

TECHNOLOGY TRANSFER PRESENTS

December 3-4, 2020

INTERNATIONAL
CONFERENCE
2020

BIG DATA

Cloud, Data Ops & AI for the Real-Time Enterprise

ONLINE LIVE STREAMING

PRE-CONFERENCE WORKSHOP

Machine Learning & Advanced Analytics

For many companies today, investment in data and analytics is now mainstream. It is high priority in the board room and business stakeholder expectations from Artificial Intelligence are high, especially to improve customer experience. Therefore, investment is happening with multiple different departments and business units now funding their own Data and Analytical projects.

Data Science initiatives have emerged everywhere across the enterprise and Cloud adoption is growing very rapidly for many of these analytical projects. The result is lots of activity, especially on the Cloud.

Data Lakes have emerged on the Cloud using Cloud storage instead of Hadoop. Cloud based Data Warehouses are being built and existing Data Warehouses are being migrated.

Data Scientists are using self-service data preparation automated Machine Learning to speed up model development and trained models are slowly being deployed to serve up predictions on demand.

However, the result of all these independent data and analytical initiatives is that silos are emerging. New data flows are being created that IT are unaware of and a lot of new data is flowing into the enterprise from edge devices, ungoverned downloads and customer facing mobile applications connected to enterprise applications on multiple Clouds as well as the Data Centre.

Two major problems are emerging.

The first is that data sources are growing, and the data being captured is spreading out across Data Centre and multiple Clouds creating a distributed landscape. This makes data harder to find, harder to integrate and harder to govern.

The second problem is that although there is a lot of activity and investment going on in data and analytics, much of it is fractured and not integrated.

- So how do you sort this out?
 - How do you create an AI strategy to pull together independent projects across multiple business units?
 - How do you use data and AI to improve customer experience?
 - How do you industrialise what you are building to shorten time to value?
 - Also, how do you govern your data across a distributed data landscape to get your IT under control?
- How do you create a data architecture to operate across edge, multiple Clouds and the Data Centre?
- Can you build Data Warehouses more rapidly on the Cloud and how do you integrate your Cloud Data Warehouse with your Data Lake?
 - Finally, is building predictive models enough?
- How can you go beyond predictive and prescriptive analytics to become a Self-Learning Enterprise?

All of this will be answered and more at this year's Big Data Conference in December in a detailed educational agenda.

Day 1

Session 1

Introduction - Creating a Data and AI Foundation for the “Always-On” Data-Driven Enterprise

Mike Ferguson

This short Conference introductory session sets the scene for this year’s Conference by briefly asking the question: “How Close Are Enterprises to Becoming Truly Data Driven?”. It looks at how we have progressed so far with more data, more data sources, traditional Data Warehouse, Big Data and IoT technologies, hybrid multi-Cloud computing environments and scalable Machine Learning. It then looks at the requirements companies need to meet to be able to leverage data and AI on a continuous basis. Finally, it summarises the building blocks needed to create a foundation to achieve this and how the Conference speakers will be presenting on these topics in more detail at the Conference.

Session 2

Creating an AI Strategy for Maximum Business Success

Hugo Artiganave

Today, a growing number of companies are engaging in AI and Data-Driven initiatives. More often than not, these initiatives translate into proof of concepts and niche solutions. However, niche solutions are not enough. The challenge is how do you successfully implement and scale-up these solutions into a coordinated programme to support a complete corporate business vision?

This session looks at this problem and how you can create an AI strategy by adopting an approach that injects a startup mindset into an enterprise transformation program where each AI initiative has a solid business case that continues to add more and more value.

Creating these business cases, crucially requires

identification of the drivers that enable business value at an early stage and to articulate these in the context of five pillars: business strategy, governance, technology, operationalization and organizational change.

The session also discusses why adopting a customer centric approach is key while evaluating new AI enabled business models and processes that can integrate with existing roadmaps and portfolios. It also stresses why every company's culture should not to be forgotten as this will shape their overall strategy and vision.

Session 3

The Impact of the Cloud on Data Architecture for Data-Driven Enterprise

Mike Ferguson

In the last few years the momentum behind Cloud Computing has gone off the scale. So much so, that many companies are now running operational and analytical systems on multiple clouds and now just one.

The danger with this is that data flows and data architecture become so complex that it turns into a spaghetti ball with spiralling maintenance costs. So, the question is, how do you integrate cloud into your data architecture?

How do you accommodate data in different data stores and data needing to flow from Data Centre to Cloud, from Cloud to Data Centre, from Cloud to Cloud and edge devices to both Cloud and Data Centre?

This session looks at this problem and shows how to link different types of data stores together in an Architecture for data and Analytics that works across a multi-Cloud hybrid computing environment. It also highlights the importance of key technologies like data fabric, data catalogs and data virtualisation to manage and access data across these environments.

Session 4

Enabling Value Driven Data Governance in a Distributed Data Landscape

Walid el Abed

A common theme across many companies looking to achieve business success is to focus on offering first class customer service while also optimising business processes to improve efficiency, cut costs and reduce risk. However, most companies recognise that doing this is not possible without trusted, “fit for purpose” data. They realise that investing in creating high-quality enterprise data will yield business benefits. The question is how do you achieve it across a distributed data landscape that includes data stores in the Data Centre, multiple Clouds and the Edge?

This session looks at how data can be governed by taking a very different approach that focuses on the most critical operational business issues and allows business managers to define requirements for success and a time limit by which it needs to be achieved. It then uses the requirements to define critical business rules needed to achieve the success. These rules rely on high quality data to execute and therefore it becomes possible to measure how efficiency of core processes can be improved by improving data quality. It then assigns data ownership to people within each business unit, application environment and enterprise business process and holds these data owners accountable for meeting the success criteria by improving data quality.

The session looks at how this can be done incrementally among business users collaborating with IT to building on early successes, gain momentum and cause change to a “right first time” data culture. It aligns data strategy with business strategy and takes an incremental approach to making business accountable for achieving real competitive advantage by governing data quality to make it possible.

Session 5

Next Generation AI - Transitioning to the Continuous Self-Learning Enterprise

Dean Wampler

Over the last few years, AI has seen extraordinary success in performing tasks that previously required human intelligence, like natural language processing, game play, and autonomous vehicles. For enterprises, the promise of AI includes the following opportunities:

- Better optimization of business processes, such as assembly lines and workflows
- Better services, such as personalized recommendations and user experience
- Better resource utilization, such as power and water consumption
- New applications that are cost prohibitive or too large for people to do, such as deeper analysis of patterns in data, smarter risk modeling and threat detection
- Greater automation. Systems that previously required frequent intervention by humans, like programming assembly-line robots, can learn and do tasks autonomously

However, there is a large practical gap between the promise of AI and reality.

This session will discuss this gap in the context of these opportunities and how companies need to ‘raise the bar’ to the next level to close it. In order to do that it will discuss how:

- AI itself must be automated for widespread, practical deployment as it is currently too hard for most organizations to adopt AI
- AI must be more trustworthy - Why did the AI system make a particular decision? Can you trust that the system is unbiased? What are the consequences of failure? Can "human in the loop" AI deployments overcome current limitations?
- AI is too expensive to train
- Some application environments can't be simulated for training

Finally, it will discuss how to overcome these issues to enable companies to transition to an AI-Driven, continuous Self-Learning Enterprise.

Day 2

Session 6

Enterprise DataOps - Industrialising and Automating Pipeline Development for Data and Analytics

Mike Ferguson

In many companies today, the data landscape is becoming more complex with data stored in data centres, multiple clouds, and at the edge. That means data is getting harder to find, harder to manage and harder to govern.

In addition, there are a multitude of tools in use for ETL processing, self-service data preparation, Data Science and self-service BI. Everywhere you look you see different teams with different combinations of tools building data sets, Data Warehouses, Machine Learning models, BI reports and dashboards.

However, very few of these tools share metadata and so it becomes almost impossible to know what data has already been integrated, what models have been developed and what BI reports and dashboards exist across all these tools.

It is a fractured data and analytical environment. and left alone, this kind of self-service 'free for all' can ultimately lead to chaos, lack of trust in data and poor insights. Yet as competition increases, business executives are demanding more agility. They want a more robust, industrialised and agile operating model for producing high value data and analytics.

This session looks at this problem and shows how you can solve it by industrialising data and analytical pipeline development using Enterprise MLOps and DataOps.

Session 7

Data Governance Automation using Artificial Intelligence

Walid el Abed

Data Governance is a complex endeavour if it is taken as an isolated subject. It requires that you know all the possible problems in the data and therefore relies on statistical profiles of attribute level data content no matter where it is stored. Such profiles, however, are imperfect because new data quality cases constantly arise, and changes to data structure can also occur regularly.

This session explores how a combination of metadata and Artificial Intelligence can be used to reduce the reliance on profiling all data in all databases. It shows how AI can be used to automatically map human generated business terms in a business glossary to the physical data names in any database or set of databases. Then by focussing on business rules that help achieve business success that use specific business terms in the glossary, it becomes possible to use AI to automatically pinpoint precisely what data fields in precisely what data stores, needs to be the focus of data quality improvement to yield new business value.

Session 8

Component Based Development of an Agile Data Warehouse

Dirk Lerner

32 years on from the birth of the Data Warehouse, this session challenges traditional Data Warehouse development and asks if there is a much more agile way to build these systems. It looks at how metadata can be used to build a component based Agile Data Warehouse by using information about data structure and data logistics. It shows that metadata is the DNA of a data architecture and how it can drive development of every part of the system:

- D - Documentation
- N - Navigation
- A - Automation

Human cells use DNA to know when and how they must do their job. It's the same in a Data Architecture: each process of a Data Warehouse can use metadata to know what, when and how to do something with data, structure and logistics.

In this session the speaker will give a short introduction to Data Vault and will show how the Data Vault modeling paradigm supports a very flexible and dynamic way to implement simple and atomic processes, objects and components of a Data Warehouse which are all metadata-driven.

Session 9

PANEL: Organising to Succeed in a Data-Driven Enterprise

All Speakers

Session 10

Integrating your Data Lake and Data Warehouse in the Cloud

Kent Graziano

Data Lakes have been a critical part of realizing the promise of Big Data. But organizations today still need a modern Data Warehouse that can deliver on the promise of democratizing all their data analytics and BI requirements in addition to supporting data science, ML, and AI. Can you easily manage both in one place and achieve the proverbial “single source of truth?”

With recent advances in the Cloud, it is now possible to build a modern data architecture encompassing the best of data lake and data warehousing in one place with a Cloud Data Platform. You can have a single platform that enables secure and governed access to all the data providing a simplified architecture without the need to host or manage many different services and infrastructures. You can have the best of both worlds.

This talk will explain how this is possible including a reference architecture based on using Snowflake's Cloud Data Platform as an example. It will discuss:

- How to you can loading semi-structured data with

- out knowing the schema
- How to query JSON data directly in a governed Data Lake (schema-on-read)
- How to have both structured and semi-structured data in one location as a single source of truth that can easily be joined and queried
- How to leverage your existing knowledge and skills in SQL so you can integrate the schema-on-read (Data Lake) with your curated Data Warehouse data without have to move or copy anything

In the end you will see that you can achieve the full potential of your organization's data, and make it accessible by all users, by building on one platform in the Cloud.

Session 11

Customer Data Platforms: Architectures and Alternatives

Tony Byrne

With the rise of “MarTech”, “Citizen Ops,” and boardroom priority being given to improving customer experience, packaged Customer Data Platform (CDP) technology has emerged as an increasingly popular component of a broader marketing and customer experience (“CX”) stack.

Nevertheless, CDPs are comparatively newer arrivals on the MarTech and CX landscape, with vendors and architects disagreeing about their proper role in your broader data ecosystem. The speaker, founder of fiercely independent analyst firm Real Story Group, will share research around where and how a CDP might fit into different architectures based on your specific circumstances. This fast-paced session will:

- Briefly outline what services CDPs purport to offer
- Describe different architectural reference models for CDPs
- Categorize 30+ CDP vendors in this highly fragmented marketplace
- Propose a methodology for evaluating which solutions might offer a better fit for your Enterprise

WORKSHOP

Machine Learning and Advanced Analytics

December 1-2, 2020

Speaker



Mike Ferguson

He is Managing Director of Intelligent Business Strategies Limited. As an analyst and consultant he specialises in Business Intelligence and Enterprise Business Integration. With over 34 years of IT experience, he has consulted for dozens of companies on Business Intelligence Strategy, technology selection, enterprise architecture, and data management. He has spoken at events all over the world and written numerous articles. Formerly he was a principal and co-founder of Codd and Date Europe Limited – the inventors of the Relational Model, a Chief Architect at Teradata on the Teradata DBMS and European Managing Director of Database Associates. He teaches popular master classes in Operational Business Intelligence, New Technologies in DW and BI for the Agile Enterprise, Big Data Multi-Platform Analytics, Master Data Management and Enterprise Data Governance.

**Mike Ferguson is also Chairman of:
BIG DATA INTERNATIONAL CONFERENCE**

About This Seminar

Today, with most people connected to the Internet, the power of the customer is almost limitless. The Internet has given them freedom to choose in a way that business could never have imagined. They can browse your competitors' Web sites with ease. They can compare prices, they can view sentiment about your business, and they can switch loyalty in a single click any time anywhere all from a mobile device. In addition, the emergence of social media sites means that

customers also have a voice. They can express opinion and sentiment about products and brands on Twitter, Facebook, and review Web sites and create social networks by attracting followers, and following others.

For many CEOs, customer retention, loyalty, service and growth are top of their agenda. In addition improving operational effectiveness is also high on their priority list. The only way they can achieve this is to acquire more data. CMOs also want access to new data to enrich what they already know about customers.

New data is needed to provide insight on customer on-line behaviour for better segmentation and to understand the value of a customers' social network and not just the customer. In addition, COOs want more data to become more effective in operations.

Instrumentation is therefore being added so that operations can capture new data. With so much demand we are now in an era where data has never before been so important to business in helping to create competitive advantage.

This new 2-day seminar looks at the need to capture new data sources to add to what we already know and use Machine Learning to automatically discover, profile and catalog what is in these data sources. It then looks at how Machine Learning and Advanced Analytical techniques, such as text analyses, sentiment analysis, graph and streaming Analytics, can be used at scale on Big Data to provide new insight that helps foster growth, reduce costs and improve effectiveness for competitive advantage.

Outline

1. An Introduction to Data Exploration, Discovery and Visualisation

This session introduces the relatively area of Data Discovery and Visualisation and looks at why businesses now need.

- New data sources - Structured versus multi-structured data
- What are the different analytical workloads?
- Types of Data Science tools
- Why do businesses need this new capability?
 - Machine Learning Example use cases
- Skills required for Data Discovery and Visualisation
- Creating a business aligned Analytics strategy

2. Getting Started with Predictive Analytics and Machine Learning

As we move into the era of smart business, looking back in time is not enough to make good decisions. Companies have to also model the future to forecast and predict so that they can anticipate problems and act in a timely manner to compete. Predictive Analytics is a therefore a key part of any BI initiative and should be integrated into analysis, reporting and dashboards. This session introduces Predictive Analytics and how shows how it can be used in analysis and in business optimisation.

- What is Machine Learning?
- Technologies and methodologies developing Predictive Analytical models
- Using supervised learning to develop predictive models for automatic classification
- Popular predictive algorithms, e.g. Linear regression, naïve bayes, decision trees, random forest, neural networks, support vector ma-

chines

- Implementing in-Hadoop, in-memory analytics using Spark
- Data Science Workbooks using Jupyter, RStudio, Databricks Cloud and Apache Zeppelin
- Accessing data in HDFS using SQL to build models
- Accessing Spark Machine Learning algorithms from Data Mining tools
- Deploying predictive models as a service, in a container, in-analytical databases and in Hadoop
- Industrialising enterprise model deployment using MLOps platforms such as Algorithmia
- Integrating Predictive Analytics with event stream processing for automated analysis of high velocity events in every-day business operations
- Accessing Predictive Analytics from self-service BI tools and spread sheets
- Clustering data using unsupervised learning algorithms
- Speeding up model development using Machine Learning automation tools
- Data Science tools: E.g. Cloudera Data Science Workbench, IBM Watson Studio, Sagemaker
- Deep Learning: Google Tensorflow, deepsense.io, PyTorch
- Moving beyond Predictive with Reinforcement learning and RAY

3. Advanced Analytics for Multi-Structured Data

This session looks at emerging analytical technologies for multi-structured data and explores how you can use them to improve business insight. Not all analytical projects are implemented using relational database technology, especially when it comes to very large data volumes with unstructured content, semi-structured JSON or XML data, sensor data, and clickstream.

This session looks at the emergence of Advanced Analytics using Big Data NoSQL Platforms like Hadoop. It looks at the approaches to analysing complex unstructured and social content and the challenges of creating valuable business insight from multiple sources of unstructured content.

- Techniques for producing insight from unstructured content
- Tools and techniques for analysing text
- Understanding the 'voice of the customer' using sentiment analytics on email and social media data
- Clickstream analysis
- Graph analysis
 - Path analytics
 - Connectivity analysis
 - Community analysis
 - Centrality analysis
 - Finding Influencers in social networks
 - Calculating follower susceptibility to be influenced
- Streaming Analytics
 - What is data-in-motion
 - Use cases for streaming data
 - Time series analysis and streaming data
 - Tools for managing streaming ingest, e.g. Apache Kafka, StreamSets, Hortonworks Data Flow
 - Open source streaming engines –Apache Storm, Apache Spark, Apache Flink, Google Data Flow
 - Commercial Streaming Analytics products
 - Developing Streaming Analytics applications with no programming
 - Modernising your architecture to accommodate streaming data
 - Future proofing your architecture
- Artificial Intelligence
 - IBM Watson

4. Search, BI & Big Data

This session will examine the growing role of Search in an analytical environment both as an information consumer tool for self-service BI and as a way of analysing both structured and unstructured data. Search has been incorporated into BI tools for some time, but with the emergence of Big Data as a platform for analysing unstructured information, it is taking on a major new role. Search is a simple mechanism that is familiar to most people, and opening up the interactive use of BI via Search can have enormous business benefits. Search can be used to grow the use of BI to a much wider group of users and also provide a way to extract additional insight from unstructured content.

- Why Search and BI?
- The growing importance of analysing unstructured content
- The implications of Big Data on Search and BI
- Creating Search indexes on multi-structured data
- Building dashboards and reports on top of Search engine indexed content
- Using Search to analyse multi-structured data
- The integration of Search with traditional BI platforms
- Using Search to find BI content and metrics
- Guided analysis using multi-faceted Search
- The search based analytical tools marketplace: Apache Solr (Lucene), Attivio, Cloudera Search, Connexica, HP IDOL, IBI WebFocus Magnify, IBM Watson Explorer, Microsoft, Quid, SAP Lumira, Splunk, Thoughtspot

5. Deploying and Using Self-Service Data Discovery and Visualisation Tools

Self-service data discovery and visualisation tools are frequently sold into business departments so that local business analysts can start building their own BI reports, dashboards and applications without having to wait for IT. These tools offer the attraction of agile development and much faster time to value. When business areas buy them it often means that development starts without any IT guidance and quickly spreads to other parts of the business with little thought for integration or re-use.

The result is that inconsistency and chaos can quickly set in. This session looks at best practices in deploying these tools and how to maximise business benefit through re-use and integration with Predictive and Advanced Analytics deployed in-database, in-Hadoop, in-Spark and in-Streaming Analytics platforms to leverage analytics at scale. It also looks at newly emerging OLAP on Hadoop to enable scalable multi-dimensional analysis.

- The self-service BI tools marketplace – Microsoft PowerBI, Qlik Sense, Tableau, MicroStrategy, Oracle Analytics Cloud, ThoughtSpot, Information Builders WebFOCUS, IBM Cognos Analytics, SiSense etc.
- Key features of Data Discovery and Visualisation tools
- Requirements and Best Practices for successful self-service BI
- Self-service BI tool access to Big Data via SQL on Hadoop
- Simplifying self-service BI tool data access to multiple data stores via data virtualisation - Logical Data Warehouse

- Accessing in-database, in-Hadoop and in-Spark Predictive Analytics from self-service BI tools and spread sheets
- Accessing streaming data and real-time Analytics from self-service BI tools and spreadsheets
- Integration with Advanced Analytics in the Cloud and on-premises



Mike Ferguson

He is Managing Director of Intelligent Business Strategies Limited. As an analyst and consultant he specialises in Business Intelligence, Analytics, Big Data, and Data Management. With over 36 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. He teaches classes on Machine Learning and Advanced Analytics, Enterprise Data Lakes, Data Governance and MDM and Big Data. Formerly he was a principal and co-founder of Codd and Date Europe Limited – the inventors of the Relational Model -, a Chief Architect at Teradata on the Teradata DBMS and European Managing Director of DataBase Associates.

Tony Byrne



He is founder of Real Story Group, an independent analyst firm that evaluates Marketing and Omnichannel technology platforms and vendors on behalf of enterprise customers. Tony facilitates the Omnichannel Stack Leadership Council, a private peer group for enterprise decision-makers. He is co-author of The Right Way to Select Technology (Rosenfeld Media), a guide to replacing outdated waterfall methods with more agile approaches to technology sourcing.



Kent Graziano

AKA The Data Warrior, he is the Chief Technical Evangelist for Snowflake and an award winning author, speaker, and trainer, in the areas of data modeling, data architecture, and Data Warehousing. He is an Oracle ACE Director (Alumni), Knight of the OakTable Network, a certified Data Vault Master and Data Vault 2.0 Practitioner (CDVP2), and expert solution architect with over 30 years of experience, including more than 25 years designing Data Warehousing and Business Intelligence solutions (in multiple industries)..

He has written numerous articles, authored three Kindle books (available on Amazon.com), co-authored four books (including the 1st Edition of The Data Model Resource Book), he was a co-author on the first book on Data Vault, and the technical editor for Super Charge Your Data Warehouse.

SPEAKERS

- Mike Ferguson
- Tony Byrne
- Dirk Lerner
- Kent Graziano
- Dean Wampler
- Walid el Abed
- Hugo Artiganave

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CANCELLATION LIABILITY

In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.



**Dean
Wampler**

He is an expert in streaming systems, focusing on ML/AI. He is Head of Developer Relations at Anyscale.com, which develops Ray for distributed Python. Previously, he was an engineering VP at Lightbend, where he led the development of Lightbend CloudFlow, an integrated system for streaming data applications with popular open source tools. Dean has written books for O'Reilly and contributed to several open source projects. He is a frequent conference speaker and tutorial teacher, and a co-organizer of several conferences and user groups in Chicago. Dean has a Ph.D. in Physics from the University of Washington.

**Walid
el Abed**



He is Founder and CEO of Global Data Excellence. He created the first AI platform for organizational governance, you can dialog with in natural language: Data Excellence Management System (DEMS). He is a French linguist and computer scientist, and is known for the proposition of a new model called the Semantic Meta Model (SMM) (Meta Modèle Sémantique - MMS). He is also a researcher at the Tesnière Centre specializing in Computational Linguistics and Natural Language Processing at the University of Franche-Comté.

Dr. Walid el Abed's research interests and expertise are in the fields of Artificial Intelligence, Data Science, Data value, governance and business excellence. The entire philosophy of the sustainable business of GDE relies on a new discipline, the governance by value allowing perpetual excellence. This innovative discipline is processed (made possible) by a holistic framework embedded into a software system: DEMS "the Data Excellence Management System" with the vision to elevate data to excellence empowering a Data-Driven society governed by value/ or objectives.

**Dirk
Lerner**



He is an experienced independent consultant and owner of TEDAMOH. He has been leading BI projects for 18 years and is considered a global expert on BI architectures, data modeling and temporal data. Dirk advocates flexible, lean and easily extendable Data Warehouse Architectures.

Through the TEDAMOH Academy, Dirk trains BI specialists on (bi-) temporal data in general, and for Data Vault in particular.

As a pioneer for Data Vault and FCO-IM in Germany he wrote various publications, is a highly acclaimed international speaker at conferences and author of the blog <https://tedamoh.com/blog>.

**Hugo
Artiganave**



He is an AI and Automation Strategist at Infosys Consulting. His career in Business Intelligence and Data Governance led him to become a seasoned Business Analytics and Innovation leader. Hugo has worked for a range of blue-chip companies spanning Financial Services, Life Sciences, Telco, Entertainment and Energy. His focus is to identify business value drivers in alignment with business strategies and design the customer facing solutions that transform this vision into reality. As an advocate of co-creation and entrepreneurship, he is actively scouting the Swiss AI market to identify potential partners for his clients.



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