The Big Data Governance Summit
IBM Data Governance Council Meeting

Ritz-Carlton Bachelors Gulch
Vail, Colorado

September 20-21, 2012
Conference Fee: $595
Room Rate: $175/night

Conference Topics
- Big Data Ecosystems
- Automating MDM Solutions
- High-Speed Data Governance
- Ontologies & Federation
- Predictive Governance
- Models & Simulations
- Use Cases & Standards

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Dear Colleagues,

This event is about Metadata, Stewardship, Security, Privacy, Data Quality, and Big Data. We can reach to the skies, pull in petabytes of relational tables, twitter feeds, video, audio, and documents, but its all garbage in and garbage out without Data Governance.

**Velocity, Volume, and Variety without Veracity creates Vulnerability.**

Everyone knows this, and its our task to do something about it. We have to show how it can be done - how anyone can build vibrant, dynamic, Big Data Ecosystems that use common standards, ontologies, and methods to tag huge volumes of data, index its value and context at high Velocity, and search across its variety to discover trends with large clusters of computational power that deliver high Veracity and low Vulnerability.

This is the promise of Big Data Solutions, uniting disparate data sources across our organizations, our cities, and our planet; leveraging data sets based on purpose specification; searching for meaning and value with brute force speed.

I can see this promise. Its within our grasp. We can bridge our stovepipes of data and non-standard behaviors into lean, mean, transformation machines that yield incredible insights and informational power.

But this promise is only in reach with Data Governance Solutions to provide metadata tagging, standards, ontologies, purpose-based access protocols, audits, security & privacy, data quality, discrete retention rules, and new tools and technologies to automate how we do it.

The purpose of this event is to explore how we can bring these ideas forward to help the world adopt Big Data Ecosystems more rapidly, more successfully, more fruitfully.

We are meeting at the Ritz-Carlton Bachelor's Gulch, which is the wonderful venue where we first shared the IBM Data Governance Council Maturity Model with the world in 2007. We will look at real life examples of firms using Big Data, exploring ecosystems, and developing standards to model and simulate them.

This meeting is hosted by the IBM Data Governance Council but it is open to all.

Join us as we move forward with Big Data Governance.

Steven Adler
Chairman, IBM Data Governance Council
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Registration and refreshments</td>
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<tr>
<td>09:00</td>
<td>Welcome - Steven Adler (Council Chairman)</td>
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| 09:15 | Opening Keynote – Big Data Solutions  
**Speaker:** Steven Adler (IBM)  
I want to tell you about how Big Data can change the world – how it transforms every human being on the planet into a member of any crowd at any time; how policies can be tested overnight and programs dynamically steered to produce better outcomes; and how every internal stovepipe and fiefdom can be overcome and transformed into lean, mean, data-centric organizations that focus on innovation instead of insulation. This is our future. Its high-speed, high-density, high-complexity analytics that will be confounded with high-risk unless WE help separate fact from fiction and threat from opportunity. |
| 10:15 | KEYNOTE: OIL & Gas Big Data Ecosystems  
**Speaker:** Woody Ritchey, IHS  
Energy industry decision makers face complex issues that cross borders, continents and political divides. Today's energy companies are not only affected by the global economy, but by new and emerging regulations. Companies are struggling to reduce costs and maintain shareholder value. Now, more than ever, decision makers need a clear and complete picture before deciding their course.  
IHS information can make the difference between average and operations excellence, conformity and innovation, standing still or leapfrogging the competition. With a solid foundation of best-in-class critical information, E&P applications and insight, IHS wants to support the U.S. energy sector with critical information and integrated solutions that delivery the right information, in the right context, for every decision and business process. |
| 11:15 | Refreshments and networking |
| 11:30 | Use Case Example: IBM Streams Analytics  
**Speaker:** John F. Morar, IBM  
The world is a network ecosystem and we are all human sensors reporting on our conditions. For the first time in human history, we the people can tell our own story to each other through common actuators like IBM Streams. Streams is a platform for consuming and analyzing every unstructured data type human beings can produce, and this demonstration will illustrate the power of this platform and the ease of reading and understanding the global network ecosystem. |
| 12:30 | Lunch |
| 13:30 | Discussion: Big Metadata – Veracity and Vulnerability  
**Moderator:** Brian Roosevelt, IBM  
We can calculate market, credit, and operational risk. But can we calculate the odds and impact of Toxic Content in our Big Data? Patent trolls, organized crime, hackers, and IP thieves await us in our petabytes of Big Data. How do we identify them and protect ourselves? |
| 15:00 | Refreshments and networking |
| 15:30 | KEYNOTE: Geospatial Information  
**Speaker:** Jason Bucholtz, Digital Globe  
Knowing what things look like and where things are is key to managing large distributed supply chains around the world. For the first time in human history, we can soon know where everything is and isn't, what's its called, how much is in it, and where its going.  
DigitalGlobe is a leading global provider of commercial high-resolution earth imagery products and services. Sourced from our own advanced satellite constellation, our imagery solutions support a wide variety of uses within defense and intelligence, civil agencies, mapping and analysis, environmental monitoring, oil and gas exploration, infrastructure management, Internet portals and navigation technology. |
<p>| 17:30 | Adjournment to Dinner |
| 19:00 | Dinner |</p>
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<tr>
<td>08:30</td>
<td>Opening Discussion: What did we learn on Day 1?</td>
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<td>Moderator: Steve Adler, IBM</td>
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<td>This is an opening discussion to recap and review what we discussed on the first</td>
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<td>day what we should carry forward today as we explore other Big Data technologies</td>
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<td>and the Obligations we wish to document to inform our Data Governance.</td>
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<tr>
<td>09:15</td>
<td>Demo: Vivisimo and Big Insights</td>
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<td>Speaker: John Choi, IBM</td>
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<td>Big, Federated Data. Structured and Unstructured. Big Insights, Clusters, Hadoop,</td>
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<td>Streams, Data Scientists. We use these words all the time and sometimes Big Data</td>
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<td>sounds like a United Nations project to save mankind. Big Data isn't just about</td>
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<td>discovering new trends. Its also about finding efficiencies, improving operations,</td>
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<td>and cutting costs. So what does it look like when we do it and what are the most</td>
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<td>compelling use cases for doing it. In this demonstration, we'll use the technology</td>
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<td>to show you results and outcomes that can improve and transform.</td>
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<td>10:15</td>
<td>WORKSHOP: Big Data Obligations – How to Govern Big Data?</td>
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<td>Moderator: Eric Callmann, IHS</td>
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<td>Panelists: Troy Christiansen, BP, Francis Lambert, Electronic Records; Ed Keck,</td>
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<td>Trelliant, Social media, video, blogs, and even structured content from different</td>
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<td>sources offer unparalleled powers to understand trends, model environments, and</td>
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<td>predict outcomes. But this data also carries risks. Where does it come from? Who</td>
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<td>owns the IP? How long should we retain it? What privacy requirements does it carry?</td>
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<td>How should we process it? To whom must we provide audit logs of its use? How do we</td>
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<td>know we can trust it? These are all complex issues that can be solved with an</td>
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<td>ontology of Big Data Obligations that Big Data solutions themselves can use to tag</td>
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<td>incoming data as its mapped and reduced. Join this facilitated Council discussion</td>
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<td>to help define and outline a Big Data Governance Ontology of Obligations.</td>
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<tr>
<td>12:35</td>
<td>Lunch and end of Data Governance Council Meeting</td>
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<td>13:30</td>
<td>End of Event</td>
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Data Governance is a quality control discipline for adding new rigor and discipline to the process of managing, using, improving and protecting organizational information. Effective data governance enhances the quality, availability, integrity, and protection of a company’s data by fostering cross-organizational collaboration and structured policy-making.

Data governance balances factional silos with organizational interest, directly impacting the four factors every organization cares about most:

- Increasing revenue
- Lowering costs
- Reducing risks
- Increasing data confidence

Many companies are just learning to examine their data governance practices, and searching for industry benchmarks and common frameworks to ground their approach. With over 50 membership organizations worldwide, the IBM Data Governance Council is the premier Governance and Risk Management forum for business executives. Founded in 2004, the Council explores common challenges in Data, IT, and Governance topics overall and is developing a comprehensive Data Governance Maturity Model to help organizations benchmark current practices and design strategies to grow, improve, and measure results.

This conference will launch the first gathering of a Polish chapter of this council.

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Woody Ritchey has more than 30 years of successful executive management experience across a variety of technologies and markets. He is currently the Senior Vice President – EHS & Sustainability for IHS, Inc, the leader in providing critical information and insight worldwide. Previous to IHS Ritchey was CEO of NextPoint Networks headquartered in Rockville, MD which was created as a result of the merger of Reef Point Systems (where he was CEO) and NexTone Networks. Previous to this he was President & CEO of Connexn Technologies, the market leader in revenue assurance solutions for the telecommunications industry where he led a restructuring of the company’s software platform and partner network. Prior to Connexn, Ritchey served as President and CEO at Delphion, Inc., where he quickly built the start up into a successful intellectual property technology and services provider.

Ritchey also served as Executive Vice President for International operations at Savvis Networks, a publicly traded company in the enterprise network space, where he established offices in London, Hong Kong, Singapore and Tokyo. Ritchey was also President and GM of Invisix, a Cisco Systems and Motorola joint venture that delivered Internet Protocol transport to wireless carriers worldwide. He spent 5 years with Motorola as a Corporate Vice President in their cellular infrastructure group in various executive positions that included heading their $700M South Asia operations (headquartered in Singapore) and their $1.5B Americas infrastructure group. He spent 13 years with AT&T’s equipment division, where he built and led their largest sales and marketing organizations within the company’s Network Systems Division. He is a graduate of Millersville State College and resides with his wife in Golden, Colorado.
Jason Bucholtz, Chief Data Architect at DigitalGlobe, has been designing and implementing large scale high-performance compute systems and large data infrastructures for 15 years. At DigitalGlobe, Jason designs the next generation compute and storage systems that power the company’s leadership in automated image processing.

“I am an architect who deals with data. I'm interested in and responsible for determining how quickly raw data can be turned into information. Imagery that hits the ground from the satellite is Big Data; it needs to be processed, and the faster it is processed, the faster organizations have access to the data to answer all sorts of questions about our changing world, and to respond to emergency situations and save lives.”

DigitalGlobe owns and operates the most agile and sophisticated constellation of high-resolution commercial earth imaging satellites. Add to that our aerial program offering wall-to-wall coverage of the U.S. and Western Europe.
Eric Callmann brings over 20 years experience in the information services industry driving information quality and implementing data governance in critical business processes.

Eric currently leads Information and Insight Operations teams who are responsible for transforming source data into critical information within the IHS design and supply chain; defense, risk and security; environmental, health, safety and sustainability capability areas. This critical information drives key business decisions for customers in over a dozen industries.

Notably, Eric championed the IHS Information Quality Story, which includes a customer communication program that articulates the value of the IHS data transformation process. The program includes open communication of IHS' operating quality measures to customers, allowing them to assess the value of the information they receive and to track the incremental quality enhancements IHS makes to our processes.

Prior to joining IHS in 2009, Eric held various leadership roles at Dun & Bradstreet (D&B) that included improving the quality of the D&B database. Eric also developed value propositions as well as competitive information analysis that demonstrated the value and quality of D&B information to its customers.
Inhi Cho, IBM

Inhi Cho Suh is IBM Vice President of Product Management Information Management Software. In this role, she leads the overall product management and strategy organization at IBM for database, data management, information integration, warehousing, master data management, stream computing, and big data software portfolios.

Inhi has had a variety of leadership roles at IBM including product strategy, marketing, and overall business strategy. She has a BS in Biology, History, and Women's Studies from Duke University and a JD from North Carolina Central University School of Law.
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John Choi is Director of Product Management at IBM Software Group where he is responsible for product direction and strategy for the Big Data software portfolio. Prior to this role, he has held various product/portfolio management and strategy responsibilities in IBM including Information Management and WebSphere with a focus on emerging technologies. John received his BA and MBA from Yale University.

The Big Data Demo

This live demonstration will illustrate how disparate data sources from many different structured and unstructured repositories get identified and indexed. The data remains federated, and is pulled together to help people identify trends and details as they work, without having to know where the data came from, how they got it, or what format it came in. The combination of Vivisimo, Big Insights, Streams, and Netezza allows people to integrate information into how they work.
The IBM Data Governance Council met at the Ritz-Carlton Bachelors Gulch in September 2007. It was at this meeting that Discover Financial, Key Bank, Wachovia, Bank of Tokyo, and Bank of Montreal first shared their experiences using the Data Governance Maturity Model that members had created the year before.

We return to this wonderful venue to collaborate on Big Data Solutions, Standards, and to continue learning from each other.
The IBM Data Governance Council

The IBM Data Governance Council was formed in 2004 as a thought leadership forum to study current practices in Data Management and develop the new discipline of Data Governance.

In 2006-8, the Council created the Data Governance Maturity Model – comprising 11 categories and five levels of maturity based on the observed behaviors among the 55 organizations who collaborated on this landmark achievement.

In 2009, the Council hosted several important meetings on the financial crisis and the need for more comprehensive Risk Taxonomies. These meetings resulted in Council recommendations for Systemic Risk Councils - to share financial reporting information and calculate the probability of future crises - that ultimately became part of financial regulation in the EU and the US.

In 2010, the Council created the Information Governance Community as an online social networking environment and published the Maturity Model under an open source license – inviting the world to participate in Data Governance Best Practices.

In 2012, the Council is working on Big Data Governance Solutions, Ecosystems, and Predictive Governance Simulations to enable organizations to automate Data Governance, build new kinds of data ecosystems, and model potential outcomes to reduce costs, improve revenue, and limit risk.

Organizations wishing to join the Council may do so by registering to attend this meeting and signing the membership agreement upon arrival on February 28, 2012.

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The Big Data Governance Summit

September 20-21
Ritz-Carlton Bachelor's Gulch
Vail, CO

To register, complete this form and email it to irene@wmplus.net

If you have any questions regarding registration, call 1-800-368-1157

Name

Title

Functional Area

Company

Address

City
State
Zip

Telephone
Mobile

Email

Fees

This meeting is open to all members of the Information Governance Community

Conference Fee for all participants: $595
The Room Rate is: $175/night

Payment must be made in US Dollars prior to Registration:

Charge to my: American Express DiscoverCard MasterCard Visa

Name on Card: ____________________________ Exp. Date: ____________ CC Code: ________________
Signature: ____________________________ Date: ______________

Date you will arrive: _______________ Date you will check out: _______________

To Register, complete this form and email it to: irene@wmplus.net

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