

## DATA PROFESSIONALS TRACK

### Unlocking Your Data's Potential

The data explosion is causing unprecedented challenges for IT and business, including increased security risks, stifled performance, and spiraling maintenance costs. But this massive data influx also presents an opportunity to extract potentially game-changing insights from that data. Oracle Autonomous Data Warehouse can help eliminate issues and enable you to start new analytics projects in minutes, not weeks. In this session, we'll show you how the data warehouse uses machine learning to secure and optimize itself without human intervention. Plus, we'll demonstrate how Oracle Autonomous Data Warehouse and Oracle Analytics Cloud come together to offer the ultimate unified platform for enriched data and powerful data visualizations, helping you to drive smarter business decisions.

### Real-Time Predictive and Actionable Analytic Insights

Gain real time insights at the Speed of Thought with Analytics. Speed has become the basis of competing effectively. People not only want fast food, fast trades, fast cars, but also fast profits, fast platforms, fast processes, and fast analytics. Moving fast is the essence of business transformation. Faster, equals market advantage—slower, is falling behind—but speed without quality can be disastrous. With Oracle Analytics Cloud, self-service analytics drives business agility for faster time to insights, augmented analytics with machine learning enables smarter decisions, and next generation analytics meets all your business needs. This session will provide an overview of Oracle Analytics Cloud and customer benefits.

### Data Science and Machine Learning: Maximizing Value

Data science is the critical element in exploiting data, but several problems prevent organizations from maximizing its value. Data scientists often find it hard to work efficiently, with delays to get access to needed data and resources. Enterprise developers find it hard to incorporate machine learning models into their applications, and IT spends too much time supporting complex environments. All of this means that business executives are not seeing the full ROI they expect from their data science investments. See how Oracle Data Science Cloud can address these problems and more, making sure that you reap competitive advantage and get high value from your investments in data and data science.

### How Oracle Autonomous Database Makes Your Life Easier—Behind the Scenes

What does *autonomous* really mean, and why do we need it? If you're looking for an answer to this question, this session is for you. We'll cover the many benefits of autonomous capabilities and invite you to take a peek under the hood for a deep dive into the machine learning algorithms that power Oracle Autonomous Database. You'll learn exactly how Oracle uses machine learning to monitor, manage, secure, and optimize the database, so you can focus on more high-value tasks and elevate your position from data administrator to data professional.

### Shorten Time to Value with Simplified Big Data

Data is the raw material for all analytics, from dashboard to machine learning. Organizations have struggled with monetizing this data due to complexity of big data environments and the skills required to operate them. In this session, learn how Oracle Big Data Platform dramatically simplifies this process and enables you to put all of your data to productive use. You no longer have to be an expert in big data to take advantage of it. Topics covered include data ingestion, data lake management, data science and machine learning, as well as integration with other Oracle PaaS services.