

# The new IT order: Hybrid cloud in an age of tension

17. juni - IBM Danmark, København Ø

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08:30 - 09:00	<b>Breakfast &amp; registration</b>
09:00 - 09:10	<b>Welcome &amp; opening remarks</b> Thomas Kovsted, CEO/Country General Manager, IBM Denmark & Iceland
09:10 - 09:40	<b>Digital sovereignty and geopolitical realities – Is Denmark prepared?</b> Jakob Ellemann-Jensen, vicedirektør, Dansk Erhverv
09:40 - 10:10	<b>Hybrid by Default &amp; Hybrid by Design?</b> Belén Martín, Senior Partner & VP, IBM Consulting
10:10 - 10:30	<b>Break</b>
10:30 - 11:00	<b>Client Stories - How to adapt the Hybrid by Design as a strategy</b> Olga Nissen, Head of Transformation, Tryg Jimmy Jensen, Head of Integration, PFA Sriram Seshadri, Head of Information Technology, FLSmidt
11:00 - 11:45	<b>Making intentional architectural decisions will be important to move towards digital sovereignty</b> Rashik Parmar, Global Thought Leader in Ethical and Responsible Computing
11:45 - 12:00	<b>Closing, next steps. &amp; questions</b> Thomas Kovsted, CEO/Country General Manager, IBM Denmark & Iceland
12:00 - 13:00	<b>Lunch</b>

## 08:30 - 09:00: Breakfast & registration

## 09:00 - 09:10: Welcome & opening remarks



**Thomas Kovsted**  
CEO/Country General Manager  
IBM Denmark & Iceland / Keynote

*A short introduction to the agenda and speakers of the day.*

## 09:10 - 09:40: Digital sovereignty and geopolitical realities – Is Denmark prepared?



**Jakob Ellemann-Jensen**  
vicedirektør  
Dansk Erhverv / Keynote

*In a time marked by increasing geopolitical uncertainty and growing digital dependency, Denmark and Europe face a strategic choice: Should we be digital consumers - or digital decision-makers? With digitalization as one of the key drivers of competitiveness, innovation, and security, the need for digital sovereignty and more resilient IT infrastructure is more important than ever.*

*This presentation focuses on how the current global situation is impacting the strategies and adaptability of Danish businesses. Are Danish organizations agile enough to navigate a new world order? How do we balance global cooperation with the need for European technological independence?*

## 09:40 - 10:10: Hybrid by Default & Hybrid by Design?



**Belén Martín**  
Senior Partner & VP  
IBM Consulting / Partner

*This session will introduce IBM's Hybrid by Design framework.*

*The 5 key priorities underpinning the success of "Business Cloud Masters":*

- 1. Drive product-centric mindset to enable business priorities*
- 2. Build international architecture to accelerate and scale business competences*
- 3. Create consistent development and operational experience across platforms*
- 4. Empower product teams to exploit hybrid capabilities*
- 5. Harness the power of all data and scale gen AI deployment*

*Leading up to the three transformation Areas: product-led by design, integration by design and technology by design, which we will exemplify through client cases in the next session.*

**10:10 - 10:30: Break**

**10:30 - 11:00: Client Stories - How to adapt the Hybrid by Design as a strategy**



**Olga Nissen**  
Head of Transformation  
Tryg / Partner



**Jimmy Jensen**  
Head of Integration  
PFA / Keynote



**Sriram Seshadri**  
Head of Information Technology  
FLSmidth / Keynote

**11:00 - 11:45: Making intentional architectural decisions will be important to move towards digital sovereignty**



**Rashik Parmar**  
Global Thought Leader in Ethical and Responsible Computing / Partner

*In this session we will discuss the architectural control points that will enable you to answer the following questions:*

- How do I distinguish between commodity IT and Core IT?*
- What, and how fast can I move from one cloud to another?*
- Which levers do I have to control my IT cost?*
- Do I have the right data in the right quality to build the right models to support my business?*
- How do I seamlessly integrate existing systems with upcoming IT services across multiple clouds and service providers?*
- How do I provide personalized services to employees, partners and customers in a cost-efficient way?*
- How do I efficiently manage my IT services and keep them working while I modernize and transform across multiple clouds?*
- How do I manage the threat from potential perpetrators while protecting the sovereignty of my data?*

## **11:45 - 12:00: Closing, next steps. & questions**



**Thomas Kovsted**  
CEO/Country General Manager  
IBM Denmark & Iceland / Keynote

*A short summary of the day and questions.*

## **12:00 - 13:00: Lunch**