



GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT

Thursday, March 30, 2017 | Metro Detroit

HOSTED BY



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YOUR HOSTS

Quaid Saifee
President, WIT

Scott Smith
Practice Director, WIT

Denis Dudzinski
Healthcare Director, WIT

Jerry Melvin
Marketing, WIT



On behalf of the 2017 Summit planning committee, I am delighted to welcome you to the 5th annual Great Lakes Business Intelligence & Big Data Summit!

Today's program will provide you with access to two astounding keynote speakers who are thought leaders in the tech community, 16 business intelligence and big data case studies for you to choose from across four parallel tracks, and opportunities for networking and exchanging ideas with like-minded professionals from across the Midwest. New this year is a healthcare track focused on the unique challenges of managing and analyzing data in the healthcare sector.

I hope that you will find the 2017 Great Lakes Business Intelligence & Big Data Summit to be informative and valuable and that you leave the Summit with new ideas that you can share with your team.

Erin Adair-Guy, Summit Organizer, WIT

WIT is a business analytics consulting firm founded in 1996. We help our clients make better business decisions from their data, 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 Grand Ballroom. Lunch will be served in the Grand Ballroom. Additional lunch room seating is available in the Niles 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 program). The winner of the raffle will receive a JBL Bluetooth speaker (valued at \$100).

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 entered into the respective raffle(s) and must be present at the time of drawing.

Twitter Raffle

Tweet about the Summit to be automatically entered to win a \$50 Amazon gift card. The drawing is open only to 2017 Great Lakes BI & Big Data Summit attendees who tweet about the Summit on Twitter using **#GreatLakesBI17** 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 **'Marriott_Conf'**, password **'bisummit'**.



@GreatLakesBI
#GreatLakesBI17

Wi-Fi Network: Marriott_Conf
Password: bisummit

AGENDA

8:00 AM - 9:00 AM		Registration & Breakfast Exhibit Hall Foyer			
9:00 AM - 10:00 AM KEYNOTE		Susan Etlinger, Altimeter Group Behind the Hype: Thriving in a Data-Driven World			
10:00 AM - 10:15 AM		Break 1 - Snacks and Refreshments			
	Case Studies and Best Practices		Healthcare	Technology Innovation	
	TRACK 1 Salon A-C	TRACK 2 Salon F-H	TRACK 3 Dennison Ballroom	TRACK 4 Mediterranean Room	
10:15 AM - 11:10 AM SESSION 1		Big Data & Connected Cars: Disrupting the Automobile Industry Dr. Allaa Hilal Director of Innovation IMS	Transitioning from Spread- sheets to Data Visualization Anirban Ghose Finance Manager Dow Chemical	Big Data Management and its Limitations Doug Meil IBM Distinguished Engineer Watson Health	Maximize Your Big Data Investment with Self-Service Analytics for Business Users Brian Dirking Director, Product Marketing Alteryx
11:10 AM - 11:25 AM		Break 2 - Snacks and Refreshments			
11:25 AM - 12:20 PM SESSION 2		Introduction to Machine Learning Ishwar Sethi Professor Oakland University	Driving Business Value Through Analytics Projects Mark Fisher Global Tax Solutions Lead General Motors	Why Analytics is the Key to Driving the Transition from Volume to Value Brett Furst Chief Executive Officer Foresight Ventures	Scribbles and Lines: The Creative Process David Wysocki Strategic Account Manager Tableau
12:20 PM - 1:20 PM		Plated Lunch, Sponsored by Cloudera Grand Ballroom			
1:20 PM - 1:30 PM		Post-Lunch Break			
1:30 PM - 2:25 PM SESSION 3		Big Data in the Age of IoT: Some Lessons Learned Paul Groll Deputy Chief Security Officer State of Michigan	BorgWarner: Driving Supply Chain Visibility Monica Kedzierski Sr. Manager, Enterprise Data Analytics BorgWarner	Data Digitization: An Approach for Clinical and Operational Enhancement Jack Weiner President JW Healthcare Concepts	Machine Learning for the Enterprise Mark Aretha Sales Director, Great Lakes Region DataRobot
2:25 PM - 2:40 PM		Break 3 - Snacks and Refreshments			
2:40 PM - 3:35 PM SESSION 4		Simply Securing the IoT as Connectivity Complexity Continues to Mount Dave Miller Chief Security Officer Covisint	Essential Methodologies in Visualization Vince McCoy Principal Consultant WIT	Enterprise Analytics for Improving Population Health Amy Lung VP of Quality Improvement Meridian Health Plan	Introduction to Modern Business Intelligence Todd Byrd Senior Solutions Architect Qlik
3:35 PM - 3:50 PM		Break 4 - Snacks and Refreshments			
3:50 PM - 4:50 PM KEYNOTE		Donald Farmer, TreeHive Strategy Governance in the Age of Self-Service Grand Ballroom			
4:50 PM - 5:00 PM		Closing Remarks & Raffle Grand Ballroom			

KEYNOTE SPEAKERS



SUSAN ETLINGER

Industry Analyst
Altimeter Group

Topic: Behind the Hype:
Thriving in a Data-Driven World

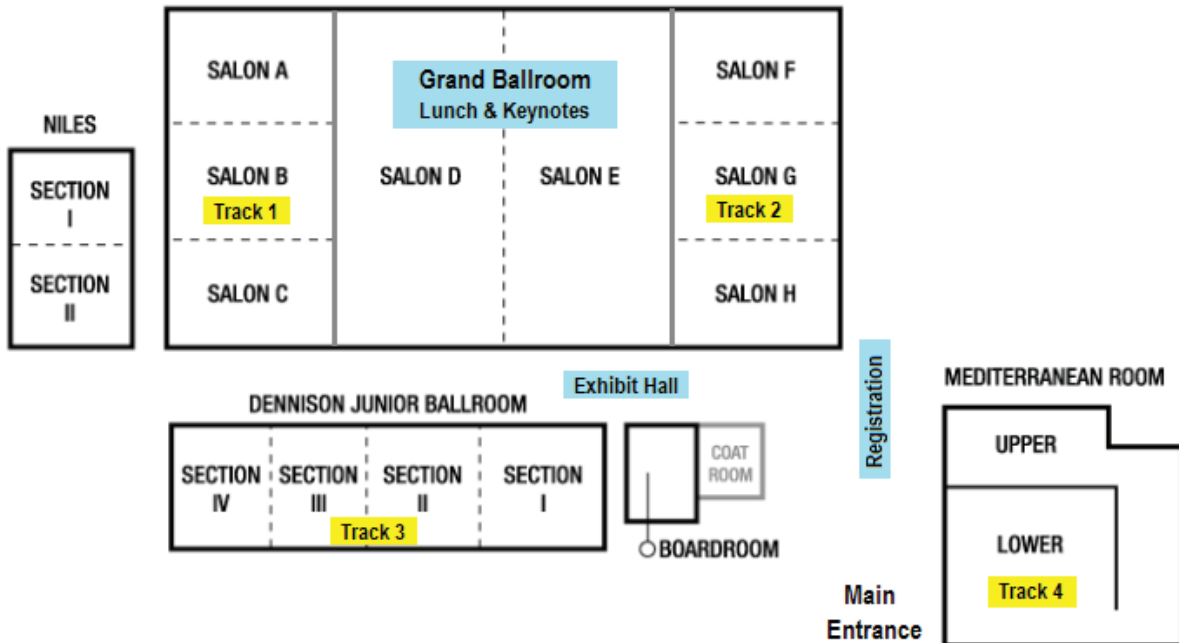


DONALD FARMER

Principal
TreeHive Strategy

Topic: Governance in the
Age of Self-Service

2017 Summit Layout



SAVE THE DATE

Thursday, March 15, 2018

Details to come

GreatLakesBISummit.com

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