

2016 Innovation Symposium:

The Intelligent Enterprise

September 27–28, 2016
Harvard University
Cambridge, Massachusetts



Hosted by the Technology and Entrepreneurship Center at Harvard



2016 Strategic Innovation Symposium:

The Intelligent Enterprise

Come to Harvard to learn how the Intelligent Enterprise can improve your operations, help you make better decisions, and ultimately grow your business faster.

The convergence of megatrends including the Internet of Things (IoT), mobility, and cloud computing have led to a new operational paradigm known as the Intelligent Enterprise.

As physical assets are given a digital voice, the Intelligent Enterprise allows businesses to run operations more efficiently and make better decisions with improved real-time visibility. Achieving greater enterprise asset intelligence offers businesses a sense of what is happening in their operations, provides them with a way to quickly analyze the information and gives them a platform to act on it to reach higher levels of growth, productivity, and service.

In order to further examine the Intelligent Enterprise, the Technology and Entrepreneurship Center at Harvard (TECH), with support from Zebra Technologies, is convening the 2016 Strategic Innovation Symposium: The Intelligent Enterprise. At the Symposium, we will define what an Intelligent Enterprise is and explore best practice and opportunities for organizations of varying sizes and industries. We will take a deep dive into topics concerning infrastructure, management, IoT technologies, and enterprise asset intelligence.



We will focus our learning, sharing and discussions around key questions, including:

- What are the key aspects and best practices of an Intelligent Enterprise?
- What resources are needed to seed and foster innovation in Intelligent Enterprise?
- What factors impact the readiness of businesses to transform their organizations?
- How can businesses leverage existing tech investments at the edge of their enterprise in converting the physical to digital?
- What successes, key learnings, and challenges do businesses face in this space and how do they overcome them?
- How can organizations become more intelligent regardless of their level of investment to date? And what can organizations do now to be future-ready?
- What is the explicit value of becoming a more intelligent enterprise in terms of productivity and service?

Key learnings from the Symposium will be gathered into a Findings Report that will evaluate key questions raised during the proceedings and feature relevant insights and case studies. Participants will receive priority access to insights and content.

This invite-only Symposium will bring together today's leading executives, experts, thought leaders, and policy makers to explore these important topics. Other applicants will be reviewed and accepted on a case-by-case basis. As attendance is limited, we encourage you to apply soon. This event is complimentary, and there is no tuition fee to attend. However, travel and hotel expenses are the responsibility of individual participants.

Learn more about the Symposium and apply to attend at:
<http://theinnovatorsforum.org/intelligent-enterprise>

Monday, September 26

6:00 – 8:00 PM

Beat Brasserie
13 Brattle Street

Cocktail Reception for the 2016 Innovation Symposium
(Hors d'oeuvres with Drinks)

Tuesday, September 27

8:00 – 9:00 AM

Harvard Faculty Club

Energizers: Coffee and Conversation

Registration Available

9:00 – 9:20 AM

Harvard Faculty Club

Welcome and Introduction

Overview of the symposium and its goals. This introductory session will frame the Symposium and identify key themes and ideas for exploration.

Introduction by: David S. Ricketts, Harvard University

Welcome by: Jeff Schmitz, CMO, Zebra

9:20 – 10:20 AM

Harvard Faculty Club

Internet of Things

Kevin Ashton, Author

10:20 – 10:50 AM

Harvard Faculty Club

The Intelligent Enterprise: Real-Time Data, Big-Time Returns

Tom Bianculli, VP of ETO, Zebra

10:50–11:20 AM

BREAK

11:20 – 12:00 PM

Harvard Faculty Club

Panel – Opportunities and Challenges for IoT in Business

12:00 – 1:00 PM

LUNCH - Small group conversation

1:00 – 1:45 PM

Harvard Faculty Club

Big Data and Machine Learning

Rich Rao, Global Head of Devices and Education, Google

1:45 – 2:30 PM

Harvard Faculty Club

Shared Mobility

Paolo Santi, MIT Senseable City Lab

2:30 – 2:50 PM

Harvard Faculty Club

Urban Mechanics

Nigel Jacob, Mayor's Office of New Urban Mechanics, City of Boston

2:50 – 3:20 PM

BREAK

3:20 – 3:40 PM

Harvard Faculty Club

Industry Trends and the Future of IoT

Anders Gustafsson, CEO, Zebra

3:40 – 4:30 PM

Harvard Faculty Club

Panel - Trends and Challenges in Intelligent System

4:30 – 5:00 PM

Harvard Faculty Club

Wrap-Up

Dr. David S. Ricketts, Technology and Entrepreneurship Center at Harvard University

5:00 – 6:00 PM

Optional: Guided Tour of Harvard, free time in Harvard Square

6:00 PM–

Dinner with Fellow Attendees

(Dinner is on your own, please see Yelp and OpenTable for suggestions in Harvard and Kendall Squares.)

Wednesday, September 28

9:00 – 9:30 AM

Harvard Faculty Club

InVision Thinking

Dr. David S. Ricketts, Technology and Entrepreneurship Center at Harvard University

9:30 – 10:30 AM

Harvard Faculty Club

Data and Trends in Intelligent Systems

Scott Drobner, Senior Director, Business and Market Intelligence, Zebra Technologies

10:30 – 11:00 AM

BREAK

11:00 – 11:45 AM

Harvard Faculty Club

Intelligent System in Healthcare

Tim Kottak, CIO, GE Healthcare

11:45 – 12:15 AM

Harvard Faculty Club

Big Data and Medicine

Yuri Quintana, Director, Global Health Informatics, BIDMC and Assistant Professor at Harvard Medical School

12:15 – 1:45 PM

LUNCH - Small group conversation

1:45 – 2:15 PM

Harvard Faculty Club

Sports Visualization with Player Tracking

Brent Lawton, Director, Media Strategy & Business Development NFL

2:15 – 3:00 PM

Harvard Faculty Club

Panel – The Intelligent Enterprise and the Future

3:00 – 3:15 PM

Harvard Faculty Club

Wrap-up and Future Focus

Dr. David S. Ricketts, Technology and Entrepreneurship Center at Harvard

3:15 PM

ADJOURN

2016 Strategic Innovation Symposium on The Intelligent Enterprise

HARVARD UNIVERSITY CAMPUS • CAMBRIDGE, MASSACHUSETTS • SEPTEMBER 27 & 28, 2016

EVENT SUMMARY

Symposium Location: Harvard University Campus
Harvard Faculty Club
20 Quincy St.
Cambridge, MA 02138

Key Times:

Monday, September 26th, 6pm to 8pm

Welcome Reception-- Beat Brasserie, 13 Brattle Street, Cambridge, MA 02138 -- Drinks and appetizers will be available.

Tuesday, September 27th, 8:30am to 4:30pm

Symposium Start -- Harvard Faculty Club, 20 Quincy Street, Cambridge, MA 02138

Tuesday, September 27th, 4:30pm to 5:30pm

Tour of Harvard Yard

Wednesday, September 28th, 9am to 3pm

Day 2 of Symposium -- Harvard Faculty Club, 20 Quincy Street, Cambridge, MA 02138

HOST HOTEL INFORMATION

Closest Hotel: Sheraton Commander, 16 Garden Street (on the Cambridge Common, northwest of Harvard Yard). This hotel has very limited availability.

Symposium Hotel: Boston Marriott Cambridge, 50 Broadway, Cambridge, MA 02142. Reserved rate is \$369/night. Book Reservations by calling Marriott Central Reservations at 1-800-228-9290 and referencing The Innovators Forum. The rate is valid through September 6, 2016.

CONTACT INFORMATION

Event Contact: You may call 617-830-2775 or email ie2016@theinnovatorsforum.org. Note that voicemail is transcribed into an email to the event staff, so please do leave a message if you call. You can reach us by email at ie2016@theinnovatorsforum.org.

** For more details and specific information on travel and event information, please refer to the information contained within this document.

Questions/Lost? Call 617-830-2775

EVENT DETAILS

Symposium: The Symposium will run from 8:30am to 4:30pm on Tuesday, September 27th and from 9:00am to 3:00pm on Wednesday, September 28th. The Symposium will be held at the Harvard Faculty Club on the grounds of Harvard University in Cambridge, MA.

Participants will be greeted and directed to the appropriate room upon arrival.

Coffee and light snacks will be provided at the breaks as well as lunch with your fellow participants on both class days.

Participants will be able to bring their luggage with them to the classroom location on September 28th and will be able to depart directly from there to Logan Airport, South Station, etc. through a taxi sign-up. Luggage will be monitored throughout the day.

Registration: Registration is available during coffee on September 27th from 8:00-8:30 AM.

September 26th:

Reception: There will be a reception held on Monday, September 26th from 6pm to 8pm at Beat Brasserie, 13 Brattle Street, Harvard Square, Cambridge. Drinks and appetizers will be available. Dress is casual, no shorts. A map is provided at end of this document. It is a 5-7 minute walk from Harvard Square and the Harvard Faculty Club.

Dinner: You will have an opportunity to pursue networking and more in-depth discussions with a smaller group over dinner at a restaurant of your choosing in Harvard Square or other locations of your choice. Dinners should be planned individually. Dress at most local restaurants is business casual, no shorts.

September 27th:

Welcome Tour: There will be an optional historic tour of Harvard Yard on Tuesday, September 27th from 4:30 PM to 5:30 PM.

Dinner: You will have an opportunity to pursue networking and more in-depth discussions with a smaller group over dinner at a restaurant of your choosing in Harvard Square or other locations of your choice. Dinners should be planned individually. Dress at most local restaurants is business casual, no shorts.

TUITION FEE

There is no tuition fee to attend the Symposium. However, participants will be responsible for their own transportation, lodging, and other related personal expenses. Meals and curriculum materials will be provided.

TRANSPORTATION TO SYMPOSIUM

Please plan to fly into Boston's Logan Airport. If arriving by train (Amtrak), please arrive at Boston's South Station.

The best way to get from Logan Airport or South Station to Harvard University/Harvard Square is by taxi or Uber. The fare is approximately US\$40.00 and takes about 20-40 minutes depending on traffic. Cab stands are available at both Logan Airport terminals and outside South Station. Public transportation is possible. Please take the Silver Line (an electric bus) to South Station, then the Red Line to Harvard or Kendall Square (direction Alewife).

Boston has excellent public transportation. The metro is called the "T" and lines are depicted by colors, with the Red line being the main line that connects South Station to Harvard Square and includes stops at Kendall Square (MIT). If you plan to take public transportation, Harvard Square station is on the Alewife-bound direction of the Red Line of Boston's subway, the "T" (South Station is another Red Line stop.) This document includes maps and walking directions to our Symposium locations from the Harvard T Stop.

To use the metro ("T") you will need to obtain a "Charlie" card from a person at the station and then load money onto the Charlie card at a machine. You cannot purchase paper tickets nor obtain a Charlie card at a machine.

Participants are responsible for making their own travel arrangements and coordinating their own travel to the Symposium each day.

It is a 35-35 min travel time from the Marriott in Kendall Square (Symposium hotel) and the Harvard Faculty Club at Harvard. Please plan accordingly. Allow extra time your first trip to find the Harvard Faculty Club and orient yourself to Harvard's campus.

GENERAL INFORMATION

Dress Code: Attire for all portions of the event(s) is business casual. Please note that New England weather is highly unpredictable: we recommend dressing in layers as well as consulting the web for forecasts in the immediate run-up to the event. We also suggest shoes comfortable for walking on the various uneven road and sidewalk surfaces in Harvard Square (brick, cobblestone, asphalt, grass, etc.).

Name Badges: You will receive your name badge during registration. Please wear your name badge at all times to facilitate networking and to ensure access to the Harvard buildings. In most cases, the badge will provide sufficient identification in the public areas at Harvard.

Use of First Names: Harvard serves as neutral ground and provides a mutually respectful environment for participants in our programs. To this end, we use first names for participants, staff, and faculty. This should be recognized as an integrated component of our educational process.

Smoking Policy: In accordance with Cambridge law, smoking is not permitted in Harvard buildings.

Security: The University is not responsible for loss or damage to personal property. Valuables should be kept under lock and key or on your person at all times. The main classroom for the Symposium will be locked overnight, so session materials can be left on-site. However, we recommend that anything of greater value is brought with you in the evening.

PARKING

The next closest garage is the Broadway Garage located at 5 Felton Street.

You may go online to purchase daily permits. PLEASE NOTE: you will need to purchase One-Day Online Permits and NOT a Temporary Permit. And you MUST purchase your permits ahead of time. The weekday visitor's rate is \$17 per permit. The after-5pm and Weekend rate is \$8 per day. To make your Online permit purchase click [HERE](#).

Click on Visitor. You will have to create an account in the system to make your purchase.

Department: Harvard Law School - **Department Code:** 1006

You can click [HERE](#) to find more information about parking, Permit Purchasing System help, and the link to make an online purchase of your necessary permits:

here is a map showing the garage location at the end of this document.

ACCOMMODATIONS

We have secured a rate-hold arrangement at an area hotel for your convenience. The rate-hold ensures a special rate for our group for a defined period of time as long as rooms are available; it does not guarantee room availability. All hotel rooms in Cambridge are subject to 14.45% local taxes in addition to the specified nightly rate cited below. Participants are responsible for their own hotel arrangements.

SYMPOSIUM HOTEL

Boston Marriott Cambridge
50 Broadway, Cambridge, Massachusetts 02142

A special rate is available at the Boston Marriott Cambridge for \$369 per night. This also includes complimentary wireless high-speed Internet. To make reservations, call Marriott Central Reservations at 1-800-228-9290 and reference The Innovator's Forum.

Reservations must be guaranteed by the individual's credit card to secure the reservation. Guaranteed room reservations not canceled 48 hours in advance of arrival will be billed for one night's room and tax if the guest does not arrive as scheduled.

OTHER HOTELS IN THE AREA

Included below is a list of hotels in the greater Harvard vicinity, along with location and commute information where possible. This list is provided for informational purposes, only, and does not constitute endorsement or recommendation. Many hotels in Cambridge offer free shuttles to Harvard Square – be sure to inquire.

WALKING DISTANCE TO HARVARD

Charles Hotel \$\$\$\$
1 Bennett St, Cambridge, MA 02138
(617) 864-1200
[website](#)

Hotel Veritas \$\$\$\$
1 Remington St, Cambridge, MA 02138
(617) 520-5000
[website](#)

Sheraton Commander \$\$\$-\$\$\$\$
16 Garden St, Cambridge, MA 02138
(617) 547-4800
<http://www.sheratoncommander.com>

**SHUTTLE TO HARVARD,
EST. 30 MIN TO HARVARD**
* Shuttle provided by hotel, multiple stops,
runs on demand or preset schedule

Hyatt Regency Cambridge \$\$\$
575 Memorial Dr, Cambridge, MA 02139
(617) 492-1234
[website](#)

Courtyard by Marriott \$\$\$
777 Memorial Dr, Cambridge, MA 02139
(617) 492-7777
[website](#)

ON REDLINE < 25 MIN TO HARVARD

Kendall Hotel \$\$\$
350 Main St, Cambridge, MA 02142
(617) 577-1300
[website](#)

Marriott Cambridge/Kendall Square \$\$\$
50 Broadway, Cambridge, MA 02142
(617) 494-6600
[website](#)

**Residence Inn Marriott Boston
Cambridge \$\$\$**
120 Broadway, Cambridge, MA 02142
(617) 349-0700
[website](#)

ON REDLINE 25-35 MIN TO HARVARD

Ritz Carlton Boston \$\$\$\$\$
10 Avery St, Boston, MA 02111
(617) 574-7100
[website](#)

Boston Omini Parker House \$\$\$
60 School St, Boston, MA 02108
(617) 227-8600
[website](#)

Godfrey Boston Hotel \$\$\$\$
505 Washington St, Boston, MA 02111
(617) 804-2000
[website](#)

HOTEL GOOD FOR TAXI/UBER, > 40 MIN COMMUTE

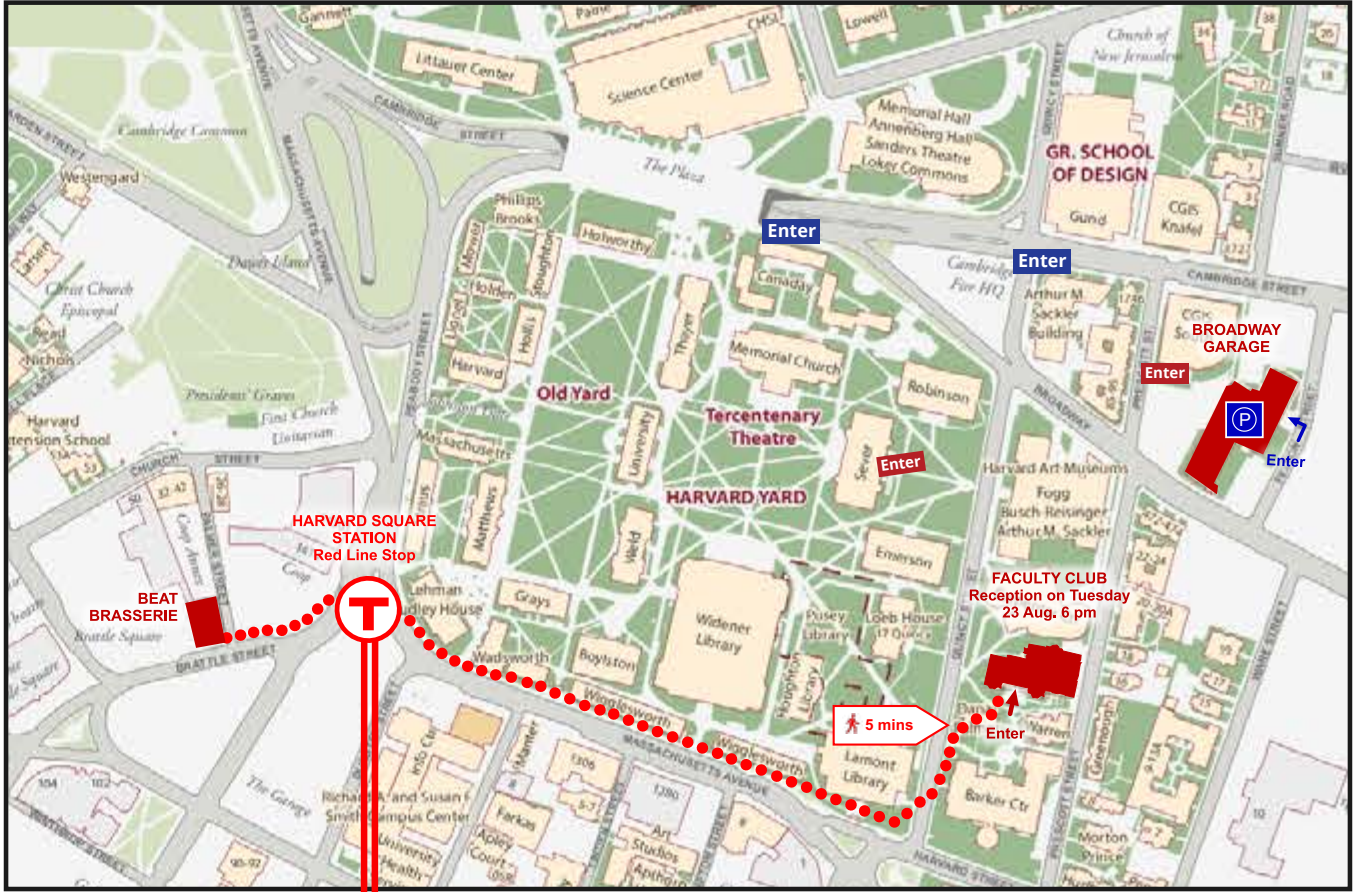
Boston Marriott Copley \$\$\$
Copley Place, 110 Huntington Ave
Boston, MA 02116
(617) 236-5800
[website](#)

AIRBNB

Boston has an active AirBnB community.
Please use if you are comfortable
and experienced with AirBnB.
www.airbnb.com



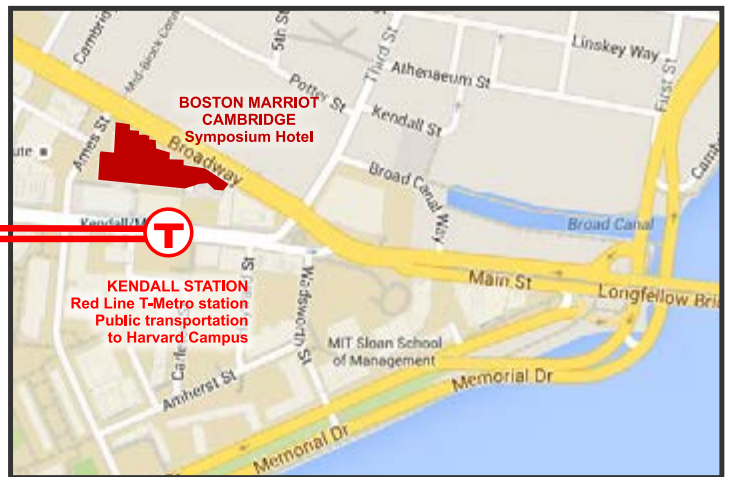
HARVARD UNIVERSITY

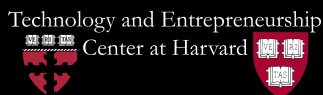


Travel time
KENDALL to
HARVARD SQUARE:
20 mins

KENDALL SQUARE / MIT

CENTRAL SQUARE STATION
Red Line





Hosted By:

The Technology and Entrepreneurship Center at Harvard (TECH)

hosts the 2016 Strategic Innovation Summit. TECH, part of the Harvard School of Engineering and Applied Sciences, is both a real and virtual space for students, faculty, alumni, and industry leaders to learn together, collaborate, and innovate. TECH enables this holistic exploration by sponsoring and supporting opportunities for the innovation community to gather and exchange knowledge via courses, study groups, mentorship relationships, innovation programs and special events. Find more information at www.tech.seas.harvard.edu



Sponsored by:

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Contact Information

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