



# TDWI MÜNCHEN 2019

24 - 26 June 2019 | MOC Munich

**Advancing all things data.**  
The premier event for BI and Analytics

**CALL FOR  
PAPERS**

including

 **BARC** @TDWI Track  
A CXP GROUP COMPANY

[tdwi-konferenz.de](http://tdwi-konferenz.de)

## Call for Papers

### TDWI München 2019 with BARC@TDWI track

24th - 26th June 2019, MOC Munich

We invite you to share your knowledge with the TDWI community by applying to present at TDWI München 2019, the conference for Analytics and BI.

Contributions from a broad spectrum of disciplines in Big Data and Analytics, Artificial Intelligence, Business Intelligence (BI) and Data Warehousing (DWH) are welcome.

### Strategy, Management & Organization

#### Track Chair Prof. Dr. Peter Chamoni

- Agile BI
- BI Project Management / BI-Process Management / Project Organisation
- BI-Lifecycle Management
- BI-Strategy
- Business Cases calculation for BI/ Big Data
- Business Driven BI
- Change Management
- Ethics, Trust, Privacy and Legal Aspects
- GDPR (Europäische Datenschutzgrundverordnung)
- Industry templates
- New roles/skills in BI/Big Data (Data Scientist, ...)
- Organization of BI / BICC
- Role of BI/Big Data in Digitization
- Sourcing & Shoring Concepts
- Standardization and Industrialization

### Data Management

#### Track Chair Prof. Dr. Peter Gluchowski

- BI and Data Governance
- Big Data
- Data Integration
- Data Lake
- Data Lineage
- Data Modelling
- Data Quality
- Data Security Management
- Data Strategy
- Data Vault
- Data Virtualization
- Data Warehouse Automation
- ILM (Information Lifecycle Management)
- Master Data Management
- Meta Data Management
- Open Data
- Self Service Data Preparation
- Semantic Modelling and Data Representation
- Streaming Data

## Business Analytics & Applications

### Track Chair Prof. Dr. Carsten Felden

- Advanced Analytics  
(Data Mining, Predictive Analytics, Optimization, Prescriptive Analytics)
- Artificial Intelligence, Cognitive Computing, Machine Learning
- BI & Collaboration
- BI User domains  
(e.g. Customer Relationship Management, Human Capital Management, Government Intelligence, Compliance Warehouse, Production DWH, Controlling Applications, GRC)
- Business Activity Monitoring / Process Mining
- Concept orientated BI-Systems (e.g. Balanced Scorecards, Planning, Budgeting)
- Data Discovery
- Enterprise Reporting
- Location Intelligence / Geographical Information Systems
- Natural-Language search / Natural-Language Question Answering
- Operational BI
- Quantified Me / Self-tracking
- Requirements Engineering
- Robot Process Automation
- Social Analytics / Social CRM
- Visual BI

## Technology, Architecture & Tools

### Track Chair Dr. Joachim Philippi

- Blockchain and Big Data
- BI in the Cloud
- Transformational Database Technologies / No-SQL Databases
- Hadoop Ecosystem / SQL-on-Hadoop-Engines
- Spark Ecosystem
- IoT Analytics / Edge & Fog Computing
- Machine Learning / Deep Learning
- BI / Big Data in Mobile and Pervasive Computing
- Location Context & Situational Awareness
- Open Source BI
- Embedded BI
- Real-/Right-Time Analytics
- BI / Big Data as a Service
- Self Service BI / BI on Demand
- Smart Analytical Platforms
- Lambda / Kappa Architectures
- Stream and Event Processing
- Data Streams Mining
- Testing Methodologies and Tools
- Anonymization & Pseudonymisation Techniques / Big Data Encryption
- Image Recognition

Please notice that following Special Tracks will be held in German language.  
The standard sessions of these tracks are **35 to 45 Minutes**.

Invited to submit presentations are all users or consultants from the industry and with a clear industry focus.

## Special Track Automobilindustrie

### Track Chairs Dr. Johann Prenninger & Klaus-Dieter Schulze

- After Sales Analysen / Fahrzeugakte
- Analysen zur flexiblen Absatz- und Produktionsplanung
- Autonomes Fahren
- Car Sharing
- CO2 Flotten Monitoring
- Connected Car
- Elektromobilität
- Fahrerassistenzsysteme
- Garantieoptimierung
- Lager Optimierung
- Lieferanten / Lieferketten Monitoring
- Mobile Online Dienste
- Predictive Maintenance & Qualitätssicherung
- Service Parts Management / Logistik

## Special Track Finanzindustrie

### Track Chair Dr. Andreas Totok

- Praxisberichte über BI-Anwendungen in Banken und Versicherungen
- Datenbasierte Digitalisierung
- Big-Data-Anwendungen
- Raw Data Lake oder Data Vault
- Einbindung von Daten aus sozialen Medien und mobilen Devices
- Data Science und Methoden der Künstlichen Intelligenz in datengetriebenen Geschäftsprozessen
- Speziallösungen für Analyse und Simulation
- Prozessmonitoring und -optimierung
- Anforderungen aus dem regulatorischen Meldewesen
- Umgang mit individuellen Datenverarbeitungslösungen (IDV)
- Gestaltung von reversionssicheren BI-Prozessen
- Datenqualitäts- oder Stammdatenmanagement

## Special Track Handel

### Track Chairs Christian Frei, Leif Hitzschke & Oliver Kiehr

„Future Commerce – von der handschriftlichen Notiz zu Augmented Reality“.

Hierbei wird nicht nur das breite Spektrum zwischen teil- bis vollautomatisierten Lösungen verstanden, sondern auch die Vielfalt an Ideen sowie Möglichkeiten mit Technologien den Handel zu gestalten und neue Wege zu beschreiten.

- Augmented Reality
- IoT
- Big Data / Data Lakes und verteilte Szenarien
- Advanced Analytics (predictive, prescriptive)
- Data Science und Machine/Deep Learning
- Performance- und Produktivitätsanalysen
- Cloud/On-Premises (Hybridansätze)
- E-Commerce

Beispielhafte Anregungen für konkrete anwendungsorientierte Fragestellungen sind:

- Optimierung der Customer Experience mit BI
- Real-Time-Auswertungen und Analysen von IoT-Daten
- Unterstützung von Mitarbeitern und Kunden durch Augmented Reality
- Geschäftsoptimierung aufgrund von Prozesscontrolling

Darüber hinaus sind alle weiteren Einreichungen zu den o.g. Themenfeldern willkommen.

## Use Cases & Case Studies

**Submissions of use cases and case studies of corporate users** are very much appreciated and **will be preferred in the consideration process**. We ask consultants for submissions referring to concrete customer projects.

## Interactive & Hands-On Sessions

Submissions of interactive formats and hands on sessions such as **hackathons** are appreciated and will be preferred in the consideration process.

## Important Information

TDWI conferences are a multivendor and independent event. **We accept only vendor neutral proposals.**

To meet the high expectations of our delegates and target groups, we kindly remind you to focus your presentation on your submitted topic.

As a matter of course, please be aware to have **just one slide about you and your represented company**. We want to ensure comparable presentations of all speakers and to meet the event's standard to deliver high quality content to the participants.

It is not permitted to include more slides outside the presentation's subject area, especially information regarding you or your company.

We would appreciate receiving your presentation slides in advance of the conference. Please **send all final presentations** to [Wolfgang.Reuter@sigs-datacom.de](mailto:Wolfgang.Reuter@sigs-datacom.de) **no later than 7 June, 2019**.

## Evaluation Criteria

The present evaluation criteria for submissions are:

- Quality, expertise and depth of the submission
- Relevance for the conference
- Level of innovation
- Overall impression

## Sessions

Please note that standard sessions at TDWI conferences are

- half-day seminars (2h30min or 3h)
- sessions (75 or 90min)
- special track session\* (35 or 45 min)\*

**We accept only vendor neutral proposals.**

Seminars can be held in German or English as **Basic Classes, Advanced Classes** or **Professional Classes**.

\* in Special Tracks only.

## Requirements of Submission

All proposals must include the following detailed information for consideration:

- title of seminar contents - 100 characters, incl. blanks
- short descriptions of seminar contents:
  - session (75 or 90min) – 700 characters, incl. blanks
  - half-day seminar – 700 characters, incl. blanks
  - special track session (35 or 45 min) - 450 characters, incl. blanks
- detailed outline of the presentation or seminar content (first draft of table of content/structure)
- target audience
- prerequisites
- degree of difficulty (Basic, Advanced, Professional)
- CV of instructor (including educational experiences)
- Please point out track or category and topic

## Submissions

If you have a presentation or seminar that fits the above requirements and would like to submit a proposal, **please use the online form only:**

**<https://confcall.sigsgatacom.de>**

**Choose: TDWI München 2019**

Please submit your proposal in the language the seminar/session will be given.

For further information please check: <http://www.tdwi-konferenz.de>

## Important Dates

Submission Deadline: **09<sup>th</sup> January 2019**

Notification: End of February

## Notification of Acceptance

The final decisions regarding which proposals will be included in TDWI Munich 2019 will not be made before the end of February. In some cases, we may contact you for additional information before making our final decision.

Thank you very much in advance for contributing to the success of TDWI Munich 2019 by submitting your proposal. If you have any questions, do not hesitate to contact us at any time.

### Speaker Coordinator

#### Wolfgang Reuter

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Please feel free **to pass on this call for papers to your colleagues.**

## Special Tracks

TDWI München 2019 with BARC@TDWI Track features following further Special Tracks:

- BARC@TDWI Track
- IoT und Industrie 4.0 in Kooperation mit dem IIC German Regional Team.

Please note that these Special Tracks will accomplish **own selection processes**. In case of interest please contact Christoph Kreutz of TDWI e.V. ([Christoph.Kreutz@tdwi.eu](mailto:Christoph.Kreutz@tdwi.eu)) for further information.



## Track Chairs

### **Prof. Dr. Carsten Felden**

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### **Prof. Dr. Peter Chamoni**

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### **Prof. Dr. Peter Gluchowski**

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### **Dr. Joachim Philippi**

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### **Dr. Carsten Bange**

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### **Klaus-Dieter Schulze**

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## Track Chairs - Special Tracks

### Special Track Automobilindustrie

**Dr. Johann Prenninger**

US-3, Digitale Services und Geschäftsmodelle, Betrieb  
Head of Analytics  
BMW Group

**Klaus-Dieter Schulze**

Senior Vice President Digital Business Solutions  
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### Special Track Finanzindustrie

**Dr. Andreas Totok**

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### Special Track Handel

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