

Event Agenda

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Keynote

Session Title	Session Description	Speakers
The Future Belongs to the Data Driven	<p>Being data driven is how organizations win in the 21st century. But becoming data driven is tough. A surge of new data threatens to overwhelm even the best prepared, and the pandemic has further intensified pressure on organizations to deliver new digital experiences to remain relevant and competitive. How do you navigate these twin challenges? Join Hitachi Executive Chairman, President and CEO Toshiaki Higashihara and Hitachi Vantara CEO Gajen Kandiah, plus special guests from Disney Parks and the American Heart Association, as they explore these topics during the opening keynote of Hitachi Social Innovation Forum Americas.</p>	<p>Gajen Kandiah, CEO, Hitachi Vantara</p> <p>Toshiaki Higashihara Executive Chairman, President and CEO Hitachi, Ltd.</p> <p>Dr. Jennifer Hall Chief, Data Science, Co-Director, Institute for Precision Cardiovascular Medicine American Heart Association</p> <p>Rachel Hutter, SVP International facilities and operations services, worldwide safety and health, and engineering The Walt Disney Company</p>
Turning the Tables on Digital Disruptors	<p>The global pandemic has accelerated the digital transformation of industries that has been underway for two decades. Businesses and consumers are shifting their spending to companies that leverage structured and unstructured data, beyond-expert algorithms, and machine learning to deliver differentiated customer outcomes. Todd Hewlin, co-author of <i>Goliath's Revenge: How Established Companies Turn the Tables on Digital Disruptors</i>, will walk you through how companies like yours are running the Silicon Valley playbook for themselves. They are simultaneously building "digital moats" to protect their core lines of business while also growing into entirely new markets and profit pools. You will leave this session with both the macro perspective of how digitization is unfolding now as well as actionable models for how to increase the ROI on your digital transformation in 2021.</p>	<p>Todd Hewlin Managing Director TCG Advisors</p>
Sustainable Digital Business Leadership	<p>Climate change is the challenge of our time. But the global transition to clean energy will take leadership and partnerships across industry. See how Hitachi, the Workhorse Group and Tavistock Development Company are powering environmental and economic good for all.</p>	<p>Hicham Abdessamad Chairman, Hitachi America, Ltd., Chief Executive, Hitachi Global Social Innovation Business, Corporate Officer, Hitachi Ltd.</p> <p>Duane Hughes CEO and President Workhorse</p> <p>Juan Santos SVP Brand Experience & Innovation Tavistock Group</p>
Data-Driven Nations	<p>What is a data-driven nation? How do we unlock the collective genius of humanity to transform people, places, and systems? Leveraging examples from around the world, former U.S. Chief Technology Officer and shift7 CEO Megan Smith shines a spotlight on the opportunities and obstacles facing innovators coming together to solve the world's biggest challenges.</p>	<p>Megan Smith Former U.S. Chief Technology Officer United States Government</p>

Keynote

Session Title	Session Description	Speakers
The Data Dilemma	Every time we do something, even just turn on a light, we create data that businesses collect and use to make decisions about us. In many ways this has improved our lives, yet, we as individuals do not benefit from this wealth of data as much as we could. Join Andreas Weigend, an advisor to Alibaba, BMW, Hyatt, Master Card, and Lufthansa, among others, as he discusses the Data Dilemma.	Andreas Weigend Author of Data for People Former Chief Scientist at Amazon
How Leaders Use Their Data to Protect Our Planet	Hitachi is committed to achieving carbon neutrality at all our locations by 2030 and will help cities, governments and companies cut carbon as a climate change innovator using our strengths in green technology x digital.	Alistair Dormer Chief Environmental Officer Hitachi, Ltd. Alok Sharma President COP 26 Topher White CEO Rainforest Connection
Using Technology to Build a Seamless Guest Experience		Jon Snoddy Advanced Development Studio Executive SVP The Walt Disney Company Rachel Hutter SVP International facilities and operations services, worldwide safety and health, and engineering The Walt Disney Company

Digital Master Class

Session Title	Session Description	Speakers
Digital Transformation for the Rest of Us	Conventional thinking says digital platform dominance holds the key to a successful digital business strategy. See Facebook, Amazon, Netflix and Google for details. But not so fast! 99% of companies won't and shouldn't try to pin their digital strategy on a single platform-centric moonshot. In this Digital Master Class, software CEO, chief digital officer and Fast Company Most Creative People in Business honoree Ganesh Bell explains that executives leading data-centric transformations can learn more from the digital business principles adopted by the FANG companies than the digital platforms they built.	Ganesh Bell Advisor, Board Member, Investor, former CDO & Software CEO
Digital Transformation Reimagined by Delivering Right-Time Experiences	Every organization completed at least one wave of digital transformation to survive the pandemic. Digital market leaders have moved the bar. Now companies need to focus on creating the next wave of transformation to outpace the competition. This session will share examples of what best-in-class companies are doing to differentiate the business and provide insights into what's next for employee and customer experiences. After the presentation, David McCulloch will join Maribel for a fireside chat to discuss how to prepare for a landscape of constant evolution.	David McCulloch Vice President, Corporate Marketing and Communications Hitachi Vantara Maribel Lopez Founder Lopez Research
Leading With Code: Becoming a Software-Driven Company	Software and data are key assets in companies in the digital world. That's because a firm's distinctive knowhow—what it knows how to do better than its competitors-- is now its key differentiator. Knowhow drives innovation, but without codifying knowhow in software, innovation doesn't scale easily. In turn, knowhow is increasingly derived from data by applying machine learning software. As a result, all companies must think like software companies. Making this shift is not easy. The fundamental differences between the economics of the digital and physical worlds require business leaders to undertake a systematic rethinking of how their companies will compete in a software-driven world. Attendees will learn what this shift means for their strategy, business model, investments, capabilities, workforce and culture.	Vijay Gurbaxani Director of Center for Digital Transformation at Paul Merage School of Business UCI
Designed for Digital – The Role of Business Executives	<p>To continue doing business during the ongoing pandemic, your company might have invested a lot in digital technologies. That doesn't make your company ready for digital business though. As digital technology is moving into customer offerings, most established companies find that they are not designed to deliver these digital offerings. Here's how to change that.</p> <p>Do you know what your customers are willing to pay for when it comes to digital? Can you innovate rapidly without creating the next legacy debacle? Are your processes ready to support new digital business models?</p> <p>If your organization struggles with one of these challenges, this Digital Master Class is for you. In this session, professor and MIT researcher Martin Mocker will discuss the need for business executives to design their companies to be able to create digital offerings that help them deliver new value propositions.</p> <p>Using practical company examples from his book "Designed for Digital," Martin talks about the relevance of digital design, the challenges that come with it, and the role business executives play in addressing them.</p>	Martin Mocker Research Affiliate MIT Sloan Center for Information Systems Research (CISR)

Digital Master Class

Session Title	Session Description	Speakers
<p>Living on the Edge Puts Data at the Center of Business Strategy</p>	<p>The pandemic has showed us that even advanced insight-driven businesses go back to the data in times of chaos. While historically data moved enterprises ahead with predictions and next best actions, that all collapsed under the new realities of the past year. Enterprises are now getting their proverbial data foundation houses in order to ensure they can live in the moment. There is no going back. Chaos is here to stay and your competition is taking the reins of disruption with data. Faster, farther, smarter – at the edge of business, data is your lifeline. Join this [Digital Master Class] session with Forrester Research Vice President and Principle Analyst Michele Goetz to learn where your company needs to be in the next twelve months to ensure its survival.</p>	<p>Michele Goetz Vice President, Principal Researcher Forrester</p>
<p>Precision Planet</p>	<p>Computing up until now has been driven by people using computers to buy stocks, transfer money, fill out a PO or track the sales process, the Internet of People. We're about to enter the third generation of enterprise software driven by things/machines, the Internet of Things. Conservative estimates put the number of things at hundreds of times the number of people and machines can send thousands of times more data than people ever could.</p> <p>While this will fuel the development of new technologies, the most significant change will be the digital transformation of companies that build machines and companies that use those machines to deliver service. This talk will highlight five major components of this third generation of enterprise software and three business models that will reshape every company that makes machines.</p> <p>On a planet, where we are demanding more every day, we need precision power, water, agriculture, transportation, healthcare, mining, oil and gas machines so that our future farms, utilities, mines, railroads and hospitals can operate with greater precision, and offer more and better services at lower cost with higher quality.</p>	<p>Tim Chou Board Member and Stanford University Cloud Lecturer Stanford University</p>
<p>Everybody Wants To Rule the World: Surviving and Thriving in a World of Digital Giants</p>	<p>Which kinds of companies will thrive and which will get crushed by the powerful forces in the global business landscape now at work? In a world where digital transformation is not enough, learn the 7 elements of digital giants. Gain insights into what innovative companies are doing right now to position themselves in this new reality. Learn how to take your business from status quo to market leader. Get ready to build, partner, or perish.</p>	<p>R (Ray) Wang Founder And Principal Analyst Constellation Research</p>

Digital Master Class

Session Title	Session Description	Speakers
<p>Becoming a Software-Driven Organization</p>	<p>The notion of transforming one's products and services using digital technology is no longer an exercise in abstract thinking. In fact, there are so many examples of successful transformation in multitudes of industries, and the availability of vast bodies of knowledge, from consultants and advisors to playbooks and guides. So, with all of this know-how and evidence, why is it that more organizations have had difficulty in finding their pathway to transformational outcomes?</p> <p>Recent statistics (ref. Gartner, McKinsey) show a high failure rate among enterprises that are attempting to transition to a software-driven value model.</p> <p>In this session Dr. Sunil Singh, CTO GlobalLogic, will share real-world insights on what it takes to create a Software Product-Driven Organization --an organization that thinks and acts like a software company—combining the “right” organization and culture, a technology approach that is innovative yet capable of rapidly releasing products, and business metrics and KPIs that promote a new, software product/platform approach.</p> <p>During this session Dr. Singh will talk through the strategic pillars of:</p> <ul style="list-style-type: none"> • Economics of Digital Transformation • Culture & Org & team structure • Technology stack and technology approach and philosophy • Key partners to increase your odds of success 	<p>Sunil Singh Chief Technology Officer GlobalLogic</p>

Business Track

Session Title	Session Description	Speakers
<p>Strategy Session</p> <p>Co-Creating a Digital Future for Industries</p>	<p>Navigating the journey to becoming a data-driven organization can be daunting. Leaders need the right strategies for accessing talent, implementing the systems and processes required for success today, and keeping pace with the emerging technologies that will define tomorrow. In this spotlight session, Hitachi Vantara Chief Digital Solutions Officer Frank Antonysamy outlines how data-driven leaders are embracing co-creation as a path to overcoming obstacles to digital acceleration</p>	<p>Frank Antonyswamy Chief Digital Solutions Officer Hitachi Vantara</p> <p>Harsha Badarinarayan, Ph.D Vice President, Research & Development Hitachi America, Ltd.</p>
<p>Mobility</p> <p>Exploring the North American Rail and Transit Markets</p>	<p>Tested, resilient, and among the safest and most environmentally sustainable ways of moving people and goods, the North American rail and mass transit are seeing a surge in interest. The new administration cites the pandemic recovery and a desire to build back better, including potential infrastructure programs that deliver employment and long-term competitive business advantage in the global marketplace. Join us to learn more about this market and discover how Hitachi's expertise and capabilities can keep it moving forward.</p>	<p>Jason White CEO Hitachi Rail</p> <p>Allan Immel Head of Turnkey Systems Business Development - North America Hitachi Rail</p>
<p>Manufacturing</p> <p>The Future of Manufacturing</p>	<p>In this panel, hear Hitachi senior executives discuss the latest trends and changes in the U.S. manufacturing market and how they plan to address them.</p>	<p>Udayan Joshi Director of Solution Architecture Hitachi Global Social Innovation Business</p> <p>Chris Scheefer Senior Vice President, Industry Practice Hitachi Vantara</p> <p>Mike Lashbrook Vice President, Esys Division and Digital Solutions JR Automation</p> <p>Brian Tyllisz Senior Vice President, Sales Sullair</p>
<p>Financial Services</p> <p>Powering Good With Responsible, Sustainable Banking</p>	<p>Climate change and sustainability are two of the world's biggest concerns today. Governments and global supervisory bodies offer incentives and regulations that encourage global corporations to keep environmental, social, and corporate governance (ESG) impacts at the forefront of their strategies and operations. In this session, Hitachi R&D highlights the sustainable finance platform we are building with the world's leading investment banks. We'll also look at critical players and pipeline development we're seeing in this space around banking and insurance.</p>	<p>Bas Ruter Head of Sustainability Rabobank</p> <p>Mary Wenzel Head of Sustainability Wells Fargo Bank</p> <p>Kelly Dittmann Senior Advisor, Strategy, IoT & Analytics Hitachi Vantara</p> <p>Suranjan Som Vice President, Head of Financial Services and Client Engagement Partner Hitachi Vantara</p>

Business Track

Session Title	Session Description	Speakers
<p>Customer Stories</p> <p>Disney's Scientific Data Analytics and Hitachi Vantara DataOps: A Digital Transformation Story</p>	<p>Embark on a sustainment and maintenance digital transformation journey with Disney Parks. Rooted in a high-performance Industrial Internet of Things platform and ingesting data streams at incredible speed, Disney's Scientific Data Analysis initiative is working to allow guests even more enjoyment of theme park attractions through predictive and prescriptive analytics. Leveraging on premise and cloud-based technologies, Disney Parks is performing immediate diagnostics and prognostics using AI/ML, Digital Twins and self-service analytics.</p>	<p>Michael Tschanz Director, Engineering Technology and Analysis The Walt Disney Company</p>
<p>Mobility</p> <p>How Digitalization Advances Sustainability, Resiliency, and Worker Health and Safety in the New Now</p>	<p>Innovation to protect our health and safety and to advance sustainability and resiliency is not only accelerating but is also laying a foundation for digital transformation across industries. From electrification and data-driven maintenance and operations to technology that helps mitigate the spread of COVID-19, companies that adopt these solutions today will get through the coming years on top and be more prepared to thrive in the digital-driven future.</p>	<p>Justin Bean Global Director, Smart Spaces and Lumada Video Insights Marketing Hitachi Vantara</p> <p>Jonathan Gibson Executive Vice President of Marketing and Business Development Penske Corporation</p>
<p>Manufacturing</p> <p>Control Tower, Come In: Manage Your Supply Chain in an Ever-Changing Market</p>	<p>For most industrial businesses, supply chain management has become a strategic imperative. Managing the complexity and exceeding customer expectations requires a new generation of supply chain solutions. To monitor and control supply chains and mitigate risk where possible, Hitachi Vantara worked closely with customers across industries to develop the Supply Chain Control Tower. Hear customer insights and all about the co-creation journey that led to this innovative solution.</p>	<p>Dr. Anthony Kachenko General Manager, Data & Extension Horticulture Innovation Australia</p> <p>Owen Keates Senior Director Specialized Services Hitachi Vantara</p>
<p>Healthcare</p> <p>Saving Lives With Natural Language Processing (NLP)</p>	<p>Integrating natural language processing (NLP) systems into healthcare units have made a life-or-death difference in patient care. The ever-evolving system can optimize operations, increase quality of care time, and reduce operating costs. In this session, get a holistic view of how NLP can give healthcare providers meaningful insights by harnessing large datasets stored in the form of speech, text, pictographs, and images for enhanced patient care.</p>	<p>Angelina Leigh Data Scientist Hitachi Solutions</p>
<p>Customer Stories</p> <p>Protecting Rainforests With AI and Big Data</p>	<p>To protect our rainforests and environment, Rainforest Connection is working with Hitachi Vantara data scientists to create an AI-based model that predicts logging events before they actually happen.</p>	<p>Bourhan Yassin COO Rainforest Connection</p>

Business Track

Session Title	Session Description	Speakers
<p>Energy</p> <p>Paving the Way to a Clean-Energy Future With Digitalization and Transmission Investments</p>	<p>Find out how the latest innovations can get us closer to a clean energy future in North America. This panel focuses on how upgrading the nation's transmission infrastructure and digitizing the electrical grid can help build a carbon-neutral future and a more resilient and flexible energy system.</p>	<p>Chris Scheefer SVP, Industry Practice Hitachi Vantara</p> <p>Julia Hamm President and CEO Smart Electric Power Alliance</p> <p>Anthony Allard Head of Hitachi ABB Power Grids North America Hitachi ABB Power Grids</p>
<p>Mobility</p> <p>CSX and Hitachi Rail's Digital Journey to Transform the Future of Freight Rail</p>	<p>North America is connected by the best freight rail system in the world and it keeps the economy moving. As a large Class I railroad, CSX is one of the major transportation companies that serves the eastern half of the continent. With a continuous focus on excellence, CSX is undertaking an Operational Transformation that's powered by Digital and in partnership with Hitachi Rail. Let's explore the Digital Journey to learn how CSX and Hitachi Rail are shaping the future of Freight Rail.</p>	<p>Deborah (Debbie) Bittner Vice President – Network, Systems, and Services CSX Transportation</p> <p>Miles Metschke Head of North America Freight Rail Hitachi Rail</p>
<p>Manufacturing</p> <p>One Powerful Cell: Automation and Analytics for the Aerospace Industry</p>	<p>When the average commercial aircraft is manufactured, tens of thousands of nutplates are tediously hand-assembled. To improve this process, JR Automation and Hitachi Vantara introduced the SmartAttach automated cell to help the aerospace industry automate nutplate attachment and provide advanced machine analytics.</p>	<p>Bill Bigot Vice President of Business Development JR Automation</p> <p>Sid Verma GM Manufacturing Practice Hitachi Vantara</p> <p>Randy Runkles Chief Engineer JR Automation</p>
<p>Financial Services</p> <p>Open Banking: A New Era for Financial Services</p>	<p>As emerging markets pressure the financial services industry to become more open and sustainable, leading financial institutions are exploring the open-banking ecosystem, which will offer new and innovative services while remaining maximumly secured. But the restructuring of a bank's business model requires a technological backbone that meets security, governance, and compliance requirements. Join this discussion to learn how financial institutions can use technologies to gain a competitive edge by becoming smart and open.</p>	<p>Suranjan Som Vice President, Head of Financial Services and Client Engagement Partner Hitachi Vantara</p> <p>Marek Chlebicki Head of Group IT Strategy & Solutions Raiffeisen Bank International (RBI)</p>

Business Track

Session Title	Session Description	Speakers
<p>Healthcare</p> <p>Redefining the Healthcare Operating Model With Analytics and Technology</p>	<p>Learn how Salford Royal NHS Foundation Trust, part of the Northern Care Alliance NHS Group, is using analytics and technology to redefine its operating model and identify gaps in digital solutions to provide effective and high-quality patient care. Join us to learn about organizational challenges and other challenges within the healthcare community. We'll also discuss how technology and transformation are key to the healthcare industry's COVID-19 recovery, especially with the backlog of surgeries.</p>	<p>Paul Watson Vice President, Healthcare & Life Sciences Hitachi Vantara</p> <p>Raj Jain Chief Executive Northern Care Alliance NHS Group</p> <p>James Ritchie CCIO and Deputy Director for Research and Innovation Salford Royal NHS Foundation Trust</p>
<p>Mobility</p> <p>Modernizing Train Control for One of America's Busiest Metro Areas</p>	<p>To improve efficiency in one of the most crowded U.S. metro areas, Hitachi is delivering a digital train control system for Bay Area Rapid Transit (BART). The communications-based train control (CBTC) system, created by Hitachi Rail, will increase capacity and improve service. Before the pandemic, BART averaged 405,000 weekday trips to connect the San Francisco peninsula to several cities in the East Bay area – and currently runs on a control system that is over 48 years old. Hitachi's new CBTC system will allow BART to safely operate their trains on tighter schedules with more closely spaced intervals, significantly increasing throughput and passenger capacity. It will also provide the ability to operate 30 ten-car trains per hour on the main corridor and help meet BART's demand of over 30,000 passengers per hour.</p>	<p>Donald Boss Principal Program Manager – Americas Hitachi Rail</p> <p>Scott Van Dussen Project Manager Bay Area Rapid Transit (BART)</p>
<p>Customer Stories</p> <p>Sestra's TapWise, providing Dispensing-as-a-Service at the Edge</p>	<p>To improve the food and beverage service industry, software-forward tech company Sestra Systems solves problems that traditional hardware companies can't. TapWise, their Smart Dispensing solution, uses a cloud-based platform to transform any dispenser and provide control over access and dispensing and insights into behavior and trends. With the ability to integrate with other systems, TapWise is the most versatile solution in the industry. It addresses the needs of every venue – large or small, self-service or bar service – on one common platform. Learn how Sestra Systems' solutions extend traditional IoT use cases to provide real-time performance and touchless self-service, even in environments without access to cloud.</p>	<p>Ben Maphis Vice President of Engineering Sestra</p>
<p>Manufacturing</p> <p>5G: Accelerating Transformation for Manufacturing</p>	<p>Private 5G mobile networks for manufacturing are poised to create economic value, improve worker safety, and deliver more sustainable workplaces. Top use cases include real-time production automation, collaborative robots, digital twinning of production flows and more. Collaboration is key to creating viable ecosystems capable of delivering real solutions to real customers. In this session, Hitachi and Ericsson discuss their ecosystem and partnering approach, maintaining momentum working through trials, and getting to commercial success.</p>	<p>Sudhanshu Gaur Vice President and Head of IoT Edge R&D, Hitachi America, Ltd. and Chief IoT Architect, Hitachi Automotive Systems, Ltd. Hitachi America, Ltd. & Hitachi Automotive Systems, Ltd.</p> <p>Alan Minney Global Lead Strategic Ventures & Partnerships - Industrials Business Development Ericsson North America</p>

Business Track

Session Title	Session Description	Speakers
<p>Customer Stories</p> <p>Partnership Through Innovation</p>	<p>In this riveting session on partnership through innovation, Amazon Web Services Vice President of WWPS Partners and Programs, Sandy Carter, delves into the ways customer obsession and digital transformation drives innovation. Sandy discusses the culture of innovation at Amazon, and she highlights the importance of using a customer-centric approach and having a keen sense of curiosity when developing innovative solutions. She provides exciting examples and applicable best practices on working backwards from your customers and collaborating with partners to accelerate innovation.</p>	<p>Sandy Carter Vice President, Public Sector Partners and Programs Amazon Web Services</p>
<p>Financial Services</p> <p>Trust and Transparency: The New Currency</p>	<p>Financial institutions face a number of regulatory, social, and ethical considerations when it comes to their customers' privacy expectations. In an era of increased data breaches, consumer distrust is on the rise. And it isn't easy to identify the best approach to keeping data safe while still remaining transparent. Join our panel of experts as they discuss how to help financial services companies optimize their data collection and management processes to manage risk and, more importantly, rebuild trust.</p>	<p>Bikram Singh Founder and CEO EZops</p> <p>Nitin Khanna Global Head of IT and Data HSBC</p> <p>Inderjeet Rana CTO, Financial Services Inderjeet Rana</p>
<p>Customer Stories</p> <p>A New State of IT: Optimized Performance for Paraná, Brazil</p>	<p>Celepar, which provides information and communication solutions to the state of Paraná, Brazil, is responsible for many essential applications across safety, healthcare, traffic, tax, and more. Learn how they cut costs, saved space, and optimized their services for the citizens of Paraná when they successfully migrated to a modernized infrastructure solution – without disruption.</p>	<p>Dario Kuceki Knopfholz IT Infrastructure Division Celepar</p>
<p>Healthcare</p> <p>Powering Good and Saving Lives: Critical-to-Life Healthcare Technologies</p>	<p>New, innovative technologies are transforming healthcare, driving strong social innovation, igniting data-driven opportunities, cutting costs, and helping the medical community save lives. High Performance Medical Solutions, a division of Hitachi Cable America Inc. that provides services and solutions that meet the most stringent, life-saving medical needs, and Angiodynamics Inc. discuss the positive impact that material science and manufacturing technologies are having upon procedural catheter devices.</p>	<p>Richard Roth Director of Business Development and Marketing Hitachi Cable America, Inc</p> <p>Benjamin Bell Executive Vice President of High-Performance Medical Solutions Division Hitachi Cable America, Inc</p> <p>Mark Girard Senior Director of R&D Angiodynamics</p>

Business Track

Session Title	Session Description	Speakers
<p>Mobility</p> <p>Driving Innovation: the Future of Mobility in North America</p>	<p>The pandemic has caused travel to change significantly, so what does the future look like for mobility in North America? Breakthroughs in technology like self-driving vehicles, driverless metros, and electric vehicles are only the beginning. As the ways in which we travel and how we travel change, new ecosystems are created alongside aging infrastructure. Explore how innovation, data, and policy intersect to shape and drive mobility and create social and economic value in a rapidly changing environment.</p>	<p>Dr. Dean Bushey Vice President Hitachi's Social Innovation Business, Hitachi, Ltd.</p> <p>Daniel Simounet Vice President, Transportation Industry, Americas Hitachi ABB Power Grids</p> <p>Art Guzzetti Vice President – Policy and Mobility American Public Transportation Association</p> <p>Shanif Merchant Product Management Director for Enterprise Transformations Hitachi Vantara</p> <p>Leonardo Impagliazzo Chief Director, Digital, Innovation & Chief Lumada Business Officer Hitachi Rail</p>
<p>Energy</p> <p>Optimize Your Energy Investments and Sustainability Goals With Data-Driven Insights</p>	<p>So many challenges can block the pathway to a carbon-neutral future. Hear about Ameren's vision for the future, their journey to digitalization, and how they use Lumada Asset Performance Management (APM) to monitor critical equipment and make data-driven decisions across their fleet. This session will also explore how power providers can break down organizational silos and manage risks to achieve strategic outcomes.</p>	<p>Bryan Frieauf SVP, Enterprise Software Solutions Hitachi ABB Power Grids</p> <p>Phil Gruber General Manager, Energy/Utility Industry Practice Hitachi Vantara</p> <p>Keith Hock Sr. Director ITOT, Digital Field Services & Innovation Ameren Services</p>
<p>Customer Stories</p> <p>Creating a Real-Time Central Data Hub in a Fragmented ICT Service Provider Landscape</p>	<p>Swisscom's Business Customers division is the number one business telecommunications service and IT outsourcing solutions provider in Switzerland. Learn how they streamline disparate data to quickly and easily aggregate data from across their business to gain a holistic view of customers and service operations.</p>	<p>Emanuel Zehnder Head of Information Architecture Swisscom</p>

Business Track

Session Title	Session Description	Speakers
<p>Financial Services</p> <p>Bank on AI for a Smarter Tomorrow</p>	<p>From evolving customer demands and profitability pressures to a persistent regulatory and competitive environment, AI and data analytics technologies have been powerful for financial institutions looking to future-proof their operations. Join AI leaders in this discussion to learn how intelligent frameworks help you generate new revenue streams, reduce fraud, and forecast risk management more accurately.</p>	<p>Vishwani Pandit Global Head, Automation & Innovation Technology, Markets Operations & Technology, Citi</p> <p>Saker Ghani Senior Director, Financial Innovation Solutions Hitachi Vantara</p> <p>Suranjan Som Vice President, Head of Financial Services and Client Engagement Partner Inderjeet Rana</p>
<p>Manufacturing</p> <p>Five to Four: 5 Steps to Working Smarter in Manufacturing 4.0</p>	<p>At Hitachi, our collaboration brings the best ideas and technologies together to address industrial problems. Similarly, seamless partnerships between operations and technologists result in rapid and results-driven solutions. New instrumentation, novel insights, and complex advanced analysis are more accessible than ever. But a well-defined problem, the desire of few, and a few simple, but crucial, steps stand in the way. Hear industry experts share real-world use cases and how to overcome challenges and barriers.</p>	<p>David McKnight Director, Digital Manufacturing Solutions Hitachi Vantara</p> <p>Kyoko Roberts Director, Systems Products Division Hitachi High-Tech Americas, Inc.</p>
<p>Customer Stories</p> <p>Accelerating Science With Scalable Infrastructure</p>	<p>To push the frontiers of science and technology, CERN performs world-class research in fundamental physics and unites people from all over the world. Learn how CERN uses container-based software, like Kubernetes, with private cloud resources to build a highly available deployment of Pentaho software tools to address the needs of different CERN user communities.</p>	<p>Miroslav Potocky Data integration & reporting service manager CERN</p>
<p>Healthcare</p> <p>Strengthening Society: Wiring the World for Wireless</p>	<p>As recent world events have proven, remote wireless access to data-driven insights is key to maximizing healthcare, safety, and security. But the word “wireless” is misleading. Behind every cloud of big data lives a complex world of highly diverse cables and critical infrastructures that form the backbone of modern society. Hear Hitachi Cable America Inc. share thoughts on the importance of cables and wireless technologies and increased digitalization for the third and fourth industrial revolutions.</p>	<p>Ainsley Reymore Lead Marketing and Digital Media Coordinator Hitachi Cable America, Inc</p> <p>Joseph Iamartino COO & CTO Hitachi Cable America, Inc</p>
<p>Financial Services</p> <p>Ride the Disruption: Embracing Embedded Finance</p>	<p>Many non-financial companies continue to embrace embedded finance, but traditional financial institutions are struggling to thrive in a quickly evolving landscape. Leaders have recognized that the balance of power swings to those who own the customer experience and use new technologies to retain customer loyalty and increase their lifetime value. Join this insightful discussion to learn how digital transformation can help you gain competitive advantage to meet customer demands for integrated experiences.</p>	<p>Kelly Dittmann Senior Advisor, Principal - Digital Advisory and Transformation: Strategy, IoT and Analytics Hitachi Vantara</p> <p>Suranjan Som Vice President, Head of Financial Services and Client Engagement Partner Hitachi Vantara</p> <p>Inderjeet Rana CTO, Financial Services Hitachi Vantara</p>

Technical Track

Session Title	Session Description	Speakers
<p>Strategy Session</p> <p>Technology Architectures For the Data Driven</p>	<p>Major technology transitions are reshaping the work of the IT function and its ability to drive out cost, increase organizational agility, and create new value from data. From the shift to cloud native applications to the rise of AI, ML and data analytics, it is both an exciting and a daunting time for technology and operational leaders. In this spotlight session, Hitachi Vantara Chief Product Officer Radhika Krishnan shares a comprehensive update on how the company's product and technology portfolio is evolving to help clients embrace and benefit from these trends.</p>	<p>Radhika Krishnan Chief Product Officer and General Manager, Software Hitachi Vantara</p>
<p>Infrastructure</p> <p>Walmart's Digital Pivot: Turning Recovery Strategies Into Opportunities</p>	<p>2020 forced organizations to reevaluate their technology strategies and pivot to a faster and more agile and resilient IT infrastructure. Learn how Walmart accelerated their digital transformation efforts and created an omnichannel buying experience for their customers.</p>	<p>Gary Breder Director of Product Marketing Hitachi Vantara</p> <p>Alonso Yanez CIO and Technology Vice President Walmart Mexico</p>
<p>Innovation</p> <p>Get Ready for 5G's Industry Disruption and Opportunity</p>	<p>5G promises to transform the industry in ways we're just beginning to understand: extreme bandwidth, ultra-low latency, and high levels of security and reliability. This session showcases the power of 5G as the key to digital transformation. Learn the five major shifts 5G introduces, how 5G and other key technologies drive industry disruptions, the value of 5G for business, and six categories of 5G use cases to watch.</p>	<p>Peter Linder Head of 5G Marketing, North America, Ericsson</p> <p>Bjorn Andersson Senior Director, Industry Solutions Marketing Hitachi Vantara</p>
<p>Cloud</p> <p>How to Rise Above the Fog and Soar Into the Cloud</p>	<p>This is your look into the future of data. See how data will be consumed, managed, and stored, learn about trends in hybrid IT, and discover the architectures for traditional and modern applications that ensure data mobility from edge to cloud. After learning how AI, machine learning, and advanced analytics will affect storage, you'll leave with insights on the future of business continuity and strategies on how to optimize your infrastructure for microservice and container architectures.</p>	<p>Samta Bansal Global Consulting Strategy and Marketing Leader Hitachi Vantara</p> <p>Premkumar Balasubramanian Senior Vice President, Technology and Solutions Office Hitachi Vantara</p> <p>Tim Langley-Hawthorne Chief Information Officer Hitachi Vantara</p>
<p>Infrastructure</p> <p>Achieve Your Cybersecurity Goals With AI, ML, and Data Center Automation</p>	<p>Reach your IT infrastructure's potential and set a higher bar for achieving your cybersecurity goals. Discover new approaches that use artificial intelligence (AI), machine learning (ML), data protection, IT analytics, and data center automation to streamline your processes and make it easier to detect and mitigate cyberattacks.</p>	<p>Mark Hickey Senior Product Manager Hitachi Vantara</p>

Technical Track

Session Title	Session Description	Speakers
Data-Driven Strategies for Growth and Innovation Amidst a Pandemic	See the innovative approaches industry leaders are taking to avoid disruption during these turbulent times. Find out what data-driven strategies business focused on to help innovate in software and infrastructure to drive new business growth.	Scott Sinclair Senior Analyst ESG Colin Gallagher Vice President, Product Marketing Hitachi Vantara
Data Reach Your Data's Full Potential With DataOps	The data landscape has never been more distributed and complex. What's your strategy for becoming a data-driven organization? Listen to an expert share challenges, best practices, and new approaches to data management. Discover how to turn your data into a continuous source of insight and value. Learn how DataOps will help you create new customer experiences, reach higher efficiencies, and achieve better business outcomes.	Paige Bartley Senior Research Analyst 451 Research Anand Rao Principal Product Marketing Manager, Pentaho and Lumada Software Hitachi Vantara
Data Hitachi on Hitachi: Finding Data's Value in Our Enterprise Data Lake	On their quests to harnessing the value of enterprise data to make better decisions, companies have ended with mixed results. But change is coming as a new generation of technologies makes it easier than ever to unlock the value of business information. By using their own enterprise data platform, Hitachi Vantara gained multiples in cost savings and new revenue in less than three years. Discover how they channeled the power in their data through a combination of smart changes in technology, culture, and process.	Gauri Kapur Global Head, Enterprise Data & Analytics (Global IT) Hitachi Vantara Tim Langley-Hawthorne Chief Information Officer Hitachi Vantara
Data Data Modernization for Your Insights-Driven Enterprise	Where that data is generated heavily depends on the nature of your business. It could be a remote facility, a factory or distributed IoT devices. Whatever the case, the future of digital business will be driven by companies' ability to receive, manage, and analyze information to and from these edge points. Hear best practices, lessons learned and pitfalls to avoid from our panel of experts in data integration strategies from edge to cloud.	Susan Moisio Global Director Jacobs Engineering Kerry Sims Vice President, Americas Digital Insights Hitachi Vantara
Innovation The Role of Emerging Technologies in Accelerating Digitalization	Emerging Technologies such as AI, analytics, IoT, automation, blockchain, 5G, and others are driving the new wave of digital transformation in nearly every sector. In this session, we will focus on the Manufacturing, Mobility, and Energy sectors as they transform to embrace the concepts of Manufacturing to Zero, Connected Mobility, and Digital Energy. We will discuss the role and importance of emerging technologies in accelerating these transformations, and we will highlight innovations from Hitachi R&D in these areas.	Dr. Umeshwar Dayal Corporate Chief Scientist Hitachi America, Ltd. Aroop Zutshi Senior Partner Frost & Sullivan
Innovation Fast Forward to the Future of Storage Technologies	This is your look into the future of data. See how data will be consumed, managed, and stored, learn about trends in hybrid IT, and discover the architectures for traditional and modern applications that ensure data mobility from edge to cloud. After learning how AI, machine learning, and advanced analytics will affect storage, you'll leave with insights on the future of business continuity and strategies on how to optimize your infrastructure for microservice and container architectures.	Radhika Krishnan Chief Product Officer and General Manager Hitachi Vantara Colin Gallagher Vice President, Product Marketing Hitachi Vantara

Technical Track

Session Title	Session Description	Speakers
<p>Cloud</p> <p>No Second Chances: How To Survive and Thrive in the Digital Economy</p>	<p>More than 50% of modernization projects fail? Many waste time and money and hinder agility by keeping businesses from capitalizing on modern technology. Listen to a panel of cloud experts address common pitfalls and discuss modernization approaches to avoid failure and ensure a successful path to becoming a data-driven enterprise.</p>	<p>Peter Marston Research Director IDC</p> <p>Samta Bansal Global Consulting Strategy and Marketing Leader Hitachi Vantara</p> <p>Premkumar Balasubramanian Senior Vice President, Tech. & Solns Office, Digital Solutions Hitachi Vantara</p> <p>Adithya Sastry Senior Vice President, Digital Modernization Hitachi Vantara</p>
<p>Innovation</p> <p>How Smart Spaces in Retail are Automating Stores and Driving Insights</p>	<p>Innovation in AI, lidar and video analytics are enabling new insights that are helping to enhance safety, operations, and customer experience for many industries. Retail is automating stores to create a seamless experience for customers to simply pick up what they want and walk out, while providing rich insights for the retailers to run their businesses better. Learn how this leap forward in technology is enabling leaps forward for businesses to thrive in the new digital world.</p>	<p>Mark Williams Head of Retail, Hospitality & Consumer Goods Consulting EMEA Hitachi Vantara</p> <p>Rami Bahar Head of Business Development, Retail Innovation Division Shekel Brainweigh</p> <p>Jose Avalos VP IOT Group & GM Visual Retail Intel</p> <p>Christian Dornacher Director, Smart Spaces and Lumada Video Insights, EMEA Hitachi Vantara</p>
<p>Edge/Cloud/Innovation</p> <p>Strategize for AI From Edge to Cloud</p>	<p>Where that data is generated heavily depends on the nature of your business. It could be a remote facility, a factory or distributed IoT devices. Whatever the case, the future of digital business will be driven by companies' ability to receive, manage, and analyze information to and from these edge points. Hear best practices, lessons learned and pitfalls to avoid from our panel of experts in data integration strategies from edge to cloud.</p>	<p>Matt Aslett Research Director 451 Research</p> <p>Jason Carolan Chief Innovation Officer Flexential</p> <p>Tom Christenson CTO & Customer Advocacy Northern EMEA Hitachi Vantara</p> <p>Lothar Schubert Head of Industry Solutions Marketing Hitachi Vantara</p>

Technical Track

Session Title	Session Description	Speakers
Innovation Hyper-Impact With Hyperautomation	Powerful outcomes begin with optimized business processes and IT process integration. Hyperautomation uses advanced technologies to augment the processes that deliver more impact than traditional automation capabilities. Learn how hyperautomation will help you automate the future and see what's next for automation and orchestration in IT.	Jeremy Fields Vice President Global Services Hitachi Vantara
The Journey Is the Destination: How Data Helped Telefonica Modernize Their Digital Experience	As most customer interactions are digital, it's critical to provide an amazing experience if you want to streamline processes, build loyalty, and increase profitability. Customers want access to highly personalized, customizable digital experiences anytime, anywhere, and on any device. Learn how to give your customers modern, real-time experiences with insights from transactional, device, social, and behavioral data.	Juan Troyino Client Partner Hitachi Vantara Chema Alonso Chief Digital Consumer Officer Telefonica
Infrastructure Outpace the Rising Tide of Regulations	As data becomes the key driver to accelerating growth, proper data governance becomes paramount. Compliance and governance regulations have not only increased, but they have expanded to include data privacy and information security. With proactive strategies and a holistic approach to data governance, you can help your organization get ahead of regulations, automate data management actions, and achieve the delicate balance between ensuring security without throttling access.	Tanya Loughlin Director of Cloud Object Storage, Collaboration and Data Intelligence Product Marketing Hitachi Vantara Christophe Bertrand Senior Analyst ESG
Security The Zero-Trust Journey: How To Achieve Cybersecurity Resilience	The migration to zero-trust isn't easy. Many organizations don't have the time or resources to fully explore what this new model means for their security. Security leaders grapple with how to best secure new cloud-based applications and legacy systems, and still allow employees to access applications and services. All this while keeping attackers out. Learn how to streamline your zero-trust journey and achieve higher levels of operational maturity and cybersecurity resilience.	Bryan Christ Senior Sales Engineer Hitachi ID Systems, Inc.
IoT How Disney Drives IT/OT Convergence With DataOps for Outstanding Guest Experiences	When it comes to creating exceptional customer experiences, Disney is second to none. Learn how IT/OT convergence with DataOps helps Disney enhance its theme park attractions while improving operational efficiency. By applying prescriptive actions to real-time IoT data, Disney can continuously optimize operations and maintenance while meeting guests' growing expectations at scale.	Radhika Krishnan Chief Product Officer and General Manager, Software Hitachi Vantara Michael Tschanz Director, Engineering Technology and Analysis The Walt Disney Company

Technical Track

Session Title	Session Description	Speakers
<p>Cloud/Apps</p> <p>Stay Ahead of the Curve: Optimize and Secure Your Hybrid Cloud Environments</p>	<p>As multicloud and hybrid cloud environments become more common, you need a robust hybrid cloud operations strategy if you want to get ahead of the curve. But with complex integrations, threats to security, and inadvertent expenses, where do you begin? This session reviews proven techniques for planning and building a strong hybrid cloud environment and discusses ways to speed your application modernization journey.</p>	<p>Krishnaprasath Hari Vice President, Cloud Engineering Hitachi Vantara</p> <p>Premkumar Balasubramanian Sr. Vice President, Technology and Solutions Office Hitachi Vantara</p> <p>Neil Lewis Sales Leader EMEA, Hybrid Cloud & As-a-Service Hitachi Vantara</p>
<p>Data/Innovation</p> <p>Demystifying Big Data Fabrics and Why You Need One</p>	<p>Data is everywhere in modern organizations. It lives in databases, data stores, applications, and more. Data fabric brings all of these disparate sources together, whips them into shape, and incorporates best practices for governance to ensure your data is accessible by the right people when they need it. In this fire-side chat with Noel Yuhanna from Forrester Research, we'll take the mystery out of data fabrics and highlight why you need your own.</p>	<p>Noel Yuhanna Vice President, Principal Analyst Forrester</p> <p>Madhup Mishra Director of Product Marketing Hitachi Vantara</p>
<p>Infrastructure</p> <p>Your Roadmap to Distributed Cloud</p>	<p>Can your current IT infrastructure handle the shift to distributed cloud? Learn about the capabilities required and how infrastructure and data lay the foundation to reach the best outcomes. Take a look at a roadmap that will help you achieve faster results with less disruption to your business and budget. We'll cover data center automation, cloud resource integration, application modernization, and balancing UX with governance and control.</p>	<p>Neil Lewis Sales Leader EMEA, Hybrid Cloud & As-a-Service Hitachi Vantara</p>
<p>Applications</p> <p>Unleash the Power in Your Data by Modernizing Your ERP</p>	<p>To be more agile and innovative in today's data-driven world, a modern ERP system is vital. It's an investment that will yield profit for your business in the long run, but only if done correctly. You can end up facing delays and budget overruns if you don't have a clear strategy, outcome goals, and precise definitions of the problems you want to solve. Make sure your ERP implementation is a success with these best practices and common pitfalls to avoid.</p>	<p>Corinna Noelke Executive Director Green Mountain Higher Education Consortium</p> <p>Samta Bansal Global Consulting Strategy and Marketing Leader Hitachi Vantara</p> <p>Debkrishna Acharya Vice President, Digital Enterprise Business Hitachi Vantara</p>
<p>Cloud</p> <p>Customer Viewpoint: Rethinking New Revenue Streams for Your Business</p>	<p>Innovative challengers are continuously changing industries. Hear from SurePoint, award-winning provider of software solutions to law firms, on how they are transforming the legal industry. With customized enterprise software, SurePoint optimizes practice management and financial performance operations to free lawyers from administrative burdens and help law firms harness optimal efficiency and profitability. Discover tips and insight on how to reimagine your future opportunities in this session.</p>	<p>John Boyd Chief Information Officer SurePoint Technologies</p> <p>Shashank Voley Vice President, Product Engineering Services Hitachi Vantara</p>

Society Track

Session Title	Session Description	Speakers
Powering Good for a Better Society	Diversity and Inclusion is the growth engine and source of Hitachi's innovation. With a diverse workforce, unmatched teamwork, and broad experience in the global market, we will meet our customer's needs and contribute to society. Learn how Hitachi is powering good and making a difference to the company's culture.	Lorena Dellagiovanna Chief Diversity & Inclusion Officer Hitachi Ltd.
iGen: The Impact of Gen Z on Workforce Culture, Technology, and Business	Gen Z (or iGen), the tech-savvy group raised on digital connection to society, will bring interesting challenges and benefits to companies as they enter the workforce. While organizations are swiftly transforming digitally to keep up, organizational structures and cultures are still critical when it comes to change. Learn what your organization needs to do to compete and stay agile with this incoming generation and its impact on future workforces.	Sheeny Grewal Senior Manager, Advisory Hitachi Vantara
Data-Driven Sustainability: Can Data Accelerate the Journey to a Zero-Carbon World?	When Larry Fink, CEO of BlackRock, the world's largest investment firm wrote to clients in early 2020 to tell them his firm was putting sustainability at the center of its investment strategy, it was a watershed moment in corporate sustainability. Today, 80 percent of the top world's top 5000 companies report on sustainability initiatives. However, challenges remain about the quality and depth of disclosures. During this session, sustainability leaders from Ericsson and Atos explore how data can be both an obstacle and an accelerator of sustainability strategies.	David McCulloch Vice President, Corporate Marketing and Communications Hitachi Vantara William Theisen CEO North America EcoAct Bhushan Joshi Head of Sustainability & Corporate Responsibility, North America Ericsson
Data and the Pandemic: Advancing Health Equity Through COVID-19 Data Analysis	During the early stages of the COVID-19 pandemic, evidence quickly showed that patients with other health conditions, health disparities, and social determinants of health were more likely to suffer a higher burden of illness or mortality. Understanding these factors was a vital step in the fight against the disease. However, patient health data is stored in dissimilar registries and privacy laws prevent data sharing, which slows collaboration and research. During this session, learn how the American Heart Association teamed up with Hitachi Vantara and blockchain experts BurstIQ to provide researchers with a co-developed Precision Medicine Platform. This platform securely aggregated data sets and provided machine learning and other data analytics tools to accelerate the medical community's understanding of why certain demographics were at greater risk.	Dr. Jennifer Hall Chief, Data Science, Co-Director, Institute for Precision Cardiovascular Medicine American Heart Association Brahmajee K. Nallamothe, MD Professor, Division of Cardiovascular Diseases and the Department of Internal Medicine University of Michigan Paul Watson Vice President, Global Lead Healthcare & Life Sciences Hitachi Vantara Glenn Eden Executive Vice President Weber Shandwick Chicago Wendy Charles, PhD Chief Scientific Officer BurstIQ

Society Track

Session Title	Session Description	Speakers
How Data is Enabling the World's Largest Electric Vehicle Pilot	<p>Toxic air remains the biggest environmental risk to the health of Londoners, with road vehicles the leading cause of air pollution. To help the city reach carbon-reduction targets, a consortium comprised of Hitachi, Uber, Royal Mail, Centrica, UK Power Networks and Scottish and Southern Electricity Networks conceived of 'Optimize Prime', the world's largest commercial electric vehicle pilot. Designed to overcome challenges associated with the electrification of commercial fleets, the project will deliver insights about vehicle usage, recharging, energy optimization, demand forecasting and demand response that will likely inform EV adoption strategies the world over. Join this session to learn about the program, and the challenges of operating an Internet of Things pilot at massive scale.</p>	<p>David McCulloch Vice President, Corporate Marketing and Communications Hitachi Vantara</p> <p>Claire Thomas Vice President, Client Relationships & Sales EMEA Hitachi Vantara</p>
Autism & Neurodiversity in AI Development: How Your Training Data Can Promote Social Impact	<p>As companies increasingly seek to direct their influence into social impact, data and AI organizations are at a unique position to effect change through their sourcing efforts for training data. However, at the heart of data-driven organizations is the imperative that quality and cost not be compromised. In this session, participants will learn about implementing "double-bottom line" strategies in their vendor selection for data labeling, and gain awareness of the opportunity that the autism and neurodiversity talent communities can provide to their AI product development.</p>	<p>Byran Dai Co-Founder and CEO Diavergent</p>
Five Steps To Building Diverse and Inclusive Technical Team	<p>During this session, Hitachi Vantara's Chief Product Officer Radhika Krishnan, Chief Information Officer Tim Langley-Hawthorne, and TechWomen100 Honoree and Strategic Partner Manager Marlene Spensley discuss the challenges associated with building diverse technical teams. They'll share practical advice from their own careers on how to engage, recruit, retain, sponsor, and create outstanding technical careers for diverse professionals.</p>	<p>Tim Langley-Hawthorne Chief Information Officer Hitachi Vantara</p> <p>Radhika Krishnan Chief Product Office and General Manager Hitachi Vantara</p> <p>Marlene Spensley Strategic Partner Manager Hitachi Vantara</p>