CERN openlab & Oracle Analytics Innovation Summit

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| 10.20	**CERN Keynote:**
	CERN and Data Analytics Challenges *Eric Grancher, Head of the Database Services Group* The presentation will describe CERN challenges with data analytics in the different areas of experiments, accelerator, the world wide distributed and the CERN computing infrastructures. The presentation will also introduce CERN and the openlab collaboration with Oracle.

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11.20	**Oracle Keynote:**
	Bring Transformative Value to Companies with Information Discovery *Chris Lynskey, Senior Director Product Development* Self-service and rich data discovery applications can bring transformative value to companies that complement their BI platform strategy with Information Discovery. This session demonstrates a complete discovery process in which enterprise sources and models are leveraged throughout but business users are empowered to integrate new mashups of personal files and nontraditional sources.

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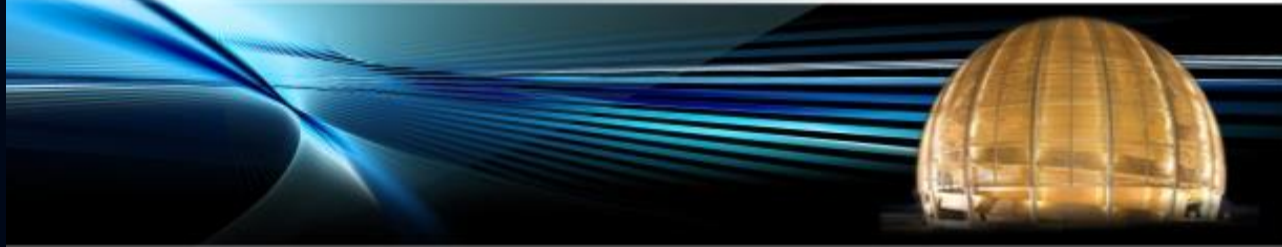
| 11.50	**Social Marketing Analytics at Work** *Denis Zuba, Sr. Manager, Business Systems Development, Logitech* Leverage new data sources to extend traditional Marketing analytics and gain deeper insights into consumers' buying patterns and competition.

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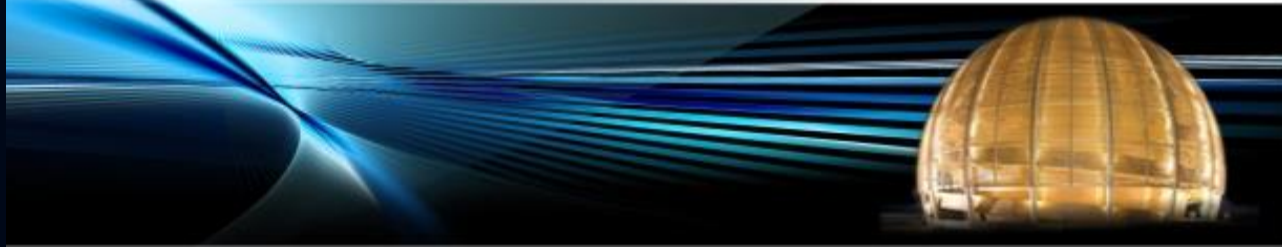
| 13.40	**The Transformation of Finance** *Nick Wood, Senior Programme Director, Sita* Sita had to transform its organization to adapt to the new market conditions and secure its competitive edge over the long term. One of the major transformation was finance. In this session you will learn how the company went through this process and how Oracle Business Analytics supported the finance department to achieve its objectives.
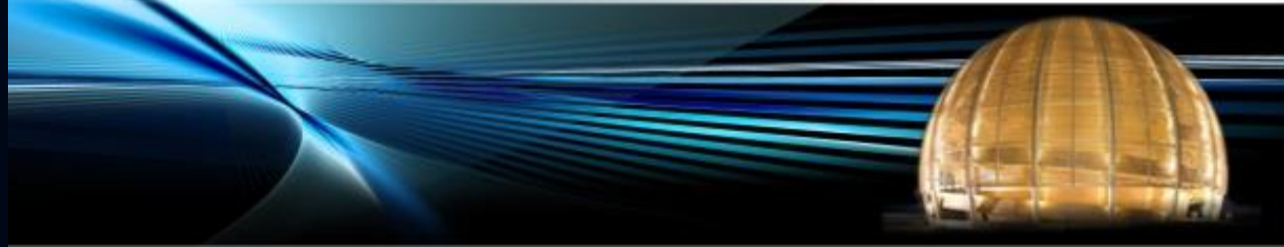
| 14.10	**Extreme Financial Forecasting with In-memory Analytics** *Gilles Fiorio, Head of Consulting, Synchrotech* Never before has an accurate economic forecast been more important to the successful operation of an enterprise. But this requires more frequent forecasting cycles with deeper granularity, and therefore huge data volumes. A perfect case for In-memory Analytics.
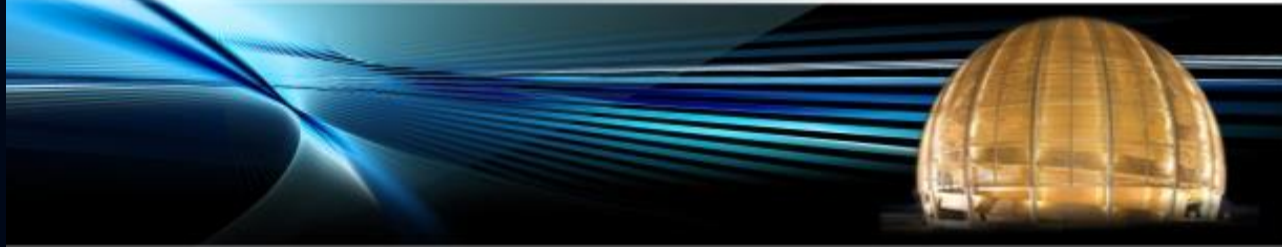
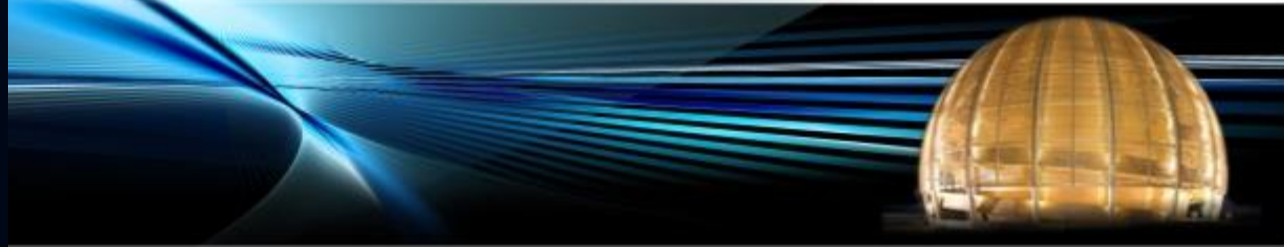| 14.40	**Get Quick Wins in your Big Data Initiatives through Agility – Part 1**
	Jérôme Berthier, Head of Business Intelligence department, Elca Informatique
	Agility can help uncover the value of Big Data for your organizations, without huge upfront investments: a practical example with the implementation of Elca's Brand Reputation Discovery application.

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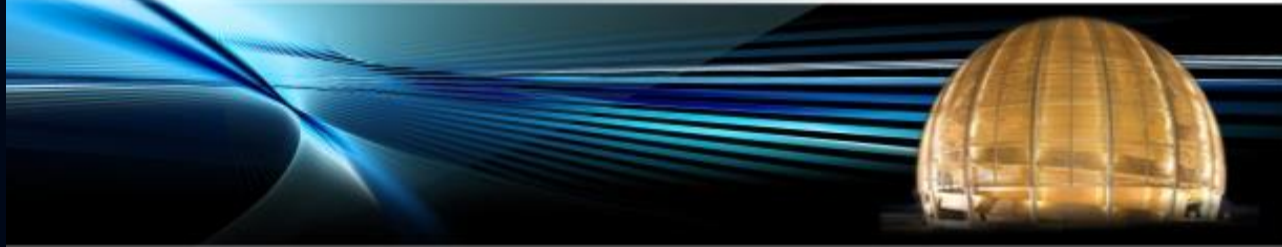
14.40	**Get Quick Wins in your Big Data Initiatives through Agility – Part 2** *Manuel Martin Marquez, Senior Research Fellow & Data Scientist, CERN* Implementation of Endeca Information Discovery for the monitoring & control of the LHC.

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| 15.30 | **Apéro & Visit Globe Exhibition "The Universe of Particles"** |