

FOR IMMEDIATE RELEASE

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Enterprise Data World Focuses on Advanced and Next Generation Data Management Topics at Upcoming 2013 Conference

Los Angeles, CA (April 22, 2013) – DAMA International and DATAVERSITY™ today announced the details for their extensive Advanced and Next Generation agenda, scheduled to take place at this year's Enterprise Data World 2013 Conference (EDW). The event will be held at the Sheraton Hotel and Marina in San Diego, CA April 28-May 2, 2013.

“For the past decade, EDW has been an early warning system for customer and vendor organizations alike, providing insights into emerging technologies that shape the enterprise data landscape,” said Tony Shaw, DATAVERSITY CEO and Co-chair of the EDW Conference program. “In recent years we’ve highlighted topics 2-3 years ahead of the market, ranging from Big Data and Cloud technologies, to the Semantic Web and Graph databases, so that our audience avoids being blind-sided by fast-emerging technologies and products.”

EDW is the business world's most comprehensive vendor-neutral educational event about data and information management. Attendees should come expecting to learn about the newest advancements in the dynamic field of enterprise data and will have the rare opportunity to hear from top-level industry experts, who are leading the enterprise data revolution.

The extensive Advanced and Next Generation agenda includes:

TUTORIALS & SPECIAL WORKSHOPS & INTEREST GROUPS:

- Tim Berglund, *GitHub*, Then Our Buildings Shape Us: A New Way to Think About New Technology Selection
- Dan McCreary, *Kelly-McCreary & Associates*, NoSQL and New Database

Technologies

- Cédric Carbone, *Talend*, The Big Challenge of Big Data and Hadoop Integration
- Jans Aasman, *Franz Inc*, What to do with the Social Networks in your Customer Data?
- Emil Eifrem, *Neo Technology*, New Opportunities for Connected Data
- Micheline Casey, *CDO LLC*, Becoming a Data-Centric Organization: Why the Role of Chief Data Officer (Top Data Job) is Critical Now
- Alex Peake, *Intuit Inc.*, Modeling in the NoSQL World
- John Jones, *Bull HN*, Geographically Distributed Data
- Leon Guzenda, *Objectivity*, Petabyte, Exabyte, Zettabyte Oh my! Utilizing Graph Analytics to Maximize the Value of Your Big Data
- Paul Stewart, *Johnson County*, Tweaking the Truth—A Look at Augmented Reality and Some of Its Applications
- Pramod Sadalage, *Thoughtworks*, A Brief Guide to the Emerging World of Polyglot Persistence
- Mehmet Orun, *Salesforce.com*, Business Driven Social Stewardship with MDM 3.0
- Andres Bang and Alex Lai, *LinkedIn*, LinkedIn: Cloud Integration in a Hyper-growth Environment

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

For sponsorship opportunities please contact Warwick Davies at Warwick@dataversity.net.

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

Additional discounts are available for groups, and for members of DAMA, DGPO and IDMA. Contact us at events@dataversity.net for your discount code.

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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 or email 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>.