

Strategic IT Management 2017

23rd Handelsblatt Annual Conference | Sofitel Munich Bayerpost, Munich, 23 to 25 January 2017

Updated
programme

Digitalisation – innovation – agility

Aspects of IT Strategy 2020

CHIEF
DIGITAL
OFFICER

**VOLKSWAGEN
GROUP**

*Johann
Jungwirth,
CDO*



**START-UPS
& DIGITAL
PIONEERS**

LUMIZIL GMBH

*Lena Schaumann,
Managing Director & Co-Founder*



ZALANDO SE/TECHNOLOGY

*Jan Bartels,
VP Product –
Transactional Core Platform & Logistics*



- automotive
- retail ■ insurance
- finance ■ industry
- public administration
- energy

**CIO DIGITAL
EXPERIENCE**

Partner:



In cooperation with:



PRESENTATION OF THE



DIAMONDSTAR
excellence in business

STRATEGISCHES IT-MANAGEMENT IT-INNOVATION

it-jahrestagung.de | #stratit

Main Partners:



Concept and Organisation:



Handelsblatt
Substance matters.

46 speakers for the main theme areas

DIGITALISATION – INNOVATION – TRANSFORMATION

ENERGY



RWE Generation SE
Andreas Lamken,
CIO and Head of IT
Business Analytics &
Optimisation

AUTOMOTIVE



Continental Automotive GmbH
Thomas Buck,
CIO



Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Dr.-Ing. Dipl.-Inform.
Günther Burr,
Head of Information
Systems Production



Ford of Europe GmbH
David C. Buttery,
Director IT, FoE & MEA



Volkswagen Group
Johann Jungwirth,
Chief Digital Officer



Volvo Cars IT
Peter Lorentzon,
Vice President, Consumer
IT Services



Volvo Cars IT
Jonas Rönnkvist,
Director Strategy &
Business Development,
Consumer IT Services

RETAIL



C&A Europe
Tom Henkel,
CIO



Lekkerland AG & Co. KG
Christian Grotowsky,
Senior Vice President
Corporate IT,
and Managing Director,
Lekkerland information
systems GmbH



Lumizil GmbH
Lena Schaumann,
Managing Director &
Co-Founder



Media-Saturn-Holding GmbH
Ricardo Diaz,
CIO, Member of the
extended Board



OTTO
Dr. Michael Müller-Wünsch,
Divisional Director
Technology (CIO)



Zalando SE/Technology
Jan Bartels,
VP Product – Transactional
Core Platform & Logistics



AXA Winterthur
Andreas Maier,
CIO

FINANCE & INSURANCE

TECHNOLOGY & INNOVATION



Deloitte GmbH Wirtschaftsprüfungsgesellschaft
Dirk Michael Ockel,
Partner, Extended Enterprise & Risk Advisory



FPT Group
Dr. Truong Gia Binh,
Chairman



IBM Deutschland Research & Development
Dirk Wittkopp,
Managing Director and
IBM Vice President
Development



innogy Innovation Hub
Dr. Carsten Stöcker,
Blockchain Competence
Team, World Economic
Forum – Network of Global
Future Council Member
(Blockchain)



OpenText
Mark J. Barrenechea,
Chief Executive Officer
and Chief Technology
Officer



Stanford University
Dr. Burton Lee PhD MBA
Lecturer, European Entrepreneurship & Innovation,
School of Engineering,
Managing Director,
Innovarium Ventures,
Silicon Valley, USA

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING



German Research Centre for Artificial Intelligence (DFKI) GmbH
Dr. Damian Borth,
Director Deep Learning
Competence Centre



Google Germany GmbH
Jens Bussmann,
Cloud Platform Lead,
DACH & CEE



knowhere GmbH
Patrick Zimmermann,
Managing Director



SoftBankRobot
Nicolas Boudot,
Business Director EMEA



St. Gallen Cantonal Hospital, Switzerland
Prof. Dr. Barbara Tettgenborn,
Chief Physician,
Neurological Clinic,
Member of the Managing
Committee, St. Gallen
Cantonal Hospital
(Switzerland),
Professor of Neurology at
Mainz University
(Germany), Lecturer at
Zurich University Hospital

SPECIAL: CIO FITNESS

INDUSTRY



ZF Friedrichshafen AG
Dr. Jürgen Sturm,
Senior Vice President
Corporate Finance, IT,
M&A Informatik/
Information Technology
(FI)



Lonza AG
Dr. Diane Bitzel,
CIO



OSRAM Licht AG
Dr. Kian Mossanen,
Group CIO



Robert Bosch GmbH
Dr. Elmar Pritsch,
CIO



Schindler
Michael Nilles,
Member of the Executive
Committee & CDO



**thyssenkrupp Materials
Services GmbH**
Dr. Benedikt Martens,
Head of Digital Commerce
Solutions

PUBLIC
ADMINISTRATION

Baloise Group
Olaf Romer,
Head of Corporate IT,
Group CIO



Lotto24 AG
Kai Hannemann,
Chairman (CIO)



Miles & More GmbH
Ralf Gernhold,
CIO



**Federal Ministry
of the Interior**
Klaus Vitt,
State Secretary and
Federal Government
Commissioner
for Information Technology



**Free Hanseatic
City of Hamburg**
Jörn Riedel,
CIO



City of Munich
Peter Onderscheka,
Head of Strategic
IT Management and
IT Security Officer



**Federal and State
Government
Employees Retirement
Fund (VBL)**
Thomas Bönig,
Head of IT Department and
Managing Director,
IT subsidiary ITAS GmbH

CYBER SECURITY & DATA PROTECTION



Capgemini
Franck Greverie,
Corporate Vice President,
Group Cloud & Cyber-
security Leader



Fujitsu
Thorsten Höhnke,
Distinguished Engineer –
CTO Enterprise &
Cyber Security EMEA,
Visiting Lecturer
University of Applied
Science Augsburg



**Heymann & Partner
Rechtsanwälte mbB**
Dr. Moritz Hüsch, LL.M.,
Attorney-at-Law



**NetApp Deutschland
GmbH**
Peter Wuest,
Senior Director,
Emerging Solutions
and Innovation Group
EMEA



Veritas LLC
Mike Palmer,
Vice President,
General Manager,
Solutions for Data
Insight and Orchestration

MODERATORS:



St. Gallen University
Prof. Dr. Walter Brenner,
Director, Department of
Business Informatics
(Conference Chairman)



Handelsblatt
Christof Kerkmann,
Editor, Companies
and Markets



**University of the Arts
Berlin**
Univ.-Prof. Dr.-Ing. Dr.-Oec.
Thomas Schildhauer,
Professor of Marketing/
Business Innovation,
Founder and Director,
Institute of Electronic
Business e. V. (IEB)
and Research Director
at the Alexander von
Humboldt Institute for
Internet and Society



Ilse Aigner
Bavarian Minister of State
for Business, Media,
Energy and Technology
and Deputy Prime Minister

WELCOME ADDRESS:



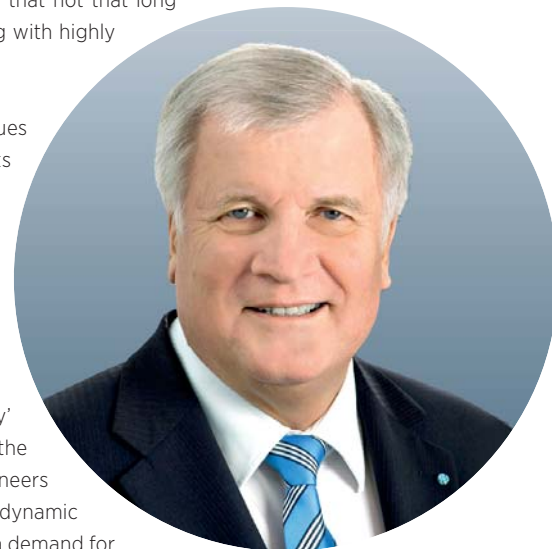
*A warm welcome to Munich*Handelsblatt Annual Conference 'Strategic IT Management 2017'
Munich, 23 to 25 January 2017

We live in rapidly changing times. This may seem an obvious thing to say. But if we consider that not that long ago children were using slate blackboards to write on and that today pre-schoolers are playing with highly developed IT devices, then the pace of change becomes all too real.

This is not to say that learning was inferior back then in the chalk age. It is just that the techniques being employed had essentially remained unchanged for centuries – and this continuity paints a rather strange picture for us today. The triumphant progress of IT launched a different, accelerating perception of time: only a few years ago, at the start of this new millennium, tough little 286 microprocessors barely 20 years old were still in use all over the world. Today we see new IT generations coming into play at an ever faster rate – offering all kinds of new possibilities and striving to meet the demands posed by increasingly motivated customers.

Digitalisation, innovation and agility are more than just buzzwords, for they describe the modern consciousness, our understanding of time and our concept of interaction. The word 'agility' itself conjures up concepts of dynamic and interactive creativity. The customer no longer gives the provider a vague description of what he wants, in the hope that in a few years' time the engineers will have come up with something suitable. In today's world manufacturers and users meet in dynamic dialogue to design the models that are really needed – until everyday business life then creates a demand for even newer ones.

It is thrilling to live in a world that is changing so quickly. While no one can predict where this change is leading and how far it can go, there is no doubt that it is a fascinating process – and one that is opening up new markets. I am delighted to see that Bavaria is also very much involved in driving these developments forward.



Horst Seehofer,
Prime Minister of Bavaria

The 2017 Handelsblatt conference at a glance

Monday 23 January 2017

Themes of the day:

- 9.00 – 18.00 hrs: Presentations
- 18.00 – 20.00 hrs: SPECIALS – taking place simultaneously:
 - Workshop with Dr Burton Lee PhD MBA, Stanford University
 - Immersive experience IBM Watson IoT Centre
- from 20.00 hrs: Bavarian get-together in the Hofbräuhaus Munich

- Innovation made by IT
- Digitisation and innovation in the automotive industry
- Artificial intelligence & machine learning
- Digitisation and innovation
- Agile IT - agile business
- CIO fitness

Tuesday 24 January 2017

Themes of the day:

- 9.00 – 17.30 hrs: Presentations
- 17.30 – 20.00 hrs: SPECIALS – taking place simultaneously:
 - Workshop with Dr Burton Lee PhD MBA, Stanford University
 - Immersive experience IBM Watson IoT Centre
- from 20.00 hrs: Networking dinner at Holger Stromberg's Kutchiin restaurant

- Digitisation – top of the CIO agenda
- Strategy and transformation
- DIAMOND STAR award presentation
- Digitisation in the retail sector
- Cyber security and data protection

Wednesday 25 January 2017

Themes of the day:

- 9.00 – 16.00 hrs: Presentations
- from 16.00 hrs: Closing buffet
- 16.00 – 18.00 hrs: Immersive experience IBM Watson IoT Centre

- Digital platform and ecosystem
- Digitisation in the insurance sector
- Technology & innovation strategy
- Round tables on current IT themes
- IoT and production 4.0
- Digitisation in public administration



Monday 23 January 2017

- 8.30 Check-in
9.00 Opening by the Conference Moderator



Prof. Dr. Walter Brenner, Director, Department of Business Informatics, **St. Gallen University**, Switzerland

INNOVATION & AGILITY

9.15

INTERNATIONAL KEYNOTE FROM SILICON VALLEY

What Germany gets wrong – and right – about digitisation: innovation lessons from Silicon Valley

- How does Silicon Valley view the future technology 'high ground'?
- Industry 4.0 vs artificial intelligence
- Computer science or mechanical engineering?
- Design thinking or science?
- Company work culture beats strategy
- Does Silicon Valley understand family-owned enterprises?
- What do many German universities miss when it comes to digitisation and software development?



Dr. Burton Lee PhD MBA – Lecturer, European Entrepreneurship & Innovation, School of Engineering, **Stanford University**, USA; Managing Director, **Innovarium Ventures**, Silicon Valley, USA

INNOVATION MADE BY IT – AUTOMOTIVE INDUSTRY

9.45

Beyond the car: transforming IT in the auto industry

- Technology is disrupting and changing the automotive industry
- Ford is responding by moving to become an Automotive and a Mobility company
- IT in Ford is transforming to help drive and shape the change
- David will describe what and how IT in Ford is leading the way



David C. Buttery, Director IT, FoE & MEA, **Ford of Europe GmbH**

10.05

IT elevates the digital business for Volvo cars

- Volvo Cars digital direction where we put consumers in the driving seat
- How IT has been organised to meet the digital challenges and opportunities
- Examples of strong IT deliverables and concepts



Jonas Rönnkvist, Director Strategy & Business Development, Consumer IT Services, **Volvo Cars IT**

10.30 Coffee break, time for networking at the trade show

11.00

Bringing intelligent machines to life

- See – think – act
- Digital labs approach and extended ecosystems

- Digitisation of products and services
- Innovation culture and new workstyle



Dr. Jürgen Sturm, Senior Vice President Corporate Finance, IT, M&A Informatik/Information Technology (FI), **ZF Friedrichshafen AG**

11.20

The digital transformation of Continental Automotive IT

- The transformation process of business models
- Innovative solutions based on new technology
- Using digital prototype development to meet business needs
- The central Big Data Lab@IT



Thomas Buck, CIO, **Continental Automotive GmbH**

11.40

Digitisation and innovation in the automotive industry

Chaired panel discussion with the following:



David C. Buttery ■ **Jonas Rönnkvist** ■ **Dr. Jürgen Sturm** ■ **Thomas Buck** (left to right)

Moderators:



Prof. Dr. Walter Brenner, Director, Department of Business Informatics, **St. Gallen University**, Switzerland
Christof Kerkmann, Editor, Companies & Markets, **Handelsblatt**

12.20 Lunch and networking

13.20

WELCOME ADDRESS



Ilse Aigner, Bavarian Minister of State for Business, Media, Energy and Technology and Deputy Prime Minister

MACHINE LEARNING, ARTIFICIAL INTELLIGENCE AND COGNITIVE COMPUTING

13.30

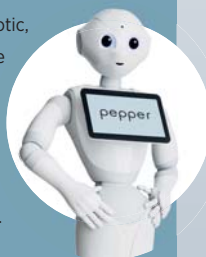
ROBOTICS – THE NEW HUMAN

Redefining in-store customer experience with humanoid robots Humanoid robots to improve your customer experience

After a brief review of the state of the art in humanoid robotics, we will emphasize on the value of emotion perception. Robots are now coming in our daily environment. Based on use cases of robots in daily operations in store, you will discover how humanoid robots are serving the retail market. Increased traffic, innovative customer experience and gathering useful data are some of the benefits that will be illustrated during this presentation.



Nicolas Boudot, Business Director EMEA, **SoftBankRobot**, Paris (with the humanoid Robot Pepper on stage)



incl.
Architectures

13.50

Deep learning: the revolution in artificial intelligence

- Artificial intelligence (AI)
- Deep neural networks
- Image understanding and autonomous driving
- Changing society through AI



Dr Damian Borth, Director Deep Learning Competence Centre,
German Research Centre for Artificial Intelligence (DFKI)

14.20

Google's transformation to an 'AI first' company

- Strategic importance of machine learning and artificial intelligence for Google
- Development and application of machine learning in various parts of the Google organisation in recent years
- Open source and cloud as a means for the democratisation of machine learning



Jens Bussmann,
Cloud Platform Lead, DACH & CEE, Google Germany GmbH

14.40

**Intelligent chatbots:
the new interface between man and machine**

- Opportunities and risks presented by intelligent chatbots
- How intelligent are today's chatbots
- Acceptability of chatbots
- The chatbot as a potential asset for companies and their customers
- Why now look to chatbots?



Patrick Zimmermann,
Managing Director, knowhere GmbH

DIGITISATION AND INNOVATION

15.00

Digital transformation - challenges and opportunities

- On Regional-Level: 4th Industrial Revolution – change whole system from public, private and social sector e.g. Smart cities – connect IoT features with new business models for companies and municipalities on the example of Da Nang FPT smart city
- On Company-level: 4th Industrial Revolution → Digital Transformation Technology Investment, cultural change and methodologies to go to Digital Business Era



Dr Truong Gia Binh,
Chairman, FPT Group, Hanoi, Vietnam

15.30 Coffee break, time for networking at the trade show

16.00

Man at the centre of digitisation

- The energy transition calls for a re-orientation of the conventional energy production business
- IT Innovation Award 2016 presented by RWE Generation SE

- New digital business procedures with man at the centre
- Developing new business lines with partners



Andreas Lamken,
CIO and Head of IT Business Analytics & Optimisation,
RWE Generation SE

16.30

**The path to customer retention 4.0 –
how IT is driving innovation at Miles & More**

- The new role: from Chief Information Officer to Chief Innovation Officer
- How innovation and the digital transformation is changing the business model at Miles & More
- Why are IT departments the key actors for innovation? How do we organise cross-departmental cooperation?
- How have Miles & More mastered this process?
- What lessons can Miles & More give to other companies?



Ralf Gernhold,
CIO, Miles & More GmbH

AGILE IT – AGILE BUSINESS

17.00

**Business and IT as a homogenous organisation –
agile product development at Lotto24 – a progress report**

- Agile – what is the point? The purpose and value of agile methods from a management viewpoint
- IT organisation in the context of a limited company's high compliance requirements
- Deep Kanban instead of Proto Kanban, SCRUM, ...
- What applies here? From simple to complex and back again



Kai Hannemann,
Chairman (CIO), Lotto24 AG

17.30

CIO FITNESS**SPORT BREEDS SUCCESS****Sport – success – power of concentration – ageing of the brain**

Regular sporting activity has a number of positive biological effects on the human body. These include an increase in the blood supply to the brain, a positive impact on lipid, hormone and insulin metabolism and on the release of growth factors such as IGF-1 (insulin-like growth factor). It has been proven that regular sporting activity leads to a measureable increase in brain volume. Sport promotes the cognitive skills, which means better logical thinking and creativity, improves the power of concentration, delays the brain's ageing process, increases self-esteem and improves physical resilience. And the demands made by sporting competition can also be used to good effect in our professional lives, namely how to control our emotions, how to focus on our goals and give our best in order to reach peak performance. Competition also teaches us how to deal with the unwelcome feedback that may occasionally come our way. A study carried out by the Allensbach Institute for Public Opinion Research has shown that the average income of keen runners was much higher than that of the average worker.



Prof. Dr. Barbara Tettenborn, Chief Physician, Neurological Clinic,
St. Gallen Cantonal Hospital, Switzerland, Member of the
Managing Committee, St. Gallen Cantonal Hospital (Switzerland),
Professor of Neurology at Mainz University (Germany),
Lecturer at Zurich University Hospital

SPECIALS

from 18.00 hrs

WORKSHOP exclusively for CIOs and IT executives

The role of the CIO in digital and cultural change in German and Silicon Valley companies



Dr Burton Lee PhD MBA – Lecturer, European Entrepreneurship & Innovation, School of Engineering, **Stanford University, USA**;
Managing Director, **Innovarium Ventures**, Silicon Valley, USA

Companies moving to digital business models and strategies face not only technical challenges. Perhaps the most difficult hurdles to master are those associated with moving mature enterprises to new digital-oriented working cultures and mind-sets. This workshop will explore the role of the German and Silicon Valley CIO in making this transition, and in bringing together the different, change threads that span IT systems, organization, strategy, operations and internal company culture.



The workshop will be run for a further group on 24 January 2017.

Places are limited
and will be allocated
on a first-come
first-serve basis

from 18.00 hrs

IMMERSIVE EXPERIENCE



ARTIFICIAL INTELLIGENCE – COGNITIVE COMPUTING

Visit to the new IBM Watson IoT Centre in the Munich HighLight Tower

Join us on a visit to the IBM Watson IoT division's new headquarters, which is Europe's first Watson Innovation Centre. The facility gives clients and business partners an opportunity to work with the in-house staff of around a thousand developers, consultants, researchers and designers on producing a new generation of networked solutions for the interface between cognitive computing and IoT (Internet of Things). The aim is to use cognitive skills to make networked devices, systems and sensors 'intelligent' and to open up new market opportunities. The new solutions will be made available as a global platform via the IBM Watson IoT cloud.



This programme will be run for two further groups on 24 and 25 January 2017.

The workshop and the immersive experience will run in parallel.

from 20.00 hrs

BAVARIAN GET-TOGETHER on the evening of 23 January 2017

Evening event for all delegates, speakers and partners in the

MUNICH HOFBRÄUHAUS

As guests of:  **SNP** The Transformation Company



Tuesday 24 January 2017

DIGITISATION – TOP 1 of the CIO AGENDA

9.00

KEYNOTE

How algorithms run our lives

With the advent of big data, cognitive systems, the internet of things and extremes in computing power, automation and connectivity algorithms are shaping our society. We are now creating volumes of data and intelligent systems we no longer fully understand. As our progression continues, preparing ourselves for a future in which we are subject to these systems and ensuring we maintain control is paramount. From automatic markets to predicting the next Hollywood blockbuster, algorithms run our daily lives and influence our fate.



Mark J. Barrenechea, Chief Executive Officer and
Chief Technology Officer, **OpenText**

STRATEGY AND TRANSFORMATION

9.30

Introduction of a new company-wide IT strategy: learning by experience and the options for successful consolidation

- Preparing a new IT strategy
- Introducing the new system into our business and IT organisations
- Embedding the new strategy in the corporate culture
- Experience acquired from the 24-month change process



Olaf Romer,
Head of Corporate IT, Group CIO, **Baloise Group**

10.00

The transformation of OSRAM IT

- From Office IT to Product IT
- Software instead of hardware?
- The path to the 'We economy'



Dr Kian Mossanen,
Group CIO, **OSRAM Licht AG**

10.30 Coffee break, time for networking at the trade show

11.00

Digitisation and change management@Lonza IT

- Enterprise analytics and Bi-modal IT
- Digital IT strategy and business engagement
- Global IT transformation and the new role of IT



Dr Diane Bitzel,
CIO, **Lonza AG**

11.30

How to digitally transform thyssenkrupp Materials Services – Insights into business and IT cooperation for digital commerce

- The digital pillars in a material trading company
- From waterfall to agile – preparing the work force
- Bi-modular IT as a success factor
- Making the change happen



Dr Benedikt Martens, Head of Digital Commerce Solutions,
thyssenkrupp Materials Services GmbH

12.00

Presentation of the



'THE WINNER IS'



DIAMONDSTAR
excellence in business

STRATEGISCHES IT-MANAGEMENT IT-INNOVATION

The Handelsblatt Award honouring CIOs and IT Executives
in the category IT Innovation

2016 WINNERS: RWE Generation SE



Prof. Dr Walter Brenner (Department of Business Informatics, St. Gallen University),
Prof. Dr Dr Thomas Schildhauer (University of the Arts and IEB),
Michael Neff (RWE-Konzern), **Andreas Lamken** (RWE Generation Group),
Matthias Karlshaus (Volkswagen Financial Services AG und VOICE e.V.),
Dr Uwe Dumschlaff (Capgemini) und **Christof Kerkmann** (Handelsblatt)

For more information contact:

Iris Meidt, Senior Conference Coordinator,
EUROFORUM Deutschland SE,
+49 (0)211.96 86 – 34 45 or
iris.meidt@euroforum.com

Partner:



In cooperation with:



12.15 Lunch and networking

DIGITISATION IN THE RETAIL SECTOR

13.15

Digitisation in the retail sector – walking the thin line between innovation, pragmatism and in-house tasks

- Creating the conditions that are needed by taking a pragmatic approach to IT tasks in-house and by generating stability, speed and precision in the business divisions
- Concentrating on the essentials and reducing complexity through simplification combined with a bi-modal IT approach
- Developing a balanced relationship between the in-house team and the external partners in order to create a stable and innovative environment



Christian Grotowsky, Senior Vice President Corporate IT, Lekkerland AG & Co. KG, und Managing Director, Lekkerland information systems GmbH

13.35

'It's all about tech baby' – the experience of Media Saturn in transforming IT into a digital commerce builder

- Transforming the business model into an omnichannel provider
- The new role of IT in a digital commerce world
- Renewal of the operation model and new role models for interworking
- A vehicle for accelerating the implementation process
- Recruiting new talent and employer branding



Ricardo Diaz, CIO, Member of the extended Board, Media-Saturn-Holding GmbH

13.55

Growth through change: the three dimensions of digital transformation at OTTO

- How we are shaping future online retailing using logical consumer orientation
- How we are actively driving cultural change in-house based on real employee participation
- How we are using our own technology skills to create the conditions for intelligent real-time capability



Dr Michael Müller-Wünsch, Divisional Director Technology (CIO), OTTO

14.15

The Quadrature of the Circle – How to guide 1,000+ Engineers and still get the spirit of a startup

In his speech, Mr. Bartels will report on Zalando's career from the start-up to the M-DAX company. He will focus on the role of Zalando Technology along the way, highlighting a number of core issues:

- How have the requirements for Zalando Technology changed over time?
- What are the challenges of architecture and organization?

- How can agility and spirit of a start-up be maintained in a technology organization with more than employees?

In his lecture, Mr. Bartels will discuss the interaction of architecture, culture and organization in order to enable fast iterative cycles and flexible responses to future trends in a mature organization.



Jan Bartels, VP Product – Transactional Core Platform & Logistics, Zalando SE/Technology

14.35



PANEL

(Digital) retailing 2020: online – hybrid – offline – transformation and remix for omnichannel customers

Chaired panel discussion with the following speakers:



Christian Grotowsky ■ **Ricardo Diaz** ■ **Dr Michael Müller-Wünsch** ■ **Jan Bartels** ■ **Tom Henkel**, CIO, C&A Europe ■ **Lena Schaumann**, Managing Director & Co-Founder, Lumizil GmbH (left to right)



Moderators:

Prof. Dr Walter Brenner, Director, Department of Business Informatics, St. Gallen University, Switzerland



Univ.-Prof. Dr.-Ing. Dr.-Oec. Thomas Schildhauer, Professor of Marketing/Business Innovation, University of the Arts, Berlin, Founder and Director, Institute of Electronic Business e.V. (IEB) and Research Director at the Alexander von Humboldt Institute for Internet and Society

15.15 Coffee break and time for networking at the trade show

CYBER SECURITY & DATA PROTECTION

15.45

Cybersecurity and cloud are the key enablers for digital transformation

- Risks in a hybrid, bi-modal environment
- How can enterprises set up and run an effective security approach?



Franck Greverie, Corporate Vice President, Group Cloud & Cybersecurity Leader, Capgemini

16.05

Introduction to future IoT security

- Critical analysis of the current state of security in the IoT
- Discussion of possible security solutions for the digital transformation



Thorsten Höhnke, Distinguished Engineer –
CTO Enterprise & Cyber Security EMEA, **Fujitsu** –
Visiting Lecturer, **University of Applied Science Augsburg**

16.20

Managing data hoarding to be GDPR ready

The Digital Hoarding Struggle is real:

How can companies and employees deal with this?

- How to control the Data Hoarding Behaviour to avoid GDPR compliance failure?
- Do you have an idea how many IT decision makers are overwhelmed by the extent and amount of data that they are hoarding?
- What is the real impact of breaches for IT Decision Makers? How can data breaches happen?



Mike Palmer,
Senior Vice President, General Manager, Solutions for
Data Insight and Orchestration, **Veritas LLC**, USA

16.40

Data control and 'CLEXIT' are success factors for digitisation

- How do I maintain control over my data in the cloud?
- How many clouds do we need?
- Implementation, but how?



Peter Wuest,
Senior Director, Emerging Solutions and Innovation Group EMEA,
NetApp Deutschland GmbH

16.55

Cloud and data protection compliance

- Data protection requirements when procuring cloud services (compliance)
- Practical measures for compliance and implementation



Dr Moritz Hüsch, LL.M.,
Attorney-at-law,
Heymann & Partner Rechtsanwälte mbB

17.05

**PANEL****CYBER SECURITY & DATA PROTECTION**

Chaired panel discussion with the following speakers:



Franck Greverie ■ **Thorsten Höhnke** ■ **Mike Palmer** ■

Peter Wüst ■ **Dr Moritz Hüsch** (left to right)

Moderators:



Prof. Dr Walter Brenner, Director, Department of
Business Informatics, **St. Gallen University**, Switzerland
Christof Kerkmann, Editor, Companies & Markets,
Handelsblatt

SPECIALS

Places are limited
and will be allocated
on a first-come
first-serve basis

from 17.30 hrs

WORKSHOP

exclusively for CIOs and IT executives

The role of the CIO in digital and cultural change in German and Silicon Valley companies

Dr Burton Lee PhD MBA – Lecturer, European Entrepreneurship &
Innovation, School of Engineering, **Stanford University**, USA;
Managing Director, **Innovarium Ventures**, Silicon Valley, USA



The workshop will be run for a further group on 23 January 2017.

in parallel from 17.30 hrs

IMMERSIVE EXPERIENCE

**ARTIFICIAL INTELLIGENCE –
COGNITIVE COMPUTING**

**Visit to the new
IBM Watson IoT Centre in the
Munich HighLight Tower**



This programme will be run for two further groups on 23 and 25 January 2017.

For more information on these SPECIAL events see page 7.

from 20.00 hrs

NETWORKING DINNER

on the evening of 24 January 2017

Dinner for all delegates attending the Handelsblatt Conference

in the **KUTCHiiN**, the events restaurant of the famous gourmet chef Holger Stromberg



If you don't know Holger Stromberg then it's time you did! After all, he is chef to the German national football team. You are cordially invited to dinner at his Munich events restaurant, the KUTCHiiN. Come and sample some of the latest in creative cooking and spend an enjoyable evening with a world champion of cuisine.

Wednesday 25 January 2017

DIGITISATION AND TECHNOLOGY

9.00

KEYNOTE

Digital platforms and ecosystems as a key to successful digital transformation

- 'Software and platforms are eating the world'
- Customer ID and client profiles make for greater customer loyalty and satisfaction
- The open digital platform as an ideal solution for the innovative capacity of the agile Developer Community
- Digital ecosystem places customers and users centre stage and enables valuable new services
- Data analytics and artificial intelligence create new digital assistants



Johann Jungwirth,
Chief Digital Officer, Volkswagen Group

Johann Jungwirth has been Chief Digital Officer at the Volkswagen Group since 1 November 2015. He joined VW from the American IT company Apple and currently reports to Volkswagen Chief Executive Matthias Müller

DIGITISATION IN THE INSURANCE SECTOR

9.30

Digitisation in the insurance industry: IT as an integrated business function

- Business strategies in the digital environment of the future
- New demands on the IT function
- Agile transformation into the new Target Operating Model
- Basic approaches and roadmap
- The strategic benefits for our customers



Andreas Maier,
CIO, AXA Winterthur

TECHNOLOGY & INNOVATION STRATEGY

10.00

KEYNOTE

Technology strategy 2017

- The game changer: cognitive computing
- The next Business OS: blockchain
- The machine data driven environment: Internet of Things



Dirk Wittkopp, Managing Director,
IBM Deutschland Research & Development and
IBM Vice President Development

10.30

Wearables and digital assistants as a catalyst for innovation and productivity 'smart glasses, HoloLens, Vuzix, Google & Co'

- Wearable computers, cyber-physical systems, AI, neural systems, etc.
- State of the art in highly compressed assistance systems
- Examples from the industry and services sectors
- Data protection, risk and compliance management



Dirk Michael Ockel, Partner, Extended Enterprise & Risk Advisory,
Deloitte GmbH Wirtschaftsprüfungsgesellschaft, Cologne

CIO IN
DIALOGUE

11.00 Brunch buffet and

ROUND TABLES

on the following topical themes:



TABLE 1

Agile IT

How do agile methods - DevOps, SRUM & Co. - make IT processes more flexible?

TABLE 2

Transformation roadmap

How do I get from individual initiative to ecosystem and company transformation?

TABLE 3

From IT leader to business enabler

Digital innovations for the business and IT of tomorrow

TABLE 4

Simplify IT

Making architecture, applications and data digital ready - the groundwork for digitisation

TABLE 5

Project management for digitisation

How do digitisation projects differ from traditional IT projects?

TABLE 6

How safe are we?

Cyber Security Ratings and Trends for CEO, CIO, CISO and M&A

Join colleagues to discuss the challenges and solutions on your IT management agenda.

IOT AND PRODUCTION 4.0

11.45

Accelerating digital transformation



Michael Nilles,
Member of the Executive Committee & CDO, **Schindler**

12.15

The Bosch IoT ecosystem – the path to a networked company

- IT at the heart of digital transformation
- Objective 2020: networking of all Bosch electronic products
- All running on the world-scale Bosch IoT ecosystem based on the Bosch IoT cloud
- Innovation through partners, start-ups and universities in the Bosch IoT ecosystem
- New cooperation models for the development of networked products



Dr Elmar Pritsch,
CIO, **Robert Bosch GmbH**

12.45

Global chained delivery network

- Sharing economy, decentralisation, access to assets, new forms of value exchange
- Blockchain and physical delivery of energy, manufacturing, logistics and mobility services
- Chained delivery networks: decentral internet/ blockchain + IoT + physical delivery
- Example blockchain use cases: mobility, 3D printing, digital product memory



Dr Carsten Stöcker, Blockchain Competence Team,
innogy Innovation Hub, World Economic Forum –
Network of Global Future Council Member (Blockchain)

13.15

Porsche Production 4.0 – evolution not revolution

- Production of the new all-electric 'Mission E' sports car: a challenge and an opportunity for the Zuffenhausen car plant
- Porsche Production 4.0: guidelines for ongoing production development
- Exemplary applications in digitisation
- Prerequisite for 'Porsche Production 4.0': a modern IT landscape for MES and shopfloor IT



Dr-Ing. Dipl.-Inform. Günther Burr,
Head of Information Systems Production,
Dr. Ing. h.c. F. Porsche Aktiengesellschaft

13.45 Power break with fresh fruit juice, tea and coffee

DIGITISATION IN PUBLIC ADMINISTRATION

14.00

KEYNOTE

Federal digitisation in public administration

- IT consolidation of the Federal Government
- IT security as a shared task for state and industry
- Digitisation of the asylum process – lessons learned
- Circumstance-oriented administration portals and service accounts for citizens and businesses



Klaus Vitt, State Secretary at the **Federal Ministry of the Interior**
and **Federal Government** Commissioner for **Information Technology**

14.30

IT strategy of the City of Munich

- The path to digital administration
- Smart City Munich
- eGovernment and openGovernment
- Aligning IT to meet the challenges of the future



Peter Onderscheka, Head of Strategic IT Management and
IT Security Officer for the **City of Munich**

15.00

Digital first – restructuring the administrative services on the terms and conditions of digitisation

- Principles of digitised administration
- Integration of organisational solutions, legal arrangements and IT implementation in a single project
- We just want to ask for your data again
- Algorithmic decisions



Jörn Riedel,
CIO, **Free Hanseatic City of Hamburg**

15.30

The digital future of the VBL – on the path to a digitisation platform

- A Government agency moving towards a digital future
- Digitisation is not an option – it's a must
- To cloud or not to cloud – that is the question
- SAP Standard Module as the basis of a technically digital architecture
- The challenges posed by digitisation



Thomas Bönig, Head of IT Department and Managing Director,
IT subsidiary **ITAS GmbH**,
Federal and State Government Employees Retirement Fund (VBL)

16.00 Closing buffet and time for networking at the trade show

SPECIAL

16.00 – 18.00

IMMERSIVE EXPERIENCE

ARTIFICIAL INTELLIGENCE – COGNITIVE COMPUTING

Visit to the new IBM Watson IoT Centre in the Munich HighLight Tower



Join us on a visit to the IBM Watson IoT division's new headquarters, which is Europe's first Watson Innovation Centre. The facility gives clients and business partners an opportunity to work with the in-house staff of around a thousand developers, consultants, researchers and designers on producing a new generation of networked solutions for the interface between cognitive computing and IoT (Internet of Things). The aim is to use cognitive skills to make networked devices, systems and sensors 'intelligent' and to open up new market opportunities. The new solutions will be made available as a global platform via the IBM Watson IoT cloud.

Places are limited and will be allocated on a first-come first-serve basis

! This programme will be run for two further groups on 24 and 25 January 2017.

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'Great opportunities to learn about cross-sector developments in the IT world.'

Dr Gerhard Blockus, BASF SE

'Some really innovative food-for-thought on current and relevant strategic IT themes.'

Peter Stanjeck, USU AG

'A huge range of IT themes for inspiration and ideas.'

Dipl.-Wirtsch.-Inf. Martin Haselbach, Daimler TSS GmbH

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