

* ISG[®] AI Impact Summit

September 9 & 10, 2024
London



Build Your AI Future

Artificial intelligence is reshaping the world. It represents a seismic shift in the way businesses operate and deliver value. AI helps enterprises navigate the complex data landscape, derive meaningful insights, predict future trends, and make decisions with unparalleled accuracy.

The ISG AI Impact Summit will offer engaging presentations, interactive panels, and networking opportunities. You will walk away with the actionable knowledge and an end-to-end perspective of AI, not just as a technology, but as a critical aspect of business strategy.

What You'll Discover

Intelligent Outsourcing: AI's Role in Driving Efficiency & Innovation

Explore the impact of artificial intelligence (AI) on Information Technology Outsourcing (ITO), revolutionizing traditional practices and redefining service delivery models.

The Journey of IT & AI: Disrupting & Refining Business Processes

Discover how AI technologies are reshaping traditional IT practices through automation, predictive analytics, and advanced algorithms to revolutionize IT operations, and drive efficiency, innovation and agility.

Harnessing AI in Business Engineering & Product Development

Learn how the integration of AI technologies such as machine learning, robotics and computer vision with engineering processes are enabling automation, optimization, and innovation across diverse industry sectors.

Beyond the Hype: Assessing Risks & Concerns Surrounding AI Implementation

Obtain insights into the complex landscape of AI risks, strategies for mitigation, and responsible AI adoption.

Meet the Speakers



John Cairney

General Manager for Digital
Strategy & Architecture,
Scottish Water



Emma Di iorio

Senior Data Privacy
Directo,
Diageo



Jagvinder Kang

Partner,
Mills & Reeve LLP



Clare Simmons

Group Head of Vendor
Management and Global
Partnerships,
Bupa



Manivannan Janakiraman

Senior Product Manager,
London Stock Exchange
Group



Axel Philip

Strategy Director,
Danske Bank



Ravi Jay

Head of Agile Delivery,
Jaguar Land Rover



Natalia Konstantinova

Architecture Lead in AI,
BP



Oliver Patel

Enterprise AI
Governance Lead,
AstraZeneca

Meet the Speakers



Aditi Pandey

Head of Sourcing & Vendor
Management,
NRK



Robert Chilvers

Chief Data & AI Officer,
Newcross Healthcare



Nikolas Schriefer

Director of Product -
Global AI,
HelloFresh



Donatien Chedom Fotso

Applied AI Lead - Data
Science CoE, SVP,
Deutsche Bank



Kieran Gilmurray

CEO,
KieranGilmurray.Com



Arsalan Baig

Global Data Science
Manager,
Barilla



David Sully

CEO,
Advai



Debasis Bisoi

Senior Vice President,
Bosch Global Software
Technologies



James Drayson

CEO,
Appella AI



Hitesh Patel

Global Digital Director,
IHG



Rajesh Rajappan

Chief Strategy Officer,
Hitachi Digital Services



Matt Falconer

CEO,
Instruct



Eryn Peters

Editor,
Weekly Workforce



Laura Colvine

Sales Director,
Capgemini



Jagath Subramaniam

Vice President - Experience,
Engineering & Data,
Zensar



Yami Trequesser

Project Director,
Value Retail PLC



Vijay Anand Guntur

CTO,
HCLTech



Andy Carter

Digital Transformation
Director,
Dyer and Butler

Meet the Speakers



Lakshmi Varada

Vice President -
Engineering & Operations,
Zooplus



Liam Cadd

Digital Director - Strategy,
CX and Delivery,
Sky



Mark Farbrace

Managing Director,
Accenture



Simon Mitchell

EMEA Enterprise
Platforms Growth Lead,
Accenture



Matt Aslett

Director of research,
ISG



Dorotea Baljevic

Principal Consultant - AI
expertise, ISG



Dennis Bork

Director,
ISG



Lois Coatney

Partner,
ISG



Ant Drake

Partner
ISG



Iain Fisher

Director,
ISG



Philipp Glatz

Partner, DACH Lead
Manufacturing,
ISG



Gaurav Gupta

Partner & Head, Industry
Transformation & Digital
Engineering, ISG



Steven Hall

President, EMEA and
Chief AI Officer,
ISG



Philipp Heinemann

Director,
ISG



Eleanor Matthews

Director,
ISG

Summit Agenda

Day 01 - Monday, 9 September 2024

12:30 - REGISTRATION & LIGHT LUNCH
13:00

13:00 - SUMMIT WELCOME
13:10



Eleanor Matthews
ISG

13:10 - ISG PREDICTS: Welcome to the Cambrian Era
13:30

The world has seen a Cambrian explosion of generative AI applications in the last decade. Companies across industries have rushed to get to grips with concepts like neural networks, diffusion models and natural language processing, and have encountered a wide array of risks and opportunities. In this session, ISG's EMEA President and Chief AI Officer Steve Hall discusses the ongoing evolution of generative AI, sharing perspectives on the firms, investors and regulation driving change in a dynamic and unpredictable market.



Steven Hall
ISG

13:35 - FEATURED SESSION: How to Deliver Value at Scale
14:05 with GenAI

In this session, we will explore insights from Accenture's 2000+ GenAI projects, demonstrating how businesses can drive value at scale through the strategic implementation of GenAI. We will discuss

key learnings, practical recommendations on beginning your GenAI journey, and the essential skills required to effectively integrate GenAI into your organisation.



Steven Hall
ISG



Mark Farbrace
Accenture



Simon Mitchell
Accenture

14:10 - 14:40 **INDUSTRY SPOTLIGHT INTERVIEW: AI on Tap at Scottish Water**

UK utility Scottish Water has been using AI in its business for the last 10 years. In this interview, the firm's chief technology officer John Cairney shares insights into practical AI deployment; opportunities presented by developments in generative applications; and the trajectory of AI.



John Cairney
Scottish Water



Steven Hall
ISG

14:40 - 14:55 **NETWORKING BREAK & INNOVATION LABS**

Explore the pioneering technologies shaping the future of business.

14:55 - 15:00 **THEME: Intelligent Outsourcing: AI's Role in Driving Efficiency & Innovation**

15:00 - 15:30 **FEATURED PRESENTATION: Applying Generative AI to the Right Problems in the Right Way**

Join AI leaders and champions from ISG Sky, Value Retail, Dyer and Butler and Zensar as they discuss applications of Generative AI in

their business. They'll discuss:

- How they're picking the right problems to solve with generative AI
- The best long and short term applications of Gen AI you've seen today
- How they're balancing risk with reward
- How they're measuring value and learning from the creative applications



Steven Hall
ISG



Liam Cadd
Sky



Andy Carter
Dyer & Butler



Jagath Subramaniam
Zensar



Yami Trequesser
Value Retail PLC

15:35 - 16:05 **PANEL: Optimising Operations: AI's Role in Intelligent Outsourcing**

This panel discussion focuses on AI-related changes in business outsourcing services, bringing together three technology experts to explore the rapid transformation of the sector. Our panellists will explore and debate the impacts of AI proliferation on outsourcing models, including the widespread embrace of process automation, predictive analytics and productivity enhancement tools.



Dennis Bork
ISG



Axel Philip
Danske Bank



Arsalan Baig
Barilla



Clare Simmons
Bupa



Kieran Gilmurray
KieranGilmurray.Com

16:10 - **FEATURED INTERVIEW: Beyond the Hype: Accelerating the Journey of AI Implementation**
16:40



Steven Hall
ISG



Vijay Anand Guntur
HCLTech

16:45 - **ISG STARTUP CHALLENGE**
17:35

Entrepreneurs go head-to-head in this session, pitching their AI solution to a panel of industry judges and our audience. After weighing up the Startup pitches, attendees will be given the chance to vote on their preferred solution.



Ant Drake
ISG



Iain Fisher
ISG



James Drayson
Appella AI



Donatien Chedom Fotso
Deutsche Bank



David Sully
Advai



Matt Falconer
Instruct

17:35 - **CHAIRMAN'S CLOSE DAY 1**
17:40



Eleanor Matthews
ISG

17:40 - **WELCOME RECEPTION**
18:30

18:30 - WELCOME DINNER
20:30

Day 02 - Tuesday, 10 September 2024

08:00 - REGISTRATION & BREAKFAST
09:00

09:00 - SUMMIT WELCOME
09:15



Eleanor Matthews
ISG

09:15 - ISG PREDICTS: The Industry Roadmap: Your
09:40 Opportunity for AI

There's no single way to think about AI. For some, the technology is nothing short of transformative, promising to reshape the way we work and do business for the better. For others it's a source of risk, creating new challenges that companies will have to understand and negotiate to survive. In this session, ISG Director Iain Fisher systematically explores the key AI trends that enterprises need to consider, discussing the opportunities — and pitfalls — that firms are likely to encounter over the coming years.



Iain Fishers
ISG

09:45 - INDUSTRY SPOTLIGHT: AI Governance and
10:15 Compliance: A Practical Playbook

Mainstream adoption of AI applications means new risks for firms — risks which are not always well understood. Lacking appropriate

controls can result in significant impacts on firms and their reputations, making comprehensive AI governance policies critical. AstraZeneca's enterprise AI governance lead Oliver Patel will join ISG's Eleanor Matthews to explore the effective design and implementation of controls; adoption and non-adoption risks; responsible AI use; and addressing information asymmetry between sectors and among customers.



Eleanor Matthews
ISG



Oliver Patel
AstraZeneca

10:15 - **Technology Trivia**
10:20

10:20 - **NETWORKING BREAK & INNOVATION LABS**
10:35
Explore the pioneering technologies shaping the future of business.

10:35 - **THEME: Harnessing AI in Business Engineering &**
10:40 **Product Development**

10:40 - **ISG INSIGHTS: Maximising AI Impact: Cultivating**
10:50 **Talent, Data, and Collaboration**

Alone, AI won't transform a business. Like any new technology, successful deployment and implementation depends on having the right talent and the right information. The integration of AI technologies into engineering workflows has the potential to drive innovation, increase efficiency and enable multiplier effects that ultimately revolutionise the way products are designed, manufactured, consumed, and maintained. Discover the approach you should be taking to augment existing AI initiatives and the benefits that you should be receiving.



Gaurav Gupta
ISG

10:55 - 11:25 **PANEL: How Data Driven Can You Be?**

Designing, deploying or onboarding an AI application is no simple task. But what comes next — upscaling, maintenance and data management — might be just as challenging. In this panel discussion, our industry experts will discuss the challenges facing organisations looking to integrate AI capabilities.



Philipp Glatz
ISG



Debasis Bisoi
Bosch Global Software
Technologies



Robert Chilvers
Newcross Healthcare



Nikolas Schriefer
HelloFresh

11:30 - 12:00 **FEATURED INTERVIEW: AI-Driven Convergence: Where IT meets OT and Industries Transform**

As industries undergo rapid digital transformation, the convergence of Information Technology (IT) and Operational Technology (OT) has become a critical enabler of innovation and efficiency. This session delves into how Artificial Intelligence (AI) is the driving force behind this convergence, bridging the gap between IT and OT systems to create smarter, more connected operations. Explore how AI is re-shaping traditional industry boundaries, facilitating real-time data integration, predictive analytics, and automation, ultimately transforming how businesses operate.



Gaurav Gupta
ISG



Rajesh Rajappan
Hitachi Digital Services

12:00 - **Technology Trivia**
12:05

12:05 - **LUNCH & ROUNDTABLE TOPICS**
13:00

13:00 - **INDUSTRY SPOTLIGHT: Unlocking the AI Code --**
13:30 **Beyond the 'Terminator'**

In this session, leading tech lawyer Jagvinder Kang discusses the legal implications of the mainstreaming of AI, tackling major topics like the European Union's upcoming AI legislation; corporate AI governance and due diligence; and responsible use of AI applications. Jagvinder will also spin the "risk roulette" wheel, exploring the myriad threats — legal, compliance-related, reputational and otherwise — that accompany the adoption of AI tech.



Jagvinder Kang
Mills & Reeve LLP

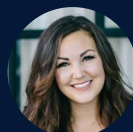
13:30 - **THEME: Beyond the Hype: Assessing Risks & Concerns**
13:35 **Surrounding AI Implementation**

13:35 - **ISG INSIGHTS: Achieving Maximum Value in your AI**
14:05 **Implementation**

Like any technology, the successful implementation of generative AI applications requires buy-in across organisations. How prepared are your teams for new approaches, and how are you working to communicate the value of your planned tech overhauls internally? Explore the importance of effective organisational engagement in enterprise-level tech experimentation and adoption.



Lois Coatney
ISG



Eryn Peters
Weekly Workforce

14:10 - PANEL: Regulation, Innovation and Enterprise Value

14:40

As firms implement AI, the most successful will carefully consider both existing regulation and the potential form of future rulemaking. This panel discussion focuses on the coexistence of innovation and adherence to strict regulatory standards and will explore how companies can work to provide clarity to clients and partners in a period of heightened uncertainty.



Dorotea Baljevic
ISG



Emma Di iorio
Diageo



Ravi Jay
Jaguar Land Rover



Manivannan Janakiraman
London Stock Exchange
Group



Aditi Pandey
NRK

14:40 - Technology Trivia

14:45

14:45 - NETWORKING BREAK & INNOVATION LABS

15:00

Explore the pioneering technologies shaping the future of business.

15:00 - THEME: IT after AI: Disrupting and Refining Business Processes

15:05

15:05 - ISG INSIGHTS: The Future of IT and Business Operations — Powered by AI?

15:15

Explore AI's potential impact on business operations through a range of real-world use cases. Is a focus on AI arbitrage as a route to incremental cost savings the most likely scenario for most

businesses or should companies be thinking bigger?



Philipp Heinemann

ISG

15:20 - 15:50 **PANEL: Beyond Efficiency: Navigating the AI Revolution in Business Innovation**

Discover how AI is reshaping business beyond mere cost savings. Explore its role in strategic innovation, ethical considerations, and the future of work. Our panel of experts will unpack AI's transformative impact across sectors, offering insights into leveraging AI for competitive advantage and sustainable growth. Navigate the complexities of AI in business and envision its potential to redefine industry standards.



Ant Drake

ISG



Natalia Konstantinova

BP



Hitesh Patel

IHG



Lakshmi Varada

Zooplus



Laura Colvine

Capgemini

15:55 - 16:05 **ISG INSIGHTS: Intelligent Applications & The Application of Intelligence**

ISG Director of Research, Data and Analytics Matt Aslett will discuss the emergence of truly intelligent software — an application of AI beyond conventional automation. There is more to AI than improved efficiency; Matt will share views on the advent of adaptable, thinking software which understands user needs and what it might mean for your business.



Matt Aslett
ISG

16:10 - CLOSING REMARKS: Turning Notes into Actions

16:25

After a day of great content, what do you do with it? ISG will provide guidance on what your next steps should be for your digital transformation!



Eleanor Matthews
ISG

16:25 - CLOSING RECEPTION

17:15

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Conference Venue



Park Plaza Victoria London

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