



InfoSphere Master Data Management

InfoSphere Master Data Management (MDM) provides line-of-business and technical experts an understanding of how master data and other key business information can be managed to create a single view and to provide business value across an enterprise.

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference [website](#) for the most current agenda.

Session #	Session Title
IMD-1064	Ask the Experts: IBM InfoSphere MDM with Warehouse and Analytics
IMD-1191	Integration of IBM InfoSphere MDM Server for PIM with MDM Server and WebSphere Commerce
IMD-1198	MDM and Online Dating: How Probabilistic Matching Helps MDM Find That Special Someone
IMD-1221	MDM-Powered Solutions
IMD-1224	MDM's Role in Enterprise Architecture
IMD-1276	MDM: Legal entities, hierarchies, and securities data approaches from BNY Mellon and Kingland
IMD-1307	Adapting MDM to Your Business Environment
IMD-1344	Master Data Governance: Organization, Policy Hub and Dashboard
IMD-1450	IBM InfoSphere Identity Insight Deep Dive
IMD-1498	Developing MDM Applications for the Business User with IBM Initiate Master Data Service

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs



October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



Session #	Session Title
IMD-1536	The Architectural Evolution of MDM
IMD-1598	Securely publish Customer Master Data to Software-As-A-Service application providers
IMD-1693	Intercontinental Hotel Group - Increasing Profitability with MDM and Data Governance
IMD-1792	IBM InfoSphere MDM Helps BCBSNC Get Control of Reference Data
IMD-1840	A Technical Overview of the Benefit of IBM InfoSphere Identity Insight by Comerica Bank
IMD-1856	Know your Customer, Understand your Business
IMD-1881	Implementing InfoSphere MDM for High Performance
IMD-1885	Using Probabilistic Matching in InfoSphere MDM
IMD-1968	Master Data Management at Bank of America
IMD-1982	Unleash the Power of Cognos 10 BI with the IBM InfoSphere Identity Insight Active UI
IMD-1992	Configuring and Adapting IBM InfoSphere Identity Insight
IMD-2008	Establishing a Single View with InfoSphere MDM
IMD-2157	IBM InfoSphere Global Name Recognition Deep Dive and Product Roadmap
IMD-2189	IBM InfoSphere MDM Portfolio - Product Strategy & Roadmap
IMD-2237	IBM InfoSphere MDM Server for PIM Deep Dive
IMD-2270	IBM InfoSphere MDM Server Technical Deep Dive

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



Session #	Session Title
IMD-2281	IBM InfoSphere Master Data Management (MDM) User Interface Toolkit
IMD-2283	Cardinal Health's multi-domain MDM Journey
IMD-2303	IBM Reference Data Management Hub
IMD-2474	IBM Initiate Master Data Service Deep Dive
IMD-2494	Reference Data Management: A Practical Example
IMD-2512	Hands-on workshop: Implementing a Reference Data Management Hub
IMD-2820	PIM stories in the Parts and Manufacturing industries
IMD-3062	IBM Initiate Master Data Service - The Evolution of Data Stewardship for MDM
IMD-3106	IBM Initiate Master Data Service - Management of Business Hierarchies and Relationships
IMD-3748	Product Information Management and eCommerce
IMD-3749	Emerging Technologies and Trends in MDM
IMD-3750	Best Buy Manages Product Information with IBM InfoSphere MDM
IMD-3752	Ask the Experts: InfoSphere MDM for High Performance
IMD-3753	Ask the Experts: Accurate Matching in MDM
IMD-3754	Birds of a Feather: Establishing a Single View of Citizen
LFM-1363	Setting the Standard for Superior Customer Service at Northern Trust Bank of Chicago

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs

Information On Demand 2011

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



Session #	Session Title
LGV-1504	Mission Critical Applications – IBM InfoSphere Identity Insight with the US Government
LGV-1999	Fighting Fraud in Government Services
LGV-2194	Advances Made in Law Enforcement Using Technology
LHC-2044	Big Changes Ahead: Healthcare Reform and Accountable Care, is Your Data Ready?
LMP-1266	Ford Consumer Data Refinery (CDR) – Implementation
LSF-1921	Linking customer and social media data to increase revenues and response time

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs

