



In association with
MicroStrategy

MOBILE BUSINESS FUTURES SUMMIT

Leveraging real-time mobility
intelligence for business success

4 December 2013 | Millbank Tower, London



4th December 2013

13:20 - 13:50

Registration and networking

13:50 - 13:55

Chairman's opening remarks

Paul Taylor, *Business Technology and Telecoms Editor*, **Financial Times**

13:55 - 14:00

Welcome remarks

Stephen Dunnigan, *Country Manager, UK and Ireland*, **MicroStrategy**

14:00 - 14:30

Opening keynote address: The new business realities in the digital age - How are business models changing as a result of innovation and mobility?

Jonathan Liebenau, *Reader in Technology Management, Department of Management*, **London School of Economics**

14:30 - 15:15

Panel Discussion: Deriving value from mobile business intelligence

Why is it critical to empower employees within all areas of the business with real-time knowledge? How can data be made understandable by non-analytical employees to ensure its widespread adoption? What are the benefits and challenges of using business applications? How can mobile business intelligence be integrated seamlessly into the wider business and within 'bring your own' device policies? What safety, security and privacy concerns need to be considered? What are the current strategic level priorities for organisations seeking opportunities from mobile business intelligence?

Moderator:
Paul Taylor, *Business Technology and Telecoms Editor*, **Financial Times**

Kamran Ashraf, *Vice President, Head of Analytics & Information Services*, **Visa Europe**
Nick David, *Enterprise Services Manager, Consumer IT Services*, **Shell**
Paul Scullion, *Head of Business Intelligence*, **Carphone Warehouse**
Paul Zolfaghari, *President*, **MicroStrategy**

15:15 - 15:45

Refreshments and Networking

15:45 - 16:25

Industry Special Insights Interview Sessions

Transforming Healthcare

Lesley Neary, *Head of Performance and Intelligence*, **Liverpool Community Health NHS Trust**

Retail 2.0: How customers are influencing tomorrow's retail world

Paul Boshier, *European Director of Business Intelligence*, **Coca-Cola Enterprises**

Stephen Kneebone, *VP Corporate Information Systems, Organisation Development and External and Government Affairs*, **Nissan Europe**

Finance Futures: How innovative intelligence is shaping financial services and customer expectations in a stringent regulatory environment

Ruchir Rodrigues, *Managing Director, Digital Strategy and Delivery*, **Barclays Bank**

16:25 - 17:00

Closing Keynote Address: Creating new markets in the digital economy

Irene Ng, *Professor of Marketing and Service Systems and Director of the International Institute of Product and Service Innovation (IIPSI) at WMG*, **University of Warwick**

17:00 - 17:05

Chair's closing remarks

17:05 - 18:30

Drinks Reception