

Two Co-Located Conferences



IRM UK Enterprise Data and Business Intelligence & Analytics Conference Europe 2019

Group
Discounts
Available

18-22 November
2019

etc. venues Monument
London

Benefits of Attending

► **Four Conference Tracks** (Including a Track of Round Table Discussions) with 50+ sessions with a focus on Case Studies. Learn from other organisations past successes and challenges.

► **Eight Half Day and Eight Full Day Conference Workshops.** Choose from an unparalleled range of post conference workshops on specific topics conducted by leaders in their field. Choose from introductory or advanced levels.

► **Launching this Year!** The Conference is now co-located with the **Data ED Week Europe**. This will be made up of a series of 1, 2 and 3 day intensive workshops around Enterprise Data, BI & Analytics. The workshops will range from introductory to advanced levels, taught by world leading data experts, on the subjects of Data Warehouse & BI, MDM, Data Management in a Hybrid and Multi Cloud Computing, Analytics, Big Data, Data Modelling, Data Quality and Data Governance.

► **Learn from your Peers.** The conference provides an interactive forum where BI, Analytics and Data Management Professionals can meet, discuss and debate on how best to rise to the challenges faced by their organisations today and in the future. The 2018 conference attracted delegates from 30 countries.

Keynotes and Featured Speakers Include:



George Staw
Chief Data
Architect
Barclays Bank



Susan Earley
Director of Data
Management
Sears Holdings



Jason Perkins
Head of Data
& Analytics
Architecture
British Telecom



Mark Allen
Head of Data
Governance
Capital One



Miriam Vizvary
Global Director of
Data
Centrica Hive



Donald Farmer
Principal
TreeHive Strategy



Danette McGilvray
President and
Principal
Granite Falls
Consulting



Mike Ferguson
Managing
Director
Intelligent
Business
Strategies



Dr. Barry Devlin
Founder and
Principal
9sight
Consulting



Rick van der Lans
Independent
Analyst
Consultant
Author and
Lecturer
R20/Consultancy

Case Studies & Contributors Include:

- Barclays Bank
- Virgin Atlantic
- Sears Holding
- British Telecom
- St James's Place
- Home Office
- Capital One
- Centrica Hive
- Direct Line Group
- Telefonica UK
- Dixons Carphone
- ABN AMRO
- Rabobank
- SEGA Europe
- Saudi Aramco
- Primark
- Addison Lee
- MOL Group
- JLL
- ECOLAB
- Well Pharmacy
- Göteborg Energi
- Farfetch
- Nucleus Financial



Produced by



Agenda

Monday 18 November 2019: Conference Day 1 & Exhibits				
08:00 - 09:00	Registration			
09:00 - 09:10	Co-Chair Conference Introduction: <i>Donald Farmer, TreeHive Strategy & Danette McGilvray, Granite Falls Consulting</i>			
09:10 - 10:00	Plenary Keynote: Bridging the Gap: Learn Leadership Lessons from the Building of the Golden Gate Bridge, <i>Danette McGilvray, President and Principal, Granite Falls Consulting</i>			
10:10 - 10:55	BI & Analytics Keynote: Building the Data Platform Operating Model: The People, Process and Technology Required to Support AA & AI <i>Alasdair Anderson, A2Z-CM</i>	Enterprise Data Keynote: Corporate Data Literacy – a New Language for Business <i>HoChun Ho, Global Head of Data Governance and Management, JLL</i>		
	BI & Analytics	Enterprise Data	Data Strategy	Round Table Discussions
11:25 - 12:10	From POC to BAU, a Series of Unfortunate Events? <i>Paul Lynn, Independent Data Consultant</i>	Where's Wally? Unearthing & Aligning MDM Efforts at Farfetch <i>Yasemin Kural, Principal Data Architect, Farfetch</i>	Data Strategy - How to Become Insight Driven in a Data Rich World <i>Jason Perkins, Head of Data & Analytics Architecture & Karen Sylvester, Analytics Solution Architect, British Telecom</i>	BI & Analytics Round Table <i>Donald Farmer, TreeHive Strategy</i>
12:20 - 12:40	Driving Self-Service BI Adoption from the Bottom-Up <i>Aleš Hejmalíček, Lead BI Developer, Nucleus Financial</i>	Taming a Winged-Lion <i>Lynn Pope, Head of Division, Data Management and Strategy & Nigel Light, Senior Data Analyst, St. James's Place</i>	Developing an Enterprise Data Strategy <i>John Holland, Lead Architect for Data & Analytics, Home Office</i>	
12:40 - 14:10	Networking Lunch, Exhibits & Lunchtime Sessions			
14:10 - 15:00	Plenary Keynote: The New Boundaries of Business Intelligence, <i>Donald Farmer, Principal, TreeHive Strategy</i>			
15:10 - 15:55	Business Data Intelligence and Practicalities: Data at SEGA Europe <i>Felix Baker, Data Architect & Stanley Wang, Data Scientist, SEGA Europe</i>	The Great Process Fallacy: Why the IT Industry is Unable to Deliver Data-Centric Computing <i>George Staw, Chief Data Architect, Barclays Bank</i>	Data Security Policies for Modern Enterprises <i>Fatimah Aljumah, Data Architect, Saudi Aramco</i>	Information Quality Round Table <i>Danette McGilvray, Granite Falls Consulting</i>
16:25 - 17:10	Event Driven Processing - Moving to Real Time Data and Analytics <i>David Walker, Data Management & Warehousing</i>	Business Value in Data Quality - View from an Oil Business Customer Journey <i>Zakarias Gunyits, Head of BI & Big Data & Marianna Bihari, Data Governance Senior Expert, MOL Nyrt</i>	Session TBC	Round Table TBC
17:10 - 18:30	Drinks Reception & Exhibits			
Tuesday 19 November 2019: Conference Day 2 & Exhibits				
09:00 - 09:50	Plenary Keynote: Data Disrupted - How 200 Years of Disruption and Innovation Shaped Today's Data Landscape and Will Forever Change Our Future <i>Mark Allen, Head of Data Governance, Capital One</i>			
10:10 - 10:55	Data-Driven Analytics Transformation: Overcoming Barriers to Success <i>Ian Wallis, Data Strategists Ltd</i>	The Use of Architecture Patterns in Data Architecture <i>Norbert Eschle, Enterprise Data Architect, Direct Line Group</i>	The Next Generation Data Store: Embracing the Cloud (Whatever the Weather!) <i>David Devonport, Head of Consumer Data Infrastructure, Quality and Privacy (IQP), British Telecom</i>	Round Table TBC
11:05 - 11:50	Pace Layering - Creating a Bi-Modal Data Service at iD Mobile <i>Simon Barras, Senior Business Intelligence Manager – MVNO, Dixons Carphone iD Mobile</i>	Experiences of Moving to a Cloud Based Data Lake <i>Andrew Stevenson, Liberty Information Technology</i>	3 Key Insights That Urge You to Rethink Your Data Transformation Journey <i>He-Yu Hua, VP Enterprise Data Advisor & Bram Nauts, Enterprise Data Advisor, ABN AMRO Group N.V.</i>	Data Modelling Round Table <i>Alec Sharp, Clariteq Systems Consulting</i>
12:00 - 12:45	Business Intelligence and Analytics in a UK Major Infrastructure Case Study <i>Nino Letteriello, FIT Strategy</i>	First Things Second – An Approach to Establishing a New Data Architecture Function <i>Mark Taylor, Enterprise Data Architect, Primark</i>	Hiring Strategy in the Data World <i>Miriam Vizvary, Global Director of Data, Centrica Hive</i>	Data Governance Round Table <i>Mark Allen, Head of Data Governance, Capital One</i>
12:45 - 13:45	Networking Lunch & Exhibits			
13:45 - 14:30	Enterprise Data and BI & Analytics Keynote: Unified Data Delivery – Shortening Time To Value in a Digital Enterprise, <i>Mike Ferguson, Intelligent Business Strategies</i>		Data Strategy CDO Keynote Panel, <i>Ian Wallis, Data Strategists Ltd, Graeme McDermott, CDO, Addison Lee, Liz Henderson, Head of Data Enablement, Telefonica UK & Tim Lum, Head of Data and Insights, Virgin Atlantic</i>	
14:40 - 15:25	Driving Predictive Analytics & Data-Driven Culture - Case Examples & BI Architecture <i>Kaushik Yathindra Kumar, BI & Digital Manager & Baran Bartosz, Data Scientist, ECOLAB</i>	Finding Insight in the Spaghetti – a Case Study on How We Sorted Out Our Data <i>Claire O'Connell, Head of IT, Well Pharmacy</i>	Slicing a Big Data Elephant for a Safe Transformation <i>Johan Lindholm, Data Governance Lead, Göteborg Energi & Håkan Edvinsson, Informed Decisions Consulting AB</i>	Data Leadership and Talent Development Round Table <i>Ian Wallis, Data Strategists Ltd</i>
15:45 - 16:30	MI & Insight: Do Them Differently <i>Callum Sparrowhawk, Baringa Partners</i>	Generally Accepted Data Management Principles <i>Susan Earley, Director of Data Management, Sears Holdings</i>	The Multi-Skilled Influencer – Getting Out of the Data Box to Achieve Data Management Goals <i>Alec Sharp, Clariteq Systems Consulting</i>	
16:40 - 17:10	Dialog, Debate and Conference Close: Take Away Insights and Dialogue from the Conference, <i>Danette McGilvray, Granite Falls Consulting & Donald Farmer, TreeHive Strategy</i>			
Wednesday 20 November 2019: Half Day Post Conference Workshops				
Morning Workshops: 09:00 - 12:00	From Conceptual to Physical Data Vault Data Model <i>Dirk Lerner, TEDAMOH</i>	Building a Data Governance Business Case: Show the Value <i>Håkan Edvinsson, Informed Decisions Consulting AB</i>	MDM Essentials <i>Malcolm Chisholm, First San Francisco Partners</i>	From Analytics to AI: Transforming Decisions in Digital Business <i>Dr. Barry Devlin, 9sight Consulting</i>
Afternoon Workshops: 13:15 - 16:30	Send Bi-Temporal Data from Ground to Vault to the Stars <i>Dirk Lerner, TEDAMOH</i>	Data Strategy: From Framework to Execution <i>Ian Wallis, Data Strategists Ltd</i>	Successful Reference Data Governance and Management <i>Malcolm Chisholm, First San Francisco Partners</i>	Data-Driven AI: Opportunities and Threats <i>Dr. Barry Devlin, 9sight Consulting</i>
Thursday 21 November 2019: Full Day Post Conference Workshops				
Full Day Workshops: 09:00 - 16:30	Data Strategy – A Recipe for Success <i>Jon Evans, Equillian</i>	Artificial Intelligence and Machine Learning Made Beautifully Simple: How to Apply AI/ML in Your Business <i>Jan W Veldsink, Lead AI at Rabobank Compliance and Core teacher Nyenrode, Nyenrode / Rabobank</i>	Wake Me Up When the Data is Over. Using Stories to Get Tangible Business Results <i>Lori Silverman, Partners for Progress</i>	Practical Guidelines for Designing Modern Data Architectures <i>Rick van der Lans, R20/Consultancy</i>
Friday 22 November 2019: Full Day Post Conference Workshops				
Full Day Workshops: 09:00 - 16:30	The Post GDPR Landscape: Key Learnings in Data Protection and Practice <i>Katherine O'Keefe, Castlebridge</i>	Data Management Fundamentals <i>Håkan Edvinsson, Informed Decisions Consulting AB</i>	Landing the Plane: Ethical Information Management Where it Hits the Ground <i>Daragh O'Brien, Castlebridge</i>	Accelerating Action: Collaborative Data-Informed Decision-Making <i>Lori Silverman, Partners for Progress</i>



Monday 18 November 2019: Data Ed Week Courses

One Day Course:
Data Management in a Hybrid and Multi-Cloud Computing Environment
 Mike Ferguson
 Intelligent Business Strategies

Two Day Course:
Essentials of Data Warehouses, Lakes and BI in Digital Business
 Dr. Barry Devlin
 9sight Consulting

Two Day Course:
Successful Implementation of a Master Data Management Programme
 Malcolm Chisholm
 First San Francisco Partners

Tuesday 19 November 2019: Data Ed Week Courses

One Day Course:
The Analytic User Experience
 Donald Farmer
 TreeHive Strategy

Two Day Course:
Essentials of Data Warehouses, Lakes and BI in Digital Business
 Dr. Barry Devlin
 9sight Consulting

Two Day Course:
Successful Implementation of a Master Data Management Programme
 Malcolm Chisholm
 First San Francisco Partners

Wednesday 20 November 2019: Data Ed Week Courses

One Day Course:
New Big Data Storage Technologies: From Hadoop to Graph Databases, and from NoSQL to NewSQL
 Rick van der Lans, R20/Consultancy

Three Day Course:
Business-Oriented Data Modelling Masterclass
 Alec Sharp, Clariteq Systems Consulting

Three Day Course:
Ten Steps to Data Quality
 Danette McGilvray,
 Granite Falls Consulting

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Data Governance: a Practical Guide
 Nigel Turner, Global Data Strategy

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Plenary Keynotes

Bridging the Gap, Learn Leadership Lessons from the Building of the Golden Gate Bridge



Danette McGilvray, President and Principal, Granite Falls Consulting

Think about the toughest issues you have to deal with in your work. Many are people-related, with varying opinions as to how data governance, quality, strategy, business intelligence and analytics, among others, should be approached. Some issues can be traced to differing ideas about whether data-related work belongs in technology or business functions.

Those who deal with data and information often find themselves "in between." We may be in between functional areas of the organisation or in between individual viewpoints. What is needed is a bridge – a structure that allows passage across an obstacle. All professionals – business, technical, and data – have the opportunity (and the responsibility) to learn how to overcome obstacles and bring all sides together.

Learn leadership lessons from the building of one famous bridge (The Golden Gate Bridge in San Francisco, California, USA) to help you better bridge the gaps you find between people and organisations in your work.

The New Boundaries of Business Intelligence



Donald Farmer, Principal, TreeHive Strategy

The year 2019 has seen unprecedented consolidation and commoditisation of business intelligence tools and platforms. Now teams of any size can easily and inexpensively deploy analytics which were once at the cutting edge. However, like a forest fire, every round of consolidation also allows new technologies to arise. In this keynote, Donald Farmer, who has designed market-leading analytic products for many years, will look at emerging trends in the market to spot the exciting new players and technologies. From automated insights with AI, to new ways of working with spreadsheets; from natural language to process mining; there is a dazzling and exciting range of new developments to review.

- What do we mean by augmented analytics? What technologies and tools are involved?
- How are innovators extending the abilities of spreadsheets for a new generation of knowledge workers?
- Can we deliver a truly autonomous software agent for analytics?

Data Disrupted - How 200 Years of Disruption and Innovation Shaped Today's Data Landscape and Will Forever Change Our Future



Mark Allen, Head of Data Governance, Capital One

In this fast-paced session, Mark will look at what disruption and innovation are and how we can use them to trace a line from the industrial revolution to the data revolution. We see how disruption regularly changes the world, and

how the 'wave' nature of disruption makes it strangely predictable.

Then, Mark will cover 40 years of disruption and innovation in data to see how it has changed the way the world works. We'll see how data has disrupted industries and global businesses, and how it is getting easier for anyone to disrupt. Then, we consider how new innovations like 5G, NLP, machine learning and AI will change the data landscape.

Finally, Mark will look to an incredible future. Many of us will live to see data driving nano-technology, immersive realities, self replicating AI, human life extension, human / machine coherence and quantum computing – all leading to the 'data and technology singularity', the point when we reach a future we cannot comprehend.

Disrupted data is the foundation of and power behind our world – it will be fun exploring it together!

Key learning points:

- What disruption and innovation are, how they literally change the world, how we can spot them and how we use their predictability to our advantage
- How data has evolved over the past 40 years to create a new, unimaginable world and how we stand on the edge of more astonishing change
- Data will power a future we can barely imagine, but it will drive technologies that will extend life and create powerful new intelligences

BI & Analytics Keynote

Building the Data Platform Operating Model: The People, Process and Technology Required to Support AA & AI

Alasdair Anderson, Independent Consultant, A2Z-CM

Enterprise Data Keynote

Corporate Data Literacy – a New Language for Business

HoChun Ho, Global Head of Data Governance and Management, JLL

Enterprise Data and BI & Analytics Keynote

Unified Data Delivery – Shortening Time To Value in a Digital Enterprise

Mike Ferguson, Managing Director, Intelligent Business Strategies

Data Strategy Keynote

Data Strategy CDO Keynote Panel

Moderator: Ian Wallis, Managing Director, Data Strategists Ltd

Group Booking Discounts:

2-3 Delegates 10%

4-5 Delegates 20%

6 + Delegates 25%

09:00 - 09:10

Co-Chair Conference Introduction

Donald Farmer, Principal, TreeHive Strategy & Danette McGillvray, President and Principal, Granite Falls Consulting

- Controlled innovation; balancing change, experimental and regulation
- KPIs needed to promote success and transparency
- Pitfalls and traps based on 2 banking implementations

- How to move from limited goals and few users to production scale for a BI tool
- How to build traction in the organisation to reach the goal of key user adoption
- How to demonstrate sometimes intangible business value to pressured budget owners

09:10 - 10:00

Plenary Keynote: Bridging the Gap: Learn Leadership Lessons from the Building of the Golden Gate Bridge

Danette McGillvray, President and Principal, Granite Falls Consulting

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Learn leadership lessons from the building of one famous bridge (The Golden Gate Bridge in San Francisco, California, USA) to help you better bridge the gaps you find between people and organisations in your work.

Enterprise Data Keynote: Corporate Data Literacy – a New Language for Business

HoChun Ho, Global Head of Data Governance and Management, JLL

Everyday we form opinions and make decisions by seeking, selecting and using of data and information from all sorts of sources. Data literacy leads to more opportunities and potentially higher material and spiritual fulfilment. A data literate person knows where to find data, how to evaluate it, and how to use timely and trustworthy information to win.

Corporate Data Literacy has the same effect on a company’s growth and performance. Traditionally the skills of data and analytics only resided in a small group of technical people in an organisation, especially as new technology moves us into the realm of unprecedented data variety, size and speed. Many companies give the difficult jobs to those that speak that the “data” language, i.e. data architects, data engineers and data scientists, as our translator or interpreter. They did their magic in a black box and delivered the charts, graphs and predictions to the business decision makers. It leads to confusions and miscommunication. Those days when we hired “data people” are arguably over. We need more people to speak “data” as a new business language. By knowing the existence, origins, methods and technology to turn raw business data into useful analytics and business intelligence, people with different job responsibilities in a company can now communicate better to overcome the challenges of data proliferations and isolations. The data literate companies have tremendous advantage over their peers or competitors.

This presentation will demystify the concepts and definitions of Corporate Data Literacy, and its relationship with data engineering, data governance, statistics and visualisation. HoChun will suggest a practical approach for the attendees to assess and improve Corporate Data Literacy in their organisation.

Where’s Wally? Unearthing & Aligning MDM Efforts at Farfetch

Yasemin Kural, Principal Data Architect, Farfetch

Farfetch, as a technology platform that has grown phenomenally since its inception, relies on its talented and enthusiastic teams of data scientists and analysts to fulfil its mission to be the global technology platform for luxury fashion.

These teams are expected to respond to changes in the marketplace and our business model with great speed and agility. This ethos can breed a “thinking fast” mind-set, where individuals may be tempted to solve their data issues with quick fixes instead of using the change/issue management channels or exploring organisation-wide consensus. This in turn leads to a cottage industry of little analytical models/dimensions and data fixes, leading to increased complexity and disconnects without addressing the root causes of data issues.

In this presentation, we share our efforts and progress to date to align our data warehouse, analyst and data science communities towards a shared business model and data for our core data domains.

Key Learnings:

- In our fast-paced e-commerce environment, it can be easy to overlook the importance of data and analytics governance to deliver the expected business outcomes in a sustainable manner. For us, it is imperative to reach and prove value to the new generation of analysts and data scientists for whom data governance, data warehousing, master data management may all seem solutions of the past or too slow to meet their needs.
- Widespread adoption of data quality initiatives takes time and effort. We need to be prepared to cater for different paces of adoption from different parts of the business.
- We cannot boil the ocean or slow down the pace of change in our evolving data models. Instead we strive to deliver maximum impact with minimal governance by focusing on more stable parts of our business model and extending the scope gradually to faster changing areas.

10:10 - 10:55

BI & Analytics Keynote: Building the Data Platform Operating Model: The People, Process and Technology Required to Support AA & AI

Alasdair Anderson, Independent Consultant, A2Z-CM

Insights from data are always maximised when an empowered user community can access, consume and analyse business events as easily and quickly as possible. Data consumers need their IT providers to supply unified platforms that continual supply highly quality, timely and well understood datasets for analysis. That’s where the problems begin as any enterprise rarely fits into a single box... willingly.

In this talk, Alasdair Anderson will discuss how a well designed and executed Data Platform Operating Model can allow IT enablers to cater with the almost limitless demand of business analytics. You will be walked through the practical strategies and tactics deployed at a number of leading European banks. We will discuss the results achieved, mistakes made, and lessons learned.

- One size doesn’t fit all, building an operating for multiple types of data consumer
- Enablement of self service by determining common services
- Building platform trust through continual improvement of data quality

10:55 - 11:25

Networking Break & Exhibits

11:25 - 12:10

From POC to BAU, a Series of Unfortunate Events?

Paul Lynn, Independent Data Consultant

You’ve bought a BI product for your firm, congratulations. While the ink dries on the contract and successful POC completion euphoria subsides. What if the rest of your org is less keen on the new acquisition?

Too often it’s an energy sapping challenge to get firm wide buy-in, target users sample the new product once or twice and revert back to familiar products.

In this talk Paul will talk about his experience in:

Data Strategy - How to Become Insight Driven in a Data Rich World

Jason Perkins, Head of Data & Analytics Architecture & Karen Sylvester, Analytics Solution Architect, BT

Join us to hear about developing an Enterprise Data Strategy to become a more insight driven organisation in a data rich world. If you are aiming to transform customer experience, becoming a more efficient business, competing and innovating using data then this is a session for you.

It will cover technology strategy and architecture for a data & analytics core to democratising access to information and making you a more insight driven organisation.

- Data strategy & principles for information management and consuming analytics.
- Examples of business lead Insight across customer experience, network leadership, business efficiency & data innovation.
- Data & Analytics trends for analytics, experience & insight

BI & Analytics Round Table

Moderator: Donald Farmer, Principal, TreeHive Strategy

Come ready to discuss your issues and challenges within your peer group. This session will allow you to bring and discuss your own organisation's challenges to the table!

12:20 - 12:40

Driving Self-Service BI Adoption from the Bottom-Up

Aleš Hejmalicek, Lead BI Developer, Nucleus Financial

Self-service BI has been an industry trend for several years, but its implementation within organisations doesn't always work as well as anticipated. Back in 2015, we started with an idea that most of the company should be using self-service BI tools for daily decision making. Now four years on from the start of this journey, we've learnt a great deal, but we still have a long road ahead.

Throughout the four-year journey, our approach to self-service BI adoption has continually evolved. Within our small BI team we've set up data communities of practice, run classroom and online training, sprint demos, knowledge sessions. We've also built plenty of OLAP DBs, reports and interactive dashboards.

Additionally, we've run workshops for data driven process improvements and to also identify new opportunities. We also have nominated "data champions", all in a bid to build confidence in users' ability to use self-service tools more. From an original team of two, the BI function now plays a critical function within our organisation.

In this talk you will learn:

- How we drive self-service BI adoption within our organisation
- Why most of our initiatives didn't turn out as we hoped and what have we learned from them
- How changing peoples' mindset and company culture can be much more difficult than solving technical challenges

Taming a Winged-Lion

Lynn Pope, Head of Division, Data Management and Strategy & Nigel Light, Senior Data Analyst, St. James's Place

Since inception, 27 years ago, St James's Place have enjoyed success; proudly adopting the Venetian winged-lion as their logo from the start whilst experiencing an upwards curve in growth, entering the FTSE100 in 2014 and gaining the trust of their clients to manage over £1 Billion of their wealth.

Growth also brings its own challenges, recognised by St. James's Place, who have embarked on a major data program to migrate to an enhanced back-office platform, alongside an

industry-leading CRM solution, to ensure systems are robust and future-proof.

Underpinning these developments is our data, laying the foundations to ensure we can enable good communications, data governance (aligned to a data quality/MDM program) and a realisation that personal development and staff retention in this area is paramount to ensure that the winged-lion has been sufficiently tamed whilst retaining the ability of the organisation to grow.

Presentation will:

- Provide insight into data challenges faced by the organisation
- Highlight solutions deployed to address these
- Outline steps to retain the data legacy for future developments

Developing an Enterprise Data Strategy

John Holland, Lead Architect for Data & Analytics, Home Office

Building an organisational data strategy requires hard outputs that guide future business cases for data and technology implementations. Typically programmes focus on the narrow delivery of a business efficiency to a specific business area, which defines a programme scope (MVP in agile terminology) that narrowly focuses on that specific use of data. This case study describes the development of an enterprise data strategy that enables business cases and scope to be tested for inclusion of a complete set of organisational data needs. This ensures programme scope delivers data to reporting and business intelligence requirements as well as the operational efficiencies.

The presentation will include:

- Dimensions of data access that need to be considered in programme plans and business case
- Tools to test business cases for inclusion of the full data requirements
- A model for delivering this in a large organisational context

12:40 - 14:10

Lunch, Exhibits and Lunchtime Sessions

14:10 - 15:00

Plenary Keynote: The New Boundaries of Business Intelligence

Donald Farmer, Principal, TreeHive Strategy

The year 2019 has seen unprecedented consolidation and commoditisation of business intelligence tools and platforms. Now teams of any size can easily and inexpensively deploy analytics which were once at the cutting edge. However, like a forest fire, every round of consolidation also allows new technologies to arise. In this keynote, Donald Farmer, who has designed market-leading analytic products for many years, will look at emerging trends in the market to spot the exciting new players and technologies. From automated insights with AI, to new ways of working with spreadsheets;

from natural language to process mining; there is a dazzling and exciting range of new developments to review.

- What do we mean by augmented analytics? What technologies and tools are involved?
- How are innovators extending the abilities of spreadsheets for a new generation of knowledge workers?
- Can we deliver a truly autonomous software agent for analytics?

15:10 - 15:55

Business Data Intelligence and Practicalities: Data at SEGA Europe

Felix Baker, Data Architect & Stanley Wang, Data Scientist, SEGA Europe

SEGA is one of the leading interactive entertainment companies in the world. Their studios include Sports Interactive, Amplitude, The Creative Assembly, Hardlight and Relic Entertainment. SEGA are responsible for games such as Football Manager and the Total War series. Felix and Stanley will cover the types of data that are collected at SEGA, how the data is processed including utilising the cloud for Big Data, and how this data is made accessible to end users throughout the business. The talk will then move on to explaining how Data Science and Machine Learning is being used at SEGA to gain further insight into player behaviour and to predict the future!

- Understanding the big data infrastructure at SEGA
- How we democratise data, making data self-service to users throughout the organisation.
- Understanding how machine learning and data science can be used in the Video Game industry.

The Great Process Fallacy: Why the IT Industry is Unable to Deliver Data-Centric Computing

George Staw, Chief Data Architect, Barclays Bank

Since its very earliest days computing has operated on the basis that the key to solving any problem is the process (aka program aka algorithm) i.e. the specific sequence of actions and decisions which will always and unfailingly deliver the correct answer. We have got so used to this idea that it seems totally self-evident, but it is all too easy to forget that this process-centric mindset emerged at a time when technologies for storing data were almost non-existent and when computers could do little else but run single programs. That world may no longer exist but today's IT industry has simply failed to take account of this seismic change and still shows no interest in understanding the true nature of digital data and how it should be managed. The purpose of this talk is to examine why this has happened and what IT users can do to remedy this situation. Key Points:

- Data nightmares: why IT users continue to face the same data-related problems.
- Understanding the true nature of the process-centric mindset.
- Understanding the true nature of information.
- Challenges and solutions: making data-centric IT a practical reality.

Data Security Policies for Modern Enterprises

Fatimah Aljumah, Data Architect, Saudi Aramco

Successful modern enterprises today must deal with data as an asset. Data security and its proper utilisation is an essential business requirement. This is especially challenging in today's world with a rapidly changing industry dealing with ever increasing volumes of data. Not only is the volume of data increasing, but it is being acquired from different sources, devices, and stored in several different formats. Furthermore, enterprises must decide whether to store it on traditional media, the cloud, or a mix of both. Data is no longer used only for the purposes of daily reporting, enterprises are leveraging investments in data for advanced analysis, AI, and pattern recognition for optimisation and to gain a competitive advantage. Data managers must find a data security strategy that addresses security risks while striking the right balance between data security and data usage. An effective solution should have the right policies for different classes of data. It should be flexible enough to handle different security levels needed for different classifications of data. A desirable data security strategy ensures compliance with data management security needs while giving fast and secure access to data for end users. This presentation will show data security challenges, factors for consideration and measures to mitigate them.

Key learning points:

- Meeting the evolving needs of today's enterprises
- Effective and flexible policies for different types of data
- Mitigating factors for several security challenges

Information Quality Round Table

Moderator: Danette McGilvray, President and Principal, Granite Falls Consulting

This is your chance to explore issues, challenges, and best practices around data and information quality with your peer group. This session gives you the opportunity bring your own organisation's concerns to the table. Come prepared to participate, share, and learn!

15:55 - 16:25

Networking Break & Exhibits

16:25 - 17:10

Event Driven Processing - Moving to Real Time Data and Analytics

David Walker, Consultant, Data Management & Warehousing

David looks at the growth of event driven architectures in the enterprise using technologies such as Kafka and how this affects the development and deployment of systems and opens up new opportunities for faster, easier access to real time analytics.

David also examines the interaction between building Event Driven Platforms, Agile Development, Data Governance, and delivering

successful Analytic and Data Science based solutions

David will explain:

- What an event driven architecture can be built
- The impact on agile development and data governance
- Using these techniques to deliver sophisticated data based solutions

Business Value in Data Quality - View from an Oil Business Customer Journey

Zakarias Gunyits, Head of BI & Big Data and Marianna Bihari, Data Governance Senior Expert, MOL Nyrt

It's always challenging to put positive NPV next to a data quality project. We will show a potential way how we cope with this within our company. How can we influence and convince our top management to invest money on Master Data Management projects.

We will investigate e2e customer journey of MOL oil business and have a special focus on data loads and transfers. During the presentation we will show where do we feel data quality is critical and what is the price we pay. How we proceed step by step to increase coverage of MDM and data governance principles with systems teams and processes.

Session TBC

Round Table

17:10 - 18:30

Drinks Reception & Exhibits

"This event never fails to enable me to connect with people who I can learn from and who can re-energise me in Data Management."

Andy Moore, Process Specialist, Information, Rolls Royce

"The event was very energising... seeing other companies on the same journey, with the same issues was good to see. Some good take aways... nuggets that will be employed back at work. Enjoyable event."

David West, Group Data Architect, Barclays Bank

"Quality of speakers and content made this a valuable conference in both practical and thought provoking ways."

Lee Farnell, BI and Data Warehouse Consultant, Siemens

"Second time at this Conference, will be back but next time with my team!"

Derek Lennox, Data Governance Manager, National Australia Bank Group

"Excellent event that had great resonance to my role and have learnt concepts that I can use to drive BI & ED projects. Keynotes were very good."

Neil Lamb, BI Solution Architect, BAE Systems

"Another great event, learnt new and interesting challenges."

Neil Storkey, Global BI Data Manager, British American Tobacco

"I was glad to find like-minded professionals confirm several decisions I have made. Also glad to find several thought provoking and extremely useful nuggets that I can take back with me. Overall value of event - 10/10."

Chris Duffield, Principal Developer, Transport for London

"Extremely well organized, lectures were thought provoking. Many ideas I will take back to my organization. A lot more I now want to read about. I will recommend this conference to more business units next year. Thoroughly enjoyed it!"

Neil Shah, Information & Data Risk Analyst, Capital One Bank

**Tuesday 19 November:
Conference Day 2 & Exhibits**

09:00 - 09:50

Plenary Keynote: Data Disrupted - How 200 Years of Disruption and Innovation Shaped Today's Data Landscape and Will Forever Change Our Future

Mark Allen, Head of Data Governance, Capital One

In this fast-paced session, Mark will look at what disruption and innovation are and how we can use them to trace a line from the industrial revolution to the data revolution. We see how disruption regularly changes the world, and how the 'wave' nature of disruption makes it strangely predictable.

Then, Mark will cover 40 years of disruption and innovation in data to see how it has changed the way the world works. We'll see how data has disrupted industries and global businesses, and how it is getting easier for anyone to disrupt. Then, we consider how new innovations like 5G, NLP, machine learning and AI will change the data landscape.

Finally, Mark will look to an incredible future. Many of us will live to see data driving nano-technology, immersive realities, self replicating AI, human life extension, human / machine coherence and quantum computing - all leading to the 'data and technology singularity', the point when we reach a future we cannot comprehend.

Disrupted data is the foundation of and power behind our world - it will be fun exploring it together!

Key learning points:

- What disruption and innovation are, how they literally change the world, how we can spot them and how we use their predictability to our advantage
- How data has evolved over the past 40 years to create a new, unimaginable world and how we stand on the edge of more astonishing change
- Data will power a future we can barely imagine, but it will drive technologies that will extend life and create powerful new intelligences

09:50 - 10:10

Networking Break & Exhibits

10:10 - 10:55

Data-Driven Analytics Transformation: Overcoming Barriers to Success

Ian Wallis, Managing Director, Data Strategists Ltd

Investing in BI and analytics is increasingly a key activity for any organisation seeking to drive change and generate value. Whilst this is the right strategy for most businesses, the fundamental issue of access to, and the quality of,

data remains a recurring theme as to why these investments fail to realise the benefits that were anticipated at the outset. Even if the organisation is able to deliver analytics, the capability and willingness of the end user to exploit this can often be an issue, with information literacy often a significant barrier to adoption. The hype surrounding AI and the perceived need to push ahead on this front will only increase this challenge. This presentation will explain how the use of BI and analytics can be applied to a range of activities, overcoming some of the cultural and perception barriers, to achieve significant benefits for the organisation.

Key points:

- Sherlock Holmes said: 'Data! Data! Data! I can't make bricks without clay.' This session will demonstrate how true this is!
- What are the barriers to success, and how to anticipate and prepare for them
- The future roadmap will only complicate further the ability of the end user to act upon information - therefore information literacy is an essential deliverable for us all and not one to be left to others to deliver

The Use of Architecture Patterns in Data Architecture

Norbert Eschle, Enterprise Data Architect, Direct Line Group

Enterprise architecture is often viewed with suspicion: it is seen as a hindrance, supporting governance processes as an impediment to creating business value. Such objections are not without merit - governance takes time and may stop or delay initiatives potentially sinking investments already made. Such governance, however, is also important to maintain regulatory compliance e.g. with GDPR and to avoid costly fragmentation of an organisation's IT estate.

The use of architecture patterns provides enterprise architects with an efficient means of communicating acceptable use of technologies to solution designers while they can use patterns to communicate new thinking and emerging business need. Architecture patterns can help make enterprise architecture agile and responsive.

This talk will explore the use of architecture patterns in practice specifically for data architecture to allow for agility and responsiveness while providing a means of governance for example for regulatory compliance.

The Next Generation Data Store: Embracing the Cloud (Whatever the Weather!)

David Devonport, Head of Consumer Data Infrastructure, Quality and Privacy (IQP), BT

Presented with the challenge of how to consolidate two large organisations together with very different but similar functioning data and digital technology stacks.

Throw into that challenge ..the choices that can now be made for on premise, cloud and hybrid data offerings from the large cloud service providers and any data / digital data strategy can be difficult to formulate for the medium / long term.

In this session David will explain an approach with real examples that De-risks and embraces

the cloud data services while leveraging your on premise assets and embedding a more agile way of getting business benefit.

Underpinning this is the objective of 'Customer first' an objective to satisfy and retain a 30 million strong retail telecommunications customer base by having the data and insight needed at every customer touch point near real time.

What you will learn:

- An approach to orchestrating a data architecture which allows a gradual off premise integration to allow the best of both worlds to complement each other. (Big Data, RDBMS, Cloud DBAAS, ETL, Data streaming)
- How to decouple from the data technology and satisfy the stakeholders in a platform agnostics way. (The next generation data store)
- How to work with the multitude of legacy technology leveraging cloud data services to combine two large organisations technology stacks. (BT and EE into One BT)
- Things to avoid when embracing cloud data solutions and how to continue to gain benefit from your legacy data estate. (Cost management, risk management)
- Providing incremental business benefit as your technology stacks evolve to justify the recurring investment.

Round Table

11:05 - 11:50

Pace Layering - Creating a Bi-Modal Data Service at iD Mobile

Simon Barras, Senior Business Intelligence Manager - MVNO, Dixons Carphone iD Mobile

In many organisations there is increasing pressure on data leaders to deliver a variety of data, analytics and BI projects to internal stakeholders at speed, to a high quality and within tight budgets. Balancing TCQ (Time, Cost, Quality) measures is very challenging, and in this presentation Simon will talk through iD Mobile's adoption of Pace Layering to create a 'bi-modal' data service for 1m customer MVNO business. By creating multiple ways of delivering projects via the concept of an SOR (System of Record) and SOI (System of Innovation) environment, data leaders can shape and flex their data capabilities to react to many of the traditional business challenges they will encounter, and continue to deliver value to the business.

Attendees will leave this session with the following:

- An understanding of what pace layering is and how it can be used as a framework for creating a data service
- How iD mobile has adopted a pace layering approach to time cost and quality challenges and create business cases for ongoing investment
- Takeaways for anyone wishing to create a bi-modal service

Experiences of Moving to a Cloud Based Data Lake

Andrew Stevenson, Principal Software Engineer, Liberty Information Technology

Moving your On-Premise Data Solution to the Cloud is a daunting and challenging task.

This case study will share knowledge and experience of moving a Data Lake from On-Premise servers to a Cloud based solution.

In this talk, Andrew would like to share:

- Conceptual architecture overview of how to structure your Data Lake
- Discuss the data ingestion options
- How to ensure data quality
- Switching over from On-Premise implementation considerations and challenges he experienced first-hand

Advantages the cloud based architecture has given along with innovative ideas we are currently implementing to track Data Lake Ingestion performance and stability will be shown.

Key takeaways:

- Architecting in the Cloud to ensure data quality.
- Overview of considerations and challenges brought by transitioning to the cloud.
- Learn advantages of migrating to the Cloud.
- Innovative ideas to track Data Lake Ingestion performance and stability.

3 Key Insights That Urge You to Rethink Your Data Transformation Journey

He-Yu Hua, VP Enterprise Data Advisor and Bram Nauts, Enterprise Data Advisor, ABN AMRO Group N.V.

As eloquently coined by Grant Cardone a "hungry-dog-on-the-back-of-a-meat-truck" mentality is the only way to achieve victory. Exponentially disruptive challengers and ever more invasive regulatory requests are forcing financial institutions to go all-in on managing data as a strategic asset. ABN AMRO doubled down on an audacious data transformation journey to reinvent customer experience and building tomorrow's data driven agile foundation.

They jump-started their expedition by creating capability building blocks covering each data management function for the business to adopt in order to quickly turn data into value. ABN AMRO faced real challenges to structurally connect to key business initiatives – each initiative having their distinct business outcomes, timelines and delivery approaches. This led them to scrutinise and re-assess their data management strategy.

You will leave this session inspired and energised to rethink your own data transformation journey. In this session we will reveal 3 key insights that enable you, as a Data Management leader, to take massive action. This action-packed session will equip you to:

- Reach a common understanding cross-enterprise using a three-lens model
- Connect to business value leveraging business design thinking
- Steer your transformation portfolio using an interactive control center

Data Modelling Round Table

Moderator: Alec Sharp, Senior Consultant, Clariteq Systems Consulting

Come ready to discuss your issues and challenges within your peer group. This session will allow you to bring and discuss your own organisation's challenges to the table!

12:00 - 12:45

Business Intelligence and Analytics in a UK Major Infrastructure Case Study

Nino Letteriello, Partner, FIT Strategy

Nino will cover one of the UK's major infrastructure project, from its inception to design and implementation, exploring the business and technical challenges faced by the management and the Analytics and Reporting solutions implemented to address them. The presentation will look at the Data Management Framework and Enterprise Architecture developed as well as how to better leverage on existent technologies and benefit from practical lessons learnt throughout the development phase.

Key learning points:

- Datawarehouse, BI and Analytics
- Reporting requirement for a Major Infrastructure Project
- Data Management framework and Enterprise Architecture

First Things Second – An Approach to Establishing a New Data Architecture Function

Mark Taylor, Enterprise Data Architect, Primark

Lots of organisations are coming to the conclusion that they need to 'do data' better, or with more focus, than had previously been the case and as a result are hiring new staff in new roles to help them. If you are one of those people and are looking to establish a new enterprise data function, what should you do first? And then second...and third? In this presentation we look at the choices the speaker made when he joined one organisation and the reasons for those decisions.

Topics covered in this session include:

- Key early deliverables
- Positioning 'data' in an organisation
- Creating a solid architecture foundation
- Building credibility
- Being realistic and relevant

Hiring Strategy in the Data World

Miriam Vizvary, Global Director of Data, Centrica Hive

Hiring and building a strong team in the data space can be very challenging these days. Data is moving so fast not only the tools we use but regulation changing as well. Skills are difficult to find, experience is also hard to come by at times, people move around quite a lot with this high demand. So what can you do to de-risk your deliverables hiring the best candidates and keeping them? How do you manage large data teams, especially not commercially minded

data scientists and engineers who want to perfect and innovate to the nth degree?

- How to get the skills you need even if they are not abundantly available
- Why you shouldn't necessarily hire the strongest candidate
- How to choose the right person for the job

Data Governance Round Table

Moderator: Mark Allen, Head of Data Governance, Capital One

Come ready to discuss your goals, challenges and successes within your peer group. This session will give you the opportunity to discuss your own organisation's challenges and take away new ideas to accelerate your data governance journey.

12:45 - 13:45

Networking Lunch & Exhibits

13:45 - 14:30

Enterprise Data and BI & Analytics Keynote: Unified Data Delivery – Shortening Time To Value in a Digital Enterprise

Mike Ferguson, Managing Director, Intelligent Business Strategies

For most organisations today, digital transformation is creating a data deluge with new data sources appearing almost daily. This has led to a complex data landscape with hundreds, if not thousands of data sources and multiple workload specific analytical data stores. In addition, with so much data pouring into the enterprise, business users are eager to analyse it and are buying their own self-service data preparation tools to integrate data independently of IT. It seems everyone is integrating data with no attempt to share what they create. More and more silos are therefore appearing making it harder to manage and trust data. Unaware of the complexity, business executives are demanding more agility to remain competitive in a digital economy where customers can churn at the touch of a mobile phone screen. So how can companies remain agile and reduce the time to value when data complexity in on an upward trajectory? In this keynote session Mike will look at this problem and show how companies can establish a strategy for delivery of trusted, unified data that speeds up data and analytical processing and shortens time to value.

Data Strategy CDO Keynote Panel

Moderator: Ian Wallis, Managing Director, Data Strategists Ltd

Panellists: Graeme McDermott, CDO, Addison Lee, Liz Henderson, Head of Data Enablement, Telefonica UK & Tim Lum, Head of Data and Insights, Virgin Atlantic

This panel session will explore the current thinking on data strategy using examples from their own organisations to highlight how a data strategy has developed and whether it is actively used. The relationship between a data strategy and a plan of activity will be explored given the increasing need for agility and the pace of change, along with the question as to whether a data strategy is more or less relevant today, and whether it can stand alone given the increasing focus on digital, AI and technology. It will discuss what a data strategy should include, how it should be positioned within the organisation, and its significance to the wider business strategy and direction.

14:40 - 15:25

Driving Predictive Analytics & Data-Driven Culture - Case Examples & BI Architecture

Kaushik Yathindra Kumar, BI and Digital Manager & Baran Bartosz, Data Scientist, ECOLAB

Our operations data is split across 50+ systems over 150+ countries. If you're a data enthusiast working on CloudBI, DW, analyzing unstructured data, using latest technologies and more importantly interested in Live Examples, then put this in your agenda and we look forward to seeing you there !

- How is our entire Global Ops set up in Ecolab? What insights have we created via our real-time BI & digital solutions? How have our solutions benefited our Operations universe?
- From an execution standpoint - How is our data warehouse set-up? How are we enabling predictive decision making and what are our cycle times for decision analytics?
- Lastly, do you want to see some of our supply-chain BI solutions - and how our data architecture and front-end application works?

Finding Insight in the Spaghetti - a Case Study on How We Sorted Out Our Data

Claire O'Connell, Head of IT, Well Pharmacy

With over 10,000 reports running daily and a mess of un-governed legacy data Well Pharmacy were not set up for success to start utilising data to drive the business forward. However, with a challenging environment for Pharmacy, with pressure on NHS budgets and a Digital Transformation underway it has become increasingly important to generate business insight from our data, including understanding our patients. This session will describe how we addressed the challenge and what we learned along the way in a context of highly sensitive personal data.

Key takeaways:

- You have to sort data out from the bottom up - there had been several attempts to resolve it before without putting in place proper data governance and architecture in place.
- You need to take an 'agile' approach to deliver value quickly, because it is a long and tedious job and stakeholder will lose interest if they don't get something quickly. You need to involve a lot of people across the business, because Data affects almost every role.

- Build a programme with data governance and technical delivery working side by side, or you might end up with yet more mess to deal with!

Slicing a Big Data Elephant for a Safe Transformation

Johan Lindholm, Data Governance Lead, Göteborg Energi and Håkan Edvinsson, CTO, Informed Decisions Consulting AB

This is the story how Göteborg Energi (Gothenburg Energy) managed to break down a huge and complex big data system into manageable pieces. By doing so, the executive managers became aware of what kind of decisions they needed to make, what the alternatives were and the expected consequences and outcomes from those decisions.

A self-made system for monitoring district heating production and distribution has been used since the mid 1980s and has been improved and modernised successfully since then. The system has several custom functions, works in an effective way and is very popular among the users. The system is vital for the operations as it supplies real time data and statistics based on 20,000 sensors in the production plants and the distribution systems. Furthermore, the data from this monitoring system is processed and flooded vastly throughout the organisation, in a way and to various purposes (including business-critical) no person can grasp.

As this monitoring system is self-made and has grown over the years, the data structure has been poorly documented. The technical environment of the system is now outdated, and, the market of monitoring systems has caught up. All together it is obvious that a safe transformation plan is urgent.

This presentation will cover:

- How the gigantic and complex data masses were sliced into manageable pieces using a set of methods.
- How executive managers were engaged in that process so that they realised what kind of decisions they needed to make.
- How the outcome of this work became their roadmap for transformation.

Data Leadership and Talent Development Round Table

Moderator: Ian Wallis, Managing Director, Data Strategists Ltd

The challenge of sustaining and developing talent in data and analytics is a challenge that faces us all. Please come along and share your experiences, challenges and good ideas in an interactive group and see what you can take away to move things forward in your own organisation.

15:25 - 15:45

Networking Break & Exhibits

15:45 - 16:30

MI & Insight: Do Them Differently

Callum Sparrowhawk, Senior Manager, Baringa Partners

Management Information & Insight are often interchangeable terms, but they are fundamentally different and should be delivered differently. This talk sets out the merits of establishing a "two-track" program for delivering management information & insight to your business, and the key considerations and implications for your business of doing so.

The focus is on making sure you have the right tools available to the right people, close to the business, so they can provide rapid insight to drive business improvements and transformation, whilst ensuring that wider regular reporting is a) delivered consistently and in a well governed fashion and b) easily understood by everyone across the business.

The talk is aimed at all audiences, and is non-technical, focusing more on the operating model for analytics, not the technology.

Key messages:

- MI & Insight are fundamentally different, and need to be delivered differently.
- Consider your analytics "operating model", and how it might need to be revised to deliver a two-track system for MI & Insight.
- Learn the key technology, process and people factors you need to get right.

Generally Accepted Data Management Principles

Susan Earley, Director of Data Management, Sears Holdings

Data Management as an industry and profession does not have a consistent set of principles, and it should. Having a defined set of principles will elevate the Data Management profession and provide a consistent framework for approaching Data Management activities in professional settings.

There are several Generally Accepted Principles which can serve as a pattern for GADMP, including these:

- GAAP (Accounting)
- GARP (Recordkeeping)
- GASSP (System Security)
- GAPTL (Principles for Teaching and Learning)
- Gartner's GAIP (Information)

The Multi-Skilled Influencer - Achieving Data Management Goals by Other Means

Alec Sharp, Senior Consultant, Clariteq Systems Consulting

Organisations increasingly value individuals with deep expertise in a specific discipline, such as Data Modelling or Business Intelligence, but also with skills in other areas. These other skills aren't necessarily at the expert level, and must be complemented by two essential "soft skills" before the whole package works. This is the so-called (and often misunderstood) "T-shaped skill set" - depth plus breadth plus the social skills that are at the heart of the concept. Applying skills outside your data-related

expertise, surprisingly, is often an excellent way to achieve your core Enterprise Data Management goals.

We'll introduce the essentials of being "T-shaped," including the soft skills that are at the heart of the concept, then cover real-life examples of core goals being achieved by applying other skills. Useful tips and frameworks will be provided for each of them, with emphasis on these three:

- Business Processes: how to take advantage of the connection between business processes and enterprise data;
- Application Requirements: why the data perspective is absolutely crucial in both purchased and custom software implementations;
- Facilitation: how some of the fundamental techniques employed by a skilled facilitator can raise data management awareness.

16:40 - 17:10

Dialog, Debate and Conference Close: Take Away Insights and Dialogue from the Conference

Danette McGilvray, President and Principal, Granite Falls Consulting & Donald Farmer, Principal, TreeHive Strategy

**Wednesday 20 November:
Half Day Post Conference
Workshops**

**Morning Workshops:
09:00 - 12:00**

From Conceptual to Physical Data Vault Data Model

Dirk Lerner, Independent Consultant, TEDAMOH

The fictitious company FastChangeCoTM need to build a new data warehouse for their trading department. Due to past experience (project fails, overtime, etc.) the BI Center of Competence (CoC) decided this time to use a conceptual, a logical and a physical data model: Conceptual models to gather all information about their trading business, logical models to collect their business requirements and cover both relational databases and non-relational technical solutions. For the physical data model, the CoC of FastChangeCoTM decided to choose data vault due to the agility, flexibility and the ability to integrated both relational databases and non-relational technical solutions.

Attendees of this session will be fictitious part of the FastChangeCoTM CoC Team and will work on several exercises to build the new data warehouse.

This session explores:

- Basic principles of:
 - Conceptual modeling
 - Logical modeling
 - Physical modeling
- How to model from a conceptual via logical to a physical data vault model

- How to build and access the phys. data model on Relational-DB (e.g. EXASOL) and non-relational -DB:
 - Design the data structure, e.g. on REDIS. Identify the keys to represent the objects and which values this key needs to hold
 - Design the relational data model.

Building a Data Governance Business Case: Show the Value

Håkan Edvinsson, CTO, Informed Decisions Consulting AB

The benefits of Data Governance (DG) and Data Quality (DQ) work are obvious within data management communities and amongst data processing professionals. But getting the attention from middle and top management may be harder. The drivers for DG and DQ do not always correspond to organisational goals and KPI's, and therefore the topic is not something managers are willing to prioritise. Furthermore, quality and governance requires diligent work, costs and overhead which is not always attractive to management or event employees!

This workshop contains a set of real-world examples from various presentations and situations where executive managers, middle managers and other stakeholders have been convinced about the benefits of DG and DQ.

The session will cover the following:

- What Knowledge to Gather
 - Gathering knowledge about the business environments
 - Gathering knowledge about the business operations
 - Gathering knowledge about the as-is; data and systems
 - Gathering knowledge about the to-be; expectations, intentions, and roadmaps.
- Analysing the Gathered Information
 - Examples of how to organise the gathered information
 - Finding what is relevant and interesting
 - Producing killer-slides
- Preparing a Presentation
 - What to suggest
 - Whom to address
 - Examples of presentation outlines
 - Presentation hints
- Preparing Yourself

MDM Essentials

Malcolm Chisholm, Chief Innovation Officer, First San Francisco Partners

Master Data Management (MDM) is increasingly seen as a necessary part of an enterprise data strategy. This workshop provides a foundation in the essential components of MDM. It begins by explaining what Master Data is, why it is different to other classes of data, and why it needs its own special approach to governance and management. The business case for MDM is explored in terms of efficiency, effectiveness, and risk reduction. Since MDM is now supported by many commercially available tools, the remainder of the workshop is devoted to what is necessary to select and implement one of these tools. The tool capabilities are examined, along with their internal architectures and how they fit into enterprise data architectures. Most

importantly, the ways in which the technology is aligned to people and processes are described, as insufficient attention in this area is a common reason for failed MDM initiatives. This includes alignment between business and IT. The governance needs of MDM are explained with examples of solutions to these needs. On the technical side, the issues of designing Master Data structures and understanding Master Data are explained. The need for metadata management, particularly around semantics in Master Data is described, again with examples of how this may be solutioned. Data Quality is another essential component of any MDM initiative, and approaches to how Data Quality can be addressed in the context of MDM, or applied from a more general perspective, are described.

At the end of this workshop, delegates will understand the following:

- What Master Data and Master Data Management (MDM) are
- What the essential components of MDM are and how they related to each other
- Examples of how the foundational needs of MDM may be solutioned

From Analytics to AI: Transforming Decisions in Digital Business

Dr. Barry Devlin, Founder and Principal, 9sight Consulting

With the enormous growth of big data, now is the time to start building the skills and infrastructure in artificial intelligence (AI) to transform BI and analytics in support of decision making.

Under a range of names—deep learning, machine learning, cognitive computing, robotics, algorithms and more—AI, combined with big data, IoT and automation, are revolutionising all aspects of IT, business and, indeed, society. What do you need to know about them? How should you prepare for and react to their growing importance in your business and IT environments, especially in their likely transformation of decision-making support?

In this half-day seminar, Dr Barry Devlin positions emerging AI technology in the context of familiar paradigms such as BI and analytics, exploring the application of different types of machine learning and algorithms. He extrapolates from the rapid growth of AI in the consumer world to where and how it will drive business and impact internal IT. Based on new models of organisational and personal decision making, he examines where to apply augmentation and automation in AI.

What you will learn:

- What is AI? A brief history and explanation of its evolution, key concepts, and terminology
- Understanding how IoT and social media enable AI as the new driver of business value
- Approaches to applying AI to decision making—augmentation vs. automation
- Implications of AI for the IT department and technology needed to build business applications

Who should attend?

- Enterprise, systems, solutions and data architects in data warehouse, BI and big data
- Systems, strategy and BI/analytics managers
- Data warehouse/lake and systems designers and developers

- Tech-savvy business analysts

Agenda Outline:

- Artificial intelligence—history and foundations
 - A brief history and directions of AI
 - Overview of artificial neural networks and other techniques
- Decision making for social media and IoT
 - From traditional BI to operational analytics and machine learning
 - Centralisation vs distributed processing
 - Model management
- Applying AI to decision making
 - AI in information preparation and governance
 - Operational, tactical and strategic decision-making considerations
 - Automation vs. augmentation—the importance of understanding the difference

Afternoon Workshops: 13:15 - 16:30

Send Bi-Temporal Data from Ground to Vault to the Stars

Dirk Lerner, Independent Consultant, TEDAMOH

Information changes in intricate ways over time. For example, prices for goods change over time and business plans future pricing like discounts for “Black Friday.” These prices may be saved long before they are valid in real life and therefore in operating systems.

A data warehouse with a well-designed bitemporal historization can store this future information about prices. And also enable business users to travel through time to have different views on their data: past, present and future.

Dirk will focus in this session on the method and techniques for getting bitemporal data into a Data Vault and afterwards merging timelines of bitemporal Data Vault Satellites to get data out of the Data Warehouse’s core layer. He will show bitemporal basics for a better understanding of loading data as well as the concepts to provide star schema dimensions as non-, uni- or bitemporal objects.

What attendees will learn in this session:

- Basic bi-temporal concepts
- Load bitemporal data into Data Vault
- How to merge timelines of bitemporal Data Vault Satellites
- Examples of Data Modeling to get data out of a Data Vault

Data Strategy: from Framework to Execution

Ian Wallis, Managing Director, Data Strategists Ltd

Most organisations have a strategy stating business goals over a longer time frame than an annual plan – anything from 3 to 40 years. It sets vision and direction, and there may be functional strategies. People, process, technology and, in enlightened organisations, data are seen to be key assets, you could say the DNA. Each of these warrant their own strategy but what should be in a data strategy, and how should it be deployed?

The publication of data strategies seems to be increasing, yet the quality, breadth and ease to execute vary dramatically. This workshop will explore the key components of a data strategy, how topics interlink and, importantly, its deployment – from the framework through to the execution.

This workshop will be interactive, please bring examples and be prepared to discuss during the workshop. The goal is to enable you to develop a data strategy that works for your organisation.

Key points:

- Understand the purpose of a data strategy
- Agree the framework of a data strategy that works for you
- Determine how to execute the strategy, making it accessible and useful for all

Successful Reference Data Governance and Management

Malcolm Chisholm, Chief Innovation Officer, First San Francisco Partners

Reference data – often simply known as codes, lookups, or domains – is an area of enterprise data management that is becoming increasingly important. However, many enterprises have difficulty formulating governance programmes and management practices for reference data. This workshop explains the overall structure needed for both reference data governance and reference data management.

What reference data is, and its differences and similarities with other classes of data is explained, particularly so that scope can be successfully set for any reference data initiative. The elements of Reference Data Management (RDM) covering both governance and management are examined to give a high-level picture of what needs to be addressed to be successful. The very different approaches needed for external reference data (sourced from outside the enterprise) and internal reference data (produced wholly within the enterprise) are described. The options for RDM environments for producing and distributing reference data are compared and contrasted. The significant role of semantics in reference data is also examined in detail, together with practical ways in which knowledge of reference data can be successfully managed. While the technical aspects of RDM are important, people and processes are also essential components of a successful RDM programme. The organisational structures, roles, and responsibilities needed for RDM are explored, along with the typical processes needed for both governance and management within an RDM programme.

At the end of this workshop, delegates will understand the following:

- The special status of reference data in data governance and management
- What capabilities are needed to be successful at Reference Data Management (RDM)
- Approaches to building the foundational capabilities for RDM

Data-Driven AI: Opportunities and Threats

Dr. Barry Devlin, Founder and Principal, 9sight Consulting

Advances in artificial intelligence (AI) are being

driven not so much by improved techniques and innovative algorithms but by the breadth and volume of data available on the Internet from social media and the Internet of Things (IoT). The implications of this dependence on data are significant.

In this half-day seminar, Dr Barry Devlin explores the relationship between big data from multiple sources and the many types of AI / machine learning using it. The opportunities offered by this data for new types of decisions must be balanced against the dangers arising from poor quality data, legal implications of using personally identifiable information (PII), and other issues. The question is what solutions are available. Barry will also address the ethical, economic and social implications of widespread adoption of artificial intelligence.

What you will learn:

- Understanding how IoT and social media enable AI as the new driver of business value
- A comprehensive architecture and framework for data collection, integration, and operational use in support of AI
- New technology solutions needed to manage and govern data for AI
- Ethical, economic, and social considerations for your business and beyond

Who should attend?

- Enterprise, systems, solutions and data architects in data warehouse, BI and big data
- Systems, strategy and BI/analytics managers
- Data warehouse/lake and systems designers and developers
- Tech-savvy business analysts

Outline agenda:

1. Artificial intelligence and its use of data
 - Data sources for AI use
 - Conflicting and overlapping data, erroneous data
 - Governance, privacy and other issues
2. Managing and governing data in an AI environment
 - Data/information preparation and governance from external sources
 - The role and importance of context in gathering, preparing and using data for AI
 - For exploration to production across data lakes, warehouses and operational systems
 - Getting the organisation fit for AI purpose
3. Building the digital future with AI—key considerations
 - Ethical considerations for data-based analytics and AI in business
 - Wider ethical concerns for society
 - The impact of AI on the economy and employment
 - Avoiding societal breakdown

“I would attend this event over and over again. It’s worth all the effort! I must commend the organiser for a well-done job. So far, this event marks the best of conference experiences in the past 10 years.”

Abraham Afolabi, Data Manager, EC Harris LLP

Full Day Workshops:
09:00 - 16:30

Data Strategy – A Recipe for Success

Jon Evans, Information Strategist & Founder, Equillian

The data revolution is here. Across every industry, organisations are desperately trying to keep pace with the continual onslaught of new opportunities and threats that this ubiquitous resource presents. Our ever-changing landscape of technological advances, set against a backdrop of tightening regulation, means that no-one can be complacent and even the most data-savvy organisations need to get smarter about the way they define, manage and exploit their data assets.

In this full-day workshop, Equillian's Jon Evans will show you how to develop a recipe for success through an Enterprise Data Strategy that aligns with your organisation's long-term vision. You will discover the key capabilities you need to develop and learn how to assess your current maturity using a best practice framework, before pulling everything together into a strategic roadmap. Along the way, Jon will dispel some of the common myths and misconceptions about Data Management and help you carve a path through the complex maze of data jargon.

Both beginners and those already familiar with the topic will benefit from Jon's business-focused approach, based on industry best practice coupled with many years of experience helping organisations develop their Enterprise Data Strategy. With plenty of group and solo exercises designed to instil a deeper level of understanding, attendees are sure to take away lots of ideas to try out after the conference.

The session will be structured around 6 key topics:

- Why do you need a strategy for data?
- Exploring the data continuum
- A framework for Data Management
- A closer look at Data Governance
- Assessing your current maturity
- Developing a vision and strategy

Artificial Intelligence and Machine Learning Made Beautifully Simple: How to Apply AI/ML in Your Business

Jan W Veldsink, Lead AI at Rabobank Compliance and Core teacher Nyenrode, Rabobank/Nyenrode

"Our generation will likely have the good fortune to experience two of the most amazing events in history: the creation of true machine intelligence and the connection of all humans via a common digital network, transforming the planet's economics. Innovators, entrepreneurs, scientists, tinkerers, and many other types of geeks will take advantage of this cornucopia to build technologies that astonish us, delight us, and work for us. Over and over again they will show how right Arthur C. Clarke was when he observed that a sufficiently advanced technology can be indistinguishable from magic" - Erik Brynjolfsson and Andrew McAfee (2014)

In every boardroom, but also on the workshop floor and in many offices, people talk about Artificial intelligence / Machine learning and

Digital transformation. A number of professionals and directors have discovered the importance without fully understanding what Digital Transformation means.

This workshop projects an integral view on Artificial Intelligence. We will study the impact of AI together from different perspectives along three areas:

- The impact of digitization and AI
- Aspects of Artificial Intelligence from a technical perspective: AI in practice
- Aspects of Artificial Intelligence from a business and societal perspective

Attendees will learn:

- Insight in the way AI / ML can be used in business
- Organizational requirements for AI/ML
- Recognising and using AI-algorithms
- Being able to make your own first ML model
- Insight in the team requirements for an effective/ML project
- Data-Lake for machine learning

Course Outline:

- Overview AI / ML
- Management view on AI
- AI/L in large Organization
- Algorithms in AI/ML theory and real world examples
- Your first steps in AI/ML
- Some AI afterthoughts

Wake Me Up When the Data is Over: Using Stories to Get Tangible Business Results

Lori Silverman, Founder/CEO, Speaker Consultant, Author, Business Storyteller, Partners for Progress

Need to effectively communicate a data-driven business case? Keep people energized and engaged while sharing facts? Do you need others to make a decision based on the insights you've gleaned from your analytics efforts? If your goal is to deliver a message that sticks, it's not enough to provide graphics and fancy data visualizations in a slick PowerPoint presentation. This tutorial shows you know how to craft compelling meaning-filled stories that move people to take action.

After this workshop, you will be able to:

- Point out the difference between a story and other forms of narrative and why this distinction is important.
- Determine when and when not to use story in your work.
- Effectively elicit and listen to stories from others to get what you need to build rapport and move a project forward.
- Identify various types of stories and when they are most applicable at work.
- Construct a story so it will be remembered over time.

Practical Guidelines for Designing Modern Data Architectures

Rick van der Lans, Independent Analyst, Consultant, Author and Lecturer, R20/Consultancy

So many organisations are designing a new architecture for data processing. The introduction of new technology, the change of data usage, and the new regulations for data privacy have convinced organisations they need a new data architecture. Examples of new forms of data usage are data science, real-time data analytics, embedded BI, and customer-driven BI. Examples of new technologies are Hadoop, NoSQL, analytical SQ, Spark, and Kafka.

Sometimes a new data architecture is needed to fulfil the digital transformation dream or to become a more data driven organisation. Both terms imply that the organisation wants to exploit their data investment more intensely.

A new data architecture may also be required because the old data warehouse architecture cannot be extended anymore. It has reached its expiration data. And implementing a data lake isn't always the right solution.

Therefore, numerous organisations need to design a new data architecture. But how? Where do you start? This tutorial explains all the aspects involved in designing a modern data architecture. What should be included in such an architecture? Is one high-level PowerPoint slide showing all the databases and data streams sufficient? What constitutes a good data architecture? Guidelines are given on the topics that should be included, including data streams and data stores, data quality, data security and privacy, governance, and metadata specifications.

The tutorial is based on years of experiences with designing modern and evaluating existing data architectures for all kinds of organisations, from small to large, and from non-commercial to commercial. Good and bad examples from real life situations are discussed as examples.

Key learning points:

- Should the data architecture be technology independent or does the technology drive the architecture?
- How do architectural concepts such as data lake, data warehouse, and data marketplace fit in a modern data architecture.
- From the Batch architecture via the Lambda to the Kappa architecture.
- The importance of architectural design principles.
- How to include data quality and privacy aspect in a data architecture.
- The challenge of architectures for steaming and fast data.

"Great conference, the best event in Data Management! Excellent speakers and very interesting content."
Ana Teresa Szmoes, Caixa Geral de Depósitos

"Great opportunity to validate my views and to learn from others."
Garry Manser, Head of Data Governance, Visa Europe

Full Day Workshops:
09:00 - 16:30

The Post GDPR Landscape: Key Learnings in Data Protection and Practice

Katherine O'Keefe, Lead Data Governance & Privacy Consultant, Castlebridge

GDPR has landed, but it's not "back to business as usual". We're at the start of a new normal, and it's a marathon not a sprint. As the hype and panic about GDPR implementation begins to settle, it's important not to assume the race is won (or lost) and lose focus. Going beyond bare minimum "lip-service" to compliance and instead fostering an ethical compliance culture can be a competitive differentiator for organisations as well as generating business value internally. This workshop updates attendees on the core elements and requirements for compliance with the GDPR and the Data Protection Act 2018 and ePrivacy law, and discusses how to develop and sustain business value from GDPR compliance.

Key takeaways for this session include:

- Common challenges and pitfalls in the new regulatory environment
- GDPR and the Data Protection Act 2018
- Updates on the draft ePrivacy Regulation and PECR
- Leveraging GDPR compliance to sustain benefit for your organisation
- Why the term GDPR must die

Data Management Fundamentals

Håkan Edvinsson, CTO, Informed Decisions Consulting AB

Most of us acknowledge that data is the most vital asset in an organisation. In a mature state, data management is an integrated practice covering accountabilities, design, distribution and usages of data in a way that fits the organisation's purposes, and, complies to regulatory requirements. However, this is rarely the case as in most organizations data management is mostly separated into a narrowed part of IT work and intricate detailed work in the daily business.

This workshop is intended to provide delegates with the fundamental knowledge of data management best practices striving for consistent, reliable and accurate business data in an increasingly digitalised environment. This one-day workshop combines presentations, exercises and discussions.

Learning Objectives:

- Having an understanding of the essential areas within Data Management
- Insights into useful Data Management methods and techniques
- Hearing about practical experiences in those methods and techniques
- Understanding of how critical Data Management roles, procedures and outcomes relates to your organisation, business processes and IT work

Workshop Outline:

Introduction to Data Management

- Data – a valuable asset
- Knowledge areas within Data Management

- Describing the intangible - modelling data structures and data flows

A Data Governance Framework

- The Data Governance Entirety Arena
- The Data Design Arena
- The Data Content Arena
- The Data Design and Content Implementation
- Roles, work and outcomes within these arenas

Data Architecture Practices

- Business Architectures
- IT Solution Architectures
- Road-mapping and Portfolio Management with Data Management

Different Kinds of Data – Slow, Fast and Big

- Categorising Data and Reference Data
- Master Data – data reflecting resources
- Business Process Data – data that carries processes
- Detail Transactional Data and IoT Data
- Data Management and Data Architecture implications

Different Kinds of Data – Origination and Usage

- Shared and Common
- Generic and Specific
- Data Management and Data Architecture implications

Risks, Security and Regulations

- Data Risk Management
- Authorization
- Regulations on data
- The data part of complying to regulations
- GDPR

Data Management Implementation Considerations

- Non-invasive
- Non-coercive
- Diplomatic

Target Audience:

- Data Architects
- Enterprise Architects
- Data Modellers
- Data Governance Leads and Practitioners
- Data Quality Accountable and Stewards
- MDM, BI & Integration Managers
- Business Analysts

Landing the Plane: Ethical Information Management Where it Hits the Ground

Daragh O'Brien, Leading Consultant, Educator and Author, Castlebridge

From the Gartner hype cycle to the front page of the news, the importance of a grounding in data ethics is becoming increasingly more visible. But is it just hype? How does "we need data ethics" look in day to day business decision making? Do you have appropriate systems of management in place to support ethical decisions and actions? This course is designed for leaders and information management professionals and provides a detailed framework and practical tools and techniques for implementing an ethical information management strategy.

Key takeaways for this session include:

- An overview of fundamental Ethical Concepts as related to Information Management
- Risk management, Information management practices
- Using Data Privacy and Data Protection Law Compliance to focus Ethical Data use beyond compliance
- Methods to align ethics with Information Governance
- Practical tools for implementing an ethical information strategy

Accelerating Action: Collaborative Data-Informed Decision-Making

Lori Silverman, Founder/CEO, Speaker Consultant, Author, Business Storyteller, Partners for Progress

A February 2019 HBR article by Randy Bean and Tom Davenport, says what leaders don't want to admit, "Companies are Failing in Their Efforts to Become Data- Driven." The research results they cite from NewVantage Partners are unequivocal: People AND process are the number 1 obstacle. For this to change, the authors state organizations must address "cultural barriers to business adoption." They didn't say, "More advanced technology is needed," or "Train everyone on data analytics," or "Better data visualizations are the answer."

This workshop provides an approach to embedding data into decision-making that you can employ with others throughout your organization. This process ensures that the right business question is being addressed so stakeholders get what they need in a timely manner to make important decisions that spark immediate action.

After this workshop, you will be able to:

- Determine what is most important for key stakeholders when they request data.
- Ask the right questions so individuals and teams do not get stuck in data analysis and paralysis.
- Work in an agile manner with others to reveal three kinds of insights within a data set.
- Strategize with others on which insights are the most important to relay, how to do so, and with whom to share them.
- Determine the narrative that best embody the insights to be communicated to stakeholders for decision-making and action.

"Great way to learn best practices, gain new insights and get ideas for change in your own organisation."

Weird van der Kooij, Sr. Data Manager, Nuon Vattenfall

"Really worthwhile". Overall value of event - 9/10."

Ian Stone, Data Architect, Prudential

"Good variety, good to have different views on same subjects. Informative, can now "join the dots" on capabilities for my organisation. Plenty of information, lots of food for thought."

Teresa Bateman, Solution Architect, Tesco Plc

Data Ed Week Europe 2019

Data Management in a Hybrid and Multi-Cloud Computing Environment

Mike Ferguson, *Managing Director, Intelligent Business Strategies*

18 November 2019

This one day workshop looks in detail at the challenge of consistently managing data in a hybrid multi-cloud environment and looks at what is needed to keep cloud and on-premises systems integrated while maintaining data integrity. In particular it looks at data capture, operational data flows, analytical data flows data flows and governance in a hybrid computing environment.

- Evolution – the growing adoption of the cloud to store and process data
- Data complexity – The challenge of managing data in a hybrid computing environment
- Data management requirements
- Data ingestion, cloud storage, automated data discovery and mapping – the role of the data lake and data catalog in managing data
- ETL processing options
- Data virtualisation – simplifying access to data across cloud and on-premises systems
- What works and what doesn't?
- Dos and Don'ts
- Getting started

Essentials of Data Warehouses, Lakes and BI in Digital Business

Dr. Barry Devlin, *Founder and Principal, 9sight Consulting*

18-19 November 2019

In this 2 day workshop, Dr. Barry Devlin charts the essentials of data warehouses and data lakes, BI and analytics to build a digital business from the existing data warehouse and BI systems running enterprises today.

- Digital Business—History and Emergence
- An Architecture Combining Data Warehouses and Data Lakes
- The Information Resource—the Foundation for Everything
- The Business Processes—Getting from Decisions to Actions
- The People—Understanding Needs and Engaging Innovation
- Planning and Implementation

Successful Implementation of a Master Data Management Programme

Malcolm Chisholm, *Chief Innovation Officer, First San Francisco Partners*

18-19 November 2019

This workshop is intended to provide delegates with a comprehensive understanding of what is needed to run a successful Master Data Management (MDM) Programme. The workshop focuses on business and technical aspects of MDM and emphasises how the business and IT can work together to attain the full benefits

of MDM. The workshop begins by level setting on the concepts of Master Data, how MDM has evolved as a discipline, and what business benefits MDM offers. Following this, details are presented of the components of an MDM Programme and how to set them up successfully. In particular, the need for governance within an MDM Programme, particularly for decision-making, is explained.

- Introduction to MDM
- The Components of an MDM Programme
- Getting Ready for MDM – Governance, Decision Making and Accountabilities
- Aligning Business with the MDM Programme
- MDM Technical Architecture
- Data Models and Designs for MDM
- Data Integration in MDM
- Selection of MDM Tools
- Data Privacy and MDM
- Data Acquisition and MDM
- Data Quality and MDM
- Analytics and MDM

The Analytic User Experience

Donald Farmer, *Principal, TreeHive Strategy*

19 November 2019

Every organisation today runs on data, but we really need to run on analytics. These new insights-driven teams need an effective analytic user experience: not just a user interface or visualisations, but an end-to-end understanding of how analytics works. We'll look at how individuals understand data and insights, but we'll also look beyond that to the organisational and social dynamics of your analytics community of practice.

- Data literacy and analytics
- The power and the pitfalls of data visualisation
- Browsing and querying – the differences and the value
- Discovery and insights – how we find out what we don't know
- The four-step model of analytics and discovery
- Natural language and the analytic experience – beyond visualisation
- Action-oriented analytics – decision making with data
- Storytelling with analytics – persuasion and explanation
- Collaboration and communication
- Mobile analytics in a multi-device world.
- Multi-cultural analytics
- Developing a community of practice

New Big Data Storage Technologies: From Hadoop to Graph Databases and from NoSQL to NewSQL

Rick van der Lans, *Independent Analyst, Consultant, Author and Lecturer, R20/Consultancy*

20 November 2019

Big data, analytical database servers, Hadoop, NoSQL, Spark, MapReduce, SQL-on-Hadoop, translytical databases, and appliances are all immensely popular terms in the IT industry today. Due to this avalanche of new developments, it's

becoming harder and harder for organisations to select the right tools. Which technologies are relevant? Are they mature? What are their use cases? Are they worthy replacements for the more traditional SQL products? How should they be incorporated in the existing data warehouse architecture?" These are all valid but difficult to answer questions. This tutorial discusses and explains these new data storage technologies clearly and explains why and how they can be relevant for any organisation. Market overviews are presented, strengths and weaknesses are discussed, and guidelines and best practices are discussed. It is intended for anyone who has to stay up to date and implement the new developments, including data warehouse designers, business intelligence experts, database specialists, database experts, consultants, and technology planners.

- Why are traditional database technology not "big" enough?
- How different are Hadoop and NoSQL are from traditional technology?
- How can new and existing technologies such as Hadoop, NoSQL, and NewSQL help develop BI and big data systems?
- Embedding Hadoop technologies in existing BI systems
- Using Spark to boost performance for analytics
- Three NoSQL subcategories: key-value, document, and column-family stores
- Why graph databases are very different from all other systems
- When to use NewSQL or NoSQL for developing transactional systems

Business-Oriented Data Modelling Masterclass: Balancing Engagement, Agility, and Complexity

Alec Sharp, *Senior Consultant, Clariteq Systems Consulting*

20-22 November 2019

This 3-day interactive workshop combines the core content from two popular data modelling offerings by Alec Sharp – Business Oriented Data Modelling and Advanced Data Modelling. Suitable for both new and experienced modellers, this course first explores unique techniques for rapidly developing high-quality models while maintaining the involvement of business professionals. It then provides hands-on practice with skills in more challenging topics – generalisation, recursion, subtyping, modelling time and history, presenting models to non-technical groups, the connection between E-R modelling and dimensional modelling, and many more. In all cases, the underlying philosophy is that a data model is a description of a business, not of a database.

Three main themes are explored in a very practical way:

1. The foundations of data modelling – what a data model really is, and maximising its relevance
 2. The human side of data modelling – improving communication skills and engaging the business
 3. The complex side of data modelling – getting better at modelling difficult situations
- Essentials of Data Modelling
 - Establishing the initial conceptual data model
 - Developing the initial logical data model by adding rigor, structure, and detail

- Correctly handling attributes
- Interesting structures – generalisation, recursion, and the two together
- Modelling time, history, and time-dependent business rules
- Modelling rules on relationships and associations
- Preparing and delivering a data model review presentation
- Bridging the “E-R vs. Dimensional” divide – the world’s shortest course on dimensional modelling
- The Components of Successful Data Governance
- Establishing a Starting Point – Data Governance Readiness
- Building the Data Governance Strategy
 - Vision & Strategy
 - Organisation & People
 - Processes & Workflows
 - Data Management & Measures
 - Culture & Communications
 - Tools & Technology
- Creating the Data Governance Roadmap
- Data Governance in Reality
- Summary & Conclusions

Ten Steps to Data Quality

Danette McGilvray, *President and Principal, Granite Falls Consulting*

20-22 November 2019

This workshop teaches a practical approach to creating, improving, and managing the quality of information critical to providing products and services, satisfying customers, and achieving goals for any type of organization. If you are working on real data quality-related issues that need real results, this is the course for you.

- The Data and Information Quality Challenge
- Key Concepts – A Necessary Foundation for Understanding Information Quality
- Step-by-Step: The Ten Steps™ Process
- Step 1 – Determine Business Need and Approach
- Step 2 – Analyze Information Environment
- Step 3 – Assess Data Quality
- Step 4 – Assess Business Impact
- Step 5 – Identify Root Causes
- Step 6 – Develop Improvement Plans
- Step 7 – Prevent Future Data Errors
- Step 8 – Correct Current Data Error
- Step 9 – Implement Controls
- Step 10 – Communicate Actions and Results

Data Governance: A Practical Guide

Nigel Turner, *Principal Information Management Consultant EMEA, Global Data Strategy*

21-22 November 2019

Data Governance is rapidly becoming a ‘must have’ for any organisation wanting to manage its data, improve its quality, and control its security, access and uses. An average organisation’s data is doubling every 15 months. Propelled by Big Data, Cloud Computing and other innovations, this rapid increase in volumes is compounded by the increasing speed and complexity with which data is created and stored. Organisations are also under increasing customer, regulatory and legal pressures to get data right. Data Governance is seen as a keystone in any solution to address these challenges.

Many organisations have already recognised the potential value of Data Governance and have started governance initiatives. Though some have succeeded, many are faltering or have failed. Attending this 2-day seminar & workshop will ensure that you set off on the right path to successful and sustainable Data Governance.

- Scene Setting & Introductions
- Data Governance Context & Drivers
- Data Governance – An Industry Assessment

Enterprise Data and Business Intelligence & Analytics Conference Europe co-located with the Data Ed Week Europe 2019

HOW TO BOOK

Registration Fees:

Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros (€).

If paying in Euros the prevailing exchange rate of the country of the delegate or delegate's company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment.

All delegates must add VAT (20%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

We regret that tickets cannot be shared between delegates. The registration fee includes the conference lectures, access to slides on-line (no printed version of this is made available at the event), refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

Entire Event (18-22 November 2019)	£2,395 + VAT (£479) = £2,874
4 Days Fee	£1,995 + VAT (£399) = £2,394
3 Days Fee	£1,595 + VAT (£319) = £1,914
2 Days Fee	£1,295 + VAT (£259) = £1,554
1 Day Fee	£795 + VAT (£159) = £954

Group Booking Discounts:

2-3 Delegates 10%

4-5 Delegates 20%

6 + Delegates 25%

"Very informative, provided much 'food for thought'."

Steve Bungay, Supply Chain Data Manager, R Twining & Co

"Another great event, learnt new and interesting challenges."

Neil Storkey, Global BI Data Manager, BAT

A very well organised and inspiring event

Dana Julinschi, Master Data Governance and Projects Manager, FrieslandCampina

Register/Questions:

e-mail: customerservice@irmuk.co.uk
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 Phone: +44 (0)20 8866 8366

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You can purchase the conference proceedings for £300

Cancellation Policy:

Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

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In the unlikely event of cancellation of the conference for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of IRM UK, to change the content, timings, speakers, date and venue of the conference.

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