



## ORACLE® BIWA Summit 2018

*The Big Data + Cloud + Machine Learning + Spatial + Graph + Analytics + IoT  
Oracle User Conference*

***featuring Oracle Spatial and Graph Summit***

**March 20 - 22, 2018**

***Oracle Conference Center at Oracle Headquarters Campus, Redwood Shores, CA***

### **Share your successes...**

We want to hear your story. Submit your proposal today for **Oracle BIWA Summit 2018, featuring Oracle Spatial and Graph Summit**, March 20 - 22, 2018 and share your successes with Oracle technology. The *call for speakers* is now open through December 3, 2017. Submit now for possible early acceptance and publication in **Oracle BIWA Summit 2018** promotion materials.

Click [HERE](#) to submit your abstract(s) for **Oracle BIWA Summit 2018**.

**Oracle Spatial and Graph Summit** will be held in partnership with BIWA Summit. BIWA Summits are organized and managed by the Oracle Business Intelligence, Data Warehousing and Analytics (BIWA) User Community and the [Oracle Spatial and Graph SIG](#) – a Special Interest Group in the Independent Oracle User Group ([IOUG](#)).

BIWA Summits attract presentations and talks from the top Business Intelligence, Data Warehousing, Advanced Analytics, Spatial and Graph, and Big Data experts. The 3-day BIWA Summit 2017 event involved Keynotes by Industry experts, Educational sessions, Hands-on Labs and networking events. Click [HERE](#) to see presentations and content from BIWA Summit 2017.

Call for Speaker DEADLINE is **December 3, 2017** at midnight Pacific Time.

Presentations and Hands-on Labs must be non-commercial. Sales promotions for products or services disguised as proposals will be eliminated. Speakers whose abstracts are accepted will be expected to submit their presentation as PDF slide deck for posting on the BIWA Summit conference website. Accompanying technical and use case papers are encouraged, but not required.

Complimentary registration to **Oracle BIWA Summit 2018** is provided to the primary speaker of

each accepted presentation. Note: Any additional co-presenters need to register for the event separately and provide appropriate registration fees.

Please [submit session proposals](#) in one of the following areas:

- Machine Learning
- Analytics
- Big Data
- Data Warehousing and ETL
- Cloud
- Internet of Things
- Spatial and Graph (Oracle Spatial and Graph Summit)
- ...Anything else “Cool” using Oracle technologies in “*novel and interesting*” ways

Proposals that cover multiple areas are acceptable and highly encouraged. On your submission, please indicate a primary track and any secondary tracks for consideration. The content committee strongly encourages technical/how to sessions, strategic guidance sessions, and real world customer end user case studies, all using Oracle technologies.

If you submitted a session last year, your login should carry over for 2018. We will be accepting abstracts on a rolling basis, so please submit your abstracts as soon as possible.

### **Learn from Industry Experts from Oracle, Partners, and Customers**

Come join hundreds of professionals with shared interests in the successful deployment of Oracle technology on premises, on Cloud, hybrid Cloud, and infrastructure:

<b>Cloud &amp; Infrastructure</b>	<b>Spatial &amp; Graph</b>	<b>Analytics</b>	<b>Big Data &amp; Machine Learning</b>	<b>Internet of Things</b>
<ul style="list-style-type: none"> <li>• Database Cloud Service</li> <li>• Big Data Cloud Service</li> <li>• Data Visualization Cloud Service</li> <li>• Hadoop</li> <li>• Spark</li> <li>• Big Data Connectors (Hadoop &amp; R)</li> <li>• IaaS, PaaS, SaaS</li> </ul>	<ul style="list-style-type: none"> <li>• Spatial and Graph for Big Data and Database</li> <li>• GIS and smart cities features</li> <li>• Location intelligence</li> <li>• Geocoding &amp; routing</li> <li>• Property graph DB</li> <li>• Social network, fraud detection, deep learning graph analytics</li> <li>• RDF graph</li> </ul>	<ul style="list-style-type: none"> <li>• Big Data Discovery</li> <li>• Data Visualization</li> <li>• OBIEE</li> <li>• OBI Applications</li> <li>• Exalytics</li> <li>• Real-Time Decisions</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Analytics</li> <li>• Spatial and Graph</li> <li>• Data Mining</li> <li>• R Enterprise</li> <li>• Machine Learning</li> <li>• SQL Patterns</li> <li>• Text</li> <li>• Big Data Preparation</li> </ul>	<ul style="list-style-type: none"> <li>• Big Data from Sensors</li> <li>• Edge Analytics</li> <li>• Industrial Internet</li> <li>• IoT Cloud</li> <li>• Monetizing IoT</li> <li>• Security</li> <li>• Standards</li> </ul>

## What To Expect

400+ Attendees | 90+ Speakers | Hands on Labs | Technical Content | Networking

New at this year's BIWA Summit:

- **Strategy track** – targeted at the C-level audience, how to assess and plan for new Oracle Technology in meeting enterprise objectives
- **Oracle Global Leaders track** – sessions by Oracle's Global Leader customers on their use of Oracle Technology, and targeted product managers on latest Oracle products and features
- **Grad-student track** – sessions on cutting edge university work using Oracle Technology, continuing Oracle Academy's sponsorship of graduate student participation

### Exciting Topics Include:

- Database, Data Warehouse, and Cloud, Big Data Architecture
- Deep Dives on existing Oracle BI, DW and Analytics products and Hands on Labs
- Updates on the latest Oracle products and technologies e.g. Oracle Big Data Discovery, Oracle Visual Analyzer, Oracle Big Data SQL
- Novel and Interesting Use Cases of Spatial and Graph, Text, Data Mining, ETL, Security, Cloud
- Working with Big Data: Hadoop, "Internet of Things", SQL, R, Sentiment Analysis
- Oracle Business Intelligence (OBIEE), Oracle Spatial and Graph, Oracle Advanced Analytics  
—*All Better Together*

### Example Talks from BIWA Summit 2017:



[Visit [www.biwasummit.org](http://www.biwasummit.org) to see the [Full Agenda from BIWA'17](#) and to download copies of BIWA'17 presentations and HOLs.]

## Machine Learning

- Taking R to new heights for scalability and performance
- Introducing Oracle Machine Learning Zeppelin Notebooks
- Oracle's Advanced Analytics 12.2c New Features & Road Map: Bigger, Better, Faster, More!
- An Post -- Big Data Analytics platform and use of Oracle Advanced Analytics
- Customer Analytics POC for a global retailer, using Oracle Advanced Analytics
- Oracle Marketing Advanced Analytics Use of OAA in Propensity to Buy Models
- Clustering Data with Oracle Data Mining and Oracle Business Intelligence
- How Option Traders leverage Oracle R Enterprise to maximize trading strategies
- From Beginning to End - Oracle's Cloud Services and New Customer Acquisition Marketing

- K12 Student Early Warning System
- Business Process Optimization Using Reinforcement Learning
- Advanced Analytics & Graph: Transparently taking advantage of HW innovations in the Cloud
- Dynamic Traffic Prediction in Road Networks
- Context Aware GeoSocial Graph Mining

## **Analytics**

- Uncovering Complex Spatial and Graph Relationships: On Database, Big Data, and Cloud
- Make the most of Oracle DV (DVD / DVCS / BICS)
- Data Visualization at SoundExchange – A Case Study
- Custom Maps in Oracle Big Data Discovery with Oracle Spatial and Graph 12c
- Does Your Data Have a Story? Find out with Oracle Data Visualization Desktop
- Social Services Reporting, Visualization, and Analytics Using OBIEE
- Leadership Essentials in Successful Business Intelligence (BI) Programs

## **Big Data**

- Uncovering Complex Spatial and Graph Relationships: On Database, Big Data, and Cloud
- Why Apache Spark has become the darling in Big Data space?
- Custom Maps in Oracle Big Data Discovery with Oracle Spatial and Graph 12c
- A Shortest Path to Using Graph Technologies– Best Practices in Graph Construction, Indexing, Analytics and Visualization

## **Cloud Computing**

- Oracle Big Data Management in the Cloud
- Oracle Cloud Cookbook for Professionals
- Uncovering Complex Spatial and Graph Relationships: On Database, Big Data, and Cloud
- Deploying Oracle Database in the Cloud with Exadata: Technical Deep Dive
- Employee Onboarding: Onboard – Faster, Smarter & Greener
- Deploying Spatial Applications in Oracle Public Cloud
- Analytics in the Oracle Cloud: A Case Study Deploying SAS Retail Analytics in the Oracle Cloud
- BICS - For Departmental Data Mart or Enterprise Data Warehouse?
- Cloud Transition and Lift and Shift of Oracle BI Applications

## **Data Warehousing and ETL**

- Business Analytics in the Oracle 12.2 Database: Analytic Views
- Maximizing Join and Sort Performance in Oracle Data Warehouses
- Turbocharging Data Visualization and Analyses with Oracle In-Memory 12.2
- Oracle Data Integrator 12c: Getting Started
- Analytic Functions in SQL
- My Favorite Scripts 2017

## **Internet of Things**

- Introduction to IoT and IoT Platforms
- The State of Industrial IoT
- Complex Data Mashups: an Example Use Case from the Transportation Industry
- Monetizable Value Creation from Industrial-IoT Analytics

## **Spatial and Graph Summit**

- Uncovering Complex Spatial and Graph Relationships: On Database, Big Data, and Cloud
- A Shortest Path to Using Graph Technologies– Best Practices in Graph Construction, Indexing, Analytics and Visualization
- Build Recommender Systems, Detect Fraud, and Integrate Deep Learning with Graph Technologies
- Building a Tax Fraud Detection Platform with Big Data Spatial and Graph technologies
- Maps, 3-D, Tracking, JSON, and Location Analysis: What’s New with Oracle’s Spatial Technologies
- Deploying Spatial Applications in Oracle Public Cloud
- RESTful Spatial services with Oracle Database as a Service and ORDS
- Custom Maps in Oracle Big Data Discovery with Oracle Spatial and Graph 12c
- Smart Parking for a Smart City
- Using Oracle Spatial and Graph at Los Angeles and Munich Airports
- Analysing the Panama Papers with Oracle Big Data Spatial and Graph
- Apply Location Intelligence and Spatial Analysis to Big Data with Java

### **Example Hands-on Labs from BIWA Summit 2017:**

- Using R for Big Data Advanced Analytics and Machine Learning
- Learn Predictive Analytics in 2 hours! Oracle Data Miner Hands on Lab
- Deploy Custom Maps in OBIEE for Free
- Apply Location Intelligence and Spatial Analysis to Big Data with Java
- Use Oracle Big Data SQL to Analyze Data Across Oracle Database, Hadoop, and NoSQL
- Make the most of Oracle DV (DVD / DVCS / BICS)
- Analyzing a social network using Big Data Spatial and Graph Property Graph

***Submit your abstract(s) today, good luck and hope to see you there!***

[See last year’s Full Agenda from BIWA’17.](#)

Tuesday, January 31, 2017					
BIWA SUMMIT 2017 WITH SPATIAL SUMMIT				Tracks	
<p>THE Big Data + Analytics + Spatial + Cloud + IoT Everything Cool Next Conference January 31 - February 2, 2017</p>				Internet of Things	Advanced Analytics
				Mobile & Cloud	Big Data
				Cloud/Enterprise & IoT	Big Data Intelligence & Visualization
				General	Cloud Computing
7:45 BREAKFAST & REGISTRATION					
8:30 Welcome: Break 100 & Oracle Dan Vlamis, BIWA Summit '17 Co-Chair					
9:00 Featured Path: Oracle Big Data Management in the Cloud Neil Muralidharan, Oracle Auditorium (228Q)					
10:00 TRANSIT					
10:15 Auditorium	Rm 102	Room 103 Spatial Summit	Rm 203	Rm 104	Rm 202
Abstracts, Clouds, Spatial, and Data Visualization - On Demand The Data and Cloud Award Banquet, Oracle (228A)	Building Analytics in the Oracle IoT Platform, Analytics, Visual Data Mining and Analytics Center, Vijaya Subrahmanya (228B)	Check Cloud Cookbook for Professionals Recent Updates, Oracle (227J)	Integrating the World's Location Analytics, Oracle John Deane, GE (228C)	Customer Analytics DTC for a global retailer Using Oracle Advanced Analytics Marvin Pechman, SAP/ET of Consulting (228D)	Make the most of Oracle Big Data (1700)1100 Thomas Loring, Oracle (228E)
11:00 TRANSIT					
11:20 Oracle Advanced Analytics 12c in the Enterprise & Cloud Store Rajeev Kumar, Oracle, MIT Sudhakar Kumar, Oracle (228F)	Big Data Solution Architecture Jeff Wagner, GE Business Intelligence, LLC (228G)	Mean, IoT, Tracking, 2D/3D, and Location Analytics, Oracle, IBM, with Oracle Spatial Infrastructure Siva Prasad, Oracle (228H)	Delivering Oracle Database in the Cloud with Exadata Technical Deep Dive Ravi Srinivasan, Oracle (228I)	Introducing Data Visualization and Analytics with Oracle Data Miner 12c Rajeev Kumar, SAP (228J)	Make the most of Oracle Big Data (1700)1100 Thomas Loring, Oracle (228K)
12:15 LUNCH & PARTNER LIGHTNING ROUNDS Auditorium Fast and Fun 5 Minute Presentations from Each Partner—Must See!					
1:00 Oracle Big Data Analytics User Groups Presentations in Oracle CloudStore The Data and Cloud Award Banquet, Oracle (228L)	Oracle Data Integrator 12c: Getting Started Michael Gentry, Oracle (228M)	Defining Smart Applications II Sudhakar Kumar, Oracle (228N)	Data Visualization in Smart Enterprise - A Case Study City of New York, Esri/Oracle (228O)	Business Collaborative Cloudware - Oracle, Oracle, Axiom, and Axiom, Oracle, Oracle, Oracle, & Oracle, Oracle (228P)	Learn Oracle Analytics 12c In 2 Hours! Oracle Data Miner Charles Morgan, Oracle The Vision, Oracle Software Jai Lakshmi, Oracle Analytics (228Q)
2:10 VENDOR BOOTH BREAK					
2:40 Addressing Big Data Communication User Experiences in Data Visualization The Vision, Oracle, Oracle (228R)	My Analytics Single API? Pavni Choudhry, Oracle (228S)	Custom cases in Oracle Big Data Discovery with Oracle Spatial and Graph, IBM David Lerner, Oracle (228T)	Analytics in the Oracle Cloud: A Case Study Introducing Smart Analytics in the Oracle Cloud Madhava Subrahmanya, Oracle (228U)	Why Apache Spark has become the de facto Big Data engine Ravi Srinivasan, Sky Data Trust (228V)	Learn Oracle Analytics 12c In 2 Hours! Oracle Data Miner Charles Morgan, Oracle The Vision, Oracle Software Jai Lakshmi, Oracle Analytics (228W)
3:30 TRANSIT					
3:45 Make Your Data Data a Smart Find and with Oracle Data Visualization, Oracle Make Oracle, Oracle Intelligent Reports and Alerts, Oracle Panel for Analytics (228X)	How Option Traders leverage Oracle BI Analytics to Predict Stock Movements Ravi Muralidharan, Oracle (228Y)	Analyzing the Panama Papers with Oracle Spatial and Graph Dimitris Moutafis, Tableau, Oracle (229Z)	The State of Industrial IoT Sudhakar Kumar, GE (229A)	BC3: For Departmental Data Meet at Enterprise Data Warehouse Mark Vashishta, APL Computer (229B)	Apply Location Intelligence and Spatial Analytics in Big Data with IBM Siva Prasad, IBM, Oracle, Oracle (229C)
4:15 TRANSIT					
4:30 Cloud Transition and IoT and Smart Data Analytics and Visualization, Oracle Cloud Computing (229D)	Using Big Data Analytics for Predictability and Performance Mehmet Huseyin, Oracle (229E)	A Structured Path to Using Cloud Technologies Panel Discussion in Oracle CloudStore, Oracle Analytics and Visualization Zhu Xu and Peter Vashishta, Oracle (229F)	Smart Analytics Enabled by Visualization and Analytics Using 12c Animesh, Oracle (229G)	Clouded Data Migration in Enterprise User Cases From the Transportation Industry Mehmet Huseyin, APL Computer (229H)	Apply Location Intelligence and Spatial Analytics in Big Data with IBM Siva Prasad, IBM, Oracle, Oracle (229I)
6:00 WELCOME RECEPTION SPONSORED BY DELLOITTE					
7:00 ADJOURN					

Dan Vlamis and Shyam Nath , Oracle BIWA Summit '18 Conference Co-Chairs