Technology & Innovation EMEA 2023

London & Digital

October 12, 2023 – October 13, 2023

General Agenda
Agenda downloaded: 2024/05/10 20:04:46

Bold Starts: Wednesday, Oct 11

5:30 pm — 6:30 pm BST	**Welcome Reception (In-Person Only)**

Thursday, Oct 12

8:30 am — 9:30 am BST	**General Breakfast**
9:30 am — 9:45 am BST	**Welcome & Opening Remarks** Speakers: Pascal Matzke, VP, Research Director, Forrester
9:45 am — 10:15 am BST	**Keynote: What Customers Value** Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester
10:15 am — 10:45 am BST	**Keynote: From Ego-System To Ecosystem: Accelerate Business Impact Through Openness And Collaboration** Speakers: Pascal Matzke, VP, Research Director, Forrester Bettina Rotermund, SVP, Siemens Xcelerator, Siemens Gerhard Kress, SVP, Siemens Xcelerator Portfolio and Digital Business, Siemens
10:45 am — 11:25 am BST	**Marketplace Coffee Break & Networking (In-Person Only)** **10:50 am - 11:00 am BST | BMC: Tame Complexity with AIOPS** Speakers: Desmond Sanders, Sr Principal Solution Engineer, BMC Software **11:05 am - 11:15 am BST | Happiest Minds: Building Digital Ecosystem for Perpetuity** Speakers: Phil Copperwheat, CEO, Coda Cloud Rajiv Shah, Executive Board Member & CEO, Happiest Minds **11:00 am - 11:20 am BST | Coffee Chat: Generative AI Will Change Everything - But Not The Way You Think** Speakers: Martha Bennett, VP, Principal Analyst, Forrester
10:45 am — 11:25 am BST	**Forrester Women's Leadership: Panel: Overcoming Imposter Syndrome: Building Confidence and Mentoring Women Tech Professionals** Speakers: Raluca Alexandru, Analyst, Forrester Laura Koetzle, VP, Group Director, Forrester Hitendra Wadwha, Author, Professor, Founder, Columbia Business School, Mentora Institute

Thursday, Oct 12

11:25 am – 11:55 am BST	**Breakout Sessions**		
	DRIVE GROWTH WITH CUSTOMER OBSESSION	ADAPT BY OVERCOMING SILOS AND NURTURING TALENT	ACCELERATE WITH MODERN SOFTWARE AND CLOUD
	Determine The Right Service Provider Model For Your Business [In-Person Only] Speakers: Jeffrey Rajamani, Senior Analyst, Forrester	**Digital Leaders Must Become Bolder To Plug Skill Gaps** Speakers: Dan Bieler, Principal Analyst, Forrester Ash Mukherjee, Solution Partner, Forrester	**How European Businesses Are Transforming With Cloud, Digital Platforms, And Sovereignty** Speakers: Dario Maisto, Senior Analyst, Forrester

12:00 pm – 12:30 pm BST	**Case Study Sessions (In-Person Only)** **Discount-Licensing: Bridging the IT Budget Gap with Preowned Software** Speakers: Mick Shotton, , Discount-Licensing Ian Nicholls, Director and Management Consultant, The SAM Club **IBM: Operationalizing FinOps to maximize ROI of cloud investments** Speakers: Alec Kemp, Field CTO, EMEA, IBM Turbonomic Greg Holmes, AVP of Solutions, EMEA, Apptio

12:30 pm – 1:30 pm BST	**Lunch & Marketplace** **12:50 pm - 1:00 pm BST	PolyAI: Customer-Led Conversations: How Generative AI Is Upscaling Voice Automation For Experience and Insights** Speakers: Yan Zhang, COO, PolyAI **1:05 pm - 1:15 pm BST	Verbit: Navigating Beyond the Hype: Creating Tangible Value with Tomorrow's Tech** Speakers: Matan Barak, Director of Product Management, Verbit.ai **1:20 pm - 1:30 pm BST	Miro: Launch innovative products faster with Miro AI** Speakers: Martijn Beijk, Head of EMEA Solutions Engineering, Miro

Thursday, Oct 12

1:30 pm – 2:00 pm BST	**Breakout Sessions**

DRIVE GROWTH WITH CUSTOMER OBSESSION	ADAPT BY OVERCOMING SILOS AND NURTURING TALENT	DIFFERENTIATE WITH EMERGING TECHNOLOGY AND INNOVATION
Forrester's Technology Awards 2023: Enterprise Architecture [In-Person Only] Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester Steve Nunn, President and CEO, The Open Group	**Decentralized Digital Integration: A Catalyst for Sustainable Growth** Speakers: Raul Jimenez, Head of Digital Integration & Innovation, Sika	**The Metaverse Hype Is Over. The Real Work Continues** Speakers: Paul Miller, VP, Principal Analyst, Forrester Martha Bennett, VP, Principal Analyst, Forrester

2:05 pm – 2:35 pm BST	**Case Study Sessions (In-Person Only)** **Flexera: Maximizing Savings with FinOps & IT Asset Management** Speakers: Jeremy Chaplin, Cloud Lead, Flexera **OutSystems: Inside UCL - a pathfinder for great staff experiences** Speakers: Sue Watts, Product Owner (Staff Experience), UCL University College London

2:40 pm – 3:10 pm BST	**Breakout Sessions**

DRIVE GROWTH WITH CUSTOMER OBSESSION	LEAD THROUGH SUSTAINABILITY AND RESILIENCE	ACCELERATE WITH MODERN SOFTWARE AND CLOUD
How To Build A Customer-Obsessed Martech Ecosystem Speakers: Rusty Warner, VP, Principal Analyst, Forrester	**Architecture And IT Sustainability Is A Win-Win Combination** Speakers: Stéphane Vanrechem, Senior Analyst, Forrester	**From Creak To Sleek: Infuse Legacy With Modern Technology To Supercharge Change** Speakers: Jacob Morgan, Principal Analyst, Forrester Mitchell Nova, Head of Digital Delivery & Strategy, Lloyds Banking Group

2:40 pm – 3:50 pm BST	**Learn-A-Skill Workshop: Practical Zero Trust Implementation** Speakers: Tope Olufon, Sr Analyst, Forrester Paul McKay, Vice President, Research Director, Forrester

FORRESTER

Thursday, Oct 12

3:10 pm – 3:50 pm BST	**Marketplace Coffee Break & Networking (In-Person Only)** **3:15 pm - 3:25 pm BST | OutSystems: Powering Business Growth with High-Performance Low-Code** Speakers: Vasco Elvas, Field CTO, OutSystems **3:30 pm - 3:40 pm BST | IBM: Intelligent remediation through automation and Gen AI** Speakers: Chris Bailey, Distinguished Engineer for Observability and AIOps, and Instana CTO, IBM **3:20 pm - 3:40 pm BST | Coffee Chat: Don't Count On Generative AI To Cover Your Skills Gap** Speakers: Dan Bieler, Principal Analyst, Forrester
3:50 pm – 4:20 pm BST	**Keynote: Succeeding In The Green Market Revolution With The Power Of Technology** Speakers: Stephanie Balaouras, VP, Group Director, Forrester Claudio Balbo, Senior Director, Head of Architecture and Methodologies, Intesa Sanpaolo
4:20 pm – 4:50 pm BST	**Keynote: Fact Vs. Fiction: When Should You Invest In The Next Shiny Thing?** Speakers: Martha Bennett, VP, Principal Analyst, Forrester Paul Miller, VP, Principal Analyst, Forrester
4:50 pm – 5:20 pm BST	**Keynote: Forrester Technology Awards 2023: Technology Strategy Impact Award** Speakers: Laura Koetzle, VP, Group Director, Forrester Emrah Gökçe Aygün, Chief Technology Officer, İşbank
5:20 pm – 5:25 pm BST	**Closing Remarks** Speakers: Pascal Matzke, VP, Research Director, Forrester
5:25 pm – 6:30 pm BST	**Reception**

Friday, Oct 13

8:30 am – 9:30 am BST	**General Breakfast**

Friday, Oct 13

9:30 am – 10:10 am BST	**Welcome Back & Keynote: Sustainable Growth: Technology and Gen Z Will Get Us Back To The Future** Speakers: Pascal Matzke, VP, Research Director, Forrester Bernhard Schaffrik, Principal Analyst, Forrester Kaisa Suutari, Director, Innovation Services, Stora Enso
10:10 am – 10:40 am BST	**Keynote: The Next Generation Of Modern Software Development Is Here: Embrace It Or Die** Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester Mark Burnett, Head of The Technology Innovation Group, G-Research
10:40 am – 11:20 am BST	**Marketplace Coffee Break & Networking (In-Person Only)** **10:50 am - 11:10 am BST | Coffee Chat: IT Sustainability A Strategic Differentiator? It's Time To Take Action!** Speakers: Stephanie Balaouras, VP, Group Director, Forrester Stéphane Vanrechem, Senior Analyst, Forrester

11:20 am – 11:50 am BST	**Breakout Sessions**		
	LEAD THROUGH SUSTAINABILITY AND RESILIENCE	**ACCELERATE WITH MODERN SOFTWARE AND CLOUD**	**DIFFERENTIATE WITH EMERGING TECHNOLOGY AND INNOVATION**
	Delivering Operational Resilience Is A Business And Regulatory Imperative Speakers: Madelein van der Hout, Senior Analyst, Forrester	**The Future Of Distributed Applications On Edge Devices, On Campus, And In The Cloud** Speakers: George Lawrie, VP, Principal Analyst, Forrester	**Is The Technology Ready For You? Are You Ready For The Technology?** Speakers: Bernhard Schaffrik, Principal Analyst, Forrester

11:55 am – 12:25 pm BST	**Case Study Sessions (In-Person Only)** **Ardoq: ASDA - The Role of EA in Europe's Largest Divestiture** Speakers: Peter Grayley, Senior Solutions Architecture Manager, ASDA **Unily: PEARSON – Using Your Intranet to Drive High-Performance Culture** Speakers: Kim England, Vice President Global Employee Communications, Pearson Kaz Hassan, Employee Experience Industry Lead, Unily
12:25 pm – 1:30 pm BST	**Lunch & Marketplace** **1:00 pm - 1:20 pm BST | Coffee Chat: Form Projects To Digital Products: Agile Organization, Competencies, Skills And Talent** Speakers: Dan Bieler, Principal Analyst, Forrester
1:00 pm – 2:00 pm BST	**Learn-A-Skill Workshop: Plan Your Talent And Skills Strategy** Speakers: William Dahlgren, Analyst, Forrester Ash Mukherjee, Solution Partner, Forrester

Friday, Oct 13

1:30 pm – 2:00 pm BST	**Breakout Sessions**

LEAD THROUGH SUSTAINABILITY AND RESILIENCE	ADAPT BY OVERCOMING SILOS AND NURTURING TALENT	DIFFERENTIATE WITH EMERGING TECHNOLOGY AND INNOVATION
Sustainability Reporting Is Only As Good As Its Data Speakers: Raluca Alexandru, Analyst, Forrester	**You Said Silos, How Come?** Speakers: Stéphane Vanrechem, Senior Analyst, Forrester	**Will Generative AI Turingbots Replace Your Teams In Building Better Software Faster? Points, Counterpoints, And The Truth.** Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester Martha Bennett, VP, Principal Analyst, Forrester

2:10 pm – 2:40 pm BST	**Keynote: Predictions 2024** Speakers: Paul McKay, Vice President, Research Director, Forrester Martha Bennett, VP, Principal Analyst, Forrester Diego Lo Giudice, VP, Principal Analyst, Forrester Dario Maisto, Senior Analyst, Forrester Madelein van der Hout, Senior Analyst, Forrester
2:40 pm – 2:45 pm BST	**Closing Remarks**