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# The Data Science & Developer Experience

11. - 12. Juni 2019

Think at IBM  
20. Mai - 29. Juni  
Bikini Berlin



## 11. Juni Journey to AI & Developer Day

	ExpertTalk	TechTalk	Hands-On	Meetup & User Meeting
08:00			Welcome Reception	
09:00			<b>Introduction with Agenda Speed-dating</b> – Speaker Elena Poughia; Managing Director; Dataconomy & Workshop & Session Owner	
09:30			<b>Let's get started with cloud native applications on Kubernetes</b> – Speaker: Thomas Südbröcker (IBM) <b>Grasping Blockchain for Business</b> – Speaker: Miguel Crisanto (IBM)	
12:00	<b>Registration &amp; Lunch</b>			
13:00	<b>Welcome &amp; Opening of to The Data Science &amp; Developer Experience</b> – Speaker Elena Poughia (Dataconomy Media)			
13:05		<b>13:05 - 13:45</b> <b>The World of Tomorrow – What Comes after „Digital“?</b> by Anders Indset (Business Philosopher)		Cloud Garage
			<b>14:00 - 16:45</b> <b>Discover IBM Watson Cognitive Capabilities and add them to applications</b> – Speaker: Urs Witzig (IBM)	
			<b>14:00 - 16:45</b> <b>Behind the scenes - IBM Lab presentation track (former Cloud Native Development - Cloud Foundry and Serverless)</b> – Thomas Lumpp (IBM)	

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## 11. Juni Journey to AI & Developer Day

	ExpertTalk	TechTalk	Hands-On	Meetup & User Meeting
14:15	<b>Collect, Organize &amp; Analyze: How do I provide a business-ready database for AI &amp; how does an integrated platform for the „Ladder to AI“ look like?</b> – Speaker Yvonne Goebel & Wilfried Hoge (IBM)			
14:45	<b>Break &amp; Network</b>			
15:15	<b>Analyze &amp; Trust: How to operationalize AI with trust and transparency?</b> – Speaker: Stephan Lobinger (IBM)			
15:45	<b>Panel – Ethic of Data</b>			
16:15	<b>Analyze: Smart Intelligende in practide - How, Why and What you can Achive</b> – Speaker Stephan Schnieber (IBM)			
16:45	<b>Apleona creates happier, more productive work environments - supported by IBM technology</b> – Speaker: Hanna Wegerich (Apleona GmbH)		<b>16:45 - 17:15</b> <b>Hybrid Data Management Track: A Day at the Data Lake – Get your data working in your Data Lake and beyond</b> – Speaker: Matthias Reiss (IBM)	<b>17:00 - 19:00</b> <b>Analyze: Smart Intelligende in practide - How, Why and What you can Provide</b> – Speaker: Martin Kramer (IBM), Stephan Schnieber (IBM)
17:15	<b>What is Quantum Computing &amp; what does it mean for Machine Learning &amp; Deep Learning?</b> – Speaker: Mark Mattingley-Scott (IBM)“		<b>New ways to store, process analyze IoT data</b> – Speaker: Wilfried Hoge (IBM)	
			<b>17:00 - 18:00</b> <b>DevOps Pipeline for Container on Private Cloud</b> – Speaker: Thomas Müller (IBM)	
18:00	<b>The Artificial Muse</b> Connecting Intelligence - what we learned developing and Insprational AI by Klaas Bollhoefer			
18:30	<b>The Artificial Music</b> from classical music to jazz to pop by Romeo Kienzler (IBM)			

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## 12. Juni Journey to AI & Developer Day

	ExpertTalk	TechTalk	Hands-On	Meetup & User Meeting
08:00	Welcome Reception			
10:00	Welcome & Recap Day I – Speaker Elena Poughia (Dataconomy Media)			
10:15		Operationalize the AI lifecycle with Watson – Speaker: Matthias Biniok (IBM)	10:15-11:45 Data & AI on private cloud - hands-on with IBM Cloud Private for Data (max. 14 participant) – Speaker: Wifried Hoge (IBM)	
10:45	Cognitive document understanding & analysis in accounting – Stephan Rink (KPMG) & Andreas Schneider (IBM)		Continuous Learning in the AI Lifecycle with IBM Watson – Speaker Matthias Biniok (IBM)	Cloud Garage
11:15		Analyze Data, train Models to make Predictions, and optimize Actions – Thomas Schaeck (IBM)		
12:15	Lunch & Networking			
13:15	Using Watson APIs and robotics to change the way of client experiences – Kim Dressendoerfer (IBM)		13:15-15:15 Data Science end-to-end: from data to a deployed machine learning model (max. 25 participant) – Speaker Stephan Laertz & Sumit Goyal (IBM)	13:00-14:15 IBM SPSS User Meeting  13:00-14:15 Welcome & Product Offering Update – Speaker Dr. Matthias Glowatzky & Sumit Goyal (IBM)
13:45	Data & AI Use Case – Speaker: Stephan Lobinger (IBM)		How to manage AI, with trust and confidence – Speaker: Hartmut Seitter (IBM) & Susannah Shattuck (IBM)	

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## 12. Juni Journey to AI & Developer Day

	ExpertTalk	TechTalk	Hands-On	Meetup & User Meeting
14:15		<b>Building Brains - Parallel training strategies of large-scale deep learning neural networks</b> – Speaker Romeo Kienzler (IBM)		<b>14:15-15:00</b> <b>The Cox regression for the optimization of advertising campaigns taking into account the individual purchase frequency</b> – Speaker Dr Johannes Gladitz (Statistik-Service)
14:45	<b>UNCONFERENCE</b>	<b>Theme I: Towards de-facto standard in AI:</b> What's new in TensorFlow 2.0 by Romeo Kienzler		<b>Break</b>
	<b>The participating driven experience</b>	<b>Theme II: How to build trusted and explainable AI</b> by Sumit Goyal		<b>15:30-16:15</b> <b>Predictive Analytics for Customer Acquisition</b> – Speaker Meltem Aygül (Union Investment Privatfonds)
		<b>Theme III: Object Detection with Watson Visual Recognition</b> by Hartmut Seitter		<b>16:15-17:00</b> <b>50 Years and not a bit quiet ... Immerse yourself in the depths of SPSS</b> – Speaker Michael Straif (BiPlus)
16:00		<b>Theme IV: Open Source Panel</b>		
16:45-17:45		<b>Theme V: Build a ChitChat Bot with Watson Assistant to answer questions regarding „Bikini Berlin or your own topic“</b> by Hartmut Seitter		
		<b>Theme VI: Combined multi model databases for Developers</b> – based on SQL and SQL by Stefan Hummel		
	<b>Closing &amp; Wrap-up of the Data Science &amp; Developer Experience</b>			
18:00	<b>Party @ Rooftop</b>			

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## Keynote

### **The World of Tomorrow – What Comes after ,Digital‘? by Anders Indset** (Business Philosopher)

We live in a strange time, an era of collapse and the dawn of a new era. We still swear by the “Old Testament” of capitalism and define wealth materialistically—through even more possessions, even more consumption, and thus even more environmental destruction. But it’s high time to formulate a “New Testament” of capitalism: Promises and laws of a post-materialist capitalism that do not reduce wealth solely to the bank account, but strengthen our minds and our vital energy and provide us with goods such as happiness and love. The world isn’t rational, and neither is the economy. It’s a world of interdependencies, or an interworld. We live in a quantum reality, even though you might not have a direct relation to it in your perceived everyday physical reality. We need a new enlightenment, a renaissance of thinkers to move us forward. But in order to develop society further and make progress for humanity, we also need economic motivation, a new engine of progress.

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### **Connecting Intelligences - what we learned developing an Inspirational AI**

Klaas Bollhoefer (Founder & Chief Strategist, birds on mars)

**Abstract:** The renowned Berlin painter Roman Lipski has been working for more than three years with his Artificial Muse A.I.R., which inspires and augments him in his artistic work and pushes him to new frontiers. Now we present the latest generation of the muse, that is based on generative networks and allows for an intuitive and fluid interaction between artist and algorithm. Using Conditional Generative Adversarial Networks at its core, cGANs for short, A.I.R. translates sketches directly into new Inspirations, facets and images. While the algorithm itself is mathematically complex and not easily accessible to human understanding, Lipski’s new approach to the muse exemplifies how curious discovery and experimentation can lead to intuitive understanding and ultimately trust, in a new generation of tools, in artificial intelligence per se. Explainability by interaction, trust by time. In our talk we will take a deep dive into the technical layer and share the learnings we made at “the inbetweens” of Roman and his Artificial Muse, of human and artificial intelligence. And this is just the beginning....

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### Expert Talk

#### **Collect & Organize: How do I provide a trusted, business-ready database for AI?**

Yvonne Goeble (Client Technical Specialist - Unified Governance IBM Global Markets - Cloud Sales)

**Abstract:** Use a practical example to see how all your data can be made available, organized, and made available to everyone in a central data catalog in one place. You can see how to find and retrieve information about data objects - their meaning, physical location, characteristics, and usage. This helps increase productivity while meeting regulatory and compliance requirements.

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#### **Collect, Organize & Analyze: What does a consistent and integrated platform for the 'Ladder to AI' look like?**

Wilfried Hoge (Analytics Architect - Hybrid Data Management IBM Global Markets - Cloud Sales)

**Abstract:** Data analysis, combining internal and external data sources and creation/deployment of machine learning models are challenges for companies that want to become data-driven. Data has to be easy accessible and analyzed in self-service but governance and control is still needed. Data may be in your own data center and is not allowed to leave it, but has to be combined with data stored on public clouds. Learn how IBM Cloud Private for Data can help you coping with these challenges.

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#### **Analyze & Trust: How to operationalize AI with trust and transparency?**

Stephan Lobinger (Adv. Technical Sales Specialist - Data Science & AI, DACH DS CoE IBM Global Markets - Cloud Sales)

**Abstract:** Experience live how you can create AI models faster and easier, and operationalize them so that the decisions they make are fair, traceable, and transparent. Measure the impact on business decisions to make your AI initiative a success. Ensure high user adoption through trusted AI. We will show you how to put this into practice!

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#### **Smart Intelligence in practice - how, why and what you could achieve**

Stephan Schnieber (Business Development 4 Business Analytics / BAO Solution Architect IBM Global Markets - Cloud Sales)

**Abstract:** We will give you a short introduction how AI could be used as new foundation for well-known use cases to allow you to reach better results. Smart Intelligence as part of new visualizations or as part of integrated business planning could make the difference.

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#### **Apleona creates happier, more productive work environments - supported by IBM technology**

Hanna Wegerich (Solution Manager - Digital Products, Apleona GmbH)

**Abstract:** Real Estate is the physical form of the enterprise. It reflects the brand, brings the employees together and serves as a foundation of value creation. Whether it is new construction or part of the built environment, digitalization is transforming the design and operations of buildings. The real estate and facilities management industry is reinventing its services and introducing new business models to meet the digitally driven demands of building users. User experience and data centric service delivery are central drivers in the reinvention of the real estate industry. Apleona relies on IBM expertise to speed our transformation journey and has entered into an extensive development partnership with the aim of quickly building MVPs using cloud computing, IoT and AI.

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#### **Cognitive document understanding & analysis in accounting**

Stephan Rink (KMPG) & Andreas Schneider (Watson Senior Client Technical Professional Certified Expert Technical Specialist IBM Global Markets - Cloud Sales )

**Abstract:** In this talk, a use case about contract data extraction based on Data Science and AI technologies will be presented. In addition, personal experiences and challenges in dealing with cognitive solutions will be discussed..

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#### **The Cox regression for the optimization of advertising campaigns taking into account the individual purchase frequency**

Dr. Johannes Gladitz (Statistik-Service)

**Abstract:** Advertising campaigns in direct marketing are usually differentiated according to target groups and content. Less attention has so far been paid to when the right time is for a new advertising impulse. However, every customer has his own individual buying rhythm. The presentation deals with the question: When should a customer receive a new advertising impulse with which content after a purchase? Using the example of a multichannel retailer, the lecture shows how the frequency of advertising impulses can be individualized using existing customer master data and purchase data with Cox regression.

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#### **Predictive Analytics for Customer Acquisition**

Meltem Aygül (Digitale Vertriebswege – Data Mining und statistische Analysen – Union Investment Privatfonds GmbH)

**Abstract:** Previously, affinity analyses were based on Union Investment's customer. The project to be presented involves an affinity analysis based on bank client data that are not Union Investment clients and therefore do not have a UPR product. This increases the success rate in the approach and results in a more efficient acquisition of new (Riester) customers.

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## Expert Talk

### 50 years and not a bit quiet ... Immerse yourself in the depths of SPSS

Dr. Michael Straif (Senior Data Scientist – Bi Plus GmbH)

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### Using Watson APIs and robotics to change the way of client experiences

Kim Dressendörfer (Expert Watson Services, Data & AI Cognitive Solution Architect)

**Abstract:** In this presentation Kim will give some insights in the MIRANA (Mobile Intelligent Robotic Agent for Navigation and Assistance) project. MIRANA will be used to change the concierge service in hospitals. Patient will be able to interact with MIRANA in a natural way to find doctors and appointment rooms. This solution is supported by IBM Watson Assistant for Communications.

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## TechTalk

### Operationalize the AI lifecycle with Watson

Matthias Biniok (Lead Watson Architect DACH IBM Global Markets - Cloud Sales )

**Abstract:** In this session, Matthias Biniok will talk about what comes after successfully implementing an AI solution. How do you keep track about the results your AI solution is producing? How do you continuously evolve your machine learning model? How do you leverage all the data that is going into your production environment? Using real-world examples and IBM Watson technology, Matthias Biniok will give you an overview about the necessary actions to take in order to improve your AI continuously.

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### Analyze Data, train Models to make Predictions, and optimize Actions

Thomas Schaeck (Distinguished Engineer, Watson Studio, IBM Data and AI)

**Abstract:** IBM Watson Studio is built from the ground up to meet today's AI requirements. We will share behind-the-scenes considerations on the architecture, design and innovation that powers IBM Watson Studio. You will hear about the latest advancements to prepare, visualize, analyze data and train and deploy models using Watson Studio. The session will feature the recent partnership integration and Watson API. Don't miss this chance to learn from the best!

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### Building Brains - Parallel training strategies of large-scale deep learning neural networks

Romeo Kienzler (Chief Data Scientist DeepLearning AI Engineer@Watson IoT Technical Expert Council/ Academy of Technology IBM Cognitive Applications)

**Abstract:** DeepLearning is so powerful that it rapidly transforms the Machine Learning space. But DeepLearning is very resource and data hungry. In this talk we show how neural network training works and how it can be parallelized on large scale GPU clusters using inter-model, intra-model, data and pipelined parallelism. We'll use TensorFlow 2.0 for demonstration purposes.

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### Quantum Machine Learning for Developers

Mark Mattingley- Scott (IT Architect, Quantum Computing Ambassador, IBM Global Markets)

**Abstract:** Quantum Computing is being heralded as a revolution in Computing, and in this talk I will explain why this claim is being made, and what it means for Deep Learning and Machine Learning, and importantly how you can gain understanding and experience on a real Quantum Computer today.

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## Hands-On

### Kubernetes: Let's get started with cloud native applications on Kubernetes

Thomas Südröcker (Developer Advocate - IBM Cloud, IBM Cognitive Applications)

**Abstract:** This technical workshop addresses the question: How to start with cloud native Java applications? We will be covering the following topics: Java development with MicroProfile, Kubernetes, Containers, REST APIs, Traffic Management and resiliency. Come to see these features in action. We will use our sample Cloud Native Starter that we open sourced on GitHub. This technical workshop does address the question: how to start with cloud native applications?

**Prerequisites:** Please bring your own laptop for the hands-on exercises and register for the IBM Cloud: <https://ibm.biz/Bd2JHx>

For the this Developer-Hands-on-session, please ensure you have installed following developer tools on your laptop:

- Visual Studio Code (<https://code.visualstudio.com/>)
- git (<https://git-scm.com/book/en/v2/Getting-Started-Installing-Git>)
- curl (<https://curl.haxx.se/download.html>- IBM Cloud CLI (<https://cloud.ibm.com/docs/home/tools>)
- Docker (<https://docs.docker.com/v17.12/install/>)
- kubectl (<https://kubernetes.io/docs/tasks/tools/install-kubectl/>)
- on Windows, you need Cygwin (<https://cygwin.com/install.html>) to access the Unix shell

### Discover IBM Watson Cognitive Capabilities and add them to applications

Urs Witzig (Technology Manager - IBM Innovation Center IBM Digital Sales)

**Abstract:** This session will show how Cognitive Computing applications are being built today and how you can access the APIs and demos to inspire your development work.

The attendees will learn about the APIs available for working with Watson, see live demos of the platform in action and will be able to try it out for themselves:

- Classify images with Watson Visual Recognition
- Build a chatbot and publish it with Watson Assistant
- Create an advanced text analysis application with Watson Natural Language Understanding,

**Prerequisites:** Please bring your own laptop for the hands-on exercises and register for the IBM Cloud: <https://ibm.biz/Bd2JHx>

### Blockchain: Grasping Blockchain for Business

Miguel Crisanto (Solution IT Architect IBM Digital Sales)

**Abstract:** This technical workshop introduces the Blockchain technology, decipher its value for businesses, and explains how IBM can help customers to be successful in their Blockchain projects. After introducing the technology, we will focus on use cases, business values and adoption patterns. A hands-on lab is an important component of this workshop.

**Prerequisites:** Please bring your own laptop for the hands-on exercises and register for the IBM Cloud: <https://ibm.biz/Bd2JHx>

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## Hands-On

### Behind the scenes - IBM Lab presentation track

#### 1. Cloud Native Development - Cloud Foundry and Serverless - Sugandha Agrawal

Sagandha Agrawal (Software Engineer, IBM Cloud Functions / OpenWhisk)

**Abstract:** This session talks about 2 different Cloud computing services : PaaS and FaaS. Cloud Foundry is the premier industry standard Platform-as-a-Service (PaaS), that ensures the fastest, easiest, and most reliable deployment of cloud-native applications. IBM Cloud offers CF services to develop applications/services. This session talks in brief about CF and the offering. Serverless technology(FaaS) as the name suggests abstracts away the need to take care of running a server or managing a physical machine or care about maintaining it. Serverless technology is a boon for developers who wish to focus on code development solely. IBM Cloud Functions offers this capability to the users on IBM Cloud and we will explore what it is and its power in the session.,

#### 2. Acquire, prepare and manage cloud-born data for AI, cloud-native style

Daniel Pittner (Architect - Watson and Cloud Platform - SQL Query)

**Abstract:** The increasingly dominating source of data for AI is machine-generated data such as IoT sensor feeds or application log data such as click-streams of end user behavior. A competitive advantage is more and more depending on the ability to quickly and flexibly turn this source of information into actionable insights. The large part of this type of machine-generated data is in fact born in cloud. So it is just consequent to employ the same for getting a handle on this data and land and prepare on a highly elastic and durable cloud-native mechanism like object storage. In this session we demonstrate the options to acquire and land this data on object storage and the cloud-native services to cleanse, enrich and prepare the data for BI and ML. We also introduce how the the cloud-native DBaaS options in IBM Cloud can be used to seamlessly store and manage the prepared data and enable highly elastic and flexible AI solutions being built on top.

#### 3. IBM Cloud Databases - An Overview of our new Cloud Offering of Open Source Databases

Thomas Lumppe (IBM)

**Prerequisites:** Please bring your own laptop for the hands-on exercises and register for the IBM Cloud: <https://ibm.biz/Bd2JHx>

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## Hands-On

### Data & AI on private cloud - hands-on with IBM Cloud Private for Data

Wilfried Hoge (Analytics Architect - Hybrid Data Management IBM Global Markets - Cloud Sales )

**Abstract:** Data analysis, combining internal and external data sources and creation/deployment of machine learning models are challenges for companies that want to become data-driven. Data has to be easy accessible and analyzed in self-service but governance and control is still needed. Data may be in your own data center and is not allowed to leave it, but has to be combined with data stored on public clouds. Learn how IBM Cloud Private for Data can help you coping with these challenges.

**Prerequisites:** Please bring your own laptop for the hands-on exercises.

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### Data Science end-to-end; from data to a deployed machine learning model.

Stephan Laertz (Senior Development Manager - Watson Studio, IBM Data and AI IBM Cloud and Cognitive Software) & Sumit Goyal (Development – Watson Studio)

**Abstract:** In this hands-on lab you will get a chance to learn how to implement an end-to-end data science workflows at scale, starting from data acquisition, cleansing and preparation of your data to train a machine learning model and finally deploy your model as REST endpoint using Watson Studio and Watson Machine Learning.

**Prerequisites:** Please bring your own laptop for the hands-on exercises and register for the IBM Cloud: <https://ibm.biz/Bd2JHx>

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### How to manage AI, with trust and confidence

Susannah Shattuck (Offering Manager, IBM Watson OpenScale) & Helmut Seitter (Senior IT Architect IBM)

**Abstract:** As businesses begin to think about scaling their AI efforts across various workflows, a critical step to fully embracing AI and machine learning is building trust in the outcomes derived from AI models. In this hands-on session, we will provide an overview of the capabilities that IBM Watson OpenScale provides to help enterprises validate, monitor, and govern AI models at scale. Attendees will have a chance to provision their own instances of Watson OpenScale and begin monitoring a credit risk model for bias, explainability, and performance at runtime.

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## Meetup

### Analyze: Smart Intelligende in practice - How, Why and What you can Provide

Martin Kramer (Technical Sales Professional IBM Global Markets - Cloud Sale)

**Abstract:** IBM Cognos Analytics offers everything from Augmented Intelligence (AI) to data preparation support to data visualization. Using integrated intelligence, data can be cleansed and designed. You receive system recommendations for linking data from different sources within the tool. Hidden patterns and difficult to find correlations are brought to light and then visualized in an appealing way. In addition, statistical insights are provided in natural language. The integrated AI Assistant answers your questions about your data easily and comprehensibly, making it even easier to evaluate the data.

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### DevOps Pipeline for Container on Private Clouds

Thomas Müller, Technical Sales & Solutions DevOps, Cloud & Project Management

**Abstract:** It is critical in today's fast-moving business environment to make change fast and agile while governance is controlled and well-managed in app modernization and move towards the cloud journey. DevOps is the key solution with agility being at the core of the solution practice.

In this tutorial, you will develop a Java microservice application and deploy it to IBM Cloud Private using IBM DevOps solution. You will experience how IBM Microclimate provides a seamless, closed-loop development environment that maximizes developer productivity for building, testing, and deploying microservices. Then you will progress the microservice to IBM UrbanCode Deploy which manages the deployment to the next environment, Dev/Test. Finally, you will use IBM UrbanCode Velocity to kick off the final deployment of the microservice to production while getting visibility into the deployment in all environments.

We will explore the following key capabilities:

- See the value of the closed-loop microservice development process in Microclimate.
  - Experience the flexibility and control that UrbanCode Deploy provides for managing pipelines and deployments.
  - Understand how UrbanCode Velocity provides control and visibility over multiple delivery pipelines and environmen
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## Unconference

= A Unconference is a meeting controlled by the participants that tries to avoid one or more aspects of a classic conference, such as fees or sponsored presentations.

## Proposal:

Theme I: Towards de-facto standard in AI: What's new in TensorFlow 2.0 by Romeo Kienzler

Theme II: How to build trusted and explainable AI by Sumit Goyal

Theme III: Object Detection with Watson Visual Recognition by Hartmut Seitter

Theme IV: Open Source Panel

Theme V: Build a ChatBot with Watson Assistant to answer questions regarding, 'Bikini Berlin or your own topic' by Hartmut Seitter

Theme VI: Theme VI: Combined multi model databases for Developers -based on SQL and NoSQL by Stefan Hummel