

East Africa Big Data & Cloud Computing Summit 2018

unlocking big data value

2nd and 3rd May 2018

Nairobi, Kenya

**Big data and
cloud computing:**
*is Africa ready to unlock
the big data value?*

Digital Events Ltd.
hello@digitaleventscorp.com
+254 721 730 585





Summit Snapshot



DATE:

2nd and 3rd May 2018



VENUE:

Radisson Blu, Nairobi



REGION COVERED

Eastern Africa Region (Kenya, Uganda, Tanzania, Rwanda, Southern Sudan, Ethiopia)



EVENT LAYOUT

- 10+ industry expert keynote presentations,
- 12 panel discussions
- 10 breakout sessions/ workshops.



AREAS OF INTEREST:

- Big data analytics
- Machine learning techniques
- Predictive modeling and analytics
- Data security
- Data mining,
- Cloud computing
- Cyber security and cloud computing



Projected Summit Facts

- 10+ Hours of Networking
- 15+ Industry Relevant Topics
- 40+ Industry Expert Speakers
- 100+ Top Companies
- 300+ Top Level Delegates Attended



DELEGATES:

- Data Scientists
- Financial Sector Executives (banks, Sacco, Insurance companies)
- Research Experts
- Credit Reference Bureaus
- Cloud Resellers
- Relevant Government

Institutions Fintech Innovators

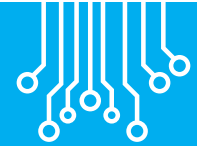
- Mobile Money Providers
- Telecom Operators
- Internet Service Providers
- *600+ professionals targeted

Delegates by Industry

- Government Services & Public Sector
- Telecommunications
- Retail
- ECommerce
- Information Technology
- Media
- Airlines, Travel & Hospitality
- Banking & Financial Services

By Job Title

- CIOs, CMOs & CDOs
- Vice President & Heads of IT
- Heads of Business Intelligence
- Heads of Analytics, Modelling & Mining
- General Managers - Marketing & Loyalty
- Heads of Digital & Strategy
- CIO's and Heads of IT
- Chief Technology Officers
- CFO's and Finance Directors
- Heads of Data Analytics, Modeling and Mining
- Heads of Marketing
- System and Business Analysts
- Customer & Business Intelligence Specialists
- Market Researchers and Consultants
- Database Administrators
- Project Managers
- Data Architects and Scientists



Introduction

The amount of electronic data generated by computerization—digital data—is growing at unprecedented rates. As more and more people use mobile phones and the internet for social and digital interactions, customers generate increasing volumes of digital data trails. With consent, providers can tap into this wealth of information to get to know their customers digitally and offer them products better suited to their needs.

East Africa Big Data Analytics and Cloud Computing Summit was born out of a much-needed opportunity to unite the data and analytics players and potential end users of their expertise. This was most importantly after realization that big data analytics is the future of most economic sectors and the fact that the sub-Saharan Africa have not adopted the available technology as compared to our peers in other continents. Further, limited data science skill set in the region, low levels of data capability maturity in the region, limited data analytics application in corporate within the region, limited pipeline from the academia fraternity, no clear career path and no clear grading of data scientist across the region are among the reason we have organized the summit.

Under the summit theme of *“Big data and cloud computing: is Africa ready to unlock the big data value?”*

The Summit will provide a platform for;

- Industry leaders to deliver case studies, expertise and share unique insight into the rapidly emerging movement: the power to forecast the future with today's data.
- Unique exposure to the hottest topics, tools and strategies revolutionizing the big data industry today.
- Top-class networking opportunities with like-minded professionals.
- The big data analytics and cloud computing cases and techniques that drive the greatest business value will be showcased.
- International researchers and industry practitioners to share their original research results, practical experiences and thoughts on big data from different perspectives including storage models, data access, computing paradigms, analytics, information sharing and privacy, redesigning mining algorithms, open issues, and future research trends
- Detailed discussion on big data analytics, machine learning, data strategy, statistical analysis, predictive modeling, data security, data mining, text analytics and machine learning techniques, cloud computing and so much more.

The breakaway sessions (which consist of smaller groups of delegates) will allow facilitators to deliver the theory component whilst allowing delegates, to engage in practical exercises. The close interactions with other delegates from differing companies generate conversations and allow the delegates to actively participate in the sharing of powerful information.

The summit will host data scientists, financial sector executives, research experts, cloud resellers, fintechs relevant government bodies, and innovators from the Eastern Africa region from the Eastern Africa region.



Programme

Time		Wednesday, 2 nd May 2018
From	To	
7:00 AM	8:00 AM	Registration and Refreshments
8:00 AM	8:10 AM	Opening welcome note
8:15 AM	8:30 AM	Key note by the summit sponsor
8:30 AM	8:50 AM	<p>Sponsor Session:</p> <p>“Data is the new oil” understanding the big data analytics industry & finding out where it is headed – recognizing the true value of big data</p> <ul style="list-style-type: none"> • Creating value through analytics; understanding the big data industry and identifying where the opportunities are, Recognizing the true value of the same • Using data to inform business strategy and create new business models that fuel growth <p>Speaker: TBC</p>
9:00 AM	9:40 AM	<p>Panel Discussion</p> <p>How to Secure, Simplify and Transform to a Cloud-Enabled Enterprise</p> <ul style="list-style-type: none"> • How to transform your hub & spoke network into a cloud-enabled network • New security paradigm for the new world of cloud • Changing role of IT executives
9:40 AM	10:00 AM	<p>Artificial intelligence -powered solutions transforming customer engagement</p> <ul style="list-style-type: none"> • Implementing cognitive services & bots • Cloud robotics and automation - is it a new paradigm to digital transformation
10:00 AM	10:15 AM	<p>Cloud computing Session: Walking on Clouds: Unlocking the Power of the Cloud for Enterprise Mobility</p> <ul style="list-style-type: none"> • Embracing new cloud-enabled consumption models while helping ensure data privacy, security and sovereignty
10:15 AM	10:30AM	<p>Panel Discussion</p> <p>Predictive analytics; Developing customer loyalty and retention , How to Integrate Analytics into Decision-making</p>
10:30 AM	11:00 AM	Coffee Break;/Peer-peer networking session/Visiting exhibition stands



11:00 AM	11:45 AM	Panel Discussion			
<p>Open Data: Developing effective open data governance program in the Eastern Africa region, the future of open data, exploring data modeling techniques with open source technology.</p> <ul style="list-style-type: none"> • How leading IT organizations are maximizing the use of open source and cloud technologies alongside on-premises investments to accelerate innovation 					
11:45 AM	12:30 PM	Panel Discussion			
<p>Analytics & Cloud Together: Accelerating Innovation in the New Cognitive Era</p> <ul style="list-style-type: none"> • Big Data Analytics and the Impact on Fraud • How a cloud based model provides greater speed and agility • Delivering business value through a common platform and data model • A future ready operations management foundation provides a competitive advantage 					
12:30 PM	1:00PM	A Modern ERP for Digital Value Creation			
<ul style="list-style-type: none"> • How next generation of ERP can support modern day digital challenges and enable companies to? run live ,to reduce cost, increase revenue and improve productivity 					
1:00 PM	2:00 PM	Lunch Break:			
4 sessions -Break Out Sessions					
2:00 PM	3:30 PM	ROOM 1	ROOM 2	ROOM 3	ROOM 4
		Discussion: Consumer Behaviour in the Digital Age	Challenges building the analytics capability in a multinational organization	Cloud is the next model for IT. How today's on-premises infrastructure investments can help simplify the transition to tomorrow's cloud model.	Data Warehousing – Harnessing the Big Data Revolution
				The Evolution of The Private Cloud	
				How to achieve Greater Speed, Agility, and Value Through Cloud-Based Smart operations	
3:45 PM	4:15 PM	Case study: How data management best practice is an important foundation for advanced analytics			



		DAY 2
Time		Thursday, 3rd May 2018
From	To	
7:00 AM	8:15 AM	Refreshments and Networking / Visiting the exhibition stands
8:15 AM	9:00 AM	Panel Discussion: From Big Data to Vast Data – Exploring the Future of Data <ul style="list-style-type: none"> Operational Analytics and Real Time Decisioning
9:10 AM	9:30 AM	Big Data challenges in 2018 and how to address them <ul style="list-style-type: none"> The roles of IT and the lines of business are changing when it comes to data and analytics programs
9:30 AM	9:45 AM	Big Data Analytics and How financial institutions can leverage on the same to assign credit score
9:45 AM	10:15 AM	Sponsor Session: Data Security ;Mobilizing Big Data Analytics to Build Stronger Data Security
10:15 AM	10:45 AM	Coffee break
10:45 AM	11:25 AM	Panel discussion; <p>Aligning big data strategy to ones business strategy</p> <ul style="list-style-type: none"> Exploring the Full Potential of Mobile Business Intelligence Facilitating Technology-Enabled Business Transformation Using Data & Analytics to Drive Business Transformation
11:25 AM	12:00PM	Panel Discussion: <p>Who Wants to be a Chief Data Officer? Understanding How to Boost Revenue with Real-Time Analytics</p> <p>What Separates the Successful From Unsuccessful CDOs?</p> <p>Recognizing the value of Big Data Monetization</p>
12:00 AM	12:15 PM	Cloud Infrastructure in Africa ; How can you be an Agile company in a disruptive era and what does that entail?
12:15 AM	1:00 PM	Panel Discussion: <p>Merging Big Data & Artificial Intelligence (AI) ;</p> <p>Practical case studies on implementation of Advanced Analytics and Data Science strategy, capabilities and technology in an organization</p>
1:00 PM	2:00 PM	Lunch Break
		3 break out sessions -Break Out Session



2:00 PM	3:30 PM	ROOM 1	ROOM 2	ROOM 3
		How to Practically Get Started with Data Governance	Case Study: Cyber Threats: Is Cyber Security a Threat to Big Data and Cloud Computing? Ways to enhance secure big data analytics platforms.	Cloud Infrastructure in Africa ; How can you be an Agile company in a disruptive era and what does that entail?
3:45 PM	4:15 PM	Implementing an Effective Data Strategy; achieving data driven strategy		
4:15 PM	5:00 PM	TEA/COFFEE BREAK /NETWORKING		

Why Sponsor?

Because we know that each sponsor has a different message, business development goal and branding objectives, each sponsorship package is tailored to your corporate strategies. Though most sponsorship offers multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths.

Among the opportunities presented to sponsors are prime exhibition spots, thought leadership presentations, case study presentations, hosting breakout sessions and roundtable meetings, moderating panel discussions and premium branding.

Sponsorship categories

- **5 Star Sponsorship/ Lead Partner**
- **4 Star Sponsorship**
- **3 Star Sponsorship**
- **Registration/Lanyard Sponsor**
- **Lunch Sponsor**
- **Conference Stationery Sponsor**
- **Conference Bag Sponsor**
- **Session Sponsor**



Exhibition Space

Shell Scheme Stand: allowing for individual design in the booth and placement of graphics and posters.

- Exhibition space (3*3 M)
- Side and rear walls (shell scheme)
- 2 x fluorescent
- 3 x chairs and 2 x table
- 1 x electrical outlet
- Fascia board with company name
- Listing in exhibition catalogue & website (with click-through)



**Event Organised by
Digital Events Ltd.
wilson@digitaleventscorp.com
+254 721 730 585 ;
Suite 8,2nd Floor, Pioneer Plaza .
NAIROBI, Kenya.**

