Agenda *Agenda Subject to change*

8:00 am	**WELCOME / CHECK-IN / NETWORKING**

9:00 am **Digital Transformation and Your Path to DX Success**

Shawn Fitzgerald
Research Director, World-wide Digital Transformation Strategies

What is digital transformation (DX) and why should it matter to you? Join Shawn Fitzgerald as he explores the various dimensions of DX and how companies have been adopting a business case approach to create their own DX framework and produce superior business outcomes in the digital economy.

Shawn's comprehensive overview of DX will delve into digital leadership, organizational maturity, and what's needed to undertake a successful DX journey. He'll discuss the role of IT and key recommendations for scoping and building a DX strategy, for both business and technology professionals.

10:00 am **BREAK / NETWORKING**

10:15 am **The Global Datasphere and the Role and Impact of IoT Data**

Dave Reinsel
Senior Vice President, Mobility, Security, Client Computing, Consumer, Semiconductors, Telecom, and Imaging/ Printing/Document Solutions

Data is at the heart of our digital world and is the lifeblood of digital transformation. Fortunately, there is no lack of data, however, data is only data, until it becomes information. In reality, data only becomes useful to us if it informs us or informs our decisions. So, how does data become information? It's all about context. Data in context becomes information – and information becomes knowledge and understanding that drives our decisions and actions within our business workflows, as well as our streams of life.

Contextual data is valuable data – so valuable that businesses and lives will depend on it (some already do). As we move further into an always-connected world, where the Internet of Things (IoT) becomes pervasive, it is critical that companies understand how to manage this data in the datacenter, on the move, and in real-time. In this session, Dave Reinsel will expose the challenges and success vectors for companies wishing to succeed with IoT data in our global datasphere.

11:15 am **CONCLUSION**