

# 2nd Annual Enterprise Data Management Summit

## Technical Strategies and Solutions for Governing, Securing, Utilizing and Managing Your Enterprise's Sensitive Data

Thursday, May 31, 2007

• Union League Club

• New York City

8:00 *Registration*

8:30 *Introduction and Chair's Welcome Address*

**8:40 Keynote Address: The Role of the Chief Data Officer and Future Direction of Enterprise Data Management**

**Peter Serenita, Chief Data Officer, JPMORGAN CHASE**

**9:00 Setting Up an Effective EDM System**

Many in the financial institution world are in their infancy with EDM projects. This session outlines what is necessary for setting up and transitioning to an effective EDM environment and continues the ongoing discussion that all institutions face: technical function vs. the business role.

**Vinod Badami, Manager for Data Architecture and Business Intelligence, LORD ABBETT AND CO.**

**9:30 How to Best Govern and Secure Your Sensitive Data**

Securing sensitive data and creating systems that allow for different levels of data access is a continual struggle. Learn how to better protect your data, understand best practices for aligning governance, security, and access management, and govern your internal and external system to ensure compliance.

- Construct and maintain a communication network between your CRO, CIO, CTO and CDO
- Find and utilize sensitive data without compromising security
- Privacy laws

**Gwen Thomas, President, The Data Governance Institute and Author of Alpha Males and Data Disasters: The Case for Data Governance**

**10:00 Case Study from a Seeder of Funds: Implementing and Maintaining a Special Layer of Access to Secure Mutual Funds Data**

In 2002 Asset Alliance, a seeder of hedge funds, acquired an equity stake in a mutual fund. The firm needed to monitor the mutual fund holdings without restricting the activities of non-access persons in the firm. Learn how the firm created methods to restrict access to data and reports.

**Elliot Noma, Senior Vice President, Chief Risk Officer & Portfolio Manager, ASSET ALLIANCE CORPORATION**

10:30 *Morning Refreshment and Networking Break* ☕

**11:00 Establishing a Consistent Data Framework – The Real Objective of Content Standards**

The precise definition of data terms, definitions and

their core business relationships is fundamental to effective data management on both an enterprise-wide (internal) and industry-wide (external) basis. The goal is a standard data ontology based on precise business requirements -- from which all data sources and feeds can be compared against and mapped to. This session, facilitated by the EDM Council as an open forum for audience interaction, is designed to verify this statement and examine its relationship to the activities currently underway within ISO, DTCC and elsewhere.

**Moderated by:**

**Michael Atkin, Managing Director, ENTERPRISE DATA MANAGEMENT COUNCIL**

**Panelists:**

**John Carroll, VP, Product Data Services, MERRILL LYNCH**

**Jim Halcomb, Associate VP, Data Content Management, A.G. EDWARDS & SONS**

**Peter Serenita, Chief Data Officer, JPMORGAN CHASE**

**Robert Schork, AVP, CATE, CITIGROUP GLOBAL MARKETS**

**11:45 Data, Your Billion \$ Problem: An Address to CEOs**

This address is specifically designed for CEOs or those that have to make the case at an executive level for EDM efficiencies. Professor Grody outlines today's emerging operational risks with regards to data management by:

- Exploring costs
- Capital requirements
- Risk mitigation

**Allan D. Grody, President, Financial InterGroup Advisors, Adjunct Professor Emeritus, STERN GRADUATE SCHOOL OF BUSINESS, NYU**

12:30 *Luncheon with Address sponsored by*



**Connecting Reference Data to the Enterprise**  
**Michael Destein, Director - Industry Solutions, SIPERIAN**

**2:00 Case Study: Data Quality, Aggregation & Consolidation**

This presentation outlines the approaches Goldman Sachs has used to overcome data quality challenges, and the strategies set in place to streamline effective methods to consolidate and aggregate reference data across various departments in numerous international offices internally and externally to communicate with clients.

**James Perry, CFA, Vice President, Reference Data Quality, GOLDMAN SACHS & CO.**

**2:30 Minimizing Trade Reconciliation Burdens Through Active Data Management: A Derivatives Data Case Study**

This case study reflects real-world issues, problems and solutions for accurate and timely derivatives trading and settlement. The panel addresses the complexities of:

- Servicing multi-faceted counterparty data requirements
- Optimizing enterprise workflows (while managing costs) in support of derivative transaction processing
- The move from proprietary to industry-standard data usage

**Moderated by:**

**Chito Jovellanos, President, FORWARD LOOK, INC.**

3:15 *Afternoon Refreshment and Networking Break* ☕

**3:45 Interactive Roundtables: Discussing Emerging Trends and Best Practices in EDM**

Join the roundtable session of your choice and participate in lively discussions with your peers

• **Disaster Recovery**

*Led by Michael Feldman, President, DATA-RITE SYSTEMS GROUP*

**Mike Strong, Recovery Services Manager, RICHARD FLEISHMAN & ASSOCIATES**

• **Data Cleansing and Profiling**

*Led by Marty Williams, VP of Institutional Data Delivery Business, INTERACTIVE DATA*

• **Data Contractual Compliance and Governance**

*Led by John M. White, Investment Management Data Services, STATE STREET GLOBAL ADVISORS*

• **SOA Implementation**

• **Off-shoring vs. Outsourcing**

**4:30 Networking Reception AND Demo Panel and Technology Showcase: A Review of Effective Systems and Business Intel Tools**

Join our sponsors for a cocktail and explore what's new in EDM technology today.

Each booth will have a short presentation and demo to introduce you to new products; visit [www.iievents.com](http://www.iievents.com) for a list of companies participating.



5:30 *End of Summit*

Hear EDM insights from 10 financial institutions!

# 2nd Annual Enterprise Data Management Summit

## Technical Strategies and Solutions for Governing, Securing, Utilizing and Managing Your Enterprise's Sensitive Data

Thursday, May 31, 2007 • Union League Club • New York City

- BRIDGE the gap between your **risk management, technology architecture and compliance groups**
- GET practical solutions to assist in the development of and integration of a **sound enterprise data management strategy and solution**
- HEAR from **A.G. Edwards, Citigroup, Goldman Sachs, JPMorgan Chase, Merrill Lynch, SSgA** and more!

For more information on sponsorship opportunities contact Nancy Sagl at 212.224.3350, nsagl@iievents.com.

**Sponsors:**



**Media Partner:**



REGISTRATION@IIEVENTS.COM WWW.IIEVENTS.COM 1.800.437.9997

**5 Easy Ways to Register**

- Fax +1 (212) 224-3811
- Tel +1 (800) 437-9997
- Email registration@iievents.com
- Web www.iievents.com
- Mail Natalie Bonelli, Institutional Investor Events, PO Box 1575, New York, NY 10008-1575

Please Note Your Booking REF: **EVN21EBRO**

**I WISH TO REGISTER**

\* Subject to Institutional Investor approval. Call 1.800.437.9997 today.

Registration Fees		
	Early Bird Registration (Before 4/30/07)	Standard Registration (Payment required after 4/30/07)
Buy-Side Attendees * (Asset Managers, Hedge Funds, Registered Investment Advisory Firms, Plan Sponsors, Pension Plans, Family Offices.)	\$395.00	\$595.00
Service Providers	\$1,450.00	\$1,595.00

**PERSONAL DETAILS:** (Please photocopy for additional delegates)

First Name/Last Name \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Approving Manager's Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State \_\_\_\_\_ Zip \_\_\_\_\_  
 Country \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

The information you provide will be safeguarded by the Euromoney Institutional Investor PLC group, who may share it with the sponsors of this event. As an international group, we may transfer your data internationally and our subsidiaries may use it to keep you informed of relevant products and services. If you object to being contacted by telephone [ ], fax [ ] or email [ ], please check the relevant box. We occasionally make your details available to other reputable organizations who may wish to contact you. Please check this box [ ], if you would prefer your details to remain confidential.

**PAYMENT DETAILS:**

To ensure your place, payment must be received three weeks before the event.

- Please find check enclosed (make payable to Institutional Investor Events)
- Please charge my credit card for \$ \_\_\_\_\_:  
 MasterCard  Visa  Diners Club  
 Card Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Card Verification Check \_\_\_\_\_  
 (last 3/4 digits printed on signature strip of card)  
 Expiry Date \_\_\_\_ / \_\_\_\_ Issue No. (Debit cards only) \_\_\_\_\_
- Invoice me

Institutional Investor Events  
 225 Park Avenue South  
 NYC, NY 10003

