Monday, June 6

Breakout Session 1 / 1:45pm – 3:00pm

Industry Track Options

Banking & Financial Services

Banking Amid Accelerating Digital Disruption

Financial services executives want to put the 20th century image of staid banking behind them and, instead, be associated with the emerging idea of a technology-enabled financial services brand. However, technology is fickle by nature. This digital transformation is not only helping banks identify new revenue streams and opportunities for cost takeout, but it is also creating entirely new paths forward, such as with co-innovation through industry partnerships. At the same time, the digital transformation is debunking the myth that technology is solely the province of the CIO. CXOs and, to some extent, board members are increasingly interested in assessing the value digital technologies can deliver. Banks that meaningfully integrate these technologies first, however, will have a strong advantage moving ahead. Gain new insights on the digital revolution in banking during this breakout session.

Communications, Technology, Information, Media, Entertainment and Education

Cashing In on Digital Engagement for Personalization & Revenue

Customers are increasingly demanding more personally relevant interactions in all aspects of life. Customers expect Netflix and Amazon to have relevant recommendations waiting for them. Apple Music and Spotify offer machine- and human-curated channels that leverage data and insights to give each person a differentiated experience to match their tastes. These innovative platform companies are not only drivers of innovation; they leverage consumer data to create a digital ecosystem that offers highly personalized experiences.

All major industries have an opportunity to create a new digital playbook to increase market share, improve customer experience and loyalty, and gain from new revenue sources such as digital advertising. In this session, we will dive into the opportunities for CIOs, CMOs and CDOs to collaborate, create new value, and keep their companies competitive. Through real-world cases from digital leaders in the communications, online, media and entertainment platform space, lively discussions and Q&A, you’ll gain fresh insights about how peers are addressing the complexities of creating the digital ecosystem business model.

Healthcare

Re-imagining the Healthcare Enterprise: Driving Business and Clinical Value in the Digital Age

A super-convergence of market, regulatory, technology and digital forces are under way, dramatically reshaping the healthcare industry as we know it, and placing consumers firmly at the center of an increasingly virtualized, personalized and delocalized healthcare system. Responding to this transformation is a challenge healthcare organizations must master if they hope to thrive in the new digital economy. Organizations will need to re-architect legacy environments, connect new solutions to existing systems, and create the supporting capabilities necessary to bring digital ideas to enterprise
scale. How will your digital strategy enable future success? What initiatives should take priority? What is required to manage digital innovation at scale?

Join us for an interactive, engaging roundtable discussion with healthcare leaders who are deploying digital technologies across their organizations. Gain practical, applicable real-world insights from these peers and leave the session with best practices to help you drive innovation, empower and engage consumers and patients, and transform to deliver the next-generation of care.

Insurance
Infusing Digital Innovation into Insurance Business Operations: Creating Lasting Value
Ideas for digital innovation are everywhere, coming out of every business publication, hackathon and innovation lab. The challenges are how to get beyond the idea or building the next cool thing to create and capture value from re-imagining processes and delivering meaningful new customer experiences. Achieving those requires a deep understanding about how the innovation will affect the business—its impact on fundamental operating models, ecosystems and organizational culture. Building a bridge from innovating to operating is critical to gaining real agility and lasting value from digital.

Find out how your peers are capturing value and driving substantive operational and organization design change from digital innovation during this highly interactive discussion and QA session. Guest speaker Mike Fitzgerald, senior analyst with Celent, will review results from a survey of more than 2,000 consumers across seven countries and from 186 insurance businesses globally about what “being digital” means to the insurance industry. His analysis will explore consumer attitudes toward digital self-service and insurer preparations to deliver it, along with representational case studies. You'll leave equipped with real world lessons and insights from peers about how to take digital innovation deep into your business operations and go beyond “me too digital” to create sustainable new value.

Life Sciences
Doing Digital vs. Being Digital: Real-World Perspectives from the Life Sciences Front Lines
Join us for this lively, interactive session featuring real-world examples from your peers about how becoming digital is helping life sciences organizations address today's industry challenges and opportunities. Discover how digital is reshaping the industry value chain through conversations with featured clients and audience Q&A that showcase lessons learned, benefits gained and effective tools and strategies for being digital.

Manufacturing & Logistics
Mastering Digital Interconnects Across the Value Chain
As we look to define our place in an increasingly digital world, it’s easy to become compartmentalized: What kinds of new systems should we be deploying? How can we incorporate sensors and embedded intelligence to transform our products and processes? Where can we add robotics or improve automation? Or incorporate 3D printing? Or analytics? More than ever before, today's businesses need to adopt an inclusive viewpoint, looking not just at what goes into a product or service, but how a product or service interacts with the environment around it: plants and warehouses, roads and bridges, cities and service centers. But even this perspective is limiting, because the phenomenon we have come to call the Internet of Things extends well beyond the world of things to include how things, people, and behaviors are becoming increasingly and intricately connected and collaborative.

Learn more about how to master digital transformation in, around and beyond traditional boundaries during this energetic session, featuring client presentations and Q&A. Hear, learn, and share lessons gained from using digital strategies and technologies to retool business models, create new supplier, service, and customer partnerships, and build an ecosystem to compete successfully in the new digital economy.
Retail & Consumer Goods

What Your Shoppers Really Want: Delivering a High Impact Experience that Matters

Online sales are exploding. Store traffic is declining. Mobile traffic is accelerating. Media consumption has shifted to digital. The competition is moving fast and shoppers’ expectations are changing even faster. The only chance of keeping up with—or outpacing the competition—is to be laser-focused on what matters to shoppers.

To help you accomplish that, we will reveal insights from our 2016 Shopper Experience Study, in partnership with Forrester Research. Discover shoppers’ opinions about their omnichannel shopping experiences, their responses to digital technologies, and their thoughts about personalized marketing tactics. Interact with guest speaker Brendan Witcher, Forrester Principal Analyst, and a panel of retail and consumer goods leaders as they share from-the-trenches tales about adapting operating models; deploying strategies and tactics to ward off threats in the marketplace; evaluating and prioritizing new investments; measuring the impact and the results—good and bad—of recent investments in customer experiences. You’ll leave with new perspectives on how to future-proof your operating model, incorporate the digital tools your customers want and supercharge your omnichannel strategy to drive and sustain profitable revenue growth.

Travel & Hospitality

The Digital Enterprise: Delighting Consumers and Empowering Employees to Drive Business Disruption

The consumerization of technology is having an outsize influence on the travel, hospitality and realty industries. “Born digital” enterprises, including Uber, AirBnB, Zap realty, Zipcar and others, use highly flexible platforms and the ubiquity of smartphones to connect consumers and service providers and grab market share. Established T&H and realty enterprises must adopt new technologies, development models and innovation practices to successfully compete. Yet it can be challenging to keep pace with the speed of technological advances and to recruit talent well versed in using new tools. Cloud platforms, mobility and big data analytics can turn your distributed workforces, multiple locations and strong consumer focus into competitive advantages.

In this session, gain insights about how your peers are engaging customers more powerfully and quickly launching new services. Understand the advantages of using cloud and pre-built platforms to jumpstart services that build on IoT and e-commerce. Learn more about how Agile and DevOps practices help create a culture of rapid innovation that drives real business value. Leave with clear action items about how to cost effectively and quickly drive digital more deeply into your business to shape better processes, serve your customers in new ways and create your own digital disruption.

Energy & Utilities

The Making of the Modern Digital Utility Company

Today’s ubiquitous digital technologies are putting new demands on the time-tested utilities service delivery model. Two-way flow, net metering and IoT technologies are enabling rapid integration of distributed energy resources, microgrid and storage. Consumers and businesses are installing smart, connected devices, and want to access account data and conduct meaningful transactions online or with smart devices. Digital drivers like these are making it imperative for utilities in regulated and deregulated markets to adopt digital technologies to optimize operations, cut costs and deliver next-generation service.

This session will detail how leading utilities are digitizing their entire customer-facing operations, including implementing omnichannel strategies, modernizing contact centers and deploying mobile capabilities. We’ll also examine the business-transforming capabilities of IoT in utilities. You’ll leave equipped with practical information and peer insights about ensuring your company remains adaptable, flexible and responsive to meet new service and power demands.
Breakout Session 2 / 3:15pm – 4:30pm
Business Track Options

The Work AHEAD: The Data You Need to Dominate in the Digital Economy
The future of work is hardly in the future at all. Decisions made—or avoided—today will set the direction your organization takes in the Digital Economy Era. Achieving dominance—and preventing irrelevance—is the goal. To do this, you need to arm yourself with the best possible data, insights, and tactics.

Join this session to do just that as we reveal the findings from our important new global study of 2,000 leaders (conducted with economist Nouriel Roubini). The co-authors of the award-winning book Code Halos will detail the study’s deep visibility into the economic impact of being digital—or failing to be digital—on jobs and corporate bottom lines across regions and industries. Dig into the data in real time and discuss the implications of your results with Cognizant thought leaders and your peers. Discover how our findings and insight should guide tactics and strategies you can adopt personally and professionally to thrive in the digital economy.

You’ll leave with data-backed insights about how digital is changing the economics of your industry; the ability to gauge whether you are on the road to digital dominance or falling behind; and a sense of agency—and urgency—about practical steps to take to achieve digital dominance in the work AHEAD.

Reality Made Better: The Case for Augmented and Virtual Reality
Virtual reality (VR) and augmented reality (AR) have left the gaming world and are becoming valuable digital transformation tools for business. These immersive technologies bring a uniquely powerful real-time dimension of engagement and visual-spatial information to a host of settings. Wearables, virtual assistants, 3D tools and simulated environments enable businesses to reshape training, maintenance, product assembly, field services, physical therapy, consumer shopping experiences and more. During this interactive session, you’ll explore the current state of AR and VR, hear lessons learned from real-world applications and experience demonstrations of the latest AR/VR devices. You’ll leave the session understanding how your organization can hone a sharper competitive edge by making reality better, from the factory floor to a call center to a customer’s home.

Mastering Intelligent Automation, Driving New Roles and Breakthroughs for Businesses in the Future of Work
Artificial intelligence, smart machines, robotics, process automation—what all these different terms have in common is how they enable companies to complement smart people performing knowledge work in increasingly high-value ways. But speaking practically, how do these technologies fit into a broader business strategy? What impact will they make on workers and the organization? What’s a logical starting point for introducing automation? Is automation right for every company? Many companies are already implementing robots into their rote and repetitive work, but we think much more can be done. Making sense of it all—quickly—means not only using systems that “do”, but increasingly systems that “think,” and systems that “learn.” Applied correctly, these approaches can extend the creative problem-solving capabilities of smart people to reduce costs and engage customers while delivering more predictable, even perfectible results that drive lasting impact.

This session will address these questions by examining automation from a business perspective, revealing the here-and-now benefits of working with robotics—whether as automated code or artificial helping hands. Cognizant and industry thought leaders will explain how automation makes it possible to rethink work, freeing employees from dull, repetitive tasks so they can focus on innovative, high value endeavors. Real-world examples and lively discussions will illustrate how automation is remaking enterprises and retooling processes, leading to new and lasting value creation and more satisfying work. Wherever your company is in its automation journey, this session will provide the insights you need to master automation, from aligning automation with business objectives to identifying automation entry points to next steps for designing and implementing an automation strategy.
Designing Seamless Customer Experiences across Our Digital and Physical Worlds
As the next technological wave moves beyond our screens and phones into our cars, homes, schools, and workplaces, our digital and physical experiences will increasingly inform and enhance each other. The challenge for businesses is capturing everything about your customers in the virtual world to shape their experience of your physical products and services—and then ensuring your customers' real-world experiences feed back into and refine their digital encounters with your company and its offerings. Accomplishing this requires businesses to combine technology tools such as predictive analytics and customer engagement layers with detailed human behavior insights and products and services designed to delight—a task easier said than done.

During this highly interactive session, four business, technology and design experts will detail the business case for creating seamless experiences and how to combine technology, human behavioral science and great design to accomplish that. Guest panelists include Christian von Reventlow, the Chief Innovation and Product Officer for Deutsche Telekom, who is currently defining and prototyping the vision, product roadmap and customer experience for the Future of Communications in 2025 (before joining Deutsche Telekom, Christian was Head of Platforms for Nokia); Doreen Lorenzo, the director of the newly formed Center of Integrated Design at The University of Texas at Austin, and previously the President of frog design; and Kipp Lynch, Cognizant Digital Works' Leader for Design Research, who has led customer experience research for a broad range of companies.

These experienced practitioners will share their real-world lessons learned about marrying technology and design. You'll leave with distinct action items about how to create a single representation of your customer that encompasses both physical and virtual activities, including the latest trends and technologies for gathering customer experience data and using it to understand and even anticipate your customers' needs—the better to develop and enhance products, services and experiences that help your company build loyalty, grow market share and open new revenue streams.

Being a Digital CIO: The Essentials
CIOs can either be caretakers and improvers—or they can be drivers of their organizations' journeys toward digital. The CIO and team must lead fundamental shifts: from punishing failure to celebrating the learning achieved from accelerating innovation and failing fast; from thinking in long-term budget cycles to embracing venture capital-like investment pools; from the hunt to stamp out “shadow IT” to embracing business unit digital initiatives by making the IT organization the go-to platform for rapid prototyping and innovation. CIOs must also sharpen their own soft skills, the better to help their CEOs understand how business strategy has become synonymous with digital strategy for winning businesses in the digital age.

Discover more of the essential initiatives CIOs must lead today as we reveal the results of our exclusive Digital CIO Survey during this high energy, interactive session. Peers will share lessons learned from adapting traditional IT organizations to serve as fast-paced, highly adaptable digital business enablers, and compelling thought leaders will offer provocative perspective on the future of IT. You'll leave with practical insights and clear next steps to take to reshape the culture, structure and focus of your IT organization; how to help executive management adopt business-aligned digital strategies; and spark innovation and transformational thinking.

Winning and Keeping Customers with Advice, Context, and Options: Deploying New (Systems of) Intelligence
Most everyone has mastered the art of delivering a superior customer experience. It's expected by customers. Without it, companies fail quickly. Today's savvy customers expect you to read their minds, to have insight into what they want, when they want it, and sometimes, tell them what they need before they realize it! Being able to offer context-driven advice and choices—this is the game changer for longevity in today's successful enterprises.

Delivering these requires complementary business and technology strategies that enable real-time processing and predictions to enable customers, business users and even machines to make better
decisions with comprehensive data. That is what systems of intelligence (SOI) do—and how they are revolutionizing customer interactions.

In this session, learn how early adopters are leveraging SOI to create a new basis for delivering satisfying customer experiences that are building loyalty and market share. Understand the rich, real-time, context-aware guidance and choices you can offer your own customers as SOI draws on the data sets within systems of record and supercharges systems of engagement. Gain insight into underlying technology enablers, such as big data technologies, natural language processing, artificial intelligence and cognitive computing. You will leave equipped with clear next steps about how to leverage SOI to transform customer interactions and compete successfully—and intelligently—on this newest digital playing field.

**Finding the Smartest IoT Strategy for Your Business**

The ever-growing millions of instrumented, connected devices that make up the Internet of Things (IoT) are proving to be effective levers for digital transformation and competitive disruption. Intelligent sensors and embedded analytics provide insights needed to identify chokepoints and disconnects to streamline processes and reduce costs. Connected things-that-learn become the basis for new services and experiences redefining relationships with customers, employees and partners. Ultimately, connected things can disrupt industries with entirely new business models and revenue streams. The question is: Where should your business start? How can the IoT create immediate value for your organization while also positioning it for new partnerships and evolving customer demands?

In this session, discover more about the opportunities created by the IoT and hear from your peers as they discuss lessons they've learned from their customers and inside their own organizations from developing and implementing IoT-driven strategies, products and services. You’ll come away with practical, proven insights and clear action items about how to develop a game plan unique to your organization for driving new and lasting value from the power of smart, connected things.

**Next-Gen IT: The Backbone of Digital**

Technology today is the lifeblood of every business. As progressive enterprise companies across industries are facing increasing threat from "Uber moments" by new 'born digital' startups, there is a sense of urgency to move to 'being digital' quickly more than ever before. While adopting new digital technologies is a priority, our point of view from the front lines of digital transition is that this journey needs to be approached using three focused strategic imperatives: 1) Enable the heritage infrastructure to act as business catalysts for the digital stack; 2) Operate in an ultra-efficient lean enterprise; 3) Build a secure and resilient environment. And embrace all three strategic imperatives with the same budget!

In this session, gather practical insights and lessons learned from your peers and thought leaders about the future of IT and evolving IT services capabilities to complement digital. Delve deeper into next-gen approaches for retooling the IT organization and infrastructure to be more efficient - from cloud-for-innovation to DevOps to infrastructure-as-code creating a sound, flexible platform for deploying new digital initiatives. Take away best practices and clear next steps for improving overall agility, productivity and efficiency of your IT organization to make it the backbone of your company’s digital transformation.

**Keeping Your Company Safe & Solvent: Using Digital Business Assurance to Protect Your Reputation**

The quality of experience, products and services increasingly creates incremental business value in a digital world. However, today the complexities of digital solutions are greater than ever—tools, platforms, apps, systems, devices and their ecosystems proliferate. Lapses in digital quality are creating significant risks within organizations and for individuals, resulting in lost revenue, lost trust, and lost jobs. This session will share, discuss and debate the agility, customer experience, digital processes, and digital technologies available to ensure quality expectations are exceeded, risks are mitigated, and you achieve success!
In this session, digital assurance experts will share new operating models, organization models, and new tools and techniques to ensure quality in digital business initiatives to achieve optimal business outcomes throughout their life cycles. We’ll offer case studies focused on how forward-thinking companies are taking a holistic approach to assurance. This approach combines rigorous technical testing and new automation solutions with “quality intelligence” to understand where digital initiatives intersect with and potentially affect existing processes. It will also include aspects of business assurance such as: business inclusion, business process evaluation, and digital process assurance. You’ll leave with a better understanding about how holistic, digitally driven quality strategies can enable your company to successfully introduce digital services, products and programs faster, while avoiding costs and risks—and identify new opportunities for revenue enhancement.

**Intelligent Operations: A Catalyst for Better, Different – and Successful – Business Process Outcomes**

Businesses increasingly have to run better, different and digital—simultaneously. This requires a re-think of value chains, core business processes and the traditional operating models that support them. Automation, analytics, and digital technologies: many new options now provide a catalyst for enterprises to adopt intelligent business processes in fundamentally better and different ways. Progressive banks, insurance companies, health care payers and providers are responding with as-a-Service sourcing strategies that use intelligent operations in support of strategic business priorities. The impact on industry-specific middle- and back-office processes will be especially profound as value chains extend to process ecosystems that positively impact partners, suppliers, customers and employees. These synergies also extend to operating models like shared services, platforms, and structured sourcing models like BPaaS.

This isn’t yesterday’s BPO and it’s not solely about saving money, either. Join this session to get the latest thinking about intelligent operations and fresh research about how your peers are applying these approaches. You’ll leave equipped with real world lessons learned and next steps to take to capitalize on new operating models that run better, differently—and smarter—for durable and lasting impact in the digital age.