



## Summit Agenda

### Day 1 - 15th April 2019

 08:30 - 09:30  
REGISTRATION & NETWORKING

 09:30 - 09:45

**MC OPENS**

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 09:45 - 10:00


**Welcome Address by the Guest of Honor**

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 10:00 - 10:20

**Creating an Integrated and Holistic Data Environment**

- Cloud: The way to ensure optimal data exchange
  - Exploring the challenges and benefits
  - Data Management: Speed, Quality and Fidelity
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 10:20 - 10:40

**AI and Machine Learning: Going Mainstream in Data Management**

- Correlation between AI and Machine Learning- The tools for real time data analytics?
  - Machine Learning is based on AI, so is Machine Learning the next obvious step?
  - Is AI driving the customer experience market?
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🕒 10:40 - 11:00

### **Adoption of Blockchain in Data Monetization**

- Data Monetization creating a niche market in the UAE
  - Is monetizing data a stepping stone for AI?
  - Impact of blockchain in securing data?
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🕒 11:00 - 11:30

MORNING REFRESHMENTS & NETWORKING

🕒 11:30 - 11:50

### **Cloud Analytics: Easier Access to increasing data**

- Cloud Computing is envisioned as a storage platform, how has cloud as a service changed the perception about cloud?
  - Business Intelligence, Real Time Analytics and Social Media Analytics: Powered by cloud
  - Factors that drive cloud analytics
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🕒 11:50 - 12:30

### **Panel Discussion: A Fluid Data Strategy**

- The reason for advancement in data – Business Drivers & Tech Enablers?
  - Influence of data analytics and strategy to achieve organizational goals
  - Use of data strategy to compete with known players as well as future disruptors
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🕒 12:30 - 12:50

### **General Data Protection Regulation: Creating Data Awareness**

- Data today is valued greater than the currency of any country, making it valuable- Will GDPR be able to tackle the nuances and pitfalls in this digital age?
  - How has the UAE market implemented GDPR? What are the shortcomings?
  - With Dubai Data Law being set to monitor the data exchange, how is it compliant with GDPR?
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🕒 12:50 - 13:10

### **Using Predictive Analytics and Artificial Intelligence to Improve Customer Loyalty & Retention**

- Customer loyalty is influenced by data- correlating purchasing behavior and customer characteristics
  - Engaging in social media analytics to access customer behavior pattern
  - Role of data analytics; building blocks for decision making?
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🕒 13:10 - 14:10

NETWORKING LUNCH

🕒 14:10 - 14:50

**Panel Discussion: Power of Personalization: Key to a successful business**

- Personalizing data leads to increase in customer engagement, how can marketers leverage this information?
  - Personalization- where to stop
  - Building trust with customers to ensure data security
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🕒 14:50 - 15:10

**Dark Data: A Myth?**

- Accessing Dark Data, to provide a competitive edge for companies
  - Move, Secure, Create and Analyze: The future
  - Is Adoption of Blockchain a permanent solution for Dark Data?
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🕒 15:10 - 15:50

**Panel Discussion: Cyber Security and Breaches: Inevitable?**

- Complexity of hacks witnessed in UAE over the years
  - Ethical & Unethical hacks: Companies preparedness to cope with them
  - Policies governed to regulate cyber security
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🕒 15:50 - 16:00  
MC CLOSES

🕒 16:00 - 16:30  
EVENING REFRESHMENTS & NETWORKING

**Day 2 - 16th April 2019**

🕒 09:20 - 09:50  
REGISTRATION & NETWORKING

🕒 09:50 - 10:00

**MC OPENS**

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🕒 10:00 - 10:20

### **Augmented Analytics: Future of Analytics and BI**

- Is AI and NLP the base for Augmented Analytics?
  - Will analytics transform workflow?
  - Digital Transformation and Innovation: Being drive by Augmented analytics
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🕒 10:20 - 10:40

### **Real Time Analytics: Enables faster, precise and effective decision making**

- Modify Rules and Analytics for quick decision making
  - Preventing errors: Guard rails to break circuit to enable fewer errors
  - Data analytics to determine customer engagement and optimize profit margins
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🕒 10:40 - 11:00

### **Paradigm shift: Business Intelligence to Mobile Business Intelligence**

- Organizations drive growth and profitability through effective implementation of Mobile BI
  - Harnessing power of Mobile BI through innovations and not disruption
  - Creating dynamic dashboards for business through Mobile BI
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🕒 11:00 - 11:20

### **Data Lake Management: A foundation for Analytics**

- Data Lakes are increasing with increase in data generated- how effective is real time data analytics?
  - Efficient use of Data Lakes through adoption of cloud
  - Use of data lakes to accelerate business decision through self-service
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🕒 11:20 - 11:50

MORNING REFRESHMENTS & NETWORKING

🕒 11:50 - 12:10

### **Data Humanism: An Upcoming Trend**

- Analyzing data through data personalization
  - Small Data to reshape and re-focus industry by concentrating on quality
  - Data design and depict complexity: Parameters for Data Humanism
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🕒 12:10 - 12:50

**Panel Discussion: Predictive or Prescriptive Analytics: The best fit for the retail industry**

- 2017 was predicted as a Retail Apocalypse: Impact of Digital Transformation to transform the industry
  - To overcome obstacles- Adopting newer technologies to increase growth of the sector?
  - Role of analytics in determining customer engagement and profit margins
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🕒 12:50 - 13:10

**Building an Organization's Structure: Data Governance**

- Understandable, Trustworthy, Secure and Discoverable Corporate Data: A Guarantee?
  - Revolutionizing the transaction of data through formal control to achieve actionable insights
  - Amplifying business value analytics through data governance
  - Adoption of Data Governance in UAE in comparison to rest of the world?
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🕒 13:10 - 13:30

**Customer engagement through Robotics and AI powered chatbots**

- Influence of chatbots in enhancing customer experience and evolution of chatbots through AI
  - Adopting AI for network management within the telecom sector
  - To enhance customer engagement- Robotics the new future
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🕒 13:30 - 14:30  
NETWORKING LUNCH

🕒 14:30 - 14:50

**Securing Data: Creating possibilities for tomorrow**

- Technology advances are leading to Complex IT systems; does it make data vulnerable to cyber-attacks?
  - Is defense the best practice to tackle cyber attacks- White Hats the new way to protect your data?
  - Does Analyzing and collecting data from past attacks, bring in the need to regulate data?
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🕒 14:50 - 15:30

**Panel Discussion: Predictive Analytics driving the Ecommerce market**

- E-commerce in the region is set to be worth \$48bn by 2022- What is the contribution of predictive analytics in the growth of the industry?
  - How has data insights and consumer behavior lead to developing strategies to grow business?
  - Big Data detects payment laundering; that helps in creating a secured online payment platform
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🕒 15:30 - 15:40

**PRIZE DRAW & MC CLOSES**

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🕒 15:40 - 16:00

**REFRESHMENTS & VISIT TO NETWORKING LOUNGE**

Agenda is subject to change

**An Event by:**



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