Digital Lifestyle
16-17 October 2014
Day 1

Conference Hall and Innovation Gardens, Orange office
160 Jerozolimskie Av., Warsaw

Time	Session
08:00 – 09:00	Registration and welcome coffe
opening	
09:00-16:00	Demo presentations, Innovation Gardens
09:15 – 09:45	Enabling the Digital Transofrmation ⭕ **Brian Mccann**, Senior VP Oracle Communications R&D
09:45 – 10:15	IT Architecture Development ⭕ **Jarosław Panasiuk**, IT Applications Director, Orange Polska
10:15 – 10:45	Living Social Media ⭕ **Yuri Drabent**, Creative Director, Lubię to – Social Media Agency
coffee break	
11:15 – 11:45	Design thinking ⭕ **Mirosława Długosz**, Fundacja Laboratorium Innowacji i Kreatywności
11:45 – 12:15	Re-thinking and Monetizing the Consumer Experience ⭕ **Rajeev Tankha,** VP Oracle Communications Solutions
12:15 – 12:45	Telco perception of social paradigm change ⭕ **Luiza Warno**, Europe CIO at Orange Group Orange
lunch	
13:45 – 14:30	Debate: Digital Lifestyle ⭕ **Piotr Muszyński, Brian Mccann, Katarzyna Walczyk, Doug Tait**
14:30 – 15:00	Customer 2.0: the future of customer service – risk and opportunities ⭕ **Jolanta Dudek**, Orange Customer Service, Director
coffee break	
15:10 – 15:40	Network for network ⭕ **Katarzyna Batko-Tołuć**, Ashoka
15:40 – 16:10	Cloud or Digital Enterprose/Cloud Strategy in Digital World ⭕ **Simon Griffits**, VP Enterprise Atchitect
closing	

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Day 2 Workshops

08:00-09:00	participants registration	
09:00-15:00	Demo presentations, Innovation Gardens	
	Presentation steam 1	Presentation steam 2
09:00-09:30	Employees Recruitment - yesterday, today and tomorrow using Taleo/Oracle ⭕ **Marcin Burliński**, Director, Software Development (Taleo Development) /**Tomasz Zubrzycki,** HCM Master Principal Sales Consultant CEE&CAT	Creation and delivery of digital content as a part of Digital Lifestyle. ⭕ **Andrzej Zieliński, Marek Dąbrowski, Mariusz Zbroszczyk,** Experts R&D, Content Aggregation & Multimedia Services Agency, Orange Polska
9:30-10:00	Orange Personal Cloud ⭕ **Maciek Jonczyk,** Projct Manager, Personal & Social Services Development Agency, Orange Polska	Music strategy and audio branding for telco ⭕ **Magda Tomaszewski,** We Are Listen
10:00-10:30	Oracle's contribution to fundamental Information Technology research (HW) ⭕ **Michal Wawrzyński,** Enterprise Solutions Specialist	Monetizing the connected Lifestyle ⭕ **Rajeev Tankha**, VP Oracle Communications Solutions
10:30-11:00	Simplify Your Business Processes with ERP Cloud Service ⭕ **Marco Rossi**, Product Development Director EMEA (Apps)	Design Thinking Methodology ⭕ **Dariusz Kołoda, Katarzyna Walczyk,** Top500 Innovators
	coffee break	
11:30-12:00	Real Time Communications (RTC) on the Web ⭕ **Doug Tait**, Director Product Marketing, Oracle Communications	Model of open innovation in creating new products and services, innovation cycle ⭕ **Dariusz Kołoda, Katarzyna Walczyk,** Top500 Innovators
12:00-12:30	Personal Cloud or Personal Ecosystem? ⭕ **Przemysław Ratuszek**, R&D expert, Virtualization and Cloud Services in Environment Agency, Orange Polska	Design Thinking Workshop ⭕ **Dariusz Kołoda, Katarzyna Walczyk,** Top500 Innovators
12:30-13:00	The cloud based Unified Communication & Collaboration opportunity for CSPs ⭕ **Yann Morvan,** Principal Sales Consultant	Data Monetization ⭕ **Simon Griffitts**, Enterprise Architect
	lunch	
14:00-14:30	Delivering a World-Class Customer Experience. Connecting every interaction across every channel (APPS) ⭕ **Michał Skowroński,** Senior Sales Consultant	Oracle Platinum – higher standard of technical support ⭕ **Pawel Szymczak,** Customer Services Director (Support)
14:30-15:00	Facilitating VoLTE launch ⭕ **Eduardo Alonso**, Consulting Director	Internet of Things - in 5 years ⭕ **Rafał Skirzyński**, Architekt IT (TECH)
	closing	