



INVENTING YOUR FUTURE:

join us for an engaging day with industry thought leaders

Accelerating Success Through Technology

MAY 20, 2015

2015 MIT Sloan CIO Symposium Agenda

7:00	Registration and Continental Breakfast <i>Kresge Courtyard Tent</i>
8:15	Welcome to the 12 th Symposium
8:30	The Board, CEO and CIO Roles in Dealing with Digital Disruption
9:30	Academic Keynote Panel: The Impact of Automation
10:30	Coffee/Networking Break
11:00	Platform Shift: How New Business Models are Changing the Shape of Industry and the Role of CIOs
12:15	Networking Lunch <i>Rockwell Cage, Main Court</i> Lunch Breakout/Healthcare: Inventing Continuity of Care (session full) <i>Twenty Chimneys – 3rd floor, Stratton Center</i> Lunch Breakout: Pushing the Envelope on Cloud (session full) <i>Sala de Puerto Rico – 2nd floor, Stratton Center</i>
1:30	Demand Shaping: How IT Becomes a Distinctive Advantage Cybersecurity: New Approaches to Assessing and Maximizing Your Protection <i>Kresge Little Theatre</i> The Internet of Things: Challenges for a Connected World <i>Sala de Puerto Rico – 2nd floor, Stratton Center</i> Getting the Data: Approaches to Managing Personal Data <i>Mezzanine Lounge – 3rd floor, Stratton Center</i>
2:30	Coffee/Networking Break
3:00	The Influence of Digital on CIO Leadership Cashing In On Your Data <i>Kresge Little Theatre</i> Inventing the Digital Workplace <i>Sala de Puerto Rico – 2nd floor, Stratton Center</i> The Future (and Potential) of Large-Scale Digital Experiments <i>Mezzanine Lounge – 3rd floor, Stratton Center</i>
4:00	Break
4:15	General Session: Leading Digital: A Manifesto for IT and Business Executives
5:15	Closing Keynote: Objects in the Future are Closer Than They Appear
5:30	Innovation Showcase Evening Reception and Networking <i>Kresge Courtyard Tent</i>



2015 MIT Sloan CIO Symposium Panel Descriptions

MORNING SESSIONS

8:30 The Board, CEO and CIO Roles in Dealing with Digital Disruption

Digital disruption is a real threat as well as an opportunity to many industries. In a recent MIT survey, board members estimated that 32% of their company's revenues were under threat from digital disruption. Responding to, or taking advantage of, digital disruption typically necessitates a change in business model—therefore, the CEO and board need to be involved—but they need the CIO's help. In recent years, MIT has worked with boards, CEOs and CIOs to learn how to deal with digital disruption. The moderator, Peter Weill, will share his experiences, complemented with MIT case studies and survey results, and will facilitate a conversation about how CIOs are helping their companies thrive in a digital economy.

9:30 Academic Keynote Panel: The Impact of Automation

Digital technologies are fundamental to the leading innovation-driven companies driving our economy. While technology is advancing rapidly, many organizations are not keeping pace. What's more, the gap between rapidly transforming technology and the slower pace of adoption will grow rapidly in the coming decades as exponential improvements in automation (AI, robotics, networks, analytics, and digitization) affect more and more of the economy. Inventing effective organizations (including their business models, infrastructure, and intelligent data uses) in the digital economy is one of the grand challenges for any Chief Information Officer. This session will discuss the trajectory of AI, robotics and automation, and put forth a call to arms for CIOs to embrace the opportunities they present to today's leading businesses.

11:00 Platform Shift: How New Business Models are Changing the Shape of Industry

Companies that can transform their traditional business models into platforms (or network models) will have a competitive advantage based on new insights into pricing, network effects, supply chains, and strategy. These principles show how dotcom companies like Airbnb, Amazon, Apple, and Uber managed, in a relatively short time, to attract millions of clients worldwide. But they apply also to traditional product companies like Sony, shoe companies like Nike, and spice companies like McCormick. New business models helped these companies extend existing transactions to new, associated products and services. Platforms beat products every time. This panel discussion will reveal the secret of Internet-driven platforms.



LUNCH BREAKOUTS

12:15 Pushing the Envelope on Cloud: Building the Foundation for a New Style of IT

Sala de Puerto Rico, Stratton Center (full, ticket required)

More often than not, technology takes center point in cloud discussions. This limited view misses important aspects of the application and IT operations transformation towards cloud and hence drastically understates the business benefit of cloud. This session will explain all essential elements of a cloud transformation journey including infrastructure, application, and IT process transformation and will highlight a best practices-driven adoption path that maximizes the ROI and lays a solid foundation for the New Style of IT needed in the new digital economy.

12:15 Inventing Continuity of Care *Twenty Chimneys – 3rd floor, Stratton Center (full, ticket required)*

The healthcare industry is in the middle of a socio-technological transformation. Today's "Continuity of Care" models are based on optimizing clinical and revenue processes in order to improve population health and quality of patient care across the "clinical care-touch" points. In reality, there is not much continuity of care. It breaks down quickly when the patient leaves the care setting.

Most care/wellness touch-points are outside the clinical care setting and are in the hands of patients—and are often dictated by socio-economic factors. Emerging mobile devices, wearables/sensors, clouds, and socio-cognitive analytics can play a crucial role by bridging clinical and non-clinical environments in order to provide a true continuity of care. In this session, the panelists will discuss how their organizations are going through such historic transformational change and how they are envisioning their data-driven true continuity-of-care delivery system.

- What key issues are we facing in delivering continuity of care?
- When/where can emerging data/cloud/mobile technological innovations help deliver complete continuity of care in the future?
- What are legal/ethical/privacy issues associated with data-driven continuity of care?

12:15 Networking Lunch *Rockwell Cage, Main Court*

We will have working lunches set up at tables, with "Birds of a Feather" topics posted on signs. Feel free to sit at a table about a topic of interest. Many tables will be facilitated by an 'expert' (speaker, sponsor, organizer) who will facilitate a lively and interesting discussion.

Be prepared to share business cards and get to know other Symposium attendees.



AFTERNOON SESSIONS

1:30 Demand Shaping: How IT Becomes a Distinctive Advantage

In the digital economy companies have nearly limitless opportunities to invest in technology. But most IT investments have little (and sometimes even negative) impact on financial performance. Companies cannot afford to invest in “nice to have” business changes. CIOs must lead the charge to ensure that IT investments—and the business changes they demand—have significant, sustainable impacts on performance. Top CIOs are changing the conversation around IT investment through a process we refer to as demand shaping. This session asks CIO panelists to discuss how they are changing the IT investment conversation and the impact of IT on financial performance.

1:30 Cybersecurity: New Approaches to Assessing and Maximizing Your Protection

Kresge Little Theatre

SEC Commissioner Luis A. Aguilar has warned that boards that choose to ignore, or minimize the importance of cybersecurity oversight responsibility, do so at their own peril. But how does an organization assess its preparation for cybersecurity and improve its protection? The panelists in this session will describe approaches being adopted by leading organizations and research addressing the strategic, managerial, and operational issues concerning Cybersecurity.

1:30 The Internet of Things: Challenges for a Connected World

Sala de Puerto Rico – 2nd floor, Stratton Center

According to forecasts, there will be more than 14 billion connected devices in the next five to seven years. The efficiencies from a connected world will drive improved user experiences in energy consumption, manufacturing planning, healthcare, and retail, to name a few. How companies respond to the promise of the Internet of Things will vary greatly, based on their own visions for a connected world, their current business models and the challenge of adapting to a “sharing” economy. Will businesses profit, what new revenue streams can be realized, and how might companies plan for the new products, services and architectures that will enable— and secure— the Internet of Things? Hear from a world-class panel of researchers, journalists, and executives on the trends and issues defining this disruptive business and technological phenomenon.

1:30 Getting the Data: Approaches to Managing Personal Data

Mezzanine Lounge – 3rd floor, Stratton Center

As companies begin to move to a “big data” world, they face the problem of acquiring additional data about customers, and the associated problems of privacy, liability, security, and ethical considerations in general. This session will present an approach to this problem that has been hammered out in discussions between senior regulators and CEOs of multinationals, discuss “living lab” experiments testing this new approach in the real world, and report on how multilateral organizations and nations are beginning to partner with private companies in order to allow them to exploit such data. The panelists will discuss and debate the merits of this approach, and comment on how they manage big data in their organizations.



3:00 The Influence of Digital on CIO Leadership

According to MIT research, CIOs have more strategic responsibilities in the digital age. They spend less time managing IT services and more time improving business processes and innovating for external customers. CIOs also are increasingly relied upon to build digital-savvy organizations; as a result, they spend more than a third of their time engaged with non-technical peers. This panel discussion with leading CIOs will explore best practices that expand strategic roles and foster digital leadership throughout an organization.

3:00 Cashing in on Your Data *Kresge Little Theatre*

In a digital economy, data (and the information it produces) is one of a company's most important assets—an asset companies are increasingly turning into a revenue stream. What types of data, whether generated from existing products and services or created from digitization, best lend themselves to monetization? We will explore the opportunities and challenges companies face when implementing data monetization strategies. We will also discuss the capabilities and skills needed for successful monetization.

3:00 Inventing the Digital Workplace

Sala de Puerto Rico – 2nd floor, Stratton Center

CIOs are facing new challenges in the workplace. Traditional work arrangements are under siege by BYOD, social media, collaboration tools, mobile, etc. Digital has changed the very nature of work. Millennials have very different expectations of work than baby boomers. How can CIOs help mold the new workplace and workforce? What does “talent” look like in the digital economy and how do organizations attract and retain digital workers?

3:00 The Future (and Potential) of Large-Scale Digital Experiments

Mezzanine Lounge – 3rd floor, Stratton Center

We are on the brink of a revolution in our understanding of human behavior, in part driven by a newfound ability to design and analyze complex social experiments at population scale. But digital experimentation is much more than just technology and analytics—it creates a powerful tool that helps us understand how to create influence over changing behavior on a broad scale through peer-to-peer interaction and communication. This session will focus on the mechanics and ethics of cheap, rapid, digital experimentation at scale, the implications for managers as well as workers, the benefits as well as the costs, and how organizations may use experimentation to understand the implications of different business strategies and public policies.



4:15 PM General Session: Leading Digital: A Manifesto for IT and Business Executives

Fueled by mobility, analytics, social media, cloud computing, and embedded devices, companies in every industry are mapping their way through the digital realm. Yet some firms are far outpacing others in their ability to derive new value from digital technology. These companies, in industries from banking to paint manufacturing, outperform their competitors and fight off digital startups. What is the difference? Digital Masters do more than just adopt technology. They transform their businesses through smart digital investment and strong leadership of change. IT executives have essential roles to play in digital transformation. This panel, which consists of CIOs and thought leaders from a range of industries, will show you how to be part of the strategic digital conversation.

5:15 PM Closing Keynote: Objects in the Future are Closer Than They Appear

These days, even the experts are surprised at the pace of technological progress. Faster robots, more and more autonomous cars, AI systems that quickly teach themselves to reach superhuman performance levels, and other advances are causing us to reexamine our assumptions about how much and how soon the business world will change. In what has become a CIO Symposium tradition, Andrew McAfee will wind up the day with a lively look at what's coming— and when.



Maps and Directions



MIT Kresge Auditorium, 48 Massachusetts Avenue, Cambridge, MA, 02139
(Nearest cross street, Amherst Alley and Massachusetts Avenue)

As an urban campus, there is no conference parking available on the MIT campus.

KENDALL SQUARE SHUTTLE

MIT will run a shuttle bus in the morning and again in the afternoon and evening, through the Innovation Showcase. The shuttle will pick up at the Kendall MBTA station, in front of the MIT Press Book Store.

- 7:00AM - 9:00AM - MBTA Kendall Square/MIT Press to Kresge Auditorium
- 5:30PM - 7:30PM - Kresge Auditorium to MBTA Kendall Square/MIT Press

www.mitcio.com



PARKING

As an urban campus, there is no conference parking available on the MIT campus.

Parking near the MIT campus

We encourage arriving by public transportation if possible, but if you wish to drive, the following public parking facilities are in the MIT area and may be used by visitors at MIT. Most are at least 0.5 mile walk to Kresge, about 15 minutes. Since rates are subject to change, please call for current rates.

Four Cambridge Center, Kinney System Closest to Shuttle Stop Entrance on Ames St. or Broadway 617-492-1956	University Park Closest to Kresge 55 Franklin St. 617-621-8023
City of Cambridge Municipal Garage 260 Green St. 617-349-4758	Hyatt Regency Hotel 575 Memorial Drive
One Memorial Drive 114 Main St. 617-621-1238	Cambridge Center North Garage 272 Binney St. off Broadway 617-621-7618

MIT Facilities has more information and a list of local parking facilities at:
http://web.mit.edu/facilities/transportation/parking/visitors/public_parking.html

Local cab companies

Ambassador Brattle Cab (Cambridge) Phone: 671-492-1100	Checker Cab of Cambridge Phone: 617-497-9000
Boston Cab Phone: 617-262-2227	Metro Cab (Boston) Phone: 617-242-8000
Cambridge Cab Company Phone: 617-498-0006	Town Taxi (Boston) Phone: 617-536-5000
Cambridge Taxi Phone: 617-492-7900	Yellow Cab (Cambridge) Phone: 617-547-3000



DIRECTIONS to MIT Kresge Auditorium

Note: there is no parking available at Kresge, see previous note

Please note that the Longfellow Bridge is currently closed to traffic westbound from Boston to Cambridge.

Driving from South:

Follow Rt. 3N or I-95N to I-93N. Take exit 26 for Storrow Dr West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right. **(Note: there is no parking available at Kresge, see previous note)**

Driving from West:

I-90 East (Mass Pike) to Exit 18, Cambridge/Somerville. Straight over bridge, turn right onto Memorial Drive. Turn left into Aubrey Street, just past the Hyatt Hotel. Turn right onto Vassar Street. Continue to Massachusetts Ave. Turn right onto Massachusetts Avenue. Turn right into Amherst Alley. Kresge Auditorium is to your right. **(Note: there is no parking available at Kresge, see previous note)**

Driving from North:

Follow I-95S to I-93S. Take exit 26 for Storrow Dr West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right. **(Note: there is no parking available at Kresge, see previous note)**

Driving from Logan International Airport:

Follow signs through Sumner tunnel to Storrow Dr. West, to the Massachusetts Ave., Rt.2A/N exit. Go right off of exit, over bridge. At second light, turn left into Amherst Alley. Kresge Auditorium is to your right. **(Note: there is no parking available at Kresge, see previous note)**

VIA PUBLIC TRANSPORTATION

From Subway Red Line:

From Boston or South: Take the Red Line to Kendall/MIT Square Station. Exit to street level and cross the street to MIT Press to take the MIT shuttle to Kresge Auditorium. You may also take the CT2 Ruggles via MIT/Kendall bus to 77 Massachusetts Ave. Kresge Auditorium will be on your right. Alternatively, you may walk by continuing on Main until Vassar Street. Turn Left, walk to Massachusetts Avenue. Turn left onto Massachusetts Avenue. Turn right into campus at 77 Massachusetts Avenue. Kresge Auditorium is across the open grass space on your left. It is a 10-12 minute walk.

From Harvard or Alewife Stations:

Take the Red Line to Central Square Station. Exit to street level. Take the CT1 BU Medical Center or the #1 Dudley Station via Mass Ave bus to 77 Massachusetts Avenue. Kresge Auditorium will be on your right.

From Subway Green Line:

Take the Green Line B, C or D trains to Hynes Convention Center/Massachusetts Ave stop. Exit the station and at the street take the #1 Harvard via Mass Ave bus or the CT1 Central Square Cambridge bus toward Cambridge and across the Mass Ave/Harvard Bridge to 77 Massachusetts Ave. Kresge Auditorium will be on your left.

Additional information about taking public transportation may be found at <http://www.mbta.com>.

www.mitcio.com