

## Wednesday 15th May 2019

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15:00 - 18:00

Hotel check-in and Free Time

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19:00 - 20:30

Registration and Drinks Reception

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20:30 - 22:30

Networking Dinner

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## Thursday 16th May 2019

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08:00 - 08:50

Registration, Tea, Coffee and Pastries

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08:50 - 09:00

Chair's Welcome and Opening Remarks

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09:00 - 09:30

**Do Your Requirements Meet Your Requirements?**



PRIMARK®

BI is all about enabling well-informed business decision-making through the delivery of structured information and insights. All of which starts with understanding what the business needs to know – which is where information requirements come in. The risk, of course, is that if you get the requirements wrong in some way, then everything that follows from them could also be wrong and eventually lead to an unhappy world of dissatisfied customers and unexpected costs. Unfortunately there are a number of ways that your requirements might let you down, some of which are not always that obvious. In this presentation we look at some of the things you can do to help ensure that your requirements set you off in the direction of BI heaven and not BI hell.

Mark Taylor, Chief Data Architect

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09:30 - 10:00

**You Don't Have to Climb Mountains to Find Great Insight**



Fay and Damian will talk about the concepts they employed to introduce insights with minimal spend on technology change, linking modern insight tools to existing systems to empower data driven decision making. They prove that mountains can be made from molehills!



  
AUTOGLASS®

Fay Manners, Business Intelligence Consultant

Damian Clarke, Business Intelligence Information Architect

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10.00 - 10.30

**Managing Information Assurance in international and intranational Financial Services environments.**



This presentation will cover the challenges in managing Information Assurance faced by respective banks operating globally and locally. Two cases will be taken up – one of a bank that operates globally and another of a bank that operates only within a single country.



New regulations and directives have created multi-regulatory environments and banks need to manage Information Assurance in order to keep themselves compliant. These two cases will show the similarities and differences between both types of operations and we will discuss some specific techniques used during analysis and design.

Rajen Haris Saraswati, Lead Business Architect

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10:30 - 11:45

**Tea & Coffee Break and Networking Meetings**

**PLEASE CHECK THE SCHEDULE ON THE BACK OF YOUR BADGE AND ENSURE THAT YOU ATTEND YOUR MEETINGS WHICH WILL TAKE PLACE IN THE BAR AREA**

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11:45 - 12:15

**GDPR - Why it's useful for us to know your info**



Almost every website you visit now has a pop up which asks you to agree to allow the website owner to collect your information, whether that be tracking pages you click on and or your personal information. When it comes to viewing your favourite TV programmes, why would the broadcaster need my information?



There are genuine reasons why the broadcaster such as ITV either need or want access to an individual's information, whether that be to improve the service delivered in general or to that specific user. However, often it is the human default to say no. James will talk about how ITV Studios are going about getting across the benefits of the organisation having access to customer data to the user and what the impact is of this.

James Archer, Business Analyst

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12:15 - 12:45 **Where the Data is—Managing Data Across On-Premise and Cloud Environments**



In today's information landscape, organisations are challenged to effectively manage data across multiple environments including on-premise (with their legacy footprints) and cloud (with the latest and greatest technology). This session will share cloud strategy and implementation insights from large-scale enterprise deployments at various clients for managing and moving data in hybrid environments. A key challenge in the evolving data ecosystem is getting data governance right. As data is captured from a growing number of sources and moved to different storage and consumption points - either on-premise or cloud, or both - organizations must have a solid data governance strategy in place to ensure accuracy, timeliness, accessibility, security and compliance. Hear how organizations are tackling these problems to transform their business.



Ankur Gupta, EVP Sales & Marketing

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12:45 - 13:15

**Police Service not Police Force – Taking an Ethical Approach to Data in Policing**



This presentation will focus on the challenges facing law enforcement in the big data age, and will consider some of the ways in which policing is seeking to address them.



Jennifer Housego, Head of Digital Change

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13:15 - 14:15

**Lunch**

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14:15 - 14:30

**Tea & Coffee Break and Networking Meetings**

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14:30 - 15:00

**Why Training the Organisation and not just the Data Team is Vital**



In this ever changing environment of data it's easy to focus on the last bit of tech kit you have persuaded procurement to purchase and / or the skills of the data scientist that you have just recruited – Do you go Data Lake or Data Warehouse. Let's fire up an Hadoop Environment and sandbox away.

**The Pensions Regulator**

But have you stepped back and thought about that gap between what we data folk talk about and the business folk understand?

Phil's talk will focus on:

- Bridging the gap between data people and business people.
- Why training the organisation and not just the data team is vital.
- Why people and culture matter.

Attendees will learn:

- How language and concepts can be intimidating
- Why people need to have faith and confidence in
- What data teams do If organisations want to be data driven all their people need to be data savvy

**Phil Yeoman, Head of Data Governance**

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**15:00 - 15:30**

**Population Health and Linked Data Sets - It's the Future**



East Kent Hospitals  
University  
NHS Foundation Trust

Marc Farr will discuss how linked data sets are helping the NHS to deliver quality care to patients. Areas to be covered include:

How can you access data?

How are data sets being used to deliver unity?

What more can be done and should you be doing it?

What are the benefits to the Health & Social Care System?

Marc Farr, Director of Information

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**15:30 - 16:30**

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**16:30 - 17:00**

**Using Information to Empower the User**



 Stagecoach

The concept of processing information and data to drive through improvements is nothing new, but how we go about it is. We often hear about people engagement but how about the customer / user? There is a wealth of technology and information around, but it doesn't always translate into an improved customer experience, more often than not the organisation knows what's going on but doesn't pass on this information in a useable format to the customer or even in real time. Hence frustrated travellers.

This presentation will not talk about the ins and outs of the technology or information but more about how Stagecoach is using the data and information behind the scenes to enhance how customers engage with the organisation. This includes the tracking of buses in real time, using apps to increase punctuality as well as how they use information gathered to improve the service. Keith will also lay the gauntlet down and challenge the techies in the room as to how Stagecoach can have an Uber type tracking system available for customers.

Keith Gait, Customer Service Director

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**17:00 - 17:10**

**Chair's Closing Remarks and Event Finish**

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