

Oscar Krane

Event Programme

Wednesday 21st - Thursday 22nd November 2018

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Deutsche Bank



Ministry
of Defence



BRITISH AMERICAN
TOBACCO

NHS

Coventry and
Warwickshire Partnership
NHS Trust



Walgreens
Boots
Alliance

EXCELLENCE IN
BI AND DM

NHS
England

Danske Bank



Waltham Abbey Marriott Hotel
Old Shire Lane
Waltham Abbey
EN9 3LX
United Kingdom

How do we make smart decisions? The answer seems simple; use the information we have!

In a world of information and data flying around in seconds it would appear that we have access to everything we need to make the correct choices and decisions but having the information and being able to collect it in a format that can be used are two very different things. Can there really be too much data and information? So how do we gather it most effectively and give individuals in organisations the information they need to increase efficiency and drive through change?

It is questions such as these that Excellence In Business Intelligence and Data Management will look to cover as well as looking to the future about what is next.

Topics to be discussed include:

- Mobile BI
- Big data analytics
- The essentials of data Governance
- The role of IoT and Advanced Analytics
- Developing a data strategy which has an impact
- How to Create and Lead High Performance Data and Analytics Teams
- State of Data Management: Balancing collecting data & connecting to data



EXCELLENCE IN BI AND DM WEDNESDAY 21ST NOVEMBER 2018

15.00 - 18.00

Hotel Check-in and Free Time

19.00 - 20.30

**Registration and Networking
Drinks Reception**

20.30 - 22.30

**Welcome from Chair and
Networking Dinner**

EXCELLENCE IN BI AND DM

THURSDAY 22ND NOVEMBER 2018

08:00 - 08:50

Registration, Tea, Coffee and Pastries

08:50 - 09:00

Chair's Welcome and Opening Remarks



Kathy Farndon

Chair



EXCELLENCE IN BUSINESS
INTELLIGENCE AND
DATA MANAGEMENT

09.00 - 09:30

Good Data Hunting - 6 elements of successful data governance



Mark Taylor

Chief Data
Architect

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We all know that implementing enterprise data governance involves identifying and agreeing some structure of data owners and stewards with defined accountabilities for enterprise data. So why do data governance initiatives often fail to deliver tangible results even when they have senior management support?

In this presentation we look at some of the less obvious though critical elements that enable practical, pragmatic and most importantly, effective data governance to work – and thus to deliver measurable improvements in the quality of key enterprise data

09.30 - 10.00

Developing a data strategy which has an impact



Zog Gibbens

Enterprise Architect -
Data and Analytics



WBA are well advanced in their customer analytics serving loyalty programs across the UK, USA and Chile, so in this session we will understand how a domain within this large organization lifted the bonnet on the legacy, albeit giving great results, to see how they could do it better, how they could expand data and analytics globally and beyond that of just customer analytics. Zog will introduce us to the problem, take us through the journey of discovery to solutions and share the successes so far and the key learnings that have come out of the journey in the last 12 months.

10.00 - 10.30

Tea and Coffee Break

10.30 - 11.30

Networking Meetings

11.30 - 12.00

Business Intelligence as an Enabler for Digital Transformation and Efficiency

The NHS is rich in data but intelligence hungry.

Data is often provided by individual departments in a silo way, in different formats and detail, leaving the decision maker to do the interpretation and gain the insight.


Jayne Flynn
Assistant Director of
Systems, Information
and Intelligence

Coventry and Warwickshire **NHS**
Partnership Trust

Business Intelligence tools can facilitate and enable a more dynamic, efficient and data driven approach to decision making which is why Coventry and Warwickshire Partnership Trust have taken the leap with QlikSense and begun their journey towards delivering intelligence to enable transformation and efficiency within clinical and operational services.

12.00 - 12.30

Case Study Presentation

12.30 - 13.00

BAT journey deploying an enterprise cloud data platform



Mark Cooper
Global Analytics
Architect



Topics to be covered include:

- Understand the benefits and challenges of deploying an organisation-wide cloud data platform.
- See the technology choices BAT have made so far and lessons learned
- Hear how multiple large data workloads have been enabled using cloud integration, data and analytics technologies.
- Receive an overview of current challenges, future requirements and multi-cloud roadmap

13.00 - 14.30

Lunch

14.30 - 15:00

Are you 'Data rich and knowledge poor'?



Kathy Farndon
Former Head of Data
& Informatics,
Genomics
NHS
England

Business Intelligence and Data Management, our topic for this conference, present both tremendous opportunities and enormous challenges too.

In this short presentation I will draw on my experience in healthcare to highlight some of these from the collection and validation of data, use of Internationally recognised standards, semantic interoperability, analysis, use and storage of data. This will inevitably touch on aspects of cyber security and compliance with Regulations such as GDPR. It will be a 'whistle stop tour' but will hopefully open up much discussion of this incredibly important subject over the course of the conference.

15.00 - 15:30

Testing Viability



Allen Woods

Information
Technology Manager



**Ministry
of Defence**

The aim of any information management architecture is to test and prove the viability of the organisation it supports.

The Viable systems model (VSM)¹, invented in the late 60's by Stafford Beer forms part of what is known as general systems theory as an element of cybernetics, the science of communication.

The VSM identifies 5 generic forms of system ic behaviour that most, if not all organisations exhibit and establishes the principle of feedback loops across system boundaries that provide the means to identify and position transitions from data to information and the nature of the processing and logical forms to be applied such that the impact of inferential distance can be significantly reduced and phenomena like inversion of control can be detected and reviewed with a view to reducing the risk and impact of both. The slide deck, backed up by a detailed proof of concept carried out on the UK Defence Support Chain provides an illustration of how the VSM was applied both in barracks and on operations to provide the basis for the design and implementation of a number of dashboards which could be deployed, for decision support purposes, world wide.

15:30 - 16:00

Tea and Coffee Break

16:00 - 17:00

Networking Meetings

17:00 - 17:30

Interactive Group Discussion: The impact of Brexit on the sharing of information and intelligence both within the UK and outside of it

This discussion will allow everyone in attendance to share their thoughts on how Brexit will impact how data is shared within organisations who have an office in the UK but operate within the EU along with organisations trying to work with companies based here.

18:00 - 18:10

Closing Remarks and Event Finish