



Donald Farmer

Mike Ferguson

Rick van der Lans

Irene Saleminck

Bart Baesens

Cor Baars

Regine Dhaene

Sam Wouters

Mark de Visser

UTRECHT

MARCH 20-21, 2018

DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2018

Data First

Data Lake, Big Data & Hadoop, Deep Learning, Data Warehousing, Self-Service BI, Data Governance, GDPR, Artificial Intelligence and BI, Analytics & Data Science

- Data management in a cloud computing environment
- What is the influence of regulatory compliance on deep learning?
- What does artificial intelligence actually offer to business intelligence?
- In which Silicon Valley products is it safe to invest?
- What is the role of dark data and the relationship with data governance and GDPR?
- Dealing with crunching data warehouse systems
- What is the impact of new forms of analyses on BI systems?
- Data governance and compliance in times of self-service analytics
- The importance of an information catalog for the management of a data lake
- The lessons we have learned from applying analytics and data science
- Where and how can modern big data technologies be included within data warehouse systems?
- Are the current data warehouse systems ready for GDPR?

Acclaimed speakers

Donald Farmer, Mike Ferguson, Rick van der Lans, Irene Saleminck, Bart Baesens, Cor Baars, Regine Dhaene, Sam Wouters and Mark de Visser

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DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2018

For years, we have been faced with an unprecedented stream of new technologies, design techniques, and architectures and ideas such as Hadoop, data streaming, self-service data preparation, logical data warehouses, data lakes, deep learning and NoSQL.

It seems as if all these developments stand on themselves, but nothing could be further from the truth. There is one connecting and encompassing trend: the use of data within organisations is drastically changing. For a long time, data was used only for reporting to management and external authorities. Nowadays, the use of data is broader, more intensive and more vital for business operations. Just consider all the consumers viewing data using customer-facing apps and data scientists who deeply analyse data to improve and accelerate business processes and to optimize customer care.

In short, how organizations want to use data today, how widespread and intensive they want to exploit this long undervalued business asset, is promising. The potential business value of data is finally appreciated. Meanwhile, the data warehouse systems are shaking under these new forms of data usage.

The Data Warehousing & BI Summit of 2018 focuses mainly on the big BI dilemma that many organizations are struggling with. How do we integrate existing BI systems with these new forms of data usage? Which technologies and architectures are suitable and required?

The conference offers practical guidelines and do's and don'ts to help you with these current and impending issues. You will meet well-known speakers and thought leaders from the Netherlands and abroad, including Donald Farmer, Mike Ferguson, Irene Saleminck, Rick van der Lans, Bart Baesens, Cor Baars, Regine Dhaene and Mark de Visser. Once again, we managed to set up a very strong line-up with internationally acclaimed speakers, ready to share their knowledge and experience with you.

Some of the main topics that will be discussed these two days:

- Data management in a cloud computing environment
- What is the influence of regulatory compliance on deep learning?
- What does artificial intelligence actually offer to business intelligence?
- In which Silicon Valley products is it safe to invest?
- What is the role of dark data and the relationship with data governance and GDPR?
- Dealing with crunching data warehouse systems
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- Data governance and compliance in times of self-service analytics
- The importance of an information catalog for the management of a data lake
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- Where and how can modern big data technologies be included within data warehouse systems?
- Are the current data warehouse systems ready for GDPR?

Who should attend

The two day DW&BI Summit is geared to for IT Executives, IT Management and Architects, business intelligence and data warehousing professionals who wish to take a detailed and practical look at the latest developments in Data Warehousing and Business Intelligence. The following professionals should attend:

- Sponsors of BI and DW programs
- Business technology managers
- IT executives and managers
- BI/DW project managers
- Data warehousing architects
- Business intelligence practitioners
- Business analysts
- Data scientists
- Technology architects



- Data architects and data modelers
- Project and program managers
- Data integrators
- Developers of BI and DW systems
- Business and IT consultants

Limited time? Join us one day

Can you only attend one day? It is possible to attend only the first or only the second conference day and of course the full conference. The presentations by our speakers have been selected in such a way that they can stand on their own. This enables you to attend the second conference day even if you did not attend the first (or the other way around).

This is the fifth edition of DW&BI Summit in The Netherlands. This upcoming edition you can benefit from the expertise of Donald Farmer, Mike Ferguson, Janani Dumbleton, Rick van der Lans, Bart Baesens and Cor Baars amongst others. Each year will see key note presentations by the crème de la crème of the international data warehouse and BI community. Internationally acclaimed speakers like Bill Inmon, Claudia Imhoff, Nigel Pendse, Colin White, Mike Ferguson, Wayne Eckerson, Mark Madsen, William McKnight, Richard Hackathorn, John Ladley, Dan Linstedt, Barry Devlin, Krish Krishnan, Daragh O'Brien and Jan Henderyckx have graced the predecessor of this conference with their presence.



INTERNATIONALLY ACCLAIMED SPEAKERS



DONALD FARMER, principal of TreeHive Strategy, is an internationally-known advisor to analytics vendors, investors and enterprises. His background is very diverse, having applied data analysis techniques in scenarios ranging from fish farming to archaeology. He worked in award-winning start-ups in the UK and Iceland and spent 15 years at Microsoft and at Qlik leading teams designing and developing new enterprise capabilities in data integration, data mining, self-service analytics, and visualization. Donald specializes in helping his clients to develop advanced strategies for analytics, innovation and design, especially taking advantage of new technologies and techniques.



RICK VAN DER LANS is an independent analyst, consultant, author, and lecturer specializing in data warehousing, Business Intelligence, and database technology. He is Managing Director of R20/Consultancy and an internationally acclaimed lecturer. For many years now, he is the chairman of the annual European Enterprise Data and Business Intelligence conference. Rick writes for various websites including the well-known B-eye-Network.com, and he has authored many whitepapers. His popular books, including "Introduction to SQL", have been translated into many languages and have sold over 100,000 copies. Recently, Rick published a new book entitled "Data Virtualization for Business Intelligence Systems".



MIKE FERGUSON is Managing Director of Intelligent Business Strategies Limited. As an analyst and consultant he specialises in business intelligence / analytics, data management, big data and enterprise business integration. With over 34 years of IT experience, Mike has consulted for dozens of companies on business intelligence strategy, technology selection, enterprise

architecture, and data management. He has spoken at events all over the world and written numerous articles. Formerly he was a principal and co-founder of Codd and Date Europe Limited – the inventors of the Relational Model, a Chief Architect at Teradata on the Teradata DBMS and European Managing Director of Database Associates. He teaches popular master classes in Big Data, New Technologies for Data Warehousing and BI, Operational BI, Enterprise Data Governance, Master Data Management, Data Integration and Enterprise Architecture.

He teaches popular master classes in Big Data, Predictive and Advanced Analytics, Fast Data and Real-time Analytics, Enterprise Data Governance, Master Data Management, Data Virtualisation, Building an Enterprise Data Lake and Enterprise Architecture.



BART BAESENS is a professor at KU Leuven (Belgium), and a lecturer at the University of Southampton (United Kingdom). He has done extensive research on big data & analytics, customer relationship management, fraud detection, and credit risk management. His findings have been published in well-known international journals (e.g. Machine Learning, Management Science, IEEE Transactions on Neural Networks, IEEE Transactions on Knowledge and Data Engineering, IEEE Transactions on Evolutionary Computation, Journal of Machine Learning Research, ...) and presented at international top conferences.

He is author of the books Credit Risk Management: Basic Concepts, Analytics in a Big Data World and Fraud Analytics using Descriptive, Predictive and Social Network Techniques and teaches E-learning courses on Advanced Analytics in a Big Data World and Credit Risk Modeling. His research is summarized at www.dataminingapps.com. He also regularly tutors, advises and provides consulting support to international firms with respect to their big data, analytics and credit risk management strategy.





IRENE SALEMINK has been appointed as Director of the Business Register Department at Statistics Netherlands since 2012. After her master's degree in Chemistry (University Utrecht) and a PhD in

Biochemistry (Maastricht University) she changed career and started in 2000 at Statistics Netherlands (SN). Irene has a taste for innovation of products and processes and has been involved in large redesigns of complex statistical production processes combined with managerial reorganizations. She is experienced in designing a Business Architecture, introduction of the BiSL framework and a variety of project management methodologies. Irene is responsible for the implementation of LEAN and LEAN Operational Management at her department resulting in both an ISO and Privacy certification. Her department closely collaborates with the Chamber of Commerce and the Dutch Central Bank. At the international level Irene is involved with the realization of the European Groups Register (Eurostat), the European System of interoperable Business Registers, Profiling of Multinational Enterprises and she frequently presents on topics such as Business Registers, Chain management and Data Lakes. Momentarily her biggest challenge lies in managing the design, development and implementation of a Logical Data Warehouse solution as part of the new SN Data strategy. The introduction of new concepts and technologies as part of this strategy is intertwined with engaging the organization in this change and improvement program.



COR BAARS, after finishing his degree in Digital Technology and Artificial Intelligence, has always remained active in the IT field, predominantly in the area of Enterprise Architecture. As co-founder of

CIBIT Academy, he has been responsible for the academy's Master of Science studies for more than 25 years. Furthermore, he has been involved in many different projects at more than 40 organisations as an advisor and Enterprise IT Architect:

- Complex projects such as the development of PortBase, the Port Community System of the Port of Rotterdam and Amsterdam;
- Innovative projects, like the development of an Intelligent Multi Agent architecture for the Nederlandse Spoorwegen (the Dutch Railways);

- International projects, mostly in cooperation with European Universities, such as the financial sector and national governments.

After CIBIT, Baars was connected to Sogyo from 2010 to 2015. This is a software development and education company, at which mostly recent graduates work with modern methods and technologies. At Sogyo he executed several projects, one of them being the development of a new application architecture for the National Police. Because he has always enjoyed the combination of advisory and project-based roles with education, Baars recently founded Rosaert Academy, together with Nardie Scharenborg. Rosaert Academy organises master classes on Artificial Intelligence and other modern information technologies.



MARK DE VISSER, Vice President of Marketing at Splice Machine, has over 25 years of experience with the enterprise technology marketing. He has launched several products over the course of his

career, including Borland C++, Red Hat Enterprise Linux, Zend Framework, Sonatype Nexus, CFEngine Enterprise, Sauce Labs Test Cloud and iText 7. Mark was part of the team at Red Hat that developed the first ever commercially viable open source business model. He has always been involved in open source since. In addition to his experience in the technology markets, Mark brings deep knowledge of modern data-driven marketing approaches to lead-generation and customer retention. Mark studied at the Delft University of Technology in The Netherlands, with a major in mathematics.



REGINE DHAENE likes to take a strong holistic and integrated approach in all aspects and phases of information management,. From strategy and vision development to overcoming organizational

hurdles in setting up information governance, and finally to insight creation. As the insight in information is the only thing that glues everything together and creates new value in business, a holistic approach is crucial. As data privacy and protection become more and more important in the digital era, she strongly believes in integrating the different information domains.



Design, architecture, portfolio management, project and program management are methods that she applies to translate concepts into realistic and feasible steps, thus bringing real added value to the business and the customer. Working in multi-disciplinary teams and complex environments is where she thrives. Taking people along the journey is key in the transformation of organizations. Eagerness to learn and sharing of knowledge with the team and customer feeds the drive to provide the best solution for each customer.

Regine holds more than twenty years of experience in several sectors and has held various executive roles in her career. Among these are COO, business- and information architect, program- and project manager, business analyst, line manager and management consultant. She acted as program manager and Corporate Information Officer for one of the largest retail groups in Belgium, where she was responsible for establishing an information transformation program. Building upon the solid foundation of a well-

formulated information strategy, all E2E components were developed, i.e. policies, governance, architecture, master data, data quality, analytics and BIG data. Regine holds a Master and Post-master in Accountancy, an international MBA and is a certified EU Data Protection Officer.



SAM WOUTERS is a Blockchain Consultant. He has been learning everything about them for the past 4 years and has advised organisations across several industries on them. Sam works at Duval Union Consulting, where he helps organisations understand the impact of digital and transform their business. He helped write the Digital Transformation Book, sold in over 60 countries.



CONFERENCE OUTLINE



TUESDAY, MARCH 20

Introduction

Session 1

Combineren van data warehouse, data lake en data marktplaats – Rick van der Lans

Session 2A

Van Deep Learning naar Deep Understanding –
Bart Baesens

Session 2B

De grote uitdagingen die GDPR teweeg brengt in
Datawarehouse-projecten – Regine Dhaene

Session 3A

CBS - De Transitie van Procesgedreven naar Data Centric –
Irene Saleminck

Session 3B

Data Management in a Cloud Computing Environment –
Mike Ferguson

Session 4

Governance and Compliance in the Age of Self-Service – Donald Farmer

WEDNESDAY, MARCH 21

Session 5

Governing the Data Lake – The Critical Importance of An Information Catalog – Mike Ferguson

Session 6A

Uncertainty and Analytics – Donald Farmer

Session 6B

De invloed van Blockchains op Data & Business
Intelligence – Sam Wouters

Session 7A

25 Jaar in Silicon Valley – De permanente revolutie –
Mark de Visser

Session 7B

Artificial Intelligence en Business Intelligence – Cor Baars

Session 8

Integratie van big data technologie binnen de datawarehouse-omgeving – Rick van der Lans

Daily schedule:

09:30 – 09:45 Opening by Conference Chairman

09:45 – 11:00 Session 1

11:00 – 11:15 Coffee break

11:15 – 11:45 Case study

11:45 – 13:00 Session 2A en Session 2B

13:00 – 14:00 Lunch

14:00 – 15:15 Session 3A en Session 3B

15:15 – 15:30 Coffee break

15:30 – 16:00 Case study

16:00 – 17:15 Session 4

The programme starts at 9:30 am and ends at 5:15 pm on both conference days. Registration commences at 8.30 am. On the 20th of March, there will be a reception after the final session



1. Combineren van data warehouse, data lake en data marktplaats (Dutch spoken)

Rick van der Lans, Managing Director, R20/Consultancy

De wereld van business intelligence en datawarehousing blijft veranderen. Er zit lijkt wel geen stop op de stroom aan nieuwe technologieën, zoals Hadoop, NoSQL, self-service data preparation, nieuwe architecturen, ontwerptechnieken en inzichten. Het lijken allemaal op zichzelf staande ontwikkelingen. Maar de verbindende en overkoepelende trend is dat het gebruik van data binnen een organisatie drastisch aan het veranderen is. Hoe data gebruikt wordt, waar, door wie, wanneer, in welke vorm, al deze aspecten zijn aan het veranderen. En dit zet BI-afdelingen onder druk. Bestaande architecturen, oplossingen en technologieën zijn niet meer toereikend. In deze sessie wordt deze ingrijpende verandering toegelicht.

- Nieuwe vormen data datagebruik, zoals customer-facing apps, data science, embedded BI
- De krakende klassieke datawarehouse-architectuur
- Zijn de nieuwe data storage technologieën, zoals Hadoop en NoSQL, de oplossing voor het nieuwe gebruiksvormen van data?
- Wie ontwikkelt customer-facing apps: IT of BI?
- Wat is de rol van dark data, data governance en GDPR hierbij?

2A. Van Deep Learning naar Deep Understanding (Dutch spoken)

Bart Baesens, professor aan de KU Leuven en verbonden aan de University of Southampton (UK)

In deze presentatie wordt deep learning kritisch onder de loep genomen. We starten met een kort overzicht en bespreken de historische achtergrond. Vervolgens gaan we dieper in op enkele populaire deep learning toepassingen (o.a. image segmentation, recommender systems).

Daarna zullen we de impact van regulatory compliance (zoals GDPR, Basel, Solvency, etc.) op deep learning bespreken en de noodzaak voor interpretatie belichten. Baesens zal dan tonen hoe deep learning modellen interpreteerbaar en conform gemaakt kunnen worden aan de hand van regelextractie. In zijn presentatie zal Baesens uitvoerig zijn ervaringen en recente onderzoeksresultaten met het publiek delen. Deze sessie geeft antwoord op de volgende vragen:

- Waarom moet u in deep learning investeren?
- Waarom moet u niet in deep learning investeren?
- Wat is de impact van privacy en compliance op deep learning?
- Hoe kunnen deep learning modellen geëvalueerd worden?
- Hoe kunnen deep learning modellen interpreteerbaar gemaakt worden?

2B. De grote uitdagingen die GDPR teweeg brengt in Datawarehouse-projecten (Dutch spoken)

Regine Dhaene, Practice Lead GDPR, Inpuls

Business Intelligence, BIG DATA, data warehouse, data lakes.... U hoort er dagelijks over: de digitale economie is een feit! Data is de nieuwe "olie". Droomt niet elk bedrijf ervan om zijn klanten zo goed mogelijk te kennen om zo beter in te spelen op de behoeften: big data, big business! De technische mogelijkheden via connected devices maken massale data collectie over u als persoon mogelijk: ongelimiteerd in tijd, plaats, wat en over wie. Maar wat gebeurt er met mijn data en wat met mijn privacy? Er werd een nieuwe Europese privacy wetgeving goedgekeurd (General data protection regulation, 25 mei 2016) die op 25 mei 2018 in voege treedt. Data-projecten moeten nu reeds rekening houden met de vergaande eisen die door deze wetgeving opgelegd worden.

In deze sessie verneemt u:

- De essentie van GDPR
- Welke GDPR eisen van toepassing zijn op de informatie levenscyclus: big data collection, big data processing en big data use
- Wat zijn de grootste uitdagingen bij datawarehouseprojecten, van wettelijke basis tot en met anonymisatie
- Welke maatregelen moet u treffen om in orde te zijn met de privacy wetgeving, zoals privacy by design & default, privacy impact assessment en data protection impact assessment
- Praktische project aanpak voor datawarehouse projecten

3A. CBS - De Transitie van Procesgedreven naar Data Centric

Irene Salemink, Directeur Registers Bedrijven, Centraal Bureau voor de Statistiek

De vraag naar informatie en data neemt enorme proporties aan, het Centraal Bureau voor de Statistiek weet daar alles van af. Ook zij zijn net als een groot aantal andere bedrijven bezig met de transitie van een procesgedreven naar een data centrische aanpak. Dit betekent in de eerste plaats dat de data architectuur aan een stevige vernieuwing toe is. Ook de manier van data verkrijgen, gebruiken, hergebruiken en delen zal forse aanpassingen vergen in de processen. Daarbij spelen niet alleen inhoudelijke of technische overwegingen een rol maar ook culturele, juridische en politieke aspecten zijn van invloed. Naast de interne organisatie rond datagebruik neemt de vraag van buiten om gezamenlijk data te gebruiken enorm toe. Zo zoeken steeds meer universiteiten contact



met het CBS om bijvoorbeeld onderzoekdata en CBS data te delen en te combineren. Met de voortdurende focus op privacybescherming en statistische beveiliging is dat geen sinecure. In deze praktijkcase wordt ingegaan op de uitdagingen die het CBS ondervindt bij het datadelen in brede zin en wordt daarnaast getoond hoe ze denken deze uitdagingen het hoofd te bieden. In deze sessie wordt dit besproken vanuit het perspectief van de business aan de hand van een aantal praktijkvoorbeelden. Een van de onderwerpen die meer expliciet toegelicht zal worden is het gebruik van Data Virtualisatie technologie als mogelijke oplossing voor het meer en veilig kunnen delen en (her)gebruiken van data. In deze sessie komen de volgende onderwerpen aan bod:

- Waarom zouden we data überhaupt willen of moeten delen
- De uitdagingen die een kennisinstituut als het CBS ervaart
- Welke oplossingen, zowel op architectuurgebied als technologisch, bieden zich aan?
- Hoe wil het CBS Data Virtualisatie inzetten om dit mogelijk te maken?
- Welke organisatorische uitdagingen komt men tegen?
- Hoe ziet de business case voor een dergelijke oplossing er uit?

3B. Data Management in a Cloud Computing Environment

Mike Ferguson, Managing Director, Intelligent Business Strategies Ltd.

As the adoption of cloud computing continues to grow, we are now at the point where many companies may have deployed applications both off-premise on public clouds and on-premises on private clouds. They may even be using off-premise infrastructure to extend their private cloud environments. As a consequence, there is now a demand to seamlessly manage and govern data in a consistent way irrespective of its location in a cloud computing and hybrid environment.

This session looks in detail at the challenge of consistently managing data in a cloud computing environment and looks at what is needed to keep data consistent across off-premises and on-premises systems. In particular, it looks at important data management disciplines such as maintaining data privacy, data access security, data quality, data consolidation, data virtualisation, replication, master data management and data synchronisation across on-premises and off-premises clouds and what is possible today. It also looks at hybrid logical data lakes and explores concerns about the added complexity that off-premises data brings. Furthermore, it will highlight problems that still need to be solved to get to a point where companies can confidently

and freely manage off-premises and on-premises data in a seamless manner.

The following will be discussed during this session:

- Pros and cons of deploying on the cloud?
- Deploying systems on public and private clouds – what are the options
- Cloud object storage, e.g. Amazon S3, Azure Storage, Openstack Swift
- Managing data governance across cloud and on-premises systems
- Managing data privacy and data access security in a hybrid cloud computing environment
- Ingesting data in the cloud – streaming and batch ingestion
- Cloud-based and on-premises data integration solutions, such as MDM, data virtualisation

4. Governance and Compliance in the Age of Self-Service

Donald Farmer, Director, ThreeHive Strategy

In the BI market, everyone is talking about “self-service.” Business users are excited to have new tools which make analysis and collaboration easier than ever before. IT departments hope that life will be easier without the large number of requests from users for new dashboards, visualizations and apps.

But in practice, life for the IT department can be even busier with self-service BI. Users are no longer demanding reports – they are demanding access to data, with ease of use, high performance and security.

In this session we will show how IT can respond effectively to these demands, but only if they also use the appropriate tools: tools which enable automated, agile deployment of governed, managed sources. We’ll show how these tools for IT match the self-service tools of business users to make data discovery truly effective and enterprise-ready in a modern organization.

For business users trying to work with IT to make data discovery a viable, reputable alternative to traditional BI, this session will be insightful. For IT departments, struggling to keep up with a new stream of demands from business along with stricter rules around governance and compliance, this session will be essential.

- The different worlds of IT and business users
- User-focussed technologies that enable Self-Service
- User practices that challenge governance and compliance
- Data Supply Chains vs Data Lifecycles
- IT as Shopkeepers vs IT as Gatekeepers
- Compliance and Ethics



5. Governing the Data Lake – The Critical Importance of An Information Catalog

Mike Ferguson, Managing Director, Intelligent Business Strategies Ltd.

With so much new data being captured across the enterprise and multiple self-service and data science initiatives being undertaken, something has to know and track what's going on and what's available in an increasingly complex data landscape. At the same time, people need the ability to publish what data and what artefacts (ETL jobs, data preparation jobs, analytical models, dashboards, etc) currently exist to encourage re-use and prevent re-invention. This session shows how information catalogue software can be used to publish data and artefacts to manage and organise a multi-platform analytical environment. This session will cover:

- What is an information catalogue?
- Information catalogue capabilities, e.g. automatic data profiling, automatic tagging and data classification, automatic data indexing, faceted search, data marketplaces, artefact publishing
- Information Catalog technology offerings
- How does a in Information catalogue help govern a data lake?
- Creating a governed information value chain using an information catalogue
- Key roles and responsibilities – Information producers, information consumers and governance
- Publishing data and analytics as a service
- Integrating disparate metadata via Open Metadata and Governance
- Integrating the catalog with data management, data science, and BI technologies
- Consumer trust – Accessing business glossaries and metadata lineage

6A. Uncertainty and Analytics

Donald Farmer, Director, ThreeHive Strategy

With the growth of machine learning and artificial intelligence, you may think we have more and better analytic insight than ever before. We do, but there's a catch. The models used by data mining and deep learning use the language of probability and inference. We may be used to sales forecasts and budget predictions, but in the future our data will be more like weather forecasts and sporting predictions – open to change and chance. In this session, we explore what business and IT need to know about these new analytics. We will consider the

advantages and pitfalls of building decision support in an uncertain world, looking at issues with data quality, data visualization and regulatory compliance as relevant issues. The session will cover:

- Why machine learning is different to BI
- Sources of uncertainty in machine learning
- Probability and Data Literacy
- Communicating probabilities
- Uncertainty and visualization

6B. De invloed van Blockchains op Data & Business Intelligence (Dutch spoken)

Sam Wouters, Blockchain Consultant, Duval Union Consulting

Blockchains bestaan inmiddels negen jaar en nu pas beginnen veel mensen zich bewust te worden van hun potentieel. Ook na uren studie en video's bekijken zit men vaak nog met talloze brandende vragen. Wat voor impact zullen blockchains op uw business hebben? Kan onze organisatie zelf voordeel behalen uit deze technologie? In zijn presentatie geeft Sam Wouters een eenvoudige uitleg over waarom blockchains bestaan, hoe ze werken en wat men er mee kan doen. Hij zal vooral dieper ingaan op de relatie tussen Blockchains en Data, en Business Intelligence.

- Waarom bestaan blockchains?
- Hoe werken open blockchains zoals Bitcoin?
- Hoe werken permissioned blockchains zoals Hyperledger?
- Welke impact zullen blockchains hebben op data infrastructuur?
- Hoe kunnen blockchains gebruikt worden voor Business Intelligence?
- Hoe zit het met blockchains en GDPR?

7A. 25 Jaar in Silicon Valley – De permanente revolutie (Dutch spoken)

Mark de Visser, Vice President of Marketing, Splice Machine RRelational Databases, graphical user interfaces, java, world wide web, e-commerce, search engines, social networks, and smartphones. Why do so many world-changing innovations come from an area of less than 80 x 10 kilometers? And what will be next? Mark gives a personal view on how Silicon Valley works, and discusses how the most recent revolution, based on cloud computing, Big Data and Artificial Intelligence, is changing the world again and what that means to you.



7B. Artificial Intelligence en Business Intelligence

(Dutch spoken)

Cor Baars, Oprichter, Rosaert Academy

Omdat de laatste tijd AI steeds meer ingezet wordt, zal Cor Baars in deze sessie aandacht besteden aan wat AI en BI elkaar te bieden hebben.

AI draait op dit moment vooral om Deep Learning, een gelaagde variant van Machine Learning gebaseerd op Neurale Netwerken. Door een netwerk te trainen met voorbeelden vormt het een competentie, doorgaans het classificeren van bijvoorbeeld beelden of gebeurtenissen. Aan de trainingsvoorbeelden worden eisen gesteld en we zullen zien hoe BI een rol kan spelen bij het maken van geschikt trainingsmateriaal.

Of u laat zich als Data Scientist assisteren door een reeds getrainde AI! We zullen verschillende voorbeelden zien van op AI gebaseerde systemen die een deel van het werk van Data Scientists kunnen overnemen.

En voor de echte fijnproever is er de mogelijkheid om zelf een AI te trainen met eigen voorbeelden en deze vervolgens een deel van het BI werk te laten uitvoeren. Typische voorbeelden hiervan zijn anomaliedetectie in fraudeonderzoek en het bepalen wanneer er onderhoud aan machines moet plaatsvinden. We zullen diverse platformen zien die het een en ander mogelijk maken. Tenslotte kijken we wat AI-technologie BI te bieden heeft in de nabije toekomst.

In deze sessie zal Cor Baars het volgende bespreken:

- Deep Learning: Machine Learning in lagen om competenties te ontwikkelen
- BI voor AI: Met BI geschikte trainingsvoorbeelden voor Deep Learning maken
- AI voor BI: Kant-en-klare AI om de Data Scientist te ondersteunen
- BI voor AI voor BI: Train de AI met uw eigen voorbeelden om BI werk uit te voeren
- AI en BI in de nabije toekomst

8. Integratie van big data technologie binnen de datawarehouse-omgeving (Dutch spoken)

Rick van der Lans, Managing Director, R20/Consultancy

Uit de wereld van big data is de laatste jaren een enorme hoeveelheid technologieën voortgekomen. Van simpele filesystemen via high-end in-memory analytical engines tot streaming database servers. Niet al deze oplossingen kunnen nuttig gebruikt worden binnen datawarehouse en business intelligence systemen, maar vele wel. Maar welke en waar? Waar kunnen bijvoorbeeld oplossingen zoals Kafka en streaming databases goed ingezet worden en wanneer is Spark nuttig? En hoe voorkomen we dat al deze nieuwe technologieën geïsoleerde oplossingen worden die weinig tot niet geïntegreerd zijn met het huidige BI-systeem? In deze sessie bespreken we hoe en waar deze technologieën effectief en efficiënt toegepast kunnen worden binnen bestaande BI-systemen.

- Het labyrint van bigdata-opslag technologieën, inclusief Hadoop, Kudu, NoSQL, multi-model databases
- Een overzicht van streaming database servers, zoals Apache Apex, Samza SQL, SQLStream en Tibco StreamBase
- Kunnen SQL-on-Hadoop engines, zoals Impala, Presto en Spark SQL, dienst doen als vervanging voor klassieke SQL databaseservers?
- Welke rol kunnen NoSQL-producten spelen binnen een BI-systeem?
- Met welke technologieën gaan we dark data en fast data te lijf?

INFORMATION

DATA WAREHOUSING & BUSINESS INTELLIGENCE

SUMMIT 2018



DATE AND TIME

The conference will take place on March 20 - 21, 2018 and the programme starts at 9:30 am and ends at 5:15 pm on both conference days. Registration commences at 8.30 am and we recommend that you arrive early.

VENUE

The conference will be held at the Van der Valk Hotel in Utrecht. Always check our website or conference app prior to your departure to ensure you have the exact location and directions.

Van der Valk Hotel Utrecht
Winthontlaan 4-6
3526 KV Utrecht

Contact details hotel:

Tel. (+31)30 8000800

E-mail: utrecht@valk.nl

Website hotel: www.vandervalkhotelutrecht.nl.

On the **hotel website** you can find a full itinerary and directions.

The hotel is located on a 35 minutes drive from Amsterdam Schiphol Airport and is also easily accessible by public transport.

HOW TO REGISTER

Please register online at www.dwbisummit.com. For registering by print, please scan the completed registration form and send this to customerservice@dwbisummit.com. We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

REGISTRATION FEE

Vroeg registreren voor deze tweedaagse conferentie loont.

	Full conference	One Day
Best rate (ends December 31, 2017)*:	€ 1139	€ 586,50
Early registration (January 1 – February 13, 2018):	€ 1206	€ 621
Regular registration (February 14 – March 20, 2018):	€ 1340	€ 690

*) Invoice will be sent in year 2018. Upon request we can send the invoice in year 2017.

Members of the the Dutch KNVI BI&A as well as DAMA are eligible for 10 percent discount on the registration fee. All prices are VAT excluded.

Team discounts

Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice).

This cannot be used in conjunction with other discounts.

PAYMENT

Full payment is due prior to the conference. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name.

For Credit Card payment please contact our office by e-mail mentioning your phone number so that we can obtain your credit card information.

Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the conference and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the conference date will be liable for the full conference fee. Substitutions by other persons can be made at any time and at no extra charge.

Cancellation Liability

In the unlikely event of cancellation of the conference for any reason, Adept Events' liability is limited to the return of the registration fee only. Adept Events will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of Adept Events, to change the content, timings, speakers, date and venue of the conference.

Recordings and photography

Please be aware that still photography, video, and audio recording may occur at this event. By attending this event, you consent to have your image, photograph, likeness,

INFORMATION

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MORE INFORMATION



+31(0)172-742680



<http://www.dwbisummit.com>



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20 maart 21 maart

Time	Topic	Speaker	Room
09:30 - 09:45	Opening door de dagvoorzitter	Rick van der Lans	Zaal 1
09:45 - 11:00	Governing the Data Lake - The Critical Importance of An Information Catalog	Mike Ferguson	Zaal 1
11:15 - 11:45	Praktijkcase 3		Zaal 1
11:45 - 13:00	Uncertainty and Analytics		Zaal 1

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