

PLATFORM STRATEGY SUMMIT

Hosted by the MIT Initiative on the Digital Economy

Agenda

- 7:45am Registration and Breakfast**
- 8:30am Welcome**
David Verrill, MIT Initiative on the Digital Economy
- 8:35am Panel: The Platform Year in Review and New Themes**
Geoffrey Parker, Dartmouth and MIT (Summit Chair)
Peter Evans, KPMG (Summit Chair)
Marshall Van Alstyne, Boston University (Summit Chair)
- 9:00am Building the Digital Platform for SAP**
Jan Gilg, SAP
- 9:30am Developer Ecosystems in the Age of Platforms**
Sam Ramji, Google
- 10:00am The Search for the Value Genome: Using AI and Machine Learning to Decode Business Model DNA**
Barry Libert, OpenMatters
- 10:20am Coffee Break**
- 10:50am Panel: AI and Machine Learning in Platforms**
Marshall Van Alstyne, Boston University*
Walid Ali, Intel Corporation
Steve Hill, KPMG
Ruchir Puri, IBM Watson
Xiangyu Wang, Tencent / Enterprise Product
- 11:35am From Services to Platforms: Deutsche Bank's Experience**
Markus Pertlwieser, Deutsche Bank
- 12:05pm The VC View of Platforms: Fireside Chat**
Andrei Hagi, MIT*
Simon Rothman, Greylock VC



MIT
INITIATIVE ON THE
DIGITAL ECONOMY

* Moderator

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- 12:35pm** **Lunch**
- 1:45pm** **A Platform for Digital Education**
Anant Agarwal, edX
- 2:15pm** **Panel: Platforms and Payments**
Peter Evans, KPMG*
Jeremy Neren, GrocerKey
Drew Weinstein, Velo Payments
Frank Young, Global Payments
- 3:00pm** **Digital Industrial Platforms: Integrating Edge, Cloud and Apps**
Danielle Merfeld, GE Global Research
- 3:30pm** **Coffee Break**
- 4:00pm** **Panel: Smart Connected Devices and the Internet of Things**
Geoffrey Parker, Dartmouth and MIT*
Carsten Becker, TÜV NORD Industry Services
Lilian Coral, City of Los Angeles
Chetan Desai, Schlumberger
Susanne Seitinger, Philips Lighting
Geoff Snelson, Milton Keynes Council
- 4:55pm** **Redefining the Internet of Things with Platform Innovation**
Hervé Coureil, Schneider Electric
- 5:25pm** **Closing Remarks**
Geoffrey Parker, Dartmouth and MIT
Marshall Van Alstyne, Boston University
- 5:30pm** **Reception**
- 6:30pm** **Adjourn**



* Moderator