



FORRESTER®

Technology & Innovation EMEA

London & Digital

October 12, 2023 – October 13, 2023

General Agenda

Agenda downloaded: 2023/09/24 16:52:31

Bold Starts: Wednesday, Oct 11

5:30 pm – 6:30 pm BST	Welcome Reception (In-Person Only)
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Thursday, Oct 12

8:30 am – 9:30 am BST	General Breakfast
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9:30 am – 9:45 am BST	Welcome & Opening Remarks Speakers: Pascal Matzke, VP, Research Director, Forrester
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9:45 am – 10:15 am BST	Keynote: Technology's Role In Driving The Customer-Obsessed Growth Engine Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester
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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
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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
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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
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Thursday, Oct 12

11:25 am – 11:55 am
BST

Breakout Sessions

DRIVE GROWTH WITH CUSTOMER OBSESSION

Determine The Right Service Provider Model For Your Business [In-Person Only]
Speakers: Jeffrey Rajamani, Senior Analyst, Forrester Daniil Rybaev, Vice President, IT Strategy, Accor, Accor S.A.

ADAPT BY OVERCOMING SILOS AND NURTURING TALENT

Digital Leaders Must Become Bolder To Plug Skill Gaps
Speakers: Dan Bieler, Principal Analyst, Forrester Ash Mukherjee, Solution Partner, Forrester

ACCELERATE WITH MODERN SOFTWARE AND CLOUD

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 Budget Gap with Pre-owned Software
Speakers: Mick Shotton, , Discount-Licensing Ian Nicholls, Director and Management Consultant, The SAM Club

IBM Case Study

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 Spotlight Session

1:20 pm - 1:30 pm BST | Miro Spotlight Session

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 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			

Thursday, Oct 12

3:10 pm – 3:50 pm BST	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>3:15 pm - 3:25 pm BST OutSystems: Powering Business Growth with High-Performance Low-Code Speakers: Vasco Elvas, Field CTO, OutSystems</p> <p>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</p> <p>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</p>
3:50 pm – 4:20 pm BST	<p>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</p>
4:20 pm – 4:50 pm BST	<p>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</p>
4:50 pm – 5:20 pm BST	<p>Keynote: Forrester Technology Awards 2023: Technology Strategy Impact Award Speakers: Laura Koetzle, VP, Group Director, Forrester Emrah Gökçe Aygün, Chief Technology Officer, İşbank</p>
5:20 pm – 5:25 pm BST	<p>Closing Remarks Speakers: Pascal Matzke, VP, Research Director, Forrester</p>
5:25 pm – 6:30 pm BST	<p>Reception</p>

Friday, Oct 13

8:30 am – 9:30 am BST	<p>General Breakfast</p>
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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 <table border="1" data-bbox="315 624 2197 895"> <thead> <tr> <th data-bbox="315 624 947 719">LEAD THROUGH SUSTAINABILITY AND RESILIENCE</th> <th data-bbox="947 624 1570 719">ACCELERATE WITH MODERN SOFTWARE AND CLOUD</th> <th data-bbox="1570 624 2197 719">DIFFERENTIATE WITH EMERGING TECHNOLOGY AND INNOVATION</th> </tr> </thead> <tbody> <tr> <td data-bbox="315 719 947 895"> Delivering Operational Resilience Is A Business And Regulatory Imperative Speakers: Madelein van der Hout, Senior Analyst, Forrester </td> <td data-bbox="947 719 1570 895"> The Future Of Distributed Applications On Edge Devices, On Campus, And In The Cloud Speakers: George Lawrie, VP, Principal Analyst, Forrester </td> <td data-bbox="1570 719 2197 895"> Is The Technology Ready For You? Are You Ready For The Technology? Speakers: Bernhard Schaffrik, Principal Analyst, Forrester </td> </tr> </tbody> </table>			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
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11:55 am – 12:25 pm BST	Case Study Sessions (In-Person Only) Ardoq Case Study Unily: Using your intranet to drive high-performance culture Speakers: Kim England, Vice President Global Employee Communications, Pearson								
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

<p>1:30 pm – 2:00 pm BST</p>	<p>Breakout Sessions</p>		
<p>LEAD THROUGH SUSTAINABILITY AND RESILIENCE</p>	<p>ADAPT BY OVERCOMING SILOS AND NURTURING TALENT</p>	<p>DIFFERENTIATE WITH EMERGING TECHNOLOGY AND INNOVATION</p>	
<p>Sustainability Reporting Is Only As Good As Its Data Speakers: Raluca Alexandru, Analyst, Forrester</p>	<p>You Said Silos, How Come? Speakers: Stéphane Vanrechem, Senior Analyst, Forrester</p>	<p>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</p>	
<p>2:10 pm – 2:40 pm BST</p>	<p>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</p>		
<p>2:40 pm – 2:45 pm BST</p>	<p>Closing Remarks</p>		