

08:30 REGISTRATION & BREAKFAST

09:00 Welcome

09:15 The Internet of Things

09:30 **Keynote: The New Executive's Analytics Experience**  
**Jill Dyché**

Author of *The New IT: How Technology Leaders are Enabling Business Strategy in the Digital Age*, Jill Dyché has been thinking, writing and speaking about Business and IT alignment for over two decades. Learn from Jill how mastering strategic collaboration will drive innovation and unlock the power of new analytics within your organisation.

10:00 **Customer Story: Shop Direct Group**  
**Karl Wintrell, Chief Architect**

Discover how Shop Direct collaborated across the business to overcome the personalisation challenge to improve customer experience; building a new analytics capability, driving up financial performance.

10:30 BREAK

11:00 **SAS: Working with Modern Analytics**  
**Paul Jones, Hadoop & Big Data Lead**

See how SAS works alongside open-source to enable discovery and prototyping and delivers a versatile architecture that satisfies the business demand for robust and scalable performance, without the need for scarce and expensive skills.

11:40 **Hortonworks: Realise the Promise of Big Data**  
**Simon Gregory, Director Strategic Alliances & Business Development EMEA**

Hear how real customers put analytics to work with Hadoop. Examples and use cases demonstrating the value of disruptive technology to tap into the almost infinite volume and variety of data and the power of the problem-solving mindset.

12:00 **Q&A Panel**  
**Jill Dyché, Karl Wintrell, Simon Gregory, Paul Jones**

Perspectives on innovation, collaboration, the problem-solving mindset and how and where to start.

12:20 **SAS: Closing Remarks**

The opportunity and challenge: from making analytics approachable to delivering decisions at scale.

12:45 LUNCH & DEMONSTRATION AREA

14:30 CLOSE