

ITAC | IDC PRESENT:

Wearables Breakfast Event

ITAC ACTI



Trend or Transformation?

The IoT of Wearable Devices in Business

2015
Oct 28th
Toronto

Wednesday, October 28, 2015

8:00 AM - 11:00 AM

20 Toronto Street

TORONTO

Join ITAC and IDC Canada to discuss wearable devices, one of the farthest reaching technology disruptions driving business process transformation across the landscape of Canadian industry between now and 2020.

As an industry, join us to take a closer look at the potential adoption of wearables in the Enterprise and discuss their value.

- As end points in the enterprise continue to balloon with connected autonomous networked devices - how do you manage?
- What are the privacy and security concerns?
- What does the road-map for wearables in Canada look like?
- What are the most important use cases likely to first drive widespread adoption?

IDC will provide an update on the different components of the wearables market and specifically the Canadian opportunity as we see it unfolding over the next few years. Case studies and panel discussions will help us understand the risks and opportunities for vendors, partners and end-user stakeholder communities.

START TIME	END TIME	TOPIC	SPEAKER(S)
7:30	8:00	Breakfast & Registration	
8:00		Conference Kick-off	
8:00	8:10	Welcome Opening Comments and Introduction of Speakers	Lars Goransson , GM & Group Vice President, IDC Canada
8:10	8:40	Understanding Wearables at Work: Key Considerations	Emily Taylor , Senior Analyst, Consumer & Mobile Research, IDC Canada
8:40	9:10	The Real Value of Connecting Products to a Cloud Business Engine	Charlie Isaacs , Vice President & Chief Technology Officer, Customer Connection, Salesforce
9:10	9:30	Networking Break	
9:30	10:00	The Trust Factor: Exploring Privacy and Security in a Wearable World	Dr. Ann Cavoukian , Executive Director, Privacy & Big Data Institute, Ryerson University (three-term Privacy Commissioner of Ontario)
10:00	10:55	Wearables Panel Discussion	Moderator: Emily Taylor , Senior Analyst, Consumer & Mobile Research, IDC Canada Panelists: Shawn Chance , Nymi; Steve Van Mierlo , BNOTIONS; Jani Tuomi , Konrad Group.
10:55	11:00	Closing Comments & Wrap-up	Lars Goransson , GM & Group Vice President, IDC Canada
11:00		Event Conclusion	

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AGENDA

Wednesday, October 28, 2015

8:00 AM - 11:00 AM

**20 Toronto Street
TORONTO**

2015 will be the turning point for the wearables market in Canada. As an industry, join us to take a closer look at the potential adoption of wearables in the Enterprise and discuss their value. How do you manage an evergrowing number of connected autonomous networked devices? What are the privacy and security concerns? What does the road-map for wearables in Canada look like? What are the most important use cases likely to first drive widespread adoption? IDC Canada will provide an update on the different components of the wearables market and specifically the Canadian opportunity as we see it unfolding over the next few years.

7:30 - 8:00 AM

REGISTRATION & BREAKFAST

8:00 - 8:10 AM

OPENING COMMENTS

- Lars Goransson | GM & Group Vice President - IDC Canada

8:10 - 8:40 AM

Understanding Wearables at Work: Key Considerations

- Emily Taylor | Senior Analyst, Consumer & Mobile Research - IDC Canada



Much experimentation is currently happening with wearable devices in the Canadian enterprise, with adoption set to grow over the next few years. This session will focus on uptake and the forces driving this adoption, with insights ranging from how decision makers and end-users currently view these devices within their business to the relevant form factors across verticals. What are the key use cases, benefits and the inhibitors in the early days of this market? Do Canadian businesses believe in the value of wearables, and which brands are well positioned for impact over the next few years? How should Canadian businesses be thinking about integrating wearable devices into their existing products and services in the broader Internet of Things? Join IDC's Emily Taylor, Senior Analyst to understand more about the landscape for wearables in Canadian businesses.

8:40 - 9:10 AM

The Real Value of Connecting Products to a Cloud Business Engine



• **Charlie Isaacs** | Vice President & Chief Technology Officer, Customer Connection - Salesforce

Do you wonder how connecting your products to the cloud can impact your business? Is it difficult to discern the reality from the hype? What you need to see are real life examples of this in action. In this session, you will learn how more than 50 companies have connected their products and devices to the cloud. There are common themes across vertical markets touched by these reference examples. This presentation will examine the multiple layers of complexity that were simplified through open cloud standards. We will dive deeply into at least five IoT use cases, with examples of how companies provide true business value to their customers and themselves.

9:10 - 9:30 AM

NETWORKING BREAK

9:30 - 10:00 AM

The Trust Factor: Exploring Privacy and Security in a Wearable World



• **Dr. Ann Cavoukian** | Executive Director, Privacy and Big Data Institute - Ryerson University

While fundamental privacy protections may be challenged by the operation of Big Data analytics, Dr. Cavoukian dispels the notion that privacy acts as a barrier to analytics and the unimaginable innovations they can spark. She argues that the limiting paradigm of “zero-sum” – that you can either have privacy or innovation, but not both – is an outdated, win/lose model of approaching the question of privacy in the age of Big Data. Instead, a positive-sum solution is needed in which the interests of both sides may be met, in a doubly-enabling, “win-win” manner through Privacy by Design (PbD). PbD is predicated on the rejection of zero-sum propositions. Dr. Cavoukian will demonstrate that you can embed privacy into virtually any system or operation to achieve positive sum outcomes, enabling Big Data and Big Privacy – not one at the expense of the other.

10:00 - 10:55 AM

WEARABLES PANEL DISCUSSION

MODERATOR:

PANELISTS:

- **Emily Taylor** | Senior Analyst, Consumer & Mobile Research - IDC Canada
- **Shawn Chance** | Nymi
- **Steve Van Mierlo** | BNOTIONS
- **Jani Tuomi** | Konrad Group

10:55 - 11:00 AM

CLOSING COMMENTS

- **Lars Goransson** | GM & Group Vice President - IDC Canada