

SANTA CLARA

7:15 AM - 8:45 AM | REGISTRATION AND CONTINENTAL BREAKFAST

Registration, Continental Breakfast, Analyst One-to-One Sign-up at the Analyst Connection Kiosk	Main Lobby / Exhibit Hall A
IDC Custom Solutions Pavilion and IDC Tracker Pavilion open through 4:00 pm	

8:00 AM - 8:30 AM | POWER BREAKFASTS

Room: 203	Room: 204	Room: 206	Room: 209	Room: 210
Ready or Not! SMBs Take Digital Transformation to the Next Level <i>Roy Boggs</i>	Business Value Impact of DX and What It Means for Your Sales/Marketing Strategy <i>Randy Perry, Nancy Selig</i>	India Opportunity in 2017 <i>Jaideep Mehta</i>	The Future Services Landscape <i>Michael Versace</i>	The New World of Programmatic TV Advertising, Explained <i>Karsten Weide</i>

8:45 AM - 12:00 PM | MORNING GENERAL SESSIONS

8:45 am - 9:00 am	Welcome and Introduction <i>Kirk Campbell - President and Chief Executive Officer</i>	Exhibit Hall B
9:00 am - 9:45 am	Dawn of the DX Economy and the New Tech Industry <i>Frank Gens - Senior Vice President and Chief Analyst</i>	
9:45 am - 10:20 am	Information, Industry Clouds, and the Next Industrial Revolution <i>Scott Lundstrom - Group Vice President and General Manager, Software, Health and Government</i>	Exhibit Hall A
10:20 am - 10:50 am	Networking Break and Pavilions	
10:20 am - 10:50 am	Analyst One-to-One Meetings - Session 1	Exhibit Hall B
10:50 am - 11:25 am	AR/VR: Charting the Business Impact of the Next Human/Machine Interfaces <i>Tom Mainelli - Program Vice President, Devices and AR/VR</i>	
11:25 am - 12:00 pm	Competing in and with Asia as the DX Economy Emerges <i>Sandra Ng - Group Vice President, Practice Group, IDC Asia/Pacific</i>	

12:00 PM - 1:30 PM | LUNCH AND LUNCHTIME SESSIONS

12:00 pm - 1:30 pm	Lunch	Exhibit Hall A
12:15 pm - 12:45 pm	Analyst One-to-One Meetings - Session 2	
12:15 pm - 1:20 pm	Lunch Roundtables	
12:50 pm - 1:20 pm	Analyst One-to-One Meetings - Session 3	

12:35 PM - 1:15 PM | LUNCH AND LEARNS

Room: 204	Room: 203	Room: 209	Room: 210
Enabling Agility with Smarter Datacenters <i>Jennifer Cooke</i>	Intelligent Applications: The Interconnected Futures of Applications and Analytics <i>Henry Morris</i>	PaaS Is Passé — Cloud-Native, Dev Services Change the Landscape <i>Scott Ottaway</i>	Matching Price with Value: The New Software Business Model <i>Amy Konary</i>

1:30 PM - 3:50 PM | AFTERNOON TRACK SESSIONS

	Track 1	Track 2	Track 3	Track 4	Track 5	Track 6	Track 7	Track 8
	Room: 201	Room: 203	Room: 206	Room: 204	Room: 207	Room: 209	Room: 210	Room: 212
1:30 pm - 2:10 pm	How "as a Service" Gets Built 2.0 <i>Robert Mahowald</i>	IoT Strategies Change Everyone's Business Models <i>Vernon Turner</i>	Blockchain — Seizing the Opportunities in Distributed Ledgers and Smart Contracts <i>Bill Fearnley</i>	Beyond Flash — Accelerating Performance in the Datacenter <i>Eric Burgener</i>	Is Cognitive/ AI Technology Adoption Real? <i>Dave Schubmehl</i>	Opportunity in the Digital Economy <i>Bob Parker</i>	5G — Five Reasons It Drives the Collision of Mobility and IoT <i>Carrie MacGillivray</i>	What Do They Want? Getting Ready to Win the Next Generation of IT Buyers <i>Kathleen Schaub</i>
2:20 pm - 3:00 pm	Intelligent ERP — The Front End of the Future <i>Mickey North Rizza</i>	Promise of the IoT — The Professional Services Opportunity <i>Rebecca Segal</i>	Managing Identity in a Digitally Transformed World <i>Frank Dickson</i>	DX and Its Impact to the Datacenter — Are You Ready? <i>Laura Dubois</i>	Navigating the New Hybrid Data Management Architecture <i>Carl Olofson, Ashish Nadkarni</i>	The Digital Mission in Healthcare — Value-Based Care <i>Lynne Dunbrack</i>	End-User Computing — The Second Wave <i>Linn Huang</i>	From MarTech to CX Tech — A Road Map for the Next Decade of Innovation <i>Gerry Murray</i>
3:10 pm - 3:50 pm	DevOps — A Disruption and Opportunity Assessment <i>Al Gillen</i>	Accelerating IoT Adoption — Innovative Partnerships with State and Local Government <i>Ruthbea Clarke</i>	Beyond the Firewall — A Buyer's Guide to Cloud Security <i>Rob Ayoub</i>	Cloud 2.0 — New Services, Challenges, and Opportunities <i>Rick Villars</i>	Monetizing Your Data — Hidden Opportunities of Offering Data as a Service <i>Dan Vesset</i>	A Day in the Life of the Digital Consumer <i>Greg Ireland</i>	Connected Car — Who's in the Driver's Seat for the Next Wave of Mobility? <i>Brian Haven, Heather Ashton</i>	Loyalty and Advocacy — The Critical Collaboration of Marketing and Service <i>Mary Wardley</i>

4:00 PM - 5:00 PM | FEATURED KEYNOTE

The Second Machine Age <i>Andrew McAfee - MIT scientist and cofounder of the MIT Initiative on the Digital Economy</i>	Exhibit Hall B
---	----------------