

Elevating the BI+Analytics Ecosystem



BI+Analytics Conference

Powering the BusinessObjects & SAP Analytics Community

February 19-21 2018

Hyatt Regency,
Huntington Beach, CA

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Message from the Producers

We live in a world where millions of data points are being collected all around us. It's how organizations utilize and harness that information that matters most. Access to data and immediate strategic insights are imperative to driving significant business outcomes and making decisions. Now more than ever, business and IT teams must work strategically together to leverage technologies to gain stronger insights.

In a recent conversation at one of our other conferences, CEO of Aera Energy, Christina Sistrunk, mentioned that it matters less where the data is coming from, but rather that the data is accurate. Being able to organize key data points strategically gives organizations real-time insights into key drivers of the business and can help increase the bottom line. Developing a BI and analytics strategy equipped with powerful capabilities like speed, accuracy, reporting and insight-driven visualizations can provide your business with the strategic edge to succeed.

BI+Analytics Conference is a celebration of the people, technology, ideas and innovations that are powering constant change in the way we live and work.

BI+Analytics gives you access to global thought leaders, peers, and industry experts who are using the full range of SAP's analytics and reporting tools. Many hours of customer-driven research have led us to curate over 50 sessions covering the greatest challenges that your peers are facing, such as BI platforms / reporting / strategy, data visualization & analysis, self-service BI and how to align your business objectives with SAP's roadmap. 70% of all presentations are customer led and each one will help you leverage information to offer brilliant insights into your business.

The world of big data, analytics and business intelligence is driving the future. Join us to unlock the full potential that cultivating and analyzing data can have for your organization.

We are excited to see you in Huntington Beach, CA in February!

Lindsay Wickham
Conference Producer



Kyle Tate
Conference Producer



The world
of big data,
analytics and
BI is driving
the future.

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Keynote Speakers

Disruption Ahead: The Big Trends in BI & Analytics



Timo Elliot
Innovation Evangelist, SAP

The Road to Optimization



Jack Levis
Senior Director, Industrial Engineering, UPS

Cater to the Audience of One



David Roberts
Director, Corporate Financial Planning + Analysis / Vice President,
Platform Solutions, Under Armour

Big Data & Storytelling



Matthew Luhn
Writer, Story Consultant &
Keynote Speaker, Pixar

Innovate, Integrate & Scale: Navigating the Digital Renaissance



Geoff Maxwell
Global Head, Business Strategy &
Execution, Analytics & SAP Leonardo, SAP

Visit
biaconference.com
for a full list
of our 2018
speakers

Conference Schedule

Conference Day 1 - Monday, February 19

7:15 AM	Breakfast & Exhibition Viewing						
8:30 AM	Keynote	Cater to an Audience of One David Roberts - Director, Corporate Financial Planning + Analysis/Vice President, Platform Solutions, Under Armour					
9:30 AM	Keynote	Disruption Ahead: The Big Trends in BI & Analytics Timo Elliott - Innovation Evangelist, SAP					
10:15 AM	Refreshments & Exhibition Viewing						
	ANALYTICS	BICC/TEAMS	VISUALIZATIONS	SAP ROADMAPS	CORE BOBJ	HANDS-ON*	HANDS-ON*
11:00 AM	Innovation in our DNA: Life at the Bleeding Edge of SAP Analytics with L3 Technologies Jason Shearer - Lead Data Scientist, L3 Technologies	How Implementing a BICC and SAP HANA Reporting Platform Transformed BI at Mobile Mini Heather Sinkwitz - Manager, Business Intelligence, Mobile Mini Solutions	Best Practices for Making Gorgeous Stories with SAP Analytics Cloud Jacob Stark - Product Manager, Director, SAP Will Gagne - BI Specialist, American Hotel Register Company Merri Beckfield - Director, Business Intelligence, American Hotel Register Company	SAP Analytics Cloud Hybrid Use Cases Adrian Westmoreland - Product Manager, SAP	Ferrara Candy Company's Sweet Journey to Self-Service Reporting Using SAP BusinessObjects on HANA Mustafa Mustafa - Senior Director, IT, Ferrara Candy Company	Lumira Discovery Beginner Session Ingo Hilgefort - SAP Mentor & Vice President, Product Management, Visual BI	Operationalizing Machine Learning with Predictive Factory Debraj Roy - Customer Success Specialist, SAP Narasimha Rao Addanki - Director, Analytics Product Management, SAP
11:55 AM	Analytics Case Study: Dole's Journey of Leveraging Embedded Analytics with S/4HANA & Business Objects 4.2 Sriram V. Nandiraju - SAP Business Process Manager, Dole Packaged Foods, LLC	How to Improve ROI & User Adoption for Your BI Implementation Raquel Seville - SAP Mentor, Author	American Red Cross: Delivering Data Driven Dashboards in Designer Robert Shoemake - BI Specialist, American Red Cross	SAP Lumira Version 2.1: Overview, Strategy & Roadmap Tammy Powlas - SAP Mentor & Senior Business Analyst, Fairfax Water Eric Schemer - Vice President, Product Management Analysis & Planning, SAP	Andeavor Case Study Series (1 of 3): BW4HANA Implementation Heather DeCamp - Lead Solution Architect, Reporting & Analytics, Andeavor		
12:40 PM	Lunch & Exhibition Viewing						
2:00 PM	Panel Discussion: BI + Analytics in Healthcare Derek Loranca - SAP Mentor & Lead, BI COE, Aetna Jamie Oswald - SAP Mentor & Manager, Data Analytics & Engineering, Mercy Jennifer Cofer - Senior BI Developer, Providence St. Joseph Health	Creating the Business Case for a Move to BW/4HANA: It's Simple, Right? Paul Townsend - Coach, Business Intelligence Team, Johnsonville, LLC	Cleanse Your Palette: The Only Two Charting Color Palettes You Will Ever Need John Armitage - Author, Educator, Consultant, Interactive Design Foundation	Introducing Analytics Hub: The Entry Point to Your Analytics Olivier Duvellero - General Manager, Enterprise BI, SAP	Harley-Davidson Rides The 360Suite To Regain Control Of SAP BusinessObjects Jude Benoit - Manager, IT Reporting, Harley-Davidson, Inc. Nathan Crook - Director, Sales, 360Suite	Lumira Designer Beginner Session Ingo Hilgefort - SAP Mentor & Vice President, Product Management, Visual BI	Experience the New SAP BusinessObjects Web Intelligence Pascal Gaulin - Web Intelligence Product Expert, SAP
2:55 PM	SAP Analytics Cloud & Digital Boardroom Roadmap Ty Miller - Vice President, Analytics Product Management, SAP	Leaner Staff, Deeper Analytics: Driving Greater Accountability with Fewer Resources Using BusinessObjects Chris Josefy - Manager, Business Solutions, EP Energy	Emotional Intelligence & Design in Data Visualization: How We Tell Our Meaningful Story Christa Williams - Data Specialist, ServiceSource, Inc.	SAP Analysis for Microsoft Office: Latest News & Roadmap Jie Deng - Product Manager, SAP	Andeavor Case Study Series (2 of 3): Our Adventures in Field-based BW/4HANA Modeling, A World Without InfoObjects Heather DeCamp - Lead Solution Architect, Reporting & Analytics, Andeavor Eric McGee - Director, Analytics, Method360		
3:40 PM	Networking Break						
4:30 PM	Keynote	Big Data & Storytelling Matthew Luhn - Writer, Story Consultant & Keynote Speaker, Pixar					
5:30 PM	Evening Networking Reception						

Conference Schedule

Conference Day 2 - Tuesday, February 20							
8:00 AM	Breakfast Session	Lockheed Martin Aeronautics Fly Direct to BusinessObjects 4.2 on HANA with the 360Suite Jay Riddle - SAP BI Solution Architect, Aero IT BI/Analytics, Lockheed Martin Aeronautics Nathan Crook - Director, Sales, 360Suite					
8:00 AM	Breakfast & Exhibition Viewing						
9:00 AM	Keynote	The Road to Optimization Jack Levis - Senior Director, Industrial Engineering, UPS					
10:05 AM	Keynote	Innovate, Integrate and Scale: Navigating the Digital Renaissance Geoff Maxwell - Global Head, Business Strategy & Execution, Analytics & SAP Leonardo, SAP					
10:35 AM	Networking Break						
	BI STRATEGY	DATA SERVICES	REPORTING	DASHBOARDS	CORE BOBJ	HANDS-ON*	HANDS-ON*
11:20 AM	Andeavor Case Study Series (3 of 3): Analytics Implementation: Increasing User Adoption Through Self-Service Reporting & Analytics Heather DeCamp - Lead Solution Architect, Reporting & Analytics, Andeavor Eric McGee - Director, Analytics, Method360	Calming the Data Chaos at Organic Valley Sue Klingaman - Director, Pools Administration & Special Projects, Organic Valley Diane Callaway - Specialist, Pools Information, Organic Valley	Learn How SAP OpenUI5 Mobile Apps Can Complement Your BI Roadmap Raquel Seville - SAP Mentor, Author	BI Platform Pilates: Hardening the Security-Core of Your SAP BO-BI 4.2 Landscapes Andre Roy - Senior Business Intelligence / Data Warehousing Lead, Transport Canada Jeff Annable - Chief, Data Management Infrastructure, Transport Canada	Boston Properties' Sarbanes-Oxley Journey & The BI Team's Role in SOX Compliance Dave Pigott - Vice President, Application Development, Boston Properties Alan Golding - Solution Consultant, APOS Systems Inc.	Lumira Discovery Advanced Session Ingo Hilgefort - SAP Mentor & Vice President, Product Management, Visual BI	Extend Your Corporate Planning & Analytics With SAP Analytics Cloud Derek Johnson - SAP Analytics Product Manager, SAP Janet Tran - SAP Analytics Product Manager, SAP
12:15 PM	Lessons Learned from Multiple SAP BI Implementations Brittany Walsh - Specialist, Logistics Management, U.S. Army, Army Material Command	Live Data in the A&D Boardroom: L3 is Working Around Limitations in the Secure Cloud Jason Shearer - Lead Data Scientist, L3 Technologies	What's New in SAP BusinessObjects Web Intelligence 4.2 SP05? Pascal Gaulin - Web Intelligence Product Expert, SAP	Designing a Design Studio Dashboard, From a Vision to Reality Daylin Alvarez - BI Manager, Newell Brands Chen Tiriyaki - Manager, BOBJ Development, Newell Brands	FP&A: Integrated Planning & Reporting/Analytics for the Financial Organization Art Brostrom - Finance Manager, Lam Research Corp. Greg Stimpson - Vice President, Method360		
1:00 PM	Lunch & Exhibition Viewing						
2:15 PM	Your Analytics Future: Looking Beyond Tomorrow Timo Elliott - Innovation Evangelist, SAP	Plan, Explore & Predict: An End-to-End Demo of SAP Analytics Cloud Jacob Stark - Product Manager, Director, SAP	Design Thinking Workshop: From Discovery to Deployment: User Experience Journey at Johns Hopkins Nitin Ale - Sr. Software Engineer, User Experience Design, Johns Hopkins	Interactive Session: Come with Your Analysis for Office Migration Concerns and Leave with an Action Plan Mustafa Mustafa - Senior Director - IT, Ferrara Candy Company	Business Intelligence to the Future Mary McLemore - Manager, Business Analytics, Noble Energy	Lumira Designer Advanced Session Ingo Hilgefort - SAP Mentor & Vice President, Product Management, Visual BI	Discover Full BI on BI Solution for SAP BusinessObjects Bruno Masek - Vice President, 360Suite Yasmina Couty - Senior Solution Engineer, 360Suite
3:10 PM	Top 10 Ways to Squeeze Value from SAP BI and Analytics Investments Tammy Powlas - SAP Mentor & Senior Business Analyst, Fairfax Water Ina Felsheim - Senior Director, Solution Marketing, SAP				Treasury Board of Canada: Digital-Transformation & Innovation with SAP BI Jonathan Andrews - Senior Director, Business Solutions & Application Development, Treasury of Canada		
4:00PM	Networking Break & Prize Drawings						
4:20 PM	Conference Wrap-Up & Networking						
Workshop Day - Wednesday, February 21							
Workshops are additional & separately bookable							
8:00 AM	Refreshments & Networking						
	WORKSHOP 1		WORKSHOP 2			WORKSHOP 3	
8:30 AM	Your Road to BI Cloud: Experience SAP Analytics Cloud & Digital Boardroom Live Ingo Hilgefort - SAP Mentor & Vice President, Product Management, Visual BI		Making the Digital Core a Reality with S/4 HANA Cloud John Froelich - Vice President, Marketing & Strategic Accounts, Bramasol			Deep Dive into SAP Analytics Cloud for Business Intelligence Jacob Stark - Product Manager, Director, SAP	
1:00 PM	Workshops Close						

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

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Analytics that keep users - and IT - happy. With the rise of digital business and the emergence of the millennial workforce, expectations for analytics applications have changed. Business buyers and users need solutions that are simple to acquire and use, and CIOs and IT departments need the governance, security, scalability and manageability of trusted enterprise software. SAP is the only vendor to meet the needs of both groups. Get to know our team, learn about our long-term commitment to the analytics community, and find out what's on the horizon from SAP at the BI + Analytics Conference.

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APOS 'Well Managed BI' solutions simplify administration and management of SAP® BusinessObjects™, providing automated administration, automated testing, auditing and monitoring, storage and recovery, and content publishing and distribution. APOS data connectivity solutions provide expanded data options for SAP Lumira, SAP Design Studio, and SAP BusinessObjects Cloud.

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360Suite Solutions streamline SAP BusinessObjects with three customer goals: Gain visibility, Reduce costs, and Mitigate risks. 360Suite is a set of tools to address pain points around Metadata, BI on BI, Backup, Disaster Recovery, Promotion, Security, Administration, Scheduling & Bursting, Automated Regression Testing, Version Control, etc.

"360Suite, THE solutions to streamline your Business Objects".

D. Payre - Business Objects co-founder

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Packages & prices

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(Register by December 8)

1-2
ATTENDEES **\$1,899**

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ATTENDEES **\$1,699**

ASUG
MEMBER RATE **\$1,699**

Regular

(Register from December 9 -January 19)

1-2
ATTENDEES **\$2,099**

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Late

(Register after January 19)

1-2
ATTENDEES **\$2,299**

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ATTENDEES **\$2,099**

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MEMBER RATE **\$2,099**

Workshop

(Half Day on February 21. Separately bookable.)

\$299

Hands-On Session

(Full conference ticket required. Not separately bookable.
Max of 3 Hands-On sessions per attendee.)

\$100

For teams larger than 10, or for international pricing, please call Eventful Conferences at the number below

Register online

biaconference.com/pricing/

Register by phone

+1 914 509 5354

Accommodation

Hyatt Regency Huntington Beach, California

The Hyatt Regency Huntington Beach, California is located right by the beach, less than an hour away from three major airports: John Wayne Airport (SNA) 10 miles, Long Beach Airport (LGB) 17 miles & Los Angeles Airport (LAX) 40 miles. Spanish-inspired architecture sets the scene for a memorable conference. With a wide variety of restaurants, arts and entertainment, Huntington Beach is the perfect home for the 2018 BI+Analytics Conference.

Address: 21500 Pacific Coast Highway Huntington Beach, CA 92648

Phone: +1 714 698 123

Room Rate: \$269 + Tax Per Night

Room Block Deadline: January 26th, 2018

Book online here



Terms & Conditions

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