

element61 Microsoft Analytics & AI Day 2026



Business oriented Technical oriented

Date: April 23rd, 2026 | Venue: Kinepolis Brussels | Time: 09:00 - 18:00















Timing	Session			
9:00 - 10:00	Coffee & Networking Theater 23			
10:00 - 10:25	Kickstarting the day & introducing element61 Steven Decerf - Partner Customer Relations & Business Development - element61			
	Generative AI in Action track Theater 23	BI & Analytics track Theater 18	Governance & Architecture Track Theater 17	Partner track Theater 24
	How we built a GenAI-powered email agent for brokers	Databricks' next chapter: Bringing the business user into the Lakehouse	The AI Factory: From production to platform, and accelerating what comes next	Supporting planning & budgeting in a Modern Data Platform
10:30 - 11:10	<p>In this customer case, we show you a transformative implementation of how brokers handle customer emails with a smart email agent that automatically processes, classifies and interprets incoming messages. The system extracts intent, identifies the required actions and links to the right data context, reducing manual effort and increasing efficiency.</p> <p>This session walks through the end-to-end workflow, from ingestion to AI-guided handling, to show how GenAI can streamline communication-heavy processes and boost operational efficiency.</p>	<p>Databricks is rapidly moving beyond its developer-first roots. With Databricks One, Genie, Apps, improved dashboarding, and the new Lakeflow Designer, the platform is shifting toward a low-code, business-friendly experience.</p> <p>This session highlights how these capabilities make the Lakehouse more accessible for analysts and business users, enabling faster insights, easier workflows, and lightweight app creation without deep engineering skills.</p>	<p>As AI solutions scale, fragmentation quickly becomes the bottleneck: disconnected agents, duplicated logic, and isolated tools slow teams down. We introduce the AI Factory as the foundational platform that brings structure through governed data access, lift-and-shift AI capabilities, and a consistent user experience.</p> <p>On top of this foundation, Acceleration Kits plug in to tackle recurring business problems fast, without rebuilding everything from scratch. Discover how this combination enables faster delivery, higher quality, and AI solutions that scale across the organization.</p>	<p>Microsoft does not offer a native solution for planning & budgeting.</p> <p>Vena is a Complete Planning Platform natively integrated with Fabric and Microsoft 365. Learn how Vena embraces Azure and Azure OpenAI technologies to empower Finance teams with cutting-edge budgeting and forecasting capabilities.</p> <p>Next to a short demo on Vena's added value for planning & budgeting in a Microsoft landscape, you will also learn how Moore Belgium is using Vena for managing the merit process and to generate a Total Reward Statement letter for its workforce.</p>
	Jasper Penneman - Senior Data Scientist - element61	Valentin Janclaes - Analytics Architect - element61	Wouter Dewitte - Data Scientist - element61	Inez Vranken - Compensation & Benefits Expert - Moore Alex Wood - VP Global Channels - Vena Solutions Ruben Govers - Senior Perf. Mgmt Architect - element61
11:15 - 12:00	Choosing the right conversational BI setup	Enhancing patient communication through AI-simplified medical letters	From Synapse to Fabric: Building a data platform for marketing analytics	Why 95% of AI projects fail, and how to build AI-ready data on Fabric in weeks, not months
	<p>Conversational BI offers a new way for users to get insights by simply asking questions, but with options like Databricks Genie, Microsoft Copilot, and custom solutions, it's not always clear which approach fits best.</p> <p>This session compares these tools across semantic modeling, security, governance, and platform considerations to show when each setup makes sense. You'll leave with a clear, practical framework to choose the right conversational BI environment for your organization.</p>	<p>We developed an AI solution together with the ZAS hospital group that automatically translates complex medical letters into clear, patient-friendly language, helping patients better understand their diagnosis, treatment, and follow-up care. The simplified version is made available to patients via CoZo, ensuring easy and secure access to their medical information.</p> <p>This real-world use case demonstrates how AI can improve patient communication, increase engagement, and reduce uncertainty after consultations, without adding administrative burden for healthcare professionals.</p>	<p>Orac shares how it is transforming its data platform into the central hub for marketing analytics and activation. By migrating from Azure Synapse to Microsoft Fabric, Orac is enabling scalable clickstream data staging and integration with CRM and transactional data, creating the foundation for a governed Customer 360°.</p> <p>This modern Fabric-based platform makes data-driven activation possible and is enabling the first nurturing use cases, while laying the foundation for advanced analytics in marketing and beyond.</p>	<p>Most AI initiatives fail because of data quality gaps, governance bottlenecks, and manual integration, not model quality. Whether you're migrating to Fabric, deployed but stuck, or evaluating platforms, the blocker is the same: manual data engineering that can't scale.</p> <p>This session reveals how metadata-driven automation on Fabric delivers 60% faster development and 70% cost reduction. You'll see why tool sprawl and metadata chaos block AI ROI, and the fix, how MCP Server integration enables governed agentic AI, and a showcase of a future-proof architecture that eliminates platform lock-in. Walk away with an actionable automation roadmap for AI readiness.</p>
	Artur Tyaert - Analytics Architect - element61	Mark Helbert - CMIO & Nephrologist - ZAS Charles Cuigniez - Dir. Data Science & Analysis - element61	Sarah Henderson - Business Intelligence Analyst - Orac Bram Leenaert - Principal Analytics Architect - element61	Alex Van Wijnen - Field CTO - TimeXTender
12:00 - 13:00	Sandwich Lunch (+demos @booths) Theater 23			
13:00 - 13:40	AI agents and the future of work: What comes after Copilots			
	<p>AI has moved fast this year, shifting from copilots to agentic systems that can reason and automate full workflows. This session explores how these agents reshape daily work and how roles like data engineering start to become chat-driven and interactive. In this session we'll show & launch concrete templates in how to accelerate with autonomous agents on both your data workloads (Meet Ralph) but also on any other operational process (Helix). Discover what this new era means for your teams, your processes, and how work will be created and scaled going forward.</p> <p>Peter Depypere - Partner Data Science & Analysis - element61</p>			
13:40 - 14:20	Customer testimonial: Modernizing Advanzia's data platform: A secure and scalable transformation in under a year			
	<p>Advanzia long operated on a reliable but aging Microsoft-based data warehouse that increasingly struggled with growing data volumes, new sources, rising regulatory demands, and the need for faster insights. In this session, Maxime explains why Advanzia chose to modernize its data platform and how the team migrated in under a year to a scalable cloud architecture built on Azure Databricks and Power BI. The focus goes beyond technology, highlighting the business impact: near real-time analytics, stronger security and data governance, improved lineage and masking, and a controlled yet flexible foundation for self-service analytics.</p> <p>Maxime also shares the key trade-offs, governance decisions, and lessons learned from delivering a large-scale transformation in a regulated environment and how this new platform positions Advanzia to confidently operationalize advanced analytics and machine learning. Join this session to learn how to turn a complex data modernization effort into a secure, governed, and future-ready business enabler.</p> <p>Maxime Thiel - Technology Architect - Associate Director - Advanzia Bank</p>			



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Technical oriented

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	Meet Ralph: Our element61 Agentic Colleague	Designing ML for adoption: Lessons from real-world implementation	Tips and tricks gathered from Microsoft Fabric implementations	Open Data Infrastructure: The Next Era of Data Architecture
14:25 - 15:05	 <p>Migrations don't have to be slow & data platform maintenance doesn't have to be painful. We built Ralph because we saw the same challenges at every customer and we knew there had to be a better way.</p> <p>In this session we go deeper in what's announced in the keynote: Meet Ralph, our Agentic element61 colleague. We'll show how Ralph powers maintenance & migration work accelerating projects in both Fabric & Databricks</p> <p>See real examples, real stats, and how GenAI is reshaping the way organizations modernize their data platforms & how we want to help you.</p> <p>Michiel Van Brusselen - Solutions Lead - element61</p>	 <p>Building machine learning solutions that actually deliver value goes far beyond model accuracy. In this session, we distill two recurring lessons from real-life ML projects that made the difference between theoretical success and real business adoption.</p> <p>First, we show why high-quality input and structured business feedback are crucial, and showcase how we have built an interface designed to guarantee consistent, high-quality inputs. Second, we highlight the importance of explainability, demonstrating how the integration of SHAP-based insights help users understand and confidently work with model predictions.</p> <p>Julie Braeckvelt - Data Scientist - element61 Julie Vanackere - Data Scientist - element61</p>	 <p>With its monthly releases, it is sometimes difficult to keep track of all of Fabric's new features and possibilities. In this session, we will cover technical tips and tricks to be able to efficiently work with Fabric gathered from multiple real-life implementations.</p> <p>Among those tips and tricks, we will talk about: how to efficiently work with a combination of lakehouses and warehouses in a medallion architecture and their added value, how to automate workspace deployment, how to use the Fabric Capacity Metrics app to analyse workloads, and how to optimize DAX queries.</p> <p>Ruben Mertens - Analytics Architect - element61 Kwinten D'hont - Analytics Architect - element61</p>	 <p>Open Data Infrastructure is reshaping how organizations support analytics, operations, and AI. As platforms consolidate control over storage, compute, and pricing, the risk of platform lock-in grows, limiting how teams access, move, and use their data.</p> <p>With Fivetran as an interoperable foundation, organizations separate storage from compute, adopt open standards, and keep data portable across clouds and engines. This ensures durable cost control, consistent data access, and an open, future-proof base that scales with AI without replatforming.</p> <p>Dom Orsini - Lead Solution Architect, Enterprise - Fivetran</p>
15:05 - 15:35	Coffee Break (+ demos @booths)			
	What's an Agentic OS & what's Helix?	Using OOTB to accelerate an ERP integration: A customer testimonial	Data security in the age of AI: Practical controls with Microsoft Purview	How Van Hoescke leverages Qlik Talend Cloud to build a Trusted Data Foundation for Advanced Analytics in Databricks
15:35 - 16:15	 <p>Running one AI agent is easy. Running 50 agents across your organization is not. In this session we go deeper on Helix & how an Agentic OS is needed to bring governance, security & structure if you plan to work Agentic in your company.</p> <p>In this session we see the system behind an Agentic OS & we go in-depth on Helix. We explore the underlying architecture, accelerators, and patterns, and bring it to life through demos showing how governance, self-service, Copilot integration & integrations work end-to-end.</p> <p>See how we're simplifying Agentic AI at scale for you.</p> <p>Pieter Sterkens - AI Architect - element61</p>	 <p>This session shows how our Out-of-the-Box (OOTB) framework accelerates the process of integrating your ERP in a data warehouse using predefined data models, reusable ETL patterns, and standardized validation steps.</p> <p>You'll see how OOTB reduces rebuild effort, streamlines mapping, and provides a consistent foundation to modernize your setup faster and with fewer errors.</p> <p>Mélanie Vercaempt - Manager Customer Relations & Business Development - element61</p>	 <p>AI adoption accelerates productivity but also amplifies data-exposure risks. This session explores how Microsoft Purview provides the guardrails needed to secure sensitive information in an AI-driven workplace.</p> <p>We'll demonstrate how to identify AI activity, classify and label data at scale, and prevent leakage with Endpoint DLP and adaptive protection. You'll also learn how Purview supports compliance, auditing, and safe Copilot usage. Expect practical guidance, real-world patterns, and actionable steps to secure data in the age of AI.</p> <p>Tim Hermie - Principal Data Governance Architect - element61</p>	 <p>In this customer case, Van Hoescke, part of the Blum Group, shares how they are building a trusted data foundation to unlock the potential of AI. The session explores how Van Hoescke leverages Qlik Talend Cloud alongside Azure Databricks to implement a modern data lakehouse architecture, enabling real-time analytics, reliable data integration and data quality at scale. Attendees will learn about the company's journey towards a Qlik Modern Data Platform and discover real-world use cases that demonstrate how this integrated platform delivers value across the organization. element61 will also share how Qlik Talend Cloud's native SAP connectivity and Microsoft Fabric Open Mirroring extend the platform's reach across the wider data ecosystem.</p> <p>Gert Vandeviere - Data Analyst - Van Hoescke Reinout Lesage - Senior Analytics Architect - element61</p>
	Building AI agents in Microsoft Foundry	Using the Databricks suite to make a state-of-the-art ESG application	How SAP Business Data Cloud extends the Microsoft Azure landscape	Fabric Native MDM: AI and Analytics Ready Data in Minutes
16:20 - 17:00	 <p>As organizations accelerate their AI adoption, knowing how to design and extend agent-driven workflows becomes a critical skill.</p> <p>This session begins with a clear, non-technical introduction to agents and tools, illustrated through simple everyday examples. We then move into Azure AI Foundry to show how built-in tools can be easily configured and connected to real solutions. Finally we will move beyond the hype to show a live, running "Digital Supply Chain Employee" that detects risks and solves problems before you even open your laptop. Discover how to build a workforce that is secure, cost-effective, and ready for the enterprise.</p> <p>Luis Valencia - Senior Data Scientist - element61</p>	 <p>Databricks is quickly becoming a powerful platform for end-to-end application development, combining seamless Unity Catalog authentication, native app-building, and Lakehouse-native operational storage.</p> <p>Using our ESG Carbon Mapping App, we show how Databricks simplifies file ingestion, carbon-category classification, human-in-the-loop validation, and agentic automation with Mosaic AI, illustrating when and why Databricks is the right choice for application development without custom infrastructure.</p> <p>Parcifal Van Gucht - Analytics Architect - element61</p>	 <p>Organizations on Microsoft Azure increasingly struggle to unify SAP and non-SAP data. SAP Business Data Cloud (BDC) offers a modern, open foundation that strengthens, rather than replaces, existing Azure investments.</p> <p>This session presents three Azure-first integration scenarios: compliant SAP data extraction into Azure using SAP-certified BDC pipelines; a BW migration path that supports use-case-driven steps and business involvement; and a parallel setup where SAP BDC and Azure analytics run side by side, using BDC Connect to unify SAP and non-SAP data and streamline integration patterns.</p> <p>Ysaline de Wouters - Senior Analytics Architect - element61</p>	 <p>A hands-on walkthrough of building a production-ready master data management solution natively inside Microsoft Fabric — from domain modelling and source integration through matching rules, data quality policies and stewardship workflows.</p> <p>See how to publish clean, gold-medallion master data back to OneLake so it's immediately trusted by Power BI and your wider Fabric workloads.</p> <p>Eric Melcher - CTO - Profisee Tom Bouten - Director Data Governance - element61</p>
17:00	Networking Reception (+ demos @booths)			

Any questions, feel free to email: info@element61.be



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