

# Informatica MDM 360 & Data Governance Summit 2019

## AGENDA\*

09:00 - 10:00	Registration with Breakfast Snack
10:00 - 10:05	<b>Opening Remarks</b> Oliver Schröder - GM & VP Sales EMEA Central, Informatica
10:05 - 10:45	<b>Informatica Keynote</b> Amit Walia - President, Products and Marketing, Informatica Dr. Andreas Braun - Managing Director, Accenture  Intelligent data management accelerates digital transformation. Hear how AI-driven, hybrid data management delivers tangible results - whether you are tackling complex challenges, driving innovation or disrupting your industry.
<b>Market Perspectives for MDM 360</b>	
10:45 - 11:35	<b>AI-powered MDM 360 for Intelligent Customer Insights</b> Suresh Menon - SVP & GM, Master Data Management, Informatica David Corrigan - VP, Product Development, Informatica  Data-driven digital transformation and exceptional customer experience happens when organizations have an intelligent 360-degree view of all their enterprise data along with actionable insights. Hear about innovations and best practices on how to deliver and synthesize trusted and relevant business data for a complete view of any data and any relationship—including interactions, transactions, and IoT data.
11:35 - 12:00	<b>Messe Frankfurt's 360-Degree View</b> Dr. Andreas Winckler - Chief of Information Technology, Messe Frankfurt  Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. In this keynote, Dr. Andreas Winckler, Chief of Information Technology at Messe Frankfurt will share how the company created a global customer view in an effort to provide transparency to sales partners and subsidiaries running exhibitions around 188 countries. Master Data Management provides a strong foundation of Customer 360 to help Messe Frankfurt deliver high quality events and attract right people, the right encounters, at the right place.
12:00 - 13:15	Networking Lunch
13:15 - 13:40	<b>Discovering Best Practices for Your MDM 360 Journey</b> Moderation: Ron Matusof - VP, Advanced Customer Engineering, Informatica Frank Schmäh - Head of Product Information Center, Elektro-Material AG Daniel Figueras Hernandez - IT Project Manager, Festo AG & Co KG  Hear how Elektro-Material AG and Festo AG & CO. KG address data challenges and drive innovation with intelligent master data management and product information management. Learn how they transformed their business with a "think-big, start-small, grow-fast" approach and leveraged the right tools and partners to move fast and differentiate themselves against the competition.

\*Please note: Agenda is subject to change.

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## Market Perspectives for Data Governance & Privacy

<b>13:40 - 14:10</b>	<b>Automating and Scaling Intelligent Data Governance</b> Peter O'keefe - Data Governance Domain Expert, Informatica  Data governance is foundational to the success of any data-driven digital transformation. Hear innovations and best practices about how to automate and scale intelligent data governance and privacy fosters business and IT collaboration. Learn how governed, protected, and trusted data can help your organization fuel strategic business initiatives and comply with regulations.
<b>14:10 - 14:30</b>	<b>Exploring Best Practices for Your Data Governance Journey</b> Peter O'keefe - Data Governance Domain Expert, Informatica Julia Stumpenhagen - Test Data Manager, Volkswagen Financial Services  Data governance can be a vital asset to your business, but only if you take the right approach. Join our practitioner experts for real-world advice and insights on scoping your data governance project and discover the critical imperatives behind a successful data governance initiative.
<b>14:30 - 15:00</b>	Coffee Break

## Partner Perspectives and Closing Remarks

<b>15:00 - 15:30</b>	<b>Deep Dive with Accenture and Microsoft</b> Moderation: Oliver Schröder - GM & VP Sales EMEA Central, Informatica Dr. Andreas Braun - Managing Director, Accenture Bernhard Disselhoff - Cloud Solution Architect, Microsoft  Hear key market insights and best practices to help you shape your master data and data governance strategy.
<b>15:30 - 15:45</b>	<b>Closing Remarks</b> Oliver Schröder - GM & VP Sales EMEA Central, Informatica
<b>15:45 - 18:00</b>	Networking Reception