

MDM & DATA GOVERNANCE SUMMIT 2010

October 3-5, 2010
Crowne Plaza
Times Square Manhattan
New York, NY

Check out
the new case
studies for
2010!

▶ TOP THREE REASONS to Attend this *Can't Miss* Event of 2010 for Data Integration Professionals

- 1** The only event with an agenda that equally focuses on MDM and Data Governance
- 2** One of the world's largest, oldest and most comprehensive conference on the two topics
- 3** The only major MDM and Data Governance event on the U.S. East Coast in 2010

MDM & Data Governance Summit 2010 is a conference for all experience levels and focuses on the questions that keep IT executives awake at night such as:

- ▶ What is driving business interest in MDM and Data Governance solutions?
- ▶ What are the better architectures and vendors? How do these solutions differ from data warehouse and customer relationship management initiatives?
- ▶ How will the market and technologies evolve? Who will be the leading vendors?
- ▶ How does an IT organization get started? How do I optimize my professional development to leverage this trend on behalf of my management?
- ▶ What are the most successful best practices for creating a "single customer view?"

Call Ingrid Olsen for Best Rates 212.803.8456 or 800.803.3424

Presented by:

information
management

The MDM Institute
Independent. Authoritative. Relevant.

www.mdm-summit.com

For sponsorship opportunities, please contact Tony Carrini, 212.803.8547, anthony.carrini@sourcemedia.com or Eric Kelliher, 212.803.6052, eric.kelliher@sourcemedia.com.

MDM & DATA GOVERNANCE SUMMIT 2010

October 3-5, 2010
Crowne Plaza
Times Square Manhattan
New York, NY

"I found Aaron's candor refreshing and invaluable. Makes me want to come back for more. Keep up the good work!"

– Gerry Pastores, VP, Sr. Architect, BANK OF AMERICA

AGENDA-AT-A-GLANCE:

SUNDAY, OCTOBER 3, 2010

12:00 PM

Registration Opens

1:00 PM - 3:00 PM

Pre-Conference Workshops: **Group A**

3:30 PM - 5:30 PM

Pre-Conference Workshops: **Group B**

MONDAY, OCTOBER 4, 2010

8:00 AM - 12:15 PM

Keynote Presentations in General Sessions

12:30 PM - 1:30 PM

Industry Innovation Lunch Sessions

2:00 PM - 5:50 PM

Concurrent Track Sessions

- CDI Track
- PIM Track
- Data Governance Track

TUESDAY, OCTOBER 5, 2010

8:30 AM - 9:30 AM

Keynote Presentations in General Session

9:45 AM - 2:40 PM

Concurrent Track Sessions

- CDI Track
- PIM Track
- Data Governance Track

2:40 PM

Conference Adjourns

WORKSHOPS:

**Workshops are an additional cost*

Maximize your learning by attending these content-driven workshops!*

GROUP A

- **MDM Boot Camp**
Ed Allburn, *President*, DATADELTA
Aaron Zornes, *Chief Research Officer*, THE MDM INSTITUTE
- **Smart Data Governance Workshop**
Stephen Adler, *Director*, IBM DATA GOVERNANCE SOLUTIONS
- **Workshop Title To Be Announced, Sponsored By EMC® Consulting**
Martha Dember, *Senior Practice Consultant*, EMC CONSULTING

GROUP B

- **Tactical vs Strategic Governance Workshop**
Kelle O'Neal, *Managing Partner*, FIRST SAN FRANCISCO PARTNERS
- **MDM Architectures - Scaling & Performance Scoping Workshop**
Adam White, *President*, GLOBAL DATA COMPETENCY
- **Annual MDM Summit Wipro User Group**
Rajesh Shewale, *MDM Program Manager*, WIPRO TECHNOLOGIES

KEYNOTE SESSIONS:

- **Conference Chairman Keynote: MDM 2.0 – The Convergence of MDM & Data Governance**

Aaron Zornes, *Chief Research Officer*,
THE MDM INSTITUTE



- **Keynote: MDM in 2010-11: Smarter, Easier, Adaptive**

Rick Clements, *Senior Director of MDM Product Marketing*,
IBM SOFTWARE GROUP



- **Keynote: MDM: Noun or Verb?**

Tom Kennedy, *Founder & CTO*,
BACKOFFICE ASSOCIATES



- **Keynote: MDM: An Inconvenient Truth**

Ford Goodman, *Vice President - North America MDM*, ORACLE
Matt Lawrence, *Senior Director of Global IT Business Applications*, WIND RIVER SYSTEMS



INDUSTRY INNOVATION LUNCHEON SESSIONS (IIS):

- **IIS: Session**

Sponsored by



Speaker to be Announced

- **IIS: Applying MDM-Driven Data Quality to**

Master Patient Index Sponsored by
Dave Watson, *VP of R&D*, INFORMATION BUILDERS



- **IIS: Session**

Sponsored by



Decide with Confidence

Speaker to be Announced

Call Ingrid Olsen for Best Rates 212.803.8456 or 800.803.3424

Presented by:



www.mdm-summit.com



For sponsorship opportunities, please contact Tony Carrini, 212.803.8547, anthony.carrini@sourcemediacom or Eric Kelliher, 212.803.6052, eric.kelliher@sourcemediacom.

MDM & DATA GOVERNANCE SUMMIT 2010

October 3-5, 2010
Crowne Plaza
Times Square Manhattan
New York, NY

▶ CDI TRACK

Sponsored by  Cognizant

TRACK KEYNOTE: Definitive Ways to Master Your Data and Improve ROI: An Introduction to MDM-in-a-Box 2.0

Sriraj Rajaram, *Senior MDM Strategist*, COGNIZANT | Dileep Srinivasan, *AVP, MDM*, COGNIZANT

CASE STUDY: Incremental Grass Roots Data Governance as an Alternative to Top-Down Directives

Andrew Pilch, *Master Data Implementation Specialist*, THE PILCH GROUP

BEST PRACTICES: Enhancing Customer Experience with MDM

Nachiket Desai, *VP, Enterprise Architecture & Business Intelligence*, 1-800-FLOWERS.COM

EXPERTS TESTIMONY: Introducing Self-Service MDM for Information Workers

Denise Draper, *Product Unit Manager - DQ, EIM & MDM*, MICROSOFT

CASE STUDY: Making the MDM Business Case


Frank Barresi, *AVP, Information Delivery Group*, MASSMUTUAL | Sravan Kasarla, *Chief Information Architect - Information Architecture Practice*, MASSMUTUAL

John Segretta, *AVP, Business Information Management*, MASSMUTUAL

CASE STUDY: Executing an MDM Platform Evaluation

Syam Chodagiri, *Director & Chief Customer Data Steward*, LEVI STRAUSS

▶ PIM TRACK

Sponsored by  WIPRO

EXPERT TESTIMONY: Best Practices in MDM for PIM

PANELISTS: Mukunda Krishnaswamy, *Chief Technology Officer*, AMERICAN STANDARD AMERICAS

Additional Panelists to be Announced

CASE STUDY: Making Information Management the Foundation of the Future

John Gideon, *Senior Director*, RENT-A-CENTER | William McKnight, *President*, MCKNIGHT CONSULTING GROUP

CASE STUDY: Applying PIM to Enable Retailers To Become Multichannel Merchants

Charles Hunsinger, *EVP of IT & CIO*, MUSICIAN'S FRIEND/GUITAR CENTER | Greg Wong, *CEO*, HEILER SOFTWARE CORPORATION

BEST PRACTICES: Avoiding the Systems Integrator Money Pit

Aaron Zornes, *Chief Research Officer*, THE MDM INSTITUTE

CASE STUDY: MDM as a Team Sport: Using SAP MDM

Mukunda Krishnaswamy, *Chief Technology Officer*, AMERICAN STANDARD AMERICAS

▶ DATA GOVERNANCE TRACK

Sponsored by  KALIDO

TRACK KEYNOTE: Targeting the Root Cause of Bad Data Using Data Governance

Winston Chen, *VP, Strategy & Business Development*, KALIDO

CASE STUDY: MDM 101: How to Successfully Achieve Hard Benefits

John Collins, *CIO*, DIGI-KEY CORPORATION

Inderjeet Singh, *VP & General Manager of Emerging Technologies*, TIBCO SOFTWARE

CASE STUDY: Canonical Forms: Essential To Master Data Services and SOA at Fiserv

Lori Halfacre, *Director, Enterprise Information Management, IT*, FISERV/CHECK-FREE

CASE STUDY: Global Data Governance: A Road Map to Success

Alan White, *Chief Architect, Global MDM*, THE NIELSEN COMPANY

EXPERT TESTIMONY: MDM & Data Governance for Financial Services

PANELISTS: Sravan Kasarla, *Chief Information Architect - Information Architecture Practice*, MASSMUTUAL

Sandeep Manchanda, *Head of Information & Technology Management, General Insurance*, ZURICH FINANCIAL SERVICES

John Rossi, *Enterprise Architect*, THE HANOVER INSURANCE GROUP

EXPERT TESTIMONY: Best Practices in Data Governance

PANELISTS: Nancy Northrup, *VP, Data Governance Process Quality Assessment, Chief Data Office*, CITI

John Yelle, *Product Manager, Client Reference Data*, DEPOSITORY TRUST & CLEARING CORPORATION (DTCC)

EXPERT TESTIMONY: Best Practices in Data Driven Data Governance

Joseph DosSantos, *Financial Services Master Data Management Practice Lead*, EMC CONSULTING

2009 ATTENDEES:

1-800-Flowers.com • AAA • Ace Insurance Group • American Standard Americas • Amtrak • Autodesk • Booz Allen Hamilton • Citi • Cardinal Health • Chervon • Daymon Worldwide • Dell • eTrade • Fiserv/Check-Free • Forbes • Ford Motor Company • GE • Hess Corporation • Horizon BCBS of NJ • JP Morgan Chase • Kraft Foods • Levi Strauss • Macy's • Marvel Entertainment • MassMutual Financial Group • McDonalds • Moody's • Mount Sinai Medical Center • Musician's Friend • PepsiCo • Pfizer • Rent-A-Center • Royal Bank of Canada • Safeway • Scholastic • Starbucks • The Hanover Insurance Group • The Nielsen Company • The Hartford, Travelers Insurance • United Health Group • Visa • Wal-Mart • Warner Bros. Entertainment • WellPoint • Wind River Systems • Yahoo, Inc. • Zurich Financial Services

WHO SHOULD ATTEND:

- MDM Project Leadership
- MDM Program Managers
- Chief Technical, Customer and Information Officers
- Enterprise (Data) Architects, Modelers and Warehouse Architects
- Corporate/Business Unit Data Stewards
- Vice Presidents and Directors of Sales/Marketing, Analytics, Customer Experience, Business Planning, Service and Business Intelligence
- Directors/Managers of Centers of Excellence for Application Integration, Excellence for Siebel, SAP and MDM
- Business Intelligence Program Managers
- Data Warehousing Program Managers
- Database Marketing Analysts

Call Ingrid Olsen for Best Rates 212.803.8456 or 800.803.3424

Presented by:

information
management



www.mdm-summit.com

For sponsorship opportunities, please contact Tony Carrini, 212.803.8547, anthony.carrini@sourcemediacom.com or Eric Kelliher, 212.803.6052, eric.kelliher@sourcemediacom.com.

MDM & DATA GOVERNANCE SUMMIT 2010

October 3-5, 2010
Crowne Plaza
Times Square Manhattan
New York, NY

3 Easy Ways to Register!

CALL Ingrid Olsen at 212.803.8456
FAX your registration to 646.808.3816
EMAIL ingrid.olsen@sourcemedia.com

REGISTRATION INFORMATION:

	EARLY BIRD	STANDARD
Premium Package <i>Includes full conference pass and your choice of two workshops!</i>	\$1695	\$1895
Platinum Package <i>Includes full conference pass and one workshop of your choice!</i>	\$1545	\$1745
Conference Only	\$1495	\$1695
Pre-Conference Workshop Only <i>Includes ONLY two pre-conference workshops of your choice. This option does not include any content on 10/4 or 10/5 or access to the Exhibit Hall.</i>	\$249	\$249
EXPIRATION DATE	9/10/10	

CHECK OUT EXHIBIT HALL HOURS!

MONDAY, OCTOBER 4, 2010

7:00 AM - 8:00 AM	Continental Breakfast
9:45 AM - 10:45 AM	Networking Break
1:30 PM - 2:00 PM	Dessert Break
3:35 PM - 4:15 PM	Networking Break
5:50 PM - 7:30 PM	Networking Reception

TUESDAY, OCTOBER 5, 2010

8:00 AM - 8:30 AM	Continental Breakfast
10:30 AM - 11:15 AM	Networking Break

SPONSORS:

PLATINUM SPONSORS



SILVER SPONSORS



Decide with Confidence



EXHIBITORS



GOLD SPONSORS



SUMMIT SPONSORS



EMC Consulting

VENUE:

**CROWNE PLAZA
TIMES SQUARE MANHATTAN**
1605 Broadway
New York, NY 10019
www.cpmnhattantimesquare.com

Room Rate: \$319 plus tax/night
Phone: 888.233.9527
Fax: 212.333.7393
Attire: Business Casual

Please make your hotel reservation prior to September 10 to ensure you receive the discounted rate.

SourceMedia has secured a block of rooms at the Crowne Plaza Times Square Manhattan Hotel at a special discounted rate of \$319.

You can make your reservation by calling the hotel directly at 212.977.4000. Be sure to mention that you are a SourceMedia / MDM conference event participant.

Payments:

Please make checks payable to SourceMedia and include the name(s) of the attendee(s) on the face of the check. We accept American Express, Diners Club, Discover, Visa, and MasterCard. Registration fees include all meals, refreshment breaks, receptions and a copy of the conference workbook. In order to receive early bird discounts, special rates or promotions, full payment must be made prior to the offer expiration date. Any registration not paid in full at that time of offer expiration date will be subject to the current rate. Full Payment must be received 14 days prior to the event or your registration will automatically be cancelled. Registrations with declined or invalid credit cards will not be processed.

Substitutions and Cancellations:

Substitutions may be sent at any time. All cancellations must be submitted in writing within 90 days prior to the Cut-Off Date of the event and will be subject to a cancellation fee equal to 50% off the registration fee or a Letter of Credit which will cause forfeiture of the entire registration fee but allow one admittance to a future SourceMedia event to be used in the same year. No refunds or letters of credit are available later than the event Cut Off Date (14 Days prior to start date).

Discounts:

All discounts are for new registrations only and cannot be applied to registrations submitted prior to receiving a discount offer. No refunds will be made. Discount offers cannot be combined.

Call Ingrid Olsen for Best Rates 212.803.8456 or 800.803.3424

Presented by:

information
management



www.mdm-summit.com

For sponsorship opportunities, please contact Tony Carrini, 212.803.8547, anthony.carrini@sourcemedia.com or Eric Kelliher, 212.803.6052, eric.kelliher@sourcemedia.com.