

EDM Webinar

Data Democratization: Empowering Data Citizen for exponential ROI

A conversation with



Moderated by **Mike Meriton**

Co-Founder & COO, EDM Council

- Mike is a Co-Founder of the EDM Council
- Served as the first Chairman and active Board member since inception in 2005
- Joined EDM Council in 2015 as a Senior Advisor to lead Industry Engagement strategy, new member services and Council Operations
- Previously the CEO of GoldenSource and held key executive roles at CheckFree (Fiserv), D&B and Oracle.



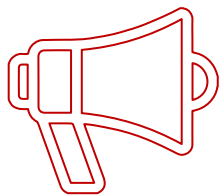
Reginald Mathews

Co-Founder and CTO, DataEconomy Inc.

- Reginald (“Regi”) is a Co-Founder and CTO of DataEconomy
- A technology strategist and a core engineer with 20+years of deep experience in Data & Analytics space
- Previously the Head of Data & Analytics for Banking and Financial Services at Tata Consultancy Services where he handled 53+ clients with an annual deal target of \$200M



Data Users
Dilemma !!



Do you have the data that I am looking for?

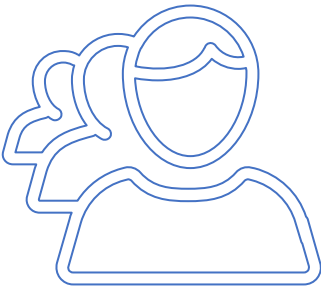
How is the Quality of data?

Who owns this data if I have a question?

Where is this data coming from?

Who is currently using them, Have they found it useful?

What are the ethical use restrictions of this data point?



Typical Answers

Not Sure who can answer my questions, Many Manual touchpoints

Conflicting Answers

Takes a lot of time

I am not the owner of this data, not sure about your question

This is not my priority and I am busy

There are no funds to address your requirements



Data Stores

Data Lake

Data Warehouses

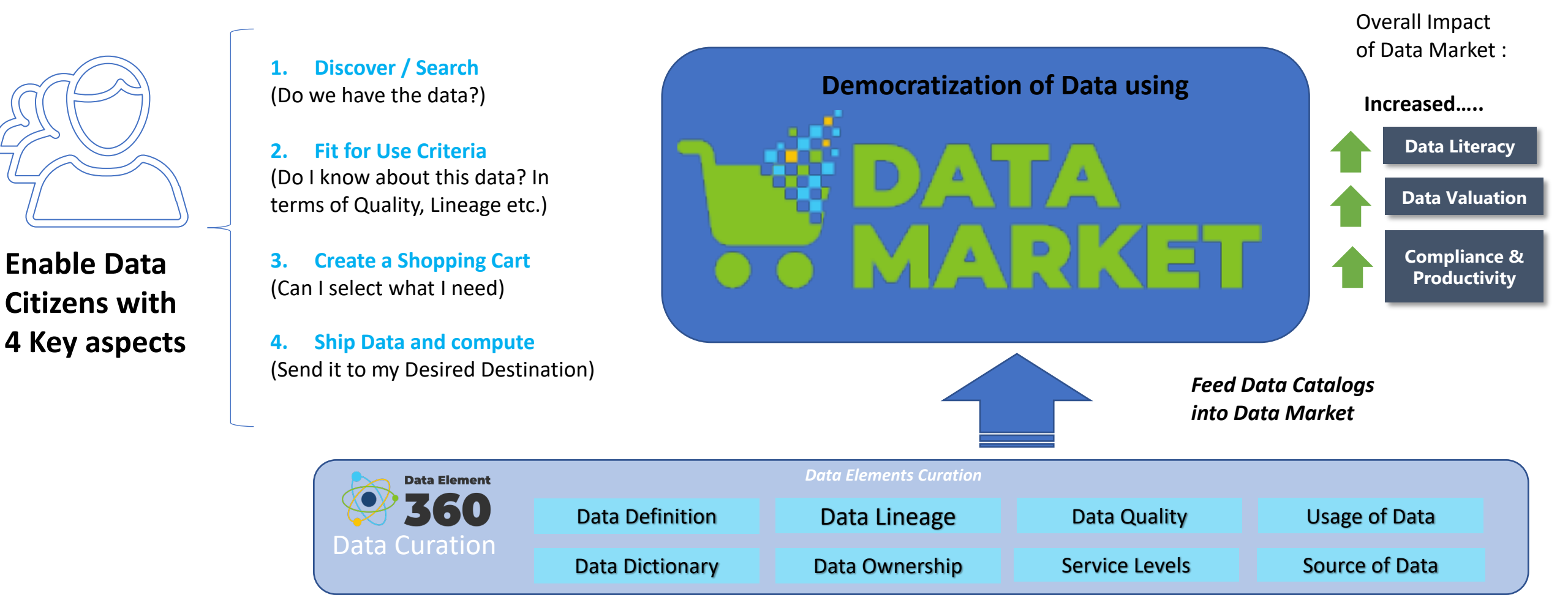
Data Marts

Databases

Ad-hoc Data Sets

Spread sheets

It’s an “AMAZON-like” experience with answers to all the questions that users have been asking



Today's panel

Moderator



Mike Meriton

Co-Founder & COO
EDM Council



Peter Serenita

SVP & Chief Data Officer
Scotiabank



Vinay Jha

EVP and Chief Data Officer
Citizens Bank



Reginald Mathews

Co-Founder and CTO
DataEconomy Inc.



Questions?



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