TENTATIVE CONFERENCE PROGRAM

08:30 – 09:00	**Registration, Welcome Refreshment and Showcase Visit**
09:00 – 09:30	**Opening Keynote: Capture Value Through Big Data Analytics** With reams of data and market research already at their fingertips, some consumer companies are understandably skeptical about the much-hyped promise of social-media information and other Consumer-facing companies must be able to gather and manage the right data, turn it into insights, and translate those insights into effective frontline action. Others see the potential but are cautious about making large IT investments, especially as they recall their experiences with customer-relationship management systems that proved difficult to integrate into their business processes. In this session, the speaker will discuss and share his insights with us for the following areas: Session topics: • Can big data and advanced analytics truly deliver more useful insights than existing tools? • Will the return on investment from large-scale data warehousing and IT systems make a meaningful difference to the bottom line? • The potential of big data and advanced analytics for the retail and CPG industries, and what it takes to turn this potential into actual value? Fang Gong Associate Partner McKinsey & Company
09:30 – 10:00	**Keynote 1: Real-time Analytics at Scale in the AWS Cloud** Working with big volumes of data is a complicated task, but it's even harder if you have to do everything in real time and try to figure it all out yourself. Over the past decades many projects and cloud services helped solve problems within the data analytics lifecycle around ingestion, storage, processing and visualisation of data. This session will use practical examples to discuss best practices and lessons learned when solving real-time analytics and data visualisation decision-making problems at scale with the power of the AWS cloud. It includes a demo visualising live data streams at scale. Olivier Klein Solution Architect Amazon Web Services
10:00 – 10:30	**Keynote 2: Reinventing Enterprise Networks with cloud-based NFV & SDN technology** The Cloud and Big Data continue to grow in importance. Enterprise networks are becoming critical facilitating factors in the successful implementation of your Cloud and Big Data strategies. Commercial deployment of **Network Functions Virtualization (NFV)** and **Software Defined Networking (SDN)** are providing enterprises with highly effective solutions for migrating traditional networks to the Cloud. This keynote presentation will share the latest developments in the fields of NFV and SDN, as well as describe how enterprises can transform their networks to meet the challenges of today and tomorrow. Patrick Ng Executive Vice President, Global Network Business Division NTT Com Asia

10:30 – 11:00	**Keynote 3: High Performance and Visible Data Center Networking for Big Data / Hadoop** Big Data provides a tremendous help to organisations making critical decisions that drive their businesses. The Big Data framework is comprised of distributed file systems, databases, and data mining algorithms. Successful Big Data deployments require a highly scalable, high-performance, and easy to manage network. Arista Networks remove the bottlenecks by implementing non-blocking designs and deep port buffering, and reduce OpEx through LANZ troubleshooting, zero-touch provisioning and dynamic topology configuration. Arista Networks enable an organisation to build clusters that keep up with the growth in data, reduce operational expenses, and deliver sophisticated data analytics. Addison Chi Soulutions Architect Greater China Arista Networks
11:00 – 11:20	**Morning Networking Coffee Break and Showcase Visit** **Sponsored by Arista Networks**
11:20 – 11:50	**Keynote 4: Transformation² : Build The Flash Foundation For Every Cloud** Today almost every Enterprise having the challenge in how to accelerating the business and IT transformation within the organization. How to be Faster, Smarter and be innovative for your new business and together how to lower the IT cost in building a Cloud infrastructure with simplicity and agility is always the key of success. Cloud demand a new infrastructure approach and Flash is the answer. This session will highlight how Flash can transform your next 5 years data center strategy and together bring your Cloud infrastructure into a new Era. Wallace Fung Technical Director, HK, Macau & Taiwan Pure Storage
11:50 – 12:40	**Executive Insights Panel One:** **Architecting the Digital Business: Strategies & Challenges In Implementing Big Data & Cloud Computing at the Enterprise Level** Cloud and big data are connecting people, machines and devices in unprecedented numbers, transforming technology from a business tool to the very medium in which business is conducted. As the flow of data and connected devices increases exponentially, so does the potential for competitive advantage and business risks. Technical professionals must find new ways to capture, analyze, communicate and protect information for business advantage—all within a framework that supports new markets, new models and new customer behaviors. During this panel discussion, the panel chair and panelists will discuss and share with us their insights on the follow areas: **Session discovery:** • What is the architecture necessary to support the scale of a digital enterprise? • How does IT leverage cloud and big data to create a competitive advantage? • How cloud and big data are already shaping the digital business? • What are the risks associated with tons of devices connected to the Internet and how to manage risk and protect the digital business? • How do we store and gain intelligence from the deluge of data?

	Panel Chair: Geoff McClelland, Program Director, CIO Connect HK **Executive Panelists:** • Jake Sims, Head, Technology & Architecture, **Cathay Pacific Airways** • Wayne Moy, IT Director, **DDB Worldwide** • Joh Harrison, General Manager, Technology and Process, **Jardine Aviation Serives Group** • Manuel San Miguel, VP, Asia Infrastructure Services and Technology Office, **Manulife Financial** • Mai-Wah Cheung, Group CIO/ CTO, Digital Business, **Next Media**
12:40 – 14:00	**Networking Luncheon Roundtables (By Invitation Only)** **Sponsored by Rackspace & Hortonworks** **Topic: How to get started in Big Data by using the existing resources?** Cindy Maike General Manager of Insurance Hortonworks and Adam McCarthy Director & Geneal Manager Rackspace Asia
14:00 – 14:50	**Executive Insights Panel Two:** **Leveraging Data and Analytics for Customer-Centricity and Innovation in the Digital Age** Customer analytics is playing a large and growing role in helping organizations use data collected to make improved business decisions. Applying analytics to the customer database allows an organization to analyze customer behavior, customer loyalty, and reduce customer churn. In this panel discussion, the moderator and panelists will bring forward-thinking for an interactive discussion on the required structure and analytics processes to increase wallet share and implement the holistic approach necessary for customer satisfaction. **Session discovery:** • Analyzing big data effectively to unlock customer insights • Leveraging actionable analytics tools to capture customers "in the moment" • Implementing intelligent segmentation to enhance customer acqustion, retention & experience • Monitoring customer analytics for deeper, meaningful and actionable customer insights • Delivering strategic value from customer intelligence **Panel Chair:** Dr. Toa Charm, Chairperson, FinTech SIG; Chairperson, BI & Big Data SIG; Vice President, **Hong Kong Computer Society**

	Executive Panelists: • Anil Raparthi, Business Intellgence Lead, APAC, **Fossil** • Caroline Lacocque, SVP, Innovation and Client Centric Solutions, **HSBC** • Christopher Brewer, Head, Customer Engagement, **OgilvyOne Worldwide** • Alex Zhang, Head, Customer Intelligence, **Prudential** • Eric Johnson, Director, Business Intelligence and Innovation – Strategic Analysis, **Sands China**

14:50 – 15:20	**Keynote 5: Monetize Your Business Models with Big Data Innovation** Big data is a hot topic these days among not only technologists but also business leaders in the West and the East. Almost all industries, from financial services, retail, hospitality to healthcare, CPG, transport, just name a few, are being or will be soon disrupted by big data. What does big data mean to business leaders and executives? Big data is not just a new technology or a system. It is about business transformation and monetization opportunities. Big data promises to transform an organization from a retrospective, batch, data constrained, monitor the business environment into a predictive, real-time, data hungry, and optimize the business environment. It leverages the unique and actionable insights gleaned about your customers, products, and operations to rewire our value creation processes, optimize our key business initiatives, and uncover new monetization opportunities. Dr. Charm will share with the audiences how to innovate business models with big data and monetize their investment on big data program. Dr. Toa Charm Chairperson, FinTech SIG; Chairperson, BI & Big Data SIG; Vice President Hong Kong Computer Society
15:20 – 15:50	**Closing Keynote: Tackling the Cross Border Cloud Challenge: Data Security & Governance** In the absence of a unitary set of international laws dealing with data security, data protection, cross border data transfer and the limits to data analytics, the law will probably always be blamed for being behind the curve in handling questions of Cloud development. Whilst this is easy to complain about, the resulting complexity is laden with legal and operational risks. In this session the speaker will draw together some of the main legal problems in the Cloud and Big Data environment and seek to plot a way through them. He will also ask whether upcoming regulation in the EU, and the promise of the bringing into force of Hong Kong's Section 33 of the Personal Data (Privacy) Ordinance, will improve matters. **Closing Keynote Speaker:** Peter Bullock Partner Pinsent Masons
15:50	**End of Conference**

** This agenda is subject to change without prior notice.**