ENTERPRISE DATA WORLD

AGENDA AT A GLANCE 2013

TRACK KEY

AGL	Agile Data	**INT**	Data & Application Integration	**DGDQ**	Data Governance & Data Quality	**META**	Metadata
BI	Business Intelligence & Analytics	**DAMA**		**EIA**	Enterprise Information Architecture	**MGMT**	Management & Methods
BIG	Big Data & NoSQL	**DDB**	Data-Driven Business	**MDM**	Master Data Management	**MOD**	Modeling

SUNDAY, APRIL 28

2:30 PM - 5:45 PM Workshops	Designing the Enterprise Data Landscape Todd Sicard, *Blue Cross Blue Shield of Minnesota* **EIA**	Business Analysis Techniques for Data Professionals Alec Sharp, *Clariteq Systems Consulting* **MGMT**	Introduction to Hadoop and Big Data Technologies Vladimir Bacvanski, *SciSpike* **BIG**	CDMP: The Gold Standard Data Management Certification Patricia Cupoli, *DAMA International* **DAMA**			
6:00 PM - 7:00 PM	Kick-Off Panel						

MONDAY, APRIL 29

7:30 AM - 8:30 AM	Breakfast						
8:30 AM - 11:45 AM Tutorials	AM1: Data Architecture Workshop Malcolm Chisholm, *AskGet.com* **EIA**	AM2: 7 Steps to a Successful Enterprise Information Management Program Michael Jennings, *Walgreens* Anne Marie Smith, *Alabama Yankee Systems, LLC* **DDB**	AM3: Good Data Governance to Great Data Governance Robert Seiner, *KIK Consulting / TDAN.com* **DGDQ**	AM4: Statistical Process Improvement in Data Quality & Integration Andres Perez, *IRM Consulting, Ltd. Co.* **INT** **DGDQ**	AM5: Integrating BIG Data Analytics Into The Enterprise Mike Ferguson, *Intelligent Business Strategies Ltd* **BIG** **BI**	AM6: Herding Interfaces – Integration Best Practices & New Technologies April Reeve, *EMC Consulting* **INT**	AM7: Agile Data Modeling Workshop Steve Hoberman, *Steve Hoberman & Associates* **MOD** **AGL** · AM8: Data Modeling Masterclass Graham Witt, *Ajilon* **MOD**
12:00 PM - 12:30 PM In Perspectives	Accelerating Data Governance and Improvement through Intelligent Automation Rich Flynn, *Global IDs* **DGDQ**		Trillium In Perspective Presentation	Orbis Technologies In Perspective Presentation	The Big Picture of Metadata Management for Data Governance & Enterprise Architecure Christian Bremeau, *Meta Integration Technology* John Friedrich, *Meta Integration Technoloy* **META**		
12:30 PM - 1:30 PM	Lunch						
1:30 PM - 4:45 PM Tutorials	PM1: Blueprinting: Rapidly Uncovering Critical Data, Process and System Dependencies Christopher Bradley, *IPL* Alec Sharp, *Clariteq Systems Consulting* **INT** **AGL**	PM2: Step-by-Step Data Strategies Gwen Thomas, *Data Governance Institute* **MGMT** **DDB**	PM3: Compliance-Driven Information Management and Governance John Ladley, *IMCue Solutions* **DGDQ**	PM4: Master Data Management – A Best Practice Guide Mike Ferguson, *Intelligent Business Strategies Ltd* **MDM**	PM5: Using Dashboards and BI to Develop Key Metrics for Data Management Lyndsay Wise, *WiseAnalytics* **DDB** **BI**	PM6: Introduction: NoSQL and New Database Technologies Dan McCreary, *Kelly-McCreary & Associates* **BIG**	PM7: Categorizing Enterprise Metadata for Integration Bob Schork, *Cognizant Technology Solutions* **META** **INT** · PM8: Big Data Data Modeling Workshop Steve Hoberman, *Steve Hoberman & Associates* **MOD** **BIG**
5:00 PM - 5:50 PM	Lightning Reception - 5 Minute Talks on a Variety of Topics						
6:00 PM - 7:00 PM Interest Groups	Data Management in Insurance – from Data Creation & Acquisition to BI Analytics Peter Marotta, *Verisk Analytics* Tracy Spadola, *Teradata* **DDB** **BI**	Finding the Yellow Brick Road to DG in a Federated Higher Education System Eva Smith, *Edmonds Community College* Carmen McKenzie, *Washington State Board for Community & Technical Colleges* **DGDQ**	Case Study: DG for Oil & Gas Industry – A Multi-Billion Dollar Journey to DQ Mikitaka Hayashi, *JGC Corporation* **DGDQ**	Big Data Applications in Retail Richard Vermillion, *Fulcrum* **BIG**	Financial Services SIG Pamela Colbert, *Data Governance Consulting* **DGDQ**	DAMA-DMBOK2 Framework Review, Progress and Commentary Process Susan Earley, *Sears Holdings* Patricia Cupoli, *DAMA International* **MGMT** **DAMA**	SAP Sybase PowerDesigner George McGeachie, *Metadata Matters* **MOD**

TUESDAY, APRIL 30

Time							
7:00 AM - 8:30 AM	Breakfast						
7:30 AM - 8:20 AM Interest Groups	**Data Integration on Steroids: A Breakfast Discussion and Demos of Unified Information Access as a New Enterprise Data Management Paradigm** Lee Feigenbaum, *Cambridge Semantics Inc.* **EIA** **INT**	**Managing Guerrilla Analytics Teams: Principles and Practice** Enda Ridge, *KPMG* Edward Curr, *DERI* **BI** **AGL**	**Knocking Down Barriers to DG Success : Lessons Learned from DGPO** Michael F. Jennings, *Walgreens* Anne Marie Smith, *Alabama Yankee Systems, LLC* Kira Chuchom, *Microsoft* Pablo J Riboldi, *Church of Jesus Christ* Robert S. Seiner, *KIK Consulting/TDAN.com* Steven Zagoudis, *MetaGovernance Inc.* **DGDQ**	**Tagging Data Governance Issues in a Hospital by Using a Logic Data Business Model** Erik van der Velde, *UMCG* **DGDQ** **MOD**	**CA ERwin SIG** Tom Bilcze, *Westfield Insurance* **MOD**	**DAMA Ottawa and the Royal Lifesaving Society – Saving Lives through Better Data** Rod MacPherson, *dCentricity Inc.* Christine Wagg, *Royal Lifesaving Society* **DAMA** **DDB**	
8:30 AM - 10:00 AM Keynotes	**Then Our Buildings Shape Us: A New Way to Think About Technology Selection** Tim Berglund, *GitHub* **New Ideas and Products to Look for this Week** John Ladley, *IMCue Solutions* **BIG**						
10:00 AM - 10:20 AM	Coffee Break						
10:20 AM - 11:10 AM Conference Sessions	**Why Should Business Invest In Data?** Richard Howey, *UnitedHealth Group* **DDB**	**Case Study of Logical Data Architecture** James Luisi, *MetLife* **DDB** **EIA**	**The Big Challenge of Big Data and Hadoop Integration** Cédric Carbone, *Talend* **BIG**	**What to do with the Social Networks in your Customer Data?** Jans Aasman, *Franz Inc* **BIG** **BI**	**When Data Warehousing is Not Enough: Why You Need the Golden Record (MDM)** Prasad Gadde, *Information Builders, Inc* **MDM**	**Leveraging Enterprise Reference Data in Operational Systems** Saad Yacu, *Allstate Insurance* **META**	**Who's Afraid of Big Data? Big Data and the Agile Architecture Revolution** Jason Bloomberg, *ZapThink, A Dovel Technologies Company* **BIG** **AGL**	
11:20 AM - 12:10 PM	**A Flexible Segmentation Method using Big Data** Susan Earley, *Sears Holdings* **DDB** **BIG**	**LinkedIn: Cloud Integration in a Hyper-Growth Environment** Andres Bang, *LinkedIn* Alex Lai, *LinkedIn* **INT** **DDB**	**Information Governance in the Era of Big Data** David Corrigan, *IBM* **BIG** **DGDQ**	**A View into BlackBerry's Data Governance Portal** Kendle Des Rosiers, *BlackBerry* **DGDQ**	**Collaborative Data Management: How Crowdsourcing Can Help To Manage Data** Edward Curry, *Digital Enterprise Research Institute (DERI)* **MDM** **DDB**	**AAA Changes Wheels While Driving: Virtualized Data Improves Structure and Flexible Architecture** Masha Bykin, *AAA of Northern CA, NV, and UT* Anthony Kopec, *AAA of Northern CA, NV, and UT* **AGL**	**Home-Grown Metadata Repository Case Study** Jay Smith, *Blue Cross Blue Shield Association* **META**	**Applying Parallel Graph Analytics To Trillion Node Problems** Leon Guzenda, *Objectivity, Inc.* **BI**
12:10 PM - 1:30 PM	Lunch						
12:20 PM - 1:00 PM	Lunch and Learn How Do We Manage our Data Portfolio as it Grows and Diversifies? Dan Meers, *K2-Solutions LLC* Rich Flynn, *Global IDs* **BI** **MGMT**						
1:30 PM - 2:20 PM Conference Sessions	**The Data Vault Data Warehouse Architecture – An Overview** Lowell Fryman, *Aspen Information Solutions Inc* **EIA** **BI**	**Data Architecture and Data Governance – The Not so Siamese Twins in IT** Luminita Vollmer, *Prime Therapeutics* **DGDQ**	**New Opportunities for Connected Data** Emil Eifrem, *Neo Technology* **BIG**	**Self-Service Master Data – Points to Consider** Stacie Hall, *Intel Corporation* Mary Klein, *Intel Corporation* **MDM**	**UML and Data Modeling: A Reconciliation** David Hay, *Essential Strategies, Inc.* **MOD**	**Implementing a Simpler, More Agile Big Data Architecture with Hadoop, NoSQL DB & Search for a New Breed of Real-time Applications** Fernando Mesa, *MarkLogic* **BIG**	**Hybrid Virtual Warehouse – Strategy for Using Virtualization for EDW-style Delivery** William Brooks, *Mercer* **EIA** **BI**	
2:20 PM - 2:40 PM	Coffee Break						
2:40 PM - 3:10 PM In Perspectives	**Enterprise Data Collaboration – By Design** Donna Burbank, *CA* **MOD**	**Using the Adaptive Metadata Manager to Create Simplicity Out of Complexity** James Cerrato, *Adaptive, Inc.* **DGDQ**	**Introduction to Dell Boomi iPaaS (integration-platform as-a-service) and MDM Solutions** JJ Ferroni, *Dell Boomi* **MDM**	**SAP** **In Perspective Presentation**	**How to Make 'Big Data' Easier to Use and Transform into 'Smart Data'** Massimo Ruffolo, *Altilia* Steve Ardire, *Independent Consultant* **BIG**			
3:20 PM - 4:10 PM Conference Sessions	**Integrating Semantic Technology with Enterprise Information Management** Chris Moran, *IMSC* Lee Feigenbaum, *Cambridge Semantics Inc.* Peter Lawrence, *TopQuadrant* **EIA**	**Well Behaved Data – It's a Matter of Principles** Sheila Jeffrey, *Bank of America* **EIA**	**Embracing Polyglot Persistence: Succeeding with NoSQL in the Enterprise** Vladimir Bacvanski, *SciSpike* Jeff McCalip, *VHA* **BIG**	**Get Real About Analytics – Principles That Can Make You a Rock Star in Your Organization** Bernard Wehbe, *StatSlice Systems* **BI** **MGMT**	**Why Logical Data Models are Important** Missy Wittmann, *American Family Insurance* **MOD**	**Best and Worst Practices for Data Virtualization** Suresh Chandrasekaran, *Denodo Technologies* **EIA**	**Placeholder for SAP**	
4:00 PM - 7:00 PM	Exhibits and Reception						

ENTERPRISE DATA WORLD

WEDNESDAY, MAY 1

7:00 AM - 8:30 AM
Breakfast

7:30 AM - 8:20 AM — Interest Groups

XML Schema Model Management Using Industry Based Schemas Lucy Hubrich, *Allstate Insurance* **MGMT MOD**	**Implementing Policies and Standards to Manage Data as an Enterprise Asset** Janet Lichtenberger, *Walgreens* **DGDQ**	**Demystifying Data Science and Data Scientist** Laila Moretto, *The Mitre Corp.* **BIG**

8:30 AM - 9:20 AM

Becoming Data-Centric: Why the Chief Data Officer Role is Critical Micheline Casey, *CDO LLC* **DDB**	**Graphic Techniques for Profiling & Understanding Production Data** Michael Scofield, *Loma Linda University* **DGDQ**	**Data Governance – An Evolutionary Tale** Carolyn Lewis, *UnitedHealth Group* **DGDQ**	**Running a Large Commercial Data Asset – Look behind the Curtain at Data.com** Matthias Zeller, *Salesforce.com* **DGDQ BIG**	**Data Management and Integration in a SOA Environment: Report From the Trenches** John Biderman, *Harvard Pilgrim Health Care* **INT EIA**	**Tweaking the Truth—A Look at Augmented Reality and Its Applications** Paul Stewart, *Johnson County, Kansas* **DDB BI**	**NoSQL Distilled: A Guide to the Emerging World of Polyglot Persistence** Pramod Sadalage, *Thoughtworks Inc* **BIG**	**Metadata Management on the Bleeding Edge** Ian Rowlands, *ASG Software Solutions* **META**

9:30 AM - 10:00 AM — In Perspectives

MDM and SOA are Broken: How can Semantics Help Fix These Foundations of Enterprise Data Management Lee Feigenbaum, *Cambridge Semantics Inc.* **MDM INT**	**Demystifying Big Data Analytics: Data Analysis for Business Users?** Fernando Mesa, *MarkLogic* **BIG**	**Vertica In Perspective Presentation** **BI**	**Giving Your Employees the Easy Button for Getting Their Work Done: How Data Management Protocols and Faceted Search Make Business Information Findable in SharePoint (With No Expensive Customization!)** Anne Tülek, *Access Sciences Corporation* Glen Hilford, *Access Sciences Corporation* **EIA**	**Don't Lose the Data Battle Before it Even Begins** Maneesh Joshi, *SnapLogic* **BI BIG**		

10:00 AM - 10:30 AM
Coffee Break

10:30 AM - 11:20 AM — Conference Sessions

Sharing Enterprise Master & Reference Data using Re-usable Data Services Pushpak Sarkar, *Infolynx* **EIA MDM**	**'Death By Spreadsheet' – What Is It, and What Can Be Done About It?** George McGeachie, *Metadata Matters Limited* **MGMT**	**Maximize Return On Data Through Holistic Data Governance** Rob Karel, *Informatica Corp* **DGDQ**	**Modeling in the NoSQL World** Alex Peake, *Intuit Inc.* **BIG MOD**	**Business Driven Social Stewardship with MDM 3.0** Mehmet Orun, *Salesforce.com* **MDM**	**Four Trends in Business Intelligence that Cannot be Ignored** Stephen Brobst, *Teradata Corporation* **BI**	**Intelligence through Dynamic and Static Data** Krish Krishnan, *Sixth Sense Advisors Inc.* **BI**	**Collaborative Design of XML Messages** Graham Witt, *Ajilon* **MOD INT**

11:30 AM - 12:20 PM

Cost Effective Master Data Management & Governance (MDMG) – A CFO's Story of Sustained Data Advantage Dan Meers, *K2-Solutions LLC* **MDM**	**Practical Data Governance** Sue Geuens, *DAMA SA* **DGDQ**	**Fact Based Data Quality Assessment** Stanislav Georgiev, *Salesforce.com* **DGDQ**	**Data Scientists: Grow and Sustain a Big Data Center of Excellence** James Kobielus, *IBM* **BIG BI**	**Emerging Technologies and Methodologies – Culling Through the Hype** Dawn M. Michels, *Life Touch Portrait Studios* **MGMT**	**Front End First: A Fresh Approach to Building BI Solutions** Patricia Klauer, *Eclipse Data Systems* **BI**	**Enriching Enterprise Data Models: A Taxonometric Approach** Peter Aiken, *Data Blueprint* Robert Lutton, *Sandhill Consultants* **MOD**

12:20 PM - 1:00 PM
Lunch

1:00 PM - 4:00 PM
Exhibits

1:00 PM - 2:00 PM
Coffee, Dessert and Conversations on the Exhibit Floor

2:10 PM - 3:00 PM — Growth & Coaching

Starting a Blog: Easy Step Show and Tell for Data Professionals Karen Lopez, *InfoAdvisors* **DDB MGMT**	**How to Thrive in Global Data Management** Lee Edwards, *DAMA UK* **MGMT**	**Business Intelligence: The Changing Roles of IT and the End User** Donald Farmer, *QlikTech* **BI**	**Designing User-Centered Business Intelligence Solutions** Charlie Claxton, *Produxs* **BI MGMT**	**Making Agile Work with BI Projects: Tips & Best Practices** Robert Solonynka, *Data Experts, Inc.* **AGL BI**	**How to "Spread the Word" About Data Modeling** Cathy Manke, *WI Department of Employee Trust Funds* **MOD**

3:00 PM - 3:45 PM
Ice Cream Social & Prize Drawings

4:10 PM - 4:45 PM — Keynote
Taming Elephants, Bees and Pigs – The Big Data Circus
 Ashish Thusoo, *Qubole*
 BIG

4:45 PM - 5:30 PM — Keynote
Connected: How Social Networks Affect Everything You Feel, Think, and Do
 James Fowler, *UC San Diego*
 BI

THURSDAY, MAY 2

7:30 AM - 8:30 AM	Breakfast						
8:30 AM - 9:20 AM Conference Sessions	Creating and Managing a Quality Master Data Supply Chain Peter Benson, *ECCMA* **DGDQ** **MDM**	How to Govern Database Security at a Targeted Organization Pablo Riboldi, *Church of Jesus Christ* **DGDQ**	Utilizing a Hub-n-Spoke Data Architecture Across the Enterprise Gene Boomer, *OneAmerica Financial Partners Inc.* **INT** **MDM**	Big Data but NOT in Hadoop: Industrial Strength Web Data Collection Guy Hanan, *Wolters Kluwer* **BIG**	Business Process Management, Data and Predictive Analytics Vijay Mungara, *Intel Corporation* **BI**	Mashup Patterns: Design Patterns for Real-time Data Analysis Cornelia Davis, *EMC* **BI**	The Logical Data Model in Agile and Model-Driven Development Larry Burns, *PACCAR Inc* **MOD** **AGL**
9:20 AM - 9:40 AM	Coffee Break						
9:40 AM - 10:30 AM Conference Sessions	Implementing DAMA DMBOK – Challenges, Opportunities, and Lessons Learned Cynthia Hauer, *Millennium Data Management, Incorporated* **EIA** **DAMA**	How Do I Secure My Data? First, Find and Categorize Your Sensitive Data Laura Guilbert, *PwC* Vincent Su, *PwC* **DGDQ**	Top Down, Bottom Up and Beyond – Cultivating Better Management through DG and Stewardship Kira Chuchom, *Microsoft* **DGDQ**	Creating and Selling an Enterprise Information Management Strategy Andrea Thomsen, *Moneygram* **EIA**	Why Data Warehouses Fail: Scale Economically and Gain Performance for Predictive Analytics Mike Hoskins, *Pervasive Software* **BI** **BIG**		
10:50 AM - 11:50 AM Keynote	Chief Data Officers, Data Scientists and Big Data Architects – New Roles for a New World Tony Shaw, *DATAVERSITY* Mario Faria, *Boa Vista* Micheline Casey, *CDO LLC* Derek Strauss, *TD Ameritrade* **MGMT**						
11:50 AM - 1:15 PM	Break for Lunch (note that lunch will NOT be served)						
1:15 PM - 4:30 PM Seminars	S1: Assessing Enterprise Data Management Maturity Using the DAMA DMBOK Rod MacPherson, *dCentricity Inc.* **MGMT** **DAMA**	S2: Achieving Sustainability in a Data Governance Program Kelle O'Neal, *First San Francisco Partners* **DGDQ**	S3: A Phased Approach to Master Data Management Success David Loshin, *Knowledge Integrity* **MDM**	S4: Introduction to Big Data Analysis with the R Language Brian Sletten, *Bosatsu Consulting, Inc.* **BIG** **BI**	S5: Advanced Data Modeling: Be Happier, Add More Value and Be More Valued Karen Lopez, *InfoAdvisors* **MOD**	S6: Diagramming Techniques Glen Bell, *Visual Explanations Pty Ltd* **MGMT** **MOD**	