



28th November, 2019



Courtyard by Marriott Mumbai International Airport

NASSCOM[®]

MarTECH SUMMIT 2019

Beyond 2020: Marketing in the Age of Data, Intelligence and Experience

Time	Topic
8:30 AM - 9:30 AM	Registration
9:30 AM - 9:40 AM	Welcome by NASSCOM
9:40 AM - 9:50 AM	Context Setting – Prasenjit Ghosh, CMO, Netmagic (An NTT Communications Company)
9:50 AM - 10:20 AM	After 20/20 what? Age of Data, Intelligence, and Experience - Deepali Nair, CMO, IBM
10:20 AM - 10:50 AM	Analytics and Science for Ecommerce - Case studies on customer experience and growth Ecommerce in India is growing rapidly. Success and growth in ecommerce is about providing consumers with a wide range of assortment to choose from and delivering a good customer experience at scale. Data, Analytics and Data Science become core to making this possible. This talk will focus on applications of analytics and data science in driving customer experience and growth scalable. The talk will showcase a few ecommerce use cases to demonstrate this. - Ravi Vijayaraghavan, Vice President and Head - Analytics and Decision Sciences, Flipkart
10:50 AM - 11:10 AM	TEA BREAK
11:10 AM - 11:25 AM	Unveiling of the Report prepared by NASSCOM Design4India “India, by Design: Perspectives, Trends & Practices-2019” This report covers key trends and themes shaping the current state of design in India, from the perspective of

	<p>what’s changing in the practice, why it is becoming important for businesses today, and how organisations need to equip themselves for a future by design. It captures practices adopted by leading organizations to drive design as a culture and delivering value by creating human-centered experiences</p> <ul style="list-style-type: none"> - KS Viswanathan, VP – Industry Initiatives, NASSCOM - Hanuman Tripathi, Chairmen Hashtasy and NASSCOM EC Member - Prasenjit Ghosh, CMO, Netmagic (An NTT Communications Company), NASSCOM Sales and Marketing Chair - Sudhir Singh Dungarpur, Partner, PwC Digital Leader
<p>11:25 AM - 12:05 PM</p>	<p>Fireside Chat: "The expanding role of Design - creating end-to-end customer experience"</p> <p>The role of design is expanding at a fast pace and paving the way for end-to-end customer experience. We can see products, services, physical and online use environments converging. It is becoming all the more crucial for companies to meet demanding customer expectations. In order to win, companies must embrace agile, design-led development processes and continuously redesign customer journeys.</p> <ul style="list-style-type: none"> - Darshan Gandhi, Global Head - Design, Godrej Consumer Products - Nitin Sethi, VP - Digital, Indigo Airlines - Luis Roy, Head of Design & Innovation, Studio 5B & EVP, Dr. Reddy's Laboratories - Sudhir Singh Dungarpur, Partner, PwC Digital Leader - G.V. Sreekumar, Head of IDC, IIT Mumbai (Chair)
<p>12:05 PM - 12:25 PM</p>	<p>"Marketing Analytics, Targeted Marketing"</p> <p>John Wanamaker, one of the first-ever marketers once said, "Half the money I spend on advertising is wasted; the trouble is I don't know which half".</p> <p>The increased digitization of business functions and the evolution of analytics technology makes it possible for marketers to reach their target clients directly at affordable investment levels.</p> <p>This session examines the latest marketing analytics techniques and their impact on improving targeted marketing.</p> <ul style="list-style-type: none"> - Ankur Dasgupta, Vice President – Marketing, NTT DATA Services

12:25 PM - 1:05 PM	<p>"Customer Engagement Technologies for the Next Decade"</p> <p>The customer engagement channels have multiplied significantly over the past two decades, giving rise to multiple touchpoints between businesses and customers. A bank engages with clients not just through the branch but also through its Call center, ATM Machine, Web Portal and Mobile App.</p> <p>The proliferation of digital channels presents a great opportunity for businesses to enhance the customer experience but if not managed well, can create multiple friction points in the customer relationship.</p> <p>The ability to deliver a consistent and personalized "wow" experience through multiple engagement channels is a key differentiator for businesses in the Digital Age.</p> <p>This session examines key trends and best practices in technology-driven customer engagement.</p> <ul style="list-style-type: none">- Santosh Abraham, CEO, ResearchNxt- Diptarup Chakraborti, CMO, Zycus- Jay Magdani, CleverTap
1:05 PM - 2:05 PM	LUNCH
2:05 PM - 2:45 PM	<p>"New Shop – How will Beyond 2020 stores be like?"</p> <p>The traditional brick and mortar Retail has been disrupted by digital powered e-commerce.</p> <p>As we look beyond 2020, how will technology define the retail store of the future? What will the confluence of online and offline look like? How will retailers deliver a seamless customer experience across the physical and virtual world?</p> <p>This session examines the evolution journey of a multi-channel retailer.</p> <ul style="list-style-type: none">- Deepa Krishnan, Head Marketing, Digital, Loyalty, PR, Tata Starbucks- Krishnan Subramanian, Head of Digital IT, Raymond Ltd- Tejas Dhabalia, CMO, Nature's Basket- Dr. Hitesh Bhatt, Director – Marketing and Communications, Retailers Association of India (rai)

2:45 PM - 3:05 PM	<p>"Analytical Models and Data Science"</p> <p>The automobile industry is in the eye of the technology disruption storm.</p> <p>The customer purchase journey is increasing "Digital" and carmakers and dealers need to adapt the changing landscape to be relevant. As customers go through the online journey from discovery to evaluation to purchase, there is a tremendous amount of data that is available on individual customer preferences, defining parameters, price sensitivity, etc.</p> <p>This session explores the possibilities and best practices of harnessing the data in the highly competitive car industry to deliver value to customers and companies.</p> <p style="text-align: center;">- Gaurav Mehta, CMO, Cardekho</p>
3:05 PM - 3:25 PM	<p>TEA BREAK</p>
3:25 PM - 3:45 PM	<p>"Getting Impacted by Emerging Technologies"</p> <p>The digital revolution in India has disrupted the business environment in all industries and the insurance industry is no exception.</p> <p>Various research organizations have concluded that India with its relatively young population has adopted digital at a much faster pace than the rest of the world.</p> <p>The demands of the digital-savvy generation require businesses to be "always-on" and deliver products and services in near "real-time".</p> <p>Insurance companies have to adopt the latest technologies including AI, IoT and Big Data to stay ahead of the curve to meet the dynamic expectations of the next generation of customers.</p> <p>This session will examine how Insurance companies are preparing for the Digital Future beyond 2020</p> <p style="text-align: center;">- Parvez Mulla, COO, HDFC Life</p>

3:45 PM - 4:05 PM	<p>"Bringing it all together - Martech Stack, Integration with Business"</p> <p>In the past decade, there are 6000+ organizations with 7000+ technology solutions to address different problems faced by marketers.</p> <p>Needless to say, it is important to understand no one size fits all.</p> <p>The proliferation of Marketing Technology solutions makes it imperative that organizations evaluate the right solution for it's requirements and implement it correctly.</p> <p>This session examines the considerations for organizations to choose the right elements for their MarTech stack aligned to the needs of their business and customers.</p> <p style="text-align: center;">- Neeraj Pratap Sangani, Chief Business Officer, Hansa Customer Equity</p>
4:05 PM - 4:25 PM	<p>Digital and Social Marketing - Age of Algorithms</p> <p>The volume, velocity, and variety of information flowing in the hyper-connected digital space make it impossible for humans to process all the data and take timely decisions. Almost every single digital interaction is powered by algorithms - from product recommendations on your favorite e-commerce site to pop up ads on your social media page to banners on your news website.</p> <p>The rise of Artificial Intelligence has made algorithms smarter and more powerful, enabling them to transcend the virtual world and enter the physical world to power medical diagnostics, driverless cars, smart cities and investment management.</p> <p>This session examines the advantages, challenges and value that smart Algorithms can bring to your Digital Enterprise.</p> <p style="text-align: center;">- Animesh Samuel, Co-founder and Head of Product, Light Information Systems (NLPBOTS)</p>
4:25 PM - 4:45 PM	<p>Future of Skills</p> <p>Marketing in the age of data, intelligence and customer experience has generated a whole set of new roles and careers. Many of the jobs that exist today, didn't exist 3 years ago and many new ones will emerge 3 years from now. Preparing people for the future of work is the mission of FutureSkills, the IT industry's response to the number one challenge being faced by companies operating in the digital world. How FutureSkills is fast</p>

	<p>becoming a movement, much beyond the platform.</p> <p style="text-align: center;">- Kirti Seth, Lead, FutureSkills, NASSCOM</p>
4:45 PM - 5:25 PM	<p>Marketing Skills for the Next Decade</p> <p>“Today technology is transforming marketing once again. Although up to this point, most of the impact has been tactical, over the next decade or so there will be a major strategic transformation. This, of course, will be a much harder task because we will not only have to change what we do but how we think, reskill and upskill ourselves and many will be left behind.” With technology becoming a permanent part of the Marketing stack, Marketing skills need a fine-tune as well.</p> <p>For Marketing to successfully deliver to Brand and Business requirements what are the key skill sets that would be needed in the coming decade?</p> <p>What kind of roadmap can Marketing leaders look at? This would help them plan better and equip their teams with their respective skills to stay relevant or maybe staying ahead of the competition, which could come in from non-traditional enterprises/start-ups. For the existing marketing practitioners, it will give valuable insights on their readiness to stay relevant and be successful in the individual capacity.</p> <ul style="list-style-type: none"> - Manoj Mansukhani, Chief Transformation Officer, Wunderman Thompson - Gauri Bahulkar, International Healthcare & Life Sciences Marketing, NTT DATA, Inc. - Dr. Arun Sharma, HOD/Area Chairperson & Assistant Professor, Marketing Department, NMIMS - Satinder Juneja, Head Corporate Marketing, L&T Infotech (Chair)
5:25 PM - 5:55 PM	<p>Closing Keynote</p> <p style="text-align: center;">- Sanjay Mehta, Mirum</p>
5:55 PM - 6:10 PM	<p>Thanks by NASSCOM</p>