



Deutsche Messe



**Shaping the Business
Technology Landscape**

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

For immediate release: 7 April 2016

The knowledge to harness Big Data at CeBIT Australia

Ways to harness and utilise Big Data and Analytics for organisational success, will be explored by corporate leaders, government officials and research analysts on day 1 of CeBIT Australia, the largest business technology tradeshow in the Asia-Pacific region, on 2 May 2016.

Analytics and Big Data are changing the business landscape, enabling organisations to outperform their competitors. With costs of processing and storage becoming more accessible in recent years, the time is now to understand the power that big data can bring to an organisation if harnessed effectively.

Structured and unstructured data influences decisions made in every industry, from healthcare to education and manufacturing to mining, so by coupling technology with innovative processes and data mining tools, businesses can evolve their processes to be more effective and efficient.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia, is excited to bring Australia's best minds together to analyse the power of Big Data and Analytics, and find its place in the future of Australia's business technology landscape.

"Representatives will discuss how the Turnbull government is bringing its data policy together with the digital policy, clearly outlining its direction for the future. Plus leaders from Qantas, KPMG, Roy Morgan Research, IBM, KPMG, Telstra, Komosion, Flight Centre, University of Technology Sydney, Aurecon and the Garvan Institute of Medical Research will offer invaluable insights and experience that professionals in the Asia Pacific region simply do not have access to at any other event.

"This education is critical to understanding how to harness data to achieve superior results. With the quality and depth of education and information on hand, businesses can make big decisions on real information, for real bottom line benefits," said Mr Stockbridge.

With five case studies presented, a panel discussion and a keynote address at the Big Data and Analytics conference at CeBIT Australia will equip attendees with the necessary skills to advance, in a highly competitive and fast moving field.

The keynote address by Rod Smith, Vice President of Emerging Internet Technologies at IBM will allow attendees to explore how Big Data and Analytics continues to be a disruptive business force, through the analysis of consumer behaviour, market relevance and trust.

Big Data and Analytics conference highlights include:

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The Hon. Victor Dominello MP, Minister for Innovation and Better Regulation, NSW Government will outline how public policy and government decision making is being transformed by data analytics.

Dr Warren Kaplan, Chief of Informatics, Kinghorn Centre for Clinical Genomics and Group Leader, Garvan Institute of Medical Research will discuss computational and data challenges in healthcare and using an app to turn smartphones into supercomputers.

Liz Moore, Head Research Insight and Analytics, Telstra will discuss how creative data analysts can unlock key information and assist with transforming operations to achieve business and service excellence.

Jon Stone, Partner, Solution 49x, Management Consulting, KPMG will lead a panel discussion on how organisations can grow by adopting an innovative approach to the integration of process, data and analytics to deliver measurable business improvement, and how emerging technologies such as cognitive computing, robotics and artificial intelligence can be used to create new value for organisations.

In addition, the conference will welcome speakers:

- **Helen Owens, Assistant Secretary Data Policy in the Department of Communications, Department of the Prime Minister and Cabinet:** *Open data, access and policy shaping*
- **Luc Hennekens, Chief Innovation Officer, Qantas:** *Digital transformation, customer knowledge and the air travel experience*
- **Howard Seccombe, Chief Digital Officer, Roy Morgan Research:** *Connecting offline and online data: the challenges in commercialising big data*
- **Jeremy Medina, Head of CRM and Data, Flight Centre and Keith Stanley, Director, Komosion:** *Data chaos to structure*
- **Michael Bremner, Associate Professor, Quantum Computation Laboratory Centre for Quantum Computation and Intelligent Systems, Faculty of Engineering and Information Technology, University of Technology Sydney:** *The commercialization of quantum computing*
- **Tim Plenderleith, Global Market Director, Aurecon:** *The new order: What companies can learn from the manufacturing industry*
- **Andrew Stead, Director Strategic Initiatives, IAG Customer Labs:** *Applying the lessons of start-ups to drive corporate innovation*

CeBIT Australia 2 – 4 May at Sydney Olympic Park, will run ten dedicated conferences highlighting the major influences on business technology today. In addition to Big Data and Analytics, there are conferences for Cloud, Big Data & Analytics, Cyber Security, FinTech, Mobility, eGovernment, eHealth, StartUp, Digital Marketing and Internet of Things.

Register to attend: <http://www.cebit.com.au/register>

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Notes to Editors:

- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia are available upon request
- Interviews with most conference speakers are available upon request
- Media passes to attend CeBIT Australia 2016 are available upon request. Please email cebit@zadroagency.com.au with your name, position and publication/s.
- For the first time CeBIT are partnering with Viocorp (the TedX Sydney streaming partners) to live stream the keynote speakers and media are invited to share this unique experience with their community. You can receive a short piece of embed code so you can host the live stream on your own website. The infrastructure and technical aspects are all handled by one of the world's leading streaming companies, Viocorp. To get your free embed code simply contact cebit@zadroagency.com.au

About CeBIT Australia:

2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event.

CeBIT is a forward looking connected community – 365 days a year

Business technology developments and innovation wait for no one. That is why CeBIT Australia expands its reach beyond the largest and most interactive three day exhibition and conference in business technology, to connect the movers and shakers, from government, enterprise, SME's and the start-up community. CeBIT's variety of knowledge and networking platforms offer possibilities to engage, 365 days a year.

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Highly tailored, expertly curated and insightfully harnessed, the power of the CeBIT community is for those who live in a competitive environment and who need to be in the know - everyday.

CeBIT Australia offers an independent network of business technology solutions

CeBIT Australia is transforming the way Australians do business with technology. Offering delegates access to the ASX 200, making the notoriously hard to reach, reachable.

CeBIT 2016 is spearheaded by leaders in the ICT space, to ensure innovation, and cutting-edge solutions are delivered. Not vendor specific, CeBIT Australia offers an unbiased, full look at the industry.

A representation of business solutions through technology

CeBIT Australia is the one-stop-shop for all the latest business technology solutions.

Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

CeBIT brings together the comprehensive and future-thinking world of business technology solutions under one roof.

CeBIT Australia showcases the innovation of NSW

CeBIT Australia is creating and ensuring the future of NSW as the desirable destination in which to do business.

Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment

NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports.

NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2016.

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CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.

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