Delivering enduring customer engagement: Why now is the time to invest in a solid data foundation

23. april - Online, Online

09:00 - 09:05	**Welcome by moderator** Michael Svendsen, Computerworld freelance journalist
09:05 - 09:20	**Delivering enduring customer engagement: Why now is the time to invest in data, technology, and systems to anticipate and predict customer sentiment** Allan Cervin, MBA and Director Financial Services & Data Analytics, CGI
09:20 - 09:40	**The massive rise in digitization has led to an explosion in dynamic data.** Greg Hanson, VP Specialists EMEA & LATAM, Informatica
09:40 - 10:00	**How Maersk is offering a differentiated customer experience using data as the cornerstone for their digital transformation journey.** Hari Prasad Sharma, Product Owner - Customer Master Data, Data Management, Maersk HQ
10:00 - 10:20	**Experience how Informatica's end-to-end Customer 360 SaaS solution revolutionizes how customer data is managed and used to gain a deeper understanding of the customer.** Barry Wildhagen, Senior Solution Architect MDM, Informatica
10:20 - 10:30	**Bringing enduring customer engagement to life – a fireside chat with CGI, Maersk and Informatica**
10:30 - 10:35	**Round up by moderator** Michael Svendsen, Computerworld freelance journalist

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Michael Svendsen
Computerworld freelance journalist

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Allan Cervin
MBA and Director Financial Services & Data Analytics
CGI / Partner

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Greg Hanson
VP Specialists EMEA & LATAM
Informatica / Partner

Informatica's Customer 360 SaaS helps businesses across the globe every day to harness this data to offer intelligent customer experiences. Hear firsthand what is driving Informatica's vision and innovation in this space.

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Hari Prasad Sharma
Product Owner - Customer Master Data, Data Management
Maersk HQ / Partner

10:00 - 10:20: Experience how Informatica's end-to-end Customer 360 SaaS solution revolutionizes how customer data is managed and used to gain a deeper understanding of the customer.

Barry Wildhagen
Senior Solution Architect MDM
Informatica / Partner

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Michael Svendsen
Computerworld freelance journalist