

# think 2019

February 12–15  
Moscone Center  
San Francisco, CA



## Interested in Unified Governance and Integration? You won't want to miss Think 2019.

Hear from clients, business partners, and IBM experts about how they created trusted business ready data to drive transformation and AI.

### **Digital Transformation and Business-Ready Data**

Daniel Hernandez, IBM,  
and Client Panel

Thursday, Feb. 14<sup>th</sup> – 5:30 - 6:10pm

**7234A** – Moscone South, Exhibit Level, Hall C  
Data & AI Theater C

### **Data Modernization Strategy in a MultiCloud World**

Madhu Kochar and Julie Lockner, IBM

Wednesday, Feb. 13<sup>th</sup> – 11:30 - 12:10pm

**7235A** – Moscone South, Exhibit Level, Hall C  
Data & AI Theater C

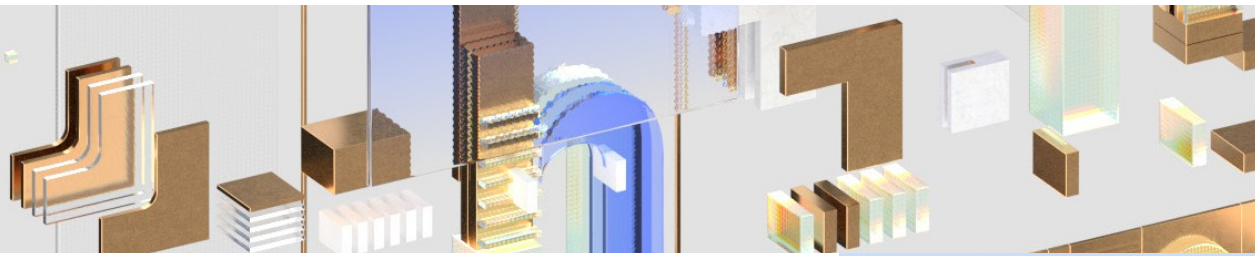
Join us to learn from forward-thinking experts who are building the future of data & AI systems to best prepare your business for next wave of data-driven business disruptors and create your journey into the future. Let's think together.

### **What Makes Think 2019 Unique for Data & Analytics?**

Chairman's Address, 3 Featured Sessions, 14+ Innovation Talks, 2 Campuses (Data & AI, Cloud & Infrastructure), 230+ Breakout Sessions, 65+ Client Sessions, 75+ Technical Sessions, plus access to Think Academy featuring 500+ Labs, 300+ Certifications, Developer Zone, Soft Skills Education, and More!

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## Monday - Community Day

- 9:00 - 9:45am – **7316** – IBM StoredIQ and StoredIQ for Legal: What's New, What's Next – IBM – Moscone South, Level 3 Room 304
- 9:00 - 9:45am – **7318** – Community Day: What's New with Data Replication – IBM – Moscone South, Level 2 San Francisco Ballroom 207B
- 10:00 - 10:45am – **7315** – IBM Industry Models Forum – IBM – Moscone South, Level 2 San Francisco Ballroom 207B
- 10:00 - 10:45am – **7319** – Optim Solutions Community Day: Agile Test and DevOps, Virtualization, Partners & SIs, Roadmap – IBM – Moscone South, Level 3 Room 304
- 11:00 - 11:45am – **7320** – IBM Information Server: What is New and What is Next in Governance, Quality and Integration – IBM – Moscone South, Level 2 San Francisco Ballroom 207B
- 1:00 - 1:45pm – **7317** – Cataloging, Quality, and Governance for the Enterprise – IBM – Moscone South, Level 2 San Francisco Ballroom 207B
- 2:00 - 2:45pm – **7321** – IBM MDM and Entity Analytics Portfolio User Community Forum – IBM – Moscone South, Level 2 San Francisco Ballroom 207B

## Tuesday

- 8:30 - 9:10am – **4804A** – IBM InfoSphere Information Governance Catalog and Apache Atlas integration with Open Metadata/Egeria – ING Group and IBM – Moscone South, Level 3 Room 301
- 8:30 - 9:10am – **7209A** – Defining Lineage for the Future of Governance and Compliance – IBM – Hilton Union Square, Ballroom Level Franciscan C
- 8:30 - 9:10am – **7985A** – Reduce Test Prep Time with IBM InfoSphere Optim Test Data Orchestrator – Laboratory Corporation of America and Leftshift – Moscone South, Level 2 San Francisco Ballroom 212
- 9:30 - 10:10am – **6879A** – IBM's Unified Governance and Integration: Technical Strategy and Roadmap – IBM – Moscone South, Level 3 Room 301
- 10:30 - 11:10am – **1584A** – Alaska Airlines Flies Safely with Fast, Accurate Test Data Management – Alaska Airlines and Estuate, Inc. – Moscone South, Level 2 San Francisco Ballroom 216
- 10:30 - 11:10am – **3328A** – Machine-Led Data Quality – Accenture – Moscone South, Level 2 San Francisco Ballroom 212
- 10:30 - 11:10am – **4384A** – How Flagstar Bank Gained Insight into Data Governance and Quality by Extending IBM Metadata – Flagstar Bank and IBM – Moscone South, Level 3 Room 301
- 11:30 - 12:10pm – **1235A** – What's New with Data Replication: Roadmaps and the Latest News – IBM – Moscone South, Level 3 Room 301
- 11:30 - 12:10pm – **6721A** – Managing Data across Its Lifecycle the IBM Optim Way – IBM – Moscone South, Level 2 San Francisco Ballroom 212
- 12:30 - 1:10pm – **8073A** – Developing Data Quality to Power Disrupter Technologies - Loqate, a GBG Solution and IBM – AMC at Metreon, Level 3 Theatre 4
- 12:30 - 1:10pm – **1763A** – BBVA Compass Digital Transformation: Automated Data Governance Centralized in the Cloud – Integro and BBVA Compass – Moscone South, Level 2 San Francisco Ballroom 216

## Session Types

### Community Day

Community Day at Think 2019 is your chance to meet the folks behind the solutions you rely on, and the other members of your user community.

### General Sessions and Keynotes

Experience innovative journeys to smarter business through visionary leaders including IBM's Chairman, clients and Business Partners.

### Breakout Sessions

Explore topics that impact your business and industry and then dive deeper through panel discussions, Meet the Experts, demonstrations and shared interest meetings.

### Expert Advice

Join Analytics experts at Data Think Tank D throughout the conference for extended discussions

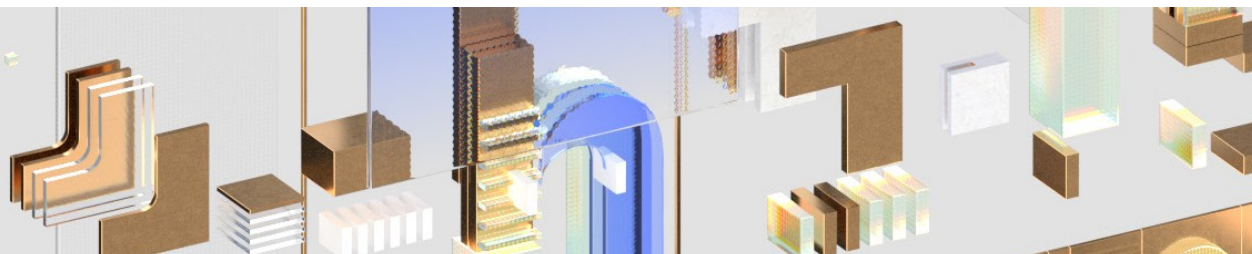
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## Tuesday Continued

- 1:30 - 2:10pm – **3205A** – Innovation-Enabled Governance: A First-Hand Financial Services Success Case – Great-West Life – Moscone South, Level 3 Room 301
- 1:30 - 2:10pm – **3901A** – Data-Centric Evolution—Are You Ready for It? – Prolifics – AMC at Metreon, Level 3 Theatre 4
- 1:30 - 2:10pm – **4046A** – Achieve GDPR Compliance with Anonymized Analytics Cloud Services – Truata and IBM – Moscone South, Level 2 San Francisco Ballroom 216
- 2:30 - 3:10pm – **7104A** – Shape the Future of Data Governance with Amelia – IBM – Hilton Union Square, Ballroom Level Franciscan D
- 2:30 - 3:10pm – **1676A** – Big Data at Volvo with Hortonworks Data Platform and IBM Information Server – Volvo Group IT and IBM – Moscone South, Level 3 Room 301
- 2:30 - 3:10pm – **1052A** – Gaining Business Agility with a Hybrid Data Lake, Unified Governance and IBM Cloud Private for Data – IBM – AMC at Metreon, Level 3 Theatre 4
- 3:30 - 4:10pm – **1060A** – Starting from Zero: Information Governance and Wholesale Banking – IBM – AMC at Metreon, Level 3 Theatre 6
- 4:30 - 5:10pm – **6280A** – GDPR: Overcoming Data Discovery Hurdles with the Next Generation of IBM StoredIQ – IBM – AMC at Metreon, Level 3 Theatre 6

## Wednesday

- 8:30 - 9:10am – **3944A** – Hybrid Model for Data Integration with IBM InfoSphere 11.7 at Cardinal Health – Cardinal Health and Tata Consultancy Services Ltd. – Moscone South, Level 3 Room 301
- 8:30 - 9:10am – **5311A** – ODPi: Unifying Open Metadata for Management and Governance – IBM, IBM, The Linux Foundation and ING – Moscone South, Level 3 Room 303
- 8:30 - 9:10am – **3969A** – Cloud-Native Master Data Management Collaborative Edition: A Case Study – Persistent Systems – AMC at Metreon, Level 3 Theatre 4
- 9:30 - 10:10am – **3966A** – How A Top Bank in China Achieved Continuous Availability with IBM Data Replication QREP – IBM – AMC at Metreon, Level 3 Theatre 4
- 9:30 - 10:10am – **7582A** – The Customer Experience Advantages of Data Lake and Data River Mastering – Australia and New Zealand Banking Limited (ANZ) – Moscone South, Level 3 Room 301
- 9:30-10:10am – **7471** – Deploying IBM InfoSphere DataStage in a Hybrid Cloud Environment – IBM – Data & Analytics/AI Think Tank C
- 10:30 - 11:10am – **4132A** – Test Data Fabrication or Masking: Looking Past the Religious Wars to the Facts – State Farm Insurance Company – Moscone South, Level 2 San Francisco Ballroom 216
- 10:30 - 11:10am – **6190A** – How the State of New Jersey Used Unified Governance for Criminal Justice Reform – The State of NJ Judiciary – Moscone South, Level 3 Room 301
- 10:30 - 11:10am – **1236A** – IBM InfoSphere DataStage and Hadoop: Two Best-of-Breed Solutions Together – Infosys – AMC at Metreon, Level 3 Theatre 14
- 11:30 - 12:10pm – **1049A** – Data Governance Has Evolved from "Should Do" to "Must Do" - But How to Prove Its Value – IBM – AMC at Metreon, Level 3 Theatre 14

**Demo Peds and Expert Advice**  
Find us at the Data and AI campus

**Visit our demo booths during campus hours:**

Master Data Management  
Ped 365-7

Integration and Replication  
Ped 365-8

Quality, Catalog, and Gov  
Ped 365-13

Privacy and Compliance  
Ped 365-14

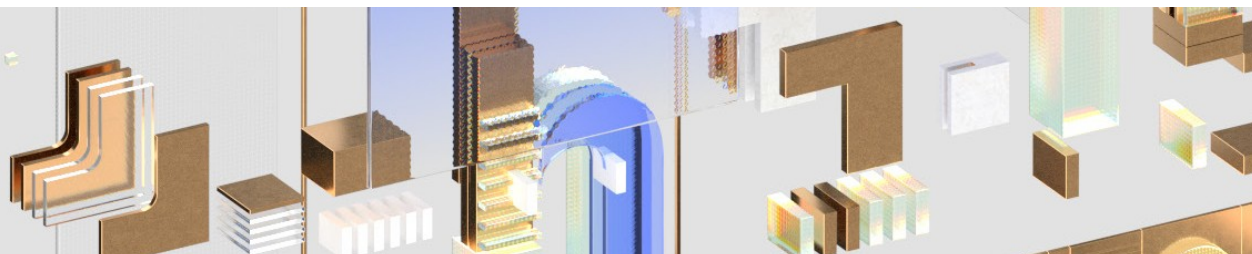
**Ask questions at the UG&I Expert Advice sessions:**

Data Think Tank D  
Wednesday 4:30-6:10 pm  
Thursday 12:30-2:10pm  
Friday 10:30-11:10am

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## Wednesday Continued

- 11:30 - 12:10pm – **2585A** – ACCESS Sonoma: Enabling Multi-Discipline Teams to Deliver "Whole Person" Health and Human Services – County of Sonoma – Moscone South, Level 3 Room 301
- 11:30 - 12:10pm – **7235A** – Unified Governance and Integration and Multicloud – IBM Moscone South, Exhibit Level, Hall C Data & AI Theater C
- 12:30 - 1:10pm – **2556A** – The Virginia Department of Medical Assistance Reduces the Risk of Data Breaches for Medicaid Data – Estuate, Inc. and the Commonwealth of Virginia Department of Medical Assistance Services – Moscone South, Level 2 San Francisco Ballroom 216
- 12:30 - 1:10pm – **6913A** – Demystifying Metadata Management and Data Catalogs: The Missing Link to AI – IBM – Moscone South, Level 3 Room 301
- 1:30 - 2:10pm – **7223A** – Accelerate Application Modernization with IBM InfoSphere Virtual Data Pipeline – Actifio and IBM – Moscone South, Exhibit Level, Hall C Data & AI Theater D
- 1:30 - 2:10pm – **6864A** – Data Integration and Transformation from IBM: What's New and Where Do We Go from Here – IBM – Moscone South, Level 3 Room 301
- 2:30 - 3:10pm – **6880A** – IBM Unified Governance and Integration Cloud Offerings: Cloud Flexibility, On-Premises Scalability – IBM – Moscone South, Level 3 Room 301
- 2:30 - 3:10pm – **4251A** – Information Cataloging to Enable Governance and Value in the Information Economy – JB Hunt Transport Services – Moscone South, Level 2 San Francisco Ballroom 216
- 3:30 - 4:10pm – **3978A** – How a Rich and Mature Data Quality Program Earns Its Keep at LifeCo – London Life – Moscone South, Level 3 Room 301
- 3:30 - 4:10pm – **6912A** – The IBM Unified Governance Approach to Information Governance and Data Quality across the Enterprise – IBM – Moscone South, Level 3 Room 302
- 3:30 - 4:10pm – **7541A** – How ArcBest Used IBM InfoSphere DataStage and Change Data Capture for Customer MDM – ArcBest – Moscone South, Level 2 San Francisco Ballroom 214
- 3:30 - 4:10pm – **4422A** – Via Varejo Chooses IBM Data Replication from Db2 for z/OS to a Kafka Target – IBM and Via Varejo – Moscone South, Level 2 San Francisco Ballroom 212
- 4:30 - 5:10pm – **6720A** – Unstructured File Analysis and eDiscovery: An Unlikely Pairing – IBM – Moscone South, Level 3 Room 304
- 5:30 - 6:10pm – **6874A** – Discover's Journey in Test Data Management Value Creation – Discover Financial Services – Moscone South, Level 3 Room 301
- 5:30 - 6:10pm – **2041A** – Build a New Path to Data-driven Success with IBM & Looker – IBM and Looker – Moscone South, Level 2 San Francisco Ballroom 212

## Client Stories

### USAA

Managing Data Quality in a Scalable Manner Using Machine Learning

### Dutch Tax and Customs Administration

How Dutch Tax Reinvented Its Digital Transformation and Brought Agility Back into the Business

### Vanguard

Evolving Data Governance for Vanguard's Next-Gen Infrastructure

### The State of NJ Judiciary

How the State of New Jersey Used Unified Governance for Criminal Justice Reform

### ING Group and the Linux Foundation

ODPi: Unifying Open Metadata for Management and Governance

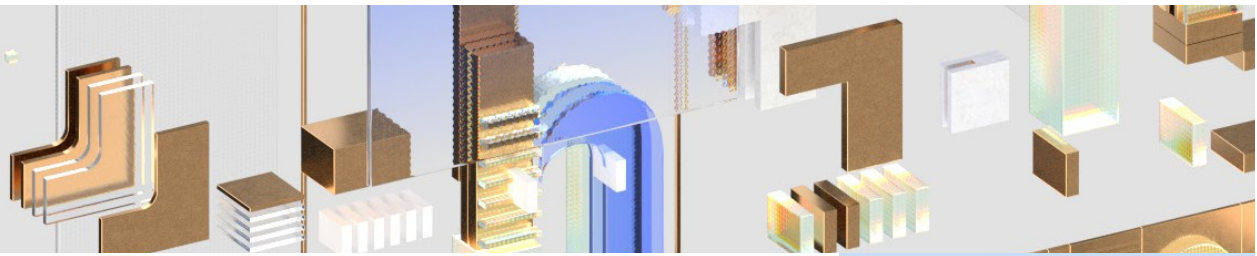
### Great West Life

Innovation-Enabled Governance: A First-Hand Financial Services Success Case

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## Thursday

- 8:30 - 9:10am – **4435A** – Innovative Use Cases to Solve Complex Flat File Masking Problems with IBM Optim Connect and ODPP – Ally Financial – Moscone South, Level 2 San Francisco Ballroom 216
- 8:30 - 9:10am – **4737A** – Self-Service Analytical Master Data Management for Business Analysts Using IBM Entity Insight – IBM – AMC at Metreon, Level 3 Theatre 10
- 8:30 - 9:10am – **3630A** – Norwegian Tax Administration: Using DevOps to Deliver Analytics with IBM DataStage and HortonWorks – Norwegian Tax Administration, Data Migrators and Sysco AS – Moscone South, Level 3 Room 301
- 8:30-9:10am – **7470** – Exploit the Full Potential of Real-Time Analytics in Your Data Lake – IBM – Data & Analytics/AI Think Tank C
- 9:30 - 10:10am – **5426A** – Industry Experience Showcase: What It Means to Balance Performance and Conformance – Alaska Airlines, The State of NJ Judiciary, BBVA Compass, and IBM – Moscone South, Level 3 Room 304
- 1:30 - 2:10pm – **5158A** – How Security Mutuals Enterprise Taxonomy Enables Effective Information Governance – Security Mutual Life Insurance Company and enChoice, Inc. – Moscone South, Level 2 San Francisco Ballroom 216
- 9:30 - 10:10am – **2096A** – Cognitive Data Governance at Enterprise Scale – IBM – AMC at Metreon, Level 3 Theatre 10
- 9:30 - 10:10am – **2465A** – Managing Data Quality in a Scalable Manner Using Machine Learning – USAA and IBM – Moscone South, Level 3 Room 301
- 10:30 - 11:10am – **4778A** – Latest Trends and Solutions in IBM Master Data Management – IBM – AMC at Metreon, Level 3 Theatre 10
- 10:30 - 11:10am – **6987A** – Steps and Missteps to Implementing a Data Governance Program at Sumitomo Mitsui Bank Group – Sumitomo Mitsui Bank Group (SMBC) – Moscone South, Level 3 Room 301
- 11:30am - 12:10pm – **5533A** – Have No Fear, InfoSphere is Here: Driving Digital Transformation at Nonprofit Organizations – StarCIO – Moscone South, Level 3 Room 301
- 11:30 - 12:10pm – **6369A** – Using IBM StoredIQ in Support of Acquisition, Collaboration, and Divestiture Activities – Pfizer – Moscone South, Level 2 San Francisco Ballroom 216
- 11:30 - 12:10pm – **7233A** – Unified Governance and Integration for Financial Services – IBM – Moscone South, Exhibit Level, Hall C Data & AI Theater D
- 12:30 - 1:10pm – **6137A** – Getting Value from Master Data throughout the Enterprise – IBM – Moscone South, Level 3 Room 301
- 12:30 - 1:10pm – **5084A** – Deployment and Best Practices for IBM Information Server Using Docker in Azure, AWS and IBM Cloud – IBM – AMC at Metreon, Level 3 Theatre 11
- 1:30 - 2:10pm – **3964A** – How a Top Retailer Achieved Business Agility and Better Decision-Making with IBM Data Replication – Shoppers Stop Limited and Alparithm Technologies Shoppers Stop Limited – Moscone South, Level 2 San Francisco Ballroom 216
- 1:30 - 2:10pm – **7028A** – Shaping the Future of Data Governance 2.0 – IBM – Hilton Union Square, Ballroom Level Franciscan D

## Client Stories

### Discover

Discover's Journey in Test Data Management Value Creation

### Sumitomo Mitsui Bank Group

Steps and Missteps to Implementing a Data Governance Program at Sumitomo Mitsui Bank Group

### BBVA Compass and Integro

BBVA Compass Digital Transformation: Automated Data Governance Centralized in the Cloud

### Volvo

Big Data at Volvo with Hortonworks Data Platform and IBM Information Server

### Cardinal Health and Tata Consultancy Services

Hybrid Model for Data Integration -- Infosphere 11.7

### Alaska Airlines and Estuate

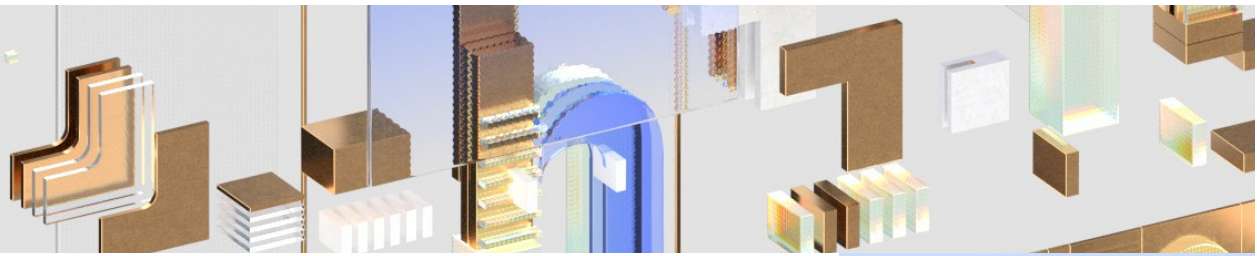
Alaska Airlines Flies Safely with Fast, Accurate Test Data Management

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- 1:30 - 2:10pm – **6898A** – Regulatory and Corporate Compliance – IBM – Moscone South, Level 3 Room 301
- 1:30 - 2:10pm – **7716A** – Accelerate Time to Value and Reduce Development Effort IBM MDM Service Accelerators – IBM – Moscone South, Level 2 San Francisco Ballroom 212
- 2:30 - 3:10pm – **4956A** – The Thing in the Middle: A Natural Language-Generated Canonical Data Model – ING Group and IBM – Moscone South, Level 3 Room 301
- 2:30 - 3:10pm – **7201A** – Evolving Data Governance for Vanguard’s Next-Gen Infrastructure – The Vanguard Group – Moscone South, Level 3 Room 302
- 2:30 - 3:10pm – **7237A** – Successful Data Lake Implementation through Data Integration, Data Quality and Data Governance – IBM – Moscone South, Exhibit Level, Hall C Data & AI Theater D
- 2:30 - 3:10pm – **1583A** – Established Bank Modernizes Legacy Data with a Data Lake and Creates New Business Opportunities – Innovation Discovery, LLC. – Moscone South, Level 2 San Francisco Ballroom 212
- 2:30-3:10pm – **7258A** – Extending Data Privacy to Unstructured Data – AB Martin – Moscone South, Exhibit Level, Data & Analytics/AI Think Tank C
- 3:30 - 4:10pm – **1488A** – Yapi Kredi Bank's Data Governance Initiative – Yapi Kredi Bank – Moscone South, Level 3 Room 301
- 3:30 - 4:10pm – **6367A** – Data governance and Data Lineage at Sumitomo Mitsui Banking Corporation – Compact Solutions and The Hartford Fire Insurance – Moscone South, Level 2 San Francisco Ballroom 216
- 3:30-5:30pm – **4167A** – Hands-On Lab: ETL Use Cases Using Snowflake Cloud Warehouse and IBM Information Server – IBM – Moscone South, Esplanade Ballroom, Upper Mezzanine Lab 14
- 4:30 - 5:10pm – **1077A** – Data Revolution: How to Reverse the Data Flow of a 150-year-old Financial Institution – National Bank of Canada – Moscone South, Level 3 Room 301
- 4:30-5:10 – **7469A** – Providing Effective Data Governance for All Users across the Enterprise – IBM – Moscone South, Exhibit Level, Data & Analytics/AI Think Tank C
- 5:30 - 6:10pm – **6520A** – IMT Intel:ID - Uncover Hidden Intelligence and Improve Officer Safety – IMT – Moscone South, Level 3 Room 301
- 5:30 - 6:10pm – **4925A** – What's New in IBM BigIntegrate, Plus Best Practices and Deployment Recommendations – IBM – AMC at Metreon, Level 3 Theatre 9
- 5:30 - 6:10pm – **7234A** – Digital Transformation and Business-Ready Data – IBM and client panel – Moscone South, Exhibit Level, Hall C Data & AI Theater C
- 5:30 - 6:10pm – **1463A** – Automagic ETL - Smarter, Faster, Simpler, Resilient – IBM – at Metreon, Level 3 Theatre 8

## Our Partners

AB Martin  
Accenture  
Actifio  
AlpharhythmTechnologie  
Cognizant  
Compact Solutions  
Data Migrators  
Estuate  
enChoice  
Loqate, a GBG Solution  
IMT  
Innovation Discovery, LLC  
Integro  
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and more!

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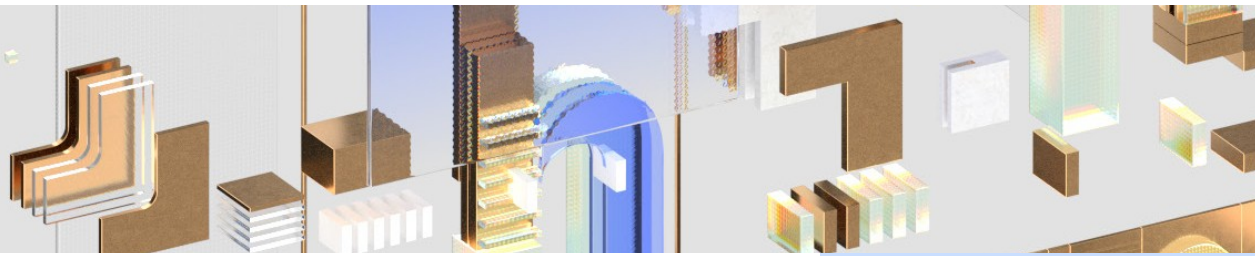
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## Friday

- 8:30 - 9:10am – **6882A** – The Role of Industry Models in Unified Governance – IBM – South, Level 3 Room 301
- 8:30am - 9:10am – **7560A** – Rapid IBM InfoSphere DataStage Upgrades from Older Versions – Data Migrators and IBM – Moscone South, Level 2 San Francisco Ballroom 212
- 9:30 - 10:10am – **3098A** – How Dutch Tax Reinvented Its Digital Transformation and Brought Agility Back into the Business – Dutch Tax and Customs Authority IT Department – Moscone South, Level 3 Room 301
- 9:30 - 10:10am – **6878A** – Digital Transformation: A Business Ready Data Hub for Advanced Analytics – IBM – Moscone South, Exhibit Level, Hall C Data & AI Theater D
- 11:30 - 12:10am – **7985A** – Rapidly Build a Trusted View of Entity Data Using IBM MDM Express – IBM – Moscone South, Exhibit Level, Hall C Data & AI Think Tank C

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