



**data people
summit**
by **Al** ataccama

Agenda

OCT. 20-21, 2022 • BOSTON, MASSACHUSETTS

Browse the agenda below to learn more about free on-site training and sessions that await you and your team. Whether you're a long-time Ataccama user or a business value creator just getting to know us, we have something for all data people.

Join us on site for:

- **Free training sessions** with founders of the EDM Council on data management capabilities, cloud data management, and data ethics
- **Free training on Ataccama tools** for beginner and advanced users (great for both individuals and larger teams)
- An **exclusive sneak peek at new features** in v14 of the Ataccama ONE platform, including self-service data observability and data quality on Snowflake
- A chance to speak with **product experts** and **developers**
- Keynote sessions with thought leaders and industry analysts



Training Courses With The EDM Council

Enjoy primer sessions led by John Bottega (President), Mike Meriton (Founder & COO), and Diana Ascher (Head of Research) at the EDM Council.

Choose your favorite training course with the EDM Council, or join all three!

DAY ONE: Thursday, Oct 20

Primer Course 1: Cloud Data Capabilities Assessment

Instructor: Mike Meriton, COO & Co-Founder, EDM Council

CDMC is an open-source extension of the DCAM framework to address the challenges and define best practices for data management in the era of Cloud Computing. CDMC and its 14 Key Controls and Automation support cloud adoption while maintaining risk and compliance controls. EDM Council led this initiative with participation from the world's top Cloud Service Providers: Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), IBM Hybrid Cloud, and 100+ leading cross-industry firms.

Primer Course 2: Data Management Capability Assessment Model

Instructor: John Bottega, President and Co-Founder, EDM Council

EDM Council's Data Management Capability Assessment Model (DCAM® v2.2) is the cross-industry standard best practice data management and analytics. It defines the strategic, organizational, technology and operational capabilities to establish and sustain a mature data management and analytics function – plus enable digital transformation, advanced analytics such as AI and ML, while incorporating principals of data ethics. DCAM can be used to start a new data management program or to assess and benchmark the progress of an existing program to assure sustained funding and strategic buy-in. The latest DCAM v2.2 release adds the Analytics Management component to formalize how the analytics best practice of an organization are structured.

DAY TWO: Friday, Oct 21

Primer Course 3: Data Ethics & Responsible AI

Instructor: Diana L. Ascher, Head of Research, EDM Council

This mini course delves into the importance of Data Ethics & Responsible AI in data management organizations. Identify basic ethical principles pertaining to data and describe how these arise from three general ethical frameworks. Participants will consider the data ethics implications of several case studies and current events in an interactive setting. Most importantly, participants will learn how to recognize the Data Ethics aspects of the DCAM framework for application in real-world situations.

Training On Ataccama Tools

Whether you're new to Ataccama and looking for a crash course on the ONE platform or an experienced user more interested in deep, technical dives, we have you covered.

Track One: Get to know Ataccama

DAY ONE: Thursday, Oct 20

Data Quality 101

This session is for those interested in learning about fundamental data quality concepts and looking to gain a foundational understanding of data quality as a discipline. Understand the different DQ Dimensions, the difference between a term and a rule, and similar.

Ataccama Data Quality & Governance: Business User Training

This session is tailored for end users. Join to learn how to navigate and use Ataccama Data Quality & Governance. Get a jump start for when your organization's solution is up and running.

Data Quality Rules

This session will walk you through configuring data quality rules in the Ataccama DQ suite.

DAY TWO: Friday, Oct 21

Master Data Management 101

The session is intended for those wanting to explore master data management and gain a fundamental understanding of the discipline. Discover different MDM styles and the typical layers of an MDM solution.

Ataccama MDM Introduction & Logical Modeling

If you have a conceptual understanding of MDM and are ready to take a deeper look, this is the session for you! Learn how to expand on a customer MDM model and make changes to benefit your organization.

Track Two: Brush Up Your Ataccama Skills on Advanced Topics

DAY ONE: Thursday, Oct 20

Data Quality & Governance Events

Are you looking for notifications (e.g. emails) to be sent to a specific person in your organization (chief privacy officer, business owner) when certain events are triggered? This session will teach you how to do just that.

Post-Processing

Have you ever needed to connect to a third party application after processing DQ rules in Ataccama? Join this session to see different options for integrating your results externally.

GraphQL

Join this session to learn the ins and outs of using GraphQL. If you've ever wondered how to bulk import/export catalog items/terms/rules, you're in the right place.

DAY TWO: Friday, Oct 21

How to Configure MDM Matching Rules (Exact and Fuzzy)

Explore various functions to implement exact and fuzzy matching. After leaving this session, you will be armed with the knowledge to start creating your own fuzzy logic to support use cases where names might be similar.

Ataccama MDM Performance Tuning

Learn how to optimize performance for your MDM deployments. This session will teach you a few different ways to detect slowness, and best practices for speeding things up.





Major Updates From Ataccama

Be among the first to see the newest features of Ataccama ONE v14. We'll be showcasing our partnership and integration with Snowflake for Data Quality and Data Observability, unveiling new self-service functionality for business users.

DAY ONE: Thursday, Oct 20

Keynote: It's time to embrace data democratization

Speaker: Martin Zahumensky

Be the first to learn about all the new features and improvements coming to version 14 of Ataccama ONE that will help you promote data democratization at your organizations and create reusable data products. We'll be covering data observability, our data quality solution for Snowflake, new collaborative features in our data catalog, as well as market trends and our R&D priorities.

Presenting data observability

Speaker: Lukas Kolek

Data quality monitoring has become even easier. Now system owners can configure monitoring of their business systems in a few clicks and with no rule configuration. Join this deep dive to see our data observability module in action and sign up for a free trial.

Full stack data quality on Snowflake

Speaker: Lenka Studnicna

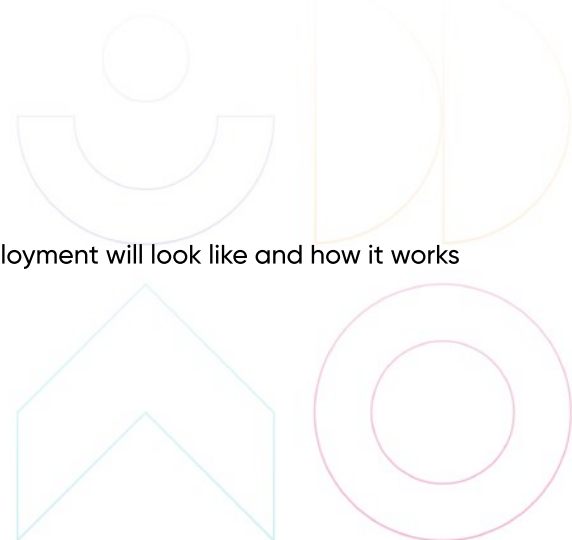
Ensuring the quality of your Snowflake data has just become efficient. With this release, you can profile and evaluate data quality rules without moving your data anywhere. That means faster data processing speed and better security for your critical data. Learn more at this deep dive session.

DAY TWO: Friday, Oct 21

Ataccama Cloud update

Speaker: Dominik Novozamsky

Get a sneak peek of what the future of self-service Ataccama ONE deployment will look like and how it works under the hood.





DAY TWO: Friday, Oct 21

Easy data product creation with ONE Data

Speaker: Diana Babiac

Take a closer look at how easy creating, editing, and sharing data sets can be! We'll be showing several use cases, including authoring and provisioning simple reference data sets, collaborating on data set creation, and using data sets in other parts of the platform. All of that with built-in data quality and directly integrated into our data catalog.

Collaborative and automated data catalog

Speaker: David Kolinek

The future of data democratization is here. With the latest updates to our Data Catalog, you'll be getting new team collaboration features, workflows, automation, and new integration enabling flexible data exports to your favorite databases and BI tools.





Fantastic Speakers & Instructors

Hear and learn from thought leaders inside and outside our industry.



Noel Yuhanna

Guest Speaker
VP, Principal Analyst
at Forrester



Colonel Eileen Collins

NASA Pioneer and First Female
Space Shuttle Pilot
First Woman Mission
Commander in NASA History



Ginger Kerrick

First Latina Director of NASA
Mission Control and 30-Year
Veteran of the Johnson Space
Center
Chief Strategy Officer
of Barrios Technology



Svetlana Reznik

General Manager, Customer
Success at Microsoft



John Bottega

President and Co-Founder,
EDM Council



Mike Meriton

COO & Co-Founder, EDM
Council



Diana L. Ascher

Head of Research, EDM Council



Adastra



Amazon Web Services

