Gartner Business Intelligence & Analytics Summit 2014

10 – 11 March | London | gartner.com/eu/bi

The Future of Your Business:
Transparent, Decisive, Personalized

Gartner Summits

This year's event sold out 2 weeks before the event started

Trip Report

More than 800 attendees from over 30 countries joined us in London on 10 & 11 March for the 15th annual Gartner Business Intelligence & Analytics Summit. Over two days this vibrant meeting of leading industry figures provided many exciting opportunities for sharing insights and experiences.

This year's agenda explored how to apply new BI and analytic capabilities to strengthen the business and advance new business models. Attendees learnt how to tap the full potential of these new technologies, what it takes to implement them successfully and how to avoid the risks.

Four new tracks for 2014 delivered the latest insights on analytics strategy and leadership, the business case for analytics, big data and advanced analytics. From BI fundamentals to embracing new technologies — including organizational change, essential new skills and roles, the latest best practices and what it takes to lead the way — the Summit covered everything you need to know to seize the profound opportunities ahead.

This trip report is designed to summarize the main findings of the Summit, and refresh in your mind the plans you made during the event.

Are you now ready to use what you learnt to make a difference in your organization?

Good luck!

Frank Buytendijk
Research VP and Conference Chair

Save The Date

The 2015 Business Intelligence & Analytics Summit will be held on 9-10 March 2015

We look forward to seeing you there!

Table of Contents

Park Plaza Westminster Bridge

Frank Buytendijk speaking at Business Intelligence & Analytics Summit 2014

Key take-aways

1 Strategy and Leadership

The most important ingredient to a game-changing analytics program is not technology, it's smart people. As intelligent as the software is, as fast as the hardware responds, without proper leadership, analytics doesn't compute. Being successful with analytics is about having the right mindset, the right organizational model, and the right strategy.

Key Takeaways:

- Establish clarity and purpose of information governance and specific business objectives supported.
- Work towards becoming a key strategic partner with finance/CFO to steer the information technology function.
- Grow your analytics skills - focus analytics talent on uncovering business opportunities, not just interpreting the past.
- Gartner see an emergence of new roles including the Chief Data Officer and Data Scientists that will uncover the opportunities and risks related to exploiting external big data sources as well as existing data within the organisation
- Make sure you have a clearly articulated BA roadmap and use a metrics framework that balances run, grown and transform activities.

> " As a result of attending we now have a clear direction of how to start our BI data journey
>
> Nick Bowles, Lead Integration Architect Capital One "

2 The Business Case for Analytics

Information is an asset, and has an intrinsic value. Business intelligence is quickly becoming a product or service that can be sold to consumers. Some organizations have found completely new business models as trusted data aggregators. Performance management has recognizably taken many companies to the next level of operational excellence, customer intimacy and product innovation.

Key Takeaways:

- Apply Leading Indicators for better management decision making
- Open data is showing to be a great source of business & technology innovation
- By 2016, 30% of businesses will have begun directly or indirectly monetizing their information assets via bartering or selling them outright.
- Make customer facing analytics a key part of your transparent business model
- Your Business Case for Analytics must be specific with precise measurement for allocation of resources, and flexible with a range of cost alternatives.

3 Big Data and Advanced Analytics

In this track we explored successful adoptions of new technologies such as in memory computing, no-sql databases, hadoop, interactive visualization, social media monitoring, natural language processing, and complex event processing; as well a range of advanced analytics including predictive analytics, machine learning and prescriptive analytics.

Key takeaways:

- Social networks and information flows add new sources of potential insight.
- The time to start experimenting with cloud is now, but beware the risks and don't over commit
- Pervasive adoption of intelligent sensor-based analytics in industrial sectors will result in huge transformation.
- By 2016, the market-leading DBMSs will support in-memory column-store technology, making it possible to combine online transaction processing (OLTP) and online analytical processing (OLAP) in a single physical database.
- Big Data doesn't replace the warehouse but it might replace technology to build parts of it. Identify the "salvage value" of existing data warehouse infrastructure and determine architectural changes based upon identifying business needs, the probability of success and the durability of the solution.

Keynote sessions

Gartner Opening Keynote: The Future of Your Business: Transparent, Decisive, Personalized

Analysts Neil Chandler, Frank Buytendijk and Rita Sallam took attendees through the impact of analytics on business, society and our own personal lifestyles. Transparent organizations embracing information as an asset have discovered billions of dollars in revenue opportunities already. Predictive analytics have shown entire new levels of precision, allowing the automation of millions of daily business decisions. And the next phase is upon us, where personal analytics start to challenge business analytics, with the same sophistication. But as boundaries are stretched, how far is "too far" when deploying big data analytics and targeted offers? And although algorithms may make better decisions, where is the human measure? How will you seize the opportunity, while mitigating the risks?

Rita closed the keynote by asking you to come out of your comfort zone. How much has that been possible since returning to the office? Don't forget to ask yourself again;

- If you are an evangelist, do you have more of an eye for practical considerations?
- If you admitted to be a skeptic, have you found new ways to grasp the opportunities?
- If you feel you are the pragmatist, could you now take an educated leap of faith?

Neil Chandler

Frank Buytendijk

Rita Sallam

The Rise of the Smart Machines: Their Technical, Business, Economic and Social Impact

The last IT-driven waves of change displaced low to medium skill workers. The next one will greatly enhance the performance of high skilled workers while obsoleting others. As these autonomous, predictive, NLP, deep-learning capable smart advisors evolve, they will remake work, business, organizations, economies and societies. What are smart machines and how are they different from everything that's come in the past? Where and how will they appear and what impact will that have? What should you do about it and when?

Gartner Analyst Tom Austin gave these recommendations:

- Get smart. This is not a spectator sport:
- This calls for IT leadership, not just management.

- Engage the business & create a smart machine exploratory initiative:
- Determine where and when your enterprise should pursue smart machine strategies. Evaluate all areas of potential value added: Replace, assist, advise, extend, observe and help.
- Determine what your competitors could do to your business if they pursue smart machines more aggressively.

- Respect the impact on people:
- The impact of software and robots on employment, work, and careers of people will be profound

Tom Austin

Guest Keynote: The Improv Insight —Stories Make Sense

Before data there were stories. For centuries, we have told stories to educate, discipline, inform and even seduce each other. With all this knowledge flooding our inboxes, we need narrative even more, not less. Information is not wisdom; it can only take us so far. Seeing the story can help us make sense of what is happening and how we might act in the future. Neil Mullarkey — co-founder of the world-famous improve troupe the Comedy Store Players — helped attendees to understand what makes a good story in this unique, funny, interactive and energizing session. Neil Mullarkey, Improvisation Guru, Actor and Comedian

Neil Mullarkey

> Its fundamental to define BI strategy at my company. The quality of the speakers is the most powerful aspect of the conference
>
> Sonia Castilho Coutinho, Director, SIBS

Top 5 best-rated sessions: What did you miss?

A8: Maverick Research: Ethics at the Center of Nexus of Forces
Frank Buytendijk

Why are ethics relevant, no, crucial in IT? How can you organize a structured debate about ethics? Where do you stand on ethics?

Strategic Planning Assumption: Through 2016, 25% of organizations using consumer data will face reputational damage due to inadequate understanding of information trust issues.

Key takeaways:
- IT leaders have a special responsibility, providing ethical guidance to the organization.
- Hold an ethical debate, discussing cases and your own organization.
- Develop a code of conduct.
- With great power comes great responsibility!

A2: Last Call for Datatopia, Boarding Now!
Frank Buytendijk

Strategy is dead. The world is unpredictable and plans are outdated before they are implemented. Scenario planning should be rediscovered as a major strategic capability.

Key takeaways:
- Stop the Things That Don't Contribute …
- "Bet the farm" choices, totalitarian standardization
- Use case-specific tools for current needs ("dashboard tool")
- Stop purely inward looking projects (single point optimizations)
- Thinking becomes more important than knowing
- There are tipping points - Events that change everything
- Download the e-book at gtnr.it/1nKbEbh

E4: HOW TO: Deliver Self Service BI
Kurt Schlegel

For the last decade IT organizations have created a centralized BI model, now workgroups are clamoring for more control. Overworked BI teams relish the idea of business users serving their own reporting needs, but is self service possible without creating an ungoverned debacle? How can mobility, visualization and search make it easier to consume BI? How can rapid prototyping be used to break the reporting backlog? Which organizational models can deliver reports with agility and governance?

Recommendations:
- Craft a plan to enable end users to build their own reports and analysis while promoting information consistency around the key measures that run the business.
- Empower end users to create their own analytical views using data discovery, but also provide a way to certify this content for distribution.
- Create new organizational structures that blend IT and business skills, and strike a balance between central and de-central BI delivery.

D8: BICC 2.0 or the Analytics Center of Excellence
Neil Chandler

The scope and impact of business analytics has grown significantly to encompass more people, more data, and more use cases. New competencies are needed to support, enable, and extend the reach of analytics. The Analytics Centre of Excellence (ACE) has emerged to accommodate these changes.

Recommendations:
- Define the business objectives that the ACE will meet, and the appropriate executives to report to.
- Identify suitable high-level sponsors that recognize the need for consistent long-term investment and are prepared to help effect change.
- Leaders of the ACE must identify a portfolio of technologies and a range of service provision to support the increasingly diverse use cases.
- The ACE must evaluate existing information infrastructures and prepare to incorporate additional federated data models to support the expansion of the volumes, velocity, variety and validity of new information.

E5: Technical Insights: Preparing For The Logical Data Warehouse: The Role of Data Federation and Virtualization
Mark Beyer, Mei Selvage

As architectures in support of analytics tend toward the logical data warehouse, approaches for persisting, integrating and provisioning data must evolve. Organizations need to expand their thinking to augment physical data movement and storage with federated and virtualized approaches.

Recommendations:
- Short term: Form a multidisciplinary working group; understand current DI and DW gaps
- Mid term: Define a LDW road map on data, people, process, and technology; incorporate data federation and virtualization into your technology infrastructure
- Long term: Integrate three data management styles of LDW fully — repository, virtualization and distributed process

Missed a session?

Have no fear. Your ticket includes keynotes and track sessions — not just those you see live! Gartner Events On Demand provides streaming access of recorded presentations to all paid attendees for one year. Watch your favorites again and see those you missed from any Web-connected device. Visit gartnereventsondemand.com.

Top 10 most-attended sessions

1. What About the Data Warehouse? Start? Stop? Continue?
   Mark A. Beyer, Gartner

2. HOW TO: Build the Business Case for Analytics.
   Kurt Schlegel, Gartner

3. HOW TO: Deliver Self Service BI.
   Kurt Schlegel, Gartner

4. BICC 2.0 or the Analytics Center of Excellence.
   Neil Chandler, Gartner

5. Key Trends and Emerging Technologies in Advanced Analytics.
   Alexander Linden, Gartner

6. HOW TO: Hadoop's Place in Your Analytic Portfolio.
   Merv Adrian, Gartner

7. Business Analytics Market Trends.
   Dan Sommer, Gartner

8. The Role of the Data Scientist and the Art of Data Science.
   Douglas Laney, Gartner

9. The Disruptive Impact of Data Discovery.
   Dan Sommer & Joao Tapadinhas, Gartner

10. Last Call for Datatopia, Boarding Now!
    Frank Buytendijk, Gartner

> This conference has given us lots of food for thought. There are lots of ideas that we can take back to the floor to make massive improvements
>
> Toni Chapman, Business Intelligence Solutions Manager Yorkshire Building Society
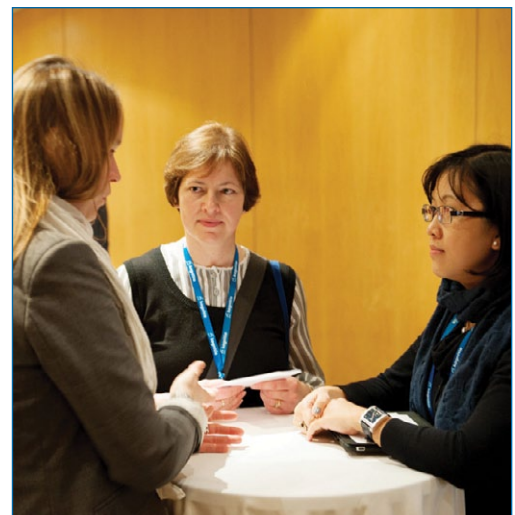
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Gartner

Snapshot of attendees

Who participated in the 2014 Summit?

Top 5 job titles

1. Management
2. CLevel
3. VP
4. Director
5. Architect

Top 5 job roles

1. Business Intelligence
2. Consultant
3. Enterprise Architecture
4. Applications
5. CEO

Top 5 industry sectors

1. Technology & Telecom
2. Banking, Finance & Insurance
3. Manufacturing
4. Services
5. Government

> " Great chance to look beyond the day to day issues and get a feel for the bigger BI picture "
>
> Rasmus Bang, Enterprise Architecture for Business Intelligence Lego

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Post-event resources

Customizable post-event worksheet
Take a moment to complete your own post-event trip report, a valuable resource for future reference and a great way to share with colleagues what you learned. **Click here** to access the trip report worksheet.

Learn more with relevant research
Want to learn more about the topics that interest you most? Turn to the end of each session presentation for a list of related Gartner research notes. Select Gartner research is available on demand at **gartner.com.**

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BI Events Around The Globe

Gartner Business Intelligence & Analytics Summit
31 March – 2 April | Las Vegas, NV
gartner.com/us/bi

Gartner Business Intelligence & Information Management Summit
13 – 14 May | Sao Paulo, Brazil
gartner.com/br/bi

Gartner Business Intelligence & Information Management Summit
22 – 23 May | Tokyo, Japan
gartner.com/jp/bi

Gartner Business Intelligence & Information Management Summit
9 – 10 June | Mumbai, India
gartner.com/in/bi

Gartner Business Intelligence & Analytics Summit
21 – 22 October | Munich, Germany
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Gartner Summits

Gartner Business Intelligence & Analytics Summit 2015

9 – 10 March | London | gartner.com/eu/bi

The Future of Your Business: Transparent, Decisive, Personalized

HOT TOPICS TO BE COVERED:

Big data impact

Infonomics and the real value of data

Advanced analytics

Sensor technology & "personal" analytics

Ethics and cultural limitations of BI