Enterprise Data and Business Intelligence & Analytics Conference Europe
15-16 November 2022, London
Workshops, 14 & 17 November 2022

Why You Should Attend:

Four Conference Tracks with 50+ Sessions. Choose from conference tracks focusing on Enterprise Data, BI & Analytics, and Data Strategy.

Half-Day and Full-Day Workshops. Choose from a comprehensive range of workshops on specific topics to get you quickly up-to-speed or fine-tune your performance. Choose from introductory to advanced levels.

Learn from your Peers. The conference provides an interactive forum where Data Management Professionals can meet, discuss and debate how best to rise to the challenges faced by their organisations today and in the future.

Keynote & Featured Speakers Include:

Barry Devlin
Founder and Principal
9ight Consulting

Cathy Pendleton
Senior Data Governance Manager
Gousto

Christina Finlay
Director, Data & Analytics
NEST Corporation (Pensions)

Donald Farmer
Principal
TreeHive Strategy

Ellie Fitzpatrick
Director, Chief Data Office
PwC

Graeme McDermott
CEO
TempCover

Ian Wallis
Managing Director
Data Strategists Ltd

Kiran Gill
Head of Data Services & Operations
Data Lab, Lloyd’s

Rick van der Lans
Independent Analyst, Consultant, Author and Lecturer
R2D Consultancy

Yasemin Kural
Senior Head of Data
Farfetch

Lisa Allen
Director of Data Services
Open Data Institute

Walid el Abed
Founder & CEO
Global Data Excellence

Ciara McMorrow
Head of Data Regulation & Change
Sky

Abel Aboh
Data Management Lead
Bank of England

Naveed Ahamed
Enterprise Architect & Data Architecture Practice Lead
Allianz

Case Studies & Contributors Include:

- Allianz
- Bank of England
- Dufrain
- Farfetch
- Gothemberg Energy
- Gousto
- Lloyds
- Motors Insurers Bureau
- NEST Corporation Pensions
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and more!

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**AGENDA AT A GLANCE**

### MONDAY 14 NOVEMBER 2022: CONFERENCE WORKSHOPS

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<td>09:30 - 12:45</td>
<td>How to Design a Logical Data Fabric? Rick vander Lans, Independent Analyst, Consultant, Author and Lecturer, R20/Consultancy</td>
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<tr>
<td>10:00 - 12:45</td>
<td>Data and Analytics as a Line of Business Donald Farmer, Principal, TreeHive Strategy</td>
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<tr>
<td>10:05 - 12:45</td>
<td>Getting Started With Data Quality – A Primer Jon Evans, Information Strategist &amp; Founder, Equillian</td>
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<tr>
<td>11:00 - 12:45</td>
<td>Full-Day Workshop: Data Strategy From Framework to Execution Ian Wallis, Managing Director, Data Strategists Ltd</td>
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### TUESDAY 15 NOVEMBER 2022: CONFERENCE DAY 1 & EXHIBITS

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<td>09:00 - 09:10</td>
<td>Conference Welcome, Ian Wallis, Managing Director, Data Strategists Ltd &amp; Donald Farmer, Principal, TreeHive Strategy</td>
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<tr>
<td>09:10 - 10:00</td>
<td>Plenary Keynote: Enterprise Data and Decisions: Bringing an Action-Oriented Focus to the Modern Data Stack, Donald Farmer, Principal, TreeHive Strategy</td>
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<td>10:10 - 10:50</td>
<td>Plenary Keynote: Data Lakehouse: Marketing Hype or New Architecture, Rick van der Lans, Independent Analyst, Consultant, Author and Lecturer, R20/Consultancy</td>
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<tr>
<td>10:50 - 11:20</td>
<td>Networking Break &amp; Exhibits</td>
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<tr>
<td>12:15 - 13:00</td>
<td>A Practical Approach to Creating Enterprise Data Architectures George Stave, Data Architect, Motor Insurers Bureau</td>
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<td>13:25 - 14:05</td>
<td>Keynote: The Customer Is Always Right - Or Are They? Sue Geuens, Senior Manager, Dufrain</td>
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<td>13:30 - 15:15</td>
<td>Centralised Data Governance of a Distributed Landscape Data Mike Ferguson, Managing Director, Intelligent Business Strategies</td>
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<td>15:25 - 16:10</td>
<td>Keynote: Escape the MDM Minefield – The 5 Point Navigation System Kiran Gill, Head of Data Services &amp; Operations, Data Lab, Lloyd’s</td>
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<tr>
<td>16:30 - 17:15</td>
<td>Keynote: The Rise of Value Driven Intelligence Dr Walid el Abed, Founder &amp; CEO, Global Data Excellence</td>
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<td>17:30 - 18:15</td>
<td>Networking Drinks Reception</td>
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### WEDNESDAY 16 NOVEMBER 2022: CONFERENCE DAY 2 & EXHIBITS

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<th>Time</th>
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<tr>
<td>09:00 - 09:05</td>
<td>Welcome Address &amp; Conference Opening, Ellie Fitzpatrick, Director, Chief Data Office, PwC &amp; Lisa Allen, Director of Data &amp; Services, Open Data Institute</td>
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<tr>
<td>09:05 - 09:55</td>
<td>Plenary Keynote: When Good Data Goes Bad, Dr. Barry Devlin, Founder and Principal, 9site Consulting</td>
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<tr>
<td>09:55 - 10:25</td>
<td>Networking Break &amp; Exhibits</td>
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<td>10:25 - 11:05</td>
<td>Keynote: The Customer Is Always Right - Or Are They? Daragh O’Brien, Managing Director, Castlebridge &amp; Sue Geuens, Data Governance, Financial Services, Capgemini</td>
</tr>
<tr>
<td>11:55 - 12:35</td>
<td>Networking Lunch &amp; Exhibits</td>
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<td>12:35 - 14:05</td>
<td>How to Build the Enterprise Business Information Model Alar Krist, Information Architect, Swedbank</td>
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<td>14:15 - 14:55</td>
<td>Keynote: Start Up, Scale Up, Growing Up - the Risk, Security and Data Governance Perspective Cathy Pendleton, Senior Data Governance Manager, Mona Yang, Group Information Security Manager &amp; Hannah Daley, Head of Data Governance, Risk &amp; Compliance, Gousto</td>
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<tr>
<td>15:05 - 15:45</td>
<td>Plenary Keynote Panel: How to Leverage BI &amp; Analytics to Empower Effective Decision Making How to Leverage BI &amp; Analytics to Empower Effective Decision Making, Ian Wallis, Managing Director, Data Strategists Ltd &amp; Graeme McDermott, CDO, TempCover</td>
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<tr>
<td>15:45 - 16:05</td>
<td>Networking Break &amp; Exhibits</td>
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<td>16:05 - 16:45</td>
<td>Plenary Keynote Panel: Ethical Data Management - Who says you Kant?, Daragh O’Brien, Managing Director, Castlebridge, Ellie Fitzpatrick, Director, Chief Data Office, PwC &amp; Lisa Allen, Director of Data &amp; Services, Open Data Institute</td>
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<tr>
<td>16:45 - 17:00</td>
<td>Conference Close - Where Do We Go From Here? Ellie Fitzpatrick, Director, Chief Data Office, PwC &amp; Lisa Allen, Director of Data &amp; Services, Open Data Institute</td>
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### THURSDAY 17 NOVEMBER 2022: POST-CONFERENCE WORKSHOPS

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<tr>
<td>09:00 - 09:30</td>
<td>Culture - Making Change that Sticks Daragh O’Brien, Managing Director, Castlebridge &amp; Sue Geuens, Data Governance, Financial Services, Capgemini</td>
</tr>
<tr>
<td>09:30 - 10:15</td>
<td>Unpicking Data Mesh, Deconstructing Data Lakehouse Dr. Barry Devlin, Founder and Principal, 9site Consulting</td>
</tr>
<tr>
<td>10:15 - 10:30</td>
<td>Floris Louw, Enterprise Architect, Financial Services, Capgemini</td>
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<tr>
<td>10:30 - 11:15</td>
<td>Getting Started With Data Quality – A Primer Jon Evans, Information Strategist &amp; Founder, Equillian</td>
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When Good Data Goes Bad

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

Data doesn’t really “go” bad, of course. At least, not in the way that week-old milk in the fridge does. When you open that carton, you just know it’s bad. Bad data doesn’t stink like that. Or mostly not. But consuming it can be just as sickening.

Sometimes data just starts off bad and gets worse. Other times, it’s people or processes that do bad things to data as soon as it’s created or maybe even before it’s captured. Or maybe it’s what happens as it’s used as information or interpreted to gain insights. Worse still, nobody may notice how bad it is until government or regulatory inspectors arrive at the door. Worst of all, it may be like nuclear waste, dumped at night in a well, slowly and invisibly poisoning everybody who draws from it.

So much to go wrong! So much to lose. The sad truth is that—despite the incomparable weight placed upon it today—data can be and often is bad in so many ways. In this session, we’ll explore a few examples of how good data went bad, why it happened and what was the outcome, and how you can avoid similar rotten problems in your business.

Key take-aways:
- Good data begins at home... with the best intentions;
- If data are facts, what happens when facts are no longer factual;
- If you don’t manage it (the data), you can’t measure it (your business);
- Data used without knowledge is a recipe for disaster;
- Ever more data isn’t all it’s cracked up to be.

Data Lakehouse: Marketing Hype or New Architecture?

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

The data lakehouse is the new kid on the data architecture block. In a nutshell, the data lakehouse is a combination of a data warehouse and a data lake. The architecture is developed to support a typical data warehouse workload plus a data lake workload. It holds structured, semi-structured and unstructured data. Technically, in a data lake house the data is stored in files that can be accessed by any type of tool and database server. The data is not kept hostage by a specific database server.

SQL engines are also able to access that data efficiently for more traditional business intelligence workloads. And data scientists can create their descriptive and prescriptive models directly on the data. It makes a lot of sense to combine these two use cases, because they are sharing the same data and they are sharing logic. But is this really possible? Or is this all too good to be true? This session discusses all aspects of data warehouses and data lakes, including data quality, data governance, auditability, performance, immutability, historic data, and data integration, to determine if the data lakehouse is a marketing hype or whether this is really a valuable and realistic new data architecture.

- Key characteristics of data lakehouses, such as multipurpose, data stored once, structured and unstructured data, schema enforcement, open file formats, low-cost data storage, and ACID compliant
- Differences between data warehouses, data lakes, and data lakehouses
- Benefits of combining the data warehouse and data lake use cases
- Overview of new technologies for data lakehouses, including Amazon Athena, Databricks Delta Lake, Dremio, and Starburst
- The potential role of data virtualization
- Challenges with implementing logic for data quality enforcement, data integration, keeping track of history, anonymization, and auditability

Panel: Data Ethics

Daragh O Brien, Managing Director, Castlebridge

Ellie Fitzpatrick, Director, Chief Data Office, PwC

Discounts

Group Booking Discounts:
- 2-3 Delegates 10%
- 4-5 Delegates 20%
- 6+ Delegates 25%

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Half Day Workshops:

How to Design a Logical Data Fabric?  
Rick van der Lans, Independent Analyst, Consultant, Author and Lecturer, R20/Consultancy

Companies are becoming increasingly dependent on data. Having access to the right data at the right time is therefore essential. This implies that users need frictionless access to all the data, wherever it is stored, in a transactional database, a data warehouse, or a data lake. It does not matter to users where data comes from as long as it meets all their requirements. Users do not want to be hindered by all the data delivery silos. They want one system that gives them access to all the data they need.

A popular new architecture that supports this approach is the data fabric. With a data fabric, existing transactional and data delivery systems are wrapped (encapsulated) to make all the independent systems look like one integrated system. A data fabric is formed by a software layer that resides on top of all the existing transactional silos and data delivery silos, enabling all data consumers to access and manipulate data. Technically, data is accessed and used through services. Data fabrics can be developed with many different technologies, including low-level programming languages, specialized tools, and data virtualization.

Besides explaining what a data fabric is, this session focuses on developing them using data virtualization resulting in logical data fabrics. Pros and cons of this approach are discussed.

• What a data fabric is, and why do organizations need one?
• How you can architect a service-centric fabric to gain flexibility and agility?
• The data management and integration capabilities that are most relevant.
• Where to start your journey to data fabric success?
• The importance of transactional and analytical services.
• What is a logical data fabric?
• Metadata and the logical data fabric.

Data and Analytics as a Line of Business
Donald Farmer, Principal, TreeHive Strategy

By the end of this workshop your team will have a sound understanding of how data and analytics can expand, enhance and strengthen your business and your relationships with clients. You’ll have some practical guidelines for strategy, messaging and design which can get you started on your own analytics journey.

• Introduction: Data as a resource, analytics as a differentiator.
  • We believe that data without analytics is a wasted resource; analytics without action is a wasted effort. We review the value of data to software companies and the potential for analytics as a new line of business.
  • Case studies. Real-world examples of software companies who have developed analytic products and services using a gameplan methodology.
  • Three simple models to get you started

Getting Started With Data Quality – A Primer
Jon Evans, Information Strategist & Founder, Equillian

Today, more than ever, the quality of data, underpinned by a robust approach to Data Quality Management, is critical to the success of every organisation. Unfortunately, it is a topic that is still impenetrable to many through the use of unfamiliar jargon and too much emphasis on technology.

In this half-day workshop, Equillian’s Jon Evans seeks to redress the balance, by taking the audience on a journey from first principles right through to advice on establishing a Data Quality Programme. Along the way, both beginners and those already familiar with the topic will benefit from a business-focused approach, based on industry best practice coupled with many years of experience helping organisations tackle their Data Quality challenges.

• The session will be structured around 5 key topics:
  • The Truth About Data Quality
  • The People Side of Data Quality
  • Monitoring Data Quality
  • Improving Data Quality
  • Using Data Quality to Drive Data Governance

Lean Data Architectures to Minimize Data Copying
Rick van der Lans, Independent Analyst, Consultant, Author and Lecturer, R20/Consultancy

Most data architectures are duplication-heavy. So much data is duplicated multiple times. For example, data about a specific customer can be stored in a transactional system, a staging area, a data warehouse, several data marts, and in a data lake. Also, data infrastructures currently consist of data lakes, data hubs, data warehouses, and data marts. And all these systems contain overlapping data. In addition to these intra-organizational forms of data copying, massive inter-organizational copying takes place.

It is time for lean data architectures that minimize copying of data. The advantages of this are manyfold, such architectures are more flexible, improve productivity and maintenance, lower data latency enabling real or near real data-on-demand solutions, and are less error-prone. Unfortunately, new data architectures are still being designed in which data is stored redundantly. Architects think too casually about copying data and storing it redundantly. In this session, Rick van der Lans explains how to design a lean data architecture and which solutions and technologies are available to develop one. Design guidelines for zero-copy and single-copy data architectures and a comparison with duplication-heavy architectures are discussed. How to minimize intra- and inter-organization copying is discussed. The impact on existing data warehouse, data lake, and data hub architectures are presented.

• From data-by-copying to data-on-demand.
• Business advantages of lean data architectures, such as improved time-to-market, support for (near) real-time data consumers (internal and external), improved conformance to data security and privacy, and improved data quality
• Technical advantages of lean data architectures, such as simplification of development, management and operation of synchronization programs, less complex database and metadata administration
• New Technologies Enabling Lean Data Architectures
• Examples of how to minimize inter-organizational copying of data
• It is time to ‘Netflix’ your data

Managing Data for Decisions: A Focussed Approach for the Modern Business
Donald Farmer, Principal, TreeHive Strategy

Although data management and data analysis has evolved greatly over the years, in many ways we are still concerned with Decision Support. This workshop explores the wide variety of decisions we make in business and looks at how data, user experiences and personal experiences influence choices and outcomes. With that in mind, we also look at issues of data quality and master data and we explore data architectures
which can be specifically designed for decision support. Finally, we will look at the role of automation – data science, artificial intelligence and other forms of automated decision making and see how data is critical and useful. We will see how topics interlink and, importantly, its deployment.

Modelling decisions in order to identify what data is critical and useful.

How user experiences influence decision making.

Managing data infrastructure, including data quality and MDM, in order to support decisions.

Governing the decision-making process and its consequences.

Data Governance Fundamentals
Nicolai Askham, The Data Governance Coach

When you are just starting Data Governance, understanding exactly what it is and what you need to do can be daunting. In this workshop, Nicolai Askham, The Data Governance Coach, will take you through the basics that you need to know to help you start your Data Governance journey successfully.

Key takeaways from this session include:

• An understanding of what Data Governance is, is, is not and how it relates to the other data management disciplines.
• Understanding the importance of aligning with your organizations Corporate Strategy.
• Understanding the key components of a Data Governance Framework.

Telling your Data Story – Presentation Skills for the Data Practitioner
Darragh O’Brien, Managing Director, Castlebridge & Sue Geuens, Data Governance, Financial Services, Cargosignini

In the busy world of data, data people often struggle to get their message understood and carried forward. “Newbies” and “old-hands” alike can struggle to communicate effectively to trigger and sustain data-related change that doesn’t descend into technology failure. This tutorial will give delegates a crash course on “Telling your Data Story”. It’s not about naff practices in ‘data story telling’ and how to present data in interesting ways (nice pictures, data charts are evil, etc.). This tutorial is about how to talk ABOUT data in interesting ways that will get you engagement, understanding, and buy-in.

Topics that will be covered include:

• Understanding your audience (including the difference between internal presenting and public presenting).
• How to use effective tools for presenting and communicating, and how to use tools effectively (not always the same thing).
• Including: why PowerPoint isn’t entirely evil (but corporate branding standards usually are).
• Including: understanding narrative patterns in story for engagement.
• Including: A planning tool based on the SECRET methods of an award winning novelist, screenwriter, and reformed data modeller...

• Including: Delivering without Technology.
• Understanding the importance of language and language barriers between countries, cultures, and stakeholders.
• Why it is important to understand yourself and to understand others.
• How to deal with objections, pushback, or hecklers.
• The importance of performance.

Delegates will have the opportunity to put their learning to the test with a “lightning talk” on a topic at the end.

Delegates will also receive a pdf resource pack of relevant articles and reference materials to help them develop their story telling skills for the data revolution.

Unpicking Data Mesh, Deconstructing Data Lakehouse
Dr. Barry Devlin, Founder 9ight Consulting

Data warehouses and lakes are so last century! So, is it time for something better? Data mesh and data lakehouse certainly claim to be so. But are they? And how do they differ? In essence, they are competing technological responses to the growing needs of digital transformation. So, if you are facing the urgent challenges of delivering high-value, consistent, and near real-time information across Cloud and on-premises environments, it will be critical to understand these approaches, their differences, and how they relate to your current solutions.

In this workshop, Dr. Barry Devlin explains and positions data mesh and lakehouse using the Digital Information Systems Architecture (DISA). Exploring existing and emerging technologies as well as organisational issues, methodologies, and implementation approaches, Barry will help you decide if one of these new approaches is right for your business needs, existing technical environment, and current skills.

What you will learn:

• Origins, drivers, meaning, and detailed functionality of data mesh and data lakehouse.
• Benefits—business and technical—and lessons learned for both approaches.
• A brief introduction to the rationale, structure, and components of the logical Digital Information Systems Architecture (DISA).
• An in-depth comparison of data mesh and lakehouse with today’s data warehouse, lake, etc. using DISA as a basis.
• Possibilities and challenges of new database and data management technologies in Cloud, on-premises, and hybrid environments.
• Using data virtualization and preparation as tools for integration of all types of content and data in Cloud, on-premises, and hybrid environments.
• The central role of context-setting information (metadata) and data governance approaches.

Conference Workshops: 14 & 17 November 2022

Full Day Workshops:

Full Day Workshop: 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. So, how do you create 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.

AI and Semantically Driven Knowledge Modelling for the Business Ecosystems
Dr Walid el Abed, Founder & CEO, Global Data Excellence

Artificial intelligence is developing at a fast pace. Many platforms and solutions (ERP, CRM, MDM, SRM, BI, etc.) have been created to analyse data, rules, and transactions. However, the knowledge is fragmented and dispersed across systems which in their turn are not normalized, siloed, and inconsistent as witnessed by Big Data Analytics, IBM Watson, Palantir, and other technologies in the field of artificial intelligence (AI). This type of AI (ML, analytics, and statistics-driven) enables us to understand approximately the world we created, and by extrapolation, it can project us with probabilistic predictions into potential futures, it does not enable a real constructive and transparent human-machine dialogue. The disconnection of the knowledge, language, and business context render the results obsolete. As a result, a new AI and system are an absolute necessity.

• AI definition.
• Different types of AI and its limits and risks.
• Knowledge theory.
• AI knowledge and data interaction.
• Human knowledge modelling.
• DEMS-NIXUS.
Tuesday 15 November 2022: Conference Day 1 & Exhibits

09:00 - 09:10
Conference Opening
Ian Wallis, Managing Director, Data Strategists Ltd & Donald Farmer, Principal, TreeHive Strategy

09:10 - 10:00
Plenary Keynote: Enterprise Data and Decisions: Bringing an Action-Oriented Focus to the Modern Data Stack
Donald Farmer, Principal, TreeHive Strategy

Do you remember “decision support systems?” They sounded like old technology, but in truth they have never gone away. Business intelligence, data science, self-service analytics – call it what you will, we are still supporting users in making better decisions.

When we take this perspective seriously, many aspects of our data strategy shift focus. So, in this keynote we will take a hard look at how decisions are made in the modern enterprise, by humans and machines, and how we can model our data architecture to support them.

We’ll look at the implications for master data and governance and we will make a particular point of considering self-service, data science and automation scenarios.

10:00 - 10:50
Plenary Keynote: Data Lakehouse: Marketing Hype or New Architecture?
Rick van der Lans, Independent Analyst, Consultant, Author and Lecturer, R2O/Consultancy

The data lakehouse is the new kid on the data architecture block. In a nutshell, the data lakehouse is a combination of a data warehouse and a data lake. The architecture is developed to support a typical data warehouse workload plus a data lake workload. It holds structured, semi-structured and unstructured data. Technically, in a data lake house the data is stored in files that can be accessed by any type of tool and database server. The data is not kept hostage by a specific database server.

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10:50 - 11:20
Networking Break & Exhibits

11:20 - 12:05
Keynote Panel: Creating a Holistic Data Management Strategy
Nino Letteriello, President & Partner, DAMA EMEA & FIT Strategy & Ciara McMorrow, Head of Data Regulation & Change, Sky

Addressing data management problems can feel like a never-ending cycle—you solve one data problem, and predictably another pops up.

In this session, our experts will share their experience on how a holistic approach to data management, governance and strategy can get to the root of common problems, rather than chasing one-off issues. More specifically, we’ll discuss these 3 areas:

• Frameworks and best practice
• Tooling
• Education and engagement
• And more!

Keynote Panel: Talent Strategies for Building Great Data Teams
Moderator: Christina Finlay, Director, Data & Analytics, NEST Corporation (Pensions)
Panelists: Abel Aboh, Data Management Lead, Bank of England; Megan Dooley, Head of Data, Openwork Partnership & Yasemin Kural, Senior Head of Data Architecture, Farfetch

Despite increased data aspirations, nearly one in five executives cite a shortage of analytics and IT talent as a barrier to executing data-centric strategies. While organisations search for people with the required analytics and IT skills, in-house talent has become a preferred option. Seven in 10 executives said they are committed to re-skilling efforts, but one third are still finding it difficult to build great data teams.

12:15 - 13:00
A Practical Approach to Creating Enterprise Data Architectures
George Staw, Data Architect, Motor Insurers Bureau

You cannot manage what you do not understand, and for IT’s corporate customers that is rather unfortunate, because it turns out that the IT industry understands almost nothing about data – doesn’t understand what it is, how it is created, not even (and this is particularly hard to believe) what it means to store data in a digital format. But for anyone prepared to apply some basic common sense and to think outside the box, it soon becomes apparent that creating a truly data driven enterprise can be much more straightforward – and much more enjoyable – than we have come to expect.

In this talk we will look at the flaws in IT’s usual approach to data and how these can be rectified, thereby removing much of the complexity and uncertainty which usually surround all IT activities – and what a good thing that would be.

Data Evolution - Developing a Business Strategy Using Data
Yaniv Naor, Global Head of MDM, Sandoz

Through out time there has been a need to store, read and interpret data.

The use of technology has changed the way business operate. New data roles have emerged / transformed in order to gain competitive advantage , but also to customise the consumers habits of personalization.

Through out this session we would go through the evolution of data , new trends in data and upcoming technology which would change the way we currently approach data , from structured to unstructured data , from big data to fast data , from traditional relationships to graph databases.

Agile Data Warehousing on Modern Data Stack
Zoltán Csanka, Data Architect, Infinite Lambda Ltd

Based on project experiences we will show a proven technology stack and methodology on how we build successful data warehouse solutions in a fast and ever-changing environment.

You will see how we address the challenges with:
• methodologies such as Data Vault
• cloud-based technologies like Snowflake and dbt and how these work together in a flexible architecture.

You will also hear about the risks, the missing parts and the solutions when you are working with modern data stack.

Creating User-Centric Business Intelligence
Diego Cordero, BI Lead and Data Strategist, Profusion

BI experts increasingly see evidence that dashboards are dead. If this is the case, why is this happening? Data shows dashboards are not
The role of the data catalog
The need for multiple data governance
The challenge of governing data in this kind of landscape – multiple types of data store in the data centre, multiple clouds, and the edge. Some subset of these may be considered confidential versus internal use only versus public, and how to manage data privacy, data access security, data retention and data quality across the entire environment.
Also, it is not just structured data in files and databases that needs to be governed. What about office documents on laptops and file shares, Sharepoint sites, email, web chat and meetings? Some subset of these may be considered confidential. In an era where data protection is critical, and data privacy may require compliance with multiple laws in different regions, countries and states, the challenge is now to be able to govern data across a distributed landscape. This session looks at this problem, defines the requirements to deal with it and looks at what is needed from an organisational, process, policies and technology perspective to solve it.

- Data governance redefined – data quality, data privacy, data access security and data retention
- The ever increasing distributed data landscape – multiple types of data store from data centre to the edge
- The challenge of governing data in this kind of environment
- The need for multiple data governance classification schemes in order to govern data
- Implementing governance classification across office document stores and structured data stores in a distributed data landscape
- The role of the data catalog
- Training classifiers for automatic classification of structured and unstructured data

Centralised Data Governance of a Distributed Data Landscape
Mike Ferguson, Managing Director, Intelligent Business Strategies
Many companies today are facing the complexity of governing data that is scattered across multiple types of data store in the data centre, multiple clouds, and the edge. Somehow, they have to know what data they have out there, where it is, what data is deemed personally identifiable information, what data is considered confidential versus internal use only versus public, and how to manage data privacy, data access security, data retention and data quality across the entire environment.
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Networking Break & Exhibits
14:30 - 15:15
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Improving Data Literacy Through Apprenticeships
Dr Richard Clayton, Director of Data & Insights, Lifetime Training
Only 24% of business decision makers are confident in their ability to use data and yet most businesses aspire to be “data-driven”.
In this case study, Richard will talk about how data apprenticeships have helped him increase the data literacy of his organisation.
Key outcomes from the session are:
- An understanding of what modern data apprenticeships are
- How to use apprenticeships to increase the analytical skills across the organisation
- Examples and case studies of how apprenticeships can be a key driver of improving data literacy

DevOps for Data - Delivering Data Projects Successfully with DataOps
Dimina Petrova, Manager Data Analytics & Antoni Ivanov, Staff Software Engineer, VMWare
Modern data engineering needs to be agile and able to quickly respond to a changing business landscape without sacrificing necessary data quality. Enterprises nowadays invest heavily in big data, data analytics and data science. However, many projects fail to deliver what they promise. Common reasons are increasing complexity, lack of know-how, poor processes, and a misaligned organizational culture. DevOps revolutionized Software engineering with its adoption of agile, lean practices, and fostering collaboration. We can see the same need to happen for Data Engineering as well. DataOps offers a framework to address these challenges. It builds on values and principles from DevOps, Agile, and Lean and also covers topics such as company culture, team composition, and data governance.
In this talk, we will go over how we can adopt best DevOps practices in the data space. And what are the challenges in adopting them considering the different skill sets of the data engineers and the different needs?
- What is the API for Data?
- What are the types of SLO and SLAs that data engineers need to track.
- How do we adapt and automate the DevOps cycle – plan, code, test, release, deploy, operate, monitor for data.
- How to quickly respond to changing requirements

Across the Andes by Frog: Setting a Course for a Data Strategy Implementation
Ian Wallis, Managing Director, Data Strategists Ltd
In this session, Ian will highlight:
- Why organisations should have a data strategy;
- The key steps to define and ensure a successful implementation;
- Why the majority of strategy initiatives fail and how to overcome the challenges you are likely to encounter.

Keynote Panel: Financial Services - Surviving the Last 3 Years
Sue Geuens, Data Governance, Financial Services, Capgemini
2019 wasn’t a bad year, and we all thought that 2020 would be much of the same with just Brexit to keep us occupied. March 2020 hit with the force of a sledgehammer and like the rest of the world FS was on the back foot. However, unlike many organisations, we couldn’t just shut down – we were vital to the running of the country. We couldn’t put everyone on furlough, we couldn’t all employees wfh, we couldn’t shut down – we needed to have a plan and take action!
Join our panel of FS experts and hear how the FS industry navigated not just Covid, but Brexit, the Ukrainian war and everything else that has gone on during the last 3 years. Sue will ask some insightful questions of our experts to start the discussion before opening to the audience.

Data Mesh Journey Planning
Phillip Radley, Principal Data Strategy Consultant, Thoughtworks
Zhamak Dehghani (Thoughtworks Director of Emerging Technologies) published the first Data Mesh paper in 2019 and the early adopters quickly started implementing it. Since then Thoughtworks has helped a variety of clients with their data mesh journeys. In this talk Phil Radley (a Data Strategy Principal at Thoughtworks) will share some of the lessons learned about embarking on a data mesh journey. Including:
- Data mesh 101
- Are you tall enough for this ride?
- Who is going to lead?
- How to start?
- Choosing a route through 4 Principles
- The Tech Stack question
- Getting guidance (free and paid)
Networking Break & Exhibits

16:10 - 16:40

Keynote: Escape the MDM Minefield – The 5 Point Navigation System
Kiran Gill, Head of Data Services & Operations, Data Lab, Lloyd’s

mdm minefield noun 1. internal MDM efforts riddled with explosive, hidden landmines (“the MDM Manager crawled through the Corporation’s MDM minefield and again failed to secure buy-in and funding”) 2. a MDM situation presenting unseen hazards (“MDM minefields are dangerous for all involved, including those who do not understand the value of a single source of truth”)

There are two reasons MDM doesn’t always go to plan:
1. The Enlightened (those who understand MDM) try to navigate the corporation’s MDM minefield, looking desperately for support, approval, funding and resources, yet the value of Master and Reference Data Management is never fully understood by those that matter most – the producers, modifiers and users of data.
2. The Beneficiaries (those who will in time, derive value from MDM) hear noises about “MDM” yet don’t have the time, patience and often the right information to get involved or interested. They don’t understand why it matters. After all, it works well enough now, right? They generally have no issue with placing new landmines, often in a sporadic fashion, mainly to buy themselves more time and breathing space.

Given the endless challenge presented by the MDM Minefield, every successful MDM Program requires a navigation plan and a system to follow. Join this session to hear about the 5 Point Navigation System we are using in Lloyd’s of London to get MDM on the map. The System has helped us to determine our position, course, and distance travelled.

We are still on the journey and every day we are weathering a different storm but jump aboard and learn about our experiences to date and what we plan to do next.

Keynote: Data Leaders Exposed: Fireside Chat
Ian Wallis, Managing Director, Data Strategists Ltd & Graeme McDermott, CDO, TempCover

Have you ever wanted the opportunity to ask an experienced data leader for advice? To be able to hear about their experiences? Key lessons learnt and what pitfalls they would point out to anyone about to tread the same path? Well, here’s your opportunity!

Graeme and Ian have over 60 years’ experience in data and analytics, building, developing and leading teams, generating value from data and going through countless rounds of compliance, data integrations, hype cycles as well as dealing with the latest technology trend and software tools to be marketed to data and analytics leaders. Come and pose your questions to these seasoned professionals in this interactive session, find out what keeps them motivated and what advice they would give to data and analytics leaders of today or in the future.

17:30 - 18:15

Networking Drinks Reception

Welcome Address & Conference Opening
Ellie Fitzpatrick, Director, Chief Data Office, PwC & Lisa Allen, Director of Data & Services, Open Data Institute

Plenary Keynote: When Good Data Goes Bad
Dr. Barry Devlin, Founder and Principal, 9ight Consulting

Data doesn’t really “go” bad, of course. At least, not in the way that week-old milk in the fridge does. When you open that carton, you just know it’s bad. Bad data doesn’t stink like that. Or mostly not. But consuming it can be just as sickening.

Sometimes data just starts off bad and gets worse. Other times, it’s people or processes that do bad things to it almost as soon as it’s created or maybe even before it’s captured. Or maybe it’s what happens as it’s used as information or interpreted to gain insights. Worse still, nobody may notice how bad it is until government or regulatory inspectors arrive at the door. Worst of all, it may be like nuclear waste; dumped at night in a well, slowly and invisibly poisoning everybody who draws from it.

So much to go wrong! So much to lose. The sad truth is that—despite the incomparable weight placed upon it today—data can be and often is bad in so many ways. In this session, we’ll explore a few examples of how good data went bad, why it happened and what was the outcome, and how you can avoid similar rotten problems in your business.

Key take-aways:
- Good data begins at home… with the best intentions;
- If data are facts, what happens when facts are no longer facts?
- If you don’t manage it (the data), you can’t measure it (your business);
- Data used without knowledge is a recipe for disaster;
- Ever more data isn’t all it’s cracked up to be.
as variable and uncertain due to the multitude of choices we will make. In order to overcome these limitations, there are many proposed platforms and solutions.

However, most of these, are trying to create intelligence from existing data disconnected from knowledge and human wisdom ignoring the social contexts by analysing past transactions and interactions with probabilistic predictions into potential futures. As a result, huge energy and cost are spent without concrete outcomes due to the high pace of changes in our societies and behaviours.

A new AI is required to align with the speed of value creation and changes.

- Define Artificial Intelligence and its role
- Learn what is the difference between Conventional AI versus Linguistic AI
- Learn how to make decisions that are based on value (Key Value Indicators) instead of past performance (Key Performance Indicators)
- How to leverage from existing data and systems that has been invested on so far to move into digital era without data integration

Modern Data Architecture for an Application Ecosystem
Navedd Ahmed, Enterprise Architect & Data Architecture Pratice Lead, Allianz Technology

Modern Data Architecture defines how data is captured integrated, stored. and accessed. It shapes the flow of data by determining, designing, and driving the required data capabilities, hence making data available, accessible, trusted, and actionable. Efficient and consistent use of any applications or tools in the Enterprise Tool Universe needs to have a common understanding of individual underlying data model and data usage.

Cultural shift from what (master data, meta data), why (processes contributing to value streams) to how (applications) is a new way of working being adopted. We have moved away from top-down, big-budget programs and have started adopting an efficient Data architecture framework that would promote a ‘community for exchanging the data services’ and educate people on how to be better with our data. Success is guaranteed using a People-driven approach, Business Processes that support the tsunami of data, Mining those processes and adopting Technology enabling the governance.

Making the Big Data Elephant CEO’s Best Friend
Håkan Edvinsson, CTO, Informed Decisions Consulting AB & Johan Lindholm, Data Governance Lead, Göteborg Energi AB

Göteborg Energi is a utility company that captures gigantic amounts of data daily. Detailed data about energy production, distribution, and consumption are obtained, processed and used for many purposes and by many functions. Recently, Decision Intelligence has been introduced to better understand what data to devote the most attention to.

This is done by having the business strategies as outsets, expressing the targets in quantifiable goals, and from there model the dependencies to the intended or started initiatives and projects. Basically, it answers the question ‘will the actions we are taking bring us the business outcomes we strive for?’. This presentation will show how this is done, who is included, what the results look like and how they are used.

The benefits include:
- Data prioritization - clarifying what data is vital for achieving and monitoring the expected outcomes,
- Decision making – understanding what decisions need to be made, and what data and knowledge that are required for making those decisions,
- Data improvements – addressing what data that need to be carefully captured, managed, processed and maintained.

Since 2017, Göteborg Energi has worked very successfully with data governance and data management to support and standardize the way it handles data in its daily operations, for public reporting, production optimization, innovation and covering almost any IT solution.

The state of MLOps - Machine Learning in Production at Enterprise Scale
Bas Geerdink, CTO, Aizonic

Artificial intelligence (AI) has quickly become a main focus topic for organisations and governments worldwide. What started in small R&D environments in the ‘big data’ revolution a few years ago has now grown into a mature practice where data scientists and data engineers work together towards common business goals. AI is powering the finance, retail, energy, and healthcare sectors. This growth also comes with challenges; machine learning models cannot live on their own and have to be incorporated into production environment.

To that extent, programming frameworks, tools and infrastructure are evolving at an enormous pace. New architectures and design pattern have arrived to support these new technologies. One important field of research is MLOps, which has evolved into a way of working and set of best practices to deploy, test, manage, and monitor machine learning models in production. In this session we’ll explore this relatively new subject. Bas will explain the need for MLOps, dive into the tools and techniques, and give some examples of real-world solutions.

Synthetic Data: The Future of AI Modelling
Andrea Iseni, Director, AI Technologies

Whenever an organization starts a project requiring Artificial intelligence implementation, very often the question arises: how to find the data to train, and feed the algorithms. Not many organizations have data ready to deploy and, even when data is available, it is often not qualitative ready for the project aim.

There are a variety of reasons why the quality of the data is low or missing completely; in these scenarios the only initial alternative is generating synthetic data.

The use and generation of synthetic data, if properly done, can accelerate the adoption of artificial intelligence into the organization current processes, and enhance the digital business transformation. In a world increasingly under threat of cyber risk and data breaches, synthetic data are also key to avoid disclosing sensitive data while allowing an AI project to be a success for the organization undertaking it.

In this talk I will give an overview of different approaches on how an organization can start tackling the problem of synthetic data generation, its limitations as well as the advantages over real data (contrary of the common belief, there are also significant advantages over real data).

Networking Lunch & Exhibits

How to Build the Enterprise Business Information Model
Alar Krist, Information Architect, Swedbank

The concept of Enterprise Business Information Model (EBIM) will be presented based on Swedbank examples.

Key takeaways what participants will learn:
- what is the the EBIM, how it is related to the business glossary
- what are main drivers to have the EBIM
- a method how to build the EBIM, examples
- what are main roles and responsibilities for EBIM governance

Data Modelling in the Age of Data Mesh
Juha Korpela, CPO, Ellie

Data Mesh has become very popular in recent years. It’s a highly decentralized approach that helps data teams to utilize domain knowledge in an efficient way. However, it has its own challenges when it comes to Governance and Metadata Management. How do you make data products understandable across domains? Is there a way to ensure accessibility and interoperability? And how do you make sense of decentralized data in the bigger picture? I believe data modelling can be a clear solution for many of the Data Meshes challenges.

We need to rethink how to apply this well-tested method in modern architecture – bringing business context to the forefront. Join my talk and let’s explore data modelling in the age of the mesh!

What you will gain from this:
- Learn about the pros and cons of Data Mesh.
- Understand how to solve governance challenges by making data products business-friendly.
- Ensure that Data Mesh is aligned with your business goals
- Rethink how to use data modelling in the modern age.

Big Data from Big Engines Enabling Bold Decisions
Håkan Edvinsson, CTO, Informed Decisions Consulting AB & Valentina Niklasson, Data Governance Lead, Volvo Penta

Consulting AB & Valentina Niklasson, Data Governance Lead, Göteborg Energi AB
Volvo is in a transition towards electric propulsion and digital services, and it is affecting the entire organization profoundly. One enabler is to obtain and use vehicle data sets from operating Volvo Penta installations which is implying massive data volumes.

Since 2011, Volvo Penta has worked very successfully with master data governance and data management to support and standardize the way it handles data in the business, in its daily operations, data architecture and IT solutions. This needs now to be extended to also include vehicle data. Challenges include:

- Architecting vehicle data having things right from start
- Taking control of new data flows and re-architecting vast data sets
- Cleaning vehicle data
- Putting it into contexts and relate it to business data
- Provide the vehicle data sets to services development, excel decision making, analysis and other applications.

This presentation comprises case stories where vehicle data and business data form fruitful applications for Volvo Penta, its partners, and its end customers.

**AI: Augmented - Solving Organisations’ Most Difficult Problems**
Jake Luscombe, Lead Data Scientist, ThoughtWorks

Increasing levels of complexity and uncertainty are making the decisions organisations face more and more difficult. Most problems have become unmanageable for both humans and machines. Thoughtworks has developed an augmented approach where AI is used to improve human decision-making, not replace it, outperforming traditional approaches with far less computing resources and data. This talk will:

- Explain why we need an AI: Augmented approach to solve organisations’ toughest problems
- Show-case some examples of how we have implemented the approach so far, and
- Explore why the four Data Mesh principles create the perfect environment for our approach to AI.

**15:05 - 15:45**
Plenary Keynote Panel: How to Leverage BI & Analytics to Empower Effective Decision Making

**15:45 - 16:05**
Networking Break & Exhibits

**16:05 - 16:45**
Plenary Keynote Panel: Ethical Data Management - Who Says You Kant?
Daragh O’Brien, Managing Director, Castlebridge, Ellie Fitzpatrick, Director, Chief Data Office, PwC & Lisa Allen, Director of Data and Services, Open Data Institute

Ethical issues in data management have existed since time immemorial, but the pace and scale of digitalisation of processes across society and the emergence of new social and business models enabled by data give rise to new and often challenging ethical questions in practice. This panel will discuss (amongst other things) three fundamental questions:

- What is Ethical Data Management?
- How can organisations implement Ethical Data Management in practice?
- What other social or societal changes are required to support sustainable ethical data management practices at scale?

**Conference Close - Where Do We Go From Here?**
Ellie Fitzpatrick, Director, Chief Data Office, PwC & Lisa Allen, Director of Data & Services, Open Data Institute
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