DATA TO DECISIONS

Presented by CITe, College of Business Administration

The University of Akron
College of Business Administration

**Business Analytics
Innovation Summit**

PRESENTATIONS

Building a Case for AI Automation at Your Company

JOE BUTKOVIC, OECONNECTION
Associate Manager, Business Intelligence Team

This is the journey of starting a grassroots initiative that addresses the needs of intelligent automation, advanced business insight and scalability. There are key factors in gaining trust and buy in from leadership as well as executing on realistic plans.

By utilizing advanced cloud services as well as custom machine-learning development, we can generate automation engines and provide advanced insight to drive and improve business process'.

Legal Analytics: Combining Intuition with Data–Driven Insights

KATHERINE LOWRY, BAKERHOSTETLER
Co–Chair, Emerging Tech Practice Team; Director, Practice Services and IncuBaker

The legal industry has unique analytical and business intelligence needs. Implementing solutions to deliver valuable insights requires integrating external and internal data sources, normalization, and applying a variety of techniques to process data such as using NLP and ML to harvest key information.

If done successfully, data can be transformed and combined with intuition to help identify risk, predict potential outcomes and drive informed decisions in practice and operation. Learn how one Am Law 100 law firm is tackling this problem head on by developing a data governance and business intelligence strategy to deliver actionable insights.

The Journey from Excel to Robotics and Where Data Analytic Tools Fit In

ADAM DUALE, GRANT THORNTON
Manager, Tax Function Optimization

We collect massive amounts of unstructured data from an array of ancillary systems and sources. Thus, there is a continuum between Excel spreadsheets, financial systems and true robotics.

While companies transition along that continuum, it is not a straight path, and data analytic tools are a must. How does your need to draw fast insights from massive data sets align with your current skill sets and available tools, and how do you make that transition?

Images as Data: Automating Computer Vision for Real-Time Decisions on the Manufacturing Line

CHRIS REINER, THE J.M. SMUCKER CO.
Manager, Data Science

Data is everywhere — even in unexpected places such as images. In order to gain insights from this data, sometimes transformations are required using techniques such as computer vision.

Ultimately, these insights still need to be available at the right place and time to enable decisions to create business value. In this presentation, Chris will explore data-to-decisions through integrating computer vision on the manufacturing line.

PURELL SMARTLINK™: Better Decisioning Through IoT and Business Analytics

TIM CAMBIER, GOJO Industries
Sr. Business Development Director, PURELL SMARTLINK™

JASON SLATER, GOJO Industries
Technology Solutions Architect, PURELL SMARTLINK™

For more than a decade, the PURELL SMARTLINK™ team has developed IoT solutions that deliver new value for our customers and the enterprise. Building on early technology enablement of our soap and sanitizer dispensers, GOJO has developed the broadest portfolio of IoT–based products and services in our category, providing competitive advantage and new value streams.

Generating almost a million data points per day, we harness the power of data analytics to provide visibility and insights to improve hand hygiene, optimize workflow and dispenser management, and monitor the health of our IoT devices across the globe. The data and services provided by SMARTLINK™ have strengthened our end–user relationships and increased the overall value GOJO brings to the market. This is all made possible through leveraging IoT and cloud–based tooling designed to address the needs of our customers and business today and tomorrow.

About CITe

The Center for Information Technologies and eBusiness (CITe) in the College of Business Administration develops students and faculty in the principles and practices of information technology and electronic business. CITe provides scholarships, mentoring, and co-op and internship opportunities to students; resources to faculty; and outreach to local companies.

AGENDA

THURSDAY, SEPT. 17

11:30 – 11:35 A.M.

Program Welcome
Master of Ceremonies
Scott Arbogast, Blue Chip Consulting Group

11:35 A.M. TO NOON

Building a Case for AI Automation at Your Company
Joe Butkovic, OEConnection

NOON – 12:30 P.M.

Legal Analytics: Combining Intuition with Data–Driven Insights
Katherine Lowry, BakerHostetler

12:30 – 1 P.M.

The Journey from Excel to Robotics and Where Data Analytic Tools Fit In
Adam Duale, Grant Thornton

1 – 1:15 P.M.

Closing Remarks

FRIDAY, SEPT. 18

11:30 – 11:35 A.M.

Program Welcome
Master of Ceremonies
Scott Arbogast, Blue Chip Consulting Group

11:35 A.M. TO 12:15 P.M.

**Images as Data: Automating Computer Vision for Real–Time Decisions
on the Manufacturing Line**
Chris Reiner, The J.M. Smucker Co.

12:15 – 1 P.M.

PURELL SMARTLINK™: Better Decisioning Through IoT and Business Analytics
Tim Cambier and Jason Slater, GOJO Industries

1 – 1:15 P.M.

Closing Remarks

KEEP RISING • KEEP RISING •

The Center for Informational Technologies and eBusiness (CITe) would like to extend its thanks to all of our 2020 Business Analytics Innovation Summit sponsors. Thanks to your support, all proceeds from today's event will help us provide scholarships to our students.

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