



## InfoSphere Master Data Management

InfoSphere Master Data Management (MDM) provides line-of-business and technical experts with 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.

## Session Highlights

*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.

### Sunday, October 23

	6:00 – 8:00 PM	EXPO Grand Opening Reception
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### Monday, October 24

	8:15 – 9:45 AM	Opening General Session
IMD-1992A	10:15 AM - 01:15 PM Mandalay Bay South Convention Center - Shorelines B Lab Room 10	<b>Configuring and Adapting IBM InfoSphere Identity Insight</b> <b>Abstract:</b> One of the strengths of Identity Insight is the nearly limitless combinations of resolution- and event-detection rules that can be configured.  <b>Speaker(s):</b> Brad Allen, IBM, Chief Architect, Identity Insight Software; Jeffrey Huth, IBM, Product Management

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IMD-2189B	<p><b>10:15 AM - 11:15 AM</b> Mandalay Bay North Convention Center - Tradewinds D</p>	<p><b>IBM InfoSphere MDM Portfolio: Product Strategy and Roadmap</b> <b>Abstract:</b> In this session, we will discuss the future direction of the InfoSphere MDM product strategy and roadmap. <b>Speaker(s):</b> Jim Cushman, IBM, Director, MDM Product Management</p>
IMD-3062A	<p><b>10:15 AM - 11:15 AM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 13</p>	<p><b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b> <b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data stewardship. <b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager</p>
IMD-2281A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10</p>	<p><b>IBM InfoSphere Master Data Management User Interface Toolkit</b> <b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio. <b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional</p>
IMD-2303A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 9</p>	<p><b>IBM Reference Data Management Hub</b> <b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session <b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer</p>
IMD-3106A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 12</p>	<p><b>Master Data Management for Product Information Management: Usability Roundtable</b> <b>Abstract:</b> In this usability roundtable designed for five participants, you will have an opportunity to influence future enhancements and provide feedback on the new functionality of the Master Data Management Server for Product Information Management product. <b>Speaker(s):</b> Alex E. Swain, IBM, User Experience Professional</p>
IMD-3946A	<p><b>12:30 PM - 01:30 PM</b></p>	<p><b>Master Data Governance</b></p>

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	Mandalay Bay South Convention Center - Bayside Dining - Information Management BoF Tables	<p><b>Abstract:</b> In this session, we'll discuss what role data governance plays in your master data management strategy.</p> <p><b>Speaker(s):</b> Lawrence Dubov, IBM, Product Director, Master Data Governance; Ivan M. Milman, IBM, Senior Technical Staff Member</p>
IMD-2474A	<p><b>02:15 PM - 03:15 PM</b> Mandalay Bay North Convention Center - South Pacific J</p>	<p><b>IBM Initiate Master Data Service Deep Dive</b></p> <p><b>Abstract:</b> In this session, hear in-depth discussion about new product capabilities of the IBM Initiate Master Data Service.</p> <p><b>Speaker(s):</b> Alexander T. Bentley, IBM, IBM Infosphere MDM Product Manager; Scott Schumacher, IBM, Chief Scientist</p>
IMD-3062B	<p><b>02:15 PM - 03:15 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 13</p>	<p><b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b></p> <p><b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data stewardship.</p> <p><b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager</p>
IMD-1307A	<p><b>02:15 PM - 05:15 PM</b> Mandalay Bay South Convention Center - Shorelines B Lab Room 10</p>	<p><b>Using the IBM InfoSphere Master Data Management Workbench</b></p> <p><b>Abstract:</b> In this hands-on lab, you will learn how to use IBM InfoSphere Master Data Management Workbench, a development tool, to model and generate new services for IBM InfoSphere Master Data Management Server.</p> <p><b>Speaker(s):</b> Mandy Chessell, IBM, IBM Distinguished Engineer; Jay Limburn, IBM, MDM Workbench Integration Architect</p>
IMD-2270A	<p><b>03:45 PM - 05:00 PM</b> Mandalay Bay North Convention Center - South Pacific J</p>	<p><b>IBM InfoSphere Master Data Management Server Technical Deep Dive</b></p> <p><b>Abstract:</b> This session will provide a high level overview of the capabilities and architecture of the MDM Server product.</p> <p><b>Speaker(s):</b> Lena Woolf, IBM, MDM Server Product Architect; Mike Cobbett, IBM</p>

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IMD-2281B	<b>03:45 PM - 05:00 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10	<b>IBM InfoSphere Master Data Management User Interface Toolkit</b> <b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio. <b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional
IMD-2303B	<b>03:45 PM - 05:00 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 9	<b>IBM Reference Data Management Hub</b> <b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session <b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer
	<b>5:00 – 7:00 PM</b>	<b>EXPO Reception</b>

## Tuesday, October 25

	<b>8:15 – 9:30 AM</b>	<b>General Session</b>
IMD-1450A	<b>10:00 AM - 11:00 AM</b> Mandalay Bay North Convention Center - Tradewinds D	<b>IBM InfoSphere Identity Insight</b> <b>Abstract:</b> In this session, you will learn how IBM InfoSphere Identity Insight helps organizations around the world use threat and fraud analytics to establish a unique identity, discover obvious and obscured relationships and monitor and correlate individual actions. <b>Speaker(s):</b> Jeffrey Huth, IBM, Product Management; Brad Allen, IBM, Chief Architect, Identity Insight Software
IMD-3062C	<b>10:00 AM - 11:00 AM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM	<b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b> <b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data stewardship.

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	Station 13	<b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager
<b>IMD-2237A</b>	<b>11:15 AM - 12:15 PM</b> Mandalay Bay South Convention Center - Breakers I-J	<b>IBM InfoSphere Master Data Management Server for PIM Deep Dive</b> <b>Abstract:</b> InfoSphere MDM Server for PIM manages master data to maintain a single view of multi-domain information for use throughout an organization, and as part of a comprehensive master data management strategy.  <b>Speaker(s):</b> Brian Vile, IBM, Program Director - MDM Product Management, Harsha Kapre, Product Manager, InfoSphere MDM Server for PIM
<b>IMD-2279A</b>	<b>11:15 AM - 12:15 PM</b> Mandalay Bay North Convention Center - Tradewinds D	<b>Solving the Challenges of MDM When You Don't Own Your Customer List</b> <b>Abstract:</b> this session, we will examine the role of an MDM solution that addresses needs not only in healthcare but other industries and will adapt to evolving business models and governmental policies and regulations.  <b>Speaker(s):</b> Kris Olberg, Emdeon, Director, IT, Chief Architect
<b>IMD-3753A</b>	<b>11:15 AM - 12:15 PM</b> Mandalay Bay South Convention Center - Reef B	<b>Ask the Experts: Accurate Matching in Master Data Management</b> <b>Abstract:</b> Is there a strong case for using both a deterministic and probabilistic approach to matching within a master data management system? Where and how does matching structured data apply to the world of unstructured data?  <b>Speaker(s):</b> John W. Wills, IBM, Client Technical Manager
<b>IMD-3984A</b>	<b>12:30 PM - 01:30 PM</b> Mandalay Bay South Convention Center - Bayside Dining - Information Management BoF Tables	<b>How are You Managing Your Reference Data?</b> <b>Abstract:</b> In this session, we'll examine how different organizations manage their reference data, and discuss how to develop a management strategy.  <b>Speaker(s):</b> Dan Mandelstein, IBM, IT Architect, Master Data Management; Vernon Green, IBM, Integration Architect; Erik O'Neill, IBM, Product Manager

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<b>IMD-2281C</b>	<b>01:45 PM - 02:45 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10	<b>IBM InfoSphere Master Data Management User Interface Toolkit</b> <b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio.  <b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional
<b>IMD-2303C</b>	<b>01:45 PM - 02:45 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 9	<b>IBM Reference Data Management Hub</b> <b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session  <b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer
<b>IMD-3062I</b>	<b>01:45 PM - 02:45 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 13	<b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b> <b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data stewardship.  <b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager
<b>LFM-1363A</b>	<b>01:45 PM - 02:45 PM</b> Mandalay Bay South Convention Center - Palm A	<b>Setting the Standard for Superior Customer Service at Northern Trust Bank of Chicago</b> <b>Abstract:</b> In this session, learn how Northern Trust Bank of Chicago changed the way they do business by using IBM InfoSphere Master Data Management solutions to implement a single view of their customer information with oversight and guidance from a governance expert.  <b>Speaker(s):</b> David Bailey, Northern Trust Bank of Chicago, SVP Northern Trust - Director of Client Data and Product Management; Paula M. Fricker, IBM, InfoSphere World-Wide Sale
<b>LGV-1504A</b>	<b>01:45 PM - 02:45 PM</b> Mandalay Bay South Convention Center - Banyan D	<b>Mission-Critical Applications: IBM InfoSphere Identity Insight with the US Government</b> <b>Abstract:</b> In this session, you will join IBM experts and the US Government for a thought-provoking discussion about how IBM technology is being used to protect the country and the world.  <b>Speaker(s):</b> Fred Walker, US Government, Director; Jeffrey Huth, IBM, Product Management

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<b>IMD-1498A</b>	<b>02:00 PM - 05:00 PM</b> Mandalay Bay South Convention Center - Shorelines B Lab Room 10	<b>Developing MDM Applications for the Business User with IBM Initiate Master Data Service</b> <b>Abstract:</b> In this session, we will learn how to quickly assemble web applications that interact with master data.  <b>Speaker(s):</b> Alex Eastman, IBM, Senior Product Manager; Rick Grashel, IBM, Senior Development Manager; Karl Weinmeister, IBM, Development Manager
<b>IMD-1276A</b>	<b>03:00 PM - 04:00 PM</b> Mandalay Bay North Convention Center - Islander G	<b>IBM Master Data Management at BNY Mellon</b> <b>Abstract:</b> In this session, IBM Business Partner Kingland Systems and BNY Mellon will describe the multi-year strategy at BNY Mellon that uses IBM Master Data Management to establish and implement client hierarchy data for the enterprise.  <b>Speaker(s):</b> Tony Brownlee, Kingland Systems, Managing Director of Data Solutions; David Goldberg, The Bank of New York Mellon, Global Client Management
<b>IMD-2157A</b>	<b>03:00 PM - 04:00 PM</b> Mandalay Bay North Convention Center - Tradewinds E	<b>IBM InfoSphere Global Name Recognition Deep Dive and Product Roadmap</b> <b>Abstract:</b> With the global nature of business today, correctly understanding an individuals name is at the root of improving customer insight, identifying fraud and abuse, and preventing criminal activity.  <b>Speaker(s):</b> Jeffrey Huth, IBM, Product Management; Brian Macy, IBM, Head of Development - Identity Insight Software
<b>IMD-3062J</b>	<b>03:00 PM - 04:00 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 13	<b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b> <b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data stewardship.  <b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager
<b>IMD-3752A</b>	<b>03:00 PM - 04:00 PM</b> Mandalay Bay South Convention Center - Reef B	<b>Ask the Experts: InfoSphere Master Data Management for High Performance</b> <b>Abstract:</b> In this session, we'll provide access to master data management (MDM) experts who can discuss basic best practices for addressing performance of an MDM solution in a proactive manner.  <b>Speaker(s):</b> Lena Woolf, IBM, MDM Server Product Architect

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LHC-2044A	<b>03:00 PM - 04:00 PM</b> Mandalay Bay South Convention Center - Banyan A	<b>Is Your Data Ready for Healthcare Reform and Accountable Care?</b> <b>Abstract:</b> In this session, Paul Oates will offer his perspective on the anticipated changes and how mastering data about customers (members) and providers can be helpful in addressing governmental regulations and policies that will require tying patient outcomes to providers accurately.  <b>Speaker(s):</b> Paul Oates, Cigna, Senior Enterprise Architect for CIGNA Healthcare; Lorraine Fernandes, IBM, Global HC Industry Ambassador
IMD-1693A	<b>04:30 PM - 05:45 PM</b> Mandalay Bay North Convention Center - Tradewinds E	<b>Intercontinental Hotel Group: Increasing Profitability with MDM and Data Governance</b> <b>Abstract:</b> Intercontinental Hotel Group (IHG) is the world's largest international hotel company, with seven hotel brands and 146 million room nights per annum.  <b>Speaker(s):</b> Jack Miller, IHG, Director, CRM
IMD-1840A	<b>04:30 PM - 05:45 PM</b> Mandalay Bay North Convention Center - Tradewinds D	<b>A Technical Overview of the Benefits of IBM InfoSphere Identity Insight by Comerica Bank</b> <b>Abstract:</b> In this session, we will provide a technical overview of how InfoSphere Identity Insight helps Comerica Bank solve business problems related to recognizing the true identity of someone or something ("who is who") and determining the potential value or danger of relationships ("who knows who") among customers, employees, vendors and other external forces.  <b>Speaker(s):</b> Scott Kusky, Comerica Bank, Vice President; Brad Allen, IBM, Chief Architect, Identity Insight Software
IMD-1856B	<b>04:30 PM - 05:45 PM</b> Mandalay Bay North Convention Center - Islander G	<b>Know Your Customer, Understand Your Business</b> <b>Abstract:</b> Capgemini have delivered a large number of customer-centric master data management (MDM) solutions with both IBM Initiate and IBM MDM Server.  <b>Speaker(s):</b> Steve Jones, Capgemini, Executive Director, Global MDM
IMD-2281D	<b>04:30 PM - 05:45 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10	<b>IBM InfoSphere Master Data Management User Interface Toolkit</b> <b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio.  <b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional

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IMD-2303D	<b>04:30 PM - 05:45 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 9	<b>IBM Reference Data Management Hub</b> <b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session  <b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer
IMD-3106D	<b>04:30 PM - 05:45 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 12	<b>Master Data Management for Product Information Management: Usability Roundtable</b> <b>Abstract:</b> In this usability roundtable designed for five participants, you will have an opportunity to influence future enhancements and provide feedback on the new functionality of the Master Data Management Server for Product Information Management product.  <b>Speaker(s):</b> Alex E. Swain, IBM, User Experience Professional
	<b>5:00 – 7:00 PM</b>	<b>EXPO Reception</b>
	<b>7:00 – 11:00 PM</b>	<b>Networking Event</b>

## Wednesday, October 26

	<b>8:15 – 9:30 AM</b>	<b>General Session</b>
IMD-1792A	<b>10:00 AM - 11:00 AM</b> Mandalay Bay North Convention Center - Tradewinds D	<b>IBM InfoSphere MDM Helps BCBSNC Get Control of Reference Data</b> <b>Abstract:</b> In this session, we will discuss how reference data management helps to establish the capability to manage reference codes that can be accessed and integrated using proven methods, thereby ensuring ease of use and high integrity.  <b>Speaker(s):</b> Leah Dawson, BCBSNC, Enterprise Application Systems Analyst; Pete Storer, BCBSNC, Lead Architect, Information Mgt
IMD-2891A	<b>10:00 AM - 11:00 AM</b>	<b>Improving Analytics &amp; Client Centricity with Master Data Management at RBC Insurance</b>

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	Mandalay Bay North Convention Center - South Pacific J	<p><b>Abstract:</b> In this session, discover the business drivers, deployment experiences and business benefits achieved with the deployment of MDM at RBC Insurance.</p> <p><b>Speaker(s):</b> Joe Likuski, Royal Bank of Canada, Lead Architect - Enterprise Applications</p>
IMD-3062E	<p><b>10:00 AM - 11:00 AM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 13</p>	<p><b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b></p> <p><b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data stewardship.</p> <p><b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager</p>
IMD-1064A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Reef C</p>	<p><b>Ask the Experts: IBM Master Data Management with Warehouse and Analytics</b></p> <p><b>Abstract:</b> In this ask-the-expert session, you can talk with IBM experts about how to align IBM Master Data Management and Data Warehouse systems from a data model and synchronization perspective.</p> <p><b>Speaker(s):</b> Eberhard Hechler, IBM, SCITA, Executive Architect; Andy Ousterhout, IBM, MDM Product Management; Satyavaraprasad S. Madugundy, IBM</p>
IMD-1221A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay North Convention Center - Tradewinds E</p>	<p><b>Solutions Powered by IBM Master Data Management</b></p> <p><b>Abstract:</b> In this session, you will learn about solutions that use IBM Master Data Management to provide better business outcomes when applied to business processes.</p> <p><b>Speaker(s):</b> Jon Case, IBM, Product Manager, MDM Enterprise Industry Solutions; Alex Eastman, IBM, Senior Product Manager</p>
IMD-2281E	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10</p>	<p><b>IBM InfoSphere Master Data Management User Interface Toolkit</b></p> <p><b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio.</p> <p><b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional</p>
IMD-2283A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay North</p>	<p><b>Cardinal Health's Multi-domain Master Data Management Journey</b></p> <p><b>Abstract:</b> Join this session to understand the best practices and lessons learned by Cardinal Health in</p>

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	Convention Center - Tradewinds D	<p>their multi-domain MDM deployment. This session shows best-practice architectures and lessons learned from an enterprise level multi-domain MDM solution.</p> <p><b>Speaker(s):</b> Prasad Vempati, CardinalHealth, IT Manager, MDM Services; Martin Oberhofer, IBM, Architect</p>
IMD-2303E	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 9</p>	<p><b>IBM Reference Data Management Hub</b> <b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session</p> <p><b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer</p>
IMD-3106E	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 12</p>	<p><b>Master Data Management for Product Information Management: Usability Roundtable</b> <b>Abstract:</b> In this usability roundtable designed for five participants, you will have an opportunity to influence future enhancements and provide feedback on the new functionality of the Master Data Management Server for Product Information Management product.</p> <p><b>Speaker(s):</b> Alex E. Swain, IBM, User Experience Professional</p>
LMP-1266A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Palm D</p>	<p><b>Ford Consumer Data Refinery Implementation</b> <b>Abstract:</b> In this session, you will hear the lessons learned from implementing the Ford Consumer Data Refinery with IBM InfoSphere Master Data Management Server.</p> <p><b>Speaker(s):</b> Edward Niemyjski, Ford Motor Company, Marketing Business Integration Manager</p>
LSA-1921B	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Palm B</p>	<p><b>Linking Customer and Social Media Data to Increase Revenues and Improve Response Times</b> <b>Abstract:</b> In this session, you will find out how Suncorp, a diversified financial services organization in Australia, was able to integrate a number of IBM products to increase revenue dramatically while responding to changes in customer behavior caused by a wide-scale natural crisis.</p> <p><b>Speaker(s):</b> Richard Delisser, Suncorp, Executive Manager; Robert (Bob) Heffernan, IBM, Associate Partner - BAO Customer Analytics and CoBRA</p>

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<b>IMD-3754A</b>	<b>12:30 PM - 01:30 PM</b> Mandalay Bay South Convention Center - Bayside Dining - Information Management BoF Tables	<b>Establishing a Single View of a Citizen</b> <b>Abstract:</b> In this session, we'll discuss ways to leverage identity analytics with master data management to evaluate identity fraud, risk and threat scenarios.  <b>Speaker(s):</b> Bhavani Eshwar, IBM, Software Architect; Jacqueline L. Ryan, IBM, Program Director, IM Industry Solutions Product Management
<b>IMD-1982A</b>	<b>02:00 PM - 03:00 PM</b> Mandalay Bay North Convention Center - Tradewinds D	<b>Unleash the Power of Cognos 10 BI with the new IBM InfoSphere Identity Insight UI Tools</b> <b>Abstract:</b> The exciting latest release of IBM InfoSphere Identity Insight includes a new user experience called Active UI. Hear from the InfoSphere Identity Insight product management team about this new capability and hear from Cognos experts the power of Cognos BI 10 that can be unleashed on the enterprise.  <b>Speaker(s):</b> Jeffrey Huth, IBM, Product Management
<b>IMD-3062F</b>	<b>02:00 PM - 03:00 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 13	<b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b> <b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data stewardship.  <b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager
<b>IMD-3750A</b>	<b>02:00 PM - 03:00 PM</b> Mandalay Bay North Convention Center - Tradewinds E	<b>Best Buy Manages Product Information with IBM InfoSphere Master Data Management</b> <b>Abstract:</b> In this session, we'll discuss Best Buys master data management (MDM) journey and strategy.  <b>Speaker(s):</b> Patricia Vessey, Best Buy, Director, Merchandising Services; Jason Hagman, Best Buy, IT Director
<b>IMD-1198A</b>	<b>02:00 PM - 05:00 PM</b> Mandalay Bay South Convention Center - Shorelines B Lab	<b>Probabilistic Matching With IBM InfoSphere Master Data Management Server</b> <b>Abstract:</b> In this hands-on lab, you will explore how IBM InfoSphere Master Data Management Server can help you build lasting customer relationships.

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	Room 10	<b>Speaker(s):</b> Jie Zhang, IBM, Technical Enablement Specialist; Tyson Carter, IBM, Sr. Technology Training Specialist
IMD-1224A	<b>03:15 PM - 04:15 PM</b> Mandalay Bay North Convention Center - Tradewinds E	<b>The Role of IBM Master Data Management in Enterprise Architecture</b> <b>Abstract:</b> In this session, you will learn where IBM Master Data Management can fit in an enterprise architecture that includes structured and unstructured data located in operations and analytic systems. <b>Speaker(s):</b> John W. Wills, IBM, Client Technical Manager
IMD-1598A	<b>03:15 PM - 04:15 PM</b> Mandalay Bay North Convention Center - Tradewinds D	<b>Securely Publish Customer Master Data to Software-as-a-service Application Providers</b> <b>Abstract:</b> In this session, hear how Nationwide Insurance is changing the game with independent insurance agents by carefully publishing previously "internal only" data to the third-party cloud-hosted agency management systems. <b>Speaker(s):</b> Josh Lowe, Nationwide Insurance, Director, IT Applications; Matthew Pittsenbarger, Nationwide Insurance, System Architect
IMD-2281F	<b>03:15 PM - 04:15 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10	<b>IBM InfoSphere Master Data Management User Interface Toolkit</b> <b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio. <b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional
IMD-2303F	<b>03:15 PM - 04:15 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 9	<b>IBM Reference Data Management Hub</b> <b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session <b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer
IMD-1536D	<b>04:30 PM - 05:45 PM</b> Mandalay Bay North Convention Center - South Pacific J	<b>The Architectural Evolution of Master Data Management</b> <b>Abstract:</b> In this session, we will use architectural patterns to explain how MDM capabilities are used and combined in different stages of the MDM journey to continuously broaden the business value it offers.

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		<b>Speaker(s):</b> Mandy Chessell, IBM, IBM Distinguished Engineer
IMD-2494A	<b>04:30 PM - 05:45 PM</b> Mandalay Bay North Convention Center - South Pacific H	<p><b>Reference Data Management- Customer Examples</b></p> <p><b>Abstract:</b> Hear about the challenges that enterprises face today to manage reference data and how they are embracing a master data management approach to achieve centralized governance, stewardship and control.</p> <p><b>Speaker(s):</b> Erik O'Neill, IBM, Product Manager; Dan Mandelstein, IBM, IT Architect, Master Data Management; Tron Jnmyr, DnB NOR ASA, Head of BI Architecture and Design</p>

## Thursday, October 27

IMD-2281G	<b>08:15 AM - 09:30 AM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10	<p><b>IBM InfoSphere Master Data Management User Interface Toolkit</b></p> <p><b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio.</p> <p><b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional</p>
IMD-2303G	<b>08:15 AM - 09:30 AM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 9	<p><b>IBM Reference Data Management Hub</b></p> <p><b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session</p> <p><b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer</p>
IMD-2820A	<b>08:15 AM - 09:30 AM</b> Mandalay Bay North Convention Center - Tradewinds E	<p><b>PIM Stories in the Parts and Manufacturing Industries</b></p> <p><b>Abstract:</b> In this presentation we will present key business challenges faced by two very interesting industries: Parts and Electronics Manufacturing.</p>

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		<p><b>Speaker(s):</b> Nagesh Kanumury, Perficient, MDM Practice Director; Harsha Kapre, Product Manager, InfoSphere MDM Server for PIM</p>
IMD-3749A	<p><b>08:15 AM - 09:30 AM</b> Mandalay Bay North Convention Center - South Pacific G</p>	<p><b>Emerging Technologies and Trends in Master Data Management</b> <b>Abstract:</b> In this session, we will look at key industry trends, and discuss ways in which InfoSphere development and IBM Research are harnessing new technology to improve data quality, governance with business process management, integration with social media, use of analytics to gain new insights, and more flexible deployment models to accommodate our increasingly complex world.</p> <p><b>Speaker(s):</b> Mandy Chessell, IBM, IBM Distinguished Engineer; Scott Schumacher, IBM, Chief Scientist; Dan Wolfson, IBM, Chief Architect, InfoSphere</p>
IMD-1191A	<p><b>08:15 AM - 11:15 AM</b> Mandalay Bay South Convention Center - Shorelines B Lab Room 10</p>	<p><b>Integrating InfoSphere Master Data Management Server for Product Information Management</b> <b>Abstract:</b> In this lab, you will see how you can integrate IBM InfoSphere Master Data Management Server for Product Information Management with technologies such as InfoSphere Master Data Management Server and IBM WebSphere Commerce.</p> <p><b>Speaker(s):</b> Lee McCallum, IBM, Advisory IT Architect - Master Data Management; Jie Zhang, IBM, Technical Enablement Specialist</p>
IMD-1881B	<p><b>10:00 AM - 11:00 AM</b> Mandalay Bay North Convention Center - South Pacific I</p>	<p><b>Implementing InfoSphere Master Data Management for High Performance</b> <b>Abstract:</b> This session presents best practices that every MDM implementation should apply in the following areas: the master data model, inquiry of master data, maintenance of master data, cleansing of master data, audit of transactions and changes to master data, and initial load and high volume loads of master data.</p> <p><b>Speaker(s):</b> Lena Woolf, IBM, MDM Server Product Architect</p>
IMD-2008A	<p><b>10:00 AM - 11:00 AM</b> Mandalay Bay North Convention Center - South Pacific J</p>	<p><b>Establishing a Single View with Master Data Management</b> <b>Abstract:</b> In this session, we will discuss how IBM's Initiate Master Data Service and InfoSphere Identity Insight provide these combined capabilities to establish the pedigree of a subject with accurate attribution, and sequence neutral evaluations of the subject records.</p>

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		<p><b>Speaker(s):</b> Jacqueline L. Ryan, IBM, Program Director, IM Industry Solutions Product Management; Bhavani Eshwar, IBM, Software Architect</p>
IMD-3062G	<p><b>10:00 AM - 11:00 AM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 13</p>	<p><b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b> <b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data stewardship. <b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager</p>
IMD-1344A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay North Convention Center - South Pacific G</p>	<p><b>Master Data Governance: Organization, Policy Hub and Dashboard</b> <b>Abstract:</b> In this session you will learn how an IBM Master Data Management policy hub, an innovative solution for defining their key master data policies in terms of quantitative measures, can help you address the challenges of building a Master Data Governance organization. <b>Speaker(s):</b> Lawrence Dubov, IBM, Product Director, Master Data Governance</p>
IMD-1885A	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay North Convention Center - South Pacific J</p>	<p><b>Using Probabilistic Matching in InfoSphere Master Data Management</b> <b>Abstract:</b> The IBM Initiate Master Data Service (MDS) has been widely recognized for its industry-leading probabilistic matching capabilities. In this session, topics will include an architectural overview as well as detailed discussion of implementation steps. <b>Speaker(s):</b> Eric Trenk, IBM, Senior Product Manager</p>
IMD-2281H	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10</p>	<p><b>IBM InfoSphere Master Data Management User Interface Toolkit</b> <b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio. <b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional</p>
IMD-2303H	<p><b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM</p>	<p><b>IBM Reference Data Management Hub</b> <b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session</p>

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	Station 9	<b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer
IMD-3106H	<b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 12	<b>Master Data Management for Product Information Management: Usability Roundtable</b> <b>Abstract:</b> In this usability roundtable designed for five participants, you will have an opportunity to influence future enhancements and provide feedback on the new functionality of the Master Data Management Server for Product Information Management product.  <b>Speaker(s):</b> Alex E. Swain, IBM, User Experience Professional
IMD-3983A	<b>11:30 AM - 12:30 PM</b> Mandalay Bay South Convention Center - Reef D	<b>Ask the Experts: Master Data Management and Analytics</b> <b>Abstract:</b> In this session, you'll have the opportunity to ask the experts about how master data management and analytics play a role in your business and IT environment.  <b>Speaker(s):</b> Dan Wolfson, IBM, Chief Architect, InfoSphere
IMD-2512A	<b>01:30 PM - 04:30 PM</b> Mandalay Bay South Convention Center - Shorelines B Lab Room 10	<b>Hands-on Workshop: Implementing a Reference Data Management Hub</b> <b>Abstract:</b> This workshop will provide a deep-dive view into IBM's Reference Data Management (RDM) Asset developed on Master Information Hub.  <b>Speaker(s):</b> Vernon Green, IBM, Integration Architect; Lee McCallum, IBM, Advisory IT Architect - Master Data Management; Syed Naqvi, IBM, Staff Software Engineer; Dan Mandelstein, IBM, IT Architect, Master Data Management
IMD-1536B	<b>02:00 PM - 03:00 PM</b> Mandalay Bay North Convention Center - South Pacific G	<b>The Architectural Evolution of Master Data Management</b> <b>Abstract:</b> In this session, we will use architectural patterns to explain how MDM capabilities are used and combined in different stages of the MDM journey to continuously broaden the business value it offers.  <b>Speaker(s):</b> Mandy Chessell, IBM, IBM Distinguished Engineer
IMD-3062H	<b>02:00 PM - 03:00 PM</b> Mandalay Bay South Convention Center -	<b>InfoSphere MDM: The Evolution of Data Stewardship for MDM</b> <b>Abstract:</b> In this interactive session, get an early preview and provide usability feedback on three different data stewardship applications, each with their own particular focus on various areas of data

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	Mandalay Bay I-J IM Station 13	<p>stewardship.</p> <p><b>Speaker(s):</b> Trey Anderson, IBM, MDM Product Manager</p>
IMD-22811	<p><b>03:30 PM - 04:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 10</p>	<p><b>IBM InfoSphere Master Data Management User Interface Toolkit</b> <b>Abstract:</b> In this session, see the MDM UI Toolkit for building MDM-powered web applications for use across the MDM portfolio.</p> <p><b>Speaker(s):</b> Roger Santos, IBM, User Experience Professional</p>
IMD-23031	<p><b>03:30 PM - 04:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 9</p>	<p><b>IBM Reference Data Management Hub</b> <b>Abstract:</b> Is your organization drowning in a sea of code tables and reference data? Put yourself in the seat of a business data steward in this session</p> <p><b>Speaker(s):</b> Kathleen M. Nojima, IBM, User Experience Professional; Syed Naqvi, IBM, Staff Software Engineer</p>
IMD-31061	<p><b>03:30 PM - 04:30 PM</b> Mandalay Bay South Convention Center - Mandalay Bay I-J IM Station 12</p>	<p><b>Master Data Management for Product Information Management: Usability Roundtable</b> <b>Abstract:</b> In this usability roundtable designed for five participants, you will have an opportunity to influence future enhancements and provide feedback on the new functionality of the Master Data Management Server for Product Information Management product.</p> <p><b>Speaker(s):</b> Alex E. Swain, IBM, User Experience Professional</p>

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