



14-15 SEPTEMBER | DUBAI, UNITED ARAB EMIRATES



About

With the Middle East data & analytics industry expected to reach around \$60.7 billion by 2022, the time has never been better for businesses to make the most of their most valued asset. As organizations scramble to get more actionable insights from their data to help them through the period of uncertainty that exists today, data & analytics are not only helping them do that but also allowing them to plan a new growth roadmap and contingency plans.

The role of IT & technology leaders is expected to considerably include playing an integral role on the business front and hints at more of them going on to head organizations in near future. A structural change in the end use behavior post pandemic has opened up new opportunities for some as well as challenges for those who are still stuck in legacy. Data & Analytics combined with other emerging technologies such as Artificial Intelligence, Automation, Hybrid Cloud, Edge Computing to name a few is accelerating the digital transformation across the region at a breakneck speed.

DatatechVibe, region's most prolific community of technology leaders is leading this narrative by hosting a 2 day in person summit in Dubai. Bridging the gap between what businesses want, what they should aim for and what their current bandwidth empowers them to do, the summit will herald a new world order as data-informed decisions become critical for organizations. A mix of global expertise, regional technology leadership and select solution providers based on their experience in helping businesses set their house of data in order, Velocity 2021 will stand for what businesses are going through right now, "Change".

Data and Analytics In Numbers

\$60.7 billion

Market size of data & analytics in the Middle East by 2022 (Deloitte)

42%

Of business leaders believe data analytics will help them deliver a superior CX (Forbes)

31.4%

BFSI globally leads the market share in Big Data (Fortune Business)

44 Zettabytes

The amount of data created globally on a daily basis (World Economic Forum)

\$135 billion

AI & Data Analytics' contribution to Saudi GDP by 2030 (SME10x)

50%

Amount of data to be generated at the edge of networks (Gartner)

Need a compelling reason to attend?

DEVELOP A DATA FIRST STRATEGY

With data first strategy becoming more important than ever, learn how to implement this strategy helping you accelerate your growth and gain a competitive edge

DO YOU HAVE THE RIGHT TECHNOLOGY?

Get acquainted with the right kind of data analytics technology to meet your transformation needs, evaluate the ones used by your competition to help make you the smart choice

DEVELOP A LEADERSHIP ATTITUDE WITH DATA

Understand how having actionable data insights will be a business leaders' single biggest strength as you learn to merge business innovation, revenue and technology with creating a data driven culture

EVOLVING CUSTOMERS & TRANSFORMING BUSINESSES

As customers take better and informed decisions and your business processes transform, technology is the enabler helping you stay ahead of the evolution curve

UNDERSTAND CUSTOMER PREFERENCE & BOOST CUSTOMER EXPERIENCE

Delivering a top notch CX with a combination of rich interactions, personalized insights on consumers and a proactive approach of allowing customers to interact in the channel of their choice

2021 Will Focus On

Cloud based data analytics

Data Analytics in Government

Automation of data classification & modelling

Customer Personalization

Real-time data analytics

Analytical & Operational Data

AI powered data experiences

Geospatial data for enterprise transformation

Reconfiguring cloud for analytics

Augmented Data Management

Graph technologies for decision making

Security Analytics

BI tools in Big Data

Privacy & Ethics

Who is this meant for?

Designations

Chief Operations Officer

Chief Data Officer

Chief Digital Officer

Chief Information Officer

Chief Information Security Officer

Vice-President/Director/General Manager/ Manager :

Data, Data Science, Analytics Operations, Information Technology,

Technology, Digital, Digital Transformation, CRM

Managers/Specialists/Analysts : Data, Data Science,

Analytics, Digital Transformation, Data Intelligence,

Information Technology, Operations, CRM, Digital, Technology, e-Commerce

Focus Industries

BANKING & FINANCE

HEALTHCARE

AUTOMOBILE

PUBLISHING

RETAIL

REAL ESTATE

TELECOM

GOVERNMENT

TRANSPORTATION

FMCG

MEDIA & ENTERTAINMENT

Speakers



Janne Liuttu
Chief Data Officer
Ramboll



Maciej Kaliszka
Chief Data Officer
ABSA Group



Mohammed Jamal
Head of Data Science
Aramex



Hafdi Salah
Cofounder and
Managing Partner
BBI Consultancy



Vivek Sahabadi
Head of Data & Analytics
Apparel Group



Sara Al Zarooni
Director of Data
Management and
Compliance Affairs
Dubai Data Establishment



Ravi Raman
Editorial Director
& Publisher
Datatechvibe



Joseph George
Chief Information Officer
National Bank of Fujairah



Dina Mohammad Laity
Data Science Leader
UAE

Speakers



Samir Boualla
Chief Data Officer
ING



Tim Carmichael
Chief Data Officer
Chalhoub Group



Ibrahim Al Najjar
Director of IT
DP World, UAE Region



Vishal Soni
Product Evangelist
Alteryx



Sanjeev Madavi
Group Chief Digital
Transformation Officer
Khimji Ramdas, Oman



Jerome Couzy
Data Governance &
Privacy Expert
Informatica, UAE



Ammar Alfayoumi
Senior Solutions
Engineer, Cloudera,
UAE



Brice Leporini
Senior Solutions
Engineer
Confluent



Alexey Sidorov
Data Management
Director & Chief
Evangelist Middle East,
Denodo, UAE

Speakers



Ryan den Rooijen
Chief Ecommerce Officer
Chalhoub Group, UAE

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EXHIBITOR



MEDIA PARTNERS



Agenda

09.55 Welcome Address from DatatechVibe

10.00 KEYNOTE ADDRESS: Data Analytics in Government: Securing and Streamlining processes

- Overcoming the institutional inertia by identifying the right solution and highlighting its impact
- Reducing movement of data by ensuring processing it within the database
- Adopting a centralized storage and governance mechanism across organization to help meet a bigger objective

Sara Al Zarooni – Director, Dubai Data Establishment, UAE

10.20 GOVERNED DATA, ESSENTIAL FOR VALUE CREATION IN THE ANALYTICAL WORLD

Jerome Couzy – Data Governance & Privacy Expert, Informatica, UAE

Hafdi Salah - Cofounder and Managing Partner, BBI Consultancy

10.40 DATA DEMOCRATIZATION: Providing structured data for employees to use

- Self-service management of data and tools for analytics for employees to map trends and key learnings
- Handling day to day data requirements by teams with reduced dependency on IT teams
- Facilitating the rise of agile teams that gives organization a competitive edge

Ibrahim Al Najjar – Director Information Technology, DP World, UAE

11:00

Alexey Sidorov – Data Management Director & Chief Evangelist Middle East, Denodo, UAE

11:20 PANEL DISCUSSION: Decision Intelligence - Analytics creating the right support and management infrastructure

- Predicting the consumer behavior and creating a framework of decision models through advanced analytics
- Automating decision management and auditing it regular intervals to maintain effectiveness and the right approach

PANELISTS:

- **Vivek Sahabadi** - Group Head Data & Analytics, Apparel Group
- **Hafdi Salah** - Cofounder and Managing Partner, BBI Consultancy

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- **Joseph George** - Chief Information Officer, National Bank of Fujairah, UAE
- **Dina Mohammad Laity** - Data Science Leader, UAE

MODERATOR:

- **Ravi Raman** - Editorial Director & Publisher, Datatechvibe, UAE
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11.50 NETWORKING BREAK

12:20 Data Analytics & Cloud: Keep data & database at the center of your transformation

- Developing cloud-native databases as organizations work overtime to migrate into cloud
- Realizing how databases are critical to your innovation strategies and growth
- Breaking the silos between analytical and operational data to help make better decision and realize new opportunities

Maciej Kaliszka – Chief Data Officer, ABSA Group, South Africa

12:40 Data Governance: Reliable assets, better quality, increased trust

Samir Boualla – Chief Data Officer, ING, France

13:00 Pathway to Analytic Maturity

- Forbes states that for data scientists the most time consuming part of their day is spent on making sense of disparate data.
- Solving higher value business challenges that generate real ROI can only occur once you have mastered the basics, accelerating individuals throughput and automating the mundane.
- We will discuss a manufacturing case study from empowering data workers, departments and creating real ROI for the business.

Vishal Soni – Product Evangelist, Alteryx, UAE

13:20 NETWORKING LUNCH

14:05 LAKEHOUSE ADOPTION: Embracing a new data management paradigm

- Data analytics and its application in a unified environment as a beneficial move for new age organizations
- Creating a right balance between both structured and unstructured data format with the lakehouse architecture

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- Better data accessibility and visibility helping provide analytics ready data with a engine for data integrations & transformation

Ammar Alfayoumi – Senior Solutions Engineer, Cloudera, UAE

14:25 REAL-TIME DATA ANALYTICS:

Stronger data assets & better decision making

- Listing scenarios that require access to data in real time helping overall bottom line
- Making use of real-time data to identify and stop security breach helping with risk mitigation
- Running simulations on real-life scenarios with predictive analysis allowing you to reduce costs vis-a-vis testing in physical environment

PANELISTS:

- **Sanjeev Madavi** – Group Chief Digital Transformation Officer, Khimji Ramdas
 - **Mohammed Jamal** – Head of Data Science, Aramex, UAE
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14:45 PRESENTATION BY: CONFLUENT

Strategic Importance of Data in Motion

Data in motion flips this design 180 degrees. We believe data in motion is at the center of the next major wave of technology innovation companies are undergoing and the ability to harness it will be a key factor in determining the competitiveness of every company in the economy of the future. In this talk, we'll walk you through the value Apache Kafka and Confluent can bring to your organization when starting this exciting paradigm shift

Brice Leporini– Senior Solutions Engineer, Confluent, UAE

15:00 PRESENTATION BY: CHALHOUB GROUP

Ryan den Rooijen – Chief Ecommerce Officer, Chalhoub Group, UAE

Tim Carmichael – Chief Data Officer, Chalhoub Group, UAE

15:20 INTERNATIONAL KEYNOTE: Will the Next 5 Years Be Driven by Data Revolution?

Janne Liuttu – Chief Data Officer, Ramboll, France

15:45 Closing Remarks by Datatechvibe



Agenda

09.55 Welcome Remarks from Datatechvibe

10.00 WORKSHOP 1: The Data & Analytics Architecture: Agile, Improved Capabilities & Unified

About: With major focus on getting very specific data and analysis on customer behavior, preferences, predictions on how it will change combined with the need for an increased speed in delivery, constant product and service innovation, complexities have increased within the data & analytics architecture of an organization. The workshop is aimed at helping attendees reduce those complexities, increase service delivery speed and make the most of technological advancements that help businesses to help update their current legacy driven ecosystems. If building a competitive edge for your organization making the most of data & analytics is your priority, then this workshop will help you do just that. If this is not on a priority, then it is even more important for you to attend to understand what you have been missing out on.

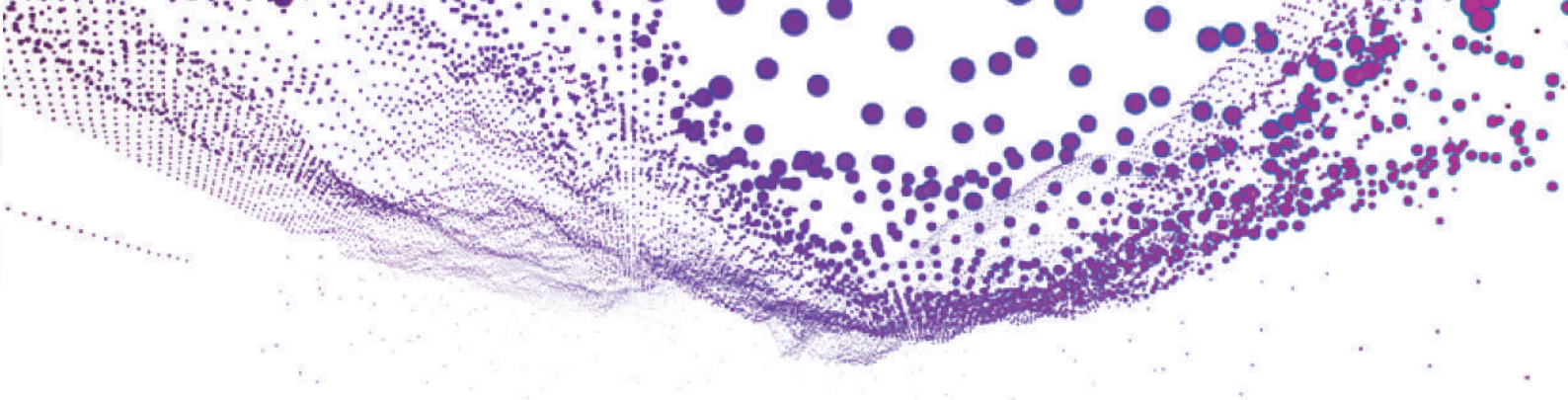
WHAT WILL YOU LEARN?

- Developing a new roadmap for implementing & integrating your data stacks
- Using your cloud environment and infrastructure to you advantage when it comes to data & analytics
- Creating a unified core of data analytics and helping move from rigid data models to a flexible schema with regards to the data lake
- Understanding how the benefits of this will pan across savings, reduced risks, new revenue streams and better opportunities
- Making fundamental changes such as moving to real time data processing from batch, moving to cloud based data platforms and decoupled data access

WORKSHOP LEADER:

Dina Mohammad Laity – Data Science Leader, UAE

11:30 COFFEE AND NETWORKING BREAK



Datatechvibe



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