Informatica World® Tour 2018

AGENDA*

12:00 - 13:00	Registration with Lunch Snack
13:00 - 13:05	**Opening & Welcome** Oliver Schröder - GM & VP Sales EMEA Central, Informatica
13:05 - 13:30	**Informatica Keynote:** *The Disruptive Power of Data* Greg Hanson - CTO, Informatica It's time to unleash the power of data to intelligently disrupt your market or transform your business to stay ahead. Hear how intelligent, hybrid data management with trusted, governed and protected data puts you ahead – across a multi-cloud, on-premises or hybrid environment.
13:30 - 14:15	**Special Keynote:** *Customer Experience in a world of data wealth - driving forces of transformative behaviour* Dr. David Bosshart - CEO, Gottlieb Duttweiler Institute As we are facing a big shift from customer to user and from hardware products to cognitive services, a new landscape emerges where innovative companies create decisive added value for their customers with data. In this special keynote, Dr. David Bosshart will talk about the latest trends in a world where data becomes of prime importance for success.
14:15 - 14:45	Coffee Break
Parallel Sessions **14:45 - 15:30**	**Market Perspective:** *Cloud / Hybrid* Moderation: Sönke Schmidt - Cloud Sales Specialist, Informatica Businesses undergoing data-driven digital transformation are driving innovation, uncovering efficiencies, and redefining business processes with a multi-cloud or hybrid approach. A next-generation integration platform as a service (iPaaS) that integrates, synchronizes, and relates all data, applications, and processes ensures these business outcomes are achieved. Hear from leaders and experts how to deliver an intelligent, secure, modern, microservices-based iPaaS fueled by metadata-driven artificial intelligence (AI). **Customer Use Case:** *Informatica at TAG Heuer* Xavier Stawarz - IS&T Business Applications Manager, TAG Heuer Usage of Informatica in the cloud in a watch manufacture as middleware solution. Integration of our key management systems. **Microsoft:** *A Modern Data Estate* Patrik Borosch - Technical Solution Professional Data Platform, Microsoft In a fast-accelerating cloud world, customers build new realities and try to create distinct advantages for their organization. Learn how Microsoft Azure Data Services together with Informatica Intelligent Cloud Services help you to build your Enterprise Data Estate to prepare for successful Analytical Systems and Machine Learning in the cloud.

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Parallel Sessions	**14:45 - 15:30**	**Market Perspective: *360 Engagement*** Moderation: Paul Dachtler - Inside Sales Manager PIM / MDM, Informatica A 360-degree view of business-critical data that's efficiently managed by data stewards and easily consumed by business users allows companies to deliver exceptional customer experience, make better decisions, and streamline compliance with internal policies and external regulations. Join leaders and experts to hear how intelligent master data management delivers a complete, contextual and relevant view of business data. **Customer Use Case: *Successful with Omni Channel – ERGO solution with Master Data Management*** Jörg Fey - Application Development and Maintenance of Central Systems, ITERGO Lars von Glahn - Senior Director & Head of Artificial Intelligence & Analytics, Cognizant Digitalization is continuously increasing the demands on the usage of customer information. In this session you will hear about the solution approach of ERGO to build up a Master Data Management. **Customer Use Case: *Challenges and Opportunities for Elektro-Material in an increasingly Digital B2B Industry*** Frank Schmäh - Leiter Product Information Center, Elektro-Material AG Tobias Wrobel - Marketing Manager, parsionate GmbH The B2B Industry is changing - digital transformation, trustable and relevant information in the best quality and end-to-end processes are getting more important from day to day. Hear from Elektro-Material, how they face these challenges and what opportunities they see coming up with these changes.
	15:30 - 15:45	Short Break
Parallel Sessions	**15:45 - 16:30**	**Market Perspective: *Next Generation Analytics*** Moderation: Rick Mutsaers - Principal Architect, Informatica Access to timely and trusted business insights can determine the success of a data-driven digital transformation. Big data, cloud, and data visualization tools enables organizations to get up-to-date, accurate, and consistent data nearly instantly. In this session Rick will explain the marktet around Next generation analytics and how some of Informatica's customers use the Intelligent Data Platform to identify intelligent insights for new opportunities, innovation, and a competitive advantage.

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15:45 - 16:30	**Market Perspective:** *Data Governance & Compliance* Moderation: Dagmar Hillmeister-Müller - Data Governance Sales Specialist EMEA-LA, Informatica Data governance isn't solved in one corner of the organization. It's a collaboration across the enterprise between business and IT, who must consistently improve the trustworthiness and quality of their data. Hear from leaders and experts how governed, trusted and protected data fuels strategic business initiatives and supports regulatory compliance. **Customer Use Case:** *Zürcher Kantonalbank - Realtime Informatica Data Masking for IBM WebSphere MQ* Thomas Grosser - Testdatenmanager, Zürcher Kantonalbank Thomas Koch - Testdatenmanager, Zürcher Kantonalbank Evolution PowerCenter within ZKB. PowerCenter as a solution for realtime masking (SIC and SWIFT test messages) to external sites. Establishing MQ connection in compliance with the safety guidelines. **ASP:** *Data Governance – Trends & Customer Use Cases* Dr. Thomas Schulte - Managing Director, Archive Solution Providers GmbH Current use cases from customers in the area of Data Governance from a functional perspective in the domain of Test Data Management, Data Governance and GDPR.
16:30 - 18:00	Wrap-up & Apéro

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