

BREAKOUT SESSIONS

SESSION 1 2:00PM-3:15PM

INDUSTRY TRACK OPTIONS

- **Banking & Financial Services** - *U.S. Financial Services in an Evolving Global Market*
- **Communications** - *Delivering Superior Customer Experience by Applying the Future of Work Principles*
- **Consumer Goods & Retail** - *Remaking the Shopping Experience: Creating Tomorrow's Intelligent Store, Today*
- **Healthcare** - *Building The Future of Healthcare: Achieving Success in the Post-Reform World*
- **Information, Media & Entertainment** - *The Future of Content: Seizing the Digital Supply Chain Today for a More Fruitful Tomorrow*
- **Insurance** - *The Future-Enabled Insurance Enterprise: Realizing the Next-Generation Approach to Productivity & Competitive Advantage*
- **Life Sciences** - *Future of Pharma: Embracing the Future of Work, Today*
- **Manufacturing, Logistics & Utilities** - *Mobility: Enabling the Future of Work for Manufacturing, Logistics & Utility Enterprises*
- **Technology** - *The Business Implications of a SaaS Software Model*
- **Travel & Hospitality** - *Creating Tomorrow's Travel Experience: Delivering Relevant & Personalized Information & Services to the Right Traveler at the Right Place & Time*

BUSINESS TRACK OPTIONS

- **Business Process Outsourcing** - *Virtualization, New Technologies and Smarter Business Processes*

**Breakout content subject to change*

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SESSION 2 3:45PM-5:00PM

BUSINESS TRACK OPTIONS

- **Business Process Outsourcing** - *Smart Robots & Hands: Evolving Business Process Services Reconstruct The Enterprise*
- **Cognizant Business Consulting** - *The Future of Your Organization Starts With You! ... How to Develop a Strategic Roadmap that Energizes Growth & Competitiveness*

CLOUD TRACK OPTIONS

- **Customer Solutions Practice** - *Delivering a Superior Customer Relationship: Head in the Clouds ... Or, Heading to the Cloud?*
- **IT Infrastructure Services** - *Is Your Data Center Ready for the Future? Addressing the Challenges of a Private Cloud within a Dynamic IT Environment*
- **Testing** - *Testing as a Service: Tomorrow's Answer to Today's Quality & Flexibility Challenge*

MOBILE TRACK OPTIONS

- **Communications** - *Harnessing the Power of Mobility & Putting it to Work in the Enterprise*
- **Data Warehousing & Business Intelligence** - *Mobile BI for the Modern Workforce*
- **SAP Solutions** - *Extending SAP's Reach, Use & Effectiveness through Mobility*

OTHER OPTIONS

- **Enterprise Analytics** - *Generative Analytics: A New Standard for the Future of Work*
- **Oracle Solutions Practice** - *The Future of Work and its Impact on Your Oracle Environment*
- **SAP Solutions** - *SAP HANA: The Future of BI & Data Warehouses*

**Breakout content subject to change*

SESSION 1

INDUSTRY TRACK OPTIONS

BANKING & FINANCIAL SERVICES

U.S. Financial Services in an Evolving Global Market

The arrival of new business models and regulatory requirements has banking and financial services (BFS) institutions working feverishly to more tightly align business with IT. At stake is their ability to deliver a more cost-effective and efficient next-generation BFS business for employees and customers, while satisfying stakeholder requirements.

To grow the top line, BFS firms must take advantage of accelerating trends in globalization and collaboration, apply the technological savvy and social mindset of millennials, rationalize the product mix, rethink ownership options and enhance their brands by capitalizing on technology innovation and virtualization of the value chain. All this must be done while minimizing costs and navigating an evolving spate of new and complex regulatory mandates that span the globe. In sum, banking and financial services firms must learn new ways to conduct business, and fast.

This session opens with two distinguished speakers who will offer insights on these challenges:

- **Ralph Silva, Managing Director, Silva Research Network**, will provide an overview of key trends and technologies that will increasingly influence the Future of Work at financial institutions, expanding on customer behavioral segmentation, multichannel seamlessness, speed of information, and the value and effect of both existing and emerging technologies.

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- **Michael Bopp, Partner at Gibson, Dunn and Crutcher**, who has provided counsel to the Business Roundtable on the Dodd-Frank Wall Street Reform and Consumer Protection Act, among other regulatory initiatives, will then expound on the current regulatory environment and the potential impact on business and systems.

We will conclude with a panel comprised of Cognizant BFS leadership, your peers, and Ralph and Michael, to discuss best practices and successful approaches to creating ever-tighter business and IT alignment, while optimizing technology investments to support the evolving global financial services market.

COMMUNICATIONS

Delivering Superior Customer Experience by Applying Future of Work Principles

As companies across the communications industry reassess their competitive stature, delivering a superior customer experience rises to the top of every player's list. Achieving a tangible change in customer experience, however, requires new thinking about core business, people, process, and even networks. It means harnessing Future of Work principles (e.g., accelerated virtualization, globalization, cloud, as well as demographic shifts) to optimize investments across the communications spectrum. Companies that apply these principles today are delivering a drastically improved customer experience.

Join a panel of your communication industry peers to discuss how new thinking on traditional business operations and technology deployment can yield significant improvements in customer experience.

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CONSUMER GOODS & RETAIL

Remaking the Shopping Experience: Creating Tomorrow's Intelligent Store, Today

The shopper... The retail store... The product... What do they have in common? Retail floor execution! The retail landscape is forever altered by the escalating demands of the “millennial” generation, social media, mobile communications, and more. As such, serving more techno-savvy and information-empowered consumers with the right offer - in the right time and place - remains an elusive goal. This is especially critical for consumer goods companies because of their heavy dependence on trade promotion events. While trade promotion accounts for nearly 15% of overall spend, most CG companies still lack the wherewithal to measure overall campaign effectiveness, particularly on the retail floor. Similarly, retailers are facing unprecedented issues in managing efficient retail floor execution. As one example, the skyrocketing demand for physical and digital coupons places huge pressure on cashiers for efficient coupon redemption, yet coupon redemption automation remains a somewhat immature practice at the store level.

Join us for an interactive, fact-based probe of changing shopping dynamics and actionable steps retailers and consumer goods companies can take to improve shopper conversion across the value chain. Informed by recent Cognizant consumer research, we will deliver a research-based, 360-degree view of retail floor activity based on shopper behavior; retailer response to changing shopper behaviors; shopper interaction with trade promotions; and new research on trade promotion optimization.

Attendees will leave the session understanding the drivers behind the evolving retail shopping experience and how consumer goods companies can improve their trade promotion effectiveness. Our experts will offer insights on ways retailers and consumer goods companies can jointly construct roadmaps that improve end-state shopper conversion.

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Key topics and session takeaways include:

- A fact-based view of the impact millennials and other generational groups are having on retailers and brand manufacturers
- Comparative data on trade promotion optimization
- Research on retailer and manufacturer activity focused on shopper behavior and trade promotion event management, including digital coupon promotions
- A blueprint for constructing the “Intelligent Store” and optimizing trade promotion management spend

HEALTHCARE

Building the Future of Healthcare: Achieving Success in the Post-Reform World

The journey to healthcare reform has only just begun. New care delivery models & quality measures, implementation of EHRs, regulatory pressures, industry collaboration and a rapidly changing healthcare environment is driving a new approach to productivity and competitive advantage. By embracing Future of Work forces, health industry stakeholders can harness the interrelated dynamics of healthcare reform, delivery system transformation and changing demographics to begin building a more sustainable business model, and transform their businesses to drive future success.

Join our panel discussion as we explore:

- The impact of patient-centered medical homes (PCMH) and accountable care organizations (ACO) on current business models
- How competitive forces and cost pressures will drive “variabilization” of costs
- The effect of the millennial population on the healthcare ecosystem

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- Advantages and barriers surrounding the adoption of cloud computing
- How the Future of Work can be optimized to achieve the health industry's competing priorities of continuing to do more with less while remaining agile and driving innovation

INFORMATION, MEDIA & ENTERTAINMENT

The Future of Content: Seizing the Digital Supply Chain Today for a More Fruitful Tomorrow

Rapidly advancing technology and ever-changing consumer preferences have content creators, producers, owners and distributors in a perpetual bind. While these changes have the potential to open new and more profitable revenue streams, getting there will require information services, media and entertainment (IME) companies to fundamentally rethink their traditional business and distribution models by seizing the evolving digital supply chain.

As consumers worldwide demand content in different forms, on different devices, and different locations, IME companies must respond by harnessing new content creation, distribution and management technologies that optimize costs and maintain and monetize digital rights. A new digital supply chain is emerging that can unlock greater operational flexibility and business performance – even as consumers continue to operate on the premise that digital content should be free.

Join a panel of industry leaders who are embracing new technologies and driving business, process, technology and organizational change across the IME landscape. Participate in an interactive discussion that will cover the full sweep of the digital supply chain.

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Topics Include:

- Transforming an organization built for a physical supply chain into an organization that can support digital distribution; success stories will be presented that cover studios, publishers and information services companies
- Optimizing process flows to ensure scalability to accommodate heightened volumes of content distributed within the digital supply chain
- Opportunities enabled by the digital supply chain and emerging challenges presented by new business models including best practices across the IME spectrum

INSURANCE

The Future-Enabled Insurance Enterprise: Realizing the Next-Generation Approach to Productivity & Competitive Advantage

As insurance companies look for ways to regain lost ground and resume profitable growth after the economic downturn, they face some *interesting* challenges: Finding sustainable growth in an ever-tightening market ... Reducing operating costs while readying infrastructure for the next wave of technology ... Replacing an aging workforce that is reaching retirement age - and taking critical industry and process knowledge with them.

By proactively embracing accelerating globalization, virtualization of people, platform and process, changing demographics and emerging cloud-powered technologies, insurers can increase productivity and gain competitive differentiation.

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Join our industry experts as we explore the following:

- **Expanding in an increasingly globalized marketplace:** How new geographies are creating new market and profit opportunities – and operational challenges
- **Navigating the shifting generational sands:** How the transition from baby boomers to millennials will impact operating marketing, claims processing and IT operations
- **Creating more social ways of working:** How new virtualized models are emerging that take advantage of knowledge and expertise wherever it resides, enabling tighter collaborative processes and better business results
- **Deploying new technologies:** How the cloud is delivering real-time data and business processes to a variety of devices (Smartphones, tablet computers and traditional Windows laptops and desktops), driving efficiencies in underwriting, policy administration, claims management and distribution, while elevating customer satisfaction

LIFE SCIENCES

How Pharma can Embrace the Future of Work, Today

Join our team of life sciences experts for a stimulating discussion on how the confluent forces of globalization, virtualization, millennial mindset and cloud computing are transforming the way pharma companies are building the future – one molecule at a time. We will share our perspective on how these trends are impacting operating fundamentals and are unlocking new opportunities for innovation. This will be followed by an interactive discussion with a distinguished panel of client experts who will share their Future of Work views across the life sciences domain.

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Overall, this session will illuminate:

- **The Future of Clinical Development:** Tremendous cost pressures, the need to accelerate new product development and a rapidly maturing global development environment is opening life sciences to more effective ways of leveraging talent wherever it resides and virtualizing processes.
- **The Future of Commercial Operations:** Marketing and sales are continuously inventing new ways of influencing and promoting new products in an increasingly regulated and access-constrained environment. To achieve results, pharma companies must do a better job of managing the cost of selling (as percentage of revenue it influences). By embracing new forms of virtualization, they can “variablize” the cost of doing business across geographies. Leveraging local talent with an inside view of market requirements can significantly increase marketing and selling effectiveness.

MANUFACTURING, LOGISTICS & UTILITIES

Mobility: Enabling the Future of Work for Manufacturing, Logistics & Utility Enterprises

Customers, suppliers and competitors are pressuring manufacturers to do more, do better and do it with less. Mobility is rapidly emerging not just as an IT cost reduction play, but as a means to dramatically improve business effectiveness and productivity. It is allowing manufacturers to gain better visibility on inventory, while improving fulfillment of orders, tracking of engineering information and specs, as well as sales, field service and shipping. Distribution and logistics companies are also leveraging mobile solutions for many of the same reasons.

To lead, manufacturing and logistics companies must connect the right people with the right information at the right time, no matter where they are in the value chain. Success hinges, in large measure, on the ability to capitalize on work virtualization and the

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consumerization of IT in the enterprise. This is where systems of record meet systems of engagement – changing the dynamics of work itself.

Join our panel of experts who will define how mobility can enable manufacturing and logistics companies to build next-generation enterprises.

Key topics covered will include:

- How to leverage investments in existing enterprise applications to enable networked collaboration data/workflow from back-end systems into mobile devices, all orchestrated and governed by global ERP systems of record
- Why mobility is driving fundamental re-engineering of existing business processes (sales, engineering, supply chain, finance, logistics and fulfillment, field service, etc.) by leveraging unique mobile features to drive a step change in business performance that otherwise would not be possible
- How emerging solutions are rapidly addressing security concerns that have tended to limit the adoption of mobile applications

TECHNOLOGY

The Business Implications of a SaaS Software Model

The Software as a Service (SaaS) delivery model is gaining favor with businesses the world over, creating a whole new market dynamic for independent software vendors (ISVs). In fact, Gartner predicts that SaaS will make up anywhere between 20% and 40% of the enterprise software market over the next three to five years. The expanding SaaS movement is also affecting developers of industry-specific software products who serve markets such as banking, insurance, retail and manufacturing.

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To keep pace, software developers of all sizes and shapes need to radically reinvent themselves and enact fundamental changes throughout their business models and operations. For example, moving to a SaaS model may require changes to numerous core business processes, including product development, pricing, billing, go-to-market models and customer support. Meanwhile, SaaS solutions are becoming essential to companies seeking to separate “core from context” within their organizations. Moreover, SaaS is now critical to delivering new business process as a service offerings, as well as infrastructure on-demand services.

Join our panel of Cognizant and client subject matter experts for a deep dive into the strategic, operational and technological changes software developers and enterprises must overcome to effect a successful transition to a SaaS business model. Our panel will also discuss how companies worldwide are applying SaaS offerings to generate business value.

TRAVEL & HOSPITALITY

Creating Tomorrow's Travel Experience: Delivering Relevant & Personalized Information and Services to the Right Traveler at the Right Place & Time

The travel landscape is forever altered by the unbundling of rate structures, as well as the emergence of ancillary services that are now core to travel suppliers' top- and bottom-lines. And with the escalating demands of the “always connected” customer, travel players across the board must hustle to create a new user experience that meets heightened expectations. Many have responded by taking a mass market approach to deliver new services. Our research shows that the future of the travel will be driven by predictive analytics that manage the customer journey “door to door” by delivering more relevant and personalized services. Session leaders will help you think through business and IT approaches that address

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challenges in collating traveler data from each touch point, deriving meaningful insight into travel behaviors, and delivering a consistent traveler experience across all channels.

Key takeaways include:

- The impact of unbundled fares, ancillary services and generational groups such as the “millennial” on the travel industry
- How the travel industry can leverage customer-centric concepts that have been highly successful in other industries such as retail
- A roadmap for optimizing customer value, including necessary features, functions and service offerings

BUSINESS TRACK OPTIONS

BUSINESS PROCESS OUTSOURCING

Virtualization, New Technologies and Smarter Business Processes

Growing globalization and virtualization is not only redefining knowledge work, but how and where such work is done. Managed service partners have historically provided business process efficiency improvements and cost savings, but these outcomes may be insufficient for companies looking to retain or extend competitive advantage over time. One way operations decision makers can achieve new performance thresholds is by deploying industry-aligned productized services that embed process control, continuous improvement, technology platforms of collaboration and global talent.

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This session will focus on three key areas:

- **The state - and future - of business process services.** Changing customer requirements, an evolving provider landscape and new economic pressures are reshaping demands for business process outsourcing. The need for cost savings remains, but companies expect business results that offer more. We'll explore some of the key trends, including the impact of industry-aligned solutions, new technologies and evolving service delivery models that are reshaping how enterprise work is done today and will be done tomorrow.
- **Wisdom from the field.** Join us in an interactive panel session as business process and operations veterans share successes, best (and worst) practices, bumps in the road and real value propositions. We'll also explore new models tied to business outcomes that can help your company attain and sustain better results.
- **Knowledge sharing.** Share insights and concerns as we interactively address some of the toughest questions about process virtualization and outcomes.

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SESSION 2

BUSINESS TRACK OPTIONS

BUSINESS PROCESS OUTSOURCING

Smart Robots & Hands: Evolving Business Process Services Reconstruct The Enterprise

Integrating enterprise work with efficient technology has been a goal of decision makers and service providers since the invention of the punch card. In many cases, things have worked out pretty well, but new ways of work continue to unfold. Advancing technologies, new business models and a fresh mindset about collaborative work are fueling the next wave of business process modernization. Sometimes known as Business Process-as-a-Service, Business Process Utilities, or BPO 2.0, a new kind of solution is emerging that integrates automation with a global workforce to deliver new levels of economic impact.

Designed for business, operations and technology decision makers, this highly interactive working session led by Cognizant's Paul Roehrig and Gartner's Rob Brown will explore:

- **The new context of business process services.** Across almost every industry, external and internal forces are changing the business landscape and the intersection of business and technology. We'll briefly explore the pressures shaping demand for more efficient, effective and innovative ways of doing business.
- **A new class of solutions is real - and is growing.** The era of IT as a "keep the lights on" cost center is closing. Business-process services leveraging new delivery and commercial models are already providing business agility and savings today, and more options are emerging daily. We'll explore what's really happening in the broader market.

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- **Create a plan for tomorrow.** Decision makers can act now to set up for long-term value based on services that reduce costs and enable the core business within a highly-networked, and highly pressurized, modern business context. We'll provide tactics for identifying and implementing near-term services and solutions without exposing the organization to unmitigated risk.
- **Knowledge Sharing.** We'll workshop questions and issues related to opportunities and challenges at the intersection of technology and business process outsourcing.

COGNIZANT BUSINESS CONSULTING

The Future of Your Organization Starts with You! ... How to Develop a Strategic Roadmap that Energizes Growth & Competitiveness

A recent Cognizant study conducted by the Economist Intelligence Unit identified the CEO and CIO as the most qualified to lead their organizations towards the Future of Work. Is your organization ready to move forward?

This session will help raise your game. Learn how to convert Future of Work concepts into meaningful strategic discussions with senior business unit executives. You will hear more about our "Cognizant Index for Future Readiness " model and how it will help you make the adjustments necessary to achieve your Future of Work goals.

You will:

- **Learn how to tee up the discussion with your business executives.** Is your current operating model enabling your company to capitalize on opportunities created by globalization, demographic change, virtualization, and new technologies? Learn how to harness these game-changing forces to create business value for all stakeholders. You will see how to factor in their effects into your target business model.

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- **Be able to advance the dialogue beyond IT.** What changes should you make to your current operating model to capitalize on opportunities presented by the Future of Work? Learn the key dimensions in our model and their impact on specific business operations for building a go-forward plan. How well have the effects of these game-changing forces been factored into your target business model and business processes?
- **Convert your Future of Work agenda into quantitative performance goals.** Learn how to define KPIs, metrics, questions and maturity stages to assess your business. We will share findings from a recent survey and offer best practices that will help gauge your company's competitive positioning, identify areas for improvement and develop future steps for creating a swift action plan.

CLOUD TRACK OPTIONS

CUSTOMER SOLUTIONS PRACTICE

Delivering a Superior Customer Relationship: Head in the Clouds ... Or, Heading to the Cloud?

The term "cloud" has been the hottest but most misunderstood topic among CIOs when it comes to its impact on managing customer relationships. Your understanding of cloud-based CRM solutions doesn't have to remain cloudy. Many organizations are leveraging the cloud, mobility and investments in existing infrastructure to improve customer management and increase the frequency of meaningful touches, while simplifying internal processes and delivering customized products and services that are based on customers' individual preferences.

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This session will help get your head out of the clouds and more clearly see the potential that cloud-enabled CRM can have on creating superior customer relationships. Join us for an interactive session in which our subject matter experts will delve into the benefits, challenges, and best-known-methods for heading to the cloud.

Key session takeaways:

- Understand how the cloud impacts a CRM strategy, and how it integrates with mobility
- Learn about issues and challenges you might incur as you navigate the meshing of cloud and mobility
- Discuss how you can embrace these technologies and advances without disrupting performance
- Review and discuss transformation models that fit your strategy

IT INFRASTRUCTURE SERVICES

Is Your Data Center Ready for the Future? Addressing Private Cloud Challenges within a Dynamic IT Environment

As tough as the last two years have been, we now find ourselves faced with a new generation of technologies that offer meaningful advancement in both operational stability and new capabilities. The datacenter of the future will leverage “just enough” baseline functionality, supplemented with cloud delivery, to handle the bumps and bruises of the ever-changing global business environment. And it will do so in a way that ensures that your organization can anticipate and capitalize on the demands of a mobile, next-generation workforce and a global network of suppliers and customers.

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Join Jerald Murphy, Director of Cognizant's IT IS Services Business Consulting Practice, as he discusses how IT organizations can effectively leverage private cloud capabilities to build the dynamic data center of the future. Jerald will offer actionable insights to help you understand the practical realities of incorporating a private cloud, and will provide guidance for proactively addressing these challenges.

Topics include:

- What no one tells you about moving to the cloud and how to overcome these challenges.
- How to reap the benefits of the private cloud via:
 - Top-down Planning
 - Infrastructure Modeling
 - Dynamic Infrastructure Management
 - Holistic Performance Management
 - End-to-end quality of service
 - Chargeback mechanisms and corporate financial planning

TESTING

Testing as a Service: Tomorrow's Answer to Today's Quality & Flexibility Challenge

As business agility becomes more of a predictor of organizational success, the way quality is delivered must adapt to the need for flexibility. Applications today are rendered to run on a multiplicity of new platforms, such as mobile and virtual environments. Validating functional and non-functional aspects of these applications on a wide range of devices requires a variety of tools, which makes testing more complex and costly. Testing as a Service (TaaS), a new cloud-

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based delivery model, can help businesses address these challenges more effectively.

With the TaaS model, businesses can test their applications on any desired platform using their testing tool of choice, thus ensuring higher levels of software quality without having to license the software, procure or provision new hardware and hire people. TaaS is governed by principles of service componentization and managed service delivery, and thus offers the highest levels of flexibility and cost optimization. Join our panel and explore ways to create an on-demand virtual testing platform.

You will leave this session with an appreciation for:

- Technology trends that will impact the way testing services are delivered and consumed
- How to re-engineer systems for higher quality and a better user experience as well as ways to achieve these through TaaS
- Ways to establish a framework using a “Crowd-on-Cloud” model that enables virtual delivery of services
- How to implement the TaaS delivery model and virtual testing platforms, and their impact on testing practices

MOBILE TRACK OPTIONS

COMMUNICATIONS

Harnessing the Power of Mobility and Putting it to Work in the Enterprise

Mobility is here to stay. Today’s workforce is increasingly mobile and employees will continue to bring new devices into the workplace. So how does an enterprise harness the full power of mobility to not only drive internal operational excellence but also to enhance the customer experience?

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Join our mobility experts as they explore how companies across industries can adopt mobile applications to enhance both internal operations and deliver an enhanced customer experience. A global provider of communications mobility services will also demonstrate how innovations in both devices and technology will have a dramatic impact on enterprise operations and employee satisfaction.

DATA WAREHOUSING & BUSINESS INTELLIGENCE

Mobile BI for the Modern Workforce

As knowledge workers increasingly toil from home and the road, organizational and technological change is accelerating across all industries. Spearheaded by globalized and virtualized teams, a next-generation organization is emerging in which knowledge workers, armed with smart phones and tablet PCs, access business process information that resides increasingly in the cloud. Mobile BI is the decision-making catalyst that is powering new ways of working. The Future of Work will lean heavily on mobility to leverage real-time productive intelligence and mobile BI applications across the “last-mile” to deliver operational insights to knowledge workers and business leaders across increasingly virtual organizations.

Join our DWBI&PM specialists as they take you through the journey of mobile BI. Learn how a successful mobile BI strategy must balance security, governance and design considerations to create systems that address the requirements of your key decision makers. Gain in-depth perspective on how location-based insight, interactive modeling, scenario analysis and real-time planning enabled by mobile intelligence will be combined to create next-generation business solutions. Learn about the coming trends: “two-way” mobility, in which road warriors can use smart devices to discover and provide input on qualitative or visual information that can be analyzed offline by their knowledge worker colleagues.

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SAP SOLUTIONS

Extending SAP's Reach, Use and Effectiveness through Mobility

Increasingly, businesses are dependent on instant decisions, seamless collaboration and extreme productivity. SAP provides access to massive amounts of data and information, but leveraging it requires knowledge workers to be tethered to their desks. Mobility allows transactions to take place virtually anywhere and provides an unprecedented opportunity to streamline decision-making and business processes across the enterprise.

Like any transformational technology, mobility presents its own unique set of challenges. This session will enumerate and address the challenges to creating high-value mobile services for your enterprise. We'll also look at how new mobile devices, networks and generational trends shape the mobile enterprise.

Topics covered include:

- Understanding mobile user expectations, from millennials to baby boomers
- How SAP's mobile enterprise application platform (MEAP), the Sybase Unwired Platform, integrates with SAP and a heterogeneous array of devices
- Strategies for avoiding SAP mobile application pitfalls
- The significant value mobile SAP applications can deliver to the enterprise

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OTHER OPTIONS

ENTERPRISE ANALYTICS

Generative Analytics: A New Standard for the Future of Work

Historically-based analytical models help organizations understand markets, optimize resource deployment and uncover data-based insights. Generative analytics, on the other hand, help businesses invent new possibilities for their future. Generative analytics enhance an organization's ability to model possible future scenarios in a more fluid, organic and on-demand way. Delivered as a service, generative analytics equip organizations with the approaches, infrastructure and tools needed to harness the collective and individual intelligence of all stakeholders in a globalized, virtual work environment.

This workshop will review the business conditions suitable for unleashing the intelligence of the organization through generative analytics and showcase emerging solutions that deliver highly relevant and dependable results.

Key topics include:

- **Achieving alignment:** Agreement is often the basis of most historical analytic systems - and a key presumption is that a near-perfect answer most definitely exists. Best practice suggests that the best organizations can achieve is "alignment" - by generating the requisite insight to form a coalition for action. This requires the use of real-time learning to inform future actions and evolve alignment.
- **Wisdom of the crowd:** Companies often create a centralized command-and-control system to determine and dictate the "right" answer across the enterprise. This approach not only deprives an organization of its potential to form an intelligent cloud but is anathema to the way millennials think and work. Generative analytics provide the raw

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insights that inspire “digital natives” to work independently and share knowledge in the emergent virtual business world.

ORACLE SOLUTIONS PRACTICE

The Future of Work and its Impact on Your Oracle Environment

Accelerating globalization, virtualization, the cloud and changing demographics are reshaping how software is developed and delivered. Oracle has responded with its most aggressive new product launch in 20 years: Oracle Fusion. Fusion Applications offer next-generation functionality and deployment models, such as Cloud and SOA. They come with a new, intuitive user interface, support accelerated transaction processing and feature embedded analytics. As an Oracle Platinum Partner and large Oracle customer, Cognizant has been actively involved in pre-release beta testing of Oracle Fusion products, which gives us a unique view of its strengths and weaknesses as a next-generation environment.

In this session our senior Oracle practitioners will present an unvarnished view of the pros and cons of various Oracle Fusion components and implications for your future development and implementation roadmap. Gartner Consultant, Ben Pring, will also be on hand to provide additional insights and recommendations.

Specific discussion topics will include:

- An overview of Fusion, and where it is headed
- The emergence of Oracle-based Business Process Outsourcing and evolution to Business Process as a Service (BPaaS)
- Role of Web 2.0 tools and collaboration in the Oracle product stack
- Developing an upgrade strategy to minimize support costs and position your company for the Future of Work

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SAP SOLUTIONS

SAP HANA: The Future of BI & Data Warehouses

Exponential database growth from intense transactions and digitally captured data is the grim reality for many enterprises. Many are challenged to access massive amounts of data for analysis and faster decisions and must rely on IT to unlock the value of data stored in traditional data warehouses. Sadly, most organizations fall short of addressing these needs.

In-memory technology enables fast processing of large data to provide instant results for quicker decision making. For business, it takes the onus off of IT to deliver dashboards and reports and removes costly wait time; for users, it enables self-service BI and more empowered decision making.

This session will address the challenges inherent in for leveraging in-memory databases to deliver enterprise analytics that improve decision making, increase customer value, offer better insight and reduce costs, over the long term. We will also enumerate how SAP HANA is more than a BI solution and how it can function as an alternative to traditional databases.

The following topics will also be addressed:

- How to assess your analytical needs and how SAP in-memory analytics fits into an overall enterprise BI strategy
- Understanding SAP HANA: How the powerful combination of Sybase and BusinessObjects can tap disparate data sources to deliver real-time insights on operational and transactional data
- SAP HANA's contribution to short- or long-term BI and IT objectives

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