Rick van der Lans | Alec Sharp | Ron Tolido | Rutger Rienks | Juha Korpela | Mathias Vercauteren | Wouter van Aerle | Antoine Stelma | Jos van Dongen

UTRECHT **MARCH 24 2026**

WORKSHOPS **MARCH 25 2026**

DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2026

Data Architecture, The 5 Lessons of the Open Data Product Specification, Data Mesh & Data Products, From Data for AI towards AI for Data, Data Modelling, Beyond Hive: Open Table formats for Data Lakes, Data Governance Sprint, Data Souvereignty

Acclaimed speakers and thought leaders

Alec Sharp, Ron Tolido, Rick van der Lans, Juha Korpela, Mathias Vercauteren, Rutger Rienks, Wouter van Aerle, Antoine Stelma and Jos van Dongen

- Modeling the Mesh - Data Products
- The 5 Lessons of the Open Data Product Specification
- From Data for AI to AI for Data
- The Holistic Data Architecture
- Open Table Format Revolution in Modern Data Lakes
- Data Governance Sprint: Kick-start Governance
- Concept Modelling with Normal People
- Effective Data Management
- Data and Cloud Sovereignty

INFORMATION AND REGISTRATION:
WWW.DWBISUMMIT.COM

WORKSHOPS MARCH 25

- Concept Modelling for Business Analysts | Alec Sharp
- Data Mesh - Modeling Data Products and domains | Juha Korpela
- Governance, Responsible AI en Data Governance | Mathias Vercauteren

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Event hashtag: **#dwbisummit**

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DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2026

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 Engineering & 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, Rick van der Lans, Ron Tolido, Juha Korpela, Mathias Vercauteren, Rutger Rienks, Wouter van Aerle, Antoine Stelma 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:

- Modeling the Mesh - Data Products and Domains
- The 5 Lessons of the Open Data Product Specification
- New times: From Data for AI to AI for Data
- The Holistic Data Architecture
- Beyond Hive: Navigating the Open Table Format Revolution in Modern Data Lakes
- Data Governance Sprint: Kick-start Governance
- Concept Modelling with Normal People – 5 Key Lessons
- The Data Administration – Essential for Effective Data Management
- Data and Cloud Sovereignty

Following the conference, on March 25th, we will run several half day workshops by Alec Sharp, Juha Korpela and Mathias Vercauteren. If combined with the conference you are entitled to a discount and you can easily register for these on the conference registration form.

Parallel sessions and video recordings

To rig an optimal and full programme, we are working with parallel sessions. Whether you participate in Utrecht or online, you will still have to choose on March 24. However, since 2020, for obvious reasons, we have been working with video recordings. Conference participants will have access to these video recordings for several months after the conference so whichever parallel session you choose, the other one can always be watched afterwards.

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

TUESDAY MARCH 24

09:00 - 09:15
Opening
Plenary, Werner Schoots

09:15 - 10:15
A Holistic Data Architecture: From Source to Insight [English spoken]
Plenary - Rick van der Lans

10:15 - 11:15
The 5 Lessons of the Open Data Product Specification [English spoken]
Plenary - Ron Tolido

11:30 - 12:30
Data Governance Sprint: Kick-Start Governance in Just Weeks [English spoken]
Parallel - Mathias Vercauteren

11:30 - 12:30
Beyond Hive: Navigating the Open Table Format Revolution in Modern Data Lakes [English spoken]
Parallel - Jos van Dongen

12:30 - 13:30
Lunch break

13:30 - 14:30
Modeling the Mesh: understanding data products and domains [English spoken]
Parallel - Juha Korpela

13:30 - 14:30
The Data Administration: essential foundation for effective data management [Dutch spoken]
Parallel - Wouter van Aerle

14:45 - 15:45
New times: From Data for AI to AI for Data [English spoken]
Parallel - Rutger Rienks

14:45 - 15:45
Road map to a private and sovereign Data & AI cloud – Data Architecture and Implementation [English spoken]
Parallel - Antoine Stelma

15:45 - 16:45
Concept Modelling with Normal People – Five Key Lessons From 45 Years of Modelling [English spoken]
Plenary - Alec Sharp

16:50
Reception

WEDNESDAY MARCH 25 – WORKSHOPS

09:00 - 12:30
Data Mesh Information Architecture: modeling data products and domains [English spoken]
Juha Korpela

13:30 - 17:00
Concept Modelling for Business Analysts [English spoken]
Alec Sharp

13:30 - 17:00
AI Governance, Responsible AI en Data Governance: Connecting the Dots
Mathias Vercauteren

1. A Holistic Data Architecture: From Source to Insight [English spoken]

Rick van der Lans | Managing Director | R20/Consultancy

Organizations face complex data challenges that common architectures—data warehouses, lakes, lakehouses, and fabrics—only partly solve. A holistic architecture covering the full data journey, from source to insight, is needed, with these architectures serving as components of a larger whole.

Many organizations struggle with complex data challenges. Examples include tracking data usage (both transactional and analytical), properly managing and maintaining historical data, synchronizing source systems, reconstructing events (operational lineage), making data and reports accessible via metadata, streamlining data exchange, and preparing data for AI applications. Often, the solution is sought in reference architectures based on, for example, a data warehouse, data lake, data lakehouse, or data fabric. While valuable, these architectures do not fully address the challenges mentioned above. They focus only on part of the data journey and fail to solve the core problems.

To truly tackle these challenges, a data architecture must cover the entire data journey: from source to insight. Only a holistic approach can achieve this. During this session, we will discuss a data architecture that spans the full data journey. The previously mentioned architectures may play a role within that architecture, but only as components of a larger whole.

This session will cover, among other topics:

- Three types of IT systems: source systems, compensation systems and analytical systems
- The positioning of data warehouses, data lakes, and data lakehouses as compensation systems
- An overview of the Delta data architecture
- How source systems can be made future-proof by "wrapping" them with additional modules
- The importance of abstraction and data minimization within a data architecture
- The role of metadata as the driving force behind a modern data shop.

2. The 5 Lessons of the Open Data Product Specification [English spoken]

Ron Tolido | Thought Leadeer

Despite the overwhelming hype surrounding AI, Data Mesh principles are still booming—specifically, 'Data as a Product' is more popular than ever. Yet, many organizations struggle with the practical side: how do you make the vision concrete? The Linux Foundation's Open Data Product Specification (ODPS) provides the much-needed blueprint. Through a step-by-step walkthrough of the standard, you will learn the technological foundations and discover 5 essential lessons for organizational success with data products. Stop relying on good intentions and start building real data products.

- The Anatomy of a Data Product: A deep dive into the ODPS metadata structure and how it establishes the foundation for discoverability and context within the organization.
- Frictionless Consumption: How the standard's port architecture harmonizes various interfaces (such as SQL, API, or Stream) for optimal ease of use.
- Guarantees as a Foundation: Defining explicit Promises (SLOs and SLAs) within the specification to build structural trust between producers and consumers.
- The Product Lifecycle: Utilizing built-in versioning and status mechanisms to transition from a static dataset to a managed, living product.
- Automated Governance: Integrating Access Control and policy rules directly into the specification, turning compliance from a manual roadblock into an accelerator.

3A. Data Governance Sprint: Kick-Start Governance in Just Weeks [English spoken]

Mathias Vercauteren | Managing Director | Data and AI Governance Partners

A five-week Data Governance Sprint uses a structured, workshop-driven method to cut debate, align stakeholders, and deliver practical results fast. It establishes clear roles, a business glossary, an operating model, and early wins that build momentum for data governance.

Are your data governance efforts stuck in endless debate cycles or only looks good on paper, with little to show for it? The Data Governance Sprint™ is a proven, accelerated method to establish practical data governance foundations in just five weeks. This session introduces a structured, workshop-based approach that moves beyond theory and delivers tangible outcomes: clear roles, a business glossary, an operating model, and early wins that build momentum. Designed for data leaders and practitioners, this methodology helps you overcome alignment struggles, engage stakeholders, and demonstrate measurable progress—fast.

- Understand why governance initiatives often fail—from lack of momentum to disengaged stakeholders—and how a sprint approach addresses these barriers
- Explore the 5-week Data Governance Sprint™ structure—a time-boxed, repeatable method to design, build, and validate core governance components
- Learn practical facilitation techniques to turn unproductive meetings into high-impact workshops that align business and IT around shared goals
- Prototype and test minimum viable governance deliverables such as a business glossary, lightweight operating model, and data stewardship roles
- See real-world applications and lessons learned from organizations that applied the sprint to accelerate adoption, avoid pitfalls, and sustain change

- Leave with an actionable roadmap for launching or rebooting a governance initiative in your own organization, showing quick wins while laying a foundation for long-term success.

3B. Beyond Hive: Navigating the Open Table Format Revolution in Modern Data Lakes [English spoken]

Jos van Dongen | Director Erasmus Data Collaboratory | Erasmus University Rotterdam

The data lake world is shifting from Hive to formats like Iceberg, Hudi, Delta Lake and DuckLake. This session offers practical guidance on schema evolution, time travel, ACID and metadata, highlighting pros, pitfalls and costs so you can choose the right format with confidence.

The data lake landscape is undergoing a fundamental transformation. Traditional Hive tables are giving way to a new generation of open table formats—Apache Iceberg, Apache Hudi, Delta Lake, and emerging contenders like DuckLake—each promising to solve the inherent challenges of managing massive datasets at scale. But which format fits your architecture? This session cuts through the marketing noise to deliver practical insights for data architects and engineers navigating this critical decision. We'll explore how these formats tackle schema evolution, time travel, ACID transactions, and metadata management differently, and what these differences mean for your data platform's performance, reliability, and total cost of ownership.

Drawing from real-world implementations, you'll discover the hidden complexities, unexpected benefits, and common pitfalls of each approach. Whether you're modernizing legacy Hive infrastructure, building greenfield data lakes, or evaluating lakehouse architectures, you'll leave with a clear framework for choosing and implementing the right open table format for your specific use case—and the confidence to justify that decision to stakeholders.

Highlights:

- Format Face-Off: Direct comparison of Hive, Iceberg, Hudi, Delta Lake, and DuckLake capabilities across critical dimensions including ACID guarantees, partition evolution, and query performance optimization
- Real-World Battle Scars: Lessons learned from production deployments including migration strategies, performance tuning insights, and cost implications at petabyte scale
- Ecosystem Integration Deep-Dive: How each format plays with modern compute engines (e.g. Spark, Flink, Trino, Presto, DuckDB) and cloud platforms, plus vendor lock-in considerations
- The Hidden Costs: Beyond storage and compute—examining operational overhead, team expertise requirements, and long-term maintenance implications of your format choice
- Decision Framework: A practical methodology for evaluating which open table format aligns with your organization's data architecture, workload patterns, and strategic goals.

4A. Modeling the Mesh: understanding data products and domains [English spoken]

Juha Korpela | Founder | Datakor Consulting

Data Mesh is something every organization talks about but few are actually doing. This framework for federated data management and governance promises a lot and demands even more, but some elements in the paradigm can be beneficial for every organization: especially, data products & domains. Thinking in terms of products and domains also demands new approaches from data modeling - join this session to find out how data modeling works in the Data Mesh!

Data Mesh, coined by Zhamak Dehghani, is a framework for federated data management and governance that gets a lot of attention from large organizations around the world facing problems with bottlenecked data teams and sprawling solution spaces. While the core principles of Data Mesh are well established in the literature, and practical implementation stories have started to emerge giving meat to the theoretical bones, some questions remain.

One of the biggest challenges is managing business context across multiple domains and data products. In this session, we will discuss how data modeling can be used to enable both within-domain design of understandable and discoverable data products as well as cross-domain understanding of domain boundaries, overlaps, and possibly conflicting business concepts. The well-known best practices of conceptual and logical data models prove their worth in this modern de-centralized framework by enabling semantic interoperability across different data products and domains, as well as allowing the organization to maintain a big picture of their data contents.

Topics and discussion points:

- Data Mesh basics – the paradigm and its principles
- Pros and cons of the Mesh approach
- Why context matters – semantic interoperability
- Data modeling as the key to context and semantics
- Modeling at two levels – data products and domains
- Maintaining the big picture and why the "Enterprise Data Model" is still a valid topic.

4B. The Data Administration: essential foundation for effective data management [Dutch spoken]

Wouter van Aerle | Managing Partner Deltiq | Deltiq Group

Organisations increasingly rely on data but often lack a clear understanding of what they actually manage: insight is missing, datasets are poorly mapped, and metadata is scattered. A solid data administration provides structure and clarity.

Organisations increasingly rely on data but often lack a clear understanding of what they actually manage: insight is missing, datasets are poorly mapped, and metadata is scattered. A solid data administration provides structure and clarity. In this session,

you will discover why this foundation is indispensable — and how to build it in practice.

Topics covered in this session:
- Why a Data Administration is just as essential as financial bookkeeping
- How to design a clear, organisation-wide metamodel
- Practical setup of processes, roles, and governance
- How tools (catalogs, metadata platforms) actually work — and when they don't
- Starting step by step: from use-case-driven approach to sustainable implementation.

5A. New times: From Data for AI to AI for Data [English spoken]

Rutger Rienks | Data and AI Lead | Deloitte

We are used to managing data before deploying AI: carefully collecting, cleaning and structuring it. But that is changing. AI now helps to improve data itself: automatically enriching, validating, integrating and documenting it. We are moving from static management to dynamic improvement: AI brings data to life and changes how we deal with it.
We are used to managing data before deploying AI: carefully collecting, cleaning and structuring it. But that is changing. AI now helps to improve data itself: automatically enriching, validating, integrating and documenting it. We are moving from static management to dynamic improvement: AI brings data to life and changes how we deal with it.

Topics and discussion points:
- Data becomes a living, self-learning system through AI
- Errors and missing data can be automatically detected and corrected
- Data sources will soon merge automatically
- Classification, documentation and compliance are increasingly supported in real time
- The promise of less manual work seems within reach, but how far are we really from achieving it?

5B. Road map to a private and sovereign Data & AI cloud - Data Architecture and Implementation [English spoken]

Antoine Stelma | Lead Data Architect | Connected Data Group

This session shares the two-year journey of designing a scalable, sovereign Data & AI platform. It covers key challenges—scalability, security, cloud choices, tooling balance—and presents the resulting components, from data warehouse automation and cataloging to data virtualisation, data lakes, and AI solutions.
Antoine will take us on a journey that began two years ago with a simple yet ambitious question: can we build a truly scalable, sovereign Data & AI platform that genuinely meets market needs?

Building on more than 20 years of consultancy and training experience, Antoine and his team set out to design, build and deploy their own sovereign Data & AI platform. In this session, we will share our learnings and walk you through the blueprint of that platform – without disappearing into deep technical detail.

Antoine will highlight the key challenges they faced and how they successfully arrived at a working solution, including:
- Scalability using Kubernetes
- Managing security
- Public or Private Cloud, or both
- Finding the right balance between open-source and closed-source technologies
- Software as a Service & Product as a Service.

He will also introduce the main solution components that emerged from this journey:
- Data warehouse automation
- Data Catalog
- Data Virtualisation
- Databases and Data Lake
- AI solutions that bring AI to the data.

6. Concept Modelling with Normal People – Five Key Lessons From 45 Years of Modelling [English spoken]

Alec Sharp, Founder, Clariteq Systems Consulting

Alec Sharp shares simple and timeless techniques to improve any sort of business modelling, not just concept or data modeling, and increase engagement with your business partners.
Our speaker built his first concept model in 1979. It wasn't very good. In fact, it looked like a hierarchical IMS physical database design. Eventually, over many modelling assignments around the globe, in every kind of organisation and culture, a small number of core principles emerged for effective modelling. All revolve around the idea we're modelling for people, not machines. It turns out, even in the age of AI, virtual work, misinformation, and constantly changing technology, these lessons are proving to be just important as – or even more important than – ever. After all, we're only human.

1. Data Modelling doesn't matter (at first) – just start with a nice conversation.
2. Getting to the essence – "What" versus "Who, How, and other distractions."
3. Good things come to those who wait – why patience is a virtue.
4. Be fearless, and play to your strengths – vulnerability and ignorance.
5. Every picture tells a story, except those that don't – hire a graphic designer.
6. Bonus – your concept model is good for so much more than "data."

INTERNATIONALLY ACCLAIMED SPEAKERS

ALEC SHARP

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.

RICK VAN DER LANS

Rick van der Lans is a highly-respected independent analyst, consultant, author, and internationally acclaimed lecturer specializing in data warehousing, business intelligence, big data, and database technology.

He has presented countless seminars, webinars, and keynotes at industry-leading conferences. For many years, he has served as the chairman of the annual European Enterprise Data and Business Intelligence Conference in London and the annual Data Warehousing and Business Intelligence Summit in The Netherlands.

Rick helps clients worldwide to design their data warehouse, big data, and business intelligence architectures and solutions and assists them with selecting the right products. He has been influential in introducing the new logical data warehouse architecture worldwide which helps organizations to develop more agile business intelligence systems.

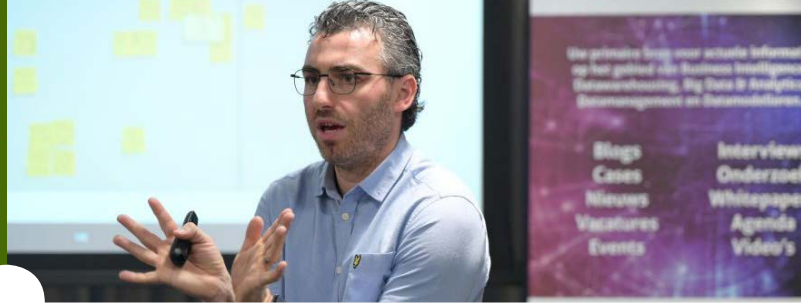
Over the years, Rick has written hundreds of articles and blogs for newspapers and websites and has authored many educational and popular white papers for a long list of vendors. He was the author of the first available book on SQL, entitled including Introduction to SQL, which has been translated into several languages with more than 100,000 copies sold. More recently, he published his book *Data Virtualization for Business Intelligence Systems*. In 2018 Rick ranked sixth place as most influential BI-analist worldwide on the Onalytica Influencer List.

RON TOLIDO

Ron Tolidon is a member of the Techstraordinary League of Gentlemen, a loosely-knit fellowship of freebooters dedicated to the pursuit of innovation and technology. Having served as the Chief Technology Officer for Capgemini's Global Insights & Data practice since its founding, he was also the primary architect of the renowned TechnoVision trend series for almost twenty years. A published author and frequent commentator on strategy, data, and AI, Ron also shares his insights as a guest lecturer at various business schools. Now freshly retired after nearly 45 years in the IT trenches, his experience is evident not just in his grey hair, but in his contemplative style of delivery - always served with a generous, unavoidable side of irony.

MATHIAS VERCAUTEREN

Mathias Vercauteren is a global leader in data and AI governance, known for transforming complex challenges into practical, lasting solutions. With over a decade of experience across industries, he has developed and refined the Data Governance Sprint™, a proven methodology he has been applying for more than five years to rapidly design and embed governance frameworks that work in practice. His forthcoming book on the Sprint, set to be published at the end of this year,



captures his unique approach to making governance actionable, scalable, and embraced across organizations.
As Project Manager of the DAMA-DMBOK® 3.0, Mathias leads one of the world's most significant initiatives in data management. Coordinating hundreds of contributors across the globe, he is at the center of shaping the next generation of standards that define how organizations govern their data. This work positions him as a global voice in bridging business, technology, and academia around governance.
In his role as President and Principal of *Data and AI Governance Partners*, Mathias partners with C-level leaders and executive teams to implement governance strategies that drive performance, compliance, and trust in data. He is also helping organizations prepare for the future through AI governance, ensuring that innovation is matched with ethics, accountability, and value creation.
Alongside his industry leadership, Mathias is pursuing an Executive PhD in Data Governance at Antwerp Management School, conducting research that connects theory to practice. He is also laying the foundation for an international research institute for data governance, bringing together academia, industry, and global experts to advance the field.
A sought-after keynote speaker at conferences such as DAIA, DGIQ, and EDW, Mathias is recognized for his ability to make governance engaging, practical, and transformative. Whether through his Sprint methodology, his global standards leadership, or his academic research, his mission is clear: to help organizations unlock the power of data as a true strategic asset.

JUHA KORPELA

Juha Korpela is an experienced data professional from Helsinki, Finland. For many years, he has been working in high-profile data leadership positions in a variety of industries. He is founder of Datakor Consulting, advising large enterprises on data modeling and data product management at scale. He is also one of the founders of the Helsinki Data Week event and a co-host of the Helsinki Data Mafia podcast. Previously, he was e.g. the Chief Product Officer at Ellie Technologies (a start-up working on a data modeling tool) and the Head of Data Platform at UPM-Kymmene (a forest industry company). His main areas of expertise are data modeling, data product management, and data architecture, and he likes to emphasize understanding real business needs over technological details. Juha can be found participating actively in all kinds of data discussions on LinkedIn and speaking at various events around the world.

RUTGER RIENKS

Rutger Rienks is the author of "Predictive Policing: Taking a Chance for a Safer Future". He holds a PhD in computer science from the University of Twente in The Netherlands and is a well-known enthusiastic speaker.
Rutger has broad experience in Business Intelligence and Predictive Analytics. To broaden his view he exchanged the Dutch National Police after eight years for the City of Amsterdam in order to contribute in the transformation of Amsterdam becoming a smart city. Currently Rutger is employed as Thought Leader Data Strategy at KPN.

JOS VAN DONGEN

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.

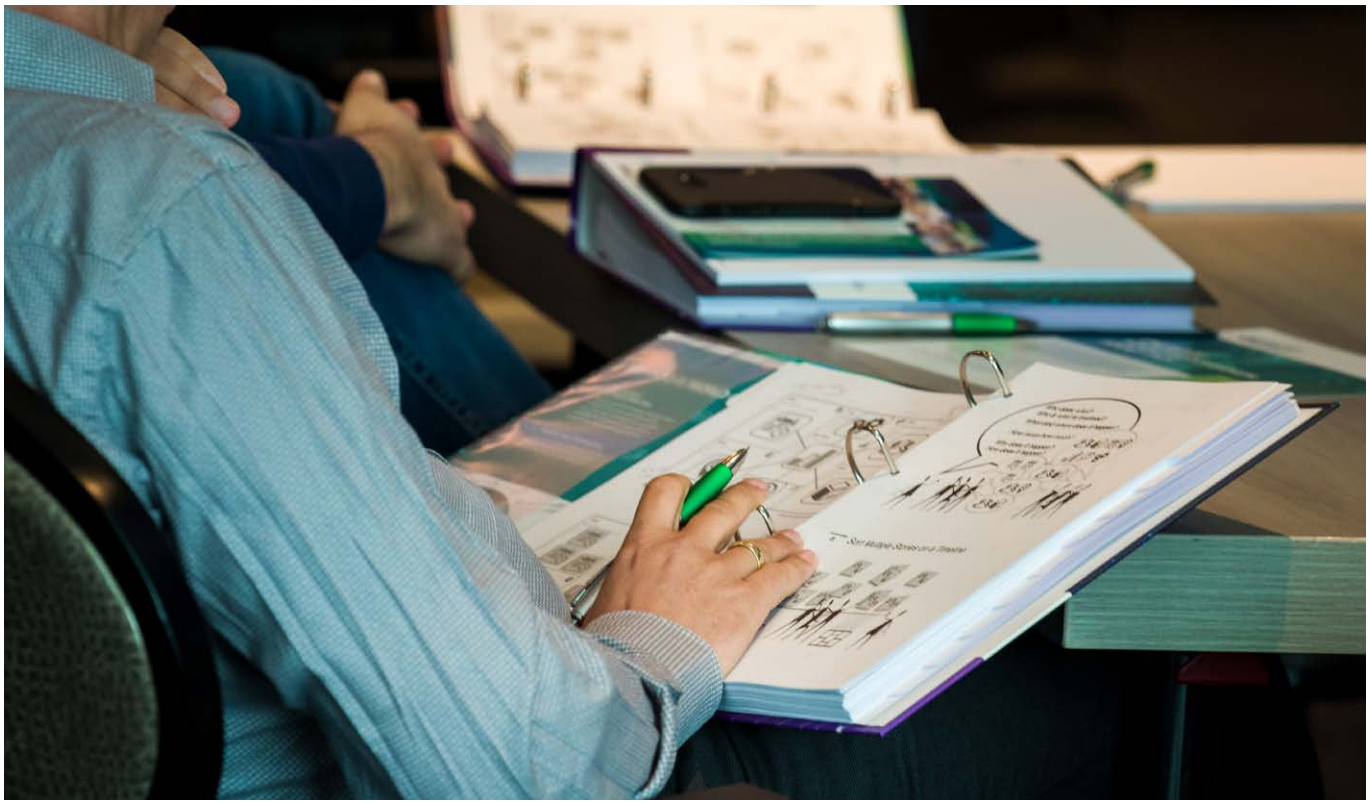
WOUTER VAN AERLE

Wouter van Aerle is founder and managing partner of Deltiq, with more than 20 years of experience in data management and data governance solutions for leading companies and public organisations. He has worked as a lead consultant, architect and trusted advisor. His broad expertise makes him a sought-after guest speaker. At Deltiq, he

is responsible for knowledge development and the coaching of consultants.
He also teaches Data Management & Data Governance in several postgraduate programmes at Vrije Universiteit Amsterdam and is the lead instructor of the 6-day CDO Masterclass.
Before founding Deltiq, Wouter worked at Albert Heijn and Capgemini. He studied Industrial Engineering & Management at the University of Twente.

ANTOINE STELMA

Antoine Stelma has over 20 years of experience as a data architect and trainer for Data Warehousing and Business Intelligence. He co-founded Connected Data Group together with Erik Fransen. Connected Data Group supports data-driven organizations with smart solutions for Data & Analytic architectures.
As an instructor, Antoine teaches the concepts mixed with daily examples from his practice at Connected Data Academy and Genesee Academy. With an extensive background in Enterprise Data Warehousing, specialized in Data Vault Modelling, Data Virtualization and designing Data & Analytics platforms, Antoine shares his passion, research, and best practices, based on existing use cases.



09:00 - 12:30

DATA MESH INFORMATION ARCHITECTURE: MODELING DATA PRODUCTS AND DOMAINS [ENGLISH SPOKEN]

Juha Korpela | Founder | Datakor Consulting

This workshop addresses information architecture in decentralized data environments. It examines how domains document and share data, explores conceptual and logical modeling for clarity and interoperability, and provides practical exercises to design data products aligned with domain semantics.

Data Mesh is a federated approach to data management and governance developed by Zhamak Dehghani. It's structure is based on domains and data products, elements that have also seen wide attention from organizations that are not otherwise working towards a full Mesh implementation. Working with autonomous domains who share data to the rest of the organization via data products is an excellent way to bring data work closer to the business and to allow domain-specific prioritization instead of a massive centralized bottleneck team. However, with domains having their own understanding of business and its core concepts, semantic interoperability becomes a challenge. This workshop focuses on the problems of Information Architecture in a de-centralized landscape.
How can we document what data we have available, how do we understand what other teams' data means, and how do we maintain a big picture of what is where? We will explore conceptual modeling as a key method of documenting the business context and semantics of domains and data products, more detailed logical modeling as a means to document data product structures, and consider both within-domain and cross-domain linking of various models and objects in them. As a hands-on exercise, we will model a domain and design some example data products that maintain strong links with their domain-level semantics. The workshop will give you the basic skills to do data modeling at these higher levels of abstraction, and understanding of the key characteristics and challenges of the Data Mesh that affect the way we need to do data modeling.

Learning objectives

- Understand the basics of the Data Mesh paradigm and its challenges relating to information architecture and semantics
- Learn the basics of conceptual modeling as a method of defining the business context of domains and data products
- Learn the basics of logical modeling as a part of data product design process
- Learn how solution-level metadata (e.g. data contracts) can expose domain-level context across domain boundaries
- Understand the basic operating model of information architecture management in the context of independent domain teams within a Data Mesh setup

Who is it for

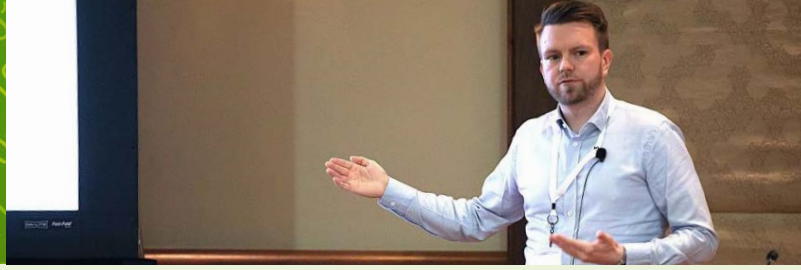
- Data Architects
- Chief Data Officers and Heads of Data interested in federated operating models
- Data Product Owners and Team Leads working in a federated model
- Data Governance experts

Detailed Course Outline

1. Introduction
- Welcome and introductions
- Course agenda and goals

2. Data Mesh basics
- General idea
- Four pillars of Data Mesh according to Dehghani
- Domains and domain teams
- Data products
- The interoperability challenge

3. How conceptual models help with cross-domain understanding
- Basics of conceptual modeling: entities, relationships, and attributes
- How to identify the real business objects
- Building definitions and glossaries



4. Hands-on exercise: modeling a domain
- Domain boundaries
- Identifying entities within the domain
- Definitions and "domain ontology"

5. Data modeling as part of data product design
- Understanding product scope as part of the domain model
- Logical model as product-level design & documentation
- Deriving logical models from conceptual model
- Maintaining links with the domain model
- What happens when the product expands beyond the domain?

6. Ensuring semantic interoperability at the domain boundary
- Exposing metadata from domains and data products
- Data contract basics
- Domain glossaries vs. shared enterprise glossaries
- Dealing with polysemes

7. Data Mesh information architecture operating model
- Domain team responsibilities
- Data product owner responsibilities
- Platform team responsibilities
- Federated governance

8. Conclusion
- Key takeaways
- Where to start in your organization
- How to learn more.

FOR MORE INFORMATION, GO TO WWW.ADEPTEVENTS.NL/DIA

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.

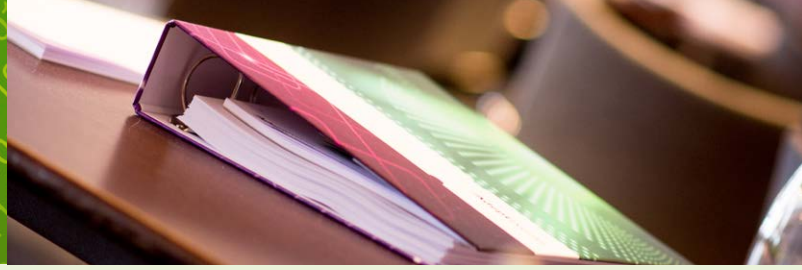
Realizing the value of concept modelling is also, surprisingly, taking hold in the data community. "Surprisingly" because many data practitioners had seen concept modelling as an "old school" technique. Not anymore! In the past few years, data professionals who have seen their big data, data science/AI, 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!

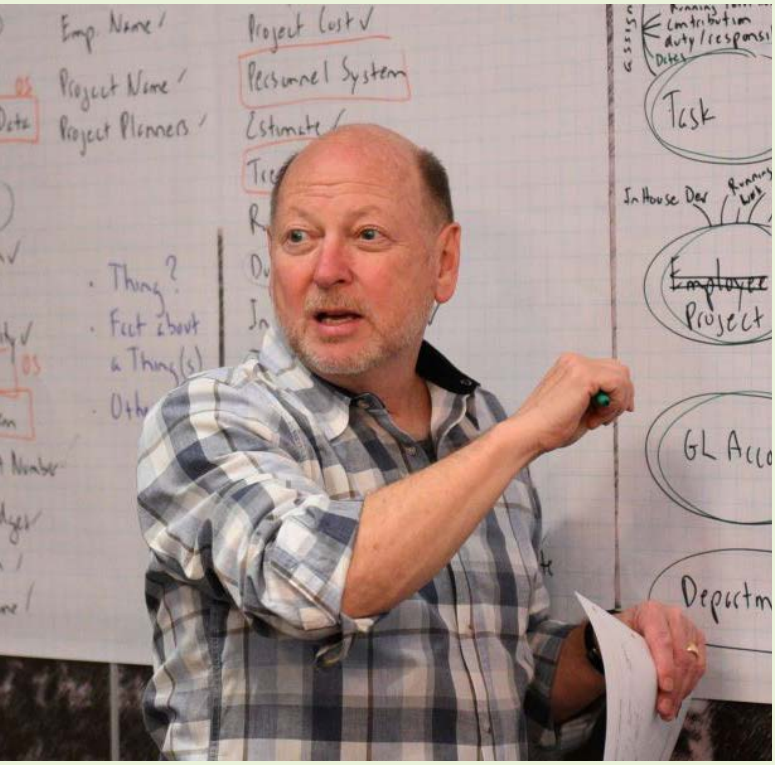
The Agile community is especially seeing the need for concept modelling. Because Agile is now the default approach, even on enterprise-scale initiatives, Agile teams need more than some user stories on Post-its in their backlog. Concept modelling is being embraced as an essential foundation on which 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

WORKSHOPS MARCH 25





- 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

13:30 - 17:00 | MARCH 25

AI GOVERNANCE, RESPONSIBLE AI AND DATA GOVERNANCE: CONNECTING THE DOTS

Mathias Vercauteren | Managing Director | Data and AI Governance Partners

Unlock the future of trustworthy AI. This seminar helps you connect AI Governance, Responsible AI, and Data Governance into one actionable framework. Learn how to mitigate risks, ensure compliance, and embed transparency, fairness, and accountability in AI initiatives. Packed with real-world examples and practical tools, this session is ideal for leaders who want to align innovation with ethics and create lasting business value.

Artificial intelligence promises transformative business value, but without strong governance foundations, AI initiatives risk being biased, opaque, or non-compliant. Organizations are increasingly

expected—by regulators, customers, and society at large—to ensure AI systems are ethical, explainable, and trustworthy. Yet, most governance efforts remain fragmented: AI governance is treated separately from Responsible AI principles, while Data Governance operates in a silo.
This seminar connects the dots. Participants will gain a comprehensive understanding of how Data Governance underpins Responsible AI, and how AI Governance frameworks operationalize ethics and compliance in practice. Combining strategy, case studies, and hands-on frameworks, the course provides attendees with the tools to design and implement governance approaches that make AI not only innovative, but also reliable and responsible.

Learning Objectives

By the end of this seminar, participants will be able to:

- Understand the principles of AI Governance and the importance of Responsible AI
- Explore the role of Data Governance in supporting ethical and compliant AI practices
- Learn how to develop and implement AI Governance frameworks that align with organizational goals
- Discover best practices for ensuring transparency, accountability, and fairness in AI systems
- Examine real-world case studies that highlight successful AI and data governance integration
- Gain practical tools and techniques for fostering a culture of responsible AI and data management
- Identify common challenges and strategies to overcome them in the governance of AI and data.

Who is it for?

- Data & AI Leaders: Chief Data Officers, AI program leads, and executives responsible for data-driven strategy
- Governance & Compliance Professionals: Data Governance managers, risk officers, and compliance teams seeking to embed AI accountability
- Technology Leaders: Architects, product owners, and IT leaders building or overseeing AI/ML solutions
- Business Leaders & Policy Makers: Executives and decision-makers needing to ensure AI aligns with organizational goals and ethical standards
- Researchers & Educators: Professionals in higher education and research institutions deploying AI in sensitive, high-stakes contexts.

Detailed Course Outline

Part 1 — Foundations & Risks

- Session 1: AI Primer – The growth of AI, opportunities, and emerging risks .

- Session 2: AI Pitfalls – Understanding algorithmic bias, data quality challenges, and unintended consequences.
- Session 3: The Need for Governance – Why AI governance is essential, and how it intersects with Responsible AI and Data Governance.

Part 2 — Frameworks & Practices

- Session 4: AI Governance in Practice – Policies, standards, and risk management frameworks.
- Session 5: Responsible AI – Embedding ethical principles (fairness, transparency, accountability, inclusivity) into systems and processes.
- Session 6: Data Governance for AI – Addressing data ethics, data quality, lineage, and security as enablers of trustworthy AI .

Part 3 — Connecting the Dots & Implementation

- Session 7: Practical Integration Framework – A blueprint for combining AI Governance, Responsible AI, and Data Governance.
- Session 8: From Frameworks to Business Strategy – Scaling governance into enterprise programs, communicating value, and embedding sustainable practices.

FOR MORE INFORMATION, GO TO WWW.ADEPTEVENTS.NL/AIG

INFORMATION
DATA WAREHOUSING & BUSINESS INTELLIGENCE SUMMIT 2026

DATE AND TIME
The conference will take place on March 24 and 25. On March 24 the programme starts at 9:00 am and ends at 4:45 pm. Registration commences at 8.00 am. On March 25 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**. For registering by print, please scan the completed registration form and send this to **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	Rate
Early registration (until February 6)	€ 693
Regular registration (starts February 7)	€ 770

The fee for the half day workshop is only € 420 if combined with the conference. The 10% early bird discount until Februari 6 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 eligable 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.

Cancellation Liability
In the unlikely event of cancellation of the conference for any reason, Adept Events' liability is limited to the return of the registration fee only. Adept Events will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of Adept Events, to change the content, timings, speakers, date and venue of the conference.

Recordings and photography
Please be aware that still photography, video, and audio recording may occur at this event. By attending this event, you consent to have your image, photograph, likeness, picture, rendering, or audio recording utilized for Adept Events educational, marketing, and sales purposes. You hereby grant Adept Events the right to unrestricted use, reproduction, display, dissemination, publication, and distribution in any medium, provided that Adept Events will take measures on behalf of attendees against infringement and/or inappropriate use of your image, photograph, likeness, picture, rendering, and audio recording.

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