

7 OCTOBER 2025 | HOTEL NIKKO BANGKOK | #DDSUMMIT



Panel Discussion

Data Collection and Integration

Building a Unified Customer Data Foundation Across Channels



More Info



**VINNIE
MISTRY**

Partner Sales Director
Tealium



**HAFIZ
BADRIE LUBIS**

Director, AI & Data Platform
Bumrungrad International Hospital

**ADRIAN KHUNAKORN
LUYAPHAN**

Team Lead Data Science
DKSH



**PRATHEEP
KAMATH**

Head of Data & Analytics
UOB



Lead Panellist



How unified is your organisation's customer data across channels?



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QUESTION 1

As organisations use platforms like Tealium to unify customer data, how do you see AI enhancing personalisation while still respecting privacy and consent boundaries?



Q&A

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QUESTION 2

In banking, we think about personalisation as offers and service. In healthcare, personalisation is life and death. How do you ensure integration without compromising privacy?



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QUESTION 3

How do you approach integration when your data sources are as diverse as pharmaceuticals, consumer goods, and technology distribution?



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3 CORE INSIGHTS

- Holistic Data Collection
- Integration Across Silos
- Unified Customer View



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QUESTION 4

Customers today expect personalisation, but also privacy. How do you strike the balance between collecting enough data to be useful, without crossing the line and being seen as intrusive?



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QUESTION 5

Most organisations say they want a 'single customer view', but few actually achieve it. In your experience, what's the biggest roadblock—technology, organisation silos, or culture?



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QUESTION 6

It's easy to invest millions in platforms, but unless integrated data drives measurable business outcomes, it's just expensive storage. How do you ensure unified data actually creates value for the customer and the business?



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QUESTION 7

We often say ‘garbage in, garbage out.’ With so many sources feeding into a unified data foundation, how do you ensure quality and consistency—especially when the same customer looks different across systems?



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QUESTION 8

Technology can integrate data, but people and departments often don't integrate so easily. How do you break down organisational silos when marketing, operations, risk, and IT all 'own' different pieces of customer data?



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QUESTION 9

A lot of companies spend millions on CDPs and data integration projects, but struggle to show business impact. In your view, what's the right way to measure the success of a unified data foundation?



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QUESTION 10

Data volumes are exploding, and AI is becoming mainstream. If we're building unified data foundations today, how do we make sure they're scalable and future-proof five years from now?



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QUESTION 11

Consent management and data privacy laws are tightening worldwide. How can companies remain compliant and still deliver seamless cross-channel experiences without losing competitive edge?



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Q&A

Submit your questions here!

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