Explore sessions
World of Watson **2016**
October 23 - October 27 | Mandalay Bay, Las Vegas, NV

DIG–1159: The Expanded and Expanding Role of the Data Steward

Sessions   Data integration and governance

Breakout Session

🕐 **24 October 2016** , 02:00 PM – 02:20 PM

As more and more organizations become aware of the importance of well-governed data, the role of the data steward in implementing and facilitating information governance has expanded dramatically, and is set to expand even further into the future. The goal is to have trusted information available within the organization, from lightweight reporting tools through to state-of-the-art technology like Watson Analytics. This session reviews the historical, present and future roles performed by data stewards and stewardship communities within organizations' overall governance organizations.

Speaker

🪪 **Ray Wurlod,** RXP Services Limited

Industry

👥 **Not Industry Specific**

DIG–1195: An Agile Approach to Solving Business Challenges around Metadata Management and Governance

Sessions   Data integration and governance

Breakout Session

🕐 **26 October 2016** , 04:00 PM – 04:45 PM

In the era of big data, transformative customers are successfully implementing new metadata strategies to reduce the turnaround time and impact of everyday business questions (who, where, what) related to information management. Learn the methodology for a metadata-driven implementation, key characteristics for defining a project charter, functional requirements and implementation approaches. You'll also hear about benefits of a metadata strategy and success factors.

Speakers

🪪 **Marc Haber,** IBM

🪪 **Ernest V. Ostic,** IBM

Industry

👥 **Not Industry Specific**

DIG–1197: IBM Information Governance Catalog: Solution Roadmap and Business Value

Sessions   Data integration and governance

Breakout Session

🕐 **26 October 2016** , 08:00 AM – 08:45 AM

Providing a solid foundation for different types of information integration and governance projects, including information integration, lifecycle management, and security and privacy initiatives, is paramount. New and innovative solutions are helping organizations reach these goals faster. This session discusses and reviews the IBM InfoSphere Information Governance Catalog product roadmap and describes the business value and technical details, plus the enhancements and use cases in the latest release of IBM Information Server, including innovative capabilities for governance and compliance.

Speakers

[icon] **Marc Haber,** IBM

[icon] **kunjavihari Kashalikar,** IBM

Industry

[icon] **Not Industry Specific**

DIG–1348: Introduction to Open IGC

Sessions   Data integration and governance

Theater Session

[clock icon] **24 October 2016** , 11:00 AM – 11:20 AM

This presentation provides an introduction to Open IGC, the methodology and API for extending the InfoSphere Information Governance Catalog to display, manage, and govern custom metadata assets. This is a critical capability that allows customers to add their "own" metadata to the repository for legacy applications, custom software tooling, or open source initiatives (such as Apache Atlas) that are popular in new cloud and hadoop implementations. The session will review why custom metadata methodologies are needed, and look closely at several use cases that are being implemented at sites today for advanced governance and lineage of the systems that manage their enterprise. The API mechanism will also be reviewed.

Speaker

[icon] **Ernest V. Ostic,** IBM

Industry

[icon] **Not Industry Specific**

DIG–1349: Advanced Techniques for Extending Your Governance Repository

Sessions   Data integration and governance

Breakout Session

[clock icon] **24 October 2016** , 05:00 PM – 05:45 PM

What are your options when you need to capture metadata from an in-house system or

would like to present metadata is a customized manner? Open IGC, the API and methodology for extending the IBM InfoSphere Information Governance Catalog repository, has you covered. We will briefly review Open IGC and then quickly dive into advanced techniques for illustrating custom metadata for governance and lineage reporting purposes. Read-only properties, property groups, enumerations, inheritance and alternative class containment will be covered, along with reviews of the API and its enhanced REST services. Use cases will include adaption of Apache Atlas metadata, an open source initiative for metadata management and governance in Hadoop.

Speaker

🪪 **Ernest V. Ostic,** IBM

Industry

👥 **Not Industry Specific**

DIG–1356: Information Lifecycle Governance at HDR: Moving from Project to Program

Sessions   Data integration and governance

Breakout Session

🕐 **24 October 2016** , 03:00 PM – 03:45 PM

An IBM Information Lifecycle Governance (ILG) solution has been in production at HDR for nearly two years. It was a successful project, but what did it take to make it a successful program? What did we do right, and what would we have changed? In this session, we'll give some pointers to help you ensure that your ILG project not only succeeds, but also develops into an ongoing program that supports your business.

Speakers

🪪 **Skip Hayford,** HDR, Inc

🪪 **Scott Sumner-Moore,** IBM

Industry

👥 **Not Industry Specific**

DIG–1651: BM Bluemix Data Connect for Hybrid Data

Integration and Governance

Sessions   Data integration and governance

Breakout Session

🕐 **27 October 2016** ,   12:00 PM – 12:45 PM

As organizations embrace the cloud as a platform to support analytical applications, it's critical to have a unified data integration and governance platform that delivers data consistency everywhere for the enterprise. In this session, we will discuss our vision and cloud-first strategy for hybrid data integration and governance. We will present the roadmap for IBM Bluemix Data Connect, which is a new SaaS offering, and discuss its integration with existing on-premise and hosted IBM InfoSphere Information Integration and Governance products. You will learn how to leverage the best aspects of the cloud and on-premise with this unified data platform.

Speakers

🪪 **Jo Ramos,** IBM

🪪 **Edward Calvesbert,** IBM

Industry

👥 **Not Industry Specific**

DIG–1652: IBM Bluemix Data Connect for the Business Analyst: Self-Service Data Blending

Sessions   Data integration and governance

Breakout Session

🕐 **26 October 2016** ,   09:00 AM – 09:45 AM

In the era of digital transformation, the power of analytics shifted from IT-centric to broadly deployable, self-service, easy-to-use, mass-consumable, and often cloud-based technologies for query, analysis, reporting and predictive analytics. Self-service data preparation enables business users and analysts to easily perform basic data management tasks to extract, transform, prepare, curate, enrich and load data into a repository. This talk shares our vision and roadmap for self-service data preparation capabilities. We will demonstrate IBM Bluemix Data Connect data

preparation and IBM Watson Analytics tools to showcase our capabilities to empower business users and analysts with the ability of self-service data preparation and analytics.

Speakers

🔲 **Hernando Borda,** IBM

🔲 **Joseph Bangs,** IBM

Industry

👥 **Not Industry Specific**

DIG–1653: IBM Bluemix Data Connect for Data Engineers: Innovative Data Integration for Cloud and On-Premise

Sessions   Data integration and governance

Breakout Session

🕐 **25 October 2016** , 03:00 PM – 03:45 PM

Data complexity is a key challenge that almost all organizations face. Data comes from multiple sources (structured, semi-structured, unstructured), which makes it difficult to link, match, cleanse and transform data across systems. A data engineer defines data flows (batch or real-time) to collect, transform, cleanse and standardize data and store it into optimized data repositories; or service it via an API so data scientists, business analyst and business applications can use it. This talk explains IBM's vision and roadmap for an innovative, hybrid data integration platform. We'll also share a demo of IBM Bluemix Data Connect data integration capabilities to show how data engineers can simplify data integration tasks.

Speakers

🔲 **Jean-Claude Mamou,** IBM

🔲 **Somil Kulkarni,** IBM

Industry

👥 **Not Industry Specific**

DIG–1656: Evolution of Entity Management

Sessions   Data integration and governance

Breakout Session

🕐 **25 October 2016** , 05:00 PM – 05:45 PM

Enterprises have invested in entity management and identity analytics to solve operational problems like customer-centricity initiatives, fraud detection, vendor management, credit risk management and multi-channel integration. As they mature, these firms wish to leverage this capability to support agile analytics for customer analytics, digital marketing, etc. This typically involves integration with other data sets, so they need a way to bring entity capabilities into their analytic solutions. This talk shares our vision for combining these two worlds in a cloud-based entity management solution. We will demonstrate how to use a user-friendly approach to entity management and analytics.

Speakers

🔲 **Lena Woolf,** IBM

🔲 **Bhavani Eshwar,** IBM India Pvt. Ltd.

Industry

👥 **Not Industry Specific**

DIG–1686: A Cloud-Based Approach to Information Lifecycle Governance

Sessions   Data integration and governance

Breakout Session

🕐 **25 October 2016** , 01:00 PM – 01:45 PM

Increasingly, organizations store data both on-premise (email, Filenet, systems of record, systems of engagement, etc.) and on the cloud (Box, Office 365, Sharepoint, Google Docs). If they are involved in a legal matter, they need to discover, identify and retain information no matter where it resides. IBM is developing a cloud-based approach to

Information Lifecycle Governance (ILG) that bridges cloud and on-premise data sources and applies cognitive technologies to the discovery problem. In this session, we will demonstrate this new approach.

Speakers

🪪 **Scott Schumacher,** IBM

🪪 **Roger C. Raphael,** IBM

Industry

👥 **Not Industry Specific**

DIG–1704: The Evolving Information Server Grid for Data Governance and Quality at TIAA

Sessions   Data integration and governance

Breakout Session

🕐 **25 October 2016** , 04:00 PM – 04:45 PM

This session explores how the Enterprise Data Integration Grid at TIAA is evolving to also provide support for data governance and data quality initiatives. We review the process followed for enabling additional tools within the IBM Information Server (IIS) tool suite. We will also explore the progress made by Enterprise Governance/Metadata teams and by business teams in using the tools.

Speakers

🪪 **Brandon Spencer,** TIAA

🪪 **Kevin Daly,** TIAA

Industry

👥 **Not Industry Specific**

DIG–1728: IBM Information Lifecycle Governance Roadmap Session

Sessions   Data integration and governance

Breakout Session

🕐 **24 October 2016** , 05:00 PM – 05:45 PM

Organizations are discovering how to effectively manage the information lifecycle and avoid costs and risks to drive more business value from their data. New solutions are helping organizations realize these goals faster. Join this session to hear about new and upcoming capabilities for IBM's Information Lifecycle Governance product family, as well as IBM's strategy and roadmap.

Speakers	Industry
Ted Barassi, IBM	**Not Industry Specific**
Peter Costigan, IBM	

DIG–1744: Social Compliance in the Cloud: IBM Information Lifecycle Governance and Actiance

Sessions   Data integration and governance

Breakout Session

🕐 **24 October 2016** , 11:00 AM – 11:45 AM

Staying ahead of compliance and regulatory mandates, reducing the cost and time of eDiscovery and enabling IT and Line of Business are primary concerns for most organizations. Actiance provides a unified platform for communications compliance, archiving and analytics. It includes capture and compliance capabilities for a variety of communications channels, a context-aware, cloud-based enterprise information archive, and analytics for uncovering insights against communications data retained in the archive. Hear how the Actiance solution can help you manage real-time communications data to reduce cost and risk, and how it fits with IBM's Information Lifecycle Governance strategy.

Speakers

👤 **Ted Barassi,** IBM

👤 **Scott Whitney,** Actiance

Industry

👥 **Not Industry Specific**

DIG–1785: Don't Just Play Defense—Get on Offense with Unified Governance

Sessions   Data integration and governance

Theater Session

🕐 **26 October 2016** , 08:00 AM – 08:20 AM

Join members of IBM's Integration and Information Governance Offering team to learn about IBM's plans to offer a Unified Governance platform for both structured and unstructured data.

Speaker

🪪 **Ted Barassi,** IBM

Industry

👥 **Not Industry Specific**

DIG–1814: Information Governance on the Cloud

Sessions   Data integration and governance

Breakout Session

🕐 **26 October 2016** , 10:00 AM – 10:45 AM

How does the cloud impact information governance? This session will consider the ramifications of cloud adoption on Information Governance practices using a risk/benefit framework. Among the topics covered are cloud-based approaches to information governance, governing data wherever it lays, and the value of actionable analytics. In addition, this session will detail approaches and best practices for intelligently migrating data to cloud repositories.

Speakers

🪪 **Johnathan Elton,** IBM

🪪 **Richard Hogg,** IBM

Industry

👥 **Not Industry Specific**

DIG–1831: Addressing Customer Analytics with Effective Data Matching Using IBM Big Match for Hadoop

Sessions   Data integration and governance

Breakout Session

🕐 **27 October 2016** , 02:00 PM – 02:45 PM

With the advent of big data, organizations worldwide are attempting to use data and analytics to solve problems previously out of their reach. Many are applying big data and analytics to create competitive advantage within their markets, often focusing on building a thorough understanding of their customer base. But as organizations begin to execute on big data and analytics projects, many quickly run into a roadblock: How do they correlate the complete, accurate customer information necessary to perform a particular analysis? And how do they do it without moving data from source to source? Learn how IBM Big Match for Hadoop can solve these problems. This session includes a demo of Big Match and how to solve customer problems.

Speakers

🪪 **Klaus Roder,** IBM

🪪 **Howard Yoo,** IBM

Industry

👥 **Not Industry Specific**

DIG–1847: Telstra's Next-Generation Data Services Blueprint

Sessions   Data integration and governance

Breakout Session

🕐 **27 October 2016** , 09:00 AM – 09:45 AM

Telstra, Australia's largest telco, believes in data as a core asset and as the key to being fitter and faster in its ability to deliver business outcomes. Data needs to be relevant to its consumers, available quickly, enabled for self-service, consumable by many

applications and devices, and governed for data quality, integrity and security —ultimately leading towards the monetization of data. Telstra's Data Services Blueprint is a strategic roadmap to deliver a comprehensive set of modern data services for the API economy, leveraging a hybrid cloud infrastructure, and enabling Telstra to grow into the cognitive era. This presentation will describe how Telstra is pushing the boundaries of data services and their ability to be consumed.

Speaker

🪪 **Henry Co,** IBM Australia Limited

Industry

👥 **Not Industry Specific**

DIG–1933: Enabling Insights: How Unum Made Data Meaningful with Metadata-Driven Data Governance

Sessions   Data integration and governance

Breakout Session

🕐 **25 October 2016** , 01:00 PM – 01:45 PM

"Where did that number come from?" "What does that number mean?" Analytics can provide unique insights, but only if the data is well understood and trusted. Hear how Unum and Prolifics connected metadata assets and business terminology across multiple systems to deploy clear data lineage visibility and data governance processes that give business users the understanding and confidence to make decisions based on the data presented. Learn the critical processes and considerations necessary to deploy an integrated enterprise metadata-driven data governance solution leveraging the IBM Information Server Suite, IBM data models and IBM Master Data Management (MDM).

Speakers

🪪 **Edie Bice,** Unum Group

🪪 **Mark Oberholtzer,** Prolifics

Industry

👥 **Not Industry Specific**

DIG–1946: IBM InfoSphere Master Data Management Strategic Vision and Roadmap

Sessions   Data integration and governance

Breakout Session

🕐 **24 October 2016** , 10:00 AM – 10:45 AM

If you are looking to catch up on what's new and coming soon with IBM's Master Data Management product family, this is the session of you. It will describe the latest capabilities of the IBM InfoSphere Master Data Management (MDM) portfolio, discuss trends in the MDM market and reveal future strategies and roadmap. Not only does MDM remain a key cornerstone of enterprise information management strategies and architectures, but also it is currently a hot topic in relation to supporting successful cloud, big data and analytics initiatives.

Speaker

🪪 **Henk Alblas,** IBM

Industry

👥 **Not Industry Specific**

DIG–2343: IBM Bluemix Data Connect: A Cloud Integration Platform for Anyone, Anywhere

Sessions   Data integration and governance

Breakout Session

🕐 **25 October 2016** , 01:00 PM – 01:45 PM

Getting easy access to the right data at the right time in the right format is important for many business processes. This session provides an in-depth overview of IBM Bluemix Data Connect, a cloud-first integration platform, and how it helps to make data access easy for data analysts, data engineers and data scientists alike.

Speakers

📋 **Beate Porst,** IBM

📋 **Hernando Borda,** IBM

Industry

👥 **Not Industry Specific**

DIG–2353: IBM InfoSphere Information Server for Data Integration: Deep-Dive and Roadmap

Sessions   Data integration and governance

Breakout Session

🕐 **25 October 2016** , 02:00 PM – 02:45 PM

Existing Information Server and DataStage customers won't want to miss this session. It will offer an overview of IBM InfoSphere Information Server for Data Integration, including its capabilities, business value and roadmap. IBM InfoSphere Information Server, which includes DataStage, is IBM's leading platform for enterprise-scale data integration for on-premise, Hadoop or cloud. In this session, we will provide an in-depth view of its capabilities, business value and latest enhancements, and share an outlook on its roadmap and strategic direction.

Speaker

🪪 **Beate Porst,** IBM

Industry

👥 **Not Industry Specific**

DIG–2367: Where is My Data?: Unlocking the Benefits of Cloud with Hybrid Data Integration

Sessions   Data integration and governance

Breakout Session

🕐 **26 October 2016** , 11:00 AM – 11:45 AM

With the growing maturity of cloud technology and the need to reduce IT spending, businesses are faced with the decision as to which options best match their existing infrastructure and future potential. For the majority, some form of integrated hybrid cloud will be required to maintain agility and performance and manage costs. Join us as we look at the various options when integrating data across cloud and on-premise systems.

Speaker

👤 **Beate Porst,** IBM

Industry

👥 **Not Industry Specific**

DIG–2427: Records Governance through Analytics

Sessions   Data integration and governance

Breakout Session

🕐 **27 October 2016** , 01:00 PM – 01:45 PM

A key and ongoing challenge to organizations' governance is the successful application of records management to digital information. The set of rules and tools used to manage records can become "stuck" on the idea that records management begins when data is "dead": inactive and unchangeable. This session will explore an emerging set of approaches around the idea that records governance begins from the earliest moment within the creation and use of data, and how analytics can change how organizations build and enact "evolving" retention rules derived from external factors such as laws and regulations, and from the ability to now analyze data and learn what "recordness" means in the organizational context.

Speaker

📇 **Bruce Schinkelwitz,** Vega ECM Solutions

Industry

👥 **Not Industry Specific**

DIG–2528: Data Integration for the Data Scientist at ANZ Bank

Sessions   Data integration and governance

Breakout Session

🕐 **24 October 2016** , 02:00 PM – 02:45 PM

ANZ Bank is on a journey to become a digital bank that is founded on data being recognized as a critical business asset. The bank has been developing uses cases for its big data environment to drive faster business outcomes and easy access for the business users to find new insights and value in the data they own. ANZ Bank is an extensive IBM Information Server (IIS) user today, and sees value in leveraging the BigIntegrate functions to run IBM InfoSphere DataStage natively on Hadoop. The

presentation will focus on two elements: 1) Technical experience and lessons learned —BigIntegrate works flawlessly with Cloudera; and 2) Expected business value—this allows the bank to reduce operating costs and speed project delivery.

Speakers

🪪 **David Hall,** ANZ

🪪 **Varaprasad Chavala,** Tata Consultancy Services Ltd

Industry

👥 **Not Industry Specific**

DIG–2611: Self-Service Customer Insight from Dark Data

Sessions   Data integration and governance

Breakout Session

🕐 **27 October 2016** , 08:00 AM – 08:45 AM

Your enterprise IT maintains robust operational systems and warehouses that support critical core business processes. But can your business stakeholders leverage these systems for ad hoc customer analytics? Rapidly changing business conditions often require non-technical users to pull together data from multiple sources and perform basic customer analysis to make better business decisions. Learn how business analysts can "shine the light" at all the data at their disposal and rapidly gain "good enough" customer insight by leveraging IBM cloud-based entity capabilities. This session demonstrates self-service tools to easily and quickly prepare, match and link multiple data sources.

Speakers

🪪 **Jay Limburn,** IBM

🪪 **Lena Woolf,** IBM

Industry

👥 **Not Industry Specific**

DIG–2764: IBM InfoSphere Information Server for Data

Quality: Deep-Dive and Roadmap

Sessions   Data integration and governance

Breakout Session

🕐 **24 October 2016** , 04:00 PM – 04:45 PM

Have you ever faced the consequences or poor data quality? Bad data happens in all organizations, but there are solutions that can help. We will review the IBM InfoSphere Information Server for Data Quality lifecycle—from data analysis and monitoring to data quality reporting, remediation and tracking. This session will also highlight some of the recently introduced Data Quality features/functions, including the Information Analyzer thin client. Attendees will get a high-level, up-to-date understanding of the IIS core data quality components and their capabilities.

Speakers

Robert Dickson, IBM

Dan Schallenkamp, IBM

Industry

Not Industry Specific

DIG–2773: IBM Data Quality Solutions and Strategy

Sessions   Data integration and governance

Breakout Session

🕐 **27 October 2016** , 08:00 AM – 08:45 AM

Basing data quality solutions on an "open by design" architecture that supports on-premise as well as cloud and hybrid deployments is becoming crucial for addressing data quality requirements in modern IT landscapes. This session will discuss IBM's data quality solutions, and explain existing data quality services and how they are integrated into a broader, open source based metadata and governance approach. Join us to get a picture of IBM's current offerings and the direction for data quality going forward.

Speakers

👤 **Albert Maier,** IBM

👤 **Yannick Saillet,** IBM

👤 **Dan Schallenkamp,** IBM

Industry

👥 **Not Industry Specific**

DIG–2799: Leveraging Reference Data in Hybrid Cloud Analytics Environments

Sessions   Data integration and governance

Theater Session

🕐 **24 October 2016** , 02:00 PM – 02:20 PM

The role of reference data in analytics is well understood. In this session, we explore the role of IBM's Reference Data Management product in a cloud-based analytics solution, to manage classification and mapping of data. Reference data is key to classifying your structured and unstructured business data. As an example, a reference data set defines the permissible value range for an attribute. This translates into a data validity governance policy, and compliance can be measured with domain analysis profiling.

Speakers

🔲 **Martin Oberhofer,** IBM

🔲 **Erik O'Neill,** IBM

Industry

👥 **Not Industry Specific**

DIG–2806: Using Data Replication with Kafka as a Distribution and Landing Zone

Sessions   Data integration and governance

Breakout Session

🕐 **27 October 2016** , 11:00 AM – 11:45 AM

The journey to a smarter organization is driven by a union of highly volatile and structured transaction data with massive volumes of unstructured social media and other "new" data. We will discuss the technical marriage of IBM InfoSphere Data Replication with Kafka to deliver a flexible, high-performance and cost-effective enterprise data integration platform. A Hadoop data lake is often at the core of this strategy. While Hadoop provides a highly scalable and reliable data platform by

leveraging low-cost commodity hardware, it comes up short when managing rapidly changing structured data. Enter Kafka! Kafka provides the same scalability, availability and cost benefits—but without the "static data" constraints.

Speakers

🪪 **Karen Durward,** IBM

🪪 **Glenn Steffler,** IBM

Industry

👥 **Not Industry Specific**

DIG–2915: End-to-End Data Quality Management and Unified Data Stewardship

Sessions   Data integration and governance

Hands-on Lab

🕐 **24 October 2016** , 12:30 PM – 03:00 PM

To develop end-to-end governance, you must be able to efficiently interact with various kinds of users and applications. This can be as simple as writing an email to notify a data analyst about new analysis results, or it can require complex workflows as provided with IBM Stewardship Center. In this lab, you will learn how to subscribe to analysis events from IBM InfoSphere Information Analyzer Thin Client and workflow events from InfoSphere Information Governance Catalog to get email notifications. You will use Apache Kafka and Node.js, the emerging open source technologies for high-throughput, event-driven applications. Optionally, please register with IBM Bluemix and sign up for Bluemix DevOps Services.

Speakers

🪪 **kunjavihari Kashalikar,** IBM

🪪 **Mike Grasselt,** IBM

🪪 **Oliver Suhre,** IBM

Industry

👥 **Not Industry Specific**

DIG–3066: Open IGC at Vanguard: Metadata Assets and Lineage in a Dynamic Development Environment

Sessions   Data integration and governance

Breakout Session

🕐 **24 October 2016** , 08:00 AM – 08:45 AM

This presentation will discuss Vanguard's approach to populating and sustaining our inventory of Open IGC (IBM Information Governance Catalog) metadata assets and flows for applications that are constantly changing. The approach defines the infrastructure and business/IT processes needed to manage metadata assets, capture changes from ongoing projects, and import the changes into IGC at the appropriate time in the development lifecycle.

Speaker

🪪 **Jason Caplan,** Vanguard

Industry

👥 **Not Industry Specific**

DIG–3354: Design a Data Flow: IBM DataWorks for Data Engineers and Data Scientists

Sessions   Data integration and governance

Hands-on Lab
🕐 **25 October 2016** , 04:00 PM – 06:30 PM

This session provides a tutorial where you can take the driver's seat on IBM's new and powerful cloud data integration solution. Designed to serve the needs of data scientists and data engineers, IBM DataWorks provides an end-to-end experience including data quality, data preparation, data integration and analytics. As a data engineer, you will learn how you can simplify data integration tasks and improve productivity to deliver trusted data to the business. As a data scientist, you will learn about integrated capabilities for data shaping, data preparation and machine learning.

Speakers

👤 **Manish Bhide,** IBM

👤 **Somil Kulkarni,** IBM

👤 **Yun Zheng,** IBM

Industry

👥 **Not Industry Specific**

DIG–3383: Are You Ready for the General Data Protection Regulation?

Sessions   Data integration and governance

Breakout Session
🕐 **27 October 2016** , 12:00 PM – 12:45 PM

The European Union adopted the General Data Protection Regulation (GDPR) in April 2016. This new regulation will enter into application in 2018. This session will help you understand the enabling technologies that will help your business prepare ford this new regulation, including the policies, rules, data dictionaries, metadata management

required.

Speaker

🪪 **Christophe De Melio,** IBM

Industry

👥 **Not Industry Specific**

DIG–3850: Self-Service Customer Data Matching in the Cloud

Sessions   Data integration and governance

Ask Me Anything Demo Station

🕐 **26 October 2016** , 09:30 AM – 11:00 AM

This session demonstrates self-service tools for business users to easily and quickly match and link customer data across multiple data sources. Attendees will learn how to leverage IBM cloud capabilities to read, match and deduplicate data from any source, be it prospect data in Excel spreadsheets or enterprise customer data managed in an IBM Master Data Management solution. We will show you how to review deduplicated customer data and how to export consolidated customer files into other cloud-based analytical tools, such as Watson Analytics.

Speaker

🪪 **Lena Woolf,** IBM

Industry

👥 **Not Industry Specific**