Gartner Enterprise Information & Master Data Management Summit 2016

2 – 3 March | London, UK
gartnerevent.com/eu/eim

Hot Topics
• Digital Information Leadership
• Data Quality
• Agile Information Governance
• Information as an Asset
• Internet of Things
In our increasingly digital world, organizations that develop a robustly information-centric culture will ultimately outpace the competition. The most successful will craft and implement an information strategy that focuses on empowering individuals with trusted information, while cultivating a network of information leaders across the business.

Join us at the Gartner Enterprise Information & Master Data Management Summit 2016 to discover how the latest information practices in governance, value creation and risk can be applied to fast-moving trends such as Hadoop, Cloud, Data Lakes and the Internet of Things (IoT). Unleash the potential of information-driven roles and deliver the trusted enterprise information your organization needs for digital business success.

Key benefits
- Understand how the chief data officer role is evolving
- Discover why trusted information and empowered individuals give the modern enterprise competitive advantage
- Advance your information strategy and maturity, through agile information governance and stewardship
- Modernize your EIM architecture and infrastructure
- Ensure key programs such as MDM are positioned for continuing success
- Understand fast-moving trends such as Hadoop, cloud, data lakes and IoT and prepare your infrastructure foundations to exploit these

Who Should Attend
- Chief Data Officers
- Data Governance Leader
- Information Management Leaders
- Information Architects
- Members Information/Data
- Master Data Management Leaders
- Data Stewards

For the most up to date information about our agenda, speakers and sessions please visit gartnerevent.com/eu/eim
A Leverage Information as an Asset
Refine your information strategy, assess the value of critical information and apply it to generate economic impact and innovation.

HOT TOPICS: Data quality; Content management; Links between BI and IM; Open data; Inonomics; Information monetization

B Build an Information-centric Organization
Identify skill gaps, formalize leadership roles and shift the culture of your organization so that information is top-of-mind at all levels.

HOT TOPICS: Information leadership; IM vision and strategy; Information governance; Organizational structures

C Renovate the Technology Landscape
Explore key technology trends, assess the market landscape and build a roadmap to modernize your information infrastructure.

HOT TOPICS: Data integration; Hadoop; In-memory; DBMS; Cloud; Information architecture; information infrastructure; IoT

D Advance The State of Master Data Management
Solidify the fundamentals, expand to other domains and broaden the impact beyond your most critical information assets.

HOT TOPICS: Moving from MDM to EIM; MDM and cloud; MDM fundamentals and milestones; Master data models

Chief Data Officer Program
A unique opportunity to engage with Gartner analysts and your CDO peers in exclusive roundtables, workshops and networking sessions around the key challenges for CDOs. Limited availability, registration required.

Hot topics
Information leadership; IM vision and strategy; Organisation structures; Measuring IM success; Working with CIO

Keynotes
Gartner Keynotes

Trusted Information. Empowered People. Digital Leadership.
Donald Feinberg and Ted Friedman

The Information Implications of Software in the Digital Age
Chris Howard

Guest Keynote

Designing Your Business for the 21st Century
Mike Walsh, CEO, Tomorrow

Information & Analytics go hand-in-hand
Even the best IM strategy is only as good as the analytics it can provide. Ensure your analytics are trusted and accurate by investing in a week of both information and analytics. Attend Gartner Business Intelligence & Analytics Summit and Gartner Enterprise Information & Master Data Management Summit — 29 February – 3 March 2016. Understand the benefits at gartner.com/eu/eim.

Visit gartnerevent.com/eu/eim or call +44 20 8879 2430 for updates and to register!
# Gartner Enterprise Information & Master Data Management Summit 2016

**Agenda as of 14 January 2016 and subject to change**

### Wednesday 2 March 2016

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<tr>
<th>Time (07:30 – 20:00)</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:30 – 20:00</td>
<td>Registration</td>
</tr>
<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: The Seven Building Blocks of EIM: The Basis of Digital Business Enablement</td>
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<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: Information Architecture: Critical Competency for Digital Business</td>
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<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: Leveraging Hadoop in Your Information Infrastructure</td>
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<tr>
<td>09:00 – 10:00</td>
<td>Gartner Opening Keynote: Trusted Information. Empowered People. Digital Leadership.</td>
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### TRACKS

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<th>Tracks</th>
<th>Sessions</th>
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<td>A. Leverage Information as an Asset</td>
<td>B. Build an Information-Centric Organization</td>
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<td>C. Renovate the Technology Landscape</td>
<td>D. Advance The State of Master Data Management</td>
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### Thursday 3 March 2016

<table>
<thead>
<tr>
<th>Time (08:00 – 16:30)</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00 – 16:30</td>
<td>Registration</td>
</tr>
<tr>
<td>08:30 – 09:15</td>
<td>Adapting Data Quality Assurance for the Digital Era</td>
</tr>
<tr>
<td>11:30 – 12:00</td>
<td>To the Point: Your Guide to Producing and Consuming Open Data</td>
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<tr>
<td>12:15 – 12:45</td>
<td>Solution Provider Sessions</td>
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<tr>
<td>12:45 – 14:15</td>
<td>Lunch in the Solution Showcase</td>
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<tr>
<td>14:15 – 15:00</td>
<td>Case Study</td>
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<tr>
<td>15:15 – 15:45</td>
<td>Solution Provider Sessions</td>
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<tr>
<td>16:15 – 17:00</td>
<td>Building and Sustaining an Effective Digital Information Strategy</td>
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<tr>
<td>17:15 – 18:00</td>
<td>Mq Power Session: Insights on the Information Management Markets</td>
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<tr>
<td>18:00 – 20:00</td>
<td>Networking Reception in the Solution Showcase</td>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Facilitators/Panelists</th>
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<tr>
<td>08:30 – 10:00</td>
<td>Workshop: Assessing and Progressing Your Information Governance Initiative</td>
<td>Dimitris Geragas and Guido De Simoni</td>
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<tr>
<td>10:15 – 11:15</td>
<td>Roundtable: How to Know Your Organization Needs MDM</td>
<td>Bill O’Kane</td>
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<tr>
<td>10:30 – 11:15</td>
<td>Roundtable: Putting Digital Ethics and Security at the Center of Information Governance</td>
<td>Frank Buytendijk</td>
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<tr>
<td>12:30 – 13:30</td>
<td>Lunch With Gartner Guests</td>
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<tr>
<td>13:30 – 15:00</td>
<td>Workshop: Use Gartner’s Information Maturity Model to Assess Your Information Competency</td>
<td>Doug Laney</td>
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<tr>
<td>14:00 – 15:00</td>
<td>Roundtable: How to Get Your MDM Program Set Up for a Winning Start</td>
<td>Bill O’Kane</td>
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<tr>
<td>15:15 – 16:15</td>
<td>Roundtable: Current Challenges and Opportunities Combining Content and Structured Data</td>
<td>Hanns Koehler-Krueuner</td>
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* Pre-registration required for these sessions
Solution Showcase

Develop a “shortlist” of technology and service providers.
Get exclusive access to client case studies, product roadmaps, and demos.
Talk to solution experts who can answer your specific questions.

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Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive business imperatives. Enterprises depend on Informatica to fully leverage their information assets.

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Dell Boomi
Dell Boomi delivers the first and only multi-purpose PaaS for iPaaS, MDM and API Management, and enables customers to integrate any combination of cloud and on-premises applications without software, appliances or coding. Organizations of all sizes enjoy rapid time to value as a result of drastically reduced implementation times and substantial cost savings over traditional integration, MDM, and API management solutions.

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Information Builders
Information Builders helps organizations transform data into business value. Our software solutions for business intelligence and analytics, integration, and data integrity empower people to make smarter decisions, strengthen customer relationships, and drive growth. Our dedication to customer success is unmatched in the industry. Visit informationbuilders.com and follow @infobldrds on Twitter.

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MarkLogic
For more than a decade, MarkLogic has delivered a powerful, agile, and trusted Enterprise NoSQL database platform that enables organizations to turn all data into valuable and actionable information. MarkLogic is headquartered in Silicon Valley and has offices throughout the U.S., Europe, Asia, and Australia.

www.marklogic.com

Orchestra Networks
Orchestra Networks is a pure-play, independent master and reference data management software provider with operations in Europe, North America and Asia-Pacific. Since its founding in 2010, 120+ customers have met their data management needs with EBRS, Orchestra Networks’ comprehensive, business-focused MDM/IDM software.

www.orchestranetworks.com

SAP
As market leader in enterprise application software, SAP helps companies of all sizes and industries run better. SAP empowers people and organizations to work together more efficiently and use business insight more effectively. SAP applications and services enable our customers to operate profitably, adapt continuously, and grow sustainably.

www.sap.com

StibboSystems
Stibbo Systems is the global leader in multidomain Master Data Management (MDM) solutions. Industry leaders in the largest organizations in the world rely on Stibbo Systems to provide cross-channel consistency by linking product, customer, supplier data and other organizational data. This enables businesses to make more effective decisions, improve sales and build value.

www.stibbosystems.com

Silver Sponsors
Ataccama Corporation combines data quality, master data management, and data governance in a single EIM technology platform ready for operational, analytical and big data deployments.

www.ataccama.com

Diak is an Information Governance software company with a unique take on Data Governance, focussing on collaboratively building a shared understanding of data within its business context.

www.diak.com

Entity provides Enterprise Information Management, MDM and Data Governance advisory services and solutions delivery, enabling organizations to trust their data and to maximise its value.

www.entity.co.uk

iTernity is a leading vendor for compliant archiving solutions that enable organizations to protect information assets independent of their IT infrastructure.

www.iternity.com

RiverSand Technologies Inc. is a worldwide provider of Product Information Management (PIM), Master Data Management (MDM) and Data Quality solutions for companies throughout the world.

www.riversand.com

Semarchy provides master data value in weeks not months, using an agile, value-driven approach to manage master and reference data. We are the Evolutionary MDM™ company.

www.semarchy.com

Trillium Software provides on-premise and cloud-based enterprise data quality and data governance solutions for MDM, CRM, ERP, data warehouse, business intelligence and other enterprise applications.

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We specialise in translating MDM technology into industry specific outcomes to ensure your project creates tangible business benefits at a lower TCO than you might expect.

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