

# ENTERPRISE DATA WORLD

THE TRANSFORMATION TO  
DATA-DRIVEN BUSINESS  
STARTS HERE

SHERATON HOTEL & MARINA • SAN DIEGO, CA • APRIL 28 - MAY 2, 2013

## FOR IMMEDIATE RELEASE

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### **DATAVERSITY Presents its Second Annual Data Innovations Briefing During Enterprise Data World**

*Enterprise Data World is the business world's most comprehensive educational event about data and information management.*

Los Angeles, CA (March 28, 2013) – DATAVERSITY™ today announced the details for the second annual Data Innovations Briefing that will take place at the Enterprise Data World (EDW) Conference, April 29-30, 2013 in San Diego, California. The briefings will be moderated by John Ladley, information technology thought leader with 30 years experience in strategic planning, design and implementation of enterprise information management solutions.

Data Innovations is a 2-day series of briefings by the companies, which are inventing the future of data management. Senior vendor executives of these vendor organizations explaining the market changes they are addressing, and the products they're building. Key themes will include Big Data, Data Governance, Unstructured Data, Social Data, Cloud-based Services, Enterprise NoSQL, and new Analytical technologies.

“The Data Innovations Briefing is an opportunity for leading enterprise data vendors to meet and describe their solutions to a group of influential industry analysts and opinion leaders,” explained Tony Shaw, CEO of DATAVERSITY. “The environment is constructive to both sides, because technical information flows to the analysts, and market input flows to the vendors.”

This year's presenting innovators include a list of cutting-edge companies who are on the forefront of enterprise data including: Dell Boomi, MarkLogic, Adaptive, Collibra, Cambridge Semantics, Global IDs, SnapLogic and Objectivity. Each of these companies will make a presentation of their technology and products, followed by a Q&A period.

The briefings will cover the trends which are transforming the enterprise data ecosystem. Participants will have the rare opportunity to meet with the leaders from the exciting new

companies making this transformation happen. The agenda includes presentations and discussions with EDW vendors, networking opportunities, and time for the highlight presentations during the EDW conference. All interested attendees must be qualified members of the press or analyst community. To qualify, please contact Gretchen Hydo, [Gretchen@ChatterboxInk.com](mailto:Gretchen@ChatterboxInk.com).

Taking place at the Sheraton Hotel and Marina in San Diego, CA April 28-May 2, 2013, EDW is the business world's most comprehensive vendor-neutral educational event about data and information management. This year's extensive program includes over 200 hours of in-depth tutorials, hands-on workshops, practical sessions, and insightful keynotes that will push executives learning how to exploit enterprise data for strategic, financial and operational success to the next level.

EDW curriculum is designed to address all the learning needs of business executives and IT professionals through tutorials and workshops, case studies, discussions and product demonstrations. The conference agenda is suitable for all levels of knowledge and experience. Foundational "How to" sessions will help those who are starting out in enterprise data management, while experienced practitioners will learn from advanced case studies and technical presentations.

Enterprise Data World is sponsored by some of the industry's top companies including: Adaptive, Dell Boomi, Global IDs, SAP / Sybase, CA ERwin, Cambridge Semantics, Collibra, Data Advantage Group, Denodo, HP Vertica, IBM, Informatica, MarkLogic, Meta Integration, and Trillium Software.

To register for the Data Innovations Briefing please contact: [Gretchen@Chatterboxink.com](mailto:Gretchen@Chatterboxink.com).

For sponsorship opportunities please contact Warwick Davies at [Warwick@dataversity.net](mailto:Warwick@dataversity.net).

To register for the conference and to see a full program schedule please visit: <http://edw2013.dataversity.net>.

#### **About DATAVERSITY:**

DATAVERSITY™ provides resources for information technology (IT) professionals, executives and business managers to learn about the uses and management of data. Our worldwide community of practitioners, advisers and customers participates in, and benefits from, DATAVERSITY's educational conferences, discussions, articles, blogs, webinars, certification, news feeds and more. Members enjoy access to a deep knowledge base of presentations, research and training materials, plus discounts off many educational resources including webinars and conferences. For more information please visit: [www.DATAVERSITY.net](http://www.DATAVERSITY.net) or email [events@dataversity.net](mailto:events@dataversity.net).

#### **About DAMA International:** □

DAMA International is governed by an Executive Board and an Advisory Board consisting of recognized leaders in the field of information management. DAMA produces an annual

Symposium that is the premier event in the arena of Data and Information Management. DAMA annually honors individuals who have distinguished themselves in the area of data and information management with the DAMA Achievement Awards. For more information, please visit: <http://www.dama.org>.