



# Oracle Business Analytics Summit

“The intelligent enterprise in a digitally disruptive world”

11<sup>th</sup> February 2015, Park Plaza Westminster Bridge, London

08:30	<b>COFFEE &amp; REGISTRATION</b>		
09:30	<b>Welcome &amp; Introduction</b> <i>Paul O’Riordan, Vice President of Business Analytics for UK &amp; Ireland, Oracle</i>		
09:40	<b>GUEST SPEAKER KEYNOTE</b> <i>Former England Test Cricket Captain, Andrew Strauss</i>		
10:30	<b>ORACLE KEYNOTE: The Intelligent Enterprise in a Digitally Disruptive World</b> <i>Rich Clayton, Vice President, Business Analytics Product Marketing, Oracle</i>		
11:00	<b>NETWORKING BREAK</b>		
	<b>BREAKOUT SESSIONS</b>		
	<b>Innovation Through Modernisation</b>  Track Host: Dean Misquitta, UK Director of Business Analytics, Commercial Industries, Oracle	<b>All Data, Any Data</b>  Track Host: Peter Cook, UK Director of Business Analytics, Financial Services, Oracle	<b>Transformational Strategies</b>  Track Host: Peter Sharman, UK Director of Business Analytics, Public Sector, Oracle
11:30	<b>Building a Sustainable Future with Analytics in the Construction Industry</b> <i>Mark Cotton, CIO, Galliford Try</i>	<b>Delivering Business Value from Big Data with Real Insight at dunnhumby</b> <i>Denise Day, Data Services Director, dunnhumby</i>	<b>Analytical Transformation at the Home Office</b> <i>Matt Vale, Head of Business Intelligence, Adelphi Services, Home Office</i>
12:05	<b>SESSION CHANGEOVER</b>		
12:10	<b>Business Innovation Through Data Democratisation</b> <i>James Knight, Head of Customer Analytics, LexisNexis</i>	<b>Discovering New Insights Within the Vast Corridors of the NHS</b> <i>Nina Monckton, Head of Information Services, NHS Business Services Authority</i>	<b>Formulating a Recipe for Analytical Success</b> <i>Elaine McKechnie, Group Head of MIS, Baxters</i>
12:45	<b>CUSTOMER NETWORKING LUNCHES AND PARTNER EXPO</b>		
14:00	<b>CUSTOMER KEYNOTE: How Big Data Drives Digital Disruption</b> <i>Ray Eitel-Porter, Managing Director, Accenture Digital</i>		



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14:25	<b>ORACLE KEYNOTE: Enabling Transformation Through Oracle Analytics, Big Data and Cloud</b> <i>Paul Rodwick, Vice President, Business Analytics Product Development, Oracle</i>		
15:05	<b>SESSION CHANGEOVER</b>		
	<b>Innovation Through Modernisation</b>	<b>All Data, Any Data</b>	<b>Transformational Strategies</b>
15:10	<b>Getting On-Board with an Analytical Vision</b> <i>James Norman, Deputy Group Finance Director &amp; Anthony Brown, Head of Corporate BI Systems and Support, Network Rail</i>	<b>Helping the Business Take-Off by Integrating in Big Data</b> <i>Laurent Peltiers, Big Data Scientist, Flight Test Centre</i>	<b>Delivering Analytics across Six Council Boroughs in Order to Deliver Cost Savings while Maintaining Critical Public Services</b> <i>Andrew Blake-Herbert, Group Director Finance &amp; James Kay, BI Lead, London Borough of Havering</i>
15:45	<b>NETWORKING BREAK</b>		
16:05	<b>A Dose of Executive Intelligence and Business Benefit</b> <i>Adam Bettinson, Manager, Global Commercial Systems, Colorcon</i>	<b>Outperforming Competitors by Delivering Customer Insight from Ever Increasing Volumes &amp; Sources of Data</b> <i>Barry Loftus, Group IT Director, JD Sports</i>	<b>On Track for Delivering Continuous Business Improvement</b> <i>Steve Lamey, Head of Product Management, Angel Trains</i>
16:40	<b>SESSION CHANGEOVER</b>		
16:45	<b>Customer Speaker</b>	<b>Customer Speaker</b>	<b>Customer Speaker</b>
17:20	<b>NETWORKING DRINKS RECEPTION</b>		
18:00	<b>EVENT CLOSE</b>		

\*Agenda subject to change



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### Presentation Abstracts

#### KEYNOTE SESSIONS

**Rich Clayton, Vice President, Business Analytics Product Marketing, Oracle**

*The Intelligent Enterprise in a Digitally Disruptive World*

Rich will relate the world of sport to that of business, describing how the playing field for organizations has become yet more challenging due to digital disruption. He will discuss how many organizations are embarking on digital transformations through embracing mediums such as social & mobile and technologies such as cloud & big data. He will go on to suggest that such a world provides opportunities to those in the know and that discovering and predicting insights about people, places and things is the key to competing in new and innovative ways.

**Paul Rodwick, Vice President, Business Analytics Product Development, Oracle**

*Enabling Transformation through Oracle Analytics, Big Data and Cloud*

Paul will describe the design principles and technology choices that make winners successful, as they help their organizations be truly data driven, more self-sufficient, but at the same time more aligned. Paul will go on to describe how Oracle is delivering analytics that addresses these needs and can truly meet the rapidly changing demands of the business, ensuring that every decision counts at the moment that matters. He will share Oracle's analytics vision and its most recent product innovations in the areas of Cloud & Big Data, describing how making the right technology choices for analytics, mobile BI and big data analytics is critical to developing the right strategy and emerging as a winner.

**Ray Eitel-Porter, Managing Director with Accenture Digital**

*How Big Data Drives Digital Disruption*

Join Ray Eitel-Porter to understand how big data is disrupting the business landscape, challenging convention and providing big opportunities.

Conservative estimates show that by 2020 there will be over 50 billion devices and 200 billion sensors connected to the internet. All of them sharing data with your systems, applications, people, partners and each other. The opportunities to connect with customers and enterprises will be endless and the data collected will help disrupt existing business models by driving new channels and opportunities. It's already happening and organisations need to realise the potential now.

Ray will share his recent experiences and insights from Accenture's "Big Success With Big Data" research highlighting what executives report big data can deliver for a wide spectrum of strategic corporate goals — from new revenue generation and new market development to enhancing the customer experience and improving enterprise-wide performance.



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### INNOVATION THROUGH MODERNIZATION

#### **Mark Cotton, CIO, Galliford Try**

##### *Building a Sustainable Future with Analytics in the Construction Industry*

Mark will share the challenges facing Galliford Try and the construction industry, and why he sees Analytics playing such an important part of the business going forward. He will discuss how Galliford Try has grown significantly over the last 10 years, not just organically but also through a series of major acquisitions and the information challenges that has posed. He will go on to discuss the journey Galliford Try has been on to validate their Business Intelligence & Analytics approach and how that fits into their overall strategy.

#### **James Knight, Head of Customer Analytics, LexisNexis**

##### *Business Innovation Through Data Democratisation*

James will describe how LexisNexis are moving to a corporate culture where data is seen as a shared asset and where growth is driven by informed and empowered employees, acting on deep insights from the most up to date information, from a starting point where data was inaccessible, interactions were mono-directional and ROI was estimated. James will cover the self-service analytics platform implemented by LexisNexis as part of this journey that brings together data from multiple business systems to provide real-time insight and action on the behaviour of the company's customers, as well discussing future plans for data usage.

#### **James Norman, Deputy Group Finance Director & Anthony Brown, Head of Corporate BI Systems and Support, Network Rail**

##### *Getting On-Board with an Analytical Vision*

James will describe how Network Rail wants to become the new Digital Railway, how this vision came about and the potential benefits it can bring to the organization. He will share their CEO's vision for a data driven decision making organization and his vision of a “Virtual Control Room” with touch screens and the ability for executives to make decisions using all the information available at their finger tips. He will invite Antony Brown, Head of Corporate BI, onto stage to will explain the value they have seen from modernizing the executive board packs and adopting mobile analytics across the business.

#### **Adam Bettinson, Manager, Global Commercial Systems, Colorcon**

##### *A Dose of Executive Intelligence and Business Benefit*

As a market leader in the supply of a key raw material to the pharmaceutical industry Colorcon must be able to respond to the demands of its customers. Adam will describe how Colorcon was rich with data but not always successful in converting this to “actionable intelligence” and how this has changed. He will provide insight to why they have implemented a modern, agile analytics platform that can provide their executives with the information they need to make informed decisions on a daily basis. Sharing the people challenges they faced and benefits they have reaped.



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### ALL DATA, ANY DATA

#### **Denise Day, Data Services Director, dunnhumby**

##### *Delivering Business Value from Big Data with Real Insight at dunnhumby*

In this session Matt will describe how dunnhumby are at the forefront of using customer data to help retailers and brands improve the shopping experience and loyalty. He will describe their journey and how Big Data is core to understanding and creating business benefit. Key to this is the use of analytics to expose the value within big data from which businesses can make better-informed decisions.

#### **Nina Monckton, Head of Information Services, NHS Business Services Authority**

##### *Discovering New Insights Within the Vast Corridors of the NHS*

Nina will provide a view to the incredible challenges faced by the NHS and the service the NHS BSA provides to them to deliver real insight into their varied and vast Big Data sets. Nina will discuss how she and her team very quickly able to discover hidden patterns and ultimately identify opportunities for savings and improved services. The examples Nina will provide will highlight the value of exploring and investigating all the data available to you. She will go onto discuss how their success has meant a long list of business requirements has sprung up and how they are being prioritised in order to manage the demands on her team. In conclusion Nina will share some of their thoughts and plans for the future.

#### **Laurent Peltiers, Data Scientist, Flight Test Centre, Airbus**

##### *Helping the Business Take-Off by Integrating in Big Data*

As the leading commercial aircraft manufacturer research and development of successful new aircraft is a key to Airbus. Collecting and analyzing all the data that is available during the design and testing of prototypes is fundamental in ensuring Airbus creates aircraft that its customers want. Laurent will describe the solution that they have put in place to manage the huge volumes of data and how they ultimately exploit that information in a timely and effective manner that allows the business make the appropriate decisions.

#### **Barry Loftus, Group IT Director, JD Sports**

##### *Outperforming Competitors by Delivering Insight from ever Increasing Volumes & Sources of Data*

Barry will discuss how JD Sport Fashion look to maximise profitability in the competitive sports and fashion wear retail market by matching inventory to demand, identifying best sellers, tracking success of promotions, and being first to market in a fashion-driven business with typically short product lifespans. Barry will explain how their analytic solution enables 100 buyers, 120 merchandisers, business analysts, and country, regional, and branch managers to analyse up-to-date revenue, margin, like-for-like sales, running averages, and variance against plan for each of JD Sports' 400,000 live stock-keeping units (SKUs) from any location. He will go on to share how their solution provides the platform to handle increased data volumes (Big Data) and increased user demand.



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### TRANSFORMATIONAL STRATEGIES

#### **Matt Vale, Head of Business Intelligence, Adelphi Services, Home Office**

##### *Analytical Transformation at the Home Office*

Matt will describe how analytics has been a key part to the Home Office's transformation by giving the business the tools to enable them to rationalise resources and operate more efficiently. He will share how the Adelphi Services BI solution provides a wide range of information to managers and corporate support teams on such subjects as; headcount, absence, expenses, staff costs, financial and budgetary data and purchase order information. He will go on to describe how the software and hardware platform they have put in place, helps deliver a foundation for the future, whilst at the same time reducing overall project risk & cost.

#### **Elaine McKechnie, Group Head of MIS, Baxters**

##### *Formulating a Recipe for Analytical Success*

The heritage of the Baxters is so strong that some of the recipes that made the business successful in 1868 are still amongst the best sellers today. Whilst some of the fundamental ingredients for success have not changed, the world in which those recipes are made, distributed and sold has. Join Elaine McKechnie as she shares insights from a program of work which blends Public and Managed Cloud to deliver a world class financial reporting and supply chain management framework, all driven from a centrally held and governed demand forecasting model. Elaine will share some of the background to this initiative along with some of the challenges, benefits and opportunities the analytics solution has provided.

#### **Andrew Blake-Herbert, Group Director Finance and Commerce, London Borough of Havering**

##### *Delivering Analytics across Six Council Boroughs in order to Deliver Cost Savings while Maintaining Critical Public Services*

The London Borough of Havering is the third-largest in Greater London, with a population of 230,000; its administrative authority provides everything from education, housing, education, transportation through to waste management. It is one of six London boroughs to take advantage of the Shared Service deployment. Hear from Andrew about the challenges facing such a deployment, including the need to deliver budget cuts without impacting services, and how they overcame them with the help of analytics. Andrew will discuss how the Boroughs are now smarter, more efficient and able to make timely decisions, which has enabled smarter financial, procurement, and human resources management. Finally, hear from Andrew about how they are now planning to develop innovative new solutions on the Shared Services platform, and to take advantage of Mobile, to deliver further benefits.

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### **Steve Lamey, Head of Product Management, Angel Trains**

#### *On Track for Delivering Continuous Business Improvement*

Steve will discuss the challenges faced by an information rich organisation wishing to deliver analytics that enables a single view of the business no matter the data source - Finance, Maintenance, Safety, Customer Relationship data to name just a few. He will describe how through a managed cloud environment they have been able to focus on the business value of their information. He will go on to explain how the introduction of analytics has been an iterative process with the users, and share the value gained by the management team from its Executive Dashboard and which provide a broad view of the business.