Data Governance
Session Highlights

At Information On Demand EMEA Conference 2009, the Data Governance track will address the most pressing business issues and challenges organizations face today, present real life case studies from leading organisations and share the latest practical ideas from both product, industry and information management experts.

Please Note: This Roadmap is accurate at the time of publication, but is subject to change. Please check the Conference website for the current agenda - **ibm.com**/software/Europe/data/conf

Wednesday, 3 June

09:00 – 10:15 Main Auditorium	**GRAND OPENING SESSION** "Delivering Information On Demand, Information Agenda and New Intelligence to drive sustainable growth in times of change" **Speaker:** Ambuj Goyal, General Manager, Information Management, IBM Software Group Martin Jetter, Country General Manager, IBM Germany Caroline Van Marcke, CIO, Van Marcke Group NV Regina Casonato, Vice President Information Management Infrastructure, Gartner
10:45 - 11:30 Room 10 Estrel Hall A **TSB - 2097**	**Driving Value through Intelligent Metadata Management with InfoSphere Found** Understand the metadata necessities needed to build a solid governance framework. **Speaker:** Marc Haber, Functional Architect, IBM, Software group Information Management Riccardo Tani, SWG Lab Services for IP&S, IBM
10:45 - 11:30 Room 13 Strasbourg **BLD - 2552**	**Drive Business Results with IBM Integrated Data Management** Today, organisations of all types leverage Integrated Data Management to improve performance, streamline database administration, speed application development, and enable effective governance. **Speaker:** Curt Cotner, Vice President & Chief Technology Officer for Database Servers, DM, Information Management, IBM Software Group
11:45 - 12:30 Room 41 Level 3 **BLD - 2226**	**10 Things You Should Know about Compliance** This session highlights the key compliance concepts that IBM clients use when defining Governance, Risk and Compliance (GRC) strategies and explores some of the key capabilities available to address these issues, while minimising cost, disruption and risk exposure. **Speaker:** George Parapadakis, ECM Value Advocate, Information Management, IBM Software Group Graham Hadingham, ECM Business Value Advocate, Information Management, IBM Software Group
14:00 – 14:45 Main Auditorium	**Featured Keynote - Data Management** Hear from IBM's General Manager for Data Management. **Speaker:** Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group
15:00 - 15:45 Room 10 Estrel Hall A **BLD – 2143**	**How Information Governance creates Business Value** In this session you will learn about IBM's renowned Information Governance Blueprint – the 6 key steps to success, the role of IBM's supporting technology solutions - and case studies of how 6 major international organisations have used IBM's Information Governance Framework to accelerate their own information management agenda to deliver real business value. **Speaker:** Paul Hennessey, GBS partner - BI and Data Governance, IBM
15:00 - 15:45 Room 37 Level 1 **TSB - 2577**	**Client Success! Using InfoSphere Data Architect at La Caixa** See how La Caixa used InfoSphere Data Architect's collaborative data design solution to discover, model, relate, and standardise diverse and distributed data assets. **Speaker:** Iván Alvarez, Development Tools Manager, La Caixa Michael Kwong, Software Architect, Information Management, IBM Software Group
15:00 - 15:45 Room 41 Level 2 **TSB - 2415**	**Investigations, Disputes, Disclosures, eDiscovery - IBM eDiscovery tools** The staggering costs of non-compliance, from high risk sanctions to damaged corporate reputations are demanding proactive mitigation, while the ongoing costs of responding to investigations, disputes, disclosures, and litigation are becoming unsustainable **Speaker:** Jake Levirne, Product Manager ECM Compliance & Discovery, Information Management, IBM Software Group

16:15 – 17:00 Main Auditorium	**Featured Keynote - Business Intelligence and Performance Management** Hear from IBM's General Manager for Business Intelligence and Performance Management. **Speaker:** Rob Ashe, General Manager, Business Intelligence and Performance Management, Information Management, IBM Software Group
17.15 – 18.00 Room 36 Level 1 **TSB- 2393**	**Compliance and Content for SAP** This session will cover IBM offerings for SAP archiving and content-enabling SAP, including a summary of the current product offerings and roadmap for both IBM CommonStore for SAP and Application Connector for SAP. The strategy with respect to Optim will be discussed also. **Speaker:** Jerry Bower, Offering Manager ECM Storage and SAP integrations, Information Management, IBM SWG
From 18:00	**Welcome Reception** **The IOD Connection** Business Partner Expo Solution Centre and IBM IOD Experience

Thursday, 4 June

09:00 – 10:15 Main Auditorium	**GENERAL SESSION** "Leveraging new intelligence to innovate and drive smarter business outcomes" Introducing Frans Johannson, author of the renowned book – The Medici Effect. **Speaker:** Frans Johannson, award winning author, thought leader and entrepreneur
10:45 – 11:30 Main Auditorium	**IBM's Vision of a Smarter Planet** Bridget will bring the Smarter Planet initiative of IBM to life. This initiative brings a new level of smart to how the world works and how to do things better, more efficiently and productively. **Speaker:** Bridget Van Kralingen, General Manager, IBM Global Business Services, Northeast Europe
10:45 - 11:30 Room 10 Estrel Hall A **TSB - 2145**	**Metadata On Demand? Yes InfoSphere Information Server Can - Demos included!** We will discuss and show live different aspects of metadata and its use in concrete business scenarios. After this session you will understand how metadata is a prerequisite for trusted information and generates real business value. **Speaker:** Harald Groeger, Consulting IT Specialist InfoSphere, Information Management, IBM Software Group
11:45 - 12:30 Room 7 Hall C **BLD - 2398**	**Compliant Information Management** For an optimised compliance and eDiscovery agenda, IBM's Compliant Information Management solution delivers capabilities and a prescriptive approach to reduce complexity, lower risk and cost, and improve business agility. **Speaker:** Laurence Leong, Program Director, Compliance, Information Management, IBM Software Group
14:00 – 14:45 Main Auditorium	**Featured Keynote - InfoSphere** Hear from IBM's General Manager for InfoSphere, Data Warehouse, Data Integration, Data Quality. **Speaker:** Jim Welch, General Manager, InfoSphere, Information Management, IBM Software Group
14:00 - 14:45 Room 35 Level 1 **BLD - 2388**	**Business Intelligence and Customer Contact Optimisation** The presentation will explain the organisational advantages of a Business Intelligence Center of Excellence within the Telefónica o2 Germany. **Speaker:** Markus Heimann, Vice President Business Intelligence, Telefonica o2 Germany GmbH&Co. OHG
14:00 - 14:45 Room 12 Wing 2 **BLD - 2676**	**Data Governance Workshop Part 1: Challenges** Whether it is regulatory compliance or protecting privacy, calculating risk and improving data quality, cutting costs and improving business performance, or managing an enterprise metadata infrastructure, every company in the world faces many common challenges that bring them to embrace Data Governance. **Speaker:** Steven Adler, Program Director IBM Data Governance Solutions, Information Management, IBM Software Group
15:00 - 15:45 Room 37 Level 1 **BLD - 2401**	**Content-Centric Business Intelligence: ECM Content Meets BI** Analysts estimate that 80% of enterprise information is unstructured content, yet business intelligence traditionally only examines the remaining 20% of information available in structured databases. Imagine what insights your organization is missing about your customers, products, processes, and compliance risks by not analyzing and reporting on ECM and other unstructured content! **Speaker:** Paul O'Hagan, Offering Manager, IBM
15:00 - 15:45 Room 12 Wing 2 **BLD - 2677**	**Data Governance Workshop Part 2: Getting Started** Whether you are starting with an enterprise plan from the top down or a departmental plan from the bottoms-up, every company faces organizational, funding, political, and operational challenges getting a Data Governance program off the ground. **Speaker:** Steven Adler, Program Director IBM Data Governance Solutions, Information Management, IBM Software Group
16:15 – 17:00 Main Auditorium	**Featured Keynote – Enterprise Content Management** Hear from IBM's General Manager for Enterprise Content Management. **Speaker:** Ron Ercanbrack, General Manager, Enterprise Content Management, Information Management, IBM Software Group

Time / Location	Session
16:15 - 17:00 Wing 3/441 **BLD - 2501**	**Data Management Strategies for Today's Economy - Reduce Costs and Risks** Learn how effective Data Management strategies can help reduce costs, improve application performance and help protect your company from a data breach, all while increasing IT efficiencies. **Speaker:** Jim Sinisgalli, Optim Product Line Management, Information Management, IBM Software Group
16:15 - 17:00 Room 12 Wing 2 **BLD - 2678**	**Data Governance Workshop Part 3: Best Practices** Keeping a Data Governance program running requires constant coordination and an understanding of what level of maturity you have and what level you desire. **Speaker:** Steven Adler, Program Director IBM Data Governance Solutions, Information Management, IBM Software Group
17:15 - 18:00 Room 13, Level 2 Wing 3 **BLD - 2296**	**Enterprise Mashups: Risk Reporting with XBRL** Lean about Enterprise Mashups, XBRL for risk reporting and see demonstrations of customer scenarios. In addition, security and governance considerations will be covered. **Speaker:** Mark Heid, Program Director, Enterprise Mashups, Information Management, IBM Software Group
17:15 - 18:00 Room 4 Festival Center **TSB - 2477**	**What's Next in Heterogeneous Database development** Come join us for an explanation of new IBM Optim Development Studio and IBM pureQuery Technology. Announced at IOD EMEA 2009, come learn about all the features and capabilities available to Oracle DB users for application management and development. **Speaker:** Deb Jenson, IBM Data Studio Program Management, Information Management, IBM Software Group
17:15 - 18:00 Room 12 Wing 2 **BLD - 2679**	**Data Governance Workshop Part 4: Technology** IBM has developed Data Governance Solutions that can help you assess your organization's current level of maturity across many domains, setup DG structures and stewardship programs, capture key performance indicators to measure your program's success, and implement key policies and programs directly in your Information Infrastructure to govern the use of data effectively. **Speaker:** Steven Adler, Program Director IBM Data Governance Solutions, Information Management, IBM Software Group
20:00 'til Late	**IOD Networking Event**

Friday, 5 June

Time / Location	Session
09:00 – 09:45 Room 13 Wing 3 **TSB - 1889**	**XBRL for Risk Taxonomy** Learn about XBRL for Risk Taxonomy, Discover new ways to measure risk and forecast exposures, Get involved in the standards program. **Speaker:** Steven Adler, Program Director IBM Data Governance Solutions, Information Management, IBM Software Group
10:00 – 11:00 Main Auditorium	**GENERAL SESSION** "Exploring new technologies and business approaches to drive business performance" A panel of experts share their views and take your questions. **Chair:** Frans Johansson, author of The Medici Effect **Speaker:** Mike Ferguson, Managing Director Intelligent Business Strategies Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group Dr. Peter Waggett, Emerging Technology Strategy Programme Lead, IBM Global Technology Outlook Dr. Christian Plenge, Head of Research and Innovation, MGI Metro Group Hansjoerg Fromm, European Leader, Centre for Business Optimisation, IBM Global Business Services
11:30 - 12:15 Room 41 Wing 3 Level 6 **BLD - 2197**	**Transparency in Credit Management through Semantic Information Integration** The impacts of the banking crisis as well as the current economic downturn forces financial institutions to focus on cost reduction and risk mitigation to remain competitive. **Speaker:** Gerald Gassner, CEO, Knowis AG Wilfried Dauth, MDM Solution Architect, Information Management, IBM Software Group
12:30 - 13:15 Room 36 Level 1 **TSB - 2564**	**Closing the Data Privacy Gap: How Safe is Your Data?** Bridging this "privacy gap" helps companies protect the most exploited areas of an organization's IT infrastructure – non-production application environments. **Speaker:** Jim Sinisgalli, Optim Product Line Management, Information Management, IBM Software Group

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