Gartner Data & Analytics Summit
September 21 - 24, 2020 | Grapevine, TX | gartner.com/us/data

Agenda at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00 a.m.</td>
<td>Registration</td>
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<tr>
<td>11:00 a.m.</td>
<td>Workshops: Engaging Decision Makers Through Data Visualization and Storytelling</td>
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<tr>
<td>1:30 p.m.</td>
<td>Workshop: Decision Making Through Data Visualization and Storytelling</td>
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<tr>
<td>3:00 p.m.</td>
<td>Workshop: Use Gartner's Process to Optimize Software Megavendor Negotiations — IBM, Microsoft, Oracle and SAP</td>
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<td>5:00 p.m.</td>
<td>Networking Break</td>
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<tr>
<td>7:30 a.m.</td>
<td>Registration</td>
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<td>9:15 a.m.</td>
<td>Gartner Opening Keynote — Rewire Your Culture for an AI-Augmented Future</td>
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<td>Gareth Herschel, VP Analyst, and Carlton E. Sapp, Senior Director Analyst, Gartner Research &amp; Advisory</td>
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**TRACKS**

A. Leadership and Culture: Build the Resilient Organization
B. Business Outcomes and Strategy: Realize the Value
C. Trust and Governance: The Evolving Challenge
D. Analytics Everywhere: Drive Persuasive Outcomes
E. Technical Insights: The Art of the Pragmatic
F. Data Architecture: Effective Data Design
G. AI, Data Science and Machine Learning: The Future Starts Now
H. Emerging Technologies: Disruption Is a Given

**Events**

- **The CDO Circle**
- **CDO Circle Leadership Exchange:**
  - The State of the Office of the CDO and New Essentials for Success (10:15 a.m.)
  - Augmented Analytics: Disruption Is a Given (2:15 p.m.)

**Roundtables**

- **A Human-Centric Approach to Data and Analytics: Introducing the New Analytics Era**
- **A Data Hub Strategy to Unify Data and Analytics Governance and Integration**
- **Data Storytelling: A Better Way to Engage Decision Makers With Data**
- **Steps to Migrate Your Legacy DW&BI to a Next-Generation DW&BI**
- **How to Optimize Data and Analytics Investments to Achieve Business Value — Finally**

**Workshops**

- **Workshop: Use Brilliant AI Ideas From Others to Inspire Your Intelligence Initiatives (2:15 p.m.)**
- **Workshop: Seven Habits for Highly Effective Sourcing Artificial Intelligence Initiatives**
- **Workshop: Data and Analytics Licensing Strategy and Maturity (10:45 a.m.)**
- **Workshop: Blockchain for Data Management: Making the World's Worst Database Work for You (4:15 p.m.)**

**Sessions**

- **Ask the Expert:**
  - Ask the Expert: Why You Need to Adopt Blockchain Smart Contracts for Revenue Growth (10:45 a.m.)
  - Ask the Expert: Decision Management and Decision Models (10:45 a.m.)
  - Ask the Expert: Why You Need to Adopt Blockchain Smart Contracts for Revenue Growth (10:45 a.m.)

**Continued on next page**
9:30 a.m. Three Critical Activities That Lead to Successful Data Synthesis and Higher Decision Quality
How to Create Metrics That Matter
Adaptive Data Governance: A New Look at Data Management Practice
When Worlds Collide: Augmented Analytics Combines Analytics and Data Science for High Impact
How to Build a Data Lake Architecture
Cloud Is the Future of Data Infrastructure
Public Sector Forum: Government Transformation Begins With Better Data
Graph Techniques: An Old Revolutionary Concept for Modern Data Science
CDD Circle Leadership Exchange: The State of the Office of the CDO and New Essentials for Success (10:30 a.m., repeat)

10:30 a.m. Solution Provider Sessions:
How to Optimize Data and Analytics Investments to Achieve Business Value — Finally
Case Study
Waris Balance Control and Agility in Your Self-Service Analytics
To Be Agile and Cope With Disruption You Need to Be Able to Migrate Your Data and Apps
The Foundation and Futures of Modern Data Management
Public Sector Forum: Government Transformation Begins With Better Data
Graph Techniques: An Old Revolutionary Concept for Modern Data Science
CDD Circle Roundtable: CDD Challenges: Implementing a Modern Data and Analytics Governance Program

11:15 a.m. Attendee Lunch and Exhibit Showcase Dessert Reception

12:15 p.m. Attendee Lunch and Exhibit Showcase Dessert Reception

12:40 p.m. Solution Provider Sessions:
The Future of Data Science and Machines Learning: Critical Trends You Can’t Ignore
Myths and Realities of Artificial Intelligence and how to Navigate Them
Advanced Data and Analytics: What Is on the Horizon for Leading Organizations?
Data Ethics Draws Right, Wrong Perspectives on Implementing the Ethics Of Data Use
How to Build and Support the Business-Driven Analytics Architecture
Using Machines Learning to Optimize Customer Journeys
How to Leverage Customer Data Management Technologies for Better Customer Experiences
Exclusive Forum for Healthcare: Treating the Other Chronic Condition in Healthcare: The Data
Disruption Decision Management Technology and Practice
CDD Circle Leadership Exchange: Evolving Your Data and Analytics Licensing Model to Maximize Value (3:00 p.m., repeat)

1:15 p.m. Solution Provider Sessions:
Data Driven Foundations: Getting Started With Data Literacy and Information as a Second Language — A Five-Step Formula to Pragmatically Implement AI

2:15 p.m. Solution Provider Sessions:
The Foundation of an Effective Data and Analytics Operating Model
Case Study
Data Ethics Draws Right, Wrong Perspectives on Implementing the Ethics Of Data Use
How to Build and Support the Business-Driven Analytics Architecture
Using Machines Learning to Optimize Customer Journeys
How to Leverage Customer Data Management Technologies for Better Customer Experiences
Exclusive Forum for Healthcare: Treating the Other Chronic Condition in Healthcare: The Data
Disruption Decision Management Technology and Practice
CDD Circle Leadership Exchange: Evolving Your Data and Analytics Licensing Model to Maximize Value (3:00 p.m., repeat)

3:15 p.m. Solution Provider Sessions:
Data Driven Foundations: Getting Started With Data Literacy and Information as a Second Language — A Five-Step Formula to Pragmatically Implement AI

5:15 p.m. Gartner Keynote: Creating a Culture That is Ready for AI
Leigh McMullen, Distinguished VP Analyst, Gartner Research & Advisory

5:00 p.m. Exhibit Showcase and Networking Reception.

Ask the Expert:
Tuesday, September 22
Ask the Expert: How Do You Use Your Digital Analytics Tool to Measure Customer Experiences? (9:30 a.m.)
Ask the Expert: Decision Management and Decision Models (9:30 a.m., repeat)
Ask the Expert: Data Catalogs 101 — Moving From ‘Nice-to-Have’ to a ‘Must-Have’ — Answer to FAQ! (9:30 a.m., repeat)
Ask the Expert: DataOps — One Year In: Lessons Learned (11:45 a.m.)
Ask the Expert: Everything You Wanted to Know About Cloud Data Management but Were Afraid to Ask (11:45 a.m.)
Ask the Expert: What Is the Typical Roadmap for AI Adoption? (11:45 a.m.)
Ask the Expert: Choosing the Right DBMS for Your Project (1:15 p.m., repeat)
Ask the Expert: How Does a Hybrid Integration Platform Approach Fit in Your Data Integration Strategy? (1:15 p.m., repeat)
Ask the Expert: What is SAP’s Cloud CRM Strategy All About? (2:15 p.m.)
Ask the Expert: Where Should You Start in Modernizing Your Data and Analytics Capabilities for the Internet of Things? (2:15 p.m., repeat)
Ask the Expert: How Are You Using Your Digital Analytics Tool to Measure Customer Experience? (4:15 p.m., repeat)
Ask the Expert: What Is SAP’s Cloud CRM Strategy All About? (2:15 p.m.)
Ask the Expert: DataOps — Early Lessons Learned From Implementing and Managing the Process (11:45 a.m.)
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Ask the Expert: DataOps — Early Lessons Learned From Implementing and Managing the Process (11:45 a.m.)

Roundtables:
Tuesday, September 22
Roundtable: Getting Started With Data Literacy and Information as a Second Language (9:30 a.m.)
Roundtable: DataOps — Early Lessons Learned From Implementing and Managing the Process (11:45 a.m.)

Workshops:
Tuesday, September 22
Workshop: How to Link Data to Outcomes (9:30 a.m.)
Workshop: Three Steps to Turn Your Data and Insights Into a Persuasive Story (9:30 a.m.)
Workshop: Wow Factor (9:30 a.m.)
Workshop: Data and Analytics Licensing Strategy and Negotiations Can Make or Break Your Initiatives (2:15 p.m., repeat)
Workshop: Seven Habits for Highly Effective Sourcing Artificial Intelligence Initiatives (2:15 p.m., repeat)
Workshop: Wow Factor (2:15 p.m.)
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**Wednesday, September 23**

**7:15 a.m.** Registration

**7:30 a.m.** Networking Breakfast

**8:30 a.m.** Guest Keynote: Loonshots: How to Nurture the Crazy Ideas That Win Wars, Cure Diseases and Transform Industries — Safi Bahcall, Technologist, Business Executive and Author

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<td>9:45 a.m.</td>
<td>How to Select the Right Professional Services Provider for Your Data and Analytics</td>
<td>Your Data and Analytics Platform: The Role It Plays in Your Digital Business Success</td>
<td>Augmented Data Catalog: Now an Enterprise Must-Have for Data and Analytics Leaders</td>
<td>Belief Critical Capabilities for the Augmented Era of Analytics</td>
<td>Case Study</td>
<td>Deploying IoT Analytics: From Edge to Enterprise</td>
<td>Responsible AI: Drive Carefully, Choose Wisely and Don’t Worry About AI</td>
<td>The Future of Data and Analytics in Cloud</td>
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<td>Solution Provider Sessions</td>
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<td>The CDO Circle: Peer Perspectives — Research Discussion on Building High-Performing Data and Analytics Teams (9:30 a.m.)</td>
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<td>11:45 a.m.</td>
<td>Magic Quadrant for Analytics and BI, Data Science and ML and Analytics Governance Program</td>
<td>Data Lakes: Data Warehouses and Data Hub: Are Not the Same. Know Your Capabilities and Purpose</td>
<td>Augmented Analytics: Using Machines to Tell Data Stories to Humans</td>
<td>Case Study</td>
<td>Leading in the #4DigitalSociety</td>
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### Spotlight Tracks

- Master Data Management: Define a Consistent Foundation
- Business Skills for Data and Analytics Leaders: Be the Change-Maker

### Roundtables

**Wednesday, September 23**

Roundtable: DataOps — Early Lessons Learned from Implementing and Managing the Process (11:45 a.m., repeat)

Roundtable: What Are the Best Practices to Organize for Machine Learning? (11:45 a.m., repeat)

Roundtable: Challenges and Tactics for Starting or Expanding a Data and Analytics Governance Program (9:30 a.m., repeat)

Roundtable: Ever Thought About Optimizing Your Data Quality Technology Spend? (3:30 p.m., repeat)

Roundtable: Challenges and Tactics for Starting or Expanding a Data and Analytics Governance Program (9:15 p.m., repeat)

Roundtable: Getting More From the Data Lake (9:15 p.m., repeat)

Roundtable: How to Select the Right D&A Organizational Model and Supporting Key Roles (5:15 p.m., repeat)

Roundtable: Sharing the Secrets of Success With Your Stakeholders Through Storytelling (5:15 p.m., repeat)

### Workshops

**Wednesday, September 23**

Workshop: Three Steps to Turn Your Data and Insights into a Persuasive Story (9:45 a.m.)

Workshop: Creating an Effective Data and Analytics Strategy (9:45 a.m.)

Workshop: Wow Factor (9:45 a.m.)

Workshop: Start to Draw! Visual Storytelling for CDOs (3:30 p.m.)

Workshop: The Foundations of Data Literacy and Data-Driven Culture Are the Basis for Digital Business Success (3:30 p.m., repeat)

Workshop: Engaging Decision Makers Through Data Visualization and Storytelling (3:30 p.m., repeat)

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Thursday, September 24

**Ask the Expert**

- **What Is a Customer Data Platform and Do I Need One?** (Repeat)
- **What Is SAP’s Cloud CRM Strategy All About?** (Repeat)

**Roundtables**

- **Thursday, September 24**
  - Roundtable: Technical Insights — The Rise of Customer Data Platforms, Demystifying Its Promises (8:00 a.m.)
  - Roundtable: How to Select the Right DIA Organizational Model and Supporting Key Roles (8:00 a.m.)
  - Roundtable: Sharing the Secrets of Success With Your Stakeholders Through Storytelling (8:00 a.m.)
  - Roundtable: How to Preserve Privacy in Analytics and BI (10:00 a.m.)

**Workshops**

- **Thursday, September 24**
  - Workshop: Use Brilliant AI Ideas From Others to Inspire Your Own Use Cases (8:00 a.m.)
  - Workshop: How to Link Data to Outcomes (8:00 a.m., repeat)
  - Workshop: Three Steps to Turn Your Data and Insights Into a Persuasive Story (8:00 a.m., repeat)
  - Workshop: Creating an Effective Data and Analytics Strategy (10:00 a.m., repeat)

**Spotlight Tracks:**

- Master Data Management: Define a Consistent Foundation
- Business Skills for Data and Analytics Leaders: Be the Change-Maker