

Digital Value Chain Conference 2015

Agenda

Thursday, 23rd April 2015, 9:00-16:30
Kalkscheune, Johannisstraße 2, 10117 Berlin

9:00 **Registration**

10:00 **Opening keynote on the full scope of Digital Transformation**

- Andreas Gentner, Deloitte Head of EMEA Technology, Media and Telecoms
- Royston Seaward, Head of Deloitte Digital UK

10:20 **The Digital Transformation**

Successful digital transformation has been led by organisations who have understood the importance of strategy that addresses the impacts on organisation structure, talent processes and systems. Listen to case studies of successful digital strategy definition and execution, and see how looking at the entire value chain is key.

- Client Case Study 1: Bertie Stephens, Chief Executive Officer & Founder of Flubit.com
- Client Case Study 2: Head of Data, Bauer Media UK

11:20 **Coffee break**

11:35 **Technology Enablers of Digital Transformation**

Digital technology affects how the vast majority of people live and work. Technology enablers have been the driving force in adapting businesses to leverage new digital channels, and they exist across the entire organisation. Join us to see some examples of truly transformational enablers.

- Client Case Study 3: Mario Pieper, Chief Digital Officer, BSH Bosch und Siemens Hausgeräte GmbH (IoT/Smart Home)

12:00 **The Digital Customer Journey**

The need for businesses to understand how the customer experience has moved on, and how to respond, is a key motivator for digital transformation. However, organisations often encounter difficulties with leveraging digital technologies to better serve their customers' expectations. Hear from companies that have well understood what their customers needed and how they addressed it.

- Client Case Study 4: Sita Schwenzer, VP Digital Sales & Marketing, Unitymedia KabelBW GmbH
- Client Case Study 5: Julian Shaw, Group Commercial Director, Bonnier UK

13:00 **Lunch**

14:00 **Intellectual Property Creation and Acquisition**

Digital products and content should be created and procured in ways that satisfy contractual innovation while automating data dissemination and financial calculations. Come and hear about the kind of content innovation that's possible when organisations succeed with content management and rights and royalties;

- Client Case Study 6: Paul Morton, Group Finance Controller, Perform Group
- Client Case Study 7: Matthew Boyes, Founder and Chief Executive Officer, Streetlife

15:00 Panel Discussion: Performance Management and Analytics

Organisations must balance creativity and innovation with the need to deliver value against a plan. Do you have the right portfolio of innovation accounting, analytics and KPI reporting and the right balance between Sales, Marketing, Operations, Finance and Product Development?

Panel Members:

- Richard Piercy, Chief Information Officer, UBM
- Dr. Bodo Thielmann, Head of New Investments, Marketing & Classifieds Division, Axel Springer AG
- Linda Grant, Ex Managing Director, Metro UK

Panel Moderators from Deloitte:

- Royston Seaward
- Thilo Többens
- Rob Cullen

15:40 Coffee break

15:50 In-Memory, Big Data and Cloud

In coping with the seemingly endless digital data capture possibilities, underlying technology platforms have evolved. In-memory, big data and cloud platforms are at the centre and are best illustrated with case studies where they've enabled new ideas, new business and monetisation of information.

- Software Solution Provider: Tom Crawford, Managing Director, Aptitude Software UK

16:20 Closing keynote summarising the key points of the day

- Thilo Többens, Head of Deloitte Digital Germany
- Rob Cullen, Head of CFO Advisory Deloitte UK

16:30 Finish