



**SWISS
LEADERS
DIALOG**

BIG DATA STRATEGIES
Zurich 20th-21st March 2018



CINTONA
CHIEF INTELLIGENCE

**Solution Partners Offer:
Swiss Leaders Dialog Big Data Strategies
20th-21st March 2018, Zurich**

Decision makers come for your solutions.
Real business development made by CINTONA

It is our core business to connect key decision makers with innovative suppliers to discuss strategies and projects in face-to-face meetings. We identify corporate projects and search for suitable suppliers. We help you to identify and address new corporate customers in a very efficient and convenient way. We know face-to-face meetings with qualified suppliers are of great value for CxOs as long as these meetings deliver real value-ads. That's why we specialised in finding these value-ads with our analytic methods and tools. Our advanced easy-to-use business matching tools enable you to meet the best potential customers.

- **Decision Makers:** You'll meet decision makers being interested in your solutions in one-on-one meetings
- **Workshops** included in packages „Elaborated“ and „Premium“
- **Qualified:** Tough pre-qualification grants for decision makers with true interest in vendor meetings
- **Matchmaking** of your solutions and competencies with projects and interests of corporate decision makers
- **You select your meeting partners** based on detailed well-documented matching results
- **Market focus:** Invitation-only combined with market focus lead to relevant meetings
- **Ultra efficient:** Up to 20 CxO meetings in two days. Invest below your internal cost of sales
- **Real Business Meetings:** Your meeting partners authorize each meeting and have clear expectations
- **Sales Support:** We present your solutions before the event in calls, newsletter, online presentations and campaigns
- **Reduced opportunity cost:** We fill your sales pipeline for a reasonable invest while you can close your „low hanging fruit“
- **Online Community:** Stay in touch and interact with your new contacts

Swiss Business Leaders, Solution Providers and Scientists Discuss Big Data Potentials, Business Models and Use Cases

Exponentially increasing internal and external data form the new factor of production. New Big Data technologies enable the analysis of giant amounts of data and the optimization of processes in realtime which leads to new business models and services. There is a big gap between technological possibilities and real business in the field of data analysis and realtime process optimization. Business leaders in many companies are aware of this gap and begin to explore the potentials of Big Data to improve performance and react quicker to market changes. In fact Big Data technologies will change economic systems fundamentally. Companies adapting Big Data intelligently will accelerate processes, decision making and time-to-market.

These companies will have huge advantages in competition. Already today studies and use cases show there is a quick RoI in Big Data projects.

New database systems, linguistic analytics and virtualisation tools demand for faster IT systems, even more network bandwidth and giant storage. Cloud will be key since distributed and connected data centers analyse the biggest amount of data in realtime and distribute it to whatsoever device. This cloud focus demands for the highest IT security and IT compliance standards. Big Data market development is also an indicator for the relevance. Global turnover will rise from 10 bln. (2013) to 50 bln. Dollar (predicted for 2017). 45% of European companies started Big Data projects. 75% of German companies explore potential applications. Managers know instinctively there is more business potential in existing data, but ideas and strategies to make commercial use out of this treasure are still missing in many departments – this however is a brilliant prerequisite for two days of managed networking between decision makers from companies buying or selling big data solutions.

Key Topics:

- Realtime company becomes a reality. All players in all departments have realtime access to the same and comprehensive information.
- Detailed realtime performance data enables extended simulations and a quicker time-to-market.
- Customer segments can be easily identified and addressed in a better way within the data jungle.
- Intelligent analysis and editing of huge data volumes in realtime enables better and faster support for all decision-making.
- New business models, products and services

Main Business Impact:

- Marketing and sales can adapt their offerings much better to customer segments or individual customers automatically.
- Production departments optimise their processes with IoT and M2M solutions. Sensors collect data alongside the supply and production chain as well as in operations. Manufacturing companies connect all players involved in production and integrate suppliers and business partners.
- Highly complex calculations based on Big Data improve processes in finance departments like controlling or reporting.
- R&D analyses sensor data from sold products or customer feedbacks given in social media platforms.

20th March 2018, ara glatt Zürich Opfikon

8:00
Start Registration / Breakfast

9:00
Opening

9:15
Business Case

9:50
Business Case

10:25
Coffee Break / Peer Networking

10:40-11:40

- **Workshop 1:TBA** -- oder
- **Networking Session 1** (10:40-11:10)
- **Networking Session 2** (11:10-11:40) -- or
- Round Table Discussions

11:40-12:40

- **Workshop 2:TBA** -- oder
- **Networking Session 3** (11:40-12:10)
- **Networking Session 4** (12:10-12:40) -- or
- Round Table Discussions

12:40
Lunch / Peer Networking

13:40
Business case

14:20-15:20

- **Workshop 3: TBA** -- oder
- **Networking Session 5** (14:20-14:50)
- **Networking Session 6** (14:50-15:20) -- or
- Round Table Discussions

15:20-16:20

- **Workshop 4: TBA** -- oder
- **Networking Session 7** (15:20-15:50)
- **Networking Session 8** (15:50-16:20) -- or
- Round Table Discussions

16:20
Coffee Break / Peer Networking

16:35
Business Case

17:10
Business Case

18:00
We invite you for drinks and snacks at the hotel bar - Chill out and networking after an exciting day

19:30 End Day I

21st March 2018, ara glatt Zürich Opfikon

8:00
Start Registration / Breakfast

8:30
Opening

8:40
Business Case

9:15
Business Case

9:50
Coffee Break / Peer Networking

10:05-11:05

- **Workshop 5: TBA** - oder
- **Networking Session 9** (10:05-10:35)
- **Networking Session 10** (10:35-11:05) -- or
- Round Table Discussions

11:05-12:05

- **Workshop 6: TBA** -- oder
- **Networking Session 11** (11:05-11:35)
- **Networking Session 12** (11:35-12:05) -- or
- Round Table Discussions

12:05-13:05

- **Workshop 7: TBA** -- oder
- **Networking Session 13** (12:05-12:35)
- **Networking Session 14** (12:35-13:05) -- or
- Round Table Discussions

13:05
Lunch / Peer Networking

14:05
Business Case

14:40
Business Case

15:15
Wrap-up and Closing Discussion

15:30
End of official part
Drinks, snacks and rooms remain available

**Send booking fax to +41 21 52 13 633
or mail scan to sven.hardt@cintona.com**

**We book the following package to become a solution partner of
Swiss Leaders Dialog Big Data Strategies, 20th-21st March 2018, Zurich:**

<input type="checkbox"/> Premium	3 representatives	20 meetings + Workshop	14,000 CHF + VAT
<input type="checkbox"/> Elaborated	2-3 representatives	15 meetings + Workshop	11,200 CHF + VAT
<input type="checkbox"/> Advanced	2 representatives	10 meetings	8,400 CHF + VAT
<input type="checkbox"/> Basic:	1 representative	5 meetings	5,600 CHF + VAT

Company name and address:

Attendees (name(s), job title(s), email(s), can also be named later in time):

Main point of contact for us on your side (name, email, phone):

City, date

Signature

CINTONA Ltd | Hauptstrasse 14 A | CH-8280 Kreuzlingen

Sven Hardt | sven.hardt@cintona.com | +41 79 246 67 0

Terms & Conditions

- The booking becomes valid when confirmed by CINTONA.
- CINTONA guarantees for the services stated in this brochure.
- Payment is due prior to the event after booking, because CINTONA starts to work for the client immediately after booking (presentation of solutions, research etc.) and needs to pay services in advance herself.
- CINTONA is not liable for damages caused by technical malfunctions or force majeure like e.g. acts of God, war, riots, terrorist threats or activities, political constraints or trade disputes.
- The regular cancellation fee is 25% of the invoice. In a period starting 4 weeks before the event the fee is 100% of the invoice.
- The solution partner bears expenses for damages caused by the partner's representatives during the event.
- Place of jurisdiction shall be Kreuzlingen, Switzerland