



# GREAT LAKES BUSINESS INTELLIGENCE & BIG DATA SUMMIT

Thursday, March 13 2014 | Metro Detroit

Hosted by



THANKS TO OUR SPONSORS





YOUR HOSTS

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



Amanda Mansour, Marketing, WIT Inc.

Welcome to the 2nd Annual Great Lakes Business Intelligence and Big Data Summit! We are excited to declare that in its inaugural year, the Summit attendance levels far exceeded our expectations with nearly 200 of the area’s top business and technology leaders.

The Great Lakes Business Intelligence and Big Data Summit (GLBIS) provides you with a comprehensive examination of business intelligence and big data case studies from top companies, a close look at technology innovations that can help you to achieve your big data initiatives, and opportunities to expand your network with like-minded technology and business professionals who share the same goals, issues, and concerns that you do.

We hope that you enjoy this year’s Summit and that it is everything that you hoped it would be and more! Feel free to offer any comments, suggestions, or feedback to a member of WIT. We’d love to know how we can improve.

Amanda Mansour, Summit Organizer

WIT Inc. is a Business Intelligence (“BI”) consulting firm, with more than fifteen years helping our clients achieve superior performance by fully realizing the potential of business intelligence technology platforms. Our services include: BI strategy, data warehouse development, and implementation consulting of any of our technology partners, including QlikView, Microsoft, SAP and Attivio.

GENERAL INFORMATION

Food & Beverages

Breakfast and snacks will be served in the Exhibit Hall Foyer between the Grand Ballroom and the Dennison Room. Lunch will be served in the Mediterranean 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. Neither WIT nor the venue can take responsibility for any items lost or stolen at the Summit. In the event of an emergency, please contact the registration desk.

Feedback

Feedback forms will be provided inside the Summit packet. To participate in the feedback raffle, you will need to complete the feedback form. The winner of the raffle will receive a \$100 gift card to Amazon.

Sponsor Raffle

Select 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

Share your Summit experience with others on Twitter and you will automatically be entered to win a \$50 gift card to Best Buy. The drawing is open only to 2014 Great Lakes Business Intelligence & Big Data Summit attendees who tweet about the Summit on Twitter using #GLBIS or @GreatLakesBI. Registrants will be entered only once into the pool for the drawing.

Resource Center

After the event, we will be sharing PDF versions of all GLBIS 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.

LinkedIn Group

We are delighted to announce the **Great Lakes Business Intelligence & Big Data Summit LinkedIn Group**. A link to the LinkedIn Group will be sent to all Summit attendees after the event.

Wi-Fi Connection

All Summit attendees will have access to Wi-Fi at the Summit. Please use code **‘bisummit’** to connect.

Book Table

Copies of keynote speaker, Rebecca D. Costa’s book *“The Watchman’s Rattle”* will be available at the registration table for attendees to purchase.



@GreatLakesBI  
#GLBIS

GreatLakesBISummit.com

Wi-Fi Passcode: **bisummit**

AGENDA

8:00 AM - 9:00 AM	Registration & Healthy Start Continental Breakfast		
9:00 AM - 9:10 AM	Introduction/Welcome		
9:10 AM -10:10 AM	Keynote: Rebecca D. Costa The Cautionary Side of Big Data		
	The Costa Group		
10:10 AM - 10:25 AM	Break 1 (15 minutes) Snacks & Refreshments		
	BI/DW Case Studies and Best Practices		Technology Innovations
	TRACK 1 Salon H	TRACK 2 Salon C	TRACK 3 Dennison Room
10:25 AM - 11:10 AM	How to Drive BI Adoption: Tips and Techniques	Operational Data – The New Frontier	The Democratization of Big Data
SESSION 1	Dow	Bosch	Qlik
11:10 AM - 11:25 AM	Break 2 (15 minutes) Snacks & Refreshments		
11:25 AM - 12:10 PM	Big Data: Legal Traps to Look Out For	How Kelly Services Wins with Cus- tomers in the Market Place – A BI Success Story	The “Last Mile” of Big Data – Learn How Power BI Can Help You Discover, Analyze, and Visualize Your Data
SESSION 2	W. David Snead, P.C.	Kelly Services	Microsoft
12:10 PM - 1:10 PM	Networking Lunch (Hot Plated Lunch Sponsored by MicroStrategy)		
1:10 PM - 1:55 PM	Essential Methodologies in Visualization	BI Lessons in Health Insurance	Unlock Big Data Analytics Value and Power Your Data Lakes with Apache Hadoop
SESSION 3	WIT Inc.	HealthPlus	Hortonworks
1:55 PM - 2:10 PM	Break 3 (15 minutes) Snacks & Refreshments		
2:10 PM - 2:55 PM	BI for Customer Loyalty and Better Business Process: Success, Learnings and a Roadmap for the Future	Finding the Needle in the Data Haystack	Getting Started with Hadoop for Data Warehouse Optimization
SESSION 4	Aditya Birla Minacs	Johnson Controls Inc.	Informatica
2:55 PM - 3:10 PM	Break 4 (15 minutes) Snacks & Refreshments		
3:10 PM - 3:55 PM	Adoption of Analytics in an Enterprise	Hadoop as the Foundation for Health Analytics	Socializing Dashboards: Beyond Clicks & Analytics
SESSION 5	ASRYM	Truven Health Analytics	iDashboards
3:55 PM - 4:10 PM	Break 5 (15 minutes) Snacks & Refreshments		
4:10 PM-5:00 PM	Keynote: Gary Robinson Big Data – Tools for Battling Complexity in the Modern World		
	IBM		

KEYNOTE SPEAKERS



Rebecca D. Costa  
Sociobiologist and author of “The  
Watchman’s Rattle”  
The Costa Group  
Topic: The Cautionary Side of Big Data



Gary Robinson  
Program Director – IBM Big Data  
IBM  
Topic: Big Data – Tools for Battling Complexity  
in the Modern World





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## **SAVE THE DATE**

Thursday, March 19, 2015

Details to come

[GreatLakesBISummit.com](http://GreatLakesBISummit.com)