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

17. juni - IBM Danmark, København Ø

08:30 - 09:00	**Breakfast & registration**
09:00 - 09:10	**Welcome & opening remarks** Thomas Kovsted, CEO/Country General Manager, IBM Denmark & Iceland
09:10 - 09:40	**Digital sovereignity and geopolitical realities – Is Denmark prepared?** Jakob Ellemann-Jensen, vicedirektør, Dansk Erhverv
09:40 - 10:10	**Hybrid by Default & Hybrid by Design?** Belén Martín, Senior Partner & VP, IBM Consulting
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 Jimmy Jensen, Head of Integration, PFA Sriram Seshadri, Head of Information Technology, FLSmidth
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
11:45 - 12:00	**Closing, next steps. & questions** Thomas Kovsted, CEO/Country General Manager, IBM Denmark & Iceland
12:00 - 13:00	**Lunch**

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 sovereignity 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 leavers 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