



Informatica®

MDM 360 & DG Summit

AGENDA*

09:00 - 10:15	Registration Breakfast Partner Showcase
10:15 - 10:25	Opening Remarks Brian Cornell - Area Vice President DACH, Informatica
10:25 - 10:50	AI-Driven Data Management for the Intelligent Enterprise Greg Hanson - Chief Technology Officer, Informatica As data continues to grow in importance, managing this data is getting harder. You need an intelligent data management strategy to support strategic business initiatives – AI and analytics, cloud modernization, customer experience, and data governance and privacy. This session will review how AI-driven data management delivers the scale, automation, and trust required for successful business outcomes, so you can deliver results today and build a data-driven intelligent enterprise for the future.
10:50 - 11:15	Digitalization requires ubiquitous, yet governed data - but how? Jacqueline Bloemen - Senior Analyst Data & Analytics, BARC Data is clearly the foundation of digitalization. But insufficient transparency is still the breeding ground for a lack of trust in corporate data. It hinders effective implementation of compliance and data protection regulations. A data strategy defines what it means to treat data as an asset, to drive innovation through data and to establish a data culture. But how do you find the right vision and roadmap to use information to a competitive advantage and support enterprise goals?
11:15 - 11:45	Customer Keynote Henning Riebe - ITERGO Lars von Glahn - Senior Director & Head of Artificial Intelligence & Analytics, Cognizant
11:45 - 12:00	Ecosystem POV / Fireside Chat TBC
12:00 - 13:00	Networking Lunch Partner Showcase

*Please note: Agenda is subject to change.



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Data Governance & Privacy Spotlight

13:00 - 13:20	Automating Intelligent Data Governance to Empower Your Organization and Deliver Value Patrick Dewald - Senior Director Data Governance, Informatica To ensure that strategic business initiatives are fueled with trusted data, today's data governance leaders require solutions that can scale and democratize data access for non-technical business users. Discover how AI/ML-powered automation enables intelligent data governance solutions that democratizes trusted data and empowers your organization to deliver business value.
13:20 - 13:40	Energy transition and digital transformation - Implementation of Data Governance in a German utility Dr. Lars Michael Bollweg - Data Officer, Westnetz GmbH Henning Krings - Head of Data Management, Westnetz GmbH Due to the Energy Transition, E-Mobility and the Servitization of the grid infrastructure, WESTNETZ GmbH and its data management is challenged in multiple ways. To cope with this challenges WESTNETZ is on its way to implement a data quality driven Data Governance approach. WESTNETZ aims for a holistic view on data management to develop and foster a data-centric culture in all parts of its organization.
13:40 - 13:50	Intelligent Data Governance in Action: Data Democratization to Enable Insights Chris Phillips - Senior Director Product Management, Informatica This demo will show you how Informatica's Intelligent Data Governance solution accelerates the data operations pipeline so that both technical and non-technical users can deliver deeper insights for data-driven decision making. You'll also see how Axon Data Marketplaces curates, measures, contextualizes, protects, and provisions data so more of your business is empowered to deliver greater value with trusted data.
13:50 - 14:10	Customer Perspective Fraz Malik - Head of Enterprise Analytics, Hutchison Drei Austria GmbH
14:10 - 14:40	Coffee Break Partner Showcase



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Customer 360 & Master Data Management Spotlight

14:40 - 15:00	Modern MDM and Next-Generation Enterprise 360 Manouj Tahiliani - VP Product Management, Informatica With more data available than ever before, today's organizations need a modern, enterprise MDM foundation with AI-powered configuration and stewardship, to speed deployments and gain a 360-degree view across your enterprise to transform digital business. Join us as we help you reimagine how intelligent data fuels next-generation 360 strategies.
15:00 - 15:20	Customer Perspective Christian Ziemann – Architect, Boehringer Ingelheim
15:20 - 15:30	Enterprise 360 Demonstration Manouj Tahiliani - VP Product Management, Informatica In this demo, you'll see how machine learning-based schema mapping and automated matching, Natural Language Processing, graph visualization, and contextual perspectives reduces complexity and delivers next-generation enterprise 360 operational efficiency and analytical effectiveness.
15:30 - 15:50	Customer Perspective Torsten Huth - Engelhorn
Closing	
15:50 - 16:00	Closing Remarks Brian Cornell - Area Vice President DACH, Informatica
16:00 - 17:30	Networking Reception Partner Showcase

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