



REGISTER

AGENDA

April 30th 2015 | Sheraton Centre Hotel | Civic Ballroom | 123 Queen St. W

REGISTRATION

7:30–8:30 AM

BREAKFAST BRIEFINGS

The Seven Transformations IT Solutions Providers Must Face

7:45–8:15 AM
Wentworth Room



Steve White, Director, Strategic Alliances Research, IDC Canada

The Third Platform of Computing (Cloud, Analytics, Mobile, Social) is making life both interesting and uncomfortable for IT solution providers. Cloud especially is forcing VARs, SIs, MSPs, and ISVs to completely re-think the way they do business. Join IDC to hear the seven key transformations that tech companies must go through to succeed in the Third Platform.

Shifting Sales Landscape: LOB's New Role in Technology Buying Centers

7:45–8:15 AM
Elgin Room



Jason Cunliffe, Vice President, Thought Leadership & Sales Enablement, IDC

Today's salespeople face compressed sales cycles, hyper-informed customers, and too many opportunities ending in no decision. This creates an environment where sales professionals are challenged to remain a vital part of the buyer's journey while the shift to the 3rd platform (big data & analytics, cloud services, social, and enterprise mobility) is also taking hold. Learn about how to capitalize on IT's shifting buying centers with practical strategies that sales & marketing leaders will need to counter these trends by moving beyond the messages and roles of trusted technology advisors to one of market and business value experts.

Opening Comments

Karna Gupta, President, ITAC

Lars Goransson, Group Vice President & General Manager, IDC Canada

8:30–8:45 AM
Civic Ballroom

Conference Keynote

The Importance of Entrepreneurial Innovation for Economic Growth

8:45–9:30 AM
Civic Ballroom



Sheldon Levy, President & Vice-Chancellor, Ryerson University

Enterprises are continuously exploring ways to revitalize their business strategy and drive value in their offerings. Whether it's designing new products, implementing refined processes, systems or software, innovation and entrepreneurship are critical traits in leading organizations, and are the engines that drive a healthy, sustainable economy. Join Ryerson University's Sheldon Levy as he discusses the importance of entrepreneurial innovation for economic growth, leveraging examples and use cases from Ryerson's Digital Media Zone, an incubator for high-tech startups and transformative business solutions.

IDC Keynote

Technology Landscape: Accelerating Innovation on the 3rd Platform

9:30–10:00 AM
Civic Ballroom



Vito Mabrucco, Senior Vice President, IDC

In 2015, the 3rd Platform marketplace will advance into the all-important Innovation Stage – with an explosion of innovation and value creation on top of its cloud, mobile, social and analytic foundation. The Innovation Stage will be further accelerated by a new wave of core technologies – "Innovation Accelerators" – that radically extend the 3rd Platform's capabilities and applications, including: the Internet of things, cognitive systems, robotics, 3D printing, natural interfaces and 3rd Platform-optimized security. In this session, Vito Mabrucco will share IDC's outlook along the three critical vectors of growth and competition for the year ahead:

1) The expanding adoption of the core 3rd Platform technologies, 2) The rapidly expanding community of developers using these technologies to create a massive number of new killer solutions, and 3) The use of these solutions to reinvent – and continuously transform – every industry on the planet.

IoT & Big Data: How to participate in transformative growth market

10:00–10:30 AM

Civic Ballroom



Nigel Wallis, Director, Vertical Markets, IDC Canada

The Internet of Things is rapidly moving into reality for every organization as it enables new business models, drives disruption in product development, all while challenging the security and value of corporate data. There has seldom been a time like this when vendors and their customers have to be on the same page. How will vendors align their traditional IT product road maps to include nontraditional markets in industry, government and consumer? Will customers need to accelerate their cloud and analytics investments to be relevant in this new arena? Which industries will adopt IoT first? Which use cases will cross the chasm in 2015? Which sectors of the technology business stand to gain the most today and in 2020? Join IDC Canada's Nigel Wallis in order to connect the IoT business plans and get the IoT blueprint for success.

NETWORKING BREAK

10:30–11:00 AM

BREAKOUT SESSIONS

11:00 AM –12:10 PM

BREAKOUT SESSION #1

11:00–11:30 PM

Survival of the Fittest: Managing Work-Life Acceleration with Mobile Technology

Civic Ballroom

MOBILITY



Sanjay Khanna, Senior Analyst, Mobility Research, IDC Canada

In our super networked society, mobile devices appear to have become as essential as air and water—at home, at work and in “third places.” They represent a superhuman multibillion-dollar effort to manage the transition between the twentieth and the twenty-first centuries—a dramatic transition from data complexity to data chaos and potentially unintended consequences. As consumers and businesses navigate this perilous and promising transition, tech-driven opportunities are so enticing that risks are often downplayed. This talk will assist clients who are focusing on enterprise and consumer markets, by providing a unique Canadian perspective on how mobile technology is enabling consumers to better manage increasingly fast-paced lifestyles, in which personal data may ultimately prove more valuable to others than to them; and inside organizations, where mobile technology is heightening risks and threats as quickly as they yield compelling and mission-critical opportunities to manage the mobile enterprise. IDC will provide actionable takeaways on how to address this exciting and challenging environment in 2015.

BREAKOUT SESSION #1

11:00–11:30 PM

The Digital Banking Race

Elgin Room

FINANCIAL



Robert Smythe, Research Consultant, IDC Financial Insights

Canadian banks are facing increasing competition that is being driven by the growth of digital banking services and the introduction of new payment approaches using mobile devices. This digital revolution has made it possible for technology savvy organizations to gain entry to banking processes that have been the exclusive domain of the banks. The migration of payments from paper to alternatives like electronic transfers, plastic cards, contact centres, online banking and mobile devices has opened the door for technology driven entities to challenge the banks. Banks in response, are investing heavily in payment solutions. The result will be a technology and investment battle between the banks and organizations like Apple, PayPal, Google, mobile network operators and major merchants to become the consumers' chosen route to innovative financial services. Banks will have to decide if they are to remain as highly regulated, trustworthy bank account service providers and allow others to become the front end of choice for their clients. As a result of this unprecedented turmoil, the opportunities are boundless for technology firms that can drive efficiency and quickly deliver innovative digital solutions.

BREAKOUT SESSION #1

11:00–11:30 PM

Security Is Us: No Immunity and New Opportunity

Wentworth Room

SECURITY



David Senf, Vice President, Infrastructure Solutions, IDC Canada

Fallout from the year of the breach in 2014 lands unpredictably in 2015. Already, cloud, mobility, skills shortage and regulations were reshaping security investments. Massive losses last year sparked heightened security focus from both IT and business executives in Canada. Learn how organizations are changing and allocating their security budgets. Discover what successful organizations do versus the less successful when making key security decisions and investments. Join IDC Canada's David Senf for a view into the C\$1.8 Billion of security activity in Canada.

Wearables in Canada: “Wear” is the Opportunity?*Civic Ballroom*

Emily Taylor, Senior Analyst, Consumer and Mobile Research, IDC Canada

Wearable devices have been a hot topic of conversation over the past few years. It is still early days, but Canadian consumers and enterprises alike don't have a deep understanding of the different ways that wearables could add value. What does the road map for wearables in Canada look like? Join IDC's Emily Taylor for an overview of the current wearables landscape, providing a closer look at uptake and value, privacy and security concerns, and the key use cases that will drive adoption over 2015 and beyond. Discussion will focus on finding the opportunity in Canada and how devices and services should be structured for maximum ROI for vendors, partners, and end-users alike.

Society 2.0. – The IoT and Its Impact on Quality of Life*Elgin Room*

Alison Brooks, Director, IDC Government Insights

The IoT will have a profound impact on our quality of life – from everyday tasks at home or at work, to emergency situations (both personal and systemic) to broad scale issues related to the environment or energy use. Nowhere will the impact be felt more personally than in the public sector – in the cities where we live, work and visit, and in the healthcare and social services we receive. Local government and healthcare leaders care about achieving specific outcomes – reducing traffic, pollution, incidents of diabetes, and homelessness. They are asking how IoT solutions can be connected to these outcomes, and when the IoT is the best technology choice for specific use cases. This session will discuss the use cases and business outcomes driving investment in Smart Cities and Connected Health and how IoT solution vendors can help their public sector customers navigate the complex landscape of vendors and technologies.

Retail Futures*Wentworth Room*

Leslie Hand, Vice President, IDC Retail Insights

Leslie Hand will discuss the future of retail, starting with a vision for the future state, but grounding the discussion with what retailers are doing today, and what they should be doing to compete more effectively. Topics will include:

- How best-in-class retailers have advanced on the omni-channel continuum
- How multi-dimensional digital experiences will underpin the future of retail
- What retail technology partners can do today to help drive omni-channel success

NETWORKING LUNCH - ROUNDTABLE DISCUSSIONS

12:15–1:15 PM

Civic Ballroom

Open to all attendees on a first-come, first-served basis, select a research domain and join an IDC Canada analyst for a lunch time roundtable discussion related to key verticals in the ICT industry.

AFTERNOON SESSIONS

Entering the Next Chapter of the Canadian Cloud Economy: Battle on the Home Front

1:15–1:50 PM

Civic Ballroom

David Senf, Vice President, Infrastructure Solutions Research, IDC Canada

Demand in the Canadian cloud economy has risen from customer uncertainty and provider trepidation to a bull market in a few short years. Much change is in store for 2015 and beyond as hybrid cloud options of on-premise, hosted and public cloud vie for IT and business budgets. Will private on-premise cloud be around in five years? Will hosted providers succumb to pricing pressures of global public providers? Will lines of business strip away more significant portions of their organization's technology dollars? How will local Canadian providers perform versus the tide of US providers establishing beachheads on local soil? Join IDC Canada's David Senf for an overview of cloud in Canada.

Executive Conversations Panel: The CIO of the Future

1:50–2:45 PM
Civic Ballroom



Introduction: Tony Olvet, Group Vice President Research Domains, IDC Canada

Moderator: Dr. Ron Babin, Adjunct Research Advisor, IDC

Panelists: Phil McBride (Aimia), Mark Hubbard (FundSERV),
Steve Heck (Microsoft); Glenda Crisp (TD Bank Group)



This panel session will explore the changing role of the CIO in the 3rd Platform era. The session kicks-off with highlights from IDC Canada's most recent top executive survey, where we asked Canadian IT leaders: "what kind of CIO are you"? We will then turn to our panel of leading Canadian CIOs for a thought-provoking discussion about demands on their function, how they are preparing for the future, and what they need from technology vendors. With an increasing amount of technology spending and influence coming from other business functions, is a CIO's time better spent engaging the business around IT than managing day-to-day IT operations? The insight shared in this session will help guide enterprise technology strategy and IT supplier relationships.

Closing Comments

Lars Goransson, Group Vice President & General Manager, IDC Canada

2:45–3:00 PM
Civic Ballroom

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All presentations will be made available to registrants of the conference, within 5 business days or less.