

Plenary Session Room: POLAR				
09:00 - 09:45 hrs	Registration & Coffee			
09:45 - 10:15 hrs	Welcome at the Oracle Digital Leadership Summit <i>Henry Barenholz, Country Leader Benelux & Rens de Jong, moderator</i>			
10:15 - 11:00 hrs	Keynote presentation by Oracle <i>Shawn Price, Senior Vice President, Oracle Cloud</i>			
11:00 - 11:45	Influence & Innovation Philosopher and comedian Paul Smit is one of the most wanted speakers for business events. He has the ability to convey complex issues in a comprehensive, humorous and practical manner. In his presentations he acts on organization processes and is specialized in themes like collaboration, culture, influence & change (behavior). <i>Paul Smit, Philosopher and Comedian</i>			
11:45 - 12:15 hrs	Coffeekbreak and visit Experience Plaza			
Digital Leadership Experience Tracks				
	Human Capital Management Experience Room: PROGRESS <i>Your host: Oscar Lausegger, Evangelist HCM Benelux, Oracle</i>	Customer Experience Room: MISSION 1 <i>Your host: Marianne van Duin, Senior Sales Director CX, Oracle</i>	Finance Experience Room: MISSION 2 <i>Your host: Kevin Mottard, CFO Community Manager, Alex van Groningen</i>	Supply Chain Experience Room: QUEST <i>Your host: Denis Senpere, VP Supply Chain EMEA, Oracle</i>
12:15 - 13:00 hrs	How Oracle enables Digital Transformation - Part 1 What can we learn from these customers on their journey?  <p>Where is Digital HR heading in the near future? Buckle up for some mindblowing predictions, trends and new announcements straight from Oracle OpenWorld 2015! Be inspired and learn how you can transform your organization and prepare yourself for the modern world of HR.</p> <p>Also, get inspired by the out-of-the-box presentation from ING on how they centralized their innovative organizational structure around customer and employee.</p> <p>Have you already defined your modern HR strategy?</p> <p><i>Synco Jonkeren, VP Product Strategy, Oracle</i> <i>Herman Tange, Directeur Zakelijke Experience, ING</i></p>	The Building Blocks for Digital Customer Experience Transformation  <p>Your customers seek consistent, personalized experiences in every way they engage with your brand. A fragmented customer experience approach undermines profits. Have you already thought about improving the Digital CX strategy for your organization? Learn more about the building blocks for successful digital CX transformation and how to deliver great customer experiences throughout the entire customer journey, across all interaction channels.</p> <p><i>Michel van Woudenberg - Vice President, Cloud Applications Development, CX EMEA, Oracle</i></p>	Building the Next-Generation Finance Function - Chartered Institute of Management Accountants' Research  <p>The historic method of value creation matters less in today's digital age: tangible assets - including plant, property, equipment and financial assets - now constitute just 20% of total corporate value of the S&P 500, compared to 80% in 1975. To create more sustainable business models going forward, CFOs must reshape finance and their role in it. Join this session to learn how modern CFOs are building the next-generation finance functions that are able to better measure, monitor, invest in, and report on the new digital KPIs driving value creation today.</p> <p><i>Peter Simons, Development & Innovation Specialist, Chartered Institute of Management Accountants</i></p>	The Digital Age and the Supply Chain of Tomorrow  <p>Today's economy is changing quickly, supply chains are becoming more global, involving more actors and organizations need to adapt quickly to the disrupting effect of new technologies. Now more than ever it is crucial to prepare organizations and their leaders for supply chains in the digital age. The impact of new technologies on supply chain is uncovering new markets, business models and new sources of value for any company, driving a lot of new innovations and unique customer experiences. Modern supply chains will be crucial in making these innovations a success, being able to deliver, adapt quickly and provide value-added services.</p> <p>Come and listen to the renowned industry expert Prof. Dr. Cor Molenaar to learn from his vision on how the new digital age has changed, what customers have come to expect, and how flexible supply chains will be key for any organization to survive, grow and be winning</p> <p><i>Prof. Dr. Cor Molenaar</i></p>
13:00 - 14:00 hrs	Lunch & visit Experience Plaza			
14:00 - 14:45 hrs	How Oracle enables Digital Transformation - Part 2 What can we learn from these customers on their journey?  <p>Leading companies like Multipharma and Perfetti van Melle will share their strategy, vision and experiences on their way to a digital era in a 10 minutes' powerpitch. What can we learn from their journey to a digital era? Be inspired and learn how you can transform your organization and prepare yourself for the modern world of HR. Have you already defined your modern HR strategy?</p>	Digital Transformation at the Bijenkorf  <p>Digital transformation is one of the most important challenges facing retail today. As one of the largest retail brands in the Netherlands, Bijenkorf is two years into its digital journey, making the transformation from its traditional roots as a sole brick and mortar company into shaping the omni-channel and digital commerce experience for customers anywhere. A very important aspect of their transformation is Digital communication in various channels. In this session Bijenkorf will share their vision and experiences on their digital journey and will give you pointers on how to start transforming your own organization.</p>	How the European Stability Mechanism (ESM) leverages the digital opportunity  <p>The European Stability Mechanism is the permanent crisis resolution mechanism for the countries of the euro area. The ESM issues debt instruments in order to finance loans and other forms of financial assistance to euro area Member States. It has been operating since October 2012. In a short-time frame ESM IT had to put in place the Information Technology, infrastructure and management services required to fulfil its mandate. Attendees of this track will learn from the ESM's experiences in general terms and hear how new digital technologies and the adoption of innovative approaches helped the ESM to establish the capabilities and controls required by its stakeholders. There will be no mention of specific products or providers.</p> <p><i>David Wallace, Head of IT & Operations, ESM</i></p>	Supply Chain & Innovation as Key Differentiator in a Digital World  <p>What is Oracle's vision and answer on supply chain regarding the rapidly changing digital world? Come and hear how Oracle believes it can help address the challenges for organizations put forward by this digital transformation and where topics like Industry 4.0 will be discussed.</p> <p>As a second part of this session we will have the well-known company Jacobs Douwe Egberts on stage known of the world-famous brands like Douwe Egberts and Senseo. Learn from the leading industry partner Kalypso how they are working with organizations like Jacobs Douwe Egberts and managing innovation as a business.</p>

	<p><i>Tanguy Hermanns, HR Service Center Manager, Multipharma</i> <i>Mieke Van de Capelle, CHRO, Perfetti van Melle</i> <i>Herman Tange, Director Marketing Daily Banking Services, ING</i> <i>Jürgen Errijgers, Partner, HRMC</i></p>		<p><i>Ankie Straathof, Manager Customer Care & Sales, De Bijenkorf</i></p>		<p>A Cloud Journey to Modern Finance  When companies are in the market to buy or upgrade their enterprise performance management (EPM) solutions they often wonder whether to opt for a cloud-based solution. In this second session, CEVA Logistics will share with you their journey towards a modern, flexible Hyperion Financial Management (HFM) cloud solution with less complexity and investment. <i>Andrés Martinez, Manager Corporate Financial Systems, CEVA Logistics</i></p>		<p><i>Han Meertens, Director Quality, Environment & Safety, Jacobs Douwe Egberts</i> <i>Mick Broekhof, Managing Partner, Kalypso</i> <i>Joost Maliepaard, Master Principal Sales Consultant, Oracle</i> <i>Dirk Van Looveren, Senior Principal Sales Consultant, Oracle</i></p>	
	<p>Human Capital Management Experience Room: PROGRESS</p>	<p>Human Capital Management Experience Room: EXPEDITION</p>	<p>Customer Experience Room: MISSION 1</p>	<p>Customer Experience Room: POLAR</p>	<p>Finance Experience Room: MISSION 2</p>		<p>Supply Chain Experience Room: Quest</p>	
14:45 - 15:30	<p>Start embracing the Cloud Today! Still having Doubts? - From Challenge to Opportunity.  In our digital era, employees have different expectations from their work environment and employer. Do you facilitate your employees' needs already? Based on the outcome of the 'Modern HCM survey' we have consolidated your responses and defined your needs around HR trends & challenges. Find out what keeps your peers up at night and exchange thoughts. Want to learn how you can transform your challenges into opportunities? <i>Synco Jonkeren, VP Product Strategy, Oracle</i> <i>Jaap Sieroversche, Principle Consultant/ Project Manager HCM, Accenture</i> Moderator: <i>Michael van Asperen, Alex van Groningen</i></p>	<p>Hands-on workshop: Experience today's Digital HR - Discover how Oracle's HCM Approach exceeds User Expectations  In today's service-centric economy, HR needs to look at their employees in a different way. Does your organization already serve employees and managers as their customers? In this workshop you will experience a new customer focused approach to modern HR. <i>Marcus Kruizinga, HCM pre-sales, Oracle</i></p>	<p>Modern Sales & Marketing at KPN and Exact - from lead to commision  Today, sales and marketing is not (just) about managing accounts, contacts, activities and sending emails. It's about gaining insight that provides a competitive edge, having access to predictive information, being able to collaborate real-time and mobility. In our digital era you would expect this to be available at any time, from any place, using mobile devices – all helping to provide leads, drive sales and pipeline. Get inspired by KPN's and Exact's experiences, vision and strategy on their transformation and learn how you can transform your own sales & marketing organization. <i>Rene Kamphuis, Innovatie Manager Sales, KPN</i> <i>Mark Appel, Global Marketing Director Cloud Solutions, Exact</i> Host: <i>Johan Rook, Director Sales Consulting, EMEA CRM Product Specialist, Oracle</i></p>	<p>The Contact Center of the Future – Office Depot & Mobile  In this session, Office Depot will tell you their story about their digital transformation journey and how Office Depot develops a cost-efficient service delivery that balances value to the customer with enterprise value. The goal of the customer service transformation at Office Depot is to enable a differentiated service proposition across the entire value chain and customer life cycle and use technology to produce value-based service experiences. <i>Frank van den Berg, Manager Customer Experience Online Europe, Office Depot International B.V.</i> <i>Edouard Leeuwenburg, Manager eService & Knowledge Management, T-Mobile Netherlands</i> Hosted by: <i>Mark de Groot, Business Development Manager CX, Oracle</i></p>	<p>Enterprise Cloud Transformation @ Ziggo  After the acquisition of Ziggo by Liberty Global, Ziggo initiated a post-merger program to integrate their people, processes, organization and IT with UPC. This Enterprise Cloud Transformation program was executed in a very dynamic environment with constant business improvements and technology innovations. The program created an opportunity for Ziggo to implement a world class financial model that is supported by the most innovative solution available: Fusion Cloud. The result is a hybrid solution that combines a core financial model based on Fusion Cloud with a proven on premise supply chain solution to ensure business continuity. The new way of working enables the improvement of productivity and operational efficiencies on an on-going basis. Learn from Bert Groenewegen, the former CFO of Ziggo, why Ziggo decided to move to the cloud, the decision process that led to the hybrid solution, the challenges he faced to create a world class financial model and the lessons learned in the first corporate Oracle Fusion Cloud implementation in the Benelux. <i>Bert Groenewegen, former CFO, Ziggo</i></p>		<p>Transformation from Products to Value-added Services  What other industry has gone through a more obvious example of digital transformation than the one of books? Books were among the first waive of going digital and were the basis for companies like Bol.com and Amazon to become what they are today. Come and listen to Ronald Janssen, CIO from CB, how they had to transform their business model from physical goods distributor to value-added service provider. As a second part of this session, Oracle Partner Inspirage will explain what they call the paradigm shift and how to gain the most benefits from Cloud Solutions. Inspirage is among the first partners adopting cloud solutions. This session will explain the differences with conventional software project deployments, the readiness requirements and preparation, and how the selection of your software consulting partner can influence your success. <i>Ronald Janssen, CIO, CB</i> <i>Kevin Creel, President, Inspirage</i> <i>Arup Chatterjee, Executive Vice President, Inspirage</i></p>	
<p>Plenary Session Room: POLAR / PROGRESS</p>								
15:45 - 16:15 hrs	<p>Wrap up and awards ceremony 'Building the App' Hackathon  <i>Deloitte & Henry Barenholz, Country Leader Benelux & Rens de Jong, moderator</i></p>							
16:15 - 17:00 hrs	<p>Closing presentation - Yuri van Geest, Ambassador of Singularity University  Yuri van Geest is ambassador of the Singularity University. A global movement that assumes that different exponentially growing technologies, like biotechnology, nanotechnology, solar cells and sensors, will reinforce each other, leading to radical innovations in the major issues of this contemporary world. Or, more simply said, technology will provide solutions to problems in the areas of water, food, education, healthcare and more. "With technology we are moving from scarcity to abundance". He speaks about the life cycle of companies, which has shortened from a cycle of 70 years to 15 years in a period of time of 60-70 years. This new 'speed' is great for new business, but difficult for the established order. The solution starts with recognition of the problem. And ultimately, culture is vital. But that is precisely the problem: Their current business is the cash cow they do not want to let go. In this session Yuri will advise existing companies to embrace innovation. Worldwide, start-ups explode anywhere. And these startups do not have 'ballast' from the past that delays or even stops them. Innovation and change seem to happen spontaneous. What can existing businesses learn from this? <i>Yuri van Geest, Ambassador of Singularity University</i></p>							
17:00 - 18:00 hrs	<p>Networking Drinks & visit Experience Plaza</p>							

