domain. It is used as the strategic underpinning for a data architecture, it guides the 'rules of the game' and it separates the fundamental concerns in data. Furthermore, it explains how an organisation can toggle the need to innovate with data and the need to deploy and use data at scale, repeatedly, safe, lawful, with constant quality and robust.

Target Audience: Senior (executive) management, Data Management, Data Architects, BI engineers, ETL developers | **Prerequisites:** none | **Level:** ● ● ●



Ronald Damhof
Dutch Central Bank,
Enterprise Data Architect

Di 1.2 | 10:45 –12:00



Introduction to AI and Deep Learning

Deep learning and artificial intelligence (AI) is a capability organizations are striving to adopt for the competitive edge. Deep learning systems can be the differentiation factor between your organization and your competitor. This course focuses on deep learning concepts and principles and ensuring that the „black box“ of deep learning is explained. Additionally, understand how to assess and prepare your organization deep learning and AI readiness is explored.

Target Audience: Business analysts, data scientists, project leaders, business managers
Prerequisites: None required | **Level:** ● ● ●



Dr. Deanne Larson
Larson & Associates,
CBIP, President

Di 1.3 | 14:45 –16:15



Beyond Jupyter Notebooks: Build your own Data Science Platform in less than 1 hour

Interactive notebooks like Jupyter build the core of many data scientist's workplace. Being accessed via web browser they allow scientists to easily structure their work by combining code and documentation, yet often lead to isolated and disposable analysis artifacts. Keeping the computation inside those notebooks does not allow for convenient concurrent model training, model exposure or scheduled model retraining. Those issues can be addressed by taking advantage of recent developments in the discipline of software engineering. Containerization became the technology of choice for crafting and deploying applications. Building a data science platform that allows for easy access (via notebooks), flexibility and reproducibility (via containerization) combines the best of both worlds.

Target Audience: Data Scientists, Data Engineers, Pragmatists, People interested in ML & Data Science | **Prerequisites:** eager interest in ML, Data Science and open source | **Level:** ● ● ●



Joshua Görner
BMW AG,
Data Scientist

Di 2.3 | 14:45 – 16:15



Send bitemporal data from Ground to Vault to the Stars

Information changes in intricate ways over time. For example, prices for goods change over time and business plans future pricing like discounts for „Black Friday.“ These prices may be saved long before they are valid in real life and therefore in operating systems. A data warehouse with a well-designed bitemporal historization can store this future information about prices. And also enable business users to travel through time to have different views on their data: past, present and future. The speaker will focus in this session on the method and techniques for getting bitemporal data into a Data Vault and afterwards merging timelines of bitemporal Data Vault Satellites to get data out of the Data Warehouse's core layer. He will show bitemporal basics for a better understanding of loading data as well as the concepts to provide star schema dimensions as non-, uni- or bitemporal objects.

Target Audience: Data Modeler, Data Architects, ETL-Experts

Prerequisites: Data Vault, Data Modeling | **Level:** ● ● ●



Dirk Lerner

TEDAMOH GmbH,
Geschäftsführer

Di 1.4 | 16:45 – 18:15

16:45 – 17:30



Next Best Action & Next Best Offer (NBA/NBO) – Customer 360 Intelligence

Customer 360° Intelligence aims to provide intelligent and actionable recommendations in a holistic and integrated manner that enable clients to not only understand what drives customer's decision-making but also enable them to be a step ahead and predict & guide customers towards their Next Best Action using digital channels and touch points.

Target Audience: CMO, CIO, CxO, Decision-makers

Prerequisites: BI experience, AI experience, Digital Marketing know-how | **Level:** ● ● ●



Kunal Pandita

Cognizant Technology
Solutions, Head of P&R
(Products & Resources)

17:30 – 18:15



Connections matter! Using Social Network Analysis for better decision making

Stanley Milgram's famous 'six degrees of separation' experiment claims it would take 6 individuals to link two randomly selected people in the world. Although the number of 6 makes the statement very challenging, latest studies claim that the number of intermediate links decreased to even 4 with the high usage of technology. These outcomes tell us two important things: first, the world is not as big as we thought it was. And second, connections matter! Some people might impact lots of things, including analytical models and related business decisions. Critical questions are: who are these people and how can we detect them? Who are leaders, who are followers, who are just outliers? And, more importantly, can determining those people and the network structure of the groups they belong to help us to make more effective business decisions or not?

Target Audience: BI/Business Analyst, Data Scientist, BI Manager, Analytics team lead

Prerequisites: Basic BI and database knowledge | **Level:** ● ● ●



Dr. Jos van Dongen

Tholis Consulting,
Principal Consultant

Di 5.4 | 16:45 – 17:30

Digital Workplace Training as an enabler for successful BI

The best system can only be as good as its end users. This is a famous saying that also reflects our own BI experience in the Daimler finance function. End user participation and acceptance are crucial success factors. Technological change is often related to unpleasant behavioural change. Therefore, change management has to be taken very seriously. Considering various mega trends such as further internationalization, digitization and changing business models, we ask ourselves: How we can increase our openness and adaptability across the whole workforce? And how can we create more eagerness for innovation in the finance function?

Target Audience: Everyone interested in BI and change in a large finance organization

Prerequisites: Familiarity with change management and BI | **Level:** ● ● ●



Dr. Robert Maderitsch

Daimler AG,
Senior Consultant Technology
Innovation



Thomas A. Horakh

Daimler AG,
Manager at Future FC
Landscape Development

Mi 3.1 | 09:00 – 10:15



Data Art: Beyond Infographics

When it comes to data visualizations, we usually think of infographics. But besides data as storytelling, journalism, and dashboards, data has grown into a medium for expression for a large spectrum of creative output. Artistic expression within the digital arts has brought forward critical examination of technology and its impact on society, such as surveillance and self-determination, and has often collaged quotations of all aspects of media and consumerism, questioning art market concepts like authorship and intellectual property rights, in mediums ranging from video, software, and websites to hardware, kinetic machines, and robotics. Parametric or generative art is being created from algorithms without direct human intervention.

Target Audience: People interested in visualization; data scientists, visualization experts

Prerequisites: Interest in visualization | **Level:** ● ● ●



Jörg Blumtritt
Datarella,
CEO

Mi 4.1 | 09:00 – 12:00



The Analytics Factory

Data science, machine learning and AI are hot topics in today's analytics landscape. Many breakthroughs have been made due to advances in algorithms and computing power. Organizations adopt these new technologies and use them to their own advance to improve sales, customer interactions or internal processes. But, they are also facing new challenges when developing and deploying analytics solutions. Not all solutions are easily scalable or can be deployed and run in an automated way, and more often than not point solutions are created using different tools on platforms which are hard to maintain. Moreover, the performance of analytical models degrades over time, requiring a different type of monitoring and maintenance.

Target Audience: Data scientist, Analytics lead, IT/BI/Analytics architect, Platform Engineer, BI Manager | **Prerequisites:** Basic analytics and data analysis knowledge | **Level:** ● ● ●



Dr. Jos van Dongen
Tholis Consulting,
Principal Consultant

Mi 9.1 | 09:00 – 12:00



A Hands-on Introduction to Your First Data Science Project

We have created an open-source example application that is optimized to serve as a playground for learning and experimentation. Nevertheless, it works on a realistic dataset, addresses a typical machine learning task one may encounter on the job (demand forecasting), and applies an industry-standard toolset (Python3, Pandas, Jupyter Notebook, AWS). We'll run you through the entire workflow of a machine learning application and introduce you to the different phases of a data science project: data exploration, prototyping, validation, and productization. We will guide you to work hands-on on improving prediction accuracy or other features of the application.

Target Audience: Software developers who want to learn data science practices | **Prerequisites:** Bring a computer, ideally have anaconda or a similar python distribution installed | **Level:** ● ● ●



Emma Grasmeder
ThoughtWorks,
Data Witch



Dr. Arif Wider
ThoughtWorks,
Senior Consultant Developer

Mi 3.2 | 10:45 – 12:00



Big Data, Easy Start: From Regulatory Process Verification to Predictive Maintenance and Beyond

By establishing a central production data pool based on Hadoop and applying the Talend Data Fabric as universal data-driven integration architecture we are able to unlock both mandatory requirements of the GMP (Good Manufacturing Practice) as well as new business opportunities, enabling use cases like predictive maintenance, predictive quality assurance or open world analytics. Learn how the chosen architecture enabled HERMES Arzneimittel to become data-driven and transform Big Data projects from challenging, hard to maintain hand-coding jobs to repeatable, future-proof integration designs.

Target Audience: CIO, Architect, BI/DWH-Manager, Quality Management Rep

Prerequisites: Big Data and Integration Basics are helpful | **Level:** ● ● ●



Frank Hemmers
HERMES Arzneimittel GmbH,
CIO



Christian Pöcher
QuinScape GmbH,
Team Lead Talend

Mi 6.2 | 10:45–12:00



Cost Down and Quality Up with Automating Data Warehouses – This is Not a Tool Story!

Using generator based approaches in data warehouse systems is a widespread practice for more than a decade. Commercial Data Warehouse Automation solutions are one option to address this demand, but this speech will focus on best practices for client/project specific solutions. Experience shows that the degree of automation, the hot spots to be addressed, technologies to be used and conceptual approaches can make a real difference. In the beginning, automation means always to do an invest that will (hopefully) pay off over the lifecycle of the overall solution. It is not just about choosing the right technologies, it is also about calculating business cases and commercial planning. The presentation gives a broad overview on how to automate efficiently and shows real-live examples from several projects.

Target Audience: BI/Data Warehouse Commercial Decision Makers/Project Managers/Architects/Developers | **Prerequisites:** Basic understanding on data warehouse systems and projects
Level: ● ● ●



Christian Weinberger
metafinanz Informationssysteme GmbH, Business Area
Lead Information Delivery

Mi 7.2 | 10:45–12:00



BI-strategy as a product backlog – how to bring strategy to life?

Past BI-strategies were often characterized by a lot of abstract paperwork, low end user acceptance and a great distance from actual implementation. Developing a BI-strategy for Mercedes Benz Cars in summer 2018, we wanted to go a different way. We decided to use an agile approach both for the development and the representation of our BI-strategy. Our TDWI presentation will give you an overview of our new approach and point out advantages compared to a traditional sequential approach.

Target Audience: IT-/Operations-/BI-strategists, managers and employees
Prerequisites: Familiarity with change management in the BI-context | **Level:** ● ● ●



Thomas A. Horakh
Daimler AG,
Manager at Future FC
Landscape Development



Dr. Robert Maderitsch
Daimler AG,
Senior Consultant Technology
Innovation

Mi 1.3 | 14:45–17:30



Advanced Analytics with Python and TensorFlow

Data Science is continuing to evolve and the use of common open source tools to add value is growing. In addition, the use of programming languages like Python are becoming the basis for deep learning algorithms like TensorFlow.

Target Audience: Data Scientists, Business Analysts, Developers, Data Engineers | **Prerequisites:** understanding of basic statistics, command line interfaces, Python basic experience | **Level:** ● ● ●



Dr. Deanne Larson
Larson & Associates,
CBIP, President

Mi 4.3 | 14:45–16:00



Visual quality check for a production process using Deep Learning

We present a use case we developed in the cloud to automate pill production quality control and save a pharmaceutical company millions of euros per year. When a pill press breaks, it begins to produce defective pills that can take hours or sometimes days to recognize. With each pill press producing hundreds of pills per second, the monetary stakes of potentially losing days of product are high. To address the issue, we prototyped a (deep) machine learning pipeline using transfer learning to detect defective pills. In the presentation, we address some of the challenges we faced (avoiding false positives, impact of image noise, dust and unwanted reflections etc.). We also show how we used statistical pre-processing techniques to reduce the amount of data needed and improve the quality of the prediction.

Target Audience: Decision makers in the manufacturing industry, IT-Experts interested in Deep Learning and Computer Vision | **Prerequisites:** Basics of ML and statistical models | **Level:** ● ● ●



Dr. Alexander Loosley | Data Reply GmbH,
Technical Director

Dr. Dimitrii Azarnykh | Data Reply GmbH,
Machine Learning Consultant

Wadim Pessin | Data Reply GmbH,
Machine Learning Consultant

Dr. Johannes Oberreuter | Data Reply GmbH,
Machine Learning Consultant

Mi 6.3 | 14:45–16:00

14:45–15:20



Battle of the Clouds – Oracle vs AWS vs Azure vs OpenStack

Der Markt der Cloud-basierten Nutzungssysteme unterliegt einem enormen Wachstum und gewinnt immer mehr an Bedeutung für die IT Strategie in den Unternehmen. Die Flut von Cloud-basierten Systemen macht es für viele Unternehmen nicht unbedingt leichter den Einstieg in das Cloud Computing zu wagen. Welche Systeme bieten den besten Nutzen, haben ein skalierendes Lizenzsystem, wie Flexibel sind die Systeme, welches Basis Knowhow ist jeweils erforderlich um eine Anwendung in dem Cloud-basierten Nutzungssystem zu implementieren und zu betreiben?

Zielpublikum: BI-Experten | **Voraussetzungen:** Fachkenntnisse | **Schwierigkeitsgrad:** ●●●

15:25–16:00



Get Your Big Data Under Control

The presentation will focus on the Data Integration (ETL) challenges in Hadoop based systems and the benefits from implementing a Big Data Integration Control Framework.

Table of contents: Overview Data Integration on Hadoop | Do we need ETL Tools for Hadoop? | Avoiding the errors from the early DW years | The benefits of Controlled DI | Typical DI Control Metadata Model, Reusable Components and Patterns | DQM on Hadoop

Target Audience: Data Architects, Data Engineers, ETL Experts, Data Stewards, Business Analysts

Prerequisites: Common understanding what ETL is about, Hadoop basic knowledge | **Level:** ●●●

Mi 2.4 | 16:15–17:30



From BI to AI via Analytics and IoT

Under a range of names – deep learning, cognitive computing, robotics, algorithms, etc. – AI and IoT offer both the threat and the promise of revolutionising all aspects of IT, business and, indeed, society. This session looks at the practical application of AI and IoT in decision-making support, building on familiar BI and analytics paradigms as well as some emerging tools and techniques in AI. The key distinction between augmentation and automation of human decision making is explored. In particular, the ethical, social and economic implications of widespread adoption of artificial intelligence are laid out, along with some high-level suggestions on how to address them.

Target Audience: BI managers, project leaders, architects, BI-savvy business leaders

Prerequisites: BI, Business and IT basic knowledge | **Level:** ●●●



Manfred Klimke

Trevisto AG,
Lead Consultant



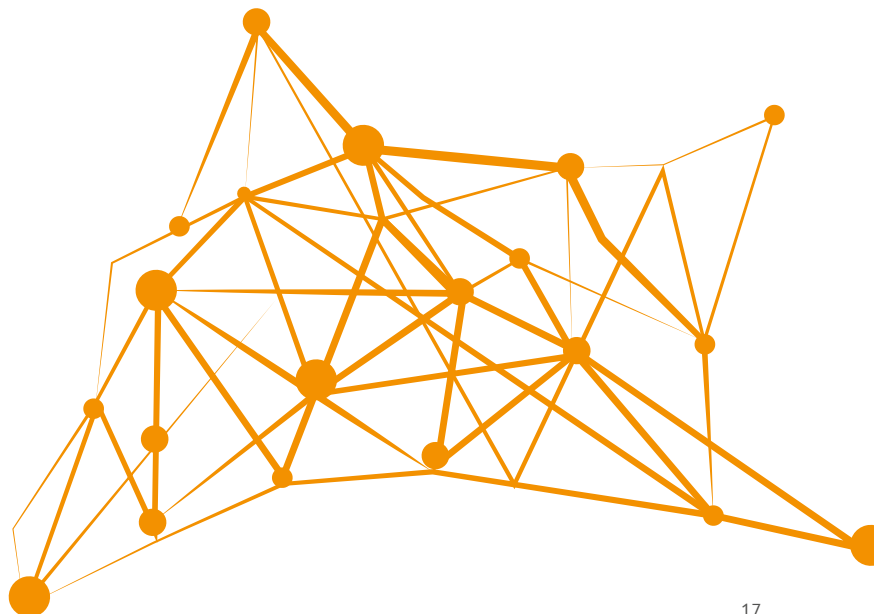
Hitesh Sahni

ADASTRA GmbH,
Big Data Architect



Dr. Barry Devlin

9sight Consulting,
Founder and Principal



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When?

25 – 27 June 2018

Where?

MOC, Lilienthalallee 40, 80939 Munich
www.moc-muenchen.de

Registration

Please use the online form at tdwi-konferenz.de. Service in English is available. Early bird registration: **Register by 18 May 2018!**

Hotel Recommendation

The Rilano Hotel Munich
Domagkstraße 26, 80807 Munich
Phone: +49 89 36001 0
E-Mail: reservations-muc@rilano.com
Limited contingent – only while stocks last!
Price includes breakfast and VAT.
Standard single room (3-star): 139,00 € per person/night
Superior single room (4-star): 165,00 € per person/night
Available until 27 May 2018 under the keyword: TDWI 2018

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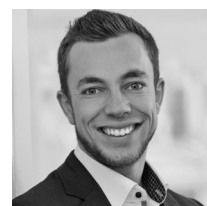
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Conditions

Early Registration Fees until 18 May 2018

Package	TDWI-Member	Non-Member
3 Days	€ 1,495	€ 1,795
2 Days	€ 1,295	€ 1,495
1 Day	€ 995	€ 1,195

Regular Registration Fees from 19 May 2018

Package	TDWI-Member	Non-Member
3 Days	€ 1,595,-	€ 1,895
2 Days	€ 1,395,-	€ 1,595,-
1 Day	€ 1,095,-	€ 1,295

All rates are subject to VAT.

Conference Highlights

Business Intelligence ^{meets} vs. Artificial Intelligence

From „information overload“ to „predictive analytics“ – for business intelligence, big data is both a curse and a blessing. Faster computers and higher storage capacities enable more and more data to be collected. But how can they be used efficiently in line with corporate goals? Artificial Intelligence (AI) is currently the most frequently mentioned answer to this question and thus one of the central topics of TDWI München 2018.

Through the intelligent automation of processes, AI makes it possible to tame the data masses and use them sensibly. At TDWI München you will change the BI question with us from „What happens?“ to „What will happen next?“ and learn how you can make better and faster decisions in the future.

TDWI München gives a complete overview of

- current trends and developments in the near future
- practical AI solutions that are already a reality today
- your digitization possibilities in medium-sized businesses
- improvements in existing architectures
- integration of new technologies (in existing BI environments)
- current topics from the areas of Analytics, Big Data, Deep Learning, Data Science, DWH Automation, GDPR, IoT ...

TDWI München has been an integral part of the calendar of business & data analysts, data scientists, BI project managers, BICC/ACC managers and consultants for 14 years. The conference is the central knowledge hub and network platform in Germany, Austria and Switzerland.

For more than 1,300 satisfied participants – newcomers to professionals – TDWI München is the best opportunity for networking and professional exchange with colleagues at eye level. Interesting breaks, exhibition as well as special events like the welcome reception offer space for inspiration, new perspectives and solutions for your current challenges.

Interactive Sessions – join in!

In interactive workshops you can discuss your current challenges with experts and colleagues. Expand your personal network and get a step closer to your solutions.

Hands-on workshops: Deep Learning from Scratch with R, Text Mining in R, Your First Data Science Project and Data Science Platform

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