

NEXT 2018 Breakout Session Guide

Your Data. Your Innovation.

The Premier Event for the Digital Revolution
September 25-27, 2018, San Diego, California



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Data Center Modernization

Session Title	Session Description
<p>How Storage Advances From Simple Archiving to Better Patient Care</p> <p>Wednesday 9/26: 4:00-4:50 PM</p> <p>Nishant Kohli, Hitachi Vantara</p> <p>Jim Livingston, CTO, University of Utah</p> <p>Shawn Halladay, Desktop Support Manager, University of Utah</p> <p>John Fagg, Manager of Hardware Platform Services, University of Utah</p>	<p>See how data storage has evolved dramatically from archiving and compliance to become a leading technology that embraces machine data and IoT. Join the CIO and other experts from the University of Utah to learn how they deliver better patient care with digital transformation. Learn best practices for different use cases powered by the Hitachi Content Platform portfolio of solutions. Find out how object storage helped the university to modernize their data management while setting the stage for modern use cases including analytics and IoT.</p> <p>This customer use case session is suitable for general business and Healthcare.</p>
<p>Real-World Success: Transform IT With Hyperconvergence</p> <p>Thursday 9/27: 2:00-2:50 PM</p> <p>Chris Gugger, Director, Infrastructure Solutions Marketing, Hitachi Vantara</p> <p>Matt Bouges, Enterprise IT Architect, Conagra</p> <p>Kim Sim, CIO, Dis-Chem</p> <p>John Nicholson, VMware</p>	<p>Create a solid foundation for your application ecosystem with automation, analytics and simplified lifecycle management. See why customers chose Hitachi's vSAN hyperconverged solution to help architect their environments for scale and high availability and hear the benefits of tightly integrated file services. Learn how the vSAN-powered solution can help you with business- and mission-critical workloads, and leave with some best practices for implementing data protection. Hear experts from Conagra Brands, Dis-Chem Pharmacy and VMware.</p> <p>This session is suitable for general business.</p>
<p>How SFS Group, Aldo and Cognizant Transformed With IT Modernization</p> <p>Wednesday 9/26: 1:00-1:50 PM</p> <p>Patrick Bichler, Head of Infrastructure and Corporate IT, SFS Group</p> <p>Dominic D'Amata, Vice President, IT Governance, Architecture and Infrastructure, Aldo Group</p> <p>Reinier van Hoeijen, AVP, Infrastructure Transformation Services, Cognizant</p>	<p>Learn how customers leveraged IT transformation into real-world business benefits.</p> <p>The SFS Group, global supplier of fastening systems and precision formed parts with over \$1.3 billion in revenue, needed to modernize their data center. They turned to Hitachi Vantara for their UCP converged infrastructure, which helped them support 100% of business-critical applications and lowered total cost of ownership by 20% with more efficient business processes.</p> <p>Cognizant, a Fortune 500 provider of IT services and solutions, will share their proven data center modernization strategies and will also discuss their recent successful SAP HANA deployment for Vorwerk Group, a diversified products and services company with over \$3 billion in revenue.</p> <p>Global retail leader Aldo, with over 200 million customers worldwide, needed to quickly respond to customer needs, so they looked to Hitachi's Unified Compute Platform and oXya to implement their worldwide SAP HANA deployment. Hitachi's methodology allowed Aldo to compete effectively now, and into the future.</p> <p>This customer use case session is suitable for general business and Manufacturing.</p>

Data Center Modernization (continued)

Session Title	Session Description
<p>Derive Value and Performance From Your Application Ecosystem</p> <p>Wednesday 9/26: 2:00-2:50 PM</p> <p>Eduardo Freitas, Director, Integrated Solutions Engineering, Hitachi Vantara</p> <p>Tony Huynh, Senior Manager, Solutions Marketing, Hitachi Vantara</p> <p>Rob Harrison, CIO, Myriad Genetics</p> <p>Steve Loder, Director IT, Myriad Genetics</p> <p>Dave Long, Systems Administrator, Myriad Genetics</p> <p>Mark Peter, Practice Director and Senior Analyst, ESG</p>	<p>Double your performance and lower capital expenditure with an improved storage platform. Learn how the new Hitachi Virtual Storage Platform (VSP) enhancements improve performance of key database environments and lower your costs. Hitachi Vantara experts will share best practices, tips and exclusive insight so you can maximize your storage, applications and Oracle deployments.</p> <p>Hear from Myriad Genetics CIO and Director of IT on how they are using Hitachi infrastructure for Oracle databases to accelerate life-impacting research. A special guest speaker from Enterprise Strategy Group, will share independent testing results and lab validation so you can get further insight into the new VSP architecture. Bring your most challenging Oracle-related questions and test our experts' knowledge in a "Stump the Experts" Q&A session to win prizes!</p> <p>This customer use case session is suitable for general business.</p>
<p>Roadmap and Vision for a Modern Data Center</p> <p>Wednesday 9/26: 5:00-5:50 PM Thursday 9/27: 5:00-5:50 PM</p> <p>Bob Madaio, Vice President, Infrastructure Solutions Marketing, Hitachi Vantara</p>	<p>Explore the roadmap that will bring Hitachi Vantara's vision to reality. Get exclusive insight into the innovations that will change the game for storage, converged infrastructure, data protection and artificial intelligence (AI) operations software. Learn how to drive intelligent operations and create an agile, modernized virtual data center with new technologies including:</p> <ul style="list-style-type: none"> ■ Software-defined storage. ■ NVMe. ■ IT automation. ■ Predictive analytics and object storage. <p>This session is suitable for general business.</p>
<p>Automate the Future: What's Next for AI Operations</p> <p>Thursday 9/27: 1:00-1:50 PM</p> <p>Dragan Rakovich, CTO, Analytics, DXC Technology</p> <p>Bob Madaio, Vice President, Infrastructure Solutions Marketing, Hitachi Vantara</p> <p>Paul Lewis, Global Vice President, Industry and Enterprise Architecture, Hitachi Vantara</p>	<p>Accelerate innovation and manage your data center with artificial intelligence (AI), the emerging solution to many problems. Hitachi leads the way as the industry takes its first steps towards AI operations. But where do we go next, and what does the future hold for AI? Learn what you need to know about this new technology and what to do now to be ready for it. Hear Hitachi Vantara experts and industry analysts discuss the power of AI, its impact on data center operations and how it could shape our future.</p> <p>This session is suitable for general business.</p>

Data Center Modernization (continued)

Session Title	Session Description
<p>Easily Manage Your Data Center With Analytics and IoT</p> <p>Thursday 9/27: 4:00-4:50 PM</p> <p>Nitin Nandigama, Senior Director, Smart Data Center Offerings Management, Global Solutions and Services, Hitachi Vantara</p>	<p>The amount of data that tells you how your IT infrastructure is operating is endless and overwhelming. There are more things to monitor in the data center. More sensors that provide information. More metadata, activities and events that need to be correlated. There's more that can go wrong, and operations take longer even when you get it right. All of this information should help you improve performance, availability and cost. But it doesn't tell you what to do.</p> <p>See how Hitachi's Smart Data Center delivered as a service goes beyond artificial intelligence (AI) and machine learning (ML) to deliver expertise and knowledge in managing complex data centers. We'll show you how to maximize performance and availability, and reduce your costs and exposure to risk and noncompliance.</p> <p>This session is suitable for general business.</p>

Data-Driven Insights

Session Title	Session Description
<p>Pentaho Overview, Roadmap and Vision</p> <p>Wednesday 9/26: 5:00 - 5:50 PM Thursday 9/27: 5:00-5:50 PM</p> <p>Matt Howard, Product Management, Analytics, Hitachi Vantara</p>	<p>Learn about Hitachi's Pentaho analytics platform and get exclusive insight on the vision and roadmap in this discussion led by Matt Howard from Hitachi Vantara. You'll hear about recent advances for Pentaho like flexible and scalable processing, data prep and catalogs. Get insider information about new and upcoming releases. Learn how the platform is being integrated with other analytics capabilities in the portfolio to create a holistic solution that delivers game-changing results. With in-depth analytics, you'll make better decisions, improve efficiency and unlock innovation.</p> <p>This session is suitable for general business.</p>
<p>Drive Smarter Decisions and Save Lives With Machine Learning</p> <p>Thursday 9/27: 1:00-1:50 PM</p> <p>Kevin Haas, Director, Professional Services, Analytics and IoT, Hitachi Vantara</p> <p>David Huh, Data Scientist, Professional Services, Hitachi Vantara</p>	<p>Machine learning and artificial intelligence (AI) are often used by leading organizations to improve outcomes. But these innovations can be difficult to adopt because of their complexity and required specialized skillset. In this session, you'll learn how to implement a machine learning solution with Hitachi's Pentaho Data Integration platform. See it translate data to predict patient survivability after a major resection or replacement. You'll learn how the platform provides insights by evaluating machine learning model results from the most popular libraries used by experts.</p> <p>This session is suitable for general business and Healthcare.</p>
<p>See How Police Solve Data Analysis Challenges Like Yours</p> <p>Thursday 9/27: 2:00-2:50 PM</p> <p>Matthew Cooper, Director of Global Services, Global Support Center Planning, Hitachi Vantara</p>	<p>Today, police agencies collect more and more information from a growing number of digital sources. But even when collected, tagged, stored and organized by its source type, this data can be difficult to use to provide a clear picture of an event.</p> <p>In this session, you'll learn how Hitachi Digital Evidence Management increases the speed and effectiveness of using digital evidence to investigate and prosecute crime. See how automation and analytics help you use digital evidence more effectively and efficiently. We'll also show you how an intuitive approach to digital evidence can be used to speed your existing investigative process without burdening your investigative team with managing data.</p> <p>This session is suitable for general business.</p>

Data-Driven Insights (continued)

Session Title	Session Description
<p>CERN: Nuclear Research With Self-Service Analytics</p> <p>Wednesday 9/26: 2:00-2:50 PM</p> <p>Jan Janke, Deputy Leader, CERN</p> <p>Derek Mathieson, Group Leader, CERN</p>	<p>CERN, the creator of the world wide web, has relied on Hitachi's Pentaho platform since 2014 to manage their data and deliver analytics to support their users and business processes. And CERN still uses it today as they research the origins of our universe.</p> <p>See how CERN implements Hitachi's Pentaho platform into their environment and relies on PDI, Analyzer and Report Designer to support their core needs – like building their own tool chain to make data accessible for users daily. Learn the benefits of the platform's features like:</p> <ul style="list-style-type: none"> ■ Automatic promotion of schemas between environments. ■ Enhanced search capabilities. ■ Powerful extension of the platform's scheduler. <p>This customer use case session is suitable for general business, Healthcare and Life Sciences.</p>
<p>Customer Panel: The Analytics Data Pipeline</p> <p>Wednesday 9/26: 4:00-4:50 PM</p> <p>Michael Sherwood, CIO, City of Las Vegas</p> <p>Dr. Ben Miners, IMS (Intelligent Mechatronic Systems Inc.)</p>	<p>The data landscape is rapidly changing as volumes and varieties grow, yet the opportunities to use data to solve business problems have never been greater. You can be more customer-centric, create new business models and differentiate your business in the market thanks to data. Entire industries are being disrupted as automation and increased collaboration are being adopted for data ingestion, blending, preparation and self-service analytics use cases. Join our discussion as we bring together Pentaho users to hear their experiences, best practices and challenges, and where they think the industry is headed.</p> <p>This customer use case session is suitable for general business.</p>
<p>Improve Your Asset Lifecycle Management</p> <p>Wednesday 9/26: 1:00-1:50 PM</p> <p>Rajesh Devnani, Vice President, Global Solutions Management, Hitachi Consulting Corporation</p> <p>Anshuman Sahu, Senior Researcher, Global Center for Social Innovation – North America, Hitachi America, Ltd.</p>	<p>Asset-heavy industries like oil and gas, energy and manufacturing experience three major challenges:</p> <ul style="list-style-type: none"> ■ Operational inefficiencies caused by a mix of assets and siloed information. ■ High maintenance costs for aging assets installed over large remote areas. ■ Pressure to meet safety, security and sustainability regulations. <p>See how these issues can be solved with a holistic view of your assets, starting with procurement, commissioning, maintenance, operations and services, and portfolio management. Learn how to improve agility and scalability by analyzing your operational processes, asset and process interactions, asset performance and the health of surrounding environments.</p> <p>Find out how to reduce non-productive time and improve process and asset use with a new solution Hitachi R&D is developing. This integrated lifecycle management solution uses big data analytics to increase efficiency and foster growth opportunities led by innovation.</p> <p>This session is suitable for general business, Energy and Manufacturing.</p>

Cloud

Session Title	Session Description
<p>How To Build Effective Cloud Architectures</p> <p>Wednesday 9/26: 1:00-1:50 PM</p> <p>Gary Breder, Director, Cloud and Services Product Marketing, Hitachi Vantara</p> <p>Chris Gugger, Director, Infrastructure Solutions Marketing, Hitachi Vantara</p> <p>Tim Desai, Senior Product Marketing Manager, Hitachi Vantara</p>	<p>What's the perfect multicloud solution for your business? How do you weigh the benefits for flash and hyperconverged infrastructure? How do you manage private clouds effectively? What about modern options, such as as-a-service cloud solutions? Come find out as we hold an energetic discussion with solutions experts and industry analysts. We'll discuss managed services, object storage solutions and so much more. And bring your questions as this will be a highly interactive session.</p> <p>This session is suitable for general business.</p>
<p>Create New Revenue Streams With Cloud-Based Solutions</p> <p>Thursday 9/27: 1:00 - 1:50 PM</p> <p>Craig McLellan, CEO, ThinkOn</p> <p>A S Rajgopal, Managing Director, NxtGen</p> <p>Linda Xu, Vice President, Emerging Solutions and Cloud Services Marketing, Hitachi Vantara</p>	<p>Take advantage of the cloud's agility to create new opportunities for your business. See how you can use public cloud, but with lower costs and more control of your data. Listen in on our discussion with a variety of cloud users and providers, including ThinkOn, a prominent infrastructure-as-a-service company that has grown their business with hybrid cloud solutions using the Hitachi Object Storage portfolio.</p> <p>This customer use case session is suitable for general business.</p>
<p>Roadmap and Vision: Kubernetes in Your Enterprise Multicloud</p> <p>Wednesday 9/26: 5:00-5:50 PM</p> <p>Thursday 9/27: 5:00 - 5:50 PM</p>	<p>Get your arms around multicloud, one of the fastest growth areas in IT. See how to make the most of your data placement and resource specialization. But remember that first you'll need new tools and architectures. And you'll want integrated solutions and end-to-end, as-a-service solutions using Kubernetes to accelerate your deployments. We'll show you how. We'll have demonstrations, technical discussions and use cases for Kubernetes and the roadmap for Hitachi products and solutions:</p> <ul style="list-style-type: none"> ■ Multicloud, hybrid and private cloud deployment using Kubernetes. ■ DevOps and data services for cloud-native application development with containers orchestrated with Kubernetes. ■ End-to-end integration with Google Cloud Platform, Kubernetes, Mesosphere DC/OS and VMware. ■ Integration of Kubernetes and persistent storage using Hitachi Content Platform. ■ Use cases that include KPN/Klarrio, DevOps and IoT. <p>This session is suitable for general business.</p>

Cloud (continued)

Session Title	Session Description
<p>Push the Envelope With AI</p> <p>Thursday 9/27: 2:00 - 2:50 PM</p> <p>Chetan Gupta, Ph.D. Chief Data Scientist and Architect, Global Center for Social Innovation – North America, Hitachi America, Ltd.</p>	<p>Industrial internet of things (IoT) has been faced with challenges such as increasing operational metrics to creating new products and services. At Hitachi's Center for Social Innovation, we have been using machine learning and artificial intelligence (AI) to develop innovative, cutting-edge solutions for problems like these.</p> <p>Join us as we examine several problem areas in industrial IoT. Ask the expert and hear examples of how you can use machine learning and AI to address these challenges and translate data into valuable insights. You'll stay ahead of your peers as you get an exclusive look into new research directions and exciting new developments that push the envelope for industrial AI.</p> <p>This session is suitable for general business.</p>
<p>The Significant Business Opportunities in the New Telecom</p> <p>Wednesday 9/26: 4:00-4:50 PM</p> <p>Dr. Shane Archiquette, CTO, Global Communications, Media and Entertainment, Hitachi Vantara</p>	<p>A new telecom era is near. Come see the significant business opportunities as telecom providers become digital services providers with advanced IoT and intelligent technologies. It may be the greatest transformation of telecom customers from commodity cloud to specialized and experiential cloud services. Understand the opportunities in replacing today's fixed and mobile internet, voice and SMS with emerging smart services that use LPWA and 5G networks running at gigabit speeds, dense small-cell buildout, software-defined data centers and networks. You'll leave the session understanding the opportunities in these new standards of service quality for cities, businesses and consumers.</p> <p>This session is suitable for general business and Telecommunications.</p>
<p>How Outcome-Based Services Transform IT and Business</p> <p>Thursday 9/27: 4:00 - 4:50 PM</p> <p>Chris Flaesch, Director, Hosting Solutions, DXC Technology</p>	<p>Outcome-based services delivered "as a service" are an increasingly popular alternative way to buy and build IT infrastructure. They provide a public cloud experience from a private deployment to deliver IT services in a more flexible and agile way. This helps you support your business with what it needs when it is needed, even as requirements and landscape change.</p> <p>Hear from a panel of experts that includes the world's leading global system integrators who have helped IT organizations like yours transform. They'll discuss a new class of as-a-service offerings that delivers flexibility and agility, improves service delivery at lower costs, and speeds time to value at lower risk. Join and learn from them as they reveal what drives their customers to adopt the as-a-service model. They will also spotlight the solutions deployed to address specific customer challenges and use cases as well as the specific benefits these customers have realized.</p> <p>This session is suitable for general business.</p>

Cloud (continued)

Session Title	Session Description
<p>Can We Improve Autonomous Driving With IoT and Cloud?</p> <p>Wednesday 9/26: 2:00-2:50 PM</p> <p>Subrata Kundu, Senior Researcher & Team Leader, Hitachi America, Ltd.</p> <p>Sujit Phatak, Senior Researcher & Group Leader, Hitachi America, Ltd.</p>	<p>Autonomous driving has captured all of our imaginations and is one of the fastest growing areas in automobiles. Come see how Hitachi experts are making it better. Recent advancements in sensing and machine learning technologies are improving safety and comfort but the work is not over.</p> <p>Groups within Hitachi are developing sensors and controllers for advanced driver assistance systems as well as autonomous driving. They are also applying developments in the internet of things (IoT) to realize connected autonomous mobility. However, making it possible for driverless, autonomous vehicles to operate on public roads remains a very challenging task and requires enormous testing prior to actual implementation. Hitachi America has developed a cloud-based, cosimulation platform called SimXpand® that can resolve this testing problem. If you have any interest in autonomous driving, you owe it to yourself to attend this fascinating presentation.</p> <p>This session is suitable for general business, Transportation and Manufacturing.</p>

IoT

Session Title	Session Description
<p>How IoT Edge Intelligence Has Transformed Manufacturing</p> <p>Sudhanshu Gaur, Hitachi, Ltd.</p>	<p>No other industry drives industrial IoT applications and embraces digital technologies like the manufacturing industry. To deliver the insights and intelligence the manufacturing industry needs, and in real-time, an IoT edge solution is crucial.</p> <p>In this session, you'll discover the many aspects of IoT edge intelligence that improve quality, yield and product traceability. You'll hear about sensing, connectivity, analytics and AI, as well as case studies about how the Hitachi edge solution has changed the manufacturing industry.</p> <p>This session is suitable for general business and IoT.</p>
<p>Improve Your Manufacturing With Insights From IoT Analytics</p> <p>Thursday 9/27: 4:00 - 4:50 PM</p> <p>Zack Pu, Offering Manager, Industrial IoT, Hitachi Vantara</p> <p>Wei Yuan Ph.D., Senior Researcher and Team Leader, Center for Social Innovation - North America, Hitachi America Ltd.</p>	<p>Does your factory floor have the same challenges as many in your industry? See how IoT analytics will help you overcome poor machine availability, non-conforming parts, low production performance and poor overall equipment efficiency (OEE). Understand how to give your plant managers real-time visibility into their operations. Give them meaningful analytics and insights for better decisions and outcomes. Hear experts from Hitachi Vantara and Hitachi R&D group discuss how Hitachi's Lumada helps to transform your manufacturing with data across the value chain, advanced analytics and IoT to solve your biggest pain points.</p> <p>This session is suitable for general business and Manufacturing.</p>
<p>Find the Real Value of IoT for Your Business</p> <p>Wednesday 9/26: 5:00 - 5:50 PM</p> <p>Vernon Turner, Principal and Chief Strategist, Causeway Connections</p> <p>René Torres- General Manager, IOTG ISD Global Sales, Industrial, Energy, Smart Buildings, Intel Corporation</p> <p>Bjorn Andersson, Senior Director, IoT Marketing, Hitachi Vantara</p> <p>Bill Schmarzo, CTO IoT and Analytics, Hitachi Vantara</p>	<p>IoT is much more than connecting things and harvesting data from sensors. It's an architectural disruption that ripples through everything we do and places new requirements on IT and OT infrastructures and capabilities. Learn how these shifts are happening and how you can find new data-driven insights to improve your operations and develop new revenue streams.</p> <p>Much as cloud changed the way IT is done, IoT is now changing the way business is done. You'll find the true value of IoT when you have full interoperability and information flow between devices, data, people and systems. Understand the importance of data fluidity and portability across physical and cyber domains and the necessity of flexible and modern IT architectures that span from edge to cloud.</p> <p>This session is suitable for general business.</p>

IoT (continued)

Session Title	Session Description
<p>The Business Case for Building Smart Cities, States, and Nations</p> <p>Thursday 9/27: 2:00 - 2:50 PM</p> <p>Andrew Hamilton, Smart Infrastructure and Client Partnerships, Hitachi Consulting</p>	<p>How can your company make the business case to do well by doing good? How are Lumada co-creation and Hitachi partners delivering Social Innovation solutions to help these communities reach their ambitious goals? Smart cities, states and nations are tackling human and environmental challenges around the globe. Listen to this panel of experts from the public and private sectors discuss their initiatives and experience in bringing “smart” to their communities and businesses.</p> <p>This session is suitable for general business.</p>
<p>Is Video Your Most Under-Utilized Data Source?</p> <p>Wednesday 9/26: 4:00 - 4:50 PM</p> <p>Srini Kompella, Director, Analytics, Americas Region, DXC Technology</p> <p>Mark Jules, VP of Smart Spaces and Video Intelligence, Hitachi Vantara</p>	<p>Video is nearly ubiquitous in buildings, campuses and cities, but most of it is simply streaming images. With the rise of AI and computer vision, video can now give you a wealth of insights and alerts, often from existing data sources – making it a first-class data type for Lumada. Learn how you can use this unique source of insight to drive smarter business, operations and safety in factories, campuses or cities.</p> <p>This session is suitable for general business.</p>
<p>Improve Your Bottom Line With Intelligent Maintenance and Repair</p> <p>Thursday 9/27: 1:00 - 1:50 PM</p> <p>James Destro, Vice President, Product Management, IoT Applications, Hitachi Vantara</p> <p>Hideki Osumi, Vice President, Control System Platform Division, Service & Platform Business Unit, Hitachi Ltd.</p>	<p>Understand more of your business’s maintenance and repair processes so that you can help your business and satisfy more customers. As in many businesses, you don’t have enough visibility in the processes because you have too many disjointed systems. You might struggle with compliance. Or you find it hard to use new technologies throughout your maintenance and repair chain.</p> <p>In this session you’ll learn about Hitachi’s comprehensive solutions to these and similar issues. We’ll show you how to establish your foundation of data-driven insights and connected capabilities to gain the most from your assets and reduce your risks. You’ll see how to save money and free up resources for the competitive advantages your company must pursue.</p> <p>This session is suitable for general business, Manufacturing, Transportation and Energy.</p>
<p>Improve Your Maintenance Reliability With Machine Learning</p> <p>Wednesday 9/26: 2:00 - 2:50 PM</p> <p>Shahbaz Haque, Vice President, Hitachi Consulting</p>	<p>Hop aboard for a detailed showcase of how artificial intelligence (AI) improves maintenance on high-speed trains, which are among the world’s most complex, high-precision instruments. We’ll go deep into:</p> <ul style="list-style-type: none"> ■ How AI, the internet of things, and digital technologies can work together to improve the reliability of train maintenance. ■ How machine learning improves operational environments. ■ Practical lessons and useful takeaways from our three-year program. <p>This session is suitable for general business and Transportation.</p>

IoT (continued)

Session Title	Session Description
<p>Bridge the Digital and Real Worlds With Intelligence at the Edge</p> <p>Wednesday 9/26: 1:00 - 1:50 PM</p>	<p>With the data generated everywhere by people, places and things, computing power needs to follow to enable advanced applications such as AI and context-sensitive digital experiences. The industry calls this the “intelligent edge.” Join our panel to examine specific use cases of intelligent edge applications and understand the requirements of service providers, their challenges, and business models to drive new opportunities. See also how Hitachi’s rich history in operational technology and IT solutions shapes our own approach for the intelligent edge and for service providers.</p> <p>This session is suitable for general business and Service Providers.</p>
<p>How To Evolve With IoT Analytics</p> <p>Thursday 9/27: 5:00 - 5:50 PM</p> <p>Lothar Schubert, Senior Director, Lumada Technical Marketing, Hitachi Vantara</p> <p>Arik Pelkey, Sr. Director, Analytics Product Marketing, Hitachi Vantara</p>	<p>Better customer service, lower operating costs, and new revenue streams – the promise of the internet of things (IoT) is real and growing. So what’s holding organizations back? Turns out, “going IoT” isn’t as simple as adding a few sensor feeds to your systems. Rather, IoT is an architectural disruption: Every aspect of tech infrastructure, from networks to app servers to storage, needs to handle the onslaught of raw data, while machine learning (ML)-driven advanced analytics demand evermore system flexibility. Learn how Lumada, Hitachi’s IoT platform, can help you innovate with IoT while protecting your existing IT and OT investments. Hear real-life customer case studies, study Lumada-based architecture deployments, and learn best practices and the pitfalls to avoid.</p> <p>This session is suitable for general business.</p>

Solutions and Innovations

Session Title	Session Description
<p>How High-Availability Data Centers Power Brazil</p> <p>Wednesday 9/26: 4:00 - 4:50 PM</p> <p>Marcio Felix, IT Manager, CPFL</p> <p>Carlos Rossi, Project Manager, CPFL</p> <p>Mark Adams, Hitachi Vantara</p> <p>Ivo Leonardo de Sousa, Hitachi Vantara</p>	<p>See how CPFL Energia, one of Brazil's three biggest electric utility companies, uses high-availability data centers to face its enormous challenges. The company is active in every process related to electrical power, from generation and commercialization, all the way through transmission and distribution to the end customer.</p> <p>One of their industry's most difficult problems is dealing with periods of interruption in power supply because they directly affect businesses and the general population. And they significantly raise the power industry's own costs. See how CPFL uses data to minimize the duration and frequency of these power outages, comply with critical industry regulations and maintain the high level of quality service they are known for.</p> <p>This customer use case session is suitable for general business and Energy.</p>
<p>Blockchain: Build Digital Trust in Your Enterprise</p> <p>Thursday 9/27: 5:00 - 5:50 PM</p> <p>David Pinski, Chief Strategist, Financial Innovation Laboratory, Hitachi Americas</p>	<p>What is blockchain? Is it a fad or a fundamental shift? Or something in between? One thing's for sure: You need to know about blockchain to see if it's important to your business. We'll give you a basic working knowledge of blockchain technologies and how they might impact your industry. Don't worry if you don't know what DLT or ICO mean, this is your chance to learn. This session at last year's NEXT overflowed into the hallway. Be sure to come early to get the latest insights.</p> <p>This session is suitable for general business.</p>
<p>Improve Your Data Hygiene for GDPR and Your Enterprise</p> <p>Wednesday 9/26: 2:00 - 2:50 PM</p> <p>Jordan Duffy, Director of Strategy, Buckham & Duffy</p>	<p>GDPR may be one of the latest reasons to get serious about how your enterprise stores and processes your data. But it's not the last. Because your enterprise relies on data, we'll show you how to:</p> <ul style="list-style-type: none"> ■ Standardize content. ■ Detangle metadata. ■ Neutralize sensitive, hidden data. ■ Repurpose old data for new value. <p>Learn about a real-world application of Hitachi Content Intelligence (HCI) in the Australian federal government. See how they used HCI's special combination of standard features to clean up data problems and its extensible features to make it effective within their environment.</p> <p>This session is suitable for general business and Financial Services.</p>

Solutions and Innovations (continued)

Session Title	Session Description
<p>Trust Your End Users Again With Modern Data Governance</p> <p>Wednesday 9/26: 5:00 - 5:50 PM</p> <p>Hakan Aribas, VP, IT Server and Mobile Systems, AKBANK</p> <p>Jeff Lundberg, Senior Product Marketing Manager, Hitachi Vantara</p>	<p>You have to trust your users with valuable, sensitive information even though they must take it to their laptops, smartphones, mobile devices and clouds to be productive. A wrong click or typo here, an absentminded moment there, and your data is suddenly exposed.</p> <p>See how to modernize your governance with data intelligence. Learn to apply the productivity and efficiency gains of these modern technologies while you enhance your control and protection to keep your proprietary data safe. Data intelligence and the new Hitachi Content Platform Anywhere Edge help you to govern and protect your data, improve your workforce's productivity and increase IT's efficiency.</p> <p>This session is suitable for general business.</p>
<p>Break Down Your Silos of Financial Services Data</p> <p>Thursday 9/27: 1:00 - 1:50 PM</p> <p>Suranjan Som, VP for Financial Services, Hitachi Consulting</p> <p>Francois Zimmermann, Chief Technology Officer, Financial Services, Hitachi Vantara</p>	<p>If you're like other banks, you may have separate data silos for each business function and new piece of legislation. With major new regulations every few years, many banks built their compliance systems on top of fragmented core data structures aligned to specific projects. As markets become more complex and legislation becomes smarter, compliance costs in major banks have risen to 20% of total operating cost.</p> <p>These inefficiencies have now become unsustainable and many leaders are rethinking their enterprise data architecture to control costs and implement effective proactive controls. In this session you'll learn about Hitachi's regulatory data management framework, which brings together industry best practice and our experience of building large regulatory data lakes. We'll go into templates for ingestion routines and information schemas. We'll talk about how to integrate advanced analytics and machine learning into business rules engines that are specific to regulatory or business frameworks. This could be the information you need to reverse the rising costs and fragmentation in your compliance systems.</p> <p>This session is suitable for general business and Financial Services.</p>
<p>Financial Experts Reveal Secrets That Lower Costs and Expand Business</p> <p>Thursday 9/27: 4:00 - 4:50 PM</p> <p>Phillip Patterson, Storage Architect, Bank of Oklahoma Financial</p> <p>Peter Sjoberg, Global Business Leader, Data Intelligence, Hitachi Vantara</p>	<p>See how to automate your compliance processes, cut down your operational costs, and drive new business opportunities. We'll talk with experts from Rabobank and other financial institutions. We'll reveal their best practices with leading-edge capabilities and solutions that are powered by Hitachi's object storage portfolio. Take away insights you can use to address the real-world challenges in your digital transformation.</p> <p>This customer use case session is suitable for general business and Financial Services.</p>

Solutions and Innovations (continued)

Session Title	Session Description
<p>Transform Regulatory Reporting in Financial Services</p> <p>Wednesday 9/26: 1:00 - 1:50 PM</p> <p>Francois Zimmermann, Chief Technology Officer, Financial Services, Hitachi Vantara</p> <p>Nirvana Farhadi, Global Head, Financial Services, RegTech, Risk and Regulatory Compliance Affairs, Hitachi Vantara</p>	<p>See how you can deliver smarter and more cost-effective regulatory reporting with automation. Hitachi Vantara recently hosted the FCA's fourth Tech Sprint, an event convened by the UK Financial Conduct Authority and Bank of England. The event brought together over 40 experts from different backgrounds including regulators, banks, legal firms, consultancies, academia and RegTech.</p> <p>With a goal to demonstrate model-driven, machine-readable and executable regulation, the Tech Sprint turned an existing regulatory handbook into an automated, more efficient format. This new format could drive fully automated regulatory reporting and automatically update reporting returns to reflect a regulatory rule change, and has now become a part of the UK's FinTech agenda.</p> <p>Learn how we achieved this, from interpretation and semantic tagging of the regulations to execution against customer data. Take a look at future directions including how regulators can work with RegTech firms to improve transparency and decrease total cost of compliance.</p> <p>This session is suitable for general business and Financial Services.</p>
<p>How IoT Saves Energy for You in Distributed Facilities</p> <p>Thursday 9/27: 2:00 - 2:50 PM</p> <p>Mark Stratton, VP, Hitachi Energy and Environmental Efficiency Solutions, Hitachi Consulting</p> <p>Lauren Riley, VP, Sustainability, Hitachi Consulting</p>	<p>With sustainability initiatives driving energy savings across large real-estate portfolios, you need to make your existing facilities run more efficiently. Now we can tell you how the internet of things will help you. We'll discuss new techniques to simulate entire real-estate portfolios, build energy models for prototypical buildings, predict energy savings and model costs to justify investments. We'll take you through a use case in which we deployed many energy conservation methods and measured real-time submetering in pilot sites. Using our Smart Energy Platform, powered by Lumada, in our Smart Energy Solution, we saw 20-30% improvements in energy savings across building types. With these tools, you'll be able to make your buildings smart through IoT techniques that improve your abilities to understand, manage and control your energy spending.</p> <p>This session is suitable for general business and Energy.</p>

Sessions by Industry

Transportation	<ul style="list-style-type: none"> ■ Improve Your Bottom Line With Intelligent Maintenance and Repair ■ Can We Improve Autonomous Driving With IoT and Cloud?
Financial Services	<ul style="list-style-type: none"> ■ Break Down Your Silos of Financial Services Data ■ Financial Experts Reveal Secrets That Lower Costs and Expand Business ■ Transform Regulatory Reporting in Financial Services ■ Improve Your Data Hygiene for GDPR and Your Enterprise
Healthcare	<ul style="list-style-type: none"> ■ How Storage Advances From Simple Archiving to Better Patient Care ■ Drive Smarter Decisions and Save Lives With Machine Learning ■ CERN: Nuclear Research With Self-Service Analytics
Manufacturing	<ul style="list-style-type: none"> ■ How the SFS Group Transformed Their IT ■ Improve Your Asset Lifecycle Management ■ Can We Improve Autonomous Driving With IoT and Cloud? ■ Improve Your Manufacturing With Insights From IoT Analytics ■ Improve Your Bottom Line With Intelligent Maintenance and Repair
Energy	<ul style="list-style-type: none"> ■ Improve Your Asset Lifecycle Management ■ Improve Your Bottom Line With Intelligent Maintenance and Repair ■ How High-Availability Data Centers Power Brazil
Telecommunications	<ul style="list-style-type: none"> ■ The Significant Business Opportunities in the New Telecom ■ Bring Computing to Your Data To Renovate Your Business