

# Monday overview

## CONFERENCE DAY ONE - Monday, August 7

12:15 PM Lunch & Exhibition Viewing

1:30 PM Conference Welcome

1:45 PM **Keynote: Transforming NHL Fan Engagement with SAP HANA Has Turned Occasional Customers into Die-Hard Fans**  
Chris Foster - Director, Digital Business Development, NHL

	BI STRATEGY	VISUAL ANALYTICS	REPORTING	BICC / TEAMS	SAP ROADMAP	HANDS-ON 1*	HANDS-ON 2*
2:45 PM	<b>Predictive &amp; Descriptive Analytics for Enterprise at Lockheed Martin Aeronautics</b> Adam Mohr - Data Warehouse Analyst, Lockheed Martin Bryan Massie - BI Tech Lead, Lockheed Martin	<b>American Red Cross Journey from Xcelsius to Design Studio</b> Robert Shoemake - BI Analytics Specialist, American Red Cross	<b>Pushing Web Intelligence to the Limit: Real World Implementation</b> Jeff Young - Decision Support Manager, University of Utah Healthcare	<b>David Yurman Develops a BICC to Match High End Brand with High End Efficiency &amp; Results for Analytics</b> Hubert Saladino - Director of Business Intelligence, David Yurman	<b>Lumira 2.0 Discovery: From Present to the Future</b> Sukumar Natarajan - Product Manager, SAP	<b>BI with HANA</b> Jonathan Haun - Director, Data & Analytics, Protiviti	<b>Going Mobile: Design &amp; Deployment Using SAP BusinessObjects Web Intelligence 4.2</b> Rajesh Ponnuram - Senior Consultant, Business Intelligence, Insofol
3:35 PM	<b>Expert Recommendations for picking the right SAP BusinessObjects BI Solution</b> Ingo Hilgert - VP Product Management, Visual BI	<b>Creating a Common Analytical Layer @ Intel</b> Michael Patterson - Finance BI Architect Rakhi Tatooskar - Application Developer, Intel Corporation	<b>Securing Your Universe &amp; Data with Data &amp; Business Security Profiles</b> Allan Williams - Manager of Business Intelligence, Manitoba Insurance	<b>BI COE on a Shoe String</b> Derek Loranca - Lead, Business Intelligence Center of Excellence, Aetna	<b>Predictive Analytics: The Missing Link in Your Analytics Strategy</b> Ashish C. Morzaria - Director, SAP Advanced Analytics, SAP		

5:00 PM Networking Reception



# Tuesday overview

## CONFERENCE DAY TWO - Tuesday, August 8

7:30 AM Breakfast & Exhibition Viewing

8:45 AM Welcome

9:00 AM **Keynote: Act on Insights to Drive Your Digital Business Forward**  
Mike Flannagan - Senior Vice President Product Strategy, SAP

9:50 AM **Keynote: Operationalizing Analytics in the Royal Canadian Navy: An Unexpected Journey**  
Vice-Admiral Ron Lloyd - Commander Royal Canadian Navy  
Commander Tim Gibel - Command Analytics Team Lead

10:40 AM Refreshments & Exhibition Viewing

	BI STRATEGY	VISUAL ANALYTICS	REPORTING	BICC / TEAMS	SAP ROADMAP	HANDS-ON 1*	HANDS-ON 2*
11:20 AM	<b>An Operating Model for an Analytics Center of Expertise</b> Commander Timothy Gibel - Command Analytics Team Lead, Royal Canadian Navy	<b>Governing a Single Source of Analytics Truth at Crocs</b> Dana Kennedy - Manager, Global Business Intelligence, Crocs, Inc	<b>Usable Tips for Making Your Web Intelligence Reports Sing</b> Bret Holmes - Senior BI Developer, University of Washington Medicine	<b>Driving Better Reporting &amp; Analytics on HANA</b> Todd Ryckman - SAP Finance Manager, Fiat Chrysler Iliana Martinez - SAP BI & Reporting, Fiat Chrysler	<b>Lumira 2.0 Designer: From Present to the Future</b> Sukumar Natarajan - Senior Product Manager, SAP SE	<b>SAP Predictive Analytics for the Analytics Power User</b> Ashish C. Morzaria - Director, SAP Advanced Analytics, SAP	<b>Turn Your Dull Docs into Cabale Dashboards: Implementing Geomapping Techniques in Webi 4.2</b> Gray Mitchell - Senior BI Consultant, Trainer, Kingfisher
12:15 AM	<b>BI Strategy to Reality, Beyond the Fluff</b> Pierre Cassano - HANA Analytics Architect, SAP Australia	<b>DATA HUB Leveraging SAP HANA &amp; Data Services</b> Jim Hanck - Co Founder, Method360	<b>How to Make SAP BusinessObjects Make Coffee: Behind the Scenes</b> Jorgen Rasmussen - International BI Architect, Thought Leader & Speaker	<b>Beautiful &amp; Usable Analytics for Better User Experiences</b> Eric Vallo - Chief Architect, EV Technologies	<b>Tips &amp; Tricks to Successfully Upgrade to SAP BusinessObjects BI 4.2 Release?</b> Satish Rajagopal - Senior Director, BI Solutions GTM, SAP Labs		

1:00 PM Lunch & Exhibition Viewing

2:10 PM	<b>SAP BI Strategy &amp; Roadmap</b> Ina Felsheim - Senior Director, Solution Management, SAP	<b>BI Governance Revisited</b> Michael Welter - BusinessObjects Practice Manager, Claraview	<b>Let's Get Crystal Clear with Crystal Reports</b> Rajesh Ponnuram - Senior Consultant, Business Intelligence, Infosol	<b>Providing IoT Analytics with SAP BusinessObjects</b> Charles Reeves - Business Intelligence Reporting & Analytics Manager, Graphic Packaging International	<b>BI Platform Roadmap: Enhancing Your Future Functionalities</b> Maheshwar Singh - Product Manager: BI Platforms, SAP India	<b>SAP Lumira Designer 2.0 for Beginner</b> Ingo Hilgert - VP Product Management, Visual BI	<b>What's the Hype About SAP BusinessObjects BI 4.2 Release?</b> Sathish Rajagopal - Senior Director, BI Solutions GTM, SAP Labs USA
3:05 PM	<b>Using New Technology Help to Define BI Strategy at L3 CS West</b> Jason Shearer - Lead Data Scientist, L3 Technologies	<b>See Why General Datatech Bet on SAP ITOA to Reduce Datacenter Downtime by Predicting Failures Before They Happened</b> Allen Sulgrove - Director, Digital Business Unit, General Datatech	<b>DIY-BI: Data Analysis &amp; Dashboarding with SAP Lumira in at Mead Johnson Nutrition</b> Jai Prakash - Manager, Reporting & Analytics Center of Excellence, Mead Johnson Nutrition	<b>The Art &amp; Science Behind a User-centred Solution for Mobile Analytics with SAP BusinessObjects</b> Mustafa Mustafa - Senior Director, App Dev, Integration & BI, Ferrara Candy Company	<b>An Exciting New Future for SAP BusinessObjects Web Intelligence</b> Greg Botticchio - Product Manager SAP BusinessObjects Web Intelligence, SAP		

3:50 PM Refreshments & Exhibition Viewing

4:30 PM **Keynote: Impossible Odds: A Story of Strength & Survival**

Jessica Buchanan - Humanitarian Aid Worker; New York Times Best Selling Author of *Impossible Odds: The Kidnapping of Jessica Buchanan & Her Dramatic Rescue by Seal Team Six*

5:30 PM Networking Reception

# Wednesday overview

## CONFERENCE DAY THREE - Wednesday, August 9

7:30 AM	Breakfast & Exhibition Viewing						
8:45 AM	<b>Keynote: How to Make SAP BusinessObjects Make Coffee: Delivering Engaging Analytical Apps with Bespoke Visualization</b> Jorgen Rasmussen - International BI Architect, Thought Leader & Speaker						
9:45 AM	Refreshments & Exhibition Viewing						
	<b>BI PLATFORMS</b>	<b>ANALYTICS</b>	<b>VISUAL ANALYTICS</b>	<b>DASHBOARDS</b>	<b>BICC/ TEAMS</b>	<b>HANDS-ON 1*</b>	<b>HANDS -ON 2*</b>
10:45 AM	<b>Mining for Universe Diamonds: A BOBJ Universe Information Tool Provides a Treasure Trove of Information</b> Lacey Murrah - Senior Manager, Data Governance, Cox Automotive	<b>How Cloud Analytics Uses Gravity to Attract Data &amp; Users</b> Ty Miller - VP of Product Management, SAP Canada	<b>Building a Strong Foundation of Data Management at Organic Valley</b> Jennifer Rhudy - Data Services Director, Organic Valley	<b>What's Happening at the City of Mesa? Creating Interactive Dashboards in Web Intelligence</b> Jared Hansen - Financial Reporting Analyst, City of Mesa, AZ Melissa Jones - Executive Management Assistant, City of Mesa, AZ	<b>Ferrara Candy Company's Sweet Journey with SAP BusinessObjects HANA</b> Mustafa Mustafa - Senior Director, App Dev, Integration & BI, Ferrara Candy Company	<b>SAP Lumira Discovery 2.0 for Beginner</b> Ingo Hilgefert - VP Product Management, Visual BI	<b>You Want to Get Data from Where? Dynamic Joins in Information Design Tool 4.2</b> Shaheen Makandar - Principal Consultant, Kingfisher
11:40 AM	<b>Increasing Adoption &amp; Engagement with Lumira &amp; Design Studio SDK</b> Mike Howles - BI Solution Architect, International Paper	<b>How to Become a Visualization Guru: Tips &amp; Tricks on SAP BusinessObjects Web Intelligence Charts</b> Jennifer Cofer - Senior BI Developer, Providence Health & Services Pascal Gaulin - Web Intelligence Product Expert, SAP France	<b>Gaining Consumer Buying Behavior Insight with HANA 2.0 &amp; Lumira at Caleres</b> Angie Pinz - Vice President, IT, Wholesale & Corporate Solutions, Caleres	<b>The Five People You Meet in Dashboard Heaven</b> Paul Grill - CEO, Infosol	<b>Increase the Effectiveness of Your User Community with Self-Service</b> Jeff Stout - Senior Manager Business Intelligence, C Spire		
12:25 PM	Lunch & Exhibition Viewing						
1:30 PM	<b>Bringing Business Value to IT Data</b> John Schitka - Senior Director, Analytics & Big Data, SAP	<b>The Role of Data &amp; Analytics in Driving Digital Transformation</b> Jayne Landry - Global VP & General Manager Business Intelligence, SAP	<b>Enhanced Distribution &amp; Integration of BI Content into Business Workflows: How CSI Makes it Happen</b> Jason Young - Director of Business Intelligence, CSI Web	<b>Best Practices for Making Gorgeous Stories with SAP BusinessObjects Cloud</b> Jacob Stark - Director, SAP BusinessObjects Cloud Product Management, SAP	<b>Driving User Adoption of Self-Serve BI + Analytics</b> Jim Cull - BI Education Manager, Zurich Insurance	<b>Massively Automate Predictive Models with SAP HANA</b> Debraj Roy - RIG/Product Management, SAP	<b>Gain Efficiency &amp; Security in SAP BusinessObjects</b> Bruno Masek - Vice President & U.S. Sales, GB&Smith
2:25 PM	<b>Healthcare BI Management &amp; Related EHR Upgrades: How Beaumont Health Prevails through the Highs &amp; Lows</b> Jeffrey Morrison - Systems Director of Enterprise Data Management, Beaumont Health	<b>New features of Analysis Office 2.5, Roadmap</b> Adrian Westmoreland - Product Manager, SAP	<b>Implementing Enterprise Information Management with limited IT Resources, an Exactech Success Story</b> Abdul Jackson - Data Warehouse & BI Specialist, Exactech	<b>Next Generation Dashboarding with SAP Design Studio</b> Tony Ritter - Director, BI Architecture, Beacon Health Options	<b>How USPI Delivers Self Service Reporting</b> David Behr - Vice President, Business Intelligence, United Surgical Partners Inc		
3:10 PM	Refreshments & Exhibition Viewing						
3:50 PM	<b>Keynote: What's Next for Business Intelligence? Big Data Analytics, Hype &amp; All that Jazz</b> Peter O'Donnell - Lecturer: Analytics, Monash University						
4:35 PM	Conference Close						

\*Hands-On Sessions have limited seating. Max of three (3) Hands-On Sessions per registrant. Full conference registration required. Visit [biaconference.com](http://biaconference.com) or call +1 904 509 5354 for details.

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