

Informatica

Data Disruption Summit

Register here <http://infa.media/DDS17NOR>

AGENDA*

09:00 - 09:30	Registration Exhibition
09:30 - 09:40	Welcome & Opening Lisa Orelund Murby – Regional Sales Director, Informatica
09:40 - 10:15	Informatica Keynote: The Disruptive Power of Data Graeme Thompson - Senior Vice President and Chief Information Officer, Informatica Digital transformation disrupts business as usual. Whether you're the disrupter or are being disrupted yourself, all companies must embrace digital transformation now to both thrive and survive. Gartner predicts 77% of processes will become digital by 2020, and Forrester expects digital transformation budgets will top the billion-dollar bar for some enterprises in 2017. Front-runners on this journey use data to power new business models, and effectively respond to shifting market dynamics.
10:15 - 10:50	Customer Keynote: Digitalization at SEB Rasmus Järborg - Chief Strategy Officer, SEB In his keynote session, Rasmus Järborg, Chief Strategy Officer at SEB, will present some of the key factors driving digitalization and the transformation of business models and customer relations at SEB - a leading Nordic financial services group. You will hear the vision and key focus areas for data, its role in the digitalization journey, and SEBs view on how to manage and use data for intelligent disruption.
10:50 - 11:20	Coffee Exhibition
11:20 - 12:00	Breakout sessions (select one) Data Governance & Compliance Industry Perspectives Patrick Dewald - Senior Director, Data Governance, Informatica Data is a strategic asset. How do you manage the ever-increasing volume and complexity of this data? It's time to take data governance to the next level – to reimagine data governance with data across the enterprise that's easy to access, understand and use. Join us to discuss: <ul style="list-style-type: none">• A view into market trends for data governance

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- Best practices to keep your business compliant with regulations, such as GDPR and BCBS 239
- Tips to make informed business decisions with relevant, timely and high quality data
- A deep-dive demo of our GDPR solution, including Axon and Secure@Source

MDM Industry Perspectives

Manuel Dirnhofer - MDM Sales Specialist, Informatica

The demands of data-driven digital transformation initiatives require a new approach to an MDM solution. It's time to reimagine MDM and unleash the power of master data with a modular, end-to-end solution to manage business-critical data and data relationships across the organization. Join us to discuss:

- Insights into market trends for MDM
- Best practices for improving customer loyalty, onboarding and operational processes
- Tips on accelerating time to market through collaboration, data visibility, and data compliance efforts
- A deep-dive into 360 solutions

Cloud Industry Perspectives

Andreas Skoglund - Pre-Sales Consultant, Informatica

Cloud has reached a tipping point. As companies adopt cloud via SaaS, PaaS and IaaS for benefits like cost, scale and speed, the need to manage and secure the data across the cloud and on-premises environments becomes more critical. Join us to discuss:

- How top companies lead the way in the journey to cloud
- Market trends and challenges for cloud adoption
- Customer use cases for adopting PaaS, cloud DBs, Cloud EDW and more
- Informatica's vision for a reimagined Informatica Intelligent Cloud Services
- A deep-dive demo of Informatica Intelligent Cloud Services

Breakout sessions (select one)

Business & Use Cases:

How Elkjøp Addresses the Rapid Changes in Customers Expectations

Monica Trøen Volden - Head of Insight & Analytic, Elkjøp Nordic

Thomas Thykjær - Master Data Architect, Elkjøp Nordic

12:00 - 12:40

How does Elkjøp (also known as Elgiganten), the largest consumer electronics retailer in the Nordic countries, address the rapid changes in customers expectations?

- How business capabilities drives IT Architecture
- The need for business processes improvement and automatizations
- How access to data and availability to insight support changes and enable competitive edge
- Leveraging data for business decisions and process support

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Architecture & Concepts:
Wipro

Technical & Products:

Intelligent Data Lake Management

Rick Mutsaers – Product Specialist, Big Data, Informatica

During this session we will talk about the components of Informatica's Intelligent Data Lake Management platform. We will demonstrate how it can be used to discover and understand data assets, prepare these assets for analysis, and subsequently operationalize the result into a streaming processing flow feeding a real-time dashboard. We will see Enterprise Information Catalog, Intelligent Data Lake, Big Data Management and Intelligent Streaming live in action and working in unison to provide a solution to manage data lakes.

12:40 - 13:50

Lunch | Exhibition

Breakout sessions (select one)

Business & Use Cases:

Digitalization as driver for the Master Data Management project at Arbetsförmedlingen

Stefan Agnvall - Project Manager, Arbetsförmedlingen

- New expectations and demands from the public drives a need for agility in IT solutions.
- MDM is a key architecture component to achieve digitalization.
- Examples of future apps based on this new agile foundation:
 - Employer, job seeker and matching
 - Enabling data driven insights
 - Fraud detection and prevention
- Project history and plan.

13:50 – 14:30

Architecture & Concepts:

Transform disparate data into an asset – real life challenges and opportunities

Stefan Marberg - MSc Computer Sciences, Nordic Data Management Lead, Accenture

Information is a key asset in any business and very much so in 'data intensive' organizations. In this session, we will give you some illustrative real world examples of the 'data journey': from an un-synthesized piece of data to a valuable, coherent and useful information bank. We will talk about some of the common challenges and how to address them in order to get to the end game: enabling an organization to stay relevant in the digital era. Join Stefan Marberg as he shares learnings from his long track record of helping clients across many industries leverage their data assets.

Technical & Products:

Detect and Protect - A Data Security Viewpoint on GDPR

Steve Holyer – Data Security Subject Matter Expert, Informatica

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With around 8 months to go and a clock that won't stop ticking, we need to focus on solutions to automate processing and cope with data at scale. This session will start with a brief overview of common challenges and entry points for GDPR compliance efforts, and how Informatica solutions support you across all of these. We will then dive deeper into the data security aspects of GDPR and walk through capabilities for sensitive data discovery, risk analysis, and data protection through masking.

Breakout sessions (select one)

Business & Use Cases:

Fast and Trusted Insights – Big Data Lake

Rick Mutsaers – Product Specialist, Big Data, Informatica
Karin Westlund – Nordic Marketing Manager, Informatica

How do you leverage data for insights and actions when it is fragmented, hard to trust and use? With increasing data volumes and complexity, the challenge is just growing. In this session, we share Informatica's vision for a reimagined approach to modern data integration and Big Data, and introduce Intelligent Data Lake Management. As a use case, you will hear about how to connect the marketing data dots and reveal an integrated view of customer data across marketing applications, thereby reducing the complexity of modern-day marketing, and enabling a more agile organization.

Architecture & Concepts:

14:30 - 15:10

Technical & Products:

Informatica MDM Reference 360

Barry Wildhagen - Senior Product Specialist, Informatica

Reference Data as a Service – Informatica MDM is on its way to the cloud! Master Data Management (MDM) – Reference 360 is a native cloud MDM solution preconfigured to take control of reference data. Manage and unlock the true value of reference data sets by centrally defining, managing, governing, and sharing.

- Intelligent dynamic data model
- Intelligent classification
- Manage complete lifecycle management including, import, hierarchy management, versioning, mapping and export for reference data
- Business user-friendly UI for self-service and role-based approval and publishing workflows
- Simplifying compliance and reporting with integrated governance

15:10 - 15:40

Coffee | Exhibition

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15:40 - 16:10	<p>Platinum Sponsor Keynote: GDPR – Not What, or Why; but How? Caroline Holmqvist – Associate Director, Cognizant Business Consulting, Analytics & Information Management Anoop Sharma - Lead, Cognizant Analytics & Information Management, Nordics</p> <p>For many businesses in- and outside of the EU, GDPR will be a critical business issue with the potential to impact many organizations handling the personal information of European Union residents and, potentially, it has truly global implications. GDPR also has the opportunity to be much more beneficial. If approached correctly, GDPR could enable organizations to become truly customer centric and help build digital trust with their consumers. With the deadline fast approaching, and for many a lot of work to do, the countdown has begun! Are you ready for GDPR? In this session, Cognizant will share their thinking about not what, or why, but how you could accelerate your GDPR initiative.</p>
16:10 - 16:55	<p>Reimagine What You Know Caroline Ravn - Mind reader and Magician</p> <p>Trusted and timely data allows us to gain insights. Accurate and relevant data allows us to build a 360 view. But what do we <i>really</i> know about something or someone? In this magical session we will attempt to enter minds, gather thoughts, and perhaps even make possible what never existed before...</p>
16:55 - 17:00	<p>Closing remarks Lisa Orelund Murby – Regional Sales Director, Informatica</p>
17:00 – 18:30	<p>Networking Reception Exhibition</p>

Exhibition

Informatica Lounge – meet our experts and discuss your specific topics, check out demos

Partner booths - get to know our partners and learn more about their expertise and the value they can bring

Network with other Informatica customers, and share experiences

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