



Enterprise Big Data & Analytics Conference

Monetising your Data Assets

April 14, 2016
America Square, London





Welcome

Dear colleague

The rise of Big Data technologies has underpinned much of the digital transformation that has already taken place in many UK organizations, and this effect will increase as digitisation continues to affect industries. For mobile applications, process optimization, and the Internet of Things, the ability to store and retrieve data at vast scale and high speed, and the ability to generate insights from data, will be key.

With the above in mind, In April 2016, IDC's Big Data and Analytics Conference connected 75 CIOs, VPs/Heads/Directors of Big Data, Analytics, Business Intelligence, IT and Operations with a host of industry solution providers and IDC analysts to help them find solutions to their architecture challenges.

This report outlines the themes and takeaways of this unique conference, whilst also analysing the demographic and seniority of the attendees who joined us on the day.

I hope you find this report useful.

Best regards



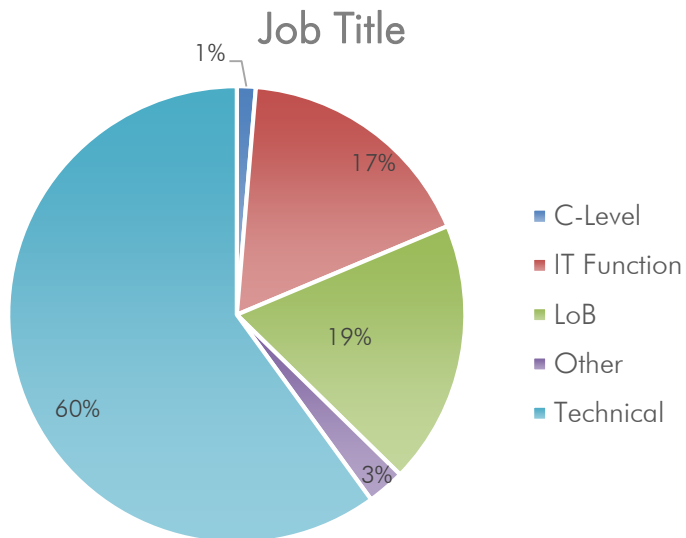
Ash Rashid
Events Director
IDC UK&I



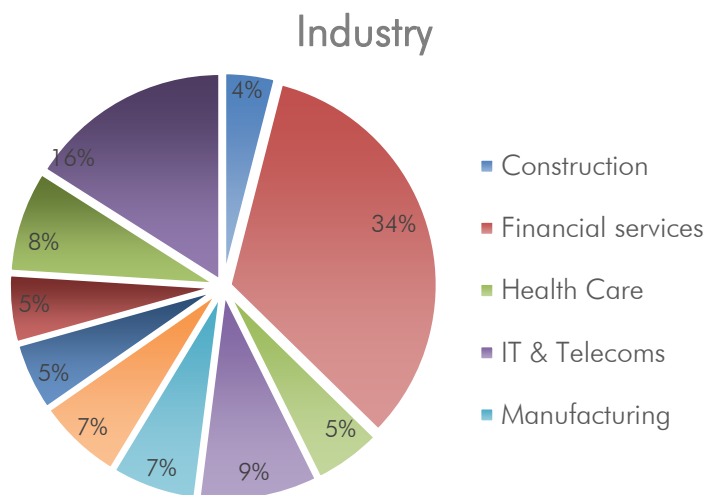
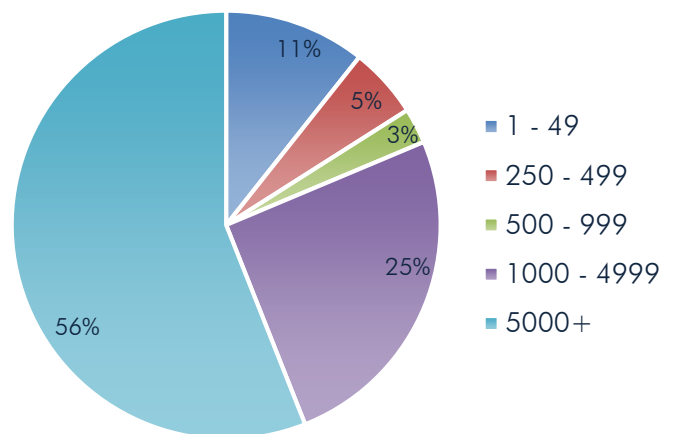


Who Attended

Based on 72 delegates:



Company Number of Employees



Take a look at our event highlight video here:





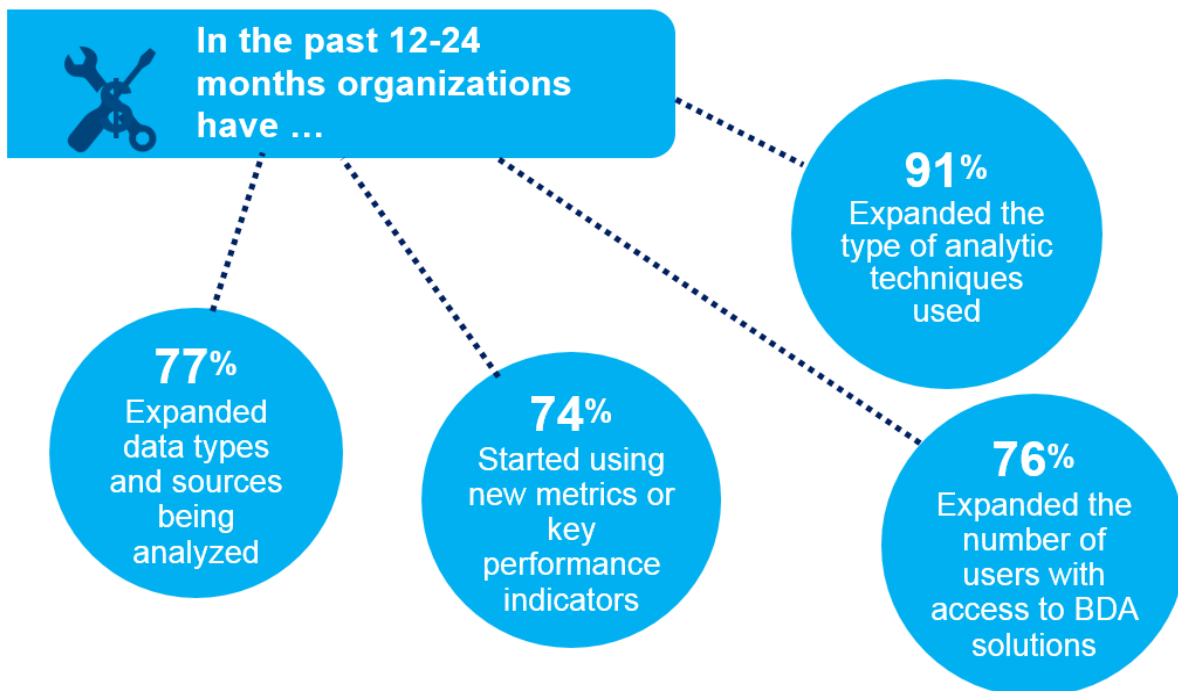
Core Themes Roundup

Driving Big Data & Analytics

Philip Carnelley, IDC's Research Director took to the stage and indicated that by the end of 2016, two-thirds of the CEOs of large European enterprises will have digital transformation at the center of their corporate strategy. However, at present only 24% of UK organizations completely agree that their data is high quality enough to support decision-making.



Philip continued that in order to be successful within the Big Data and Analytics domain, it is as much about culture and governance, as it is about technology. The importance of this was backed by showing that by 2020, organizations that are able to analyze all relevant data and deliver actionable information, will achieve an extra \$430 billion in productivity benefits over their less analytically oriented peers – figures like that cannot be ignored!





Dell the User, and Dell the Vendor

Dell's Big Data Team Lead for EMEA, Paul Brook, discussed how big data was reshaping key business activities and was allowing organisations to connect better with customers and improve operations and systems across the board.



Paul concluded by mentioning that in order to be successful, you must address data challenges holistically, yet modularly! We were then left with the below 3 key points.

Focus shifting from infrastructure to outcomes

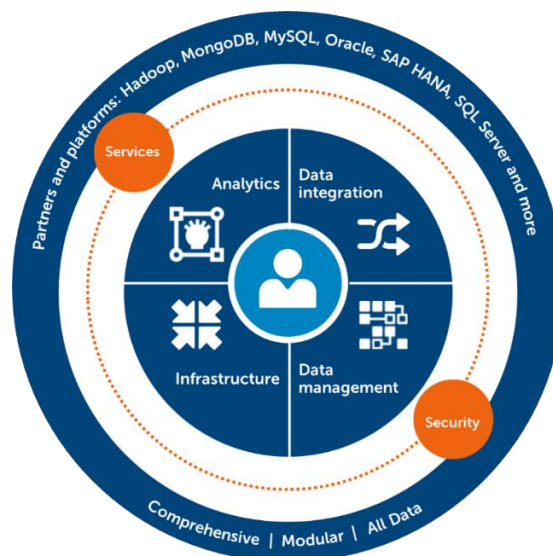
The promise of big data has never been about rebuilding IT infrastructure or standing up Hadoop clusters, but rather about connecting to and analyzing data to deliver actionable insights.

Predictive analytics take center stage

Using data to figure out what's happened in the past simply isn't enough. Gaining insight into what's going to happen in the future – and what your business should do about it – is now paramount.

Marriage of the old and the new

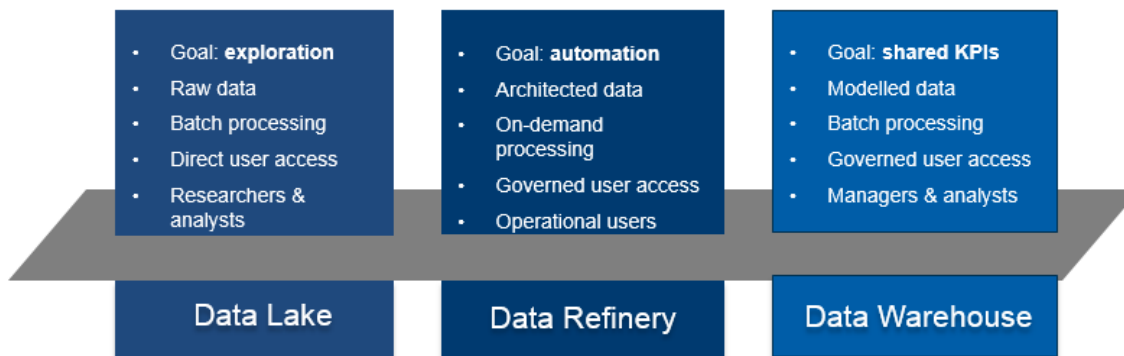
Connecting to and analyzing data is only valuable if analysts can break down the silos. IT should aggressively invest in integration technologies that marry that new Hadoop cluster with the existing data warehouse.





Industry 4.0 & IoT

Director of Enterprise Solutions Wael Elrifai of Pentaho took to the stage and explained that large benefits can be achieved from IoT, and that we have to build a connection from the physical world, to the digital one, whilst capturing vast amounts of data from different sources. These are enormous data volumes to cope with and the data storage and computational tasks are well suited to such “Big Data” infrastructures.



A Companies Data Journey

Miriam Vizvari, Liberty’s Head of IT, explained that 5 years ago their organisation faced many challenges in the data spectrum such as, 12 hour overnight processes, long stored procedures with hardcoded rules, and a business that has no confidence in data.

Miriam continued to share that in 2011, she was convinced that the solution they were building would have a lifespan of at least 6-7 years. However, trying to predict the lifespan of a current solution is impossible and irrelevant, the focus has to be on the now, enabling the business as best as you can with supporting technologies.

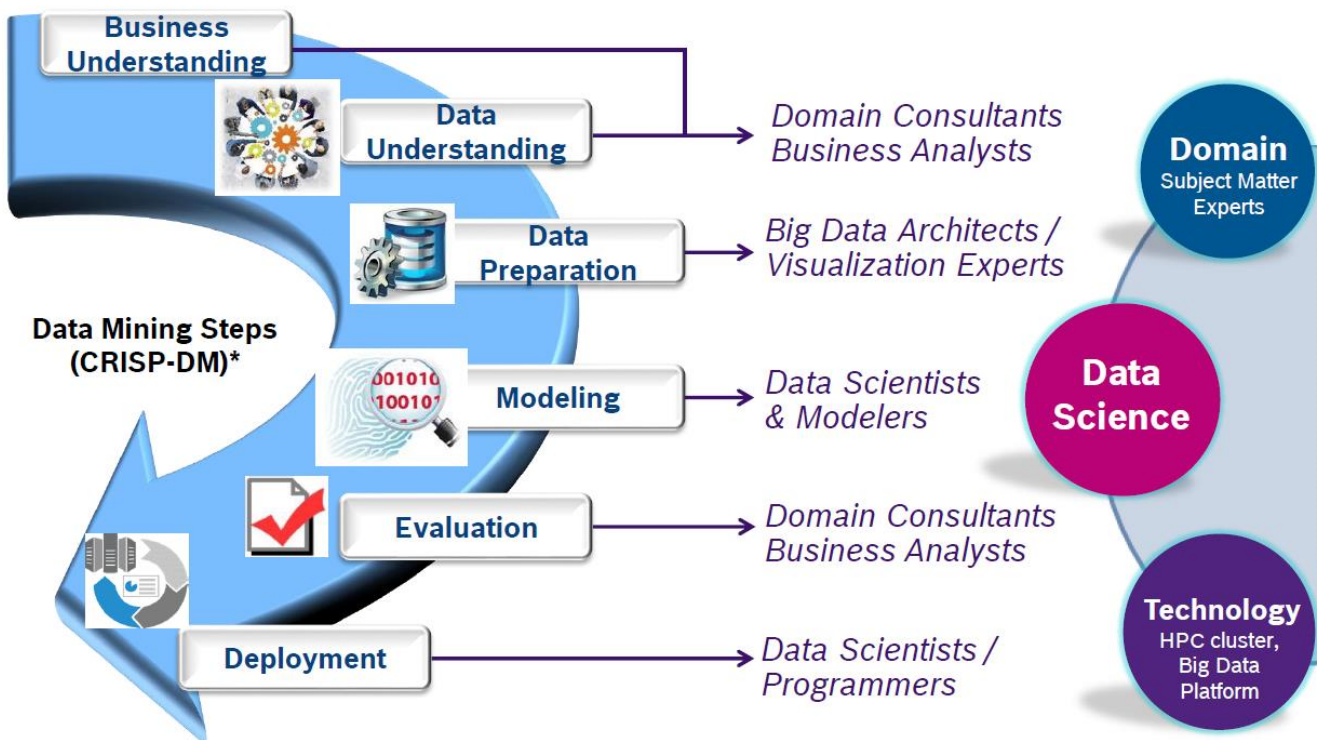


It was concluded that your strategy has to be tailored for your organisation; is it appropriate to go ahead with a multi-year, multi million Pound investment? The answer was no, and the solution needs to be more shorter term, with the data strategy being in alignment of the organisation’s strategy.



Big Data and Analytics Being a Key Enabler

During this session, Bosch's UK and Ireland Country Manager Mahesh Chikodi, and Lavanya Uppala, Head of Data Analytics, took to stage to discuss how big data and analytics is a key enabler for them and has propelled their business over the years. Lavanya shared the below graph to clearly outline the Data Mining steps carried out by Bosch.





Round Table Discussions

birst The Cloud – Is It the Right Place For Big Data & Analytics?

During this roundtable discussion, a few points that made headlines were that security and compliance is still the number one issue and although cloud is great for prototyping, it's not a done deal for businesses to move to cloud for production.



| **Distributing Your Analytics for Data Gravity**

The executives from this roundtable concluded that there is not a one size fits all in relation to analytics. What's important after security aspects, is that you assign value to your data and see what parts of your data can actually be monetized.



OPENTEXT Unlocking Value from Unstructured Data

Outcomes mentioned were that the value of data can be greatly enhanced when the speed, time of delivery and access points are favorable, and carried out in an ultimate secure fashion – posing a different topic and question, of where to store the data.

ATTUNITY Can Big Data be agile?

This roundtable concluded that agile certainly has a place in real time data delivery and that being more responsive to the business is good, but requires thought around how to bring this to fruition.



pentaho Data-driven Visualisation A Hitachi Group Company

The thoughts of the executives on this table were that data driven visualisation (DDV) is great for reporting and management tools, but not ideal for data discovery. To conclude, it was agreed that DDV is great for maps, spatial data and all types of aggregated data.

kognitio Advanced & Predictive Analytics: How to Get Started

The suggested process outlined by this roundtable was that as a first point of call, you need to have buy-in from the key individuals from your interdisciplinary team. During this process it is vital to encourage your business to accept failure as a point on the way to success.

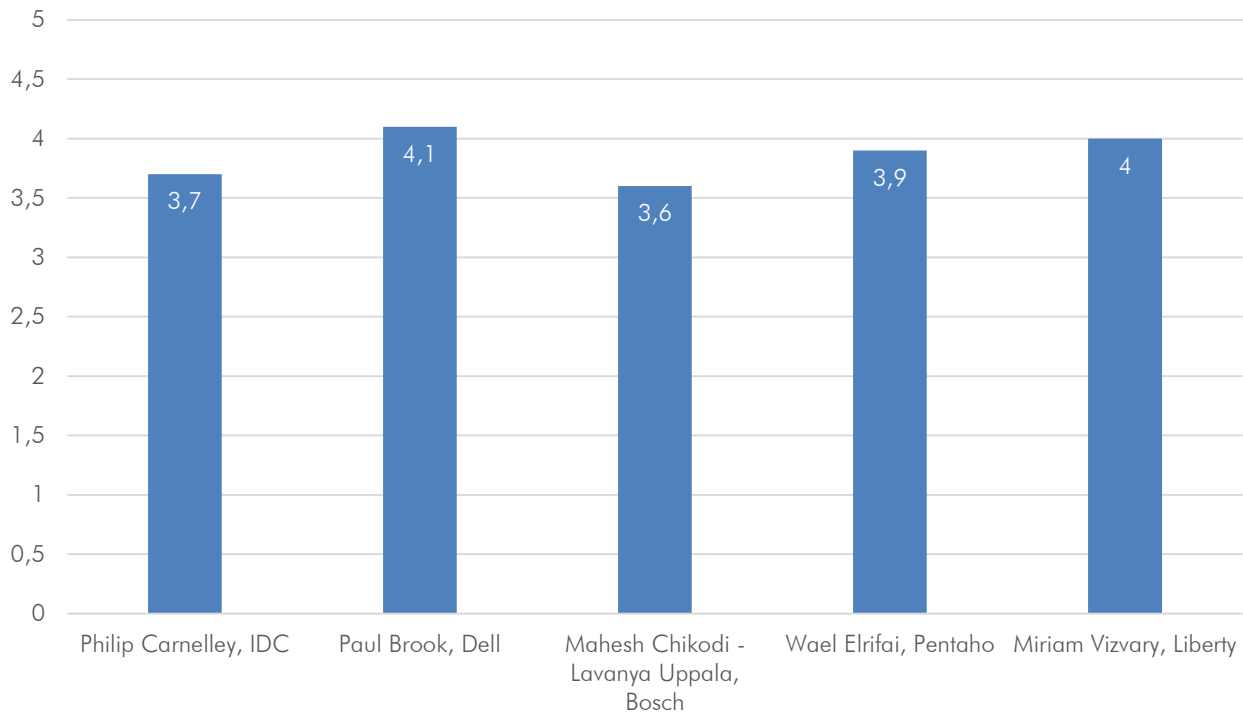




Conference Feedback

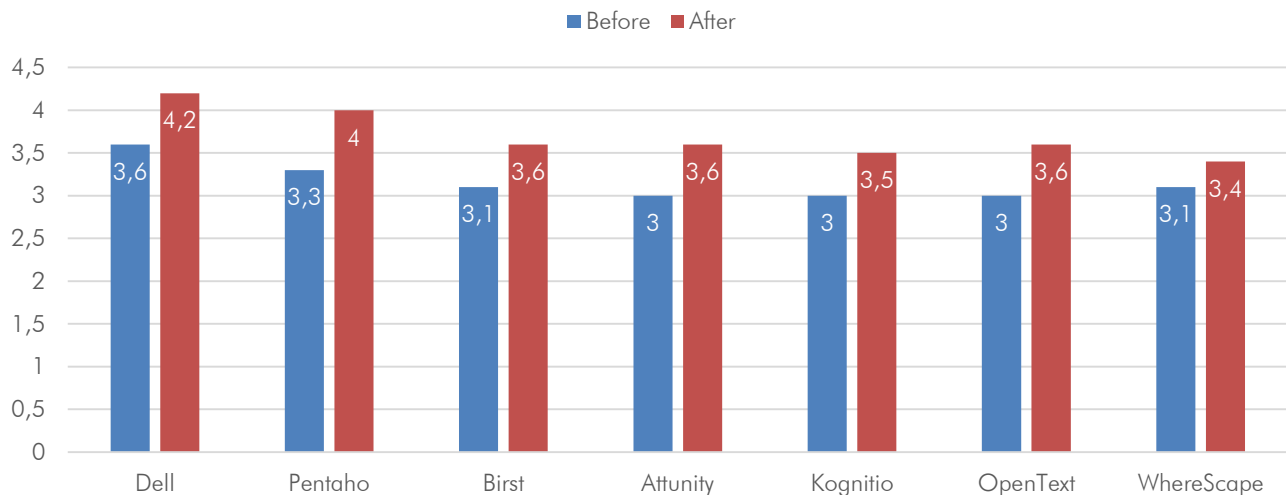
We asked all delegates in attendance to evaluate the presentations and speakers from the event, the responses are below:

(5= excellent, 4= very good, 3= good, 2= fair, 1=poor)



We asked the delegates if their perception of the vendors' ability to help them overcome their challenges relating to big data & analytics had become more positive, negative or unchanged following the conference. The responses are below:

(5= very positive, 4= positive, 3= neutral, 2= negative, 1= very negative).

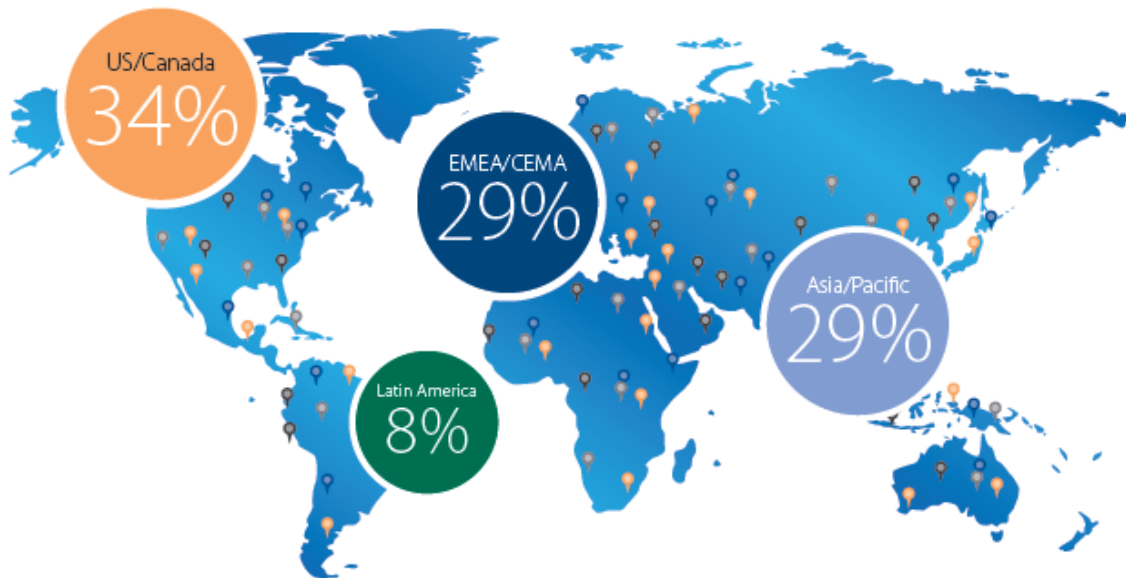




Why IDC?

50 years of providing global, regional and local IT advisory services to businesses and governments on technology and line-of-business related issues, in 110 countries.

1,100 Research Analysts Located All Over The World



IDC is the premier global provider of IT market intelligence and advisory services. We help clients maximize the leverage of their technology investments across their business.

IDC is a subsidiary of IDG, the world's leading technology media, events and research company. Our multilingual, multicultural workforce surveys over 300,000 technology users and decision makers annually, delivering unrivaled coverage.

Focusing on energy, financial services, government, healthcare, manufacturing and retail industries, our research covers over 200 technology markets including cloud computing, business analytics, outsourcing, enterprise mobility, sustainability, IT governance, data center, social media, and many more.

Our IT Executive Programs draw upon our global team of 1,100 analysts (the largest global network of expert analysts in the industry) and the research we develop. IDC analysts are based in 54 offices around the globe, covering 110 countries, speaking 70 languages, and are assisting IT organizations around the world with innovating and optimizing IT operations.

IDC's IT Executive Programs | www.idc.com/itexecutive





General parting remarks from attendees

Thanks for a great day – very interesting to get such different perspectives on an important topic

Very good event, all very relevant.

Thanks for an excellent day.

Very good conference!

Very interesting day.

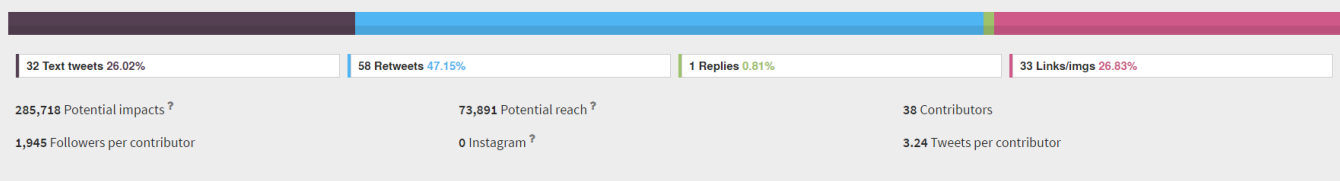
Really liked all the presentations, group discussions and vendors.

Conference was great, really enjoyable.

Tweet Reach for #IDCANALYTICS16

General overview Apr 14, 2016 9:19:07 AM - Apr 15, 2016 6:07:53 PM

123 tweets

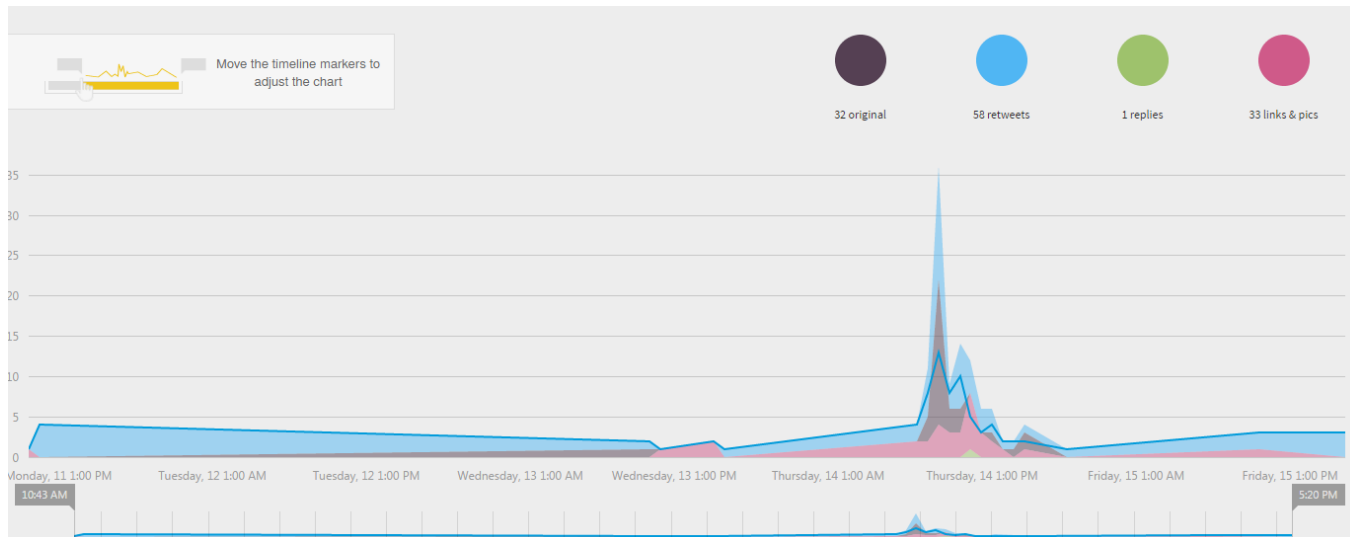


- Potential reach: # of unique users that could have seen the hashtag
- Potential impacts: # of times somebody could have seen the hashtag





Activities / Contributors



Contributors

Most active [?]		Retweeters [?]		Original tweets [?]	
Contributor	Tweets	Contributor	Retweets	Contributor	Tweets
IDC UK & Ireland @IDCUKI	37	IDC UK & Ireland @IDCUKI	12	IDC UK & Ireland @IDCUKI	25
Helena Schwenk @hmschwenk	12	Big Data Tweet @BigDataTweetBot	6	Helena Schwenk @hmschwenk	11
Big Data Tweet @BigDataTweetBot	6	Biconnections @biconnections	3	Richard Neale @richard_neale	4
Catherine Nichols @Nichols_Cath	5	Philip Carnelley @Pcarnelley	3	Catherine Nichols @Nichols_Cath	4
Attunity @attunity	5	kathrineiben @kathrineiben	2	Alan Herron @AlanStatistica	3
Richard Neale @richard_neale	5	Nigel Pond @NigelPond	2	Attunity @attunity	3
Philip Carnelley @Pcarnelley	4	Gily3d @Gily3d	2	Simon Hunt @SimonHunt000	3
Alan Herron @AlanStatistica	4	IDC EMEA @IDC_EMEA	2	Pentaho @Pentaho	3
Biconnections @biconnections	3	Landy Reyes @l4ndy3	2	CrisG @crisgamboa	2
Simon Hunt @SimonHunt000	3	Attunity @attunity	2	Paul Nealon @PaulENealon	1

Most popular [?]		Highest impact [?]		Top photographers [?]	
Contributor	Followers	Contributor	Impacts	Contributor	Photos
Pentaho @Pentaho	14,888	IDC UK & Ireland @IDCUKI	68,894	IDC UK & Ireland @IDCUKI	15
Biconnections @biconnections	13,611	Big Data Tweet @BigDataTweetBot	66,240	Alan Herron @AlanStatistica	2
Big Data Tweet @BigDataTweetBot	11,040	Pentaho @Pentaho	44,664	CrisG @crisgamboa	2
Xprtly! @Xprtly	6,477	Biconnections @biconnections	40,833	Catherine Nichols @Nichols_Cath	2
Attunity @attunity	2,975	Attunity @attunity	14,875	Pentaho @Pentaho	2
Jeff Frick @JeffFrick	2,602	Helena Schwenk @hmschwenk	9,396	Richard Nicholson @RichardNatDell	1
IDC EMEA @IDC_EMEA	2,300	Xprtly! @Xprtly	6,477	Philip Carnelley @Pcarnelley	1
WhereScape @wherescape	2,243	IDC EMEA @IDC_EMEA	4,600	Paul Brook @PaulBrookAtDell	1
Dell Channel Europe @DellChannelEN	1,898	Richard Neale @richard_neale	3,180	Simon Hunt @SimonHunt000	1
IDC UK & Ireland @IDCUKI	1,862	Gily3d @Gily3d	3,066	AmazingOpenSource @AmazeOpenSource	0





Sample tweets

 **Pentaho**
@Pentaho  

Next up at #IDCAntalytics16 @Wael_Elrfai will be presenting on Industry 4.0 ow.ly/10Ec9T



RETWEETS 6 LIKES 4 

 **Richard Nicholson**
@RichardNAIDell  

Had great day with @PaulBrookAtDell @AlanStatistica analysts & customers at #IDCAntalytics16 dell.co.uk/bigdata



RETWEETS 4 LIKES 2 

 **Simon Hunt**
@SimonHunt000  

Just heard thoughts on how data analytics is at the centre of #smartcities at #idcanalytics16 and our work in @Ameyplc is right on message

RETWEET 1 

 **Philip Carnelley**
@Pcarnelley  

Buzz is building for @IDCUKI #bigdata #analytics conference today...great venue, great crowd #idcanalytics16



RETWEETS 5 LIKES 2 

