

# KEYNOTE THEATRE

For full descriptions of the Theatres & Sessions please refer to the our App or the website.

## DAY 1 - 22ND SEPTEMBER 2021

- 09:15 - 09:45 **THE STRATEGIC IMPORTANCE OF DATA IN MOTION**  
BEN STOPFORD, CONFLUENT  
ROB JACKSON, NATIONWIDE
- 
- 09:45 - 10:15 **WHY DATA CLOUD? WHY NOW?**  
BENOIT DAGEVILLE, SNOWFLAKE
- 
- 10:30 - 11:00 **AI DRIVEN AUTOMATION - PUTTING DATA AND AI TO WORK**  
MIKE FERGUSON, INTELLIGENT BUSINESS STRATEGIES
- 
- 11:15 - 11:45 **EMPOWERING CLINICIANS AND RESEARCHERS WITH EMIS-X ANALYTICS: A TRANSFORMATIVE CLOUD-BASED ANALYTICS SUITE**  
JUSTIN BORGMAN, STARBURST | RICHARD JARVIS, EMIS GROUP
- 
- 12:00 - 12:30 **BUILDING DATA DRIVEN, DIGITAL ORGANIZATIONS WITH LOGICAL DATA FABRIC**  
MARK PRITCHARD, DENODO
- 
- 12:45 - 13:15 **COMPUTATIONAL INTELLIGENCE - THE NEXT FRONTIER IN DATA SCIENCE.**  
CONRAD WOLFRAM, WOLFRAM RESEARCH
- 
- 13:30 - 14:10 **PANEL DEBATE: FUTURE OF AI**  
CHRIS FREGLY, AMAZON WEB SERVICES  
SOPHIA GOLDBERG, SKY  
CHARLIE BEVERIDGE, INDEPENDENT ADVISOR  
DAVID SAVAGE, HARVEY NASH GROUP  
SIMON ASPLEN-TAYLOR, DATATICK
- 
- 14:20 - 14:50 **HOW CAN WE ENSURE DATA IS USED EFFECTIVELY TO IMPACT UPON THE PERFORMANCE OF OUR OLYMPIC AND PARALYMPIC ATHLETES?**  
JOSHUA WASS, ENGLISH INSTITUTE OF SPORT
- 
- 15:00 - 15:30 **ONE SMALL FOOTPRINT FOR YOUR DATA, ONE GIANT LEAP FOR PRODUCTIVITY!**  
JIM BLACKHURST, MONGODB.
- 
- 15:40 - 16:10 **INTRODUCTION TO AWS DATABASES: MODERNIZE YOUR DATA INFRASTRUCTURE**  
DOUGLAS FLORA, AMAZON WEB SERVICES
- 
- 16:20 - 17:20 **THE GREAT DATA DEBATE 2021**  
MIKE FERGUSON, IBS  
CINDI HOWSON, THOUGHTSPOT  
BEN STOPFORD, CONFLUENT  
GIRISH PANCHA, STREAMSETS  
RISHI DIWAN, EXASOL

## DAY 2 - 23RD SEPTEMBER 2021

- 09:15 - 09:45 **LAKEHOUSE - THE CONVERGENCE OF ANALYTICS AND AI**  
ARSALAN TAVAKOLI-SHIRAJ, DATABRICKS
- 
- 09:45 - 10:15 **THE ANALYTICS PARADOX - BALANCING COMPETING DEMANDS FOR AGILITY AND GOVERNANCE**  
ROBIN SUTARA, MICROSOFT
- 
- 10:30 - 11:00 **THE RACE BEHIND THE RACE: HOW MCLAREN RACING USES ANALYTICS SOFTWARE TO PURSUE CAR BUILD EFFICIENCY**  
ED GREEN, MCLAREN RACING
- 
- 11:15 - 11:45 **DATA IS A HOT MESS. SO LET'S COOK**  
BEN SCHEIN, DOMO
- 
- 12:00 - 12:30 **SESSION BROUGHT TO YOU BY DAN ROBERTSON, NATIONAL GRID**  
DAN ROBERTSON, NATIONAL GRID
- 
- 12:45 - 13:15 **DATA-DRIVEN CULTURE: IS YOUR ORGANIZATION A LAGGARD OR LEADER?**  
CINDI HOWSON, THOUGHTSPOT
- 
- 13:30 - 14:10 **PANEL DEBATE: BIG DATA & PRIVACY - WHAT YOU NEED TO KNOW**  
TERRY RAY, IMPERVA | LORRAINE WATERS, SOLIDATUS  
TUDOR GALOS, TUDOR GALOS CONSULTING  
DIMITRI SIROTA, BIGID
- 
- 14:20 - 14:50 **WHAT WE LEARNED FROM 400 DATA LEADERS IN CDO SUMMER SCHOOL**  
CAROLINE CARRUTHERS, CARRUTHERS & JACKSON  
PETER JACKSON, CARRUTHERS & JACKSON
- 
- 15:00 - 15:30 **THE UNEXPECTED JOURNEY TO THE CLOUD DATA LAKE**  
TOMER SHIRAN, DREMIO  
ANDY KENNA, RENAISSANCE REINSURANCE
- 
- 15:40 - 16:10 **HEADLINE KEYNOTE: TIM HARFORD - HOW WE FOOL OURSELVES**  
TIM HARFORD OBE, BEHAVIOURAL ECONOMIST, AN AWARD-WINNING FINANCIAL TIMES COLUMNIST, DATA DETECTIVE AND A BBC BROADCASTER



Abstracts and speaker bios available at:  
**WWW.BIGDATA.DN.COM**  
**AND ON THE MOBILE APP**

09:15 - 09:45 AND 09:50 - 10:20 KEYNOTE SESSIONS  
WILL BE STREAMED INTO EVERY THEATRE

# FAST DATA THEATRE

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## DAY 1 - 22ND SEPTEMBER 2021

- 09:15 - 09:45  
((📺)) **THE STRATEGIC IMPORTANCE OF DATA IN MOTION**  
BEN STOPFORD, CONFLUENT  
ROB JACKSON, NATIONWIDE
- 
- 09:45 - 10:15  
((📺)) **WHY DATA CLOUD? WHY NOW?**  
BENOIT DAGEVILLE, SNOWFLAKE
- 
- 10:30 - 11:00  
**HOW SQUEEZING ADVANTAGE FROM HARDWARE POWERS A 1 PB REAL-TIME BENCHMARK WITH JUST 20 NODES**  
KEN TUNE, AEROSPIKE
- 
- 11:15 - 11:45  
**WHY A LOGICAL DATA FABRIC IS ESSENTIAL FOR MODERN DATA ANALYTICS?**  
ROBIN TANDON, DENODO
- 
- 12:00 - 12:30  
**DATA MESH 101: WHAT IT IS & WHY YOU NEED IT**  
ANDY MOTT, STARBURST
- 
- 12:45 - 13:15  
**STREAMING INSTEAD OF SWIMMING: MACHINE LEARNING NOW WORKS WITHOUT A DATA LAKE**  
KAI WAEHNER, CONFLUENT
- 
- 13:30 - 14:00  
**PANEL: TALES FROM THE LAKE HOUSE**  
SIMON WHITELEY, ADVANCING ANALYTICS  
CHRISTOPHER CONROY, FUTURE ANTHEM  
KATIA KUZNETSOVA, CHIP
- 
- 14:20 - 14:50  
**DEFINING THE DATA LAKE HOUSE**  
SIMON WHITELEY, ADVANCING ANALYTICS
- 
- 15:00 - 15:30  
**THE LAKEHOUSE - CONNECTING DATA AND TEAMS**  
IAN FUNNELL, MATILLION

## DAY 2 - 23RD SEPTEMBER 2021

- 09:15 - 09:45  
((📺)) **LAKEHOUSE - THE CONVERGENCE OF ANALYTICS AND AI**  
ARSALAN TAVAKOLI-SHIRAJ, DATABRICKS
- 
- 09:45 - 10:15  
((📺)) **THE ANALYTICS PARADOX - BALANCING COMPETING DEMANDS FOR AGILITY AND GOVERNANCE**  
ROBIN SUTARA, MICROSOFT
- 
- 10:30 - 11:00  
**HOW MARKETING (OR ANY TEAM) CAN KICK START A DATA DRIVEN REVOLUTION WITH MODERN BI**  
VICTORIA MOORE, RAMSAY HEALTH CARE  
BRETT GIBSON, DOMO
- 
- 11:15 - 11:45  
**DELTA LAKE - THE FOUNDATION OF YOUR LAKEHOUSE**  
TBC, DATABRICKS
- 
- 12:00 - 12:30  
**DATA MESH: THE SIGNIFICANCE OF DOMAIN-DRIVEN DESIGN**  
ANDY MOTT, STARBURST
- 
- 12:45 - 13:15  
**HOW TO FAIL AT APACHE KAFKA**   
DAN CROFT, CONFLUENT
- 
- 13:30 - 14:00  
**WRITE ONCE. USE MANY: THE MODERN DATA ARCHITECTURE**  
JONNY DIXON, DREMIO
- 
- 14:20 - 14:50  
**TRANSFORMING YOUR BUSINESS WITH DATA DRIVEN INSIGHTS**  
JAMES OSGOOD, MONGODB

((📺)) *Live Streamed*



# DATAOPS THEATRE

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## DAY 1 - 22ND SEPTEMBER 2021

09:15 - 09:45  
((📺)) **THE STRATEGIC IMPORTANCE OF DATA IN MOTION**

BEN STOPFORD, CONFLUENT  
ROB JACKSON, NATIONWIDE

09:45 - 10:15  
((📺)) **WHY DATA CLOUD? WHY NOW?**

BENOIT DAGEVILLE, SNOWFLAKE

10:30 - 11:00 **BUILDING DATA PRODUCTS AND THE LESSONS LEARNT ALONG THE WAY**

STEPHEN FORD, INFORMA GROUP  
DAVID JOHNSON, DOMO

11:15 - 11:45 **I-CLICK ENTERPRISE DATAOPS FOR SNOWFLAKE**

GUY ADAMS, DATAOPS.LIVE  
JUSTIN MULLEN, DATAOPS.LIVE

12:00 - 12:30 **ETL & DEVOPS CAN TAME THE BEAST: MATILLION AND AZURE DEVOPS**

IAN FUNNELL, MATILLION

12:45 - 13:15 **THE POWER OF DATA**

DHARSHINI MANOHARAN BHUVANESWARI, SPAR

13:30 - 14:00 **ACTIVATE YOUR METADATA TO EMPOWER INNOVATION**

JAN ULRYCH, MANTA

14:20 - 14:50 **UNIFYING ANALYTICS - CHANGING ARCHITECTURES TO BRING BI AND DATA SCIENCE TOGETHER**

PAIGE ROBERTS, VERTICA

15:00 - 15:30 **TRANSFORM MIGRATION TO THE CLOUD WITH A MODERN DATAOPS PLATFORM**

GIUSEPPE MURA, STREAMSETS

15:40 - 16:10 **THE MODERN DATA STACK IS ALREADY BROKEN, WHERE TO NEXT?**

PAVEL DOLEZAL, KEBOOLA

## DAY 2 - 23RD SEPTEMBER 2021

09:15 - 09:45  
((📺)) **LAKEHOUSE - THE CONVERGENCE OF ANALYTICS AND AI**

ARSALAN TAVAKOLI-SHIRAJ, DATABRICKS

09:45 - 10:15  
((📺)) **THE ANALYTICS PARADOX - BALANCING COMPETING DEMANDS FOR AGILITY AND GOVERNANCE**

ROBIN SUTARA, MICROSOFT

10:30 - 11:00 **SUPER-POWERS FOR COMPLEX OPERATIONS WITH GRAPH ANALYTICS**

RICHARD HENDERSON, TIGERGRAPH

11:15 - 11:45 **DELIVERING SUB-SECOND ANALYTICS AT DATA LAKE SCALE**

OCTAVIAN ZARZU, FIREBOLT

12:00 - 12:30 **MODERN DATA PROVISIONING: PEOPLE, PROCESS, TECHNOLOGY**

STEVE TOTMAN, PRIVITAR  
SAMIRA RAJ, PRIVITAR

12:45 - 13:15 **HANDS-ON WORKSHOP: GETTING STARTED WITH DATA TESTING TO ACHIEVE DATA OBSERVABILITY**

ALBIN KJELLIN, SODA  
MATHISSE DE STROOPER, SODA

13:30 - 14:50 **BUILD FUTURE-PROOF TECHNOLOGY SOLUTIONS FOR YOUR ORGANISATION**

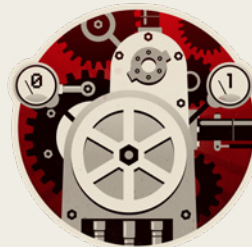
JAMES LUPTON, CYNOZURE

14:20 - 14:50 **INSTECH MODERNISATION WITH DATALAKES AND GRAPHQL**

DAN KEELEY, DFP

15:00 - 15:30 **TRANSFORM MIGRATION TO THE CLOUD WITH A MODERN DATAOPS PLATFORM**

GIUSEPPE MURA, STREAMSETS



# DATA DRIVEN LDN THEATRE

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BEN STOPFORD, CONFLUENT  
ROB JACKSON, NATIONWIDE
- 
- 09:45 - 10:15  
((📺)) **WHY DATA CLOUD? WHY NOW?**  
BENOIT DAGEVILLE, SNOWFLAKE
- 
- 10:30 - 11:00  
**ON TIME AND ON TRACK: TRAINLINE'S REAL TIME DATA PLATFORM**  
DAN TAYLOR, TRAINLINE
- 
- 11:15 - 11:45  
**SEGA'S JOURNEY TO DATABRICKS**  
FELIX BAKER, SEGA EUROPE
- 
- 12:00 - 12:30  
**UNDERSTANDING THE OUTPUT OF YOUR CLASSIFIER: PROBABILITY CALIBRATION**  
TOLA ALADE, AKO CAPITAL
- 
- 12:45 - 13:15  
**A DAY IN THE LIFE OF DATA: THE JOURNEY OF REAL-LIFE ANALYTICS**  
WILLIAM DAVIS, ALTERYX
- 
- 13:30 - 14:00  
**USE YOUR DATA STRATEGY TO LEVEL UP YOUR BUSINESS**  
JASON FOSTER, CYNOZURE
- 
- 14:20 - 14:50  
**HOW THE DATA TEAM AT HOLIDAY EXTRAS DEALT WITH THE CHALLENGES AND CREATED OPPORTUNITIES WHEN COVID HIT TRAVEL**  
SARAH LIPSCOMBE, HOLIDAY EXTRAS
- 
- 15:00 - 15:30  
**WHY YOUR DATA STRATEGY ISN'T WORKING**  
KAT HOLMES, DATA DIRECTOR
- 
- 15:40 - 16:10  
**INTERACTIVE SESSION: CDO ASK ME ANYTHING!!**  
JASON FOSTER AND FRIENDS, CYNOZURE
- 
- 16:20 - 17:00  
**NO MORE BS DATA ANALYTICS PROJECTS, WHY YOUR DATA ANALYTICS INITIATIVES ARE NOT DELIVERING BUSINESS VALUE? AND HOW TO CHANGE THAT**  
TBC, DREMIO

## DAY 2 - 23RD SEPTEMBER 2021

- 09:15 - 09:45  
((📺)) **LAKEHOUSE - THE CONVERGENCE OF ANALYTICS AND AI**  
ARSALAN TAVAKOLI-SHIRAJ, DATABRICKS
- 
- 09:45 - 10:15  
((📺)) **THE ANALYTICS PARADOX - BALANCING COMPETING DEMANDS FOR AGILITY AND GOVERNANCE**  
ROBIN SUTARA, MICROSOFT
- 
- 10:30 - 11:00  
**PRA GROUP: WHAT WE'VE LEARNED FROM 10 YEARS OF DATA WAREHOUSE AUTOMATION**  
GLORIA GEORGIEVA, PRA GROUP  
NEIL MCDONNELL, PRA GROUP
- 
- 11:15 - 11:45  
**WHY DATA LITERACY AND ADVOCACY MATTERS**  
RISHI BAKSHI, OPENREACH
- 
- 12:00 - 12:30  
**FANTASTIC DATA INITIATIVES & WHERE TO FIND THEM**  
RICHARD PUGH, MANGO SOLUTIONS
- 
- 12:45 - 13:15  
**HOW SECRET ESCAPES UTILIZED SNOWPLOW DATA TO TRIUMPH THROUGH COVID-19**  
YALI SASSOON, SNOWPLOW  
ROBIN PATEL, SECRET ESCAPES  
GIANNI RAFTIS, SECRET ESCAPES  
SHAMSUL DUHA, SECRET ESCAPES
- 
- 13:30 - 14:00  
**DON'T PUT THE (AI) CART BEFORE THE (DATA) HORSE—WHY AI CAPABILITIES SHOULD BE BUILT PROGRESSIVELY**  
IAN MACDONALD, PYRAMID ANALYTICS
- 
- 14:20 - 14:50  
**STAFFING THE COMPETITIVE EDGE: BUILDING DATA TEAMS & A DATA CULTURE**  
DARYL D'CRUZ, HEXDON  
JEZ CLARK, EDEN SMITH
- 
- 15:00 - 15:30  
**THE POWER OF COMMUNITY - TAKING YOUR DATA TEAM TO THE NEXT LEVEL WITH PEER LED ENGAGEMENT & EDUCATION**  
LYDIA COLLETT, JOHN LEWIS PARTNERSHIP



# AI & MLOPS THEATRE

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- 09:15 - 09:45 **THE STRATEGIC IMPORTANCE OF DATA IN MOTION**  
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BEN STOPFORD, CONFLUENT  
ROB JACKSON, NATIONWIDE
- 
- 09:45 - 10:15 **WHY DATA CLOUD? WHY NOW?**  
((📺))  
BENOIT DAGEVILLE, SNOWFLAKE
- 
- 10:30 - 11:00 **GRAPH DATA SCIENCE: WHAT'S THE BIG DEAL?**  
JIM WEBBER, NEO4J
- 
- 11:15 - 11:45 **10 THINGS YOU SHOULD KNOW ABOUT QUANTUM MACHINE LEARNING**  
CHRIS FREGLY, AMAZON WEB SERVICES (AWS)
- 
- 12:00 - 12:30 **ALL MODELS ARE WRONG, SOME ARE USEFUL... BUT DO WE KNOW WHICH ONES?**  
SHAUN MCGIRR, DATAIKU
- 
- 12:45 - 13:15 **DATA AND MODEL MONITORING USING PYTHON FUNCTION DECORATORS**  
VIKTORIA IVAN, LLOYDS BANKING GROUP
- 
- 13:30 - 14:00 **WILL THE ROBOT LEND YOU €1M?**  
CAROLINE KEDDIE, DATAROBOT  
JAY ZHENG, DATAROBOT
- 
- 14:20 - 14:50 **FUTURE-PROOFING YOUR ARCHITECTURE: AI AT ANY SCALE WITH HPE AND AEROSPIKE**  
SORIN CHERAN, HEWLETT PACKARD ENTERPRISE
- 
- 15:00 - 15:30 **THE SECRET TO GENERATING MORE BUSINESS VALUE FROM YOUR DATA ENGINEERING, ANALYTICS, ML AND AI**  
SIMON ASPLEN-TAYLOR, DATATICK
- 
- 15:40 - 16:10 **AI FOR PRODUCT DESIGN**  
CHRIS CONROY, FUTURE ANTHEM
- 
- 18:00 - 20:00 **MANGO DATA SCIENCE MEETUP**  
*Meetup* KAPIL PATEL, MANGO SOLUTIONS  
ZOE TURNER, NHS

## DAY 2 - 23RD SEPTEMBER 2021

- 09:15 - 09:45 **LAKEHOUSE - THE CONVERGENCE OF ANALYTICS AND AI**  
((📺))  
ARSALAN TAVAKOLI-SHIRAJ, DATABRICKS
- 
- 09:45 - 10:15 **THE ANALYTICS PARADOX - BALANCING COMPETING DEMANDS FOR AGILITY AND GOVERNANCE**  
((📺))  
ROBIN SUTARA, MICROSOFT
- 
- 10:30 - 11:00 **BIG PROBLEMS WITH BIG DATA - MANAGING RISKS IN AI**  
JON MCLOONE, WOLFRAM RESEARCH EUROPE
- 
- 11:15 - 11:45 **BUILDING THE RIGHT MACHINE LEARNING PLATFORM TO ENABLE ALL USERS**  
TERRY MCCANN, ADVANCING ANALYTICS
- 
- 12:00 - 12:30 **REACHING EVERYDAY AI: BALANCING EMPOWERMENT AND EDUCATION TO SCALE RESPONSIBLY**  
SERENA YUEN, DATAIKU
- 
- 12:45 - 13:15 **THE STATE OF MLOPS - AN OVERVIEW OF THE CONCEPTS, ARCHITECTURE, AND TECHNOLOGY INVOLVED IN BRINGING MACHINE LEARNING MODELS TO PRODUCTION**  
BAS GEERDINK, AIZONIC
- 
- 13:30 - 14:00 **USING SYNTHETIC DATA FOR HIGH PERFORMANCE ML MODELS - THE WHY, THE HOW AND THE WHEN**  
SIMON SWAN, SYNTHESIZED  
GINA DRAGULIN, SYNTHESIZED
- 
- 14:20 - 14:50 **CONNECTING THE DOTS WITH AMAZON NEPTUNE MACHINE LEARNING**  
IAN ROBINSON, AMAZON WEB SERVICES (AWS)
- 
- 15:00 - 15:30 **DATA AND INNOVATION IN THE FINANCIAL INDUSTRY**  
PETER HUNG, DEUTSCHE BANK

THEATRE SPONSOR:



# MODERN ANALYTICS THEATRE

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BEN STOPFORD, CONFLUENT  
ROB JACKSON, NATIONWIDE
- 
- 09:45 - 10:15  
((📺)) **WHY DATA CLOUD? WHY NOW?**  
BENOIT DAGEVILLE, SNOWFLAKE
- 
- 10:30 - 11:00 **TOTAL ADDRESSABLE MARKET & MARKET PENETRATION ESTIMATION: HOW GEOSPATIAL ANALYTICS MARRIES EXTERNAL AND INTERNAL DATA**  
BOBBY DEN BEZEMER, BUMBLE  
MARCOS CONDE, BUMBLE
- 
- 11:15 - 11:45 **TURNING TRANSACTIONS INTO INSIGHTS AND TRIGGERS**  
MATT HOUGHTON, CDL\_SOFTWARE
- 
- 12:00 - 12:45 **TALENT POOL TO TALENT OCEAN: HOW TO BUILD A DATA WORKFORCE WITH DIVERSITY**  
JAY LOCKWOOD, KUBRICK
- 
- 12:45 - 13:15 **RIP IN-MEMORY BI - PLAY THE DATA WHERE IT LIVES!**  
ALEXANDER THOR, ASTRATO
- 
- 13:30 - 14:00 **HOW AI-POWERED "SMART" ANALYTICS DRIVES A CULTURE OF DATA-DRIVEN PROBLEM-SOLVING**  
BILL BALNAVE, PYRAMID ANALYTICS
- 
- 14:20 - 14:50 **MODERNIZING YOUR DATA WAREHOUSE FOR HYBRID CLOUD: A CONVERSATION WITH PREDICTX, ACTIAN AND GOOGLE**  
KESSUP CHOE, PREDICT | KEITH BOLAM, ACTIAN  
COLIN LYE, ACTIAN | PETE LYDON, ACTIAN
- 
- 15:00 - 15:30 **STAYING ONE STEP AHEAD: HOW STONEGATE TURNED DATA CHAOS INTO DATA CLARITY TO NAVIGATE COVID LOCKDOWN**  
MIKE PENROSE, DATALYTYX | ANTONY ELLIOT, TALEND  
MONTY CHANDARANA, STONEGATE GROUP
- 
- 15:40 - 16:10 **TAMING YOUR API SPRAWL WITH UNIVERSAL CONNECTIVITY**  
PAUL JOHNSON, MATILLION

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ROBIN SUTARA, MICROSOFT
- 
- 10:30 - 11:00 **INTRODUCING THE MPHPE FRAMEWORK**  
ADE AWONAIKE, LEGAL AND GENERAL CAPITAL
- 
- 11:15 - 11:45 **HOW DATA HELPS PROTECT THE PUBLIC WITH THE WEST MIDLANDS POLICE**  
STUART GARDNER, WEST MIDLANDS POLICE  
ANDREW BUTTON, WEST MIDLANDS POLICE
- 
- 12:00 - 12:30 **ANALYTICS IN FOOTBALL: THE STATE OF PLAY**  
RICHARD BATTLE, LEFT FIELD FOOTBALL CONSULTING
- 
- 12:45 - 13:15 **MODERNIZING YOUR DATA WAREHOUSE FOR HYBRID CLOUD: A CONVERSATION WITH PREDICTX, ACTIAN AND GOOGLE**  
ANDREW WHITE, PREDICT  
KEITH BOLAM, ACTIAN  
COLIN LYE, ACTIAN  
PETE LYDON, ACTIAN
- 
- 13:30 - 14:00 **DELIVERING COST-EFFECTIVE, SUSTAINABLE INFRASTRUCTURE PROJECTS USING GIS**  
SOPHIE STOUKI, COSTAIN
- 
- 14:20 - 14:50 **THE CASE FOR A CENTRALISED VS DECENTRALISED APPROACH TOWARD ANALYTICS**  
GAURAV DUDHORIA, MAMMOTH ANALYTICS
- 
- 15:00 - 15:30 **3 STEPS YOUR ANALYTICS ACTION PLAN NEEDS TODAY**  
SAURBH KHERA, ZENOPTICS INC

THEATRE SPONSOR:



# CUSTOMER & MARKETING ANALYTICS THEATRE

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((📺)) **THE STRATEGIC IMPORTANCE OF DATA IN MOTION**

BEN STOPFORD, CONFLUENT  
ROB JACKSON, NATIONWIDE

09:45 - 10:15  
((📺)) **WHY DATA CLOUD? WHY NOW?**

BENOIT DAGEVILLE, SNOWFLAKE

10:30 - 11:00  
**ENABLING SCALING THROUGH DATA SCIENCE**

IRENE IRIARTE CARRETERO, GOUSTO

11:15 - 11:45  
**INSPIRING VISITOR CONFIDENCE POST PANDEMIC: HOW DIGITAL TECH AND DATA WILL MAKE BUSY ENVIRONMENTS SAFER.**

TANUVI ETHUNANDAN, DATA DUOPOLY

12:00 - 12:30  
**THE POWER OF DATA - A CRITICAL ENABLER OF FASTER DECISION MAKING**

NEILL BROOKMAN, TREASURE DATA

12:45 - 13:45  
**CLOUDY TEA WITH A CHANCE OF DATA GOVERNANCE**

DIMITRI SIROTA, BIGID  
CHRISTOPHER GLOVER, BIGID  
GARRY MANSER, VANQUIS

*Lunch will be served for attendees on first come first served basis.*

14:20 - 14:50  
**BUILDING A MODERN CLOUD PLATFORM AT HEDGE FUND, MARSHALL WACE**

MARK STACEY, MARCHALL WACE  
BRADLEY FLEMMING, HVR

15:00 - 15:30  
**APPLYING ACTIVE INTELLIGENCE TO BIG DATA SETS - A "GEEKY" VALUE PROPOSITION**

ADAM MAYER, QLIK

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ARSALAN TAVAKOLI-SHIRAJ, DATABRICKS

09:45 - 10:15  
((📺)) **THE ANALYTICS PARADOX - BALANCING COMPETING DEMANDS FOR AGILITY AND GOVERNANCE**

ROBIN SUTARA, MICROSOFT

10:30 - 11:00  
**CUSTOMER INSIGHT LEADER PODCAST LIVE - TOM SPENCER, AVIVA**

PAUL LAUGHLIN, CUSTOMERINSIGHTLEADER.COM  
TOM SPENCER, AVIVA

11:15 - 11:45  
**SPOTTING DATA BLINDSPOTS: THE KEY TO ENABLING A QUALITY CUSTOMER EXPERIENCE THAT GENERATES LOYALTY**

NEILL BROOKMAN, TREASURE DATA

12:00 - 12:45  
**CUSTOMER INSIGHT PODCAST LIVE - SOUVIK SAHA, CITI**

PAUL LAUGHLIN, CUSTOMERINSIGHTLEADER.COM  
SOUVIK SAHA, CITI

13:30 - 14:00  
**WHEN DATA LEADS TRANSFORMATION FOLLOWS... A LOOK AT QLIK'S DATA INTEGRATION PORTFOLIO**

TED ORME, QLIK

14:20 - 15:05  
**CUSTOMER INSIGHT LEADER PODCAST LIVE - ROBERTO MARANCA, SCHNEIDER ELECTRIC AVIVA**

PAUL LAUGHLIN, CUSTOMERINSIGHTLEADER.COM  
ROBERTO MARANCA, SCHNEIDER ELECTRIC



# GOVERNANCE & PRIVACY THEATRE

For full descriptions of the Theatres & Sessions please refer to the our App or the website.

## DAY 1 - 22ND SEPTEMBER 2021

09:15 - 09:45  
((📺)) **THE STRATEGIC IMPORTANCE OF DATA IN MOTION**

BEN STOPFORD, CONFLUENT  
ROB JACKSON, NATIONWIDE

09:45 - 10:15  
((📺)) **WHY DATA CLOUD? WHY NOW?**

BENOIT DAGEVILLE, SNOWFLAKE

10:30 - 11:00  
**WHY IT'S TIME TO REIMAGINE DATA GOVERNANCE**

DIMITRI SIROTA, BIGID

11:15 - 11:45  
**HOW TO SECURE AND CONTROL DATA ACCESS IN MODERN DATA STACKS**

JAMES ZWIERS, NHS DIGITAL

12:00 - 12:30  
**CREATING AN ACTIVE DATA CULTURE FOR AN INTERCONNECTED WORLD**

PHILIP DUTTON, SOLIDATUS

12:45 - 13:15  
**DEMISTIFYING DATA MANAGEMENT**

ABEL ABOH, BANK OF ENGLAND

13:30 - 14:00  
**BETWEEN THE SPREADSHEETS: CLASSIFYING AND FIXING DIRTY DATA**

SUSAN WALSH, THE CLASSIFICATION GURU

14:20 - 14:50  
**UNITED BY DATA IN THE ROARING TWENTIES**

STIJN "STAN" CHRISTIAENS, COLLIBRA

15:00 - 15:30  
**BUILDING A SELF-SERVE DATA PLATFORM AT HELLOFRESH**

MAARTEN MASSCHELEIN, SODA  
MARIO KONSCHAKE, HELLO FRESH

15:40 - 16:10  
**BUILDING A PATH TO DATA INTELLIGENCE**

SAM GILLESPIE, ONETRUST

16:20 - 16:50  
**DATA GOVERNANCE "FIGHT CLUB" - WE DON'T TALK ABOUT DATA GOVERNANCE**

TARIQ BHATTI, ONE HOUSING

18:00 - 20:00  
*Meetup* **GOVERNANCE MEETUP: MODERN DATA GOVERNANCE & INNOVATION AT SCALE**

DIMITRI SIROTA, BIGID  
ABEL ABOH, BANK OF ENGLAND  
SIMON GRAVES, SAINSBURY'S  
BALAJI MARAGALLA, DEUTSCHE BANK

## DAY 2 - 23RD SEPTEMBER 2021

09:15 - 09:45  
((📺)) **LAKEHOUSE - THE CONVERGENCE OF ANALYTICS AND AI**

ARSALAN TAVAKOLI-SHIRAJ, DATABRICKS

09:45 - 10:15  
((📺)) **THE ANALYTICS PARADOX - BALANCING COMPETING DEMANDS FOR AGILITY AND GOVERNANCE**

ROBIN SUTARA, MICROSOFT

10:30 - 11:00  
**PLEASE MIND THE GAP ON YOUR LINEAGE JOURNEY**

CHRISTOPHER GLOVER, BIGID

11:15 - 11:45  
**HOW TO CLOSE THE GAPS IN THE DATA SUPPLY CHAIN**

NASER ALI, IMMUTA

12:00 - 12:30  
**BIG DATA & MANAGING YOUR DIGITAL RISK**

TERRY RAY, IMPERVA

12:45 - 13:15  
**HOW TO TACKLE CROSS-BORDER PERSONAL DATA TRANSFERS IN BIG DATA PROCESSING SCENARIOS**

TUDOR GALOS, TUDOR GALOS CONSULTING

13:30 - 14:00  
**WHAT YOUR CDO NEEDS TO KNOW ABOUT DATA GOVERNANCE**

NICOLA ASKHAM, THE DATA GOVERNANCE COACH

14:20 - 14:50  
**HOW ACTIVE DATA GOVERNANCE UNLOCKS VALUABLE INSIGHTS AND CREATES EFFICIENCIES**

CHRIS CASSELL, ONETRUST

15:00 - 15:30  
**PANEL: DATA GOVERNANCE - WHY, HOW AND HOW MUCH?**

NICOLA ASKHAM, THE DATA GOVERNANCE COACH  
TARIQ BHATTI, ONE HOUSING  
PHILIP MILLER, SOLIDATUS  
SAM GILLESPIE, ONETRUST





# CLOUD THEATRE (LIVE STREAMED)

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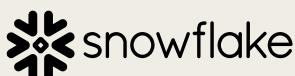
## DAY 1 - 22ND SEPTEMBER 2021

- 09:15 - 09:45  
((📺)) **THE STRATEGIC IMPORTANCE OF DATA IN MOTION**  
BEN STOPFORD, CONFLUENT | ROB JACKSON, NATIONWIDE
- 
- 09:45 - 10:15  
((📺)) **WHY DATA CLOUD? WHY NOW?**  
BENOIT DAGEVILLE, SNOWFLAKE
- 
- 10:30 - 11:00  
((📺)) **USING THE CLOUD FOR SUNNIER DAYS IN THE TRAVEL INDUSTRY**  
REMO BIAGIONI, SNOWFLAKE
- 
- 11:15 - 11:45  
((📺)) **NO, AZURE SYNAPSE IS NOT JUST A DATA WAREHOUSE!**  
AJITH RAMANATH, MICROSOFT
- 
- 12:00 - 12:30  
((📺)) **SIMPLIFY YOUR DATA ARCHITECTURE FOR DATA-INTENSIVE APPLICATIONS**  
FILIP SLEEUWAGEN, LUMINUS  
SUKKI SANDHAR, SINGLESTORE
- 
- 12:45 - 13:15  
((📺)) **IN CONVERSATION WITH EVA MURRAY & KENT GRAZIANO - WHY YOUR PEOPLE ARE THE KEY TO A SUCCESSFUL TECHNOLOGY IMPLEMENTATION.**  
KENT GRAZIANO, SNOWFLAKE | EVA MURRAY, SNOWFLAKE
- 
- 13:30 - 14:00  
((📺)) **TIPS FOR DESIGNING MODERN, SUSTAINABLE DATA ARCHITECTURES**  
RICK VAN DER LANS, R20 CONSULTANCY
- 
- 14:20 - 14:50  
((📺)) **DATA STORYTELLING WITH POWER BI - HOW TO CREATE AMAZING DATA EXPERIENCES**  
MARA PEREIRA, MICROSOFT
- 
- 15:00 - 15:30  
((📺)) **HOW A MODERN BI & ANALYTICS PLATFORM IS KEY FOR INSIGHTS-DRIVEN BUSINESS?**  
CHANDRASHEKAR LSP, ZOHO ANALYTICS
- 
- 15:40 - 16:10  
((📺)) **THE IMMEDIATE FUTURE OF DATA**  
ADRIAN MCGILL, FIVETRAN
- 
- 16:20 - 16:50  
((📺)) **AI AND ANALYTICS TOGETHER - WHAT THE CHALLENGES ARE, WHAT THE ADVANTAGES ARE AND WHY IT'S WORTH DOING**  
ELLEN FRIEDMAN, HPE

## DAY 2 - 23RD SEPTEMBER 2021

- 09:15 - 09:45  
((📺)) **LAKEHOUSE - THE CONVERGENCE OF ANALYTICS AND AI**  
ARSALAN TAVAKOLI-SHIRAJ, DATABRICKS
- 
- 09:45 - 10:15  
((📺)) **THE ANALYTICS PARADOX - BALANCING COMPETING DEMANDS FOR AGILITY AND GOVERNANCE**  
ROBIN SUTARA, MICROSOFT
- 
- 10:30 - 11:00  
((📺)) **HOW WILLIAM HILL PIVOTED TO REAL TIME DATA AND PERSONALISED CUSTOMER EXPERIENCES**  
DAVID PARFETT, WILLIAM HILL
- 
- 12:00 - 12:45  
((📺)) **SINGLESTORE: THE CLOUD-NATIVE UNIFIED DATABASE BUILT FOR SPEED, SCALE, AND AGILITY**  
AKMAL CHAUDHRI, SINGLESTORE
- 
- 12:45 - 13:15  
((📺)) **HOW PLAYSTATION SCALED THEIR DATA INFRASTRUCTURE TO HANDLE EVER INCREASING DATA VOLUMES**  
GEORGE LIVINGSTON, PLAYSTATION
- 
- 13:30 - 14:00  
((📺)) **BNP PARIBAS ACCELERATES THE ADOPTION OF DATA-DRIVEN MARKETING**  
JUANITA JOYCE TAYOU, BNP PARIBAS GROUP  
JULIEN NORDMAN, MYDRAL
- 
- 14:20 - 14:50  
((📺)) **PRODUCTIONIZE MACHINE LEARNING MODELS WITH AZURE MACHINE LEARNING AND SYNAPSE.**  
MUFAJJUL ALI, MICROSOFT  
MALIKA MALIK, MICROSOFT
- 
- 15:00 - 15:30  
((📺)) **ML IN PRODUCTION - SERVERLESS AND PAINLESS**  
OLIVER GINDELE, DATATONIC

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# BLUEPRINT LDN KEYNOTE THEATRE

For full descriptions of the Theatres & Sessions please refer to the our App or the website.

## DAY 1 - 22ND SEPTEMBER 2021

10:30 - 11:00 **WTF IS CLOUD NATIVE AND WHY SHOULD I CARE?**



JAMIE DOBSON, CONTAINER SOLUTIONS

11:15 - 11:45 **WHAT DOES A RESILIENT CLOUD NATIVE ORG LOOK LIKE AND WHY THIS IS SO IMPORTANT?**



HELEN BARTIMORE, CONTAINER SOLUTIONS

12:00 - 12:30 **DECODING THE MULTI-CLUSTER K8S BS**



CHRIS URWIN, SUSE  
TOM CALLWAY, SUSE

12:45 - 13:15 **THE PRODUCTIVITY PARADOX (FUN VERSION)**



AUBREY STEARN, CTO

13:30 - 14:00 **OPENSOURCE HYBRID INFRASTRUCTURE MARKETING BS OR SOMETHING REAL?**

SHAUN O'MEARA, MIRANTIS

14:20 - 14:50 **THE FALLACY OF MOVE FAST AND BREAK THINGS**

JESSICA CREGG, LAUNCHDARKLY

15:00 - 15:30 **BUILDING MODERN APPS ON AWS WITH REDIS (LEVEL 300)**

BARRY MORRIS, AWS

15:40 - 16:10 **CRUSHING YOUR CLOUD MISCONFIGURATION MTTR WITH OPEN SOURCE**

STEVE GIGUERE, BRIDGECREW

16:20 - 17:10 **PANEL: DEVOPS 2021: AM I (STILL) DOING IT RIGHT?**

MARC CLUET, HASHICORP | JESSICA CREGG, LAUNCHDARKLY  
IAN MIELL, CONTAINER SOLUTIONS  
CHRIS BAYNHAM-HUGHES, RED HAT

18:00 - 20:00 **LONDON DEVOPS AND LONDON DEVSECOPS MEETUP**



## DAY 2 - 23RD SEPTEMBER 2021

10:30 - 11:30 **EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT KUBERNETES \* BUT WERE AFRAID TO ASK**

JASON MAUDE, STARLING BANK | JOE BAGULEY, VMWARE  
KATIE GAMANJI, CNCF | ROB KNIGHT, SUSE  
STEVE GIGUERE, BRIDGECREW

12:00 - 12:30 **MIGRATIONS TO THE CLOUD - OVERCOMING MYTHS AND ENABLING DATA DRIVEN TRANSFORMATION**

JEFFREY NOGOSEK, ACCENTURE

12:45 - 13:15 **ADOPTING A DEVOPS CULTURE TO DELIVERING CONTINUOUS BUSINESS VALUE USING PEOPLE, PROCESS AND TECHNOLOGY**

TIM BEATTIE, RED HAT OPEN INNOVATION LABS

13:30 - 14:00 **MAKING THE BUSINESS CASE FOR CLOUD-NATIVE INVESTMENT**

ALPESH DOSHI, FINTRICITY

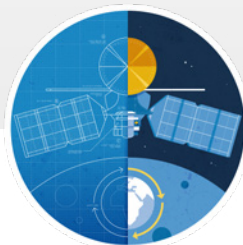
14:20 - 14:50 **THE EVOLUTION OF SOFTWARE DELIVERY: PAST, PRESENT AND FUTURE**

BOGDAN CATANA, HARNESS

15:00 - 15:30 **CLOUD NATIVE DATA MANAGEMENT IN KUBERNETES**

JOE GARDINER, PURESTORAGE

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# MODERN SOFTWARE ARCHITECTURE THEATRE

For full descriptions of the Theatres & Sessions please refer to the our App or the website.

## DAY 1 - 22ND SEPTEMBER 2021

10:30 - 11:00 **EDA OPENING KEYNOTE: WHAT YOU NEED TO KNOW ABOUT EVENT-DRIVEN ARCHITECTURE RIGHT NOW**  
SHAWN MCALLISTER, SOLACE

11:15 - 11:45 **EDA SUMMIT: USE CASE 1**

12:00 - 12:30 **WHAT DOES IT MEAN TO BE EVENT DRIVEN? IDENTIFY AND UNLOCK NEW BUSINESS VALUE!**  
JAMIL AHMED, SOLACE

12:45 - 13:15 **IMPACT OF THE OPEN BANKING API ON THE STANDARDISATION OF DIGITAL SERVICES**  
FRANCISCO PARRAS, BOOMI

13:30 - 14:00 **INTRODUCTION TO EXTERNAL EVENT APIS AND 5 LESSONS LEARNED FROM IMPLEMENTING EDA**  
TOM FAIRBAIRN, SOLACE

14:20 - 14:50 **EDA SUMMIT: USE CASE 2**

15:00 - 15:30 **EDA SUMMIT: USE CASE 3**

15:40 - 16:10 **EDA SUMMIT: USE CASE 4**

16:20 - 16:50 **EDA SUMMIT - EDA SUMMIT: WRAP UP PANEL**

17:00 - 19:00 **EDA SUMMIT LONDON NETWORKING EVENT**

## DAY 2 - 23RD SEPTEMBER 2021

10:30 - 11:00 **ASYNC COMMUNICATION, THE PAST, THE PRESENT AND THE FUTURE**  
BEN GAMBLE, ABLY

11:15 - 11:45 **HOW JAGUAR LAND ROVER ARE EMBEDDING MONITORING AND OBSERVABILITY TO DRIVE RAPID INNOVATION**  
ANDREW WALKER, JAGUAR LAND ROVER

12:00 - 12:30 **INTRODUCTION TO EXTERNAL EVENT APIS AND 5 LESSONS LEARNED FROM IMPLEMENTING EDA**  
TOM FAIRBAIRN, SOLACE

12:45 - 13:15 **TERRAFORMING THE CLOUD: A GUIDE TO USING TERRAFORM TO CONTROL CLOUD DEPLOYMENTS**  
ANNA-MARIA WYKES, ADVANCING ANALYTICS

13:30 - 14:00 **CLOUD MIGRATION: THE WHY, THE WHAT, THE HOW**  
DAVIDE GORINI, KPMG

14:20 - 14:50 **DOCKER FOR DATA SCIENCE**  
TERRY MCCANN, ADVANCING ANALYTICS

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**solace.**

**EDA Summit  
2021**



# MODERN SOFTWARE DEVELOPMENT THEATRE

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## DAY 1 - 22ND SEPTEMBER 2021

10:30 - 11:00 **WINOPS 2021: LESSON FROM THE MICROSOFT ENTERPRISE DEVOPS REPORT 2020-2021**  
STEVE THAIR, DEVOPSGROUP

11:15 - 11:45 **ACCELERATING DEVOPS VELOCITY**  
APRIL EDWARDS, MICROSOFT

12:00 - 12:30 **FINOPS: OPTIMIZING YOUR CLOUD SPEND**  
TARUN ARORA, AVANADE

12:45 - 13:15 **INCREASE SECOPS EFFICIENCY WITH AZURE SENTINEL**  
DEAN BRYEN, MICROSOFT

13:30 - 14:00 **THE ART OF TEST DATA PIPELINES**  
SIMON SABIN, SABIN.IO  
GAVIN CAMPBELL, SABIN.IO

14:20 - 14:50 **CONFIG AS CODE WITH OCTOPUS DEPLOY**  
DEREK CAMPBELL, OCTOPUS DEPLOY

15:00 - 15:30 **AUTOMATE WINDOWS APPLICATION MANAGEMENT IN AZURE**  
PAUL BROADWITH, CHOCOLATEY

15:40 - 16:30 **WINOPS 2021: WRAP UP PANEL**  
STEVE THAIR, DEVOPSGROUP  
SIMON SABIN, SABIN.IO  
PAUL BROADWITH, CHOCOLATEY  
APRIL EDWARDS, MICROSOFT  
DEAN BRYEN, MICROSOFT  
DEREK CAMPBELL, OCTOPUS DEPLOY  
TARUN ARORA, AVANADE

## DAY 2 - 23RD SEPTEMBER 2021

12:00 - 12:30 **CONTINUOUS SECURITY: BUILDING SECURITY INTO OUR PIPELINES**  
MATT JARVIS, SNYK

12:45 - 13:15 **THE FUTURE OF THE DATACENTER IS CLOUD NATIVE. IT JUST MAY NOT BE THE WAY YOU CURRENTLY THINK ABOUT IT.**  
SATNAM JOHAL, MIRANTIS

13:30 - 14:00 **THE NEED FOR SPEED (IN YOUR CI/CD SETUP)**  
ZAN MARKAN, CIRCLECI

14:20 - 14:50 **HOW TO SECURE THE JOB YOU DESERVE AS A DEVOPS PROFESSIONAL**  
ALEX DOVER, PRISM DIGITAL

15:00 - 15:30 **HOW JAGUAR LAND ROVER ARE EMBEDDING MONITORING AND OBSERVABILITY TO DRIVE RAPID INNOVATION**  
ANDREW WALKER, JAGUAR LAND ROVER



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