Wednesday, March 9, 2016

8:00 am - 5:00 pm	**Registration Open**
8:00 am - 9:00 am	**Continental Breakfast & Networking**
9:00 am - 9:15 am	**Welcome & Opening Remarks** Moderator: Maryfran Johnson, Editor in Chief, CIO Events
9:15 am - 10:00 am	**The Home Depot's Interconnected Retail Strategy: A Fireside Chat with CIO Matt Carey** Matt Carey, Executive Vice President & Chief Information Officer, The Home Depot Moderator: Maryfran Johnson, Editor in Chief, CIO Events As the world's largest home improvement chain, The Home Depot's growth strategy hinges on the success of what CEO Craig Menear calls "One Home Depot." By creating an interconnected retail experience that harnesses the physical and digital assets available across 2,200+ stores and distribution centers, the $80 billion retailer wants to transform the customer experience into a seamless one across all channels. Although its online sales are growing at a brisk $1 billion a year, they are still only 5% of total sales. Over the next three years, the company plans to invest $5 billion into upgrading the aging store base and expanding IT development to support interconnected retail. In this candid Q&A with CIO's Editor in Chief, CIO Matt Carey will talk about IT's pivotal role in this ongoing digital transformation.
10:00 am - 10:20 am	**Leveraging Internet Performance Management to Solve Business Delivery Issues** Kyle York, Chief Strategy Officer, Dyn, Inc. The internet is growing exponentially, with the number of users surging by more than 250 million in 2015 alone. All this activity generates phenomenal amounts of Internet-based data that's crossing vital business networks and forcing the adoption and growth of cloud infrastructures. This dramatically increasing complexity makes it daunting for companies to truly embrace and trust the internet to deliver business critical apps. Internet Performance Management (IPM) is the solution. IPM can help you take control of the internet, providing proper visibility, planning and monitoring that ensures your company can harness this powerful delivery mechanism for business applications. In this industry expert session, Dyn's Chief Strategy Officer Kyle York will share some key customer examples that show how the world's leading brands are leveraging IPM to solve issues of scale, complexity and volatility.
10:20 am - 10:50 am	**Refreshment and Networking Break**
11:00 am - 12:00 pm	**Fast-Moving Business vs. Slow-Moving IT: The CIO's Ultimate Challenge in 2016** Lee W. Crump, CIO & Group Vice President, Rollins, Inc. Heather Miller, Vice President, Global IT Strategy, InterContinental Hotels Group Moderator: Maryfran Johnson, Editor in Chief, CIO Events

The traditional IT organization is under pressure from every direction today. Customers expect multi-platform mobile access to everything. Business units expect faster turnaround than ever before. Digital business transformation is rewriting the rule books in every industry, ratcheting up the demand for greater speed and agility, more innovative customer-centric thinking, and a new set of IT skills in web-based, mobile and big data technologies. How can CIOs couple fast-moving innovations to slow-moving IT processes? What should the future IT organization become? Technology integrator? Solutions provider? Business partner? (All of the above?) Most importantly, how does the changing shape of the IT organization fit with the priorities of the CEO and C-level stakeholders? Our panel of Atlanta-area IT leaders will tackle these tough questions, bringing their diverse experiences and expertise to bear on the leadership challenge of fast-moving business vs. slow-moving IT.

12:00 pm - 1:15 pm   **Networking Lunch with Hosted Discussion Tables**

Join a hosted discussion table to share strategies and connect with your peers.

- Secure DevOps: Balancing Speed and Security, *hosted by Delphix*
- The Power of Adoption and The Consumerization of IT, *hosted by Dropbox*
- Internet Performance Management, *hosted by Dyn, Inc.*
- Hybrid Cloud, Job Processing, Microservices, *hosted by Iron.io*
- Getting Started with the Internet of Things, *hosted by Microsoft*
- Business Case for Converged Infrastructure, *hosted by Pivot3*
- Bringing Speed and Innovation to Traditional IT Processes, *hosted by PMG*
- Confronting IT Talent Shortage, *hosted by Randstad Technologies*

1:15 pm - 1:45 pm   **Leading a Traditional Business into the Digital World**
Steve Rubinow, Chief Technology Officer , Catalina Media Lab
"There is no such thing as a 'digital strategy' -- but there is your strategy in a digital world," says Steve Rubinow, quoting one of his favorite Internet memes. In 2013, this longtime financial industry CIO brought his expertise to Florida-based Catalina Marketing, where he is leading a highly successful analogue business through its digital transformation. For the past 30 years, many of the world's largest consumer goods companies and retailers have relied on Catalina's extensive data collection network installed at cash registers in 450,000 checkout lanes at supermarkets, drugstores and pharmacies worldwide. "In our industry, 93% of purchases aren't online -- they're made in stores -- so no one has the in-store data we have," he notes. "The biggest challenge in a transformation like this one is getting the workforce to think differently. People don't realize how disruptive this will be." In this opening keynote, Steve will talk about how he's managing that disruption, revamping the technology platform and guiding the cultural changes required to turn 'digital transformation' from a buzzword to a business reality.

1:45 pm - 2:15 pm   **Crossing the Digital Chasm: A Transformation Framework for IT Leaders**
Meredith Whalen, SVP, IT Executive, Industry and Financial Research, IDC
Growing numbers of companies are cracking the digital business code, creating new revenue streams and transforming the customer experience. They are succeeding at turning data into competitive advantage and innovating with disruptive technologies such as IoT, 3D printing and augmented reality. Yet 2016 will be the year of the digital divide for organizations that have yet to find their stride. Questions still abound about IT's strategic role in creating new services or digital products, replacing slow legacy systems or leading business

transformation activities. In this session based on the latest IDC research, Meredith Whalen will share an IT Leadership Framework for digital transformation, illustrated with examples from innovators across multiple industries. She will also identify the three areas where business especially needs strong direction from IT, and then share her expert advice on the most critical technology areas your organization should tackle first.

2:15 pm - 2:45 pm	**CIO Publisher's Panel: The Journey to Enterprise 2020**

Bruce Milne, CMO and VP of Marketing, Pivot3
Emily Schunior, Vice President of Professional Services, PMG
Dr. Jeff Wootton, Senior Solution Architect , Delphix
Moderator: Adam Dennison, SVP and Publisher, IDG Enterprise
In this fast paced session, CIO Publisher Adam Dennison will share some key research findings on CIO priorities and industry trends surrounding technology investments. Then his industry expert panelists will weigh in with their views on how various market dynamics are affecting customers in this new era of IT. Citing specifics from their customer engagements, the panel will talk about the problems their products are solving. They will also share their thoughts on the enterprise of the future as they discuss how CIOs and IT organizations can have the greatest strategic impact on the evolution of digital business.

2:45 pm - 3:00 pm	**Refreshment and Networking Break**

3:00 pm - 3:20 pm	**Transform Your Business With the Internet of Things**

Steve Busby, Technology Specialist , Microsoft
Sridhar Mantha, SVP & CTO, Happiest Minds
Moderator: Maryfran Johnson, Editor in Chief, CIO Events
Becoming a digital business presents tremendous opportunity to deliver business value and be competitive in today's market.   The Internet of Things (IoT) is the first step in transforming an existing business into a truly digital business and it starts with your things—your line-of-business assets and the data they produce, your cloud services, and your business intelligence tools. In this session we will explore real-world examples of customers we have worked with to do early validation of IoT business value, deploy innovative IoT solutions, enabling them to use their data as a strategic business asset to streamline processes, reduce costs, and enhance customer satisfaction and loyalty.

3:20 pm - 3:50 pm	**Data Science Under Water: How Predictive Analytics are Changing the Customer Experience at the Georgia Aquarium**

Beach Clark, VP Data Science and Data Acquisition Technology, Georgia Aquarium
For the Georgia Aquarium, which TIME magazine recently named "one of the most instagrammed places in America," the customer experience is as mission critical as the right water temperature for the thousands of marine animals who live there. "Our mission is to be the world's most magical aquarium experience," says Beach Clark, who transitioned from his VP of IT role to become the aquarium's data science guru. "What's exciting about predictive analytics it is how we're finding more and more things you can do to make sure your customers have a better experience." Today, the aquarium uses predictive models to help modulate crowd sizes and set admission pricing, and mines social media apps such as TripAdvisor to continually fine-tune its customer focus. In this presentation, Beach will talk about the technological and cultural challenges of turning data science into a vital part of the business model.

3:50 pm - 4:45 pm	**Planning for Security Breaches: What CIOs Need to Know Now**

Matthew Karlyn, Partner, Technology Transactions & Outsourcing Practice, Foley & Lardner LLP
Security breaches happen to companies – every day, around the world. It is an unfortunate reality in today's data-driven economy. Because most companies will feel the impact of a security breach at some point in time, says tech attorney Matt Karlyn, it is critical that companies prepare in advance to minimize the impact to the assets, employees, and customers. "The entire C-suite and board is on the hot seat for security these days," he says. As a result, "board members, CEOs, CFOs, and other senior executives are laser focused on understanding corporate information security. In this closing keynote, you'll hear Matt's expert legal analysis and practical advice on how

to prepare the company for and protect the company from information security incidents.

4:45 pm - 5:00 pm	**Closing Remarks**
	Moderator: Maryfran Johnson, Editor in Chief, CIO Events
5:00 pm - 5:30 pm	**Cocktail Reception**