

TDWI MÜNCHEN digital

21 - 23 June 2021 | online conference

Advancing all things data.
The premier event for Data & Insights

**CALL FOR
CONTRIBUTIONS**

Call for Contributions

TDWI München digital

21st – 23rd June 2021

We invite you to share your expertise and knowledge with the TDWI community by applying to present at **TDWI München digital**, the leading international conference for Data & Insights in Germany.

TDWI München returns. Failed due to the Corona Pandemic, TDWI München will take place in 2021 with a curated programme of events. The conference will be held as a **digital event** due to the changed conditions caused by the pandemic.

In contrast to the TDWI Virtual formats introduced in 2020, the program at TDWI München digital is curated by the advisory board based on this Call for Contributions.

In the digital version of the TDWI conference, the length of lectures is reduced to 30 or 60 minutes. Each lecture is followed by 10 minutes of Q&A, during which delegates can ask speakers their specific questions.

More and more companies have identified **the targeted use of data as a key pillar of sustainable competitive success**. In addition, fueled by Big Data, Analytics, and an AI boom in recent years, many **exciting initiatives** have been launched in which innovative analytics solutions have emerged.

The potential is far from exhausted; Companies are experimenting e.g., increasingly with Natural Language Processing, Process Mining and Social Network Analysis, new approaches to Ensemble Learning, and the ever-growing field of Deep Learning – this in addition to the often established but always addressed field of Business Intelligence including ETL, Data Warehousing, On-Line Analytical Processing, reporting, etc. new tools, architectural environments and supportive functionalities promise to open the door to sophisticated analytics technologies for broad user groups (automated service engineering, automated data engineering and model selection, or cognitive computing).

This is underpinned by improved accessibility of data storage and analysis infrastructure. Sophisticated cloud analytics platforms, containerized infrastructure provisioning, serverless computing, data science notebooks, and the proliferation of analysis-oriented programming languages, such as Python, R, etc. the hurdles of embedding analytics in enterprise IT. With the

maturity of the solutions, there is growing realization that Big Data and Analytics also need governance and should be embedded in overarching BIA governance initiatives.

This concerns the data itself, the tools used, and the models developed and operationalized. It is becoming increasingly clear that the grown knowledge base in the field of Business Intelligence has relevance for the Analytics and Big Data context, too. Basically, a targeted exploration of the interplay between Business Intelligence and Analytics, Artificial Intelligence and Cognitive Computing as well as the concept of overarching organizational, system, and data management concepts seems appropriate.

Objective of the TDWI 2021 conference

The conference's aim is to present, discuss, and link innovative concepts, approaches, and implementation experiences in the field of Business Intelligence and Analytics, Artificial Intelligence, Cognitive Computing, etc.

Regardless, contributions with topics out of the area of discourse from Strategy, Management & Organization, Data Management, Business Analytics, Technology & Architecture **to special tracks in automotive industry, retail, banking, insurance & finance, or Internet of Things (IoT).**

Submissions of use cases and case studies by business users are explicitly desired. In the first selection round of the advisory board, only use cases and case studies of business users will be reviewed and selected.

The technical programme will be completed in a second selection round.

Possible contributions can address the following topics, but they are not limited to:

- BIA governance, development, and operational concepts as well as their tool support
- People/Organisation & Cultural Change
- Data-driven systems: BIA as the basis of digital business models / Data Monetization / BIA in the digital transformation / BIA in the innovation process
- Innovative BIA Application Domains (e.g., BIA in Logistics, BIA and Smart Farming, BIA in Energy / Internet of Energy, BIA and Health Care, BIA in Public Administration)
- BIA in the context of the topics "Internet of Things" and "Industry 4.0"
- Integration and evaluation of customer data (e.g., from Mobile BIA and Wearable BIA, BIA and Augmented / Virtual Reality) to customer journeys
- Smart Cities / Digital Citizen
- Advanced, Predictive, and Visual Analytics
- Natural language processing, Chat Bots / text mining, process mining, image mining, social network analysis & co.

- Business applications of artificial intelligence and deep learning: Convolutional Neural Networks, Deep Recurrent Neural Networks, Deep Reinforcement Learning, Deep Autoencoder, Generative Adversarial Networks & Co.
- BIA and Big Data / NoSQL / In-Memory BIA, Analytical Databases
- Agile BIA, self-service BIA and sourcing concepts (BIA aaS)
- DevOps / Data Ops / AIOps
- Metadata management, data quality, and master data management in the BIA environment
- Data Science Platforms, Model Distribution and Operationalization, Model Management
- BIA across company boundaries
- Process-oriented BI, Operational BI, Process-centric BIA, Business Process Intelligence, etc.
- Cloud-based BIA: BIA with Microservices, Containers, Function as a Service / Serverless Computing
- Blockchain

Further topics and related ideas are welcome.

Please feel free to pass on this call for contributions to your colleagues.
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Special Track Finanzindustrie

Track Chair Dr. Andreas Totok

The industry track for the financial industry has become an established meeting place for BI and AI interested participants from banks and insurance companies at TDWI München digital. The TDWI and Track Chair Dr. Andreas Totok cordially invites you to submit your presentation proposal for the Special Track Financial Industry. The track language is German.

- Praxisberichte über BI-Anwendungen in Banken und Versicherungen
- Datenbasierte Digitalisierung
- Big-Data-Anwendungen
- Einbindung von Daten aus sozialen Medien und mobilen Devices
- Data Science und Methoden der KI in datengetriebenen Geschäftsprozessen
- Speziallösungen für Analyse und Simulation
- Prozessmonitoring und -optimierung
- Anforderungen aus dem regulatorischen Meldewesen
- Umgang mit individuellen Datenverarbeitungslösungen (IDV)
- Gestaltung von reversionssicheren datengetriebenen Prozessen sowie weiterer Governance-Aspekte
- Datenqualitäts- oder Stammdatenmanagement

Academic Track

Track Chair Dr. Henning Baars

Together with the BI section of the German Informatics Society, we will present the Academic Track at the TDWI München digital.

In the environment of BI & Analytics, the focus is on the consideration of polystructured data sources, the integration of more sophisticated analysis procedures and an orientation towards agility aspects. This raises questions about data quality, data security and data protection, among other things, which are discussed from a scientific perspective.

We invite all researchers to submit their academic papers.

Workshops, Interactive & Hands-On Sessions

Submissions of interactive formats and hands-on sessions such as **workshops** and **hackathons** are appreciated and will be preferred in the consideration process.

Please adapt the format of your session to the requirements of a digital format in regards of Efficient use of time, depth of content, interactivity, entertainment, etc.

Submissions

If you have a presentation or seminar that fits the above requirements and would like to submit a proposal, **please use the online form only:**

<http://confcall.sigsdatacom.de>

Choose: TDWI München digital

Please submit your proposal in the language the seminar/session will be given.

For further information please check: <http://www.tdwi-konferenz.de>

Important Dates

Submission Deadline: **27th January 2021**

Notification: March 2021

Important Information

TDWI conferences are a multivendor and independent event. **We accept only vendor neutral proposals.**

To meet the high expectations of our delegates and target groups, we kindly remind you to focus your presentation on your submitted topic.

As a matter of course, please be aware to have **just one slide about you and your represented company**. We want to ensure comparable presentations of all speakers and to meet the event's standard to deliver high quality content to the participants.

It is not permitted to include more slides outside the presentation's subject area, especially information regarding you or your company.

We would appreciate receiving your presentation slides in advance of the conference. Please **send all final presentations** to Wolfgang.Reuter@sigs-datacom.de **no later than 7 June 2021**.

Evaluation Criteria

The present evaluation criteria for submissions are:

- Quality, expertise, and depth of the submission
- Relevance for the conference
- Level of innovation
- Overall impression

Sessions

Please note that standard sessions at TDWI conferences are

- Short Session (30min talk + 10min Q&A)
- Long Session (60min talk + 10min Q&A)
- Workshop (up to 120 min)

Please adapt the format of your session to the requirements of a digital format in regards of efficient use of time, depth of content, interactivity, entertainment, etc.

We accept only vendor neutral proposals.

Seminars can be held in German or English as **Basic Classes**, **Advanced Classes**, or **Professional Classes**.

Requirements of Submission

All proposals must include the following detailed information for consideration:

- title of seminar contents - 60 characters, incl. blanks
- short descriptions of seminar contents:
 - Short Session (30min + 10min Q&A) – 550 characters, incl. blanks
 - Long Session (60min + 10min Q&A) – 550 characters, incl. blanks
 - Workshop (up to 120min)– 550 characters, incl. blanks
- detailed outline of the presentation or seminar content (first draft of table of content/structure)
- target audience
- prerequisites
- degree of difficulty (Basic, Advanced, Professional)
- CV of speaker (including educational experiences)
- Please point out track or category and topic

Notification of Acceptance

The final decisions regarding which proposals will be included in TDWI München digital will not be made before March. In some cases, we may contact you for additional information before making our final decision.

Thank you very much in advance for contributing to the success of TDWI München digital by submitting your proposal. If you have any questions, do not hesitate to contact us at any time.

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