

EMEA Software & Data Regional Partner Conference 2019

Leading for the long term.



Day 1		Agenda Overview – Munich & London	
12:00 – 18:00	Registration Desk		
12:00 – 15:00	1:1 Meetings (optional)		pre-scheduled only
15:00 – 15:30	Registration & Coffee		
15:30 – 18:15	Plenary for all partners		
Day 1		Plenary – Munich & London	
Munich: 18 Nov		Plenary Room: Ballroom 1	
15:30 – 15:35	Welcome		
15:35 – 15:50	How to best partner with technology vendors		Dialog Groep, Patrick Roelandt
15:50 – 16:05	How to best partner with technology vendors		Adweko, Christian Kobler
16:05 – 16:20	How to best partner with technology vendors		Datatechnika, Dimitris Ioannidis
16:20 – 16:35	How to best partner with technology vendors		Basarsoft, Tuncay Küçükpehlivan
16:35 – 17:05	Leading for the long term - Market, Strategy & Direction		Simon Alderson, Shannon McWilliams
17:05 – 17:40	Enablement, Communities & Business Advisory Approach to Market		Scott Evans, Marc Evans
17:40 – 17:50	What's next		Greg Van den Heuvel
17:50 – 18:05	Partner Awards & Plenary Closing		Simon Alderson, Shannon McWilliams
18:05 – 19:15	Free Time		
19:15 – 22:00	Drinks Reception & Dinner		
London: 20 Nov		Plenary Room: Bonetti Suite	
15:30 – 15:35	Welcome		
15:35 – 15:50	How to best partner with technology vendors		Speer IT, Kees Jonker
15:50 – 16:05	How to best partner with technology vendors		Jadu, Richard Friend
16:05 – 16:20	How to best partner with technology vendors		Basarsoft, Tuncay Küçükpehlivan
16:20 – 16:45	Customer Case Study		Amrest, Marcin Plazinski
16:45 – 17:15	Leading for the long term - Market, Strategy & Direction		Simon Alderson, Shannon McWilliams
17:15 – 17:50	Enablement, Communities & Business Advisory Approach to Market		Scott Evans, Mark Balcon
17:50 – 18:00	What's next		Simon Alderson
18:00 – 18:15	Partner Awards & Plenary Closing		Simon Alderson, Shannon McWilliams
18:15 – 19:30	Photos & Free Time		
19:30 – 22:00	Drinks Reception & Dinner		
Day 2		Agenda Overview – Munich & London	
08:00 - 17:00	Registration Desk		
07:30 - 09:30	Breakfast		
08:15 - 09:15	1:1 Meetings (optional)		pre-scheduled only
09:30 - 16:30	Location Intelligence & Data Breakout, Spectrum Workshop, CES Breakout (Munich only), Demo pods during breaks		
16:30 - 16:45	Move to plenary room & close of conference		Simon Alderson
17:00 - 18:00	1:1 Meetings (optional)		pre-scheduled only

Breakout Highlights: Location Intelligence & Data

- Maximising the Value of Spectrum Technology and Data in the LI Solutions
- Spectrum Spatial Extensibility – Expanding GIS Beyond the GIS Department
- MapInfo Pro Tips & Tricks – Deep Dive into the newest version of MapInfo Pro
- MapInfo Roadmap & the new MapInfo Marketplace
- Geocoding: Expanding the Options for Deployment (API or on-premise)
- Licensing, Services, Support & Pricing – Update on how to position the LI portfolio
- Big Data and Cloud Native solutions – When big data solutions are critical to success

Time/Day 2	Location Intelligence & Data Breakout Session	
Room	19 Nov Munich: Ballroom 1	21 Nov London: Bonetti Suite
09:30 - 11:00	Selling Location Intelligence Solutions & Competitive Advantages	
09:30	Product Roadmap Updates featuring new capabilities and features for: -Mi Pro, Heidi Geronimo - Geocoding, Mike Ashmore - API's, Heidi Geronimo - Spectrum Spatial, Heidi Geronimo - Big Data / Cloud Native, Heidi Geronimo	
10:45	<u>Munich Partner Presentation</u> How Spectrum Spatial is helping our insurance client Köln Assekuranz to..., Digital Data Services, Andreas Lehr <i>How Spectrum Spatial is helping 'Köln Assekuranz' to build an online platform for their customers so that they can view their buildings/objects and perform precise analysis of hazards and risks such as flooding, storm, earthquake, tornadoes and hail. The benefit of using the online program is to gain decision making & planning security of the existing buildings/objects.</i>	<u>London Partner Presentation</u> Utilising Spectrum Spatial for big data to improve network quality of service, Ultranyx, Ian Drury <i>Presentation showing how we can use Spectrum Spatial to model big data from mobile networks spatially to analyse and improve quality of service for mobile operators in specific areas. Also looking at demographic data to identify areas for future network growth.</i>
11:00	Break - Including Demo Pods	
11:30	Geocoding Options for deployment & use cases (Geocoding connector; MapMarker Online; Spectrum Geocoding on-premise versus Cloud Native), Mike Ashmore	
12:00	<u>Munich Partner Presentation</u> Creating enterprise GIS with world class Location Technology and services from Pitney Bowes, Sokigo, Anders Haraldsson <i>Sokigo from Sweden show & tell how they have extended both Spectrum Spatial & MapInfo Pro to both be more interoperable and leverage the customers need of knowing where. Approach, solution and customer demos/testimonials.</i>	<u>London Partner Presentation</u> Spectrum Spatial Extensibility or Big Data Richard Cantwell, Gamma <i>Perilfinder is Gamma's Location Intelligence platform for the Insurance vertical. It blends spatial data and analytics with reporting and class leading geocoding. Perilfinder is the clear market leader in Ireland, and by integrating Spectrum into the platform we are progressing well in rolling the platform out to other geographies.</i>
12:15		LI Knowledge Community Update
12:30	Lunch - Including Demo Pods	
13:30 - 15:00	Licensing, Support & New Technology	
13:30	MapInfo Pro v. 19 - New features demo, Peter Horsbøll Møller	
14:00	Spectrum Spatial Solution Architecture Options & Extensibility, Andreas Homa	
14:30	Licensing & Pricing overview – With changes to Spectrum Spatial, MapInfo, and Geocoding let's answer questions partners may have, Heidi Geronimo, Mike Ashmore	
15:00	Break - Including Demo Pods	
15:30 - 16:30	LI Data Update – LI Data Products, Andy Bell	
16:30 - 16:45	Close of conference	

Workshop Highlights: Spectrum

- CIM latest news, strategy, market overview, product roadmap updates (Spectrum 19.1 & Smart Data Quality)
- Customer & Partner Case studies, latest win and enablement materials
- Hands-on workshop on how to position, use and sell Spectrum with verticals dive-in (Retail and Insurance)
- Cross functional & interactive sessions on how to better support you (with Product Management, Services and Presales)
- Sales opportunities, sales commitment and collaboration
- Focus on CIM Knowledge Community – How to best use it and benefit from it
- Q&A, discussions - your opportunity to engage with CIM and EMEA leadership

Time/Day 2	Spectrum Workshop	
Room	19 Nov Munich: Room 2	21 Nov London: Millennium 8
09:30 - 11:00	Spectrum Update	
09:30	Latest Trends and Innovations in the market, Navin Sharma	
10:00	What's New in Spectrum?, Navin Sharma	
11:00	Break - Including Demo Pods	
11:30 – 12:30	Vertical Dive In	
11:30	Retail Dive In – L'Occitane Case Study, Moulay Bourazza	
12:00	Insurance Dive In – Helvetia Case Study, Daniel Ring, Adweko (Munich only)	
12:00	Insurance Dive In – Helvetia Case Study, Marcus Enger, Pitney Bowes (London only)	
12:30	Lunch - Including Demo Pods	
13:30 – 15:00	Spectrum Business	
13:30	Why Data Quality and Analytics are more relevant than ever?, Matt Cawsey	
14:30	How to Collaborate Better Together – Enablement, Scott Evans	
15:00	Break - Including Demo Pods	
15:30 – 16:30	Spectrum Business cont.	
15:30	How to Collaborate Better Together – Services, Chris Butlin	
16:00	What's next?, Navin Sharma	
16:30 – 16:45	Move to plenary room & close of conference	

Breakout Highlights: Customer Engagement (Munich only)

- CES latest news and strategy, market overview, product roadmap updates and highlights for 2020
- Case studies and partner case studies, CMO council research and other new thought-leadership materials
- Introduction to Communicate and Creator, new product launches at the conference.
- Introduction and best practices on CES community
- Sales opportunities, sales commitment and collaboration
- Q&A and discussion, interactive sessions and exercises, opportunity to engage with CES leadership

Time/Day 2	Customer Engagement Breakout Session – 19 Nov Munich Only
Room	Room 1
09:30 - 11:00	CES Overview and News
09:30	Latest Market trends and Innovation, Christopher Hall, Gerhard Heide
10:00	Roadmap Update, Christopher Hall, Gerhard Heide
10:30	CMO Council research, Christopher Hall, Gerhard Heide
10:45	Partner Presentation by Finsa Pierpaolo Perotto, Michele Giannasi
11:00	Break - Including Demo Pods
11:30 – 12:30	CES Fall Launch overview
11:30	Spotlight on EOv, Converse, Communicate - What is new? Chris Cummings, Gerhard Heide
12:00	What is the new sales message? How do we approach the market with our new capabilities? Chris Cummings, Gerhard Heide
12:30	Lunch - Including Demo Pods
13:30 - 15:00	CES Business
13:30	How to sell more CES and generate more revenue Ways we can engage customers better Our commitments moving forward Eduard Van Der Boor, Alexandre Laverdure
14:15	CES Community Best practice Overview of Community Hands-on exercise in engaging with the community Gerhard Heide
15:00	Break - Including Demo Pods
15:30 – 16:30	Interactive Q&A
16:30 – 16:45	Move to plenary room & close of conference