



GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT

Thursday, March 24 2016 | Metro Detroit

HOSTED BY



THANKS TO OUR SPONSORS

alteryx

cloudera®
Ask Bigger Questions



Datameer®
stay curious



informatica

Information
Builders



Qlik Q

+ a b l e a u

YOUR HOSTS

- **Quaid Saifee**
President, WIT Inc.
- **Scott Smith**
Practice Director, WIT Inc.
- **Jerry Melvin**
Marketing, WIT Inc.



On behalf of the Great Lakes Business Intelligence (BI) & Big Data Summit planning committee, I am delighted to welcome you to the 4th annual Great Lakes BI & Big Data Summit!

Today's program will provide you with access to two astounding keynote speakers, 15 business intelligence and big data case studies for you to choose from across three parallel tracks, and numerous opportunities for networking and exchanging ideas with like-minded professionals from across the Midwest.

I hope that you will find the 2016 Summit to be informative and enjoyable, and that you leave the Summit with new ideas that you can share with your team.

Amanda Mansour, Summit Organizer, WIT Inc.

WIT is a business analytics consulting firm founded in 1996. We help our clients achieve superior performance by fully realizing the potential of analytics and business intelligence technology and processes, whether it's through executive dashboards, data discovery, big data, enterprise reporting, or data in the cloud. Clients range from small businesses to Fortune 500 companies across all major industries. For more information, please visit www.witinc.com.

GENERAL INFORMATION

Food & Beverages

Breakfast and snacks will be served in the Exhibit Hall Foyer in front of the Somerset Ballroom. Lunch will be served in the Sussex Room. Additional lunch room seating is available in the Cambridge Room and Windsor Room.

Cell Phones

Please be considerate to all speakers and attendees and silence your phones when appropriate.

Security

Please keep all personal belongings with you at all times. We cannot take responsibility for any missing items. In the event of an emergency, please notify the information desk.

Feedback Raffle

To participate in the feedback raffle, you will need to complete the feedback form (located inside Summit brochure). The winner of the raffle will receive a \$100 gift card to Amazon.

Sponsor Raffle

Most sponsors will be raffling off prizes at the end of the Summit. In order to be eligible to win, you must be present, and have been entered into the respective raffle(s).

Twitter Raffle

Tweet about the Summit to be automatically entered to win a \$50 gift card to Amazon. The drawing is open only to 2016 Great Lakes Business Intelligence & Big Data Summit attendees who tweet about the Summit on Twitter using **#GreatLakesBI16** or **@GreatLakesBI**.

Resource Center

After the event, we will be sharing PDF versions of all Summit presentations in the password-protected Summit Resource Center. All Summit attendees will be sent a link and password to the Summit Resource Center shortly following the event.

Wi-Fi Connection

All Summit attendees will have access to Wi-Fi at the Summit. Please connect to the network 'Somerset_Banquets' (no password necessary).



@GreatLakesBI

#GreatLakesBI16

Wi-Fi Network: Somerset_Banquets

AGENDA

8:00 AM – 8:50 AM	Registration and Breakfast (50 minutes)		
8:50 AM - 9:00 AM	Introduction/Welcome (10 minutes)		
9:00 AM – 10:00 AM 60 minutes	Keynote: Dr. Greg Wells <i>Learning from Sports to Power Business Performance</i> The Wells Group		
10:00 AM – 10:15 AM	Break 1 (15 minutes) Snacks and Refreshments		
	Case Studies and Best Practices		Technology Innovations
	TRACK 1	TRACK 2	TRACK 3
10:15 AM – 11:00 AM 45 minutes Session 1	<i>Accelerating Disruption – Big Data and Machine Learning</i> FordDirect	<i>Multi-Speed IT: An Approach for Operationalizing Data Visualizations</i> Kellogg Co.	<i>Flipping the 80/20 Rule</i> Informatica
11:00 AM – 11:15 AM	Break 2 (15 minutes) Snacks and Refreshments		
11:15 AM – 12:00 PM 45 minutes Session 2	<i>Big Data Applications in Health Care</i> Blue Cross Blue Shield of Michigan	<i>Re-Imagining Loyalty – How Advanced Analytics is Impacting Automotive Conquest Marketing</i> IHS	<i>Balancing Governance and Self-Service Without Compromise</i> Qlik
12:00 PM – 1:00 PM	Plated Lunch (60 minutes)		
1:00 PM – 1:05 PM	Post-Lunch Break (5 minutes)		
1:05 PM – 1:50 PM 45 minutes Session 3	<i>Deriving Actionable Insights From Location Based Social Networks: Cases of Starbucks and Buffalo Wild Wings</i> University of Michigan - Flint	<i>Understanding the Data Lake</i> FCA	<i>Empowering Analysts With Self-Service Data Analytics</i> Alteryx
1:50 PM – 2:05 PM	Break 3 (15 minutes) Snacks and Refreshments		
2:05 PM – 2:50 PM 45 minutes Session 4	<i>Secrets of Analytical Leaders: Leading Successful Change</i> Eckerson Group	<i>Data Governance – The Need for a Single Point of Truth</i> Kelly Services	<i>Building an Analytics Culture</i> Tableau
2:50 PM – 3:05 PM	Break 4 (15 minutes) Snacks and Refreshments		
3:05 PM – 3:50 PM 45 minutes Session 5	<i>QlikView for Law Enforcement: Call Traffic Analysis and Cell Phone Forensics</i> Quinn Analytics LLC	<i>Building Better Insights</i> Ford	<i>Self-Service for Everyone</i> Information Builders
3:50 PM – 4:00 PM	Break 5 (10 minutes) Snacks and Refreshments		
4:00 PM – 4:45 PM 45 minutes	Keynote: Wayne Eckerson <i>BI Power Shift: How to Thrive in the New World Order</i> Eckerson Group		
4:45 PM – 5:00 PM 15 minutes	Closing Remarks		

KEYNOTE SPEAKERS



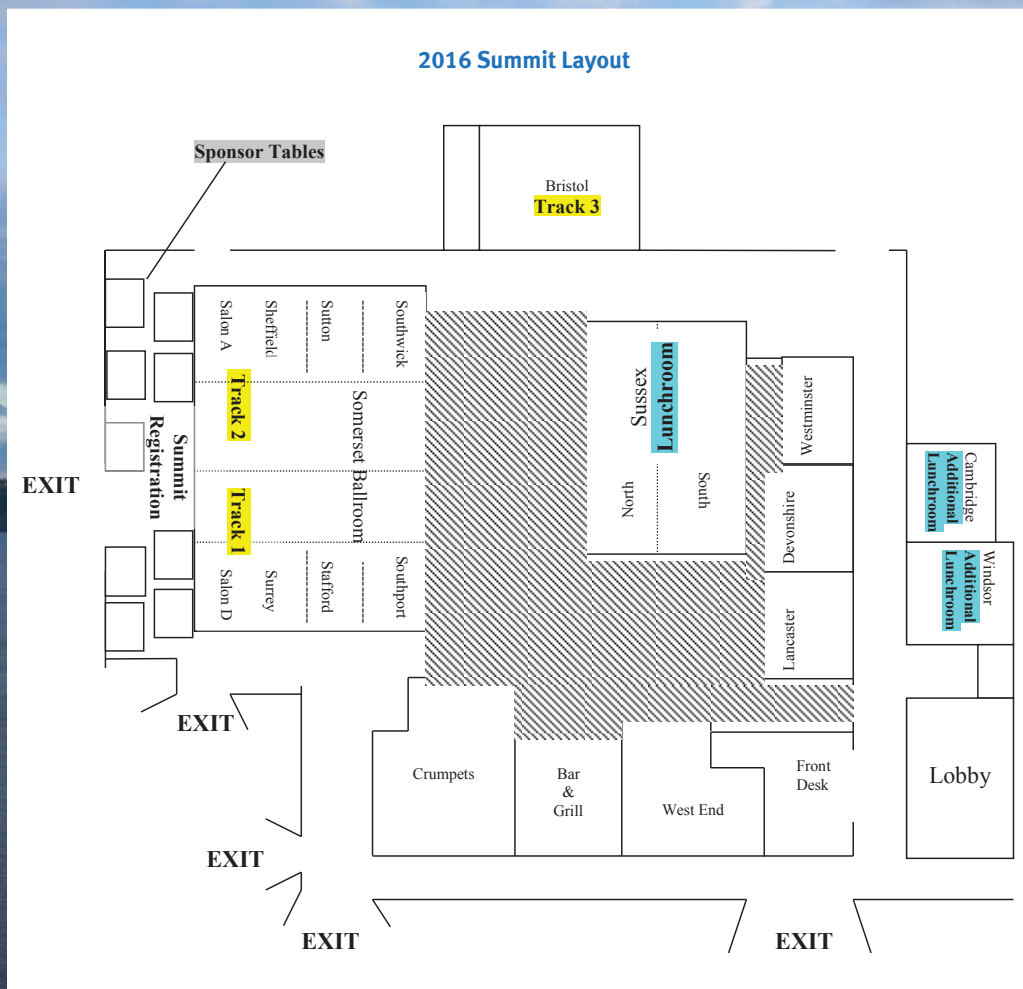
Dr. Greg Wells
President
The Wells Group

Topic:
Learning from Sports to Power Business Performance



Wayne Eckerson
Founder and Principal Consultant
Eckerson Group

Topic:
BI Power Shift: How to Thrive in the New World Order



SAVE THE DATE
 THURSDAY, MARCH 16, 2017
 Details to come
GreatLakesBISummit.com



GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT

Thursday, March 24 2016 | Metro Detroit