



**Attendance free
of charge**

CeBIT Global Conferences

Official Program 2013
Convention Center (CC)

5 – 8 March 2013 · Hannover · Germany



Words of Welcome



Dr. Angela Merkel
Chancellor of the
Federal Republic
of Germany

CeBIT is the place to be for everyone prominent in the world of ICT. Some 4000 exhibitors from more than 70 countries gather here to make contact with business partners from all over the globe and inform the specialist public on major trends. Success-oriented high tech companies know that for more than 25 years CeBIT has been the ultimate forum for presenting innovative ideas, products and services.

CeBIT was staged for the first time in 1986, which was also the birth year of the top level domain “.de”. Since then Internet use has developed by leaps and bounds. Much that once belonged to the realm of fiction is now part of everyday life. This year CeBIT and the CeBIT Global Conferences are focusing on the potential of Shareconomy – the sharing of knowledge, resources and experience to create new forms of collaboration in the digital economy. This offers a host of advantages.

Closer cooperation and resource-pooling can help companies boost innovation, for example. But it also raises new questions concerning data protection and safeguards for intellectual property. The key to success of course is to make the most of the new opportunities without ignoring the risks.

I am particularly delighted that our neighbour Poland is the CeBIT 2013 partner country. Poland’s up-and-coming technology sector has a great deal to offer the digital world’s leading marketplace. To our Polish guests and all CeBIT exhibitors and visitors from far and near I would like to extend a very warm welcome. I wish them and the organizers a highly successful CeBIT 2013.

Angela Merkel



Frank Pörschmann
Member of the Board
Deutsche Messe

The fact that CeBIT is the most important international showcase for the digital industries may be impressive, but truly inspiring are those moments at the fair that bring this fact to life. The CeBIT Global Conferences deliver many such moments. Every year, the world’s number one high-tech summit brings together the leading lights of the digital age. And every year, it provides captivating insights into the breathtaking pace of change in the digital industries and the raw innovative power of the individuals who drive it.

The lineup of industry pioneers and the visions they will be presenting across the three stages of this year’s CeBIT Global Conferences is nothing short of spectacular. In 2013, high-caliber speakers from around the world will be focusing on future mobility scenarios, how these will impact our everyday lives and possible strategies for making them a reality.

The official motto for CeBIT 2013 is “Shareconomy.” The shareconomy is all about working together to formulate, discuss and realize new visions. It is a real-life expression of the notion that real value can only be created if we share knowledge and ideas – a notion which also lies at the very heart of the CeBIT Global Conferences.

Sincerely,

Frank Pörschmann

Word of Welcome



Prof. Dieter Kempf
President,
BITKOM

Welcome to CeBIT Global Conferences 2013!

Again BITKOM feels proud to be the patron of this year's CeBIT Global Conferences. Leading experts, visionaries and decision-makers from all over the world meet here in Hannover to discuss the ground-breaking trends and developments in information technology, communications and the Internet. Since CeBIT 2012 we have witnessed the on-going success and growth of cloud computing, big data applications and the mobile Internet. New business models arose and opened a fascinating world of global collaboration and participation. The paradigm of "sharing" has become an important challenge for the leaders of the innovative industries. Therefore the neologism "Shareconomy" is the appropriate claim of CeBIT 2013.

I am really looking forward to learning more about our future digital economy. Once again: my warmest welcome to all international speakers and participants of the CeBIT Global Conferences 2013!

Prof. Dieter Kempf

At a glance

Opening hours

5–8 March 2013,
daily from 10.00 a.m.

Venue

Hannover Exhibition Center
(Hannover, Germany),
in the on-site Convention Center (CC)
complex GPS destination:
Hermesallee, 30521 Hannover

Floors

Center Stage – Room 2
Power Stage – Room 17
Open Stage – Room 2 foyer

Attendance (free of charge)

Admission is covered by your
CeBIT admission ticket. Holders of a (free!)
Conference Pass have access to all three stages.

Conference Pass (free of charge)

You can register for your Conference Pass at cebit.de/en/cgc
or on site at the registration counter.

Conference Language

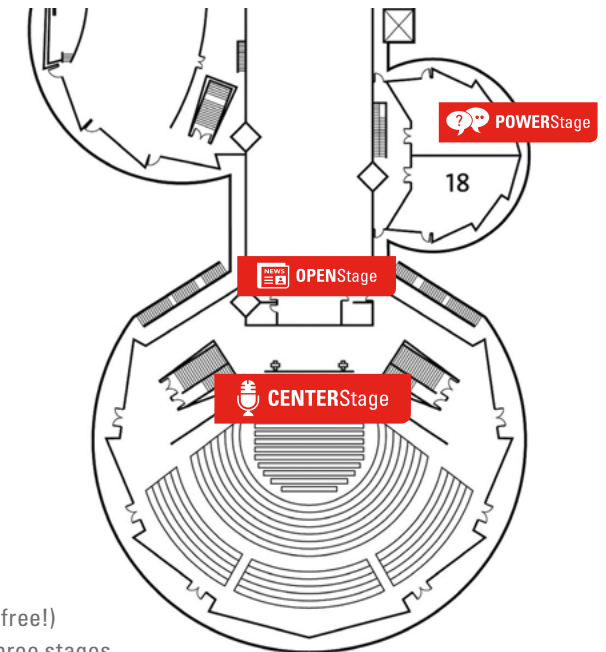
German & English (simultaneous translation proved for Center Stage contributions)

WiFi

Wireless Internet access is available throughout the conference area.
The network ID is **CeBIT Global Conferences / cecit2013**

Help

If you need to contact the CeBIT Global Conferences team, please go to the registration counter or feel free to drop us a line at cgc@messe.de



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11.00 a.m.			
12.00 noon	11.30 a.m. – 1.15 p.m. Smart: Solutions for a smarter World		
1.00 p.m.		12.30 p.m. – 1.15 p.m. Internet by Sat	
2.00 p.m.	1.15 p.m. – 1.30 p.m. Break	1.15 p.m. – 2.00 p.m. Lunch & Networking Break	1.00 p.m. – 2.30 p.m. Smart I: Solutions for a smarter World
3.00 p.m.	1.30 p.m. – 3.00 p.m. Polish – German ICT Summit	2.00 p.m. – 2.45 p.m. Is your Search Engine making you miss Business Opportunities?	2.30 p.m. – 3.30 p.m. Smart II: Solutions for a smarter World
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 **CENTERStage**



Gary Kovacs in live interview with Spiegel Online

Mozilla CEO Gary Kovacs will discuss “The benefits of an Open Web device in markets around the world” in a live interview with the head of SPIEGEL ONLINE’s web, tech and media desk, Dr. Christian Stöcker.
10.30 a.m. – 11.00 a.m., page 10

 **CENTERStage**

IT led innovation: Smart solutions for an energy hungry world

Arjen Dorland, VP & CIO von Shell International will demonstrate how IT led innovation helps Shell respond to the challenge of delivering the energy the world needs now and for the future, how smart solutions are already shaping the industry and why we need to innovate the way we innovate.
11.30 a.m.– 12.00 noon, page 11

 **POWERStage**



Workshop: Culture of Innovation 2.0 – The Art of Prototyping

Methods and approaches to reaching the market faster and more innovatively. Prototyping is one success factor – but what does it require, and how exactly does it work?
3.00 p.m. – 3.45 p.m., page 14

 **OPENStage**

Speakers' Corner: Same-day delivery of online orders

tiramizoo founder and CEO Michael Loehr will present his take on same-day delivery. tiramizoo provides a same-day service that helps conventional bricks-and-mortar retailers with their eCommerce by delivering orders reliably, securely and on time to local customers.
2.30 p.m. – 3.00 p.m., page 17

9.45 a.m. – 11.30 a.m. - CEO Keynotes



9.45 a.m. – 10.00 a.m.
Welcome address
Dr. Andreas Gruchow
 Member of the Board, Deutsche Messe



10.00 a.m. – 10.30 a.m.
Keynote
Hamid Akhavan
 CEO, Siemens Enterprise Communications

Amplify Collective Effort. Dramatically Improve Performance.
 Why focus on team performance, and why now? We know work lifestyles and team collaboration are now virtual, mobile, distributed and social – but the proliferation of communication channels and devices has become a complex, fragmented and overwhelming mess. Our customer research shows that now is the time for enterprises to revisit the untapped potential of team performance – to look at team collaboration as a corporate asset and create a more competitive enterprise.



10.30 a.m. – 11.00 a.m.
Interview
Gary Kovacs
 CEO, Mozilla Corporation



Dr. Christian Stöcker
 NetzWelt Head, Spiegel Online

The benefits of an Open Web device in markets around the world
 Mozilla CEO Gary Kovacs will explore the global impact of a rapid expansion in Internet connectivity being driven primarily by mobile devices in emerging markets. He will address opportunities and threats to the mobile industry from these shifts, and how Open Web devices such as Firefox OS will enable carriers, user and developers to keep pace with demand and spur exciting new opportunities.



11.00 a.m. – 11.30 a.m.
Keynote
B. Kevin Turner
 COO, Microsoft Corporation

Technology And The Enterprise Opportunity



11.30 a.m. – 1.15 p.m. - Smart: Solutions for a smarter World



11.30 a.m. – 12.00 noon
Keynote
Arjen Dorland
 Executive Vice President, Shell Technical and Competitive IT (TaCIT), Shell International

IT led innovation: Smart solutions for an energy hungry world
 Global energy demand will double in the first half of this century. Arjen Dorland's keynote speech will demonstrate how IT led innovation helps Shell respond to the challenge of delivering the energy the world needs now and for the future, how smart solutions are already shaping the industry and why we need to innovate the way we innovate.



12.00 noon – 12.45 p.m.
Panel
Smart: Solutions for a smarter World

The fixed and mobile broadband networks that are currently being built all around the world will provide the data transmission infrastructure that future generations will use to work, play and communicate. They will also form the backbone of future energy supply, transport, healthcare, education and public administration systems. But how realistic are our plans to develop intelligent infrastructures? And what solutions are already available today?

Moderation
Brent Goff
 main news anchor
 for Deutsche Welle



Glenn Archer
 CIO, Australian
 Government



Winfried Holz
 CEO,
 Atos Germany



Hanns-Karsten Kirchmann
 CEO, Toll Collect



Alf Henryk Wulf
 CEO,
 Alstom Germany



12.45 p.m. – 1.15 p.m.
Keynote
Rada Rodriguez
 CEO Schneider Electric GmbH and Zone President Germany

Intelligent infrastructures are already arising today
 Besides other developments – like the increasing use of smart mobile devices or the decentralisation of administrative, job related or educational tasks – the German “Energiewende” could turn out to be one of the major drivers of intelligent infrastructures: Demand response, remote control of renewable energy plants and comprehensive cross site energy management of big end users require intelligent infrastructures. The good news: The fundament has already been laid.



1.15 p.m. – 1.30 p.m. · Break

1.30 p.m. – 3.00 p.m. · Polish-German ICT Summit



Keynote
H.E. Janusz Piechociński
 Polish Deputy Prime Minister and Minister of Economy



Keynote
Dr. Philipp Rösler
 German Minister of the Federal Ministry of Economics and Technology



Keynote
Dr. Michal Boni
 Polish Minister at the Ministry of Administration and Digitization



Keynote
Dr. Andrzej Malinowski
 President of Employers of Poland



Welcome addresses
Prof. Dieter Kempf
 President of BITKOM e.V.



Dr. Wacław Iszkowski
 President of PIIT



Panel

Ales Bartunek
 Contry General Manager, IBM Poland



Dariusz Bogdan
 Undersecretary of State, Ministry of Economics Poland



Aleksander Duch
 President of Asseco DACH S.A.



Dr. Uwe Dumsloff
 CEO, Caggemini Deutschland GmbH



Carsten Gram
 Senior Vice President Complex Deal Management, T-Systems International GmbH



Anne Ruth Herkes
 State Secretary at the Federal Ministry of Economics and Technology



Borys Stokalski-Dzierżykraj
 President of Infovide-Matrix S.A.



Closing words
Michael Kern
 Managing Director of the Polish-German Chamber of Industry and Commerce



Marek Wośko,
 Vice Chairman of the Board, KIGEiT





12.30 p.m. – 1.15 p.m.

Udo Neukirchen

Director Sales & Marketing KA-SAT, Eutelsat Services & Beteiligungen GmbH

Smart Solutions: Internet by Sat

Bei Entscheidern in Wirtschaft und Politik besteht seit Jahren Konsens darüber, dass das Breitbandinternet nach Straßen und Bahnen als wesentliche Infrastruktur der Zukunft anzusehen ist. So existieren Zielsetzungen zum Abbau der weißen Flecken und zum Ausbau der Bandbreiten. Eutelsat zeigt, wie solche Regionen mit dem neuen Satelliten KA-SAT erreicht werden – zu Preisen, die wettbewerbsfähig sind.



2.00 p.m. – 2.45 p.m.

Panel

Is your Search Engine making you miss Business Opportunities?

The Web has given us global information economy in many forms and languages. But to find what is relevant, we need search and access tools for multilingual media, and those tools need to be aware of the ways in which we want to read and use it. It's a new market for technologies: the tools are being researched and built today!

Stephen E. Arnold



Martin Braschler



Nicola Ferro



Prof. Jussi Karlgren



3.00 p.m. – 3.45 p.m.

Ingo Stoll

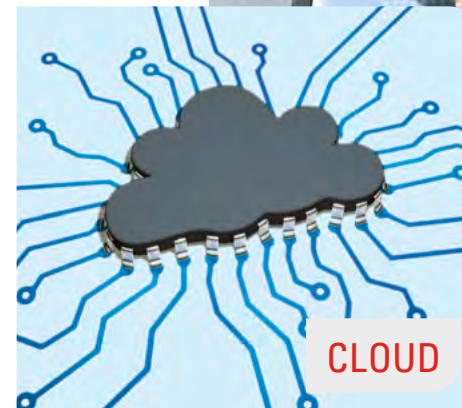
Gründer ConventionCamp, neuwaerts GmbH

Innovationskultur 2.0 – The Art of Prototyping

Die junge digitale Start-up-Szene schafft sich neue Räume, Methoden und Denkweisen, um schneller und innovativer an den Markt zu gehen. Prototyping ist dabei ein Erfolgsfaktor. Doch was braucht es dafür? Wie geht das genau? Und wie kann ich das als CeBIT Besucher am eigenen Leib erfahren? Antworten darauf gibt diese Session.



DIGITAL LIFESTYLE



CLOUD



SOCIAL



SMART



MOBILE

1.00 p.m. – 2.30 p.m. · Smart I – Solutions for a smarter World



1.00 p.m. – 1.30 p.m.

E-Docs: Standards für den elektronischen Dokumentenaustausch

Im Rahmen des Vortrags wird das Projekt e-Docs aus den Perspektiven Forschung, Privatwirtschaft und Verwaltung dargestellt. Dem Publikum werden der Mehrwert der eRechnung und mögliche Potenziale näher gebracht.

Prof. Dr. Wolfgang König, Head of the Chair of Business Administration, esp. Information Management, Goethe Universität Frankfurt am Main

Christian Nauth
CEO, Task eDoc Services GmbH

Dr. Donovan Pfaff
CEO, Bonpago GmbH



E>DOCS

BONPAGO+



1.30 p.m. – 2.00 p.m.

Norbert Keil

Energy Management Consultant, Schneider Electric GmbH

So meistern Sie die Energiewende: Energy Management Services für Datacenter

Die energietechnische Bewertung und Optimierung der Infrastruktur wird für Bestands-Rechenzentren immer wichtiger. Mit Energie Management Services werden Schwachstellen (Effizienz, Verfügbarkeit, Sicherheit usw.) in IT-Infrastrukturen, im Raum-Layout, dem Standort des Rechenzentrums sowie in der versorgenden Anlagentechnik identifiziert und realistische Ziele zur Verbesserung definiert.



2.00 p.m. – 2.30 p.m.

Torsten Groll

CEO, CTC Computer Training & Consulting

Software Lizenzmanagement – vom Risiko zum Wert

Lizenzmanagement – immer noch ein ungeliebtes Kind im IT-Management und doch wichtig, um die vom Gesetzgeber und Hersteller geforderte Compliance zu erfüllen. Mit der richtigen Vorgehensweise und Strategie kann damit die Grundlage geschaffen werden, die wirtschaftliche Verwendung des Wirtschaftsguts Software im Unternehmen mit der erforderlichen Transparenz sicherzustellen.



2.30 p.m. – 3.30 p.m. · Smart II – Solutions for a smarter World



2.30 p.m. – 3.00 p.m.

Michael Loehr

CEO, tiramizoo

Same-Day Delivery for e-commerce

tiramizoo.com



3.00 p.m. – 3.30 p.m.

Reinhard Schuhmann

CEO, bridging4success Unternehmungsgesellschaft

Investor gefunden, VC gefunden – und was nun?

Go-to-market als Start-up erfolgreich umsetzen!

Ein Bericht aus der Praxis für alle Gründer, Start-ups und Investoren.

- Business Development: Wer ist mein Kunde und wie gewinne ich ihn?
- Go-to-market sicher und nachhaltig umsetzen.
- „7tabCheck“ für Due Diligence und Businessplanexecution.

Reinhard Schuhmann unterstützt seit vielen Jahren als Berater Start-ups im ICT Markt und ist mehrfacher Beirat und Aufsichtsrat.

bridging4success

CeBIT Global Conferences on air



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	 CENTERStage	 POWERStage	 OPENStage
Time	International Top Speakers Room 2	Workshops Room 17	Speakers' Corner Foyer Room 2
9.00 a.m.			
10.00 a.m.	10.15 a.m. – 11.30 a.m. Special Guest – Peer Steinbrück SPD Chancellor Candidate, 2013 elections		
11.00 a.m.			
12.00 noon	11.30 a.m. – 1.30 p.m. Social: The World of Sharing – Our Life in the Cloud	11.30 a.m. – 12.15 p.m. Speakup – What will follow MDM?	11.30 a.m. – 1.00 p.m. Cloud: Big Data Reloaded
1.00 p.m.		12.30 p.m. – 1.15 p.m. The World of Sharing Big Data. The First Steps	
		1.15 p.m. – 2.00 p.m. Lunch & Networking Break	1.00 p.m. – 3.00 p.m. Social: The World of Sharing – Our Life in the Cloud
	1.30 p.m. – 2.00 p.m. Lunch & Networking Break		
2.00 p.m.	2.00 p.m. – 3.30 p.m. Cloud: Big Data Reloaded	2.00 p.m. – 2.45 p.m. Cyber Security: How to protect your Business?	
3.00 p.m.		3.00 p.m. – 3.45 p.m. Location-based-Service	3.00 p.m. – 4.30 p.m. My Best App
4.00 p.m.		4.00 p.m. – 4.45 p.m. Disrupt the Hype – the gentle rise of powerful innovation	

 **CENTERStage**



Foto: spdfraktion.de

Special Guest: Peer Steinbrück, SPD Chancellor Candidate, 2013 elections

In his 30-minute keynote address, German Chancellor hopeful Peer Steinbrück will address the question: “What economic policies are essential in the digital era?” This will be followed by a 30-minute podium discussion with the President of the Federal German Association for Information Technology, Telecommunications and New Media (BITKOM), Professor Dieter Kempf. The audience will also be able to ask questions and actively participate in the discussion.

10.15 a.m. – 11.30 a.m., page 20

 **POWERStage**

Workshop: The World of Sharing Big Data. The first steps

The mountain of data is growing non-stop. Today we generate as much data in two days as was generated from the start of civilization to the year 2003. Working with big data is of rising importance for companies, and ever more interesting and intelligent approaches are in demand.

12.30 p.m. – 1.15 p.m., page 24

 **OPENStage**



PechaKucha: My Best App

Five highly creative IT entrepreneurs will give speed presentations on their latest app ideas. The line-up has something for everyone, including a presentation on the ProCamera iPhone app currently at the forefront of the photography revolution, a local marketplace app for local services, and a program that seamlessly integrates users’ mobile GPS data and web-based weather data into home heating control systems.

3.00 p.m. – 4.30 p.m., page 28

10.15 a.m. – 11.30 a.m.
Special Guest – Peer Steinbrück, SPD Chancellor Candidate, 2013 elections



10.15 a.m. – 11.00 a.m.
Keynote
Peer Steinbrück
 SPD Chancellor Candidate, 2013 elections

What Economic Policies Are Essential in the Digital Era?



11.00 a.m. – 11.30 a.m.
Talk
Prof. Dieter Kempf
 President BITKOM



Peer Steinbrück
 SPD Chancellor Candidate, 2013 elections

11.30 a.m. – 1.30 p.m. - Social: The World of Sharing – Our Life in the Cloud



11.30 a.m. – 12.00 noon
Keynote
JP Rangaswami
 Chief Scientist, salesforce.com

Sharing: A Renaissance, not a New Paradigm

We used to share many things when we lived in small settlements, villages and towns. Most people lived and died within a few miles of where they were born. We shared many things, from housing and food, to work tools and our stories and legends. Then, transportation technology encouraged us to migrate away, and people started living and becoming more individual and isolated. Now, communications technology has caught up, letting us live connected lives and enabling us to share again, many of the things we used to share before. A renaissance, not a new paradigm.



12.00 noon – 12.30 p.m.
Keynote
Martin Reiter
 Vice President International, Airbnb

Reinventing consumption – how sharing can change our lives

After several decades of hyperconsumption we are looking at a great shift in society. Collaborative consumption is out to change the way we consume. We are renting, swapping and lending on a scale and in ways never possible before, all thanks to network technologies. We are looking at the rise of the sharing economy, present some new numbers and talk about successful business models in the space.



12.30 p.m. – 1.00 p.m.
Keynote
Sameer Patel
 Vice President and General Manager Enterprise Social and Collaborative Software, SAP AG

Rethinking work: The next chapter in Social Collaboration

Social Collaboration has delivered tepid results to business thus far. Please join SAP's Sameer Patel, GM Enterprise Social Software, as he discusses how to use social collaboration to re-energize your workforce and optimize your core business processes with purpose driven collaboration. Learn how to streamline problem solving, execute faster and drive rapid decision making to achieve your core operational and financial performance metrics.



1.00 p.m. – 1.30 p.m.
Talk
Brent Goff
 main news anchor for Deutsche Welle



Oleg Tscheltzoff
 Co-Founder & CEO, Fotolia



1.30 p.m. – 2.00 p.m. - Lunch & Networking Break

2.00 p.m. – 3.30 p.m. · Cloud: Big Data Reloaded



2.00 p.m. – 2.15 p.m.
What's next in tech Keynote
Daniel Saks
 Co-CEO, AppDirect

2013: The Year the Cloud Service Marketplace Revolutionizes Business

As cloud computing continues its explosive growth, more people are using app marketplaces to discover innovative software. But companies are just scratching the surface of what marketplace technology can do. AppDirect Co-CEO Daniel Saks will detail why 2013 will be the year that cloud service marketplaces take off, enabling consumers to find the apps they need for any device.



2.15 p.m. – 2.45 p.m.
Keynote
Dr. Markus Müller
 CIO, Deutsche Telekom

Cloud – Matter of Fact

From a CIO perspective, the omnipresent 'cloud' already is a matter of fact in daily business in Deutsche Telekom. Looking at cloud as basis for internally used services from day 2 day communication up to the management of critical business applications raises a various number of questions, such as "How can data security and stability be guaranteed in an cloud environment?". Dr. Markus Müller, CIO of Deutsche Telekom, presents best practices from a telco provider with more than 200.000 employees worldwide.



POWERStage



Wednesday, 6 March 2013, 3.00 p.m. – 3.45 p.m.
Workshop: Location-based-Service
Thomas Halak
 Director Sales, Loop21 Mobile Net GmbH



2.45 p.m. – 3.30 p.m.
Panel
Cloud: Big Data Reloaded

Companies and public authorities have amassed almost incomprehensible volumes of data in recent years. Not so long ago it was nearly impossible to analyze the data deluge. However, newly developed Big Data solutions claim to be able to extract high-quality and commercially useful information from existing data mountains. Can Big Data deliver on its promise? And are we on the verge of another controversial privacy debate?

Moderation
Brent Goff
 main news anchor
 for Deutsche Welle



Daniel Fallmann
 Founder & CEO
 Mindbreeze Software,
 Fabasoft Group



Raimund Genes
 CTO, Trend Micro



Dr. Joseph Reger
 CTO, Fujitsu
 Technology
 Solutions GmbH



Steffen Weissbarth
 CEO, Exasol AG



CENTERStage



Tuesday, 5 March 2013
 11.00 a.m. – 11.30 a.m.
B. Kevin Turner
 COO, Microsoft Corporation
**Technology And The
 Enterprise Opportunity**



11.30 a.m. – 12.15 p.m.
Michael Rudrich
 Regional Director Central Europe, Websense

Speak-up – was kommt nach MDM?

Websense bringt fünf Experten der Branche zusammen, um die Themen BYOD, MDM und Mobile Security während einer spannenden Podiumsdiskussion zu erörtern. Diskutieren Sie im Verlauf der Veranstaltung mit den anwesenden Experten die Herausforderungen, die Mobilität insbesondere unter der Berücksichtigung neuer Sicherheitsrisiken mit sich bringt.



12.30 p.m. – 1.15 p.m.
Jörg Bienert
 CTO, ParStream

The World of Sharing Big Data. Die ersten 10 Schritte.

Die Datenberge der Welt wachsen und wachsen. Wir generieren heute alle zwei Tage so viele Daten wie die gesamte Zivilisation seit ihrem Entstehen bis zum Jahre 2003. Nach einer anderen Schätzung verzehnfacht sich die verfügbare Datenmenge alle 5 Jahre. Die Beschäftigung mit Big Data wird für Unternehmen immer wichtiger und so sind stets interessantere sowie intelligentere Ansätze gefragt.



2.00 p.m. – 2.45 p.m.
Marcelo Branquinho
 CEO, TI Safe

Jan Seidl
 Technical Coordinator, TI Safe

Cyber Security: How to protect your Business?

Malware infections are becoming increasingly common in industries, leading in some cases to loss of control and compromising key servers on the automation network. This paper presents a series of tests realized at laboratories aiming the measurement of each antivirus solution's efficacy against low and medium complexity attacks using open source attack tools easily downloaded from the internet.



3.00 p.m. – 3.45 p.m.
Thomas Halak
 Director Sales, Loop21 Mobile Net

Location-based-Service

„Indoor Navigation“ zeigt eine Analyse des derzeitigen Trends der Personenortung im Innen- und Außenbereich. Thomas Halak von Loop21 wird folgende Fragen beantworten: Können WLAN-Ortungssysteme GPS-Navigation ersetzen? Wird der heutige Bedarf mit verfügbarer Technologie gedeckt? Sind Location-Based-Services echt? Wie beeinflussen Leitsysteme die Kundenströme der Zukunft?



4.00 p.m. – 4.45 p.m.
Frank Sonder
 Geschäftsführer, foresee

Distrust the Hype – the gentle rise of powerful innovation

According to a common saying innovations that will affect the next 10 years in technology are already here today. This is excellent news as it means we only have to observe precisely and listen carefully. But how to recognize the beauty within all this noisy tech circus. This talk outlines future innovations and visions, learnings from the past and a realistic picture of the present.



Thursday, 7 March 2013
 12.15 p.m. – 1.00 p.m.
Jane Gilson
 COO, Microsoft Germany
The Next Big Thing:
The Death of Complexity



11.30 a.m. – 1.00 p.m. · Cloud – Big Data Reloaded



11.30 a.m. – 12.00 noon
Alexandru Catalin Cosoi
 Chief Security Strategist, Bitdefender

Cloud Security

The amount of data in our world has been exploding, and analyzing large data sets – so-called big data – will become a key basis of competition, productivity growth, innovation, and consumer surplus. However, we must not exclude security from this trend, even though securing big data is indeed challenging. This presentation will focus on volume, variety, velocity and last but not least, security.



12.00 noon – 12.30 p.m.
Dr. Ralf Einhorn
 TIXEL

Moving big data around the globe

Performance limitations of standard file transfer tools on today's multi-gigabit networks are well known. The industry offers a wide range of products for WAN optimization, accelerated transfer, etc. But still hard disks are shipped instead of using existing networks.

A comparison of approaches to acceleration of data transfer in wide area networks for various technical and business requirements.



12.30 p.m. – 1.00 p.m.
Esther Spanjer
 Director of Technical Marketing, SMART Storage Systems

Best Practices for SSD Selection for Cloud Applications

Esther Spanjer, Director of SSD Technical Marketing at SMART Storage Systems, will talk about the drawbacks of leveraging client SSDs in enterprise applications, and how this quickly escalates storage TCO. Ms. Spanjer will discuss Flash endurance enhancement technologies that improve the inherent endurance of consumer-grade MLC Flash, enabling cost-effective enterprise-grade SSDs to be deployed.



1.00 p.m. – 3.00 p.m. · Social – The World of Sharing – Our Life in the Cloud



1.00 p.m. – 1.30 p.m.
Mark Weitzel
 Director, Platform & Ecosystem, Jive Software

The Social Business Roadmap for 2013 and Beyond

Social business isn't a fad. It's a competitive advantage. Your competition is using it to solve difficult use cases that increase productivity, share knowledge more efficiently, and reach greater alignment with corporate objectives. The result: Faster growth and innovation. This session will show the latest smartness in social business and how to turn talk into action.



1.30 p.m. – 2.00 p.m.
Eva Helmeth
 Head of Sales & Consulting, Mobility International AG

Car Sharing: How Smart Phones can change our mobility behaviour

The demand for more flexible and easy-to-use mobility options is growing. Car sharing offers a clever way to drive a car without the hassle of owning one. In the age of Smart Phones spontaneously sharing a car becomes as easy as pie, responding perfectly to the needs of today's urbanites. Mobility International developed the necessary tools for modern car sharing.



2.00 p.m. – 2.30 p.m.
Michael Rudrich
 Regional Director Central Europe, Websense Deutschland

Websense TRITON – viel mehr als nur die Abwehr von Angriffen – keiner stoppt mehr Bedrohungen

Es ist ganz gleich, wie gut Ihre Schutzmaßnahmen vor Angriffen von außen sind. Einem fest entschlossenen Hacker wird es früher oder später unweigerlich gelingen, auch in Ihre IT einzudringen. Genau hier setzt Websense mit seiner integrierten Sicherheitsarchitektur TRITON an, mit der wir die Lücken traditioneller Einzellösungen zuverlässig schließen.



2.30 p.m. – 3.00 p.m.
Ewelina Koch
 BDM, SARE S.A.

The new way of email marketing. Behavioral targeting and marketing automation, the lever for your sales.

Nowadays we all are in sales. Conducting effective email marketing communication is crucial for its increase. Email marketing is much more than sending simple emails. Presentation of powerful and innovative tools, such as behavioural targeting, remarketing and marketing automation as drivers for reaching 42% ROI from a marketing campaign.



3.00 p.m. – 4.30 p.m. · My Best App – PechaKucha-Session



PechaKucha Roman Engel

CEO, Daubit Programmierung Service GmbH

Die Idee für b2b-app-katalog.de kam aus Computerspielen

Ein gutes Computerspiel macht Spaß und fesselt die Spieler. Der Grund dafür ist die durchdachte Gestaltung der Thematik und Inhalte. Bei diesem Vortrag möchte ich zeigen, wie komplexe Inhalte in Spielen umgesetzt werden und warum diese mich motiviert haben, unseren b2b-app-katalog.de zu erstellen.



PechaKucha Jens Daemgen

CEO, cocologics GmbH

ProCamera: At the forefront of the photography revolution

What others say about ProCamera (statements); What is ProCamera?; About the photographic (r)evolution; Why ProCamera is the smartest tool for iPhoneography; Market data & statistics; Some words about the company behind ProCamera; Impact of the photographic evolution for the society; Potentials for the future.



PechaKucha Christian Deilmann

CEO, tado GmbH

A new paradigm of interconnectivity – tado° boosts home heating systems into the 21st century

tado° seamlessly integrates user's mobile geo signals and web based weather data into home heating control. This speech will investigate how interconnectivity automatically reduces energy bills by several hundred Euros for an average household year after year, improves comfort of living and is just fun to use. Christian, founder and CEO of tado° presents it's brand new version of the product.



PechaKucha Yann Stähli

Head of Sales, Mila AG

Mila – der lokale Marktplatz für Dienstleistungen

Brauchst du einen Handwerker, eine Putzfrau oder jemanden, der dein Internet zu Hause installiert? Wähle eine passende Dienstleistung oder erfasse deinen persönlichen Auftrag, um die richtige Person für deine Bedürfnisse zu finden! Mila ist neu, mobil, einfach und bringt Menschen zusammen – jetzt auch in Deutschland.



PechaKucha Dr. Samuel Müller

CEO & Co-Founder, Scandit

Offline goes Online through Mobile Interaction

We will explain how, where, when and why mobile barcode scanning, image recognition, geofencing and other mobile interaction technologies can be leveraged to interact with consumer products and everyday objects to create more engaging consumer experiences.



4.00 p.m. – 4.30 p.m.

Gawain MacMillan

Managing Director and CTO, ayeQ GmbH

A revolution in sales: Three years of experience with the iPad in sales

In his lecture, Mr Gawain MacMillan will present findings from the soon-to-be published book "A Revolution in Sales." He will present the most compelling reasons for using the iPad in sales, using case studies and real-life examples to illustrate how to best introduce the iPad, and how it can help the sales force, sales managers and key account managers improve their sales presentations.



Thursday, 7 March 2013

1.00 p.m. – 1.30 p.m.

Satyendra Pakhalé

Principal Designer/
Founder Satyendra
Pakhalé Design Studio

Design for Digital Lifestyles



	 CENTERStage	 POWERStage	 OPENStage
Time	International Top Speakers Room 2	Workshops Room 17	Speakers' Corner Foyer Room 2
9.00 a.m.			
10.00 a.m.	10.00 a.m. – 11.30 a.m. Mobile: Beyond Digital – Destination Mobile	10.30 a.m. – 11.15 a.m. Big Data Reloaded – The World of Sharing Big Data	
11.00 a.m.			
12.00 noon	11.30 a.m. – 1.30 p.m. Digital Lifestyle: The Next Big Thing: The Death of Complexity	11.30 a.m. – 12.15 p.m. Medium-sized businesses on their way into the cloud	11.30 a.m. – 12.30 p.m. Mobile: Beyond Digital – Destination Mobile
1.00 p.m.		12.30 p.m. – 1.15 p.m. How to mobilize your business applications practices for planning, development and deployment	12.30 p.m. – 2.30 p.m. Digital Lifestyle: The Next Big Thing: The Death of Complexity
2.00 p.m.	1.30 p.m. – 2.00 p.m. Lunch & Networking Break	1.15 p.m. – 2.00 p.m. Lunch & Networking Break	
3.00 p.m.	2.00 p.m. – 4.00 p.m. Cloud: Sharing Big Data	2.00 p.m. – 2.45 p.m. Private or Public – the right Cloud for your Business?	2.30 p.m. – 3.00 p.m. PechaKucha: WebApp, Big Data and the Future
4.00 p.m.		3.00 p.m. – 3.45 p.m. The train rolls: jump on now and benefit from the opportunities Targeting has to offer	3.00 p.m. – 3.30 p.m. Cloud: Sharing Big Data 3.30 p.m. – 4.30 p.m. Round Table
		4.00 p.m. – 4.45 p.m. Business Process Management (BPM) – A Thing of the Past or a Recipe for Success?	

 **CENTERStage**



Keynote: Lars Fjeldsoe-Nielsen, Head of Mobile Business Development, Dropbox about "Beyond the App Stores"

Advances in cloud computing coupled with the pro-liferation of mobile devices have led to changing consumer expectations about the simplicity, usability and connectivity of technology. Because of these shifting expectations, companies across sectors must think of new ways of coming together, often challenging traditional partnerships in order to develop solutions to meet consumer changing needs.

10.00 a.m. – 10.45 a.m., page 32

 **POWERStage**

Workshop: The train rolls: jump on now and benefit from the opportunities Targeting has to offer

Imperia entices the audience into the world of Targeting and shows that it is more than pure technology. However it is necessary to identify the needs of the target group and to address them via an authentic approach in order to create confidence and loyalty. Finally, case studies document what kind of chances targeting has to offer and how one can take profitable advantage of them.

3.00 p.m. – 3.45 p.m., page 37

 **OPENStage**



Speakers' Corner: The desktop workspace of the future

It's the age of mobile solutions and digital lifestyle. tocario co-founder and Managing Partner Carsten Unnerstall will talk about the desktop workspace of the future. He will outline ways in which companies can successfully negotiate and even profit from the latest digital trends, including mobility, Cloud technologies and BYOD (Bring Your Own Device).

12.30 p.m. – 1.00 p.m., page 39

10.00 a.m. – 11.30 a.m. - Mobile: Beyond Digital – Destination Mobile



10.00 a.m. – 10.45 a.m.

Keynote

Lars Fjeldsoe-Nielsen

Head of Mobile Business Development, Dropbox

Beyond the App Stores

Advances in cloud computing coupled with the proliferation of mobile devices have led to changing consumer expectations about the simplicity, usability and connectivity of technology. Because of these shifting expectations, companies across sectors must think of new ways of coming together, often challenging traditional partnerships in order to develop solutions to meet consumer changing needs.



10.45 a.m. – 11.30 a.m.

Panel

Mobile: Beyond Digital – Destination Mobile

Mobile terminal devices are making their way into almost every part of our lives – an irreversible trend that is set to continue well into the future. And thanks to the current 4G LTE rollout, mobile devices, too, will enjoy ultra-high-speed connections, and every-day tablets and smartphones will be able to control just about everything we own, 24/7 and from any location. How will these developments impact society? Is this the beginning of a Brave New World?

Moderation
Brent Goff
main news anchor
for Deutsche Welle

Dr. Martin Enderle
CEO, Scout24

Reza Ghalamkarizadeh
CSO, myTaxi

Dr. Gunter Kuechler
Member of the
Board, Lufthansa
Systems AG

Palo Luka
CTO, ESET

Alexander Saul
Director Enterprise,
Vodafone Germany



11.30 a.m. – 1.30 p.m. - Digital Lifestyle: The Next Big Thing: The Death of Complexity



11.30 a.m. – 12.00 noon

Keynote

Danae Ringelmann

Co-Founder, Indiegogo

**The Future of Finance: Goodbye, Gatekeepers.
Hello, Crowdfunding – The Democratic Way.**

Crowdfunding is rapidly becoming a permanent piece of the global financial ecosystem by providing a new incubation platform for traditional investors, foundations and creative studios. Through the use of data and analytics, crowdfunding is disrupting traditional finance models and democratizing access to capital. Hear how the co-founder of Indiegogo is changing finance “for good” and her predictions on where the industry is headed.



12.00 noon – 12.15 p.m.

What's next in tech Keynote

James McQuivey

Vice President, Principal Analyst serving Consumer
Product Strategy PROFESSIONALS, Forrester

Digital Disruption Shifts The Focus From The Device To The Experience

Consumer electronics manufacturers struggle to find the next device that will generate a new wave of revenue. From Ultra HD TV to new gaming consoles, investing in the hardware misses the shift that has occurred in a digitally disruptive era: from devices to experiences. James McQuivey, author of the new book, Digital Disruption, will discuss what this means for the industry.





12.15 p.m. – 1.00 p.m.

Panel

Digital Lifestyle: The Next Big Thing: The Death of Complexity

Technical products are becoming ever more powerful and boast an ever-increasing number of features. But contrary to expectations, they are actually getting simpler to use, thanks to their more intuitive user interfaces. The driving force behind this trend are the users, for whom ease of use has become the number one criterion guiding their purchasing decisions. Today, even technically superior products will fail if they are too complex. Will this trend continue, and how should manufacturers prioritize their R&D programs?

Moderation
Brent Goff
main news anchor
for Deutsche Welle

Gary Davey
Executive Vice President
Programming, Sky Germany

Jane Gilson
COO, Microsoft
Germany

Tjeerk Hoek
Vice President
Creative, frog

Tim Stone
Vice President
Marketing EMEA,
Polycom



1.00 p.m. – 1.30 p.m.

Keynote

Satyendra Pakhalé

Principal Designer/Founder, Satyendra Pakhalé Design Studio

Design for Digital Lifestyles

Satyendra Pakhalé Design Studio based in Amsterdam is a multi-faceted practice established by the award-winning designer Satyendra Pakhalé. He was trained at Indian Institute of Technology Bombay. Later he was part of the pioneering 'new business creation' team, conceiving product ideas for new technologies at Philips. Pakhalé's works are in permanent collections of prestigious museums worldwide.



1.30 p.m. – 2.00 p.m. · Lunch & Networking Break

2.00 p.m. – 4.00 p.m. · Cloud: Sharing Big Data



2.00 p.m. – 2.45 p.m.

Keynote

Derek Liu

Vice President of Marketing Dep., IT Product Line, Huawei Technologies Co. Ltd.

Big data in enterprise: goal, challenges and solutions

Big data will be more widely adopted in enterprise of all sizes, for its commercial value. In this talk, I will share experience with some typical enterprise big data projects during which some challenges they face and their solutions are also examined. In this talk, Huawei's view on big data's impact and future development will also be introduced.



2.45 p.m. – 3.15 p.m.

Keynote

Ralf Lenninger

Senior Vice President Interior Electronics Solutions, Continental Automotive

Driving Safely Through the Cloud: the Connected Vehicle

Drivers demand a digital lifestyle in their cars but the responsibility of the automotive industry is to make driving safer. To achieve this, Continental's human machine interfaces keep drivers in the right flow for driving. But with the car in the cloud we can do even more: with partners across different industries we can use big data in the back-end to help the driver see beyond the next bend.



3.15 p.m. – 4.00 p.m.

Panel

Cloud: Sharing Big Data

Many companies, while sympathetic to the idea of sharing in principle, are reluctant to share their internal data with third parties on account of security and privacy concerns. What options do companies wishing to make intelligent use of their data by sharing them with third parties actually have, particularly in today's increasingly privacy conscious environment? What approaches have been tried so far, and how have they worked out?

Moderation
Brent Goff
main news anchor
for Deutsche Welle

Dinko Eror
Senior Director
Global Services
Lead,
EMC Germany

Natalya Kaspersky
CEO, Infowatch,
Member of Board
of Directors,
EgoSecure

Thomas Kejser
CTO EMEA,
Fusion-io

Frank Theisen
Vice President
BAO & Smarter
Commerce,
IBM Europe

Eddy Willems
Global Security Officer,
G Data Software AG



INFOWATCH
BECAUSE YOUR DATA
IS YOUR BUSINESS



10.30 a.m. – 11.15 a.m.

Jürgen Boiselle

Managing Partner Architecture Consulting, Teradata

Big Data Reloaded – The World of Sharing Big Data

Um aus einer Sammlung Rohdaten die Kette aus Information, Entscheidung und Aktion beliefern zu können, bedarf es einer flexiblen Organisation, um Wettbewerbsvorteile zu erzielen. In der Demo „Produktempfehlung in einem Onlineshop“ wird gezeigt, wie bestehendes Wissen in eine neue, innovative Aktion – mit direktem Kundennutzen – überführt werden kann. Referenzbeispiele: eBay, Otto, Vodafone etc.



11.30 a.m. – 12.15 p.m.

Gernot Rückziegel

Leiter CTO Infrastructure, Lufthansa Systems AG

Als Mittelständler auf dem Weg in die Cloud

Entscheidend beim Einstieg von mittelständischen Unternehmen in das Cloud Computing ist der richtige Provider, der die „Cloud Readiness“ der Anwendungen bewertet und die Organisation auf dem Weg in die Cloud begleitet. Lufthansa Systems ist ein solcher Provider, der den kompletten Service bietet von der Analyse bis zum zertifizierten, rechtssicheren Management der Applikationen in der Cloud.



12.30 p.m. – 1.15 p.m.

Jan Aleman

CEO, Servoy B.V.

How to mobilize your business applications – best practices for planning, development and deployment

Going mobile is an important decision for any company and it is necessary to think about the business case of a mobile business application. The workshop provides powerful insights from software vendors and IT departments that will help attendees to prepare individual mobilization plans for development and deployment of their mobile business applications.



2.00 p.m. – 2.45 p.m.

Thorsten Göbel

Leiter Consulting Services, PIRONET NDH



Klaus Nowitzky

Leiter Partnermanagement und Cloud Services Architect, PIRONET NDH

Private oder Public – welche Cloud ist die richtige für mein Business?

Diskutieren Sie mit den beiden Cloud-Experten Klaus Nowitzky und Thorsten Göbel, welche Cloud „die richtige“ für Ihr Business ist! Private oder Public – die maßgeschneiderte eigene Unternehmens-Cloud oder standardisierte Cloud-Computing-Services aus dem Internet? Debattieren Sie mit uns, welches der goldene Weg ist: Wie ist also Ihre Meinung dazu?



3.00 p.m. – 3.45 p.m.

Albert Aschauer

Chief Technology Evangelist, Imperia AG

D'r Zoch kütt: jetzt aufspringen und die Chancen von Targeting nutzen

Der Vortrag entführt die Zuschauer in die Welt des Targeting und zeigt, dass dahinter mehr steckt als pure Technologie. Gilt es doch, die Bedürfnisse der Zielgruppen zu erkennen und über eine authentische Ansprache zu adressieren, um so Vertrauen und Loyalität zu schaffen. Case Studies dokumentieren schließlich, welche Chancen sich durch Targeting eröffnen und wie man sie gewinnbringend nutzt.



4.00 p.m. – 4.45 p.m.

Jochen Seemann

Chief Technology Officer, MID GmbH

Business Process Management (BPM) – kalter Kaffee oder Erfolgsrezept?

Prozessmodelle werden seit Jahren dazu benutzt, Geschäftsprozesse systematisch durch IT zu unterstützen. Zu diesem Zweck wurden viele Produkte und neue Standards wie die BPMN Notation auf den Markt gebracht. Haben BPM Projekte in Ihrem Unternehmen zum erwarteten Erfolg geführt? Diskutieren Sie mit uns über die Grenzen aktueller Ansätze und informieren Sie sich über zukünftige BPM Trends.



11.30 a.m. – 12.30 p.m. · Mobile – Beyond Digital – Destination Mobile



11.30 a.m. – 12.00 noon

Philipp Huy
CEO, Pidoco GmbH

Bringing great mobile apps to market faster using rapid prototyping
With mobile apps becoming a necessity in many fields of application, businesses must find ways to develop appealing software for a variety of mobile devices in the shortest possible timeframe. This talk offers insights into the benefits and possibilities of rapid prototyping in designing, testing, specifying and developing great apps.



12.00 noon – 12.30 p.m.

Florian Lutz
Head of Business Development, Trademob

What mobile app marketing makes successful
Mobile apps are a great way to engage an audience with brands and services. But with more than 800,000 apps available, even world class apps need promotion to stand out from the crowd and attract users. This presentation will guide you through the jungle of mobile app marketing and inform you about tools and skills needed to bring your app to the top and achieve high volumes of active users.



Friday, 8 March 2013, 2.00 p.m. – 4.00 p.m.

CGC Satellite: International Women's day – Future Leadership Summit
Martina Koederitz

Chairman of the Board, IBM Deutschland GmbH



Dr. Christine Haupt

Member of the Board, Computacenta AG



Thorsten Hermann

Managing Director, Hewlett Packard GmbH,
Vice President Enterprise Business Sales, Enterprise Group

12.30 p.m. – 2.30 p.m. · Digital Lifestyle – The Next Big Thing: The Death of Complexity



12.30 p.m. – 1.00 p.m.

Carsten Unnerstall
CEO, tocario

Arbeitsplatz der Zukunft – Hosted Virtual Desktops
Die Evolution der Arbeit zieht eine Evolution der Arbeitsplätze nach sich. In diesem Vortrag zeigt tocario wie der Arbeitsplatz mit Hosted Virtual Desktops, flexibler, einfach, kostengünstiger und dabei sicher gestaltet werden kann.



1.00 p.m. – 1.30 p.m.

Eric Vidal
Director of Product Marketing, InterCall

How to: Manage Video, Bandwidth in the Enterprise



1.30 p.m. – 2.00 p.m.

Angela Behler
CEO, Heithausen & Behler Gesellschaft für Kommunikation mbH

Change Management & IT
Für alle, die in der IT-Branche zu Hause sind, gehören Veränderungsprozesse zur Normalität. Technologiewechsel und Anforderungen durch verändertes Nutzerverhalten bilden das Szenario, in dem Change Management besonders wertvoll ist. Wie das in Unternehmen funktioniert, stellt Ihnen Angela Behler in einem kurzweiligen Vortrag, gespickt mit praxisnahen Tipps für die Realisierung von Changeprozessen, vor.



2.00 p.m. – 2.30 p.m.

Wojciech Slowik
New Business Manager, SARE S.A.

External systems integration with e-mail marketing in the context of the increase in sales

Presentation of capabilities of the SARE system in the context of new functionality. Significant financial aspects of the integration of email marketing systems and external tools.



2.30 p.m. – 3.00 p.m. · PechaKucha: WebApp, Big Data and the Future



PechaKucha

Jens Hansen

Zuhörer, Redner, Zukunftsgestalter



PechaKucha

Jens Reineking

Der Verständlichmacher

Zukunftsstark: Die Reise in die Zukunft – auf der Suche nach den Innovationen der nächsten 50 Jahre

Welche Innovationen können unser Leben in den nächsten 50 Jahren maßgeblich bestimmen? Welchen Einfluss wird die Informationstechnologie dabei haben? Der Vortrag stellt die ersten Erkenntnisse des Projekts "Zukunftsstark.org" vor und zeigt, was wir noch vorhaben: Deutschlandweit Wissenschaftler, Forscher, Unternehmer und Kreative zu besuchen, um Antworten auf wichtige Zukunftsfragen zu erhalten.



PechaKucha

Sachin Garg

President – IT services, Daffodil

How to Develop a Future Proof Web App

This session aims to highlight the importance and approaches to key dimensions for software applications in today's world i.e. cloud, mobile, user interface, backend, e-commerce, social ability and web visibility.



PechaKucha

Florian Korschin

CEO, CRM BIG DATA QUALITY

Customer Relationship Management, Big Data und Data Quality

Customer Relationship Management, Big Data und Data Quality sind keine neuen Themen. Erfolgreiches Kundenbeziehungsmanagement erfordert auch eine solide Datenbasis. Diese Beziehung wird durch Big Data hart auf die Probe gestellt.



3.00 p.m. – 3.30 p.m. · Cloud – Sharing Big Data



3.00 p.m. – 3.30 p.m.

Norbert Keil

Energy Management Consultant, Schneider Electric

Wie Cloud-Datacenter die Energiewende schaffen: Energy Management Services

Cloud-Rechenzentren haben besondere Anforderungen an die Verfügbarkeit und die Energieeffizienz. Mithilfe von Energie Management Services werden Schwachstellen (Effizienz, Verfügbarkeit, Sicherheit usw.) identifiziert und Ziele zur Verbesserung definiert. Im Vortrag werden zahlreiche Praxisbeispiele und Möglichkeiten der weiteren Optimierung aufgezeigt.



3.30 p.m. – 4.30 p.m. · Round Table



3.30 p.m. – 4.30 p.m.

Ingo Stoll

CEO, neuwaerts/ConventionCamp



CENTERStage

Thursday, 7 March 2013

11.30 a.m. – 12.00 noon

Danae Ringelmann

Co-Founder, Indiegogo

The Future of Finance: Goodbye, Gatekeepers. Hello, Crowdfunding – The Democratic Way



	 CENTERStage	 POWERStage	 OPENStage
Time	International Top Speakers Room 2	Workshops Room 17	Speakers' Corner Foyer Room 2
9.00 a.m.			
10.00 a.m.	10.00 a.m. – 11.30 a.m. Cloud: The Power of the Cloud – The Power of the Crowd	10.30 a.m. – 11.15 a.m. Dynamische Vernetzung heterogener Daten macht komplexe Prozesse in Automotive transparent	
11.00 a.m.			
12.00 noon	11.30 a.m. – 1.00 p.m. Digital Lifestyle: Recruiting 2.0 – How to find the perfect employee	11.30 a.m. – 12.15 p.m. The value of moving to Silicon Valley – 99designs \$ 35 m story	11.30 a.m. – 1.30 p.m. Cloud: The Power of the Cloud – The Power of the Crowd
1.00 p.m.	1.00 p.m. – 2.00 p.m. Lunch & Networking Break	12.30 p.m. – 1.15 p.m. Big Data – the new digital resource?	
2.00 p.m.	2.00 p.m. – 4.00 p.m. CGC Satellite: International Women's day – Future Leadership Summit		1.30 p.m. – 2.00 p.m. Digital Lifestyle: Recruiting 2.0 – How to find the perfect employee
3.00 p.m.			
4.00 p.m.			

 **CENTERStage**



Keynote: Aaron Levie Co-Founder & CEO, Box, Post-PC & the Creation of the Next Billion Knowledge Workers

We are on the verge of a seismic shift in the nature of work that is being driven by the ubiquity of post-PC devices. This keynote will address the impact that mobile devices are having on creating the next billion digital workers and how businesses can enable collaboration across their workforces, and integrate new technologies into their operations, as a primary source of competitive advantage.

10.15 a.m. – 10.45 a.m., page 44

 **POWERStage**



Workshop: Big Data – the new digital resource?

Everyone is talking about big data. But what is the real crux of the matter? Can companies draw advantage from mountains of unstructured data? And what political framework conditions are needed? Volker Wieprecht of radioeins (rbb) grills the experts. Deutsche Telekom and Microsoft host a catered networking reception at the conclusion of the event.

12.30 p.m. – 1.15 p.m., page 48

 **OPENStage**



Speakers' Corner: Star Wars in the Enterprise

What has technology adoption in common with George Lucas and Joseph Campbell? This presentation will talk about the most important documents, tools, and techniques of change communication for technological changes like the Social Workplace and the Cloud.

12.00 noon – 12.30 p.m., page 50

10.00 a.m. – 11.30 a.m. - Cloud: The Power of the Cloud – The Power of the Crowd



10.00 a.m. – 10.15 a.m.
What's next in tech Keynote
Dirk Hörig

Co-Founder & CEO, commercetools



Thomas Kramer

Project Manager SAP Cloud Solutions, All for One Steeb

Cloud up and get going – How cloud computing shapes the companies of Tomorrow

Cloud computing offers a limitless pool of adaptable on demand solutions for merchants. Learn how a PaaS commerce solution and a SaaS ERP system provider build a holistic solution network out of the cloud for the business of tomorrow.



10.15 a.m. – 10.45 a.m.

Keynote
Aaron Levie

Co-Founder & CEO, Box

Post-PC & the Creation of the Next Billion Knowledge Workers

We are on the verge of a seismic shift in the nature of work that is being driven by the ubiquity of post-PC devices. This keynote will address the impact that mobile devices are having on creating the next billion digital workers and how businesses can enable collaboration across their workforces, and integrate new technologies into their Operations, as a primary source of competitive advantage.



10.45 a.m. – 11.30 a.m.

Panel

Cloud: The Power of the Cloud – The Power of the Crowd

Increasingly, the billions of people who now regularly use the web want to become actively involved and interact with others, rather than being passive consumers. Social networks are ideal vehicles for involving users in just about any project. The term "Open Innovation" describes a new, web-driven process where companies and their future customers cooperate in the development and/or financing of products. In this way, commercially successful projects can be realized outside traditional corporate structures. What are the lessons for companies?

Moderation
Brent Goff
 main news anchor
 for Deutsche Welle



Denis Bartelt
 Co-Founder & CEO,
 Startnext
 Crowdfunding gUG



Shelley Kuipers
 Founder & CEO,
 Chaordix



Axel Pfaender
 Founder & CEO,
 Berlin Boombox



Alexander Saric
 EMEA Marketing
 Director, Ariba,
 an SAP Company



Patrick Llewellyn
 CEO, 99designs



Tuesday, 5 March 2013
 10.00 a.m.

Hamid Akhavan

CEO, Siemens Enterprise
 Communications

**Amplify Collective Effort.
 Dramatically Improve Performance.**

11.30 a.m. – 1.00 p.m. · Digital Lifestyle: Recruiting 2.0 – How to find the perfect employee



11.30 a.m. – 12.00 noon
Marco Bertoli
 Senior Vice President Central Europe, Monster Worldwide

Let's reinvent! New strategies to find the perfect talent for your company

Monster invented the 'online job board' and is one of the global technology leaders within the HR sector. Marco Bertoli presents his view on the challenges HR executives will have to face in the next years. He provides an insight in technologies that will lift recruiting to the next (and necessary) level, e.g. cloud solutions as well as promising channels and networks to 'Find Better'.



12.00 noon – 1.00 p.m.

Panel
Digital Lifestyle: Recruiting 2.0 – How to find the perfect employee

The increasingly acute skills shortage seen in many countries means that highly qualified individuals can often take their pick of jobs. Companies, on the other hand, can no longer expect to have large pools of applicants to choose from. To find new talent, they have to look in the right places – in the social web, for instance. What can companies tell us about their experience of social recruiting to date?

Moderation
Brent Goff
 main news anchor
 for Deutsche Welle

- | | | | |
|--|--|---|--|
| Jana Eggerding
Senior Vice
President
Corporate HR,
ista International
GmbH | Georg Goller
Area VP General
Manager Central
Europe
SuccessFactors,
an SAP Company | Kjetil J. Olsen
Vice President
Europe, Elance Inc. | Regine Stachelhaus
Member of the
Managing Board,
E.ON AG |
|--|--|---|--|



1.00 p.m. – 2.00 p.m. · Lunch & Networking Break

2.00 p.m. – 4.00 p.m.
CGC Satellite: International Women's day – Future Leadership Summit



Martina Koederitz
 Chairman of the Board of IBM Deutschland GmbH



Dr. Christine Haupt
 Member of the Board, Computacenta AG



Thorsten Hermann
 Managing Director, Hewlett Packard GmbH,
 Vice President Enterprise Business Sales, Enterprise Group



Future Leadership Summit – (Wo)men shaping the Digital Economy

The ICT sector is undergoing fundamental change as radical new technologies and business models, such as cloud computing, begin to take hold. These changes are giving rise to completely new types of jobs and creating demand for completely new skill sets. The paramount requirement for today's ICT professionals is the ability to build networks between people, technologies and processes – an ability that draws on the strengths of both sexes. This year's Future Leadership Summit at CeBIT will highlight the contribution that women make to the development of new business models in the ICT sector. It will also explore some important questions: How do women see their role in helping shape change in the digital world? What areas do they find particularly appealing – as contributors and as customers? How can a fresh mix of perceptions and preferences help shape tomorrow's ICT realities? What stake will women have in tomorrow's digital world, and how can we improve the gender balance in the digital industries?





10.30 a.m. – 11.15 a.m.

Dr. Thomas Kamps

Gründer und Geschäftsführer, ConWeaver GmbH

Dynamische Vernetzung heterogener Daten macht komplexe Prozesse in Automotive transparent

Durch automatische Datenverknüpfung in ein Wissensnetz werden geschäftskritische Informationen mehrsprachig und kontextbezogen abrufbar. Erfahren Sie, wie sich so Produktentwicklung, Produktion etc. system- und prozessübergreifend durchschauen und z. B. Änderungsentscheidungen sowie deren Auswirkungen auf daran beteiligte Mitarbeiter und Teile lückenlos nachvollziehen und zurückverfolgen lassen.



11.30 a.m. – 12.15 p.m.

Patrick Llewellyn

CEO, 99designs

The value of moving to Silicon Valley – 99designs \$ 35 m story



12.30 p.m. – 1.15 p.m.

Moderation:

Volker Wieprecht

Journalist und Moderator, radioeins

Referenten:

Prof. Dr. Stefan Edlich

Beuth Hochschule für Technik Berlin



Prof. Dr. Sven Prüser

Hochschule für Technik und Wirtschaft Berlin



Big Data – der neue digitale Rohstoff?

Big Data ermöglicht, nahezu in Echtzeit riesige Datenmengen zu verknüpfen und auszuwerten. Entscheidende Fragen sind, wie Wirtschaft und Gesellschaft den größten Nutzen daraus ziehen und welche politischen Rahmenbedingungen notwendig sind. Hierzu diskutieren Prof. Dr. Stefan Edlich (Beuth Hochschule für Technik Berlin) und Prof. Dr. Sven Prüser (Hochschule für Technik und Wirtschaft Berlin).



NEWS OPENStage



Tuesday, 5 March 2013, 10.00 a.m. – 10.30 a.m.

Jens Daemgen

CEO, cocologics GmbH

ProCamera: At the forefront of the photography revolution



Wednesday, 6 March 2013

Yann Stähli

Head of Sales, Mila AG

Mila – der lokale Marktplatz für Dienstleistungen



11.30 a.m. – 1.30 p.m. · Cloud – The Power of the Cloud – The Power of the Crowd



11.30 a.m. – 12.00 noon
Alexander Peters
 Manager Technology Sales Organization, Symantec (Deutschland) GmbH

How the Cloud has helped improve Cyber-Threat Intelligence
 A look at different mechanisms to analyze data from the cloud and how the emergence of Security Intelligence Clouds has changed the way we are able to deal with Zero-Day Threats.



12.00 noon – 12.30 p.m.
Carsten Rossi
 CEO, Kuhn, Kammann & Kuhn GmbH

Star Wars in the Enterprise – The quest for technological change
 This presentation will talk about the most important documents, tools, and techniques of change communication for technological changes like the Social Workplace and the Cloud – and what technology adoption, George Lucas and Joseph Campbell have in common.



12.30 p.m. – 1.00 p.m.
Dr. Michael R. Alvers
 CEO, Transinsight GmbH

Gene, Proteine, Leben: Wie Cloud Computing unser Leben verändern wird
 Die Kosten für R&D neuer Wirkstoffe in der Pharmaindustrie steigen exponentiell, während die Zahl neu zugelassener Medikamente stagniert. Eine Verbesserung versprechen Hochdurchsatzverfahren, welche deutlich bessere Aussagen zu biomedizinischen Fragestellungen liefern. Es werden dabei große Datenmengen generiert, deren Verarbeitung großer Rechenleistung bedarf. GeneCloud löst das Problem.



1.00 p.m. – 1.30 p.m.
Philipp Benkler
 CEO, Testbirds GmbH

Crowdtesting for Apps – How Testbirds helped to improve the CeBIT mobile App
 Testing of mobile applications is important for creating great apps. During CeBIT many thousand people will use the CeBIT app. In this presentation we show how crowdtesting by Testbirds works. We will demonstrate the whole process and highlight our main findings.



**1.30 p.m. – 2.00 p.m.
 Digital Lifestyle – Recruiting 2.0 – How to find the Perfect Employee**



1.30 p.m. – 2.00 p.m.
Carsten Rossi
 CEO, Kuhn, Kammann & Kuhn GmbH

Leadership 2.0
 The Enterprise 2.0 needs “New Leadership” to realize the promised benefits. This presentation will clarify the psychological, organizational and communication – related challenges corporate management is faced with during the journey to a true “Social Business”.



We wish to thank all our partners and sponsors for their tremendous contributions towards making the CeBIT Global Conferences 2013 such a winning event!

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