

IDMA & WISCONSIN DAMA JOINT DATA MANAGEMENT DAY

November 7, 2018 – American Family Insurance, Madison, Wisconsin

The Insurance Data Management Association (IDMA) and the Wisconsin Chapter of DAMA International (Wisconsin DAMA) are partnering to bring a day of networking and emerging topics to data management professionals. Hear from experts in the industry on Artificial Intelligence, Blockchain, Cloud Computing, Data Governance, Master Data Management, Data Catalog, Robotic Process Automation, and more.

Registration

The event (**seminar & reception**) is **free to all Wisconsin DAMA and IDMA members**. Please register by October 29 to reserve your seat. [Click here to Register!](#)

Location (Map)

American Family Insurance (Amfam)
A Building Auditorium
6000 American Parkway,
Madison, WI 53783

Guest parking is available.

Agenda at a Glance *(Times are subject to change)*

9:15 AM – 10:00 AM	Registration, Breakfast and Networking
10:00 AM – 10:15 AM	Opening Remarks
10:15 AM – 11:00 AM	Session 1: Empowering Self-Service with Data Catalog
10:45 AM – 11:45 AM	Session 2: Data Management in the Cloud – Making Sense of Schema on Read
11:45 AM – 12:45 PM	Lunch and Networking
12:45 PM – 1:30 PM	Session 3: Data Virtualization and Data Integration
1:30 PM – 2:15 PM	Session 4: Artificial Intelligence and the Power of Data Governance
2:15 PM – 2:30 PM	Refreshment Break and Networking
2:30 PM – 3:15 PM	Session 5: Master Data Management — Key to Customer Centricity
3:15 PM – 3:45 PM	Session 6: Q&A / Open Panel Discussion <i>(audience participation is welcomed)</i>
3:45 PM – 4:15 PM	Closing Remarks
4:30 PM – 7:00 PM	Networking Reception @ Lulu's 13 Pub

Session Descriptions and Speakers Bios

Session 1: Empowering Self-Service Data Catalog

The amount of data is growing exponentially while data environments are becoming more and more complex. Tribal knowledge, the knowledge about data that largely lives in people's heads, simply can't scale in organizations seeking to implement self-service. As a result, finding the right data takes a significant amount of time and knowing whether that data can be trusted is difficult.

According to a Gartner report, "Demand for data catalogs is soaring as organizations struggle to inventory distributed data assets to facilitate data monetization and conform to regulations." A modern data catalog, powered by machine learning, makes it easy to find, understand and trust data by creating a single-source of reference for all of your organization's data sources, metrics, reports, and dashboards. By empowering people throughout an organization to share their knowledge about the data they use, data catalogs help data literacy and data governance efforts scale with ease.

In this presentation, you will learn how a data catalog can improve analytics productivity, foster collaboration, and support data governance initiatives. And, hear first-hand how American Family Insurance is leveraging a data catalog for self-service innovation.

Speakers: Mike Lupo, Alation; Theresa Peachey, American Family Insurance

Bio: Mike Lupo is the Director of Sales at Alation. Mike's ability to articulate the Alation story and his passion for helping customers make the most of enterprise data is infectious. As both a senior leader and account executive, he has helped to drive strong revenue growth and forge trusted partnerships with clients since Alation's beginnings in 2015. Prior to Alation, Mike held analytic management positions at IBM as well as spent multiple years as a consultant in the middle east for a software startup, Textura which was acquired by Oracle in 2016.

Bio: Theresa Peachey joined American Family Insurance in 2002 and has focused the majority of her career in aspects of Business Intelligence and Information Management. She was one of the initial leaders of the Business Analytics program in 2010, which focused on development of a new data warehousing environment to support reporting and analytic needs across the organization. At the commencement of the Enterprise Information Management Department in May 2013, Theresa and her team joined the department and has since moved into an Information Quality Manager role, and most recently accepted the Information Standards, Governance and Quality Manager role. Theresa manages a team of professionals to lead the data governance framework for the organization, offer centralized metadata services, and provide information quality services including data health assessments, data validations and reconciliations, data monitoring, data remediation and data conversions.

Session 2: Data Management in the Cloud—Making Sense of Schema on Read

With the increasing prevalence of semi-structured data from IoT devices, web logs, and other sources, data architects and modelers have to learn how to interpret and project data from things like JSON. While the concept of loading data without upfront modeling is appealing to many, ultimately, in order to make sense of the data and use it to drive business value, we have to turn that schema-on-read data into a real schema! That means data modeling! In this session our speaker will walk through both simple and complex JSON documents, decompose them, then turn them into a representative data model using Oracle SQL Developer Data Modeler. I will show you how they might look using both traditional 3NF and data vault styles of modeling.

Session Descriptions and Speakers Bios (continued)

Join us, and:

- See what a JSON document looks like
- Understand how to read it
- Learn how to convert it to a standard data model.

Speaker: Kent Graziano, Snowflake

Bio: Kent Graziano is the Chief Technical Evangelist and Strategic Advisor for Snowflake Computing. His is an award winning author, speaker, and trainer, in the areas of data modeling, data architecture, and data warehousing. He is a certified Data Vault Master and Data Vault 2.0 Practitioner (CDVP2), an Oracle ACE Director (Alumni), member of the OakTable Network, expert data modeler and solution architect with more than 30 years of experience, including over two decades doing data warehousing and business intelligence (in multiple industries). He is an internationally recognized expert in Data Vault, Oracle SQL Developer Data Modeler and Agile Data Warehousing. Mr. Graziano has created and led many successful software and data warehouse implementation teams, including multiple agile DW/BI teams. He has written numerous articles, authored three Kindle book (available on Amazon.com), co-authored four books (including the 1st Edition of “The Data Model Resource Book”, and has given hundreds of presentations, nationally and internationally. He was a co-author on the first book on Data Vault, and the technical editor for “Super Charge Your Data Warehouse”. In 2014, he was voted one of the best presenters at OUGF14 in Helsinki, Finland. You can follow Kent on twitter @KentGraziano or on his blog The Data Warrior (<http://kentgraziano.com>).

Session 3: Data Virtualization and Data Integration

According to Gartner, “By 2018, organizations with data virtualization capabilities will spend 40% less on building and managing data integration processes for connecting distributed data assets.” This solidifies data virtualization as a critical piece of technology integral to flexible and agile modern data architecture. Join us to learn about:

- The key patterns and use cases of data virtualization
- The capabilities of data virtualization
- How leading companies like Autodesk, Asurion, Seacoast Bank are adopting data virtualization as a critical information management capability to address some of their most pressing integration challenges.

Speaker: Paul Moxon, Denodo

Bio: Paul is Vice President of Data Architectures and Chief Evangelist responsible for product management and solution architecture at Denodo. He has over 20 years of experience with leading integration companies such as Progress Software, BEA Systems, and Axway.

Session 4: Artificial Intelligence and the Power of Data Governance

The adoption of cloud technology, the integration of new technologies, and the continued acceleration of Agile development methods are causing a shift in traditional thinking regarding data. This presentation will share the implications that cloud and AI technologies, such as NLP, RPA, and deep learning systems, may have on our processes, policies and teams. In addition, the speaker will discuss the need to blend data governance practices in a world of Agile development methods and massive ingestion of data.

Session Descriptions and Speakers Bios (continued)

Speaker: Ernst Renner, NEOS, LLC

Bio: Ernst started NEOS in 2000 and is responsible for the vision and direction of NEOS Holdings LLC, NEOS and Vgo Software, whose focus areas are business and IT optimization and modernization. NEOS core practice areas are business consulting, data management and strategy, and technology modernization. Ernst' professional background spans more than 20 years of executive management and leadership in national and international business and technology, and he is continually recognized for leadership.

Session 5: Master Data Management — Key to Customer Centricity

[More information to come]

Session 6: Q&A and Open Panel Discussion (*audience participation is welcomed*)

During this segment of the meeting, we will have open discussions that will be quite informal and will be geared towards audience interest and participation. Topics of discussion are very fluid and can change during the meeting, provided they involve data management, are in keeping with IDMA and Wisconsin DAMA anti-trust policies, and are of interest to participants.

We plan for this to be an interactive session; therefore, we encourage participants to ask questions and to raise comments and issues during the meeting.

Speakers: All speakers are invited to participate on this panel.

Sponsors



Alation's enterprise collaborative data platform empowers employees inside of data-driven enterprises to find, understand, and use the right data for better, faster business decisions. Alation combines the power of machine learning with human insight to automatically capture information about what the data describes, where the data comes from, who's using it and how it's used. Alation is based in sunny Redwood City and funded by Andreessen Horowitz, Bloomberg Beta, Costanoa Ventures, Data Collective, General Catalyst Partners, Harmony Partners, Icon Ventures, and Stanford StartX. Customers include Albertsons, eBay, Pfizer, Square, and some of the world's largest finance firms.



Denodo is the leader in data virtualization, providing agile, high-performance data integration and data abstraction across the broadest range of enterprise, cloud, big data and unstructured data sources, and real-time data services at half the cost of traditional approaches. Denodo customers have achieved business agility and increased ROI. Our customers are able to create a unified virtual data layer that serves strategic enterprise-wide information needs for agile BI, big data analytics, web and cloud solutions, and single-view applications across every major industry. The Denodo Platform exceeds the performance needs of data-intensive organizations for analytical and operational use cases.



Digital transformation is changing our world. As the leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead the way and provide you with the foresight to become more agile, realize new growth opportunities or even create new inventions. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again. Visit www.informatica.com.



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Snowflake's mission is to enable every organization to be data-driven with instant elasticity, secure data sharing and per-second pricing, across multiple clouds. Snowflake combines the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud at a fraction of the cost of traditional solutions.