



Alec Sharp

Nicola Askham

Winfried Etzel

Sjoukje Zaal

Victor de Graaff

Linda Terlouw

Suzanne Kraaij

Remco Broekmans

Wouter van Aerle

Jos van Dongen

**UTRECHT**

**APRIL 2, 2025**

**WORKSHOPS**

**APRIL 3, 2025**

# DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2025

Modern Cloud Data Architecture, Data Mesh & Federated DG, Data Warehouse Design using Gen-AI, Data Modelling, Collaborative Data Platform, AI Act and Data Act, Testing Data & BI, Adaptive Data Governance Frameworks, Ensemble Logical Model – Data Vault

**Acclaimed speakers and thought leaders**

Alec Sharp, Nicola Askham, Winfried Etzel, Sjoukje Zaal, Linda Terlouw, Suzanne Kraaij, Remco Broekmans, Victor de Graaff, Wouter van Aerle and Jos van Dongen

- ▶ Modern Data Architecture in the Cloud Era
- ▶ Navigating the Changing Data Governance Landscape
- ▶ Building Data Warehouses with Gen-AI: A Glimpse into the Future
- ▶ Ensemble Logical Model – Data Vault
- ▶ Innovation within Regulatory Frameworks: the AI Act, Data Governance Act, and Data Act
- ▶ Data Mesh – Federated Data Governance – How to apply in practice
- ▶ Testing in a BI & Data landscape
- ▶ Packaged Software and Data Modelling
- ▶ Revolutionizing Research Through Open Data: Building Tomorrow's Collaborative Platform
- ▶ Data is (Not) Dead: A New Perspective on Data Management

**INFORMATION AND REGISTRATION:**  
[WWW.DWBISUMMIT.COM](http://WWW.DWBISUMMIT.COM)

## WORKSHOPS APRIL 3

- ▶ Conceptual Data Modelling for Business Analysts | Alec Sharp (half day, English spoken)
- ▶ Data Mesh – Federated Computational Data Governance | Winfried Etzel (half day, English spoken)
- ▶ Mastering your Data: MDM and Data Governance | Nicola Askham (half day, English spoken)



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# DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2025

The Data Warehousing & Business Intelligence Summit covers trends, new technologies, emerging paradigms offered to you by thought leaders on these domains as well as Data Management, Data Science & AI, Data Modelling. It offers practical guidelines, tools and do's and don'ts to support current and upcoming issues. You will meet acclaimed speakers and thought leaders from The Netherlands and abroad. Our line-up includes *Alec Sharp, Nicola Askham, Winfried Etzel, Sjoukje Zaal, Linda Terlouw, Remco Broekmans, Suzanne Kraaij, Victor de Graaff, Wouter van Aerle and Jos van Dongen*. This top-tier line-up of speakers is eager to share their knowledge and experience with you.

## Some topics that will be covered at the conference:

- Modern Data Architecture in the Cloud Era
- Navigating the Changing Data Governance Landscape
- Building Data Warehouses with Gen-AI: A Glimpse into the Future
- Ensemble Logical Model – Data Vault
- Innovation within Regulatory Frameworks: the AI Act, Data Governance Act, and Data Act
- Data Mesh – Federated Data Governance – How to apply in practice
- Testing in a BI & Data landscape
- Packaged Software and Data Modelling
- Revolutionizing Research Through Open Data: Building Tomorrow's Collaborative Platform
- Data is (Not) Dead: A New Perspective on Data Management

Following the conference, on April 3rd, we will run three half day workshops by Alec Sharp, Nicola Askham and Winfried Etzel. If combined with the conference you are entitled to a discount and you can easily register for these on the conference registration form.

## Who should attend

The DW&BI Summit is geared to for IT Executives, IT Management and Architects, business intelligence and data warehousing professionals who wish to take a detailed and practical look at the latest developments in Data Warehousing and Business Intelligence. The following professionals should attend:

- Sponsors of BI and DW programs
- Business technology managers
- IT executives and managers
- BI/DW project managers
- Data warehousing architects
- Business intelligence practitioners
- Business analysts
- Data scientists and data-engineers
- Technology architects
- Data architects and data modelers
- Project and program managers
- Data integrators
- Developers of BI and DW systems
- Business and IT consultants

# CONFERENCE OUTLINE



## WEDNESDAY APRIL 2 – LIVE

### Session 1

Navigating the Changing Data Governance Landscape [English spoken]  
Nicola Askham, Data Governance Expert, The Data Governance Coach

### Session 2A

Innovation within Regulatory Frameworks: the AI Act, Data Governance Act, and Data Act [Dutch spoken]  
Linda Terlouw, Data Scientist, Icris

### Session 2B

Building Data Warehouses with Gen-AI: A Glimpse into the Future [Dutch spoken]  
Victor de Graaff | Founder | D-Data

### Session 3A

Data is (Not) Dead: A New Perspective on Data Management [Dutch spoken]  
Wouter van Aerle, Managing Partner Deltiq, Deltiq Group

### Session 3B

Testing in a BI & Data landscape [Dutch spoken]  
Suzanne Kraaij, Agile Test Expert, Sogeti Nederland

### Session 4A

Federated Computational Data Governance - How to apply in practice [English spoken]  
Winfried Adalbert Etzel, Data Management Professional

### Session 4B

Revolutionizing Research Through Open Data: Building Tomorrow's Collaborative Platform [Dutch spoken]  
Jos van Dongen, Director Erasmus Data Collaboratory, Erasmus Universiteit Rotterdam

### Session 5A

Modern Data Architecture in the Cloud Era [English spoken]  
Sjoukje Zaal, CTO Insights and Data Europe, Capgemini

### Session 5B

Guide your business towards a logical data model [English/Dutch]  
Remco Broekmans, Business Data Modeling Professional, Genesee Academy

### Session 6

Packaged Software and Data Modelling - The Surprising Reasons Behind Implementation Failures [English spoken]  
Alec Sharp, Founder, Clariteq Systems Consulting

## THURSDAY APRIL 3 – WORKSHOPS

### 9:00 – 12:30

Data Mesh – Federated Data Governance: Structuring Teams and Driving Accountability [English spoken]  
Winfried Adalbert Etzel, Data Management Professional

### 09:00 – 12:30

Mastering Your Data: An Introduction to MDM and Data Governance [English spoken]  
Nicola Askham, Data Governance Expert, The Data Governance Coach

### 13:30 – 17:00

Concept Modelling for Business Analysts [English spoken]  
Alec Sharp, Founder, Clariteq Systems Consulting

### Schedule April 2:

09:00 – 09:15 Opening

09:15 – 10:15 Session 1

10:15 – 10:30 Coffee break

10:30 – 11:30 Session 2A and 2B

11:30 – 12:30 Session 3A and 3B

12:30 – 13:30 Lunch

13:30 – 14:30 Session 4A and 4B

14:30 – 15:30 Session 5A and 5B

15:30 – 15:45 Coffee break

15:45 – 16:45 Session 6

16:45 – 16:50 Closure

16:50 Reception





## 1. Navigating the Changing Data Governance Landscape [English spoken]

**Nicola Askham, Data Governance Expert, The Data Governance Coach**

In today's rapidly evolving digital environment, organisations must continuously evolve their Data Governance practices to stay ahead and remain competitive. The explosion of data and the rise of transformative technologies such as AI and machine learning are reshaping the landscape, demanding adaptive and changing approaches to Data Governance. Join Nicola as she shares invaluable insights from her extensive Data Governance journey to date. Learn how organisations can transform their frameworks and strategies to not only address emerging challenges but also harness the full potential of data in this rapidly changing environment.

- The Shifting Data Landscape: Understanding how advancements in technology are reshaping Data Governance.
- Integrating AI and Machine Learning: Addressing the unique governance challenges posed by intelligent technologies.
- Building Adaptive Data Governance Frameworks: Practical strategies for creating flexible, future-ready governance models.
- Lessons from the Field: Key takeaways from real-world successes and challenges in evolving Data Governance practices.
- Future-Proofing Your Data Strategy: How to align Data Governance with long-term business goals and innovation.

## 2A. Innovation within Regulatory Frameworks: the AI Act, Data Governance Act, and Data Act [Dutch spoken]

**Linda Terlouw, Data Scientist, Icris**

In an era where data and artificial intelligence play a central role in business strategies, it is crucial to understand not only the new opportunities but also the latest European legislation in this field. This session offers an engaging and accessible overview of the three most influential European laws of the moment: the AI Act, the Data Governance Act, and the Data Act. What do these laws mean for your organization, and how can you foster innovation while complying with complex legal requirements? With a unique combination of technical and legal expertise, the key aspects of these laws will be explained, offering practical insights to help organizations future-proof themselves. You can expect an informative session filled with concrete tips, potential pitfalls, and real-world examples.

- An overview of European legislation in the digital domain
- The AI Act – what is prohibited and what is high-risk AI?
- The Data Governance Act – how can we share data in a reliable, transparent, and ethical way?
- The Data Act – how do we regulate access to data, especially for IoT, to create a fair and competitive data economy?

- Practical tips to remain legally compliant without limiting innovation.

## 2B. Building Data Warehouses with Gen-AI: A Glimpse into the Future [Dutch spoken]

**Victor de Graaff | Founder | D-Data**

Data engineers are in short supply, but imagine being able to build a data warehouse yourself with Gen-AI! Victor de Graaff, founder of D-Data, will showcase how, even without extensive technical knowledge, you can set up a complete data warehouse, populate it, and create a BI dashboard—all in just 45 minutes.

Using public APIs and the power of Gen-AI, Victor will reveal the potential of automation and artificial intelligence, with Azure and ChatGPT as his 'digital assistants,' making the seemingly impossible possible.

With Gen-AI-generated code, we will:

- Set up and configure a data warehouse without complex scripts
- Retrieve and load data directly from public APIs
- Visualize this data in an intuitive BI dashboard

This session will demonstrate that even highly specialized tasks, like building data warehouses, are within reach for a broader audience thanks to Gen-AI. Get ready to be "in awe" and experience the future of BI and data engineering with artificial intelligence!

## 3A. Data is (Not) Dead: A New Perspective on Data Management [Dutch spoken]

**Wouter van Aerle, Managing Partner Deltiq, Deltiq Group**

In his LinkedIn article 'Data is Dead,' Wouter van Aerle sparked a significant debate: many organizations manage their data in ways that are fundamentally inadequate. This includes a lack of clear responsibilities, an overly technological approach, or the absence of a strategic vision for data use. As a result, ambitions to become 'data-driven' often fail before they can truly take off.

Wouter offers a forward-looking perspective: how can organizations break entrenched patterns in data management, what fundamental changes are required, and what first steps can they take immediately?

This session will cover the following topics:

- Enhancing knowledge and skills: Practical tools to set up an internal curriculum and offer training.
- Establishing data management as a business function: Applying a use-case-driven approach to solve specific data management challenges. This helps to gradually define roles, processes, and responsibilities.
- Decoupling data and functionality in software development: Both for custom and COTS solutions. Practical steps organizations can take to begin addressing this.



- Communication and change management techniques: How to effectively communicate change and engage employees. Practical tips and examples of change messaging will be shared.
- External collaboration: How to leverage market innovations and learn from (government) challenges and collaborative initiatives.

### 3B, Testing in a BI & Data landscape [Dutch spoken]

#### Suzanne Kraaij, Agile Test Expert, Sogeti Nederland

Our data processes and systems are becoming increasingly complex, and dynamic. Many companies are struggling with maintaining data quality and increasing trust in the data landscape.

Testing offers insight into risks and quality of the data, the systems, and the dataflows. It investigates for instance the performance, the data integrity and the business logic. Much more than finding issues and bugs, testing is about providing confidence and building trust for end-users in the solution that is being built. Testing should therefore be a critical component in any business intelligence and data environment.

In this talk, Suzanne addresses testing knowledge targeted to data environments using TMAP and the VOICE model. She will address DAMA quality characteristics you can adopt and encourage you to communicate the level of confidence you have in the quality of your systems and data. Gain insight and tips on how to test BI & Data solutions.

Key points:

- The importance of testing
- The TMAP and VOICE model of testing
- Building confidence by providing insight into the level of quality
- Testing in a BI & Data environment by looking at:
- Data flows; looking at how the data moves through the system
- Data quality; what KPI's can be used?
- Data profiling; how to find bugs even before the solution has been built.

### 4A. Federated Computational Data Governance – How to apply in practice [English spoken]

#### Winfried Adalbert Etzel, Data Management Professional

How can you truly harness data as a business asset? We will explore the central pillar of Data Mesh: Federated Computational Data Governance. Gain insights into structuring data teams to meet your needs both centrally and locally, and learn how federated data governance can ensure accountability across the organization. We will dive into some Data Governance challenges concerning data products and establishing data contracts to align expectations and responsibilities across teams.

Topics and discussion points:

- Data as a business asset – what does that entail?
- Structuring data teams for flexibility and impact.
- Ensuring data accountability with clear ownership.
- Implementing federated data governance that balances control and autonomy.
- Maintaining long-term sustainability in data management practices.

### 4B. Revolutionizing Research Through Open Data: Building Tomorrow's Collaborative Platform [Dutch spoken]

#### Jos van Dongen, Director Erasmus Data Collaboratory, Erasmus University Rotterdam

Erasmus University and TU-Delft joined forces in 2023 to start a new era of research collaboration through an innovative open data sharing platform. Built on the foundations of seamless user experience, robust security, and modern infrastructure, this platform makes sharing and discovering research data effortless. Researchers benefit from intuitive dataset management with automated Digital Object Identifier (DOI) creation, while sophisticated security ensures GDPR compliance without compromising accessibility. The platform features automated dataset synchronization and unique compute-to-data capabilities, allowing secure algorithm execution while protecting sensitive information. Built as an open-source solution, the platform encourages community participation and continuous improvement. Whether you're a bank analyzing market trends, an insurer seeking risk insights, or a retailer exploring customer behavior patterns, discover how this platform enables secure data collaboration while protecting your intellectual property and maintaining full control over your sensitive information.

This session will highlight the following:

- Platform Architecture: Discover the building blocks of a modern data sharing platform focusing on security and user experience.
- Practical Application: Learn how organizations can share data while maintaining full control over their sensitive information.
- Technical Implementation: Explore the implementation of security measures and automated functions for efficient data sharing.
- Community Building: Understand how to build an active data community between knowledge institutions and businesses.
- Future-Proofing: See how open-source development ensures continuous innovation and AI-readiness of the platform.

### 5A. Modern Data Architecture in the Cloud Era [English spoken]

#### Sjoukje Zaal, CTO Insights and Data Europe, Capgemini



In today's data-driven world, organizations are rapidly evolving their data architectures to meet the demands of scalability, flexibility, and real-time analytics. This session explores the cutting-edge trends in modern data architecture, focusing on cloud-native solutions, data mesh, data fabric, and data lakehouse concepts. We'll delve into how these architectures are reshaping the data landscape and discuss future trends that will define the next generation of data management.

Key topics include:

- Cloud-Native Architecture: Leveraging the power of cloud platforms for scalable and flexible data solutions
- Data Mesh: Implementing a decentralized approach to data ownership and governance
- Data Fabric: Exploring metadata-driven solutions for unified data management across diverse environments
- Data Lakehouse: Combining the best of data lakes and data warehouses for optimized storage and analytics
- Future Trends: Examining emerging concepts such as AI-powered automation, edge computing, and real-time data processing.

## 5B. Guide your business towards a logical data model [English/Dutch]

**Remco Broekmans, Business Data Modeling Professional, Genesee Academy**

All data modellers want to translate the business needs into a logical data model. Yet, communication gaps between business and IT have historically hindered the development of efficient, aligned solutions. In this presentation Remco will explain the journey towards the Ensemble Logical Model and how to engage the business on this path. The use of the 6 ELM artifacts to be used in the workshops will guide both data modelers and business. As a bonus Remco will discuss the option to have a GPT based upon a specific LLM help in the whole process.

In today's fast-paced and data-driven world, effective communication between business and IT is no longer optional—it's essential. Yet, the gap between these two critical functions often leads to misaligned goals, inefficiencies, and lost opportunities. Adapting existing modelling and model storming techniques were not a direct fit for the goal – an Ensemble Logical Model (fit for Data Vault, Anchor, Focal Point, etc). That is why Remco will always use the 6 ELM artifacts to map any business towards a documented, agile and adaptable data model. Small steps are best if you do not want to lose the people in your business when you go from a business case / challenge towards a logical data model which is understood by both business and IT. During this presentation Remco will walk the entire path and explain not only the use of the ELM artifacts itself but also the challenges on the road and why it is important not to skip a step.

As a bonus he will discuss the option to have a GPT based upon a specific LLM help in the whole process.

- A practical step-by-step approach to capturing business stories and translating them into logical, actionable data models.
- Tools and artifacts such as the CBC-List, Event-Canvas, and NBR-Matrix that guide teams in mapping business concepts and refining relationships.
- Proven methods for running workshops that foster collaboration and mutual understanding between business and IT stakeholders.
- Using the "Willibald" case study, showcasing how the ELM approach addresses common challenges in organizational data modeling.
- Showing a data modelling GPT which is following the ELM approach as an assistant for both business as well as data modelers.

## 6. Concept Modelling and The Data-Process Connection (English spoken)

**Alec Sharp, Founder, Clariteq Systems Consulting**

Whether you call it a conceptual data model, a domain map, a business object model, or even a "thing model," a concept model is invaluable to process and architecture initiatives. Why? Because processes, capabilities, and solutions act on "things" – Settle Claim, Register Unit, Resolve Service Issue, and so on. Those things are usually "entities" or "objects" in the concept model, and clarity on "what is one of these things?" contributes immensely to clarity on what the corresponding processes are.

After introducing methods to get people, even C-level executives, engaged in concept modelling, we'll introduce and get practice with guidelines to ensure proper naming and definition of entities/concepts/business objects. We'll also see that success depends on recognising that a concept model is a description of a business, not a description of a database. Another key – don't call it a data model!

Drawing on almost forty years of successful modelling, on projects of every size and type, this session introduces proven techniques backed up with current, real-life examples. Topics include:

- Concept modelling essentials – things, facts about things, and the policies and rules governing things
- "Guerrilla modelling" – how to get started on concept modelling without anyone realising it
- Naming conventions and graphic guidelines – ensuring correctness, consistency, and readability
- Concept models as a starting point for process discovery
- Practical examples of concept modelling supporting process work, architecture work, and commercial software selection.





# INTERNATIONALE TOPSPREKERS



**ALEC SHARP**, a senior consultant with Clariteq Systems Consulting, has deep expertise in a rare combination of fields – *business-oriented data modelling, business process analysis and redesign, and business analysis and requirements specification*. Increasingly, his work involves

*facilitation, organisational change, and project recovery*. His 40 years of hands-on consulting experience, practical approaches, and global reputation in model-driven methods have made him a sought-after resource around the world.

Alec is also a popular speaker at conferences related to Business Process Management, Business Analysis, and Data Management, mixing content and insight with irreverence and humour.

Alec literally wrote the book on business process modelling, *“Workflow Modelling: Tools for Process Improvement and Application Development, Second Edition.”* Popular with process improvement specialists, business analysts, consultants, and business professionals, it is consistently a top-selling title on business process modelling, analysis, and design, and is widely used as an MBA textbook.

He was awarded DAMA’s Professional Achievement Award, a global award given to one professional a year for contributions to the Data Management profession.

Alec’s educational workshops are conducted virtually and in-person at many well-known organisations. These include *Business-Oriented Data Modelling, Business-Oriented Data Modelling – Masterclass, Working With Business Processes, Advanced Business Process Techniques, and Model-Driven Business Analysis Techniques*. His classes are practical, energetic, and fun, consistently earning “excellent” ratings.



**NICOLA ASKHAM**, known as The Data Governance Coach, helps organisations understand and manage their data better. For over two decades she has helped organisations reduce costs and inefficiencies. Typically, people turn to her because their data is a mess

and they need help unravelling it, or because they realise that new initiatives are failing because of poor quality data. As well as providing coaching and consulting, she also runs training courses because she feels it is important to give people the skills to make sure that data is used to solve problems and make better informed decisions. Nicola initially worked for a leading UK Bank and moved into consultancy in 2009. Since then she has worked with clients across a wide range of sectors. Nicola was a Committee Member of DAMA UK for 13 years and she regularly writes, presents and

creates videos, blogs and a podcast on data governance best practice. Nicola werkte eerst voor een vooraanstaande Britse bank en stapte in 2009 over naar consultancy. Sindsdien heeft ze gewerkt met klanten in een groot aantal sectoren. Nicola was 13 jaar lang bestuurslid van DAMA UK en ze schrijft, presenteert en maakt regelmatig video’s, blogs en een podcast over best practices op het gebied van data governance.



**SJOUKJE ZAAL**, Chief Technology Officer at Capgemini, brings over 20 years of experience in architecture, development, and consultancy, with a strong focus on AI, data, and innovation. She also leads Capgemini’s architecture community in The Netherlands. As an

international speaker, event organizer, and author, Sjoukje is passionate about driving thought leadership and advancing the future of technology.



**WINFRIED ETZEL** is an accomplished professional with nearly 15 years of expertise in Data and Information Management. His career focuses on various critical areas such as Document & Content Management, Metadata Management, Data Governance, Organizational design for data

teams, and Data & AI Strategy. He has successfully designed and implemented Data Management models while actively contributing to strategy articulation, maturity assessment, approach design, and capability building. With diverse roles encompassing consultant, manager, strategic and operational advisor, and project manager, Winfried possesses a comprehensive perspective on Data Management. He consistently ensures efficient and reliable operations while empowering organizations through data utilization. His exceptional voluntary contributions to Data Management are noteworthy.

Winfried Etzel is an associate with Data Management Advisors, a Registered Education Provider for DAMA-International and the only certified education provider in the UK and Western Europe. This course has been developed by CDMP-Fellow Chris Bradley. Winfried has organized events, webinars, panel debates, and actively participated in the DMBok book club. As a board member for DAMA Norway, event manager, and facilitator for Data Mesh learning, he significantly contributed to the Nordic Data Community. Particularly, his role as a podcast host for #MetaDAMA stands out, giving voice to data professionals in the Nordics and offering a holistic view of Data Management in the region.



Throughout his career, Winfried has passionately advocated for the significance of Information & Data Management, promoting a strategic and holistic approach to govern information as a valuable asset for companies. His vision emphasizes digitization and data analytics driven by business and customer needs, enabling a content-centric approach that extracts value from organizational data.



**LINDA TERLOUW** is a versatile computer scientist with both technical and legal expertise. She obtained her degrees in Computer Science and Business Information Technology at the University of Twente. In 2009, she founded the company Icris, where she focuses on IT architecture, artificial intelligence, and data science. In recent years, she has mainly worked on AI projects, with a particular focus on computer vision and deep learning. Alongside her work, she pursued a PhD at Delft University of Technology, which she completed in 2011.

To further broaden her knowledge, she is currently pursuing a degree in Law at the Open University. She expects to complete her Bachelor's in 2025 and then begin a Master's in Data Protection and Privacy Law.

Linda serves as secretary of the Dutch Association for AI and Robot Law (NVAIR), where she contributes to the legal discussions surrounding emerging technologies such as AI and robotics. Additionally, she is affiliated with Antwerp Management School as a master thesis supervisor.



**JOS VAN DONGEN** is the director of the Erasmus Data Collaboratory – House of AI, where data & AI come to life. The EDC is part of the Erasmus Centre for Data Analytics, in which Jos serves as a member of the management team. Before joining ECDA in July 2023 he worked as an analytics advisor and architect at SAS Institute. Jos has been a consultant, teacher, and data analytics expert since 1991. In 2006 he started writing and presenting about new developments in the data space and regularly speaks at national and international conferences.



**WOUTER VAN AERLE** is the founder and managing partner of Deltiq, with over 20 years of experience in data management and data governance solutions for leading companies and government organizations. He has worked as a lead consultant, architect, and trusted advisor. Due to his extensive knowledge and experience, he is a sought-after speaker. Within Deltiq, he is responsible for knowledge development and mentoring consultants.

Wouter developed the Deltiq Data Management Framework and guides organizations in tailoring a data catalog meta model. His approach is pragmatic and no-nonsense. He teaches Data Management & Data Governance in various postgraduate programs, such as Business Analytics & Data Science (BADS), the Executive Master Compliance & Integrity Management, and the IT Audit Compliance and Advisory (ITACA) at Vrije Universiteit Amsterdam.

Before joining Deltiq, Wouter worked at Albert Heijn and Capgemini. He holds a degree in Industrial Engineering and Management from the University of Twente.



**VICTOR DE GRAAFF** began his career as a software engineer, but during his PhD research on Geosocial Recommender Systems, he discovered that learning from patterns is the most effective approach for generating quality recommendations. This insight led him into data science, where he developed impactful solutions for clients such as ING (fraud models), Heineken and Unilever (predictive models and promo optimizations), and Rijkswaterstaat (forecasting for asset management).

In 2018, he founded D-Data, a company specializing in delivering complete data solutions, from raw data to ready-to-use BI reports. According to Victor, the IT industry stands at the forefront of a GenAI revolution, where engineers are increasingly able to accomplish more in less time. He fully embraces this potential at D-Data, where he and his team offer a broad spectrum of data solutions—from data collection and quality control to BI and predictive analytics.

Data quality is central to his approach, ensuring data completeness and consistency through advanced quality checks. His mission with D-Data is clear: to deliver value across the entire data spectrum and empower clients to embrace the future of data within their organizations.





**SUZANNE KRAAIJ** has almost 15 years of testing experience for a wide variety of clients and industries. Within Sogeti she is the guild leader of the BI & Testing Guild, and she is also a member of the testing community's Core Team where she is responsible for the BI & Data testing portfolio. In these roles she actively promotes the development and growth of BI & Data testing.



**REMCO BROEKMANS** has 20+ years experience working with all things Data including DW/BI, Data Modeling (Ensemble Modeling and Data Vault in particular) and Enterprise Integration. His current focus is on getting aligned with the business side of organizations in ELM workshops and work with business people towards an Aligned, Refined and Designed Data model – a Logical Data Model fit for Data Vault or other Ensemble pattern. Remco is fulfilling different roles like Instructor, Facilitator, Coach and Advisor.

Remco wrote the Guide to the Ensemble Logical Model and the ELM Artifacts describing the process how to work with the Business towards the Logical Data Model. He is also publishing articles on LinkedIn on the various data modelling topics and developing course materials for the Data Vault Certification and the Business Mapping & ELM training. In the past Remco has developed several education courses on Business Intelligence and Data Warehousing.

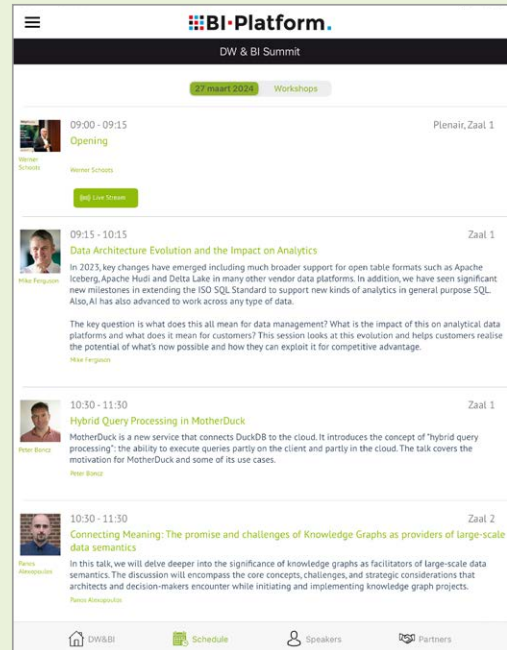
Frequently speaking at conferences and Dama meetings on various topics in Data modelling. All with a big connection to the Business-First philosophy of Enterprise Data Initiatives. Recent presentations were about "Context in Data Vault" and "Handling time in Data Vault".

Remco's Specializations include: Data Modeling, Information Management and Ensemble Modeling, Data Vault Modeling, Business Mapping with ELM Workshops, Big Data Modeling, Agile Data Warehousing, Education, e-Learning, Applied AI and Business Development.

## CONGRES-APP



**Download the DW&BI Summit Conference App**  
(integrated in the BI-Platform app)



9:00 – 12:30

## DATA MESH - FEDERATED DATA GOVERNANCE: STRUCTURING TEAMS AND DRIVING ACCOUNTABILITY [ENGLISH SPOKEN]

Winfried Etzel, Data Management Professional

**Organizations need adaptable governance and team structures to harness data's strategic value. This course explores Federated Computational Data Governance, balancing centralized oversight with distributed autonomy. Participants will learn to structure teams, ensure accountability, and implement sustainable frameworks, fostering innovation, operational efficiency, and long-term success in a distributed data ecosystem.**

In today's distributed and dynamic data landscapes, traditional approaches to governance and team organization can no longer keep pace. To unlock the full potential of data as a strategic asset, organizations must rethink how they manage, govern, and structure their data functions. This course, rooted in the principles of Federated Computational Data Governance, explores how to balance centralized oversight with distributed autonomy while ensuring accountability and alignment across teams.

### Why We Need a New Approach

In many organizations, data governance is struggling to find its place, providing static policies focused on compliance rather than enablers of innovation. However, modern organizations need

governance frameworks that are flexible, computational, and adaptive to distributed ecosystems. Federated data governance provides the balance needed to:

- Enable innovation through decentralized decision-making while maintaining control.
- Foster collaboration and alignment between central oversight and distributed teams
- Ensure accountability and ownership, even in complex, multi-team environments.

By introducing computational models and distributed governance principles, this course shows how to create a scalable, adaptable data team and framework.

### The Three-Dimensional Approach to Structuring Data Teams

Data teams today must operate across three key dimensions to meet the demands of strategic alignment, operational execution, and distributed autonomy. Participants will learn how to organize their teams to:

1. **Strategic and Tactical Levels:** Align data initiatives with organizational goals and ensure compliance with overarching governance frameworks.
2. **Operational Efficiency:** Build robust processes, tools, and workflows to maintain data quality, security, and accessibility.
3. **Distributed Autonomy:** Embed data functions into business units or regions, empowering them to act independently while adhering to shared principles.

This multi-layered approach ensures that data teams can balance innovation with foundational stability, creating a system that supports agility without sacrificing control.

### Ensuring Data Accountability in Distributed Landscapes

As data becomes more distributed, accountability is critical to maintaining trust, quality, and compliance. The course will cover:

- **Data Ownership and Stewardship:** Defining clear roles and responsibilities for maintaining data quality and ethical use.
- **Data Contracts:** Establishing agreements between producers and consumers to clarify expectations, autonomy, and responsibilities.



# WORKSHOPS APRIL 3



- **Creating a Culture of Responsibility:** Ensuring that every team member understands their role in the data ecosystem, fostering a sense of ownership and trust.

## Key Topics Covered

This course closely aligns with the workshop outline and includes practical, actionable insights into:

1. **Federated Data Governance:** How to implement distributed authority while maintaining centralized oversight.
2. **Data Products and Data Contracts:** Why design reusable, scalable data products and establish clear data contracts to streamline collaboration and accountability.
3. **Team Structures for Impact:** Organizing data teams across strategic, operational, and distributed dimensions to maximize flexibility and innovation.
4. **Sustainability in Governance:** Drawing lessons from long-term projects like NASA's Mars Global Surveyor to ensure that governance systems are adaptable and maintainable over time.

## Learning Objectives

- By the end of this course, participants will have a deep understanding of how to:
- Build and manage federated governance frameworks that balance autonomy and alignment
- Structure data teams to meet the dual needs of transformation and stability
- Embed accountability into every level of the organization through clear roles, data contracts, and a culture of ownership
- Implement sustainable practices that ensure long-term success in data management and governance.

## Who is it for?

This course is designed for data leaders, managers, and governance professionals who want to create scalable and effective data organizations. Whether you're responsible for strategy, compliance, or operations, you'll gain tools and insights to navigate the evolving data landscape with confidence.

## Detailed Workshop Outline

### 1. Introduction

**Overview of Workshop Goals:** Explain the importance of data as an asset and why organizations must move beyond treating data as just a service.

**Solar System Metaphor:** Introduce the concept of the data organization as a solar system, with data teams, governance, and accountability as key planetary bodies that need alignment for optimal performance. **Key Points:**

- Data as a core asset vs. a service
- The relationship between data, digital, and AI – why they aren't interchangeable
- The balance between transformation and strong foundational structures in data management. **Key Learning:** Participants

will understand why it's essential to treat data as a core asset, setting the stage for exploring how to structure data teams and governance effectively.

### 2. Data Accountability: Creating a Culture of Ownership and Responsibility

**Why Data Accountability Matters:** Without clear accountability, data quality, security, and data availability suffer.

- The need for clarity in data ownership
- Creating a culture where team members feel responsible for data
- Defining clear data accountability and responsibility roles across the organization (Data Stewards, Data Owners, etc.).

**Practical Steps to Ensure Accountability:**

- Setting up reporting structures for data quality
- Understanding the value of Data Products and Data Contracts to codify accountability
- Implementing checks and balances for data privacy and security
- How to align individual accountability with organizational data goals.

**Activity:** Scenario-based discussion where participants identify where accountability is lacking in a fictional data-driven organization, and propose solutions for creating accountability. **Key Learning:** Participants will gain insights into what data accountability entails, ensuring each team member knows their role in maintaining data quality and governance.

### 3. Data Governance Models: Federated Governance and Distributed Authority

**Introduction to Data Governance:** Why data governance is essential to manage risk, ensure compliance, and drive effective data use.

**Federated Data Governance:** What it is and how it works – balancing centralized oversight with distributed ownership across data hubs.

- The Gravitational Pull of strong governance: Central authority ensures alignment, while decentralized teams maintain autonomy.
- How to harmonize data governance policies across departments without losing agility.

**Key Components of a Data Governance Framework:**

- Roles and Responsibilities
- Data access controls and security measures
- Compliance with legal and ethical guidelines (e.g., GDPR)
- Continuous governance process for maintaining standards.

**Activity:** In groups, participants will design a federated governance model for a hypothetical organization, ensuring alignment between distributed teams and central governance.



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**Key Learning:** Participants will learn how to implement a federated data governance model that balances control with autonomy, ensuring alignment across the organization.

## 4. Structuring Data Teams: Balancing Centralized and Distributed Needs

**Discussion:** Challenges in organizing data teams.

- Centralized vs. decentralized data functions
- Roles and responsibilities: What does a modern data team look like?
- Data Science, Data Engineering, DataOps, Data Management, etc.
- Balancing Innovation and Foundation: How do you organize a team that is both transformative (innovation-focused) and foundational (infrastructure-focused)?

**Activity:** Group exercise where participants design an ideal data team structure that addresses both distributed and centralized organizational needs.

**Key Learning:** Participants will learn how to create a data team structure that is flexible enough to meet both innovation-driven and operational demands.

## 5. Navigating Long-Term Sustainability: Lessons from NASA's Mars Global Surveyor

**Reflection:** Insights from NASA's Mars Global Surveyor and NASA's Mars Climate Orbiter.

- Long-term data management challenges
- The importance of human involvement (Human-in-the-loop) in managing complex systems
- Sustainability in data practices: How to ensure that your data organization remains agile and maintainable over time.

**Key Learning:** Participants will leave with strategies for ensuring long-term sustainability and scalability in their data governance and team structures.

## 6. Wrap-Up and Key Takeaways

**Summarizing the Journey:** Recap of the solar system metaphor and how the workshop's concepts apply to real-world data challenges.

**Key Takeaways:**

- How to structure data teams for maximum flexibility and impact
- Ensuring data accountability through clear roles and ownership
- Designing a federated data governance model to balance distributed autonomy with central oversight
- Practical steps to create a sustainable, future-proof data organization.

**Q&A and Next Steps:** Open the floor for final questions and discussions about how participants can implement the lessons in their own organizations.

FOR MORE INFORMATION, GO TO [WWW.ADEPTEVENTS.NL/FDG](http://WWW.ADEPTEVENTS.NL/FDG)

9:00 – 12:30

# MASTERING YOUR DATA: AN INTRODUCTION TO MDM AND DATA GOVERNANCE [ENGLISH SPOKEN]

Nicola Askham, Data Governance Expert, The Data Governance Coach

**In today's rapidly changing world, the ability to harness and manage data effectively is a critical success factor for organizations. This course offers a foundational understanding of Master Data Management (MDM) and the pivotal role Data Governance plays in ensuring data consistency, accuracy, and trustworthiness.**

In today's data-driven world, organizations struggle to maintain a single, trusted view of their data. This half-day workshop provides an essential introduction to Master Data Management (MDM) and the critical role of Data Governance in ensuring data accuracy, consistency, and value. Through interactive discussions and practical insights, participants will explore key concepts of MDM,



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learn how to identify valuable data domains, and understand why mastering reference data and implementing data governance strategies are essential for business success. By the end of the session, you will be equipped with the knowledge and tools to drive your organization toward trusted, well-governed data.

## Learning Points:

- What is Master Data Management (MDM): Understand the purpose and benefits of MDM in delivering trusted data.
- Why MDM Matters: Learn the business benefits of having a single, authoritative source of truth.
- Identifying Key Data Domains: Recognize the types of data that can be mastered and assess their value to your organization.
- Reference Data Management: Explore what reference data is, how it differs from master data, and why mastering it is crucial.
- The Role of Data Governance in MDM: Understand why Data Governance is critical to the success of any MDM initiative.
- Practical Insights: Learn actionable strategies for getting started with MDM and Data Governance.

## Detailed Course Outline

### 1. Introduction and Objectives

- Welcome and introductions
- Overview of course goals

### 2. Understanding Master Data Management (MDM)

- Definition and purpose of MDM
- Business benefits of a single, trusted source of data

### 3. Identifying Key Data Domains

- Overview of data domains in MDM
- Determining the value of mastering specific data domains

### 4. Reference Data Management

- What is Reference Data?
- Differences between Reference Data and Master Data
- Importance of mastering Reference Data

### 5. The Role of Data Governance in MDM

- Why Data Governance is critical for MDM success
- Understanding the relationship between Data Governance and MDM

### 6. Key Takeaways and Next Steps

- Recap of critical learning points
- Practical steps for applying MDM and Data Governance principles
- Open Q&A and discussion

FOR MORE INFORMATION, GO TO [WWW.ADEPTEVENTS.NL/MDG](http://WWW.ADEPTEVENTS.NL/MDG)

13:30 – 17:00

## CONCEPT MODELLING FOR BUSINESS ANALYSTS [ENGLISH SPOKEN]

Alec Sharp, Founder, Clariteq Systems Consulting

**Concept Modelling (or Conceptual Data Modelling) has seen an amazing resurgence of popularity in recent years, and Alec Sharp illustrates the many reasons for this along with practical techniques and guidelines to ensure useful models and business engagement.**

Whether you call it a conceptual data model, a domain model, a business object model, or even a “thing model,” the concept model is seeing a worldwide resurgence of interest. Why? Because a concept model is a fundamental technique for improving communication among stakeholders in any sort of initiative. Sadly, that communication often gets lost – in the clouds, in the weeds, or in chasing the latest bright and shiny object. Having experienced this, Business Analysts everywhere are realizing Concept Modelling is a powerful addition to their BA toolkit. This

session will even show how a concept model can be used to easily identify use cases, user stories, services, and other functional requirements.

Realizing the value of concept modelling is also, surprisingly, taking hold in the data community. “Surprisingly” because many data practitioners had seen concept modelling as an “old school” technique. Not anymore! In the past few years, data professionals who have seen their big data, data science/AI, data lake, data mesh, data fabric, data lakehouse, etc. efforts fail to deliver expected benefits realise it is because they are not based on a shared view of the enterprise and the things it cares about. That’s where concept modelling helps. Data management/governance teams are (or should be!) taking advantage of the current support for Concept Modelling. After all, we can’t manage what hasn’t been modelled!

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The Agile community is especially seeing the need for concept modelling. Because Agile is now the default approach, even on enterprise-scale initiatives, Agile teams need more than some user stories on Post-its in their backlog. Concept modelling is being embraced as an essential foundation on which to envision and develop solutions. In all these cases, the key is to see a concept model as a description of a business, not a technical description of a database schema.

This workshop introduces concept modelling from a non-technical perspective, provides tips and guidelines for the analyst, and explores entity-relationship modelling at conceptual and logical levels using techniques that maximise client engagement and understanding. We'll also look at techniques for facilitating concept modelling sessions (virtually and in-person), applying concept modelling within other disciplines (e.g., process change or business analysis,) and moving into more complex modelling situations.

Drawing on over forty years of successful consulting and modelling, on projects of every size and type, this session provides proven techniques backed up with current, real-life examples.

## Topics include:

- The essence of concept modelling and essential guidelines for avoiding common pitfalls
- Methods for engaging our business clients in conceptual modelling without them realizing it
- Applying an easy, language-oriented approach to initiating development of a concept model
- Why bottom-up techniques often work best
- "Use your words!" – how definitions and assertions improve concept models
- How to quickly develop useful entity definitions while avoiding conflict
- Why a data model needs a sense of direction
- The four most common patterns in data modelling, and the four most common errors in specifying entities
- Making the transition from conceptual to logical using the world's simplest guide to normalisation
- Understand "the four Ds of data modelling" – definition, dependency, demonstration, and detail
- Tips for conducting a concept model/data model review presentation
- Critical distinctions among conceptual, logical, and physical models



- Using concept models to discover use cases, business events, and other requirements
- Interesting techniques to discover and meet additional requirements
- How concept models help in package implementations, process change, and Agile development

## Learning Objectives:

- Understand the essential components of a concept model – things (entities) facts about things (relationships and attributes) and rules
- Use entity-relationship modelling to depict facts and rules about business entities at different levels of detail and perspectives, specifically conceptual (overview) and logical (detailed) models
- Apply a variety of techniques that support the active participation and engagement of business professionals and subject matter experts
- Develop conceptual and logical models quickly using repeatable and Agile methods
- Draw an Entity-Relationship Diagram (ERD) for maximum readability
- Read a concept model/data model, and communicate with specialists using the appropriate terminology.

FOR MORE INFORMATION, GO TO [WWW.ADEPTEVENTS.NL/CMB](http://WWW.ADEPTEVENTS.NL/CMB)



# INFORMATION DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2025



## DATE AND TIME

The conference will take place on April 2 and 3. On April 2 the programme starts at 9:00 am and ends at 4:45 pm. Registration commences at 8.00 am. On April 3 the workshops start at different times, please check the website.

## VENUE

The conference will be held at:  
Van der Valk Hotel Utrecht  
Winthontlaan 4-6  
3526 KV Utrecht  
Contact details hotel:  
Tel. (+31)30 8000800  
E-mail: utrecht@valk.nl  
Website hotel: www.vandervalkhotelutrecht.nl

On the hotel website you can find a full itinerary and directions. The hotel is located on a 35 minutes drive from Amsterdam Schiphol Airport and is also easily accessible by public transport.

## HOW TO REGISTER

Please register online at [www.dwbisummit.com](http://www.dwbisummit.com). For registering by print, please scan the completed registration form and send this to [seminars@adeptevents.nl](mailto:seminars@adeptevents.nl). We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

## REGISTRATION FEE

Early registration can save a significant amount. Below are the registration deadlines to obtain discount.

Options	On-premise April 2
Early registration (until Feb. 14, 2024)	€ 621
Regular registration (starts February 15)	€ 690

The fee for the half day workshop is only € 420 if combined with the conference. The 10% early bird discount until Februari 14 also applies to these workshops. On the Adept Events website you can register for these workshops separately if desired. Members of KNVI section BI&A are eligible for 10 percent discount on the registration fee

All pricing is VAT-excluded and EU VAT regulation stipulates that if you attend an event on-premise in The Netherlands, we are required to include local VAT. In case of discrepancy in registration fee between the website and the PDF brochure, the information on this page of the website always prevails.

## Team discounts

Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice). This cannot be used in conjunction with other discounts.

## PAYMENT

Full payment is due prior to the conference. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name. Payment by credit card is also available for attendees. Please mention this in the Comment-field upon registration and find further instructions for credit card payment on our customer service page.

## Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the conference and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the conference date will be liable for the full conference fee. Substitutions by other persons can be made at any time and at no extra charge.

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