

# Enterprise Architecture and Data Warehousing 2012

New York City Radisson Broadway  
( March 21-23, 2012)

Theme: Enterprise Architecture and Data Warehousing:  
Strategic Directions for Your Organization

## AGENDA

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REGISTRATION / CONTINENTAL BREAKFAST (Vendor Exhibits / Demos) 8:00 - 9:00

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OPENING REMARKS 9:00 - 9:10

Moderator, Anne Marie Smith, Board of Directors, DAMA International

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SESSION 1 - FEATURED KEYNOTE 9:10 - 10:10

### Bill Inmon

President and Chief Technology Officer, Inmon Consulting  
Best Known as " The Father of Data Warehousing"

**THE NEXT GENERATION OF DATA WAREHOUSING: STRATEGIES FOR SUCCESS**

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MORNING ENERGY BREAK (Vendor Exhibits / Refreshments) 10:10 - 10:40

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SESSION 2 - FEATURED EXECUTIVE PRESENTATION

10:40 - 11:30

### Peter Aiken

Founding Director, Data Blueprint, Professor, VCU, President, DAMA International

**MASTER DATA MANAGEMENT (MDM): A PRACTICAL GUIDE TO BEST PRACTICES**

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VENDOR PRESENTATION SESSIONS 1 (See Vendor Agenda for Details) 11:30 - 12:30

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LUNCH BREAK 12:30 - 1:30

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VENDOR PRESENTATION SESSIONS 2 (See Vendor Agenda for Details) 1:30 - 2:30

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SESSION 3 - FEATURED EXPERIENCE PRESENTATION 2:30 - 3:20

### Adrian Gardner

CIO and Director of Information, Technology & Communications at NASA

**NASA SPACE FLIGHT CENTER AND BIG DATA:  
THE ENTERPRISE ARCHITECTURE AND DATA WAREHOUSING STORY**

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AFTERNOON ENERGY BREAK (Vendor Exhibits / Refreshments) 3:20 - 3:50

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SESSION 4 - EXPERIENCE PRESENTATION 3:50 - 4:35

### Lori Dey

Senior Data Architect, Information Architecture at eBay

**EBAY'S AGILE DATA WAREHOUSING PROGRAM AND THE GLOBAL DIRECTORY**

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SESSION 5 - TECHNOLOGY PRESENTATION 4:35 - 5:20

### Steve Garfinkle

Manager, IBM and Ronni Carroll, Program Manager, IBM

**IBM's EXECUTIVE DASHBOARDS AND DATA WAREHOUSING "EDGE" PROJECT:  
DRIVING DECISION-MAKING AT THE WORLD'S LARGEST IT COMPANY**

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