element61 Data Science & Strategy Day 2019

LIVING TOMORROW — Where visions meet

Date : September 24th, 2019
Venue : Living Tomorrow, Indringingsweg 1, 1800 Vilvoorde
Time : 12.00 - 18.30

Microsoft   SAP   Adobe®   element61 experience & expertise

Timing	Auditorium		
12.00 - 13.00	**Welcome & Sandwich Lunch (Atrium)**		
13.00 - 13.30	*Introduction element61, thought-leading Business Analytics and the Data Science & Strategy Competence Center*		
	Stijn Vermeulen, Managing Director - element61		
13.30 - 14.10	**Automated Decision Making**		
	3 years ago element61 started the Data Science & Strategy team. In this session we share our learnings and mistakes and share our view on how we see business evolve into Automated Decision Making		
	Bart Van Der vurst, Competence Lead Data Science & Strategy, element61		
14.10 - 14.45	**Using Artificial Intelligence Demand Forecasting to drive Supply Chain Planning**		
	Meat&More is a fast-growing food company specialized in meat- and meal-products more commonly known through its brands Buurtslagers and Bon'Ap. *In 2018 Meat&More embarked on an ambitious Supply Chain 2020 program to leverage its vertical integration into a unique Supply Chain strength. Through the use of Big Data & AI technology, they automated Demand Forecasting and deliveries to stores. In this session, we will go into detail on the realized solution, the business-case, the technical architecture and the project approach as well as the plans for the coming years.*		
	Tom Vorsselmans, Lead Data, Meat&More ***Charles Cuigniez, Data Scientist, element61***		
14.45 - 14.50	**Room Switching**		
	Auditorium	**The Vision Room (upstairs)**	**The Box (take elevator at main entrance)**
14.50 - 15.30	**Intro into data-tooling for Marketeers:** **DMP, CDP and other**	**RENSON Case Study:** **From Air streams to data streams**	**Basics in Data Engineering for Data Scientists**
	All marketeers are looking for tooling to do better targeting and segmentation. *In this session we go in-depth on which data-tooling exists to deliver such targeted communication. We go in-depth on what a CDP and DMP is and how do they differ from Marketing Automation tools. We present how this data-tooling has succesfully helped some of our Belgian customers.*	*Creating Healthy Spaces has been Rensons baseline for the past decade. As a next step to achieve these ambitions, Renson is using smart devices and data technology to better service its Customer.* *In this session we share the role of Data & AI in this transformation and list our challenges & learnings.*	*Running a Data Science in production means setting up Data Engineering incl. automated dataflows, scheduling, continuous integration and deployment. Successful data science projects rely on a modern data platform being able to handle those typical challenges. In this session we outline our view on a modern data platform and share some must-knows of Data Engineering.*
	Bram De Ruyck, Data Strategist - element61	***Steven Vandekerckhove - Manager Data Analytics, Renson***	***Sacha Dubrulle, Data Scientist - element61***
15.30 - 16.00	**Coffee Break (Atrium)**		

	Auditorium	The Vision Room (upstairs)	The Box (take elevator at main entrance)
16.00 - 16.40	**Adobe's view on modern marketing: Real-time customer experience starts now** *Adobe is one of the leading players in the market when it comes to marketing and advertising. In this session, Adobe explains their vision on how modern marketing organizations should work and how real-time customer experience is only starting now.* ***Wouter Van Geluwe - Adobe***	**COLLISHOP Case Study: Inspiring a team with a data-driven mindset** *Collishop is the online non-food webshop of Colruyt. Living in the online world and surrounded by digital tooling, Collishop is transforming its team with a data-driven mindset.* *In this session, Jellert from Collishop shares how they identified data-driven opportunities and how Collishop is now using Data & AI techniques step-by-step.* ***Jellert Dekeyser, Head of Sales & Marketing - Collishop***	**Introducing the SAP Data Intelligence Platform as a full fledge Data Science Platform.** *Datahub is the central orchestrator for setting up data pipelines and manipulating your different data sources. Recently, SAP introduced the Data Intelligence Platform as part of Datahub. With the Data Intelligence Platform, SAP is introducing a full fledged Data Science Platform. Through multiple concrete examples, SAP will show how your data scientists can get started with the Data Intelligence platform* ***Andreas Forster, Data Science Expert - SAP***
16.40 - 16.45	**Room Switching**		
16.45 - 17.30	**How to add AI to your Marketing Stack** *Digital Marketing is a data-rich environment and although Marketing Automation is mainstream only few organizations really leverage AI to drive automated segmentation and targeting.* *In this session we inspire you why you need to add AI to your Marketing Stack, what the technological requirements are and share relevant examples. We promise you'll leave with some concrete marketing ideas!* ***Peter Depypere, Data Strategist - element61***	**KATOEN NATIE Case Study: Innovating through Data & AI initiatives** *In 2018, Katoen Natie took the initiative to identify business opportunities of (big) data and AI across all their Business Units.* *In this session we present how Katoen Natie, with element61, tackled this Data & AI Strategy roadmap and share learnings of this process. We present some first delivered use-cases and shed light on future data ambitions.* ***Sander Haeck, BI Lead - Katoen Natie***	**How to build and manage a Data Lake** *a Data Lake is your central repository for structured and unstructured data. However, too often data engineers spend a lot of time building pipelines and keeping governance.* *In this session we want to introduce the Delta lake open-source project and how to do real-time and batch pipelines in a unified way on your Data Lake.* ***Ivana Pejeva, Data Scientist - element61***
17.30	**Closing, Cocktail & Networking Opportunity (Atrium)**		