

Let us help you build connections between people, places and things with the Knowledge fabric from Pitney Bowes.



Monday 08 October | Plenary Agenda

TIME ALL PLENARY IN FORI IMPERIALI

12:30	Networking Lunch & Solution Showcase, Foyer	
14:00	Welcome & introduction	James Buckley Vice President, Channel & Alliances EMEA, Pitney Bowes Software
14:10	How partners are central to Pitney Bowes software & business strategy	Mark Taylor Senior Vice President, Software Channels, Pitney Bowes Software Andy Berry Vice President EMEA, Pitney Bowes Software
14:50	Customer case study	Per Bjerregaard-Andersen Masterdata & GIS Manager, Apcoa Anders Haraldsson Solution Strategist GIS, Sokigo
15:15	Coffee & Solution Showcase, Foyer	
15:35	Market trends and direction and how Pitney Bowes Software is evolving to those trends	Greg Van Den Heuvel Chief Operating Officer & Product Management Leader, Pitney Bowes Software
16:45	Customer case study	Jean-Philippe Roulet Head CC Information & Data Management, Helvetia Versicherungen
17:10	Plenary Closing Session	James Buckley Vice President, Channel & Alliances EMEA, Pitney Bowes Software
17:30	Solution Showcase & welcome drinks, Foyer	
18:15	Free time	
18:30	DEPART HOTEL FOR DINNER - RISTORANTE DA MEO PATACCA	

Tuesday 09 October | Plenary Agenda

TIME ALL PLENARY IN FORI IMPERIALI

09:15	Welcome - Day 2 & Partner Awards	James Buckley Vice President, Channel & Alliances EMEA, Pitney Bowes Software Mark Taylor Senior Vice President, Software Channels, Pitney Bowes Software
09:35	Customer case study	Guillaume Perard IT Manager, AXA Wealth Services
10:00	Partner Program Resources: What they are and where to find them	Anne Kenyon Sr. Manager, Global Partner Marketing, Pitney Bowes Software Lieneke De Stigter Partner Operations Manager EMEA, Pitney Bowes Software
10:25	Customer case study	Trevor Adams Senior Analyst, Metropolitan Police Service
10:50	Break & Solution Showcase, Foyer	
11:20	Breakout Sessions for Technical and Sales <i>See individual agendas below</i>	
17:30	Solution Showcase & reception drinks, Foyer	
18:15	Free time	
18:30	DEPART HOTEL FOR DINNER AT RISTORANTE LA CAROVANA	

Tuesday 09 October Breakout | Location Intelligence Agenda

TIME LI TECHNICAL – AURELIA

11:20	Desktop to LI Suite MapInfo Pro, MapInfo Pro Advanced & Spectrum Spatial Manager Product updates and a look at how these analytical tools together make it possible to publish data and provide easy access to a wider enterprise audience. Introduction: Heidi Geronimo ; Why go to MapInfo Pro 64 bit: Warren Vick , Europa Technologies Ltd , MapInfo Pro: Peter Horsbøll Møller , MapInfo Pro Advanced: Chris Jenkins
12:25	Desktop to LI Suite Spectrum Spatial Manager, Spectrum Spatial Analyst & Enterprise Designer Product updates and a look at how these analytical tools together make it possible to publish data and provide easy access to a wider enterprise audience. Introduction: Heidi Geronimo Spectrum: Andreas Homa
13:10	Lunch & Solution Showcase, Foyer
14:15	What is happening with extensibility? Partner examples presentations on developments from a technical perspective including challenges and implementation stories Robert Rowell, Insight GIS, Heidi Geronimo
15:00	<i>Previous session continues</i>
15:45	<i>Previous session continues</i>
16:15	Break & Solution Showcase, Foyer
16:30	Location Intelligence solutions roadmap: the latest developments, Clarence Hempfield
17:30	Solution Showcase & reception drinks, Foyer
18:15	Free time
18:30	DEPART HOTEL FOR DINNER – RISTORANTE LA CAROVANA

LI SALES – FORO COSTANTINO

Selling software and data together Combining use cases and applying software & data components into those use cases & personas Joe Francica
Current competitive status of GIS in both traditional & non-traditional environments Review of recent accounts and sales strategies where our Location Intelligence solutions have successfully beaten the competition such as Esri, QGIS and others. A look at successes for the desktop, web mapping as well as big data. Joe Francica, Peter Horsbøll Møller
Big Data Data monetisation, customer use cases Chris Jenkins
Using Spatial Analytics without visualisation: including Geocoding, (DQ, Enrichment, address cleansing and validation) and LIM, Andy Millard
Using software & data portfolio together Collaboration using spatial tools and spatial data to solve business problems, Andy Bell
Software and Data market place and how to access it Andy Bell

OTHER BREAKOUTS CONTINUE NEXT PAGE

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Tuesday 09 October CONTINUED

Breakout | Customer Engagement Solutions Agenda

TIME	CES TECHNICAL TRACK – FORO TRAIANO	CES SALES TRACK – FORO ADRIANO
11:20	<p>Latest EngageOne Demos</p> <ul style="list-style-type: none"> How to build, configure and deliver the EngageOne Digital Optimisation portfolio Introduction to our EngageOne demo environments and how to use them Presenting a customer journey experience and how to setup behind the scenes <p>Michiel Wenzel</p>	<p>Product roadmap and update session across the portfolio</p> <ul style="list-style-type: none"> Market overview High-level strategy Product updates and more EngageOne Community profile and plans <p>Christopher Hall, Gerhard Heide</p>
12:25	<p>How to build a chat bot</p> <ul style="list-style-type: none"> Showcasing ease of using/ deploying Converse and the Converse designer Quick overview and training how to build a simple chatbot <p>Michiel Wenzel, Oliver Blank</p>	<p><i>Previous session continues</i></p>
13:10	Lunch & Solution Showcase, Foyer	
CES TECHNICAL AND SALES COMBINED SESSION – FORO ADRIANO		
14:15	<p>EngageOne Converse - Overview</p> <ul style="list-style-type: none"> Find out all about our exciting new chatbot offering High, level overview, market background and competition How to position and pitch, buyer profiles and use cases <p>Katie Sangster, Opus Trust Marketing Vincent Soquet, CGI Gerhard Heide</p>	
15:00	<p>EngageOne Converse - Sales and Implementation process</p> <ul style="list-style-type: none"> Overview of sales process, discovery questions, metrics and ROI Tips to overcome customer objections Overview of implementation process <p>Katie Sangster, Opus Trust Marketing Vincent Soquet, CGI Gerhard Heide, Aimee Godfrey</p>	
15:45	<p>EngageOne Converse – Engaging customers</p> <ul style="list-style-type: none"> Exercise led session in combined sales/technical teams Understand and develop a simple use case Create a short pitch with slides showcasing Converse and benefits for this use case Create a live chatbot demo for this use case <p>Aimee Godfrey, Michiel Wenzel</p>	
16:15	Break & Solution Showcase, Foyer	
16:30	<i>Previous session continues</i>	
17:30	Solution Showcase & reception drinks, Foyer	
18:15	Free time	
18:30	DEPART HOTEL FOR DINNER AT RISTORANTE LA CAROVANA	

Breakout | Spectrum Agenda

TIME	SPECTRUM TECHNICAL & SALES COMBINED SESSION – GIULIO	
11:20	<p>Chaos to Context:</p> <ul style="list-style-type: none"> Contextual Customer Profiles for an optimal Customer Experience Customer Intelligence: The most dynamic customer profiles powered by clean, trusted data to grow your business Case Study – PB Sport <p>Matthew Cawsey, Ian Godfrey</p>	
12:25	Leveraging the power of Knowledge Graphs to address business needs, Aaron Wallace	
13:10	Lunch & Solution Showcase, Foyer	
SPECTRUM TECHNICAL TRACK – GIULIO		
SPECTRUM SALES TRACK – AUGUSTO		
14:15	<p>Hands-on Session - Typical Client (PB Sport) Challenge Scenario: Creating a real time contextual digital profile with Spectrum, Thomas Spielberger, Eric Hubert</p>	<p>Data virtualization: The key to delivering managed data as a service Scott Arnett</p>

15:00	<i>Previous hands-on session continues</i>	Information Governance: Managing data as an asset in the context of your critical business processes (covering data quality, data governance, data stewardship), Aaron Wallace
15:45	<i>Previous hands-on session continues</i>	The Power of Entity Resolution: From de-duping and enriching contact data in CRM systems to mitigating fraud, risk and compliance (covering Data Matching, Matching, Entity Resolution, Single Customer View, Householding) Aaron Wallace
16:15	Break & Solution Showcase, Foyer	
16:30	<i>Previous hands-on session continues</i>	Data Quality & Enrichment Services On-Demand: Usage based Access via APIs, SFTP or Hosted offerings Navin Sharma
17:30	Solution Showcase & reception drinks, Foyer	
18:15	Free Time	
18:30	DEPART HOTEL FOR DINNER AT RISTORANTE LA CAROVANA	

Wednesday 10 October Breakout | Location Intelligence Agenda

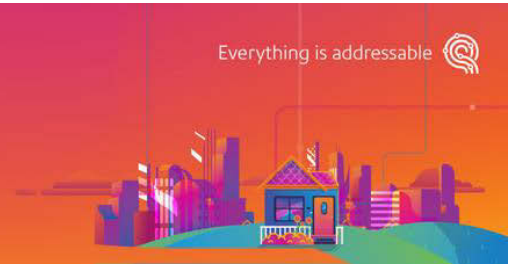
TIME		
07:45	Partner Regional Networking Breakfast (45 minutes, optional) – FORO DEI CESARI	
	TELCO/UTILITY FOCUS – AURELIA	GOVERNMENT FOCUS – FORO COSTANTINO
09:15	Utilities Utilities Solutions Andy Millard, Alim Kucukpehlivan, BasarSoft Enes Uygurhan, UEDAS	Data usage <ul style="list-style-type: none"> • Spectrum Spatial Enterprise • Visualisation and Analysis (Spectrum Spatial Analyst) • Data Management (Location Intelligence Module - Spatial Manager) • Orchestration and Customisation (Location Intelligence Module & Template designer) Heidi Geronimo Richard Cantwell, Gamma Robin Morrison, Buchanan
10:00	Location Intelligence for Telco <ul style="list-style-type: none"> • Utilising the PB LI portfolio to integrate, analyse, collaborate and create a single view of the network • Customer example from Three • A flexible tool for map analysis in Telco operator Chris Jenkins, Ian Drury, Ultranyx, Roberto Mazzia, Capgemini Italia	<i>Previous session continues</i>
11:15	Break	
11:30	PLENARY CLOSING SESSION	

Breakout | Customer Engagement Solutions Agenda

TIME		
07:45	Partner Regional Networking Breakfast (optional, 45 minutes) FORO DEI CESARI	
	CES TECHNICAL AND SALES COMBINED SESSION – FORO ADRIANO	
09:15	Chatbot show and tell <ul style="list-style-type: none"> • Short 10 min presentations from previous exercise • Each team to give sales pitch and chatbot demo to attendees • Feedback panel and take home of chatbots Katie Sangster, Opus Trust Marketing Vincent Soquet, CGI Gerhard Heide, Aimee Godfrey, Michiel Wenzel	
	CES TECHNICAL TRACK – FORO ADRIANO	CES SALES TRACK – FORO TRAIANO
10:00	<i>Previous session continues</i> General discussion and Q&A Gerhard Heide	CCM Consortium - Members only meeting Eduard van der Boor
11:15	Break	
11:30	PLENARY CLOSING SESSION	

CONTINUES NEXT PAGE

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Breakout Spectrum Agenda CONTINUED

TIME	
07:45	Partner Regional Networking Breakfast (45 minutes, optional) – FORO DEI CESARI
08:00	CIM Working Session (optional) – TRAIANO
	SPECTRUM TECHNICAL TRACK – CLAUDIA
09:15	Innovation Hot-Spots: Big Data Quality Data Science: Machine learning and text analytics Scott Arnett & Navin Sharma
10:15	Winter release preview & Roadmap: Structured data discovery, Auto-mapping & classification, Machine learning based entity resolution and more Scott Arnett & Navin Sharma
	SPECTRUM SALES/RETAIL TRACK— FABIANA
	Data Driven Retail – Stories of Success
	What's really going on in Retail? Simon Alderson
	L'Occitane – Connecting across customer channels Moulay Bourazza
	Kwik Fit – Driving customer loyalty MyBench, Daniel Telling
	The AA – Bringing clarity to spatial data Simon Alderson
	Kering – Validating success Moulay Bourazza
11:15	Break
11:30	PLENARY CLOSING SESSION

Wednesday 10 October | Plenary Agenda

TIME	
07:45	Partner Regional Networking Breakfast (45 minutes, optional) – FORO DEI CESARI
09:15	Breakout Sessions for Technical and Sales <i>See individual agendas below</i>
	PLENARY – FORI IMPERIALI
11:30	Closing Session
	James Buckley Vice President, Channel & Alliances EMEA, Pitney Bowes Software
	Mark Taylor Senior Vice President, Software Channels, Pitney Bowes Software

LUNCH TO GO & DEPARTURES