GREAT LAKES
BUSINESS INTELLIGENCE
& BIG DATA SUMMIT

Thursday, March 26 2015 | Metro Detroit

HOSTED BY

WiT

THANKS TO OUR SPONSORS

alteryx

cloudera
Ask Bigger Questions

Hortonworks

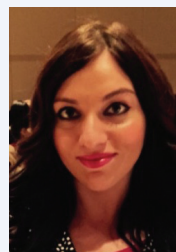**Dashboards**
Powerful Insights

informatica

Information Builders

Qlik Q

tableau

- **Quaid Saifee**
  President, WIT Inc.

- **Scott Smith**
  Practice Director, WIT Inc.

- **Jerry Melvin**
  Marketing, WIT Inc.

Amanda Mansour,
Marketing, WIT Inc.

Welcome to the 3rd annual Great Lakes Business Intelligence and Big Data Summit! Since 2013, the Summit has brought together hundreds of business and technology professionals from across the Great Lakes region.

The Summit provides attendees with a comprehensive program composed of outstanding keynotes, business intelligence and big data case studies from experts in the industry, and a thorough look at top technology innovations.

We hope that the Summit exceeds your expectations, that you make lasting professional connections, and leave the Summit with new ideas that you can begin implementing immediately.

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 the 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
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 **$25 gift card to Best Buy**. The drawing is open only to 2015 Great Lakes Business Intelligence & Big Data Summit attendees who tweet about the Summit on Twitter using **#GreatLakesBI15** 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 'Banquets' (no password necessary).

@GreatLakesBI
#GreatLakesBI15

Wi-Fi Network: Banquets

AGENDA

Time	BI/DW Case Studies and Best Practices		Technology Innovations
	TRACK 1	TRACK 2	TRACK 3
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: Boris Evelson** *Systems of Insights – The Next Generation BI* **Forrester Research**		
10:00 AM - 10:15 AM	Break 1 (15 minutes) Snacks and Refreshments		
10:15 AM - 11:00 AM 45 minutes SESSION 1	*Setting a Strategy for Success in Big Data and Analytics* **Steelcase**	*Using Self-Service BI to Optimize Roadside Service* **Club Auto Roadside Services Ltd.**	*What Comes After Analytics? Operationalising Insights* **Information Builders**
11:00 AM - 11:15 AM	Break 2 (15 minutes) Snacks and Refreshments		
11:15 AM - 12:00 PM 45 minutes SESSION 2	*Ford's Connected Vehicle Analytic Challenge – Where Innovation and Analytics Go for a Drive* **Ford**	*Insurer Uses BI to Drive Value for Bus Fleet Clients* **Quinn Analytics, LLC**	*Empowering Analysts with Self-Service Data Blending* **Alteryx**
12:00 PM - 1:00 PM	Hot Plated Lunch		
1:00 PM - 1:05 PM	Post-Lunch Break (5 minutes)		
1:05 PM - 1:50 PM 45 minutes SESSION 3	*Data Driven Approaches to Crime and Traffic Safety* **Michigan State Police**	*Implementation Approach to Healthcare and Big Data Analytics* **Anthem**	*Big Data is Only Half the Story* **Qlik**
1:50 PM - 2:05 PM	Break 3 (15 minutes) Snacks and Refreshments		
2:05 PM - 2:50 PM 45 minutes SESSION 4	*Unleashing the Power of Your Data: From Basic Reports to Prescriptive Analytics* **WIT**	*Moving Past the Traditional – Evolving the Delivery of Analytics* **Quicken Loans**	*Big Data, Hadoop & the Internet of Things* **Hortonworks**
2:50 PM - 3:05 PM	Break 4 (15 minutes) Snacks and Refreshments		
3:05 PM - 3:50 PM 45 minutes SESSION 5	*Big Data - Architecting for Big Data: Trends, Tips, and Deployment Options* **Caserta Concepts**	*Unlocking Your SAP Data – Tales From the Field* **Moen**	*Drive – A Practical Roadmap for Scaling Your Analytic Culture* **Tableau**
3:50 PM - 4:00 PM	Break 5 (10 minutes) Snacks and Refreshments		
4:00 PM - 4:45 PM 45 minutes	**Keynote: Donald Farmer** *Breaking Bad for Analytics Adoption* **Qlik**		
4:45 PM - 5:00 PM 15 minutes	Closing Remarks		

KEYNOTE SPEAKERS

Boris Evelson
Vice President, Principal Analyst
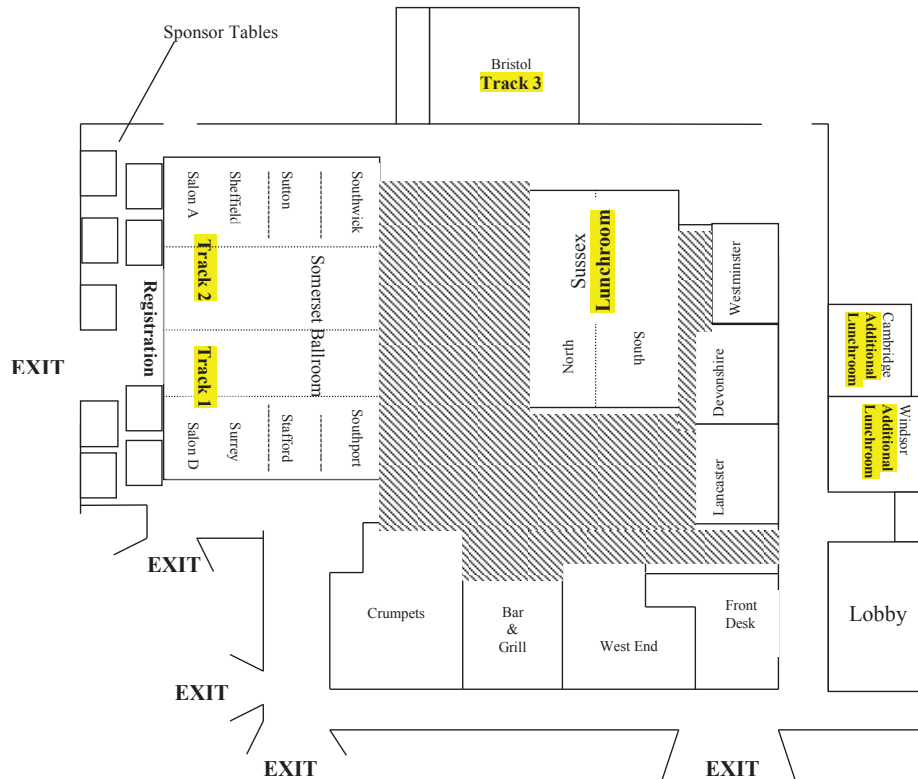**Forrester Research**

Topic: *Systems of Insights – The Next Generation BI*

Donald Farmer
Vice President of Innovation and Design
Qlik

Topic: *Breaking Bad for Analytics Adoption*

GREAT LAKES **BUSINESS INTELLIGENCE & BIG DATA** SUMMIT **2015**

2015 Summit Layout

Sponsor Tables

Bristol
Track 3

Salon A	Sheffield	Sutton	Southwick

Track 2

Somerset Ballroom

Registration

EXIT

Track 1

Salon D	Surrey	Stafford	Southport

Sussex **Lunchroom**

Westminster

North | South

Devonshire

Lancaster

Cambridge **Additional Lunchroom**

Windsor **Additional Lunchroom**

EXIT

EXIT

Crumpets

Bar & Grill

West End

Front Desk

Lobby

EXIT

EXIT

EXIT

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SAVE THE DATE
Thursday, March 24, 2016
Details to come
GreatLakesBISummit.com