

Informatica

EMEA MDM 360 Summit

AGENDA*

08:30 - 09:45	Registration Breakfast Partner Exhibition
09:45 - 10:00	Opening & Welcome Oliver Schröder - GM & VP Sales EMEA Central, Informatica Moderation: Kim Jasmin Stelling
10:00 - 10:25	The Disruptive Power of Data™ Amit Walia - President, Products & Strategic Ecosystems, Informatica Digital transformation is changing our world. Businesses must also transform to stay relevant. The good news? Data holds the answers. Hear how Informatica, the leader in Enterprise Cloud Data Management, can help you unleash the power of data with intelligent, trusted and governed data.
10:25 - 10:45	Fueling Digital Transformations with Master Data Suresh Menon - SVP & GM, Master Data Management, Informatica In a world transformed by innovation and data-driven digital transformation, your success relies on a trusted, single view of data. We'll share how you can accelerate your business goals with an intelligent 360-degree view of business-critical data. It's time to reimagine how to master critical enterprise data with scale, speed and agility to fuel ongoing business value.
10:45 - 11:15	The master data-driven transformation of Archer Daniel Midlands Michelle Quinn - Enterprise Information Management & Data Governance Lead, Archer Daniels Midland (ADM) Archer Daniels Midland (ADM) is a global food processing and commodities trading company, that has grown by mergers & acquisitions and is currently transforming its IT and data management architecture, while getting ready for GDPR with consistent master data. Hear from the Enterprise Information Management & Data Governance Lead, how a next generation architecture will support their business growth with MDM on AWS.
11:15 - 12:00	Special Keynote: Data BMMM! Dietmar Dahmen - Creative Consultant, Visionary, Futurologist, Innovation Expert In today business-world, nothing gives you more BMMM than data! Data helps you see now and predict the future, organize the collaborative actions, optimise processes and elevate your customer experience to a new level. Futurist, Digital Guru and Marketing Rockstar Dietmar Dahmen will take you a ride into a data-driven future of hyper-connectivity, hyper-predictability and hyper-individualisation. Buckle up and get ready to be BAMMed.
12:00 - 13:30	Networking Lunch & Exhibition

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13:30 – 14:30 | Parallel Breakout Sessions

360 Engagement - Customer Centricity	Latest Innovations in MDM - Product 360	Data Governance & Compliance - GDPR
<p>13:30 - 14:00: Revolutionize Customer Experience with Trusted Data Ian Cohen - EMEA MDM Cloud Sales Specialist Manager, Informatica</p> <p>Learn how MDM 360 applications can help your business unleash the power of your customer, product or supplier data. Come hear from Informatica customers how they are fueling their 360-engagement-journey with trusted and governed data, accelerating their data-driven digital transformation and building customer centricity, realizing omnichannel commerce, and streamlining collaboration by breaking down information silos.</p> <p>14:00 - 14:30: Creating a High Availability Omnichannel Ecosystem at Les Mousquetaires (Intermarché) Group Krzysztof Szypillo - Delivery Manager, Arhis</p> <p>To deliver on the promise of 360 engagement, Les Mousquetaires (Intermarché) Group put MDM at the core of its high availability omnichannel ecosystem. The goal: to build a single trusted view of Intermarché France customers, while respecting existing regulations. With MDM at the center, teams were provided with trusted, clean, and relevant data that helped them to transform the customer journey and recognize their 15 million customers across 12000 daily ecommerce orders and 3700 points of sale in all countries - and across all brands.</p>	<p>13:30 - 14:00: What's New with Informatica MDM - Product 360? Stefan Reinhardt - Principal Product Manager, Informatica</p> <p>Learn how Informatica's master data-fueled Product Information Management (PIM) solution enables you to be a trusted leader in your market. Discover new capabilities of version 8.1, including the intelligent listeners for context specific exports to speed-up your time to value in data syndication, the participation of external parties in enrichment workflows as well as the brand-new business user-focused dynamic data model for efficient product data quality management.</p> <p>14:00 - 14:30: Dynamic and Efficient Product Data Quality Management with Characteristics and Machine Learning Manfred Jürgens - Head of Product Information Management, Migros Björn Bayard - Managing Director, Bayard Consulting GmbH</p> <p>Digitalization is placing ever-increasing demands on product information in the retail sector. Very often purchasing, category managers and even content teams no longer know which of the many possible information on each individual product should really be maintained. We show how product class dependent characteristics and machine learning can be used to efficiently ensure product data quality.</p>	<p>13:30 - 14:00: Tackling the 'D' for a GDPR initiative – a New Perspective Andy Joss - Head of Solutions and Data Governance – EMEA-LA, Informatica</p> <p>With the GDPR deadline not too far in the future, it's time to get practical. Although GDPR compliance poses challenges, it also brings along an opportunity for an organization to transform the way they manage data. A holistic, intelligent, and automated approach to governance and compliance delivers data that is trusted, secured, and governed. This approach to data helps you stay competitive and agile as new governance and compliance needs arise.</p> <p>14:00 - 14:30: Customer Data – Finding Business Opportunity in a Regulatory Environment Joe Madigan - Head of Customer Data, Bank of Ireland</p> <p>May 25th, 2018 is circled on many calendars. It's the date that the General Data Protection Regulation is scheduled to go into effect. While most prepare to comply with the regulation, some have seen it as a roadblock to success. However, other organizations view this date and the GDPR as an opportunity. An opportunity to improve to ensure that their customer data can be trusted and relied upon to create a differentiated customer experience. Join the Bank of Ireland as they share their outlook on this regulation, the steps that they have taken to prepare, and the opportunity that they see.</p>

14:30 – 15:00 | Coffee Break & Exhibition

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360 Engagement - Omnichannel	Latest Innovations in Master Data Management and MDM 360 Apps	Data Governance & Compliance
<p>15:00 – 15:15: Next-Gen PIM: What AI can do for Product Data Christian Farra - Product Specialist MDM, Informatica</p> <p>How can you leverage artificial intelligence (AI) for product information management (PIM)? In this short presentation, we share insights on how AI and machine learning (ML) can help your business significantly to simplify data enrichment processes while reducing costs.</p> <p>15:15 – 15:40: With PIM to an Omnichannel Customer Approach for Sales and Aftersales at BMW Group Angela Schoenberger - IT-Project Lead, BMW Group</p> <p>BMW Group manages data related to vehicles, accessories, lifestyle and parts in multiple languages and for many different countries. Marketing, Sales and Aftersales success of the car producer rely on rich and accurate product information, marketing descriptions and digital media assets to ensure great customer experience, provide market-specific product offers while remaining consistent across the global brands. BMW Group is fueling their sales channels, including their eShop and car configurators, with governed and connected product data from Informatica MDM – Product 360.</p> <p>Join this session to learn how BMW Group</p> <ul style="list-style-type: none"> • created a content hub that provides a single view of product data to support the customer lifecycle • improved marketing efficiency through easy re-use of data • enhanced quality of customer-facing information and services across all sales channels <p>15:40 – 16:00: Digital Asset Management: Realizing a Powerful Omnichannel Media Hub at the Hoffmann Group Jürgen Mayer - Director PDM Services, Hoffmann Group Michael Sahlender - Chief Business Officer, CELUM Deutschland GmbH</p> <p>What is key to successful product and media content marketing across all channels? How can you realize an improved agile collaboration on media assets and product content - both internally and with external partners and agencies?</p> <p>Join this session to understand how tooling provider Hoffmann Group is seamlessly connecting their PIM solution, Informatica MDM – Product 360 with CELUM's media content hub for full content control, resulting in operational benefits like automated media processes, content orchestration and flexible integration capabilities. This approach allows Europe's largest tooling logistics provider to disrupt legacy processes within the organization while winning back time and resources for other important projects.</p>	<p>15:00 - 15:30: Fueling Digital Transformation with MDM 360 Prash Chandramohan - Director Product Marketing MDM, Informatica Manouj Tahiliani - VP of Product Management, MDM Solutions and Cloud MDM, Informatica</p> <p>What are the secrets of a successful MDM-project? What's new with Informatica MDM and master-data fueled applications? Join this session to understand lessons learned from customer projects, follow best practices and learn from MDM experts about latest innovations and feature highlights, including live demos.</p> <p>15:30 - 16:00: Travel experiences of a MDM journey during times of change Merete Gjør Berg - Master Data Management Service Manager, DNV GL</p>	<p>15:00 - 15:30: Reimagine Data Governance Ian Stahl - Senior Director of Product Management - Data Governance, Informatica</p> <p>Whether your organization is investing to comply with regulations, navigating a data-driven digital transformation – or both - you need data that you can rely upon. Come hear from our experts on how we are enabling our customers to fuel their business initiatives with trusted, secure data while reimagining what's possible with data governance.</p> <p>15:30 - 16:00: An Analyst Perspective: Enterprise Data Governance and the GDPR Alan Rodger - Senior Analyst, Ovum</p> <p>Data Governance programs weren't intended to solve one problem in one silo. Your finance and human resource functions spans the entire organization, so should a properly executed Data Governance program. During this session, you'll discover why Data Governance needs to be an enterprise-wide, holistic, and strategic program. In addition, you'll hear how the landmark regulation GDPR can provide a unique opportunity for your organization. This is a can't miss session for anyone involved with Data Governance.</p>

starting 16:00 | Networking Reception & Exhibition

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