



2014

Big Data: Using Data and Analytics to Drive Business



June 3-4, 2014 | The Conference Board Conference Center

845 Third Avenue (Between 51st and 52nd Streets), 3rd Floor, New York, NY 10022

The Conference Board is delighted to invite you to a seminar focusing on one of the most misunderstood, but potentially business-changing, developments of the decade, so-called “Big data.” This event features presentations and interactions with senior executives in companies *who have already embraced data and analytics* to better understand their businesses and customers; make better decisions, products, and services; and break down internal silos that keep the company from functioning at an optimal level. By participating, in an informal and intimate setting, you will learn and be in position to take back to your company:

- Why data is suddenly “big”
- The interaction of data and analytics
- The multi-dimensional nature of data: kind, amount, speed, frequency
- How to recognize the kind of data to be collected for business purposes
- How to design your own ‘analytics journey’
- How to weave “data thinking” into your business processes
- How to build new revenue streams off your existing business model
- How to gain a new, intimate understanding of your customers’ needs and desires
- How data can be used to solve a range of business problems
- The benefits of sharing data with others in your industry
- The dark side of data: security, customer pi, relevance
- The place of data in the larger global and macro-economic environment
- The new skills and employees (data analysts and scientists) needed to perform these functions.

In the course of the two days, there will be ample opportunity to interact with fellow participants and presenters, including breakout sessions in which you will have the opportunity to explore your own specific questions and issues with other attendees representing a range of corporate responsibilities.

Day 1, June 3, 2014

Morning

Continental Breakfast and Welcome 8:30 am

9:00

Keynote: Understanding Big Data

This session will provide attendees with an overview of the fundamental issues of so-called “big data,” and the nature and interrelationship of data, analytics and technology. Specific examples will show how data and analytics have served FedEx in becoming one of the most successful and best-known services companies worldwide, active in some 220 countries.

Anthony Norris, Senior Vice President Customer Access Solutions, Information Technology, **FedEx Service**

Integrating “data thinking” into Business Processes

Insurance companies have always been based on big data. With the advent of computing, storage, and algorithmic analysis, they have become automated to a remarkable degree. This session focuses on how to make the concept of “Big” data “small” enough to weave into the organization behavior of a firm and how Chubb has used proofs of concept to help field managers learn to act upon the data rather than have the solutions “imposed” from above.

Jon Bidwell, VP Innovation, **Chubb**

Using Big Data to Create New Revenue Streams

Penguin Random House, a division of Bertelsmann, is one of the largest publishers in the world. A significant infrastructure is critical in supporting their business. In addition, they provide infrastructure services to small and mid-sized publishers now numbering more than 100 companies. The use of data and analytics has allowed them to build a powerful new business model on top of their ongoing business to create new revenue and add to the bottom line. This session will demonstrate how data and analytics from existing infrastructure can be used to inspire new businesses and grow revenue.

Jeff Abraham, President Publisher Services
Penguin Random House

Lunch and networking 12:00

Afternoon

1:00

Panel Discussion: FedEx, Random House, Chubb

While the fundamentals of data and analytics remain the same for all companies, how they are architected and deployed is vastly different across different corporations and industrial sectors. This panel provides an opportunity for our first presenters to interact, compare and contrast their situations, and take questions and comments from participants.

Creating Open Collaboration and Reducing Costs in Health Care

Co-founded by United Health Care with Mayo (and now more than half a dozen academic, governmental, and commercial partners), OptumLabs provides a model for open collaboration based on health care data, analytics and technology. While some companies jealously guard and protect their data from other organizations, this session shows how sharing data has the potential to improve the efficiency and lower the cost for an entire industry.

Chuck Martel, VP Data Management, **OptumLabs**
(co-founded by UnitedHealthcare and Mayo)

Break-Out Sessions

Attendees will be divided into small groups of diverse companies in which they will have the opportunity, through a facilitated round robin, to explore specific issues, comparing and contrasting their questions and situations with the others in their group.

Reports from Break-Out Sessions

Each group will present the key take-aways from their individual discussions, followed by a plenary exchange of views.

Adjournment 4:30

Day 2, June 4, 2014

Morning

Continental Breakfast, Welcome Back and Re-cap Day 1 8:30

9:00

Keynote: The Analytics Journey

This session highlights how, as one corporate example, IBM became a *smarter* enterprise using analytics as a transformative way of doing business. The motivation was simple; real business challenges that had to be solved in areas like supply chain. The pragmatic approach to using analytics on business processes started in 2004 with many lessons learned along the way. This session will showcase those lessons and best practices that can enable analytics to be a game changer for your enterprise.

Douglas Dow, VP Business Analytics Transformation, **IBM**

Big Data and the Path to Sustainable Growth: “What, if anything, is Different this Time?”

Having heard the upside of data and analytics, seminar attendees now have a chance to view these developments from a global and macro-economic perspective. Six years after the global financial and economic crisis, many countries and companies struggle to find a path back to faster and more sustainable economic growth. Promising innovations emerge at increasing speed, with a recent spotlight on so-called big data. While some still argue that the impact may be negligible, others believe we have are at the edge of “a third industrial revolution.” As each company and industry is different, this debate contains important strategic questions that each attendee should take back to their own company for review and strategic planning.

Desiree Van Welsen, Senior Economist, **The Conference Board**

The Internet of Everything (IoE)—New Models for Customer Relationships

The Internet of Everything – placing sensors on any object, product, device, manufacturing process, as well as ubiquitous video and audio – represents an estimated \$19 billion global revenue opportunity over the next decade. It also requires a new mindset about how we live -- driver-less cars, drone delivery of packages, ‘google glasses,’ and automated retail marketing. This session will help you understand why the IoE is critical for every company--- as the use of sensors will disrupt traditional business models and create powerful new opportunities for customer relationships.

Carlos Pignataro, Cisco Services Distinguished Engineer, **Cisco**

Lunch and Networking 12:00

Afternoon

1:00

Panel Discussion: IBM, Cisco, The Conference Board

The question of a Third Industrial Revolution - or not, -as a consequence of “big data,” provides a platform for a lively debate among three experts and seminar attendees. Insights from this exchange will help inform strategic discussions when attendees return to their own companies.

The Dark Side: Security and Privacy

The growing impact of malware, hackers, and spam, and front-page stories involving major companies about identity and PI theft, dramatically illustrate the dangers inherent in data and analytical tools. Ongoing efforts to combat these dangers are being mounted along the lines of politics, law enforcement and technology. However, every company must remain vigilant in its own right to safeguard its own customers and providers. Big data can also be a powerful tool in recognizing “anomalous” behavior and surfacing danger signals.

Using Data and Analytics to Solve Business Problems

Since the tragic events of 9/11, the question of security and public safety is of significantly expanded concern of the NYPD. By embracing tools of data and analytics, the NYPD has not only created means for better protecting its citizens, but these solutions demonstrate how specific business problems can be addressed in new and effective ways.

Jessica Tisch, Deputy Commission of Information and Technology
New York Police Department

Data And Analytics across the Business Spectrum

Major consulting firms have a unique view from both an accounting and a consulting perspective of how data and analytics are unfolding in the business community. In addition, as a wrap-up to the seminar, they are in a position to share unique case studies and lessons learned from a wide variety of clients.

Adjournment 4:30