

MDM Summit **FALL 2008**

OCTOBER 19-21, 2008 | HILTON NEW YORK | NEW YORK, NY

The World's Best Community of MDM Experts Just Got Better

We've Heard Your Feedback!

- More New Case Studies! Hear from 30+ individual MDM users sharing their experiences
- Additional emphasis on identity resolution, product information management, and data governance
- Findings from first ever survey on Key Compensation Trends for MDM-Related Personnel

PRE-REGISTRATION DISCOUNT
EXPIRES SEPTEMBER 12!

Presented by:

DMRReview

The MDM Institute

Independent. Authoritative. Relevant.



REGISTER AT:

www.mdm-summit.com | 800.803.3424 | 212.803.6093

SourceMedia
CONFERENCES & EVENTS

MDM Summit **FALL 2008**

Brochure Contents:

Featured Speakers.....	3
Attendee Demographics.....	3
Exhibit Hall Hours.....	4
Pre-Conference Workshops.....	4
Agenda.....	4 - 9
Sponsors.....	9
Registration & Hotel.....	10

BRAND NEW Case Studies From:

- AMERICAN STANDARD
- AVON
- CHUBB
- CISCO
- COMMERZBANK
- EMC
- LIEBERT CORPORATION
- ERICSSON
- FINGERHUT
- GROUPE MICHELIN
- HUMANA
- JOHNSON & JOHNSON
- THE LEUKEMIA & LYMPHOMA SOCIETY
- MILLENNIUM PHARMACEUTICALS
- MCGRAW-HILL
- MERCK & CO.
- MERRILL LYNCH
- NATIONWIDE INSURANCE
- NEMOURS
- PFIZER
- R.R. DONNELLEY
- SAFECO
- SCOTTRADE
- STARBUCKS
- STRYKER
- UNUM
- VERTEX
- WEYERHAEUSER

Agenda at a Glance:

Sunday, October 19, 2008

2:00 PM - 5:00 PM	Pre-Conference Workshops
5:15 PM.....	Main Conference Begins
5:15 PM - 6:00 PM	Keynote: Experts and Analyst Panel
6:00 PM - 7:00 PM	Opening Night Reception

Monday, October 20, 2008

7:30 AM - 8:30 AM	Breakfast Briefings
8:45 AM - 9:30 AM	Chairman Introduction and Keynote Address
9:30 AM - 10:15 AM	Keynote: MDM: Stop "Kicking the Tires" and Start Your Master Data Engine
10:15 AM - 11:00 AM	Networking Break in Exhibit Hall
11:00 AM - 11:45 AM	Keynote: Master Data Management Strategies for the Next Two Years
11:45 AM - 12:30 PM	Keynote: Mature MDM: Advancing Value Creation across Your Enterprise
12:45 PM - 1:45 PM	Lunch for All Participants
12:45 PM - 1:45 PM	Industry Innovation Lunch Sessions
1:45 PM - 2:15 PM	Dessert and Networking Break
2:15 PM - 3:00 PM	Concurrent Session 1
3:05 PM - 3:50 PM	Concurrent Session 2
3:50 PM - 4:15 PM	Networking Break in Exhibit Hall
4:15 PM - 5:00 PM	Concurrent Session 3
5:00 PM - 7:00 PM	Reception in Exhibit Hall

Tuesday, October 21, 2008

7:30 AM - 8:30 AM	Breakfast Briefings
8:45 AM - 9:15 AM	Chairman's Day 1 Recap
9:15 AM - 10:00 AM	General Session
10:00 AM - 10:30 AM	Networking Break in Exhibit Hall
10:30 AM - 11:15 AM	Concurrent Session 4
11:20 AM - 12:05 PM	Concurrent Session 5
12:05 PM - 1:15 PM	Lunch for All Participants
12:05 PM - 1:15 PM	Industry Innovation Lunch Sessions
1:15 PM - 1:45 PM	Dessert and Networking Break
1:45 PM - 2:30 PM	Concurrent Session 6
2:35 PM - 3:20 PM	Concurrent Session 7
3:25 PM - 4:10 PM	Concurrent Session 8
4:15 PM - 5:00 PM	Concurrent Session 9
5:00 PM	Conference Adjourns

PAST ATTENDEES TOLD US...

"A fantastic conference on what is becoming the next big thing in IT." - ROBERT ZEGRAC, GROUP MANAGER, NATIONAL CITY

"Excellent networking opportunity. There is no better place to meet with large numbers of people grappling with customer data issues." -CHRISTINE MCCLARY, DATA MANAGER, NATIONAL INSTRUMENTS (AUSTIN, TEXAS)

Join the largest community of MDM experts this fall in New York City!

Learn the best practice evaluation and implementation strategies from early adopters of master data management (MDM) solutions – both customer data integration (CDI) and product information management (PIM).

As a network and community, our faculty of expert speakers are the most formidable brain trust of independent MDM experts on the planet. Hand-picked. Carefully vetted. Proven success stories. Moreover, MDM Summit attendees receive the tremendous value of that experience and thought leadership on an ongoing basis through the personal relationships developed over their 2-3 days well spent with us.

CONFERENCE CHAIRS:

Aaron Zornes
Chief Research Officer
THE MDM INSTITUTE

Jim Ericson
Editorial Director
DM REVIEW & BI REVIEW

FEATURED SPEAKERS:

Ed Allburn
President & CEO, DATADELTA, INC.

Karen Allen
Customer Management Architect,
Enterprise Architecture, UNUM

Robert Barker
SVP & Chief Marketing
Officer, INFOGLIDE

Alex Black
Senior Partner, Strategic Services
Group, GBS - Americas, COMPUTER
SCIENCES CORPORATION

Todd Boutwell
Senior Analyst, VERTEX

Terry Bouziotis
MDM Program Manager,
JOHNSON & JOHNSON

Martin Boyd
VP, Marketing, SILVER CREEK SYSTEMS

Thomas Brauch
Senior Director, Global List
Management & Advanced Analytics,
ORACLE CORPORATION

Mark Campbell
Solution Architect, SAFECO

Bruce Chen
Chief Technology Officer,
LIAISON TECHNOLOGIES

Jim Cisler
Manager, MDM Group, STRYKER

Jeff Como
Chief Information Officer, THE
LEUKEMIA & LYMPHOMA SOCIETY

Stefanos Damianakis
CEO, NETRICS, INC.

Stacey Drinan
IT Solution Area Expert, MDM,
ERICSSON

Kim Fahey
Senior Information Architect,
R.R. DONNELLEY

Tony Fisher
President & CEO, DATAFLUX
CORPORATION

David Foote
CEO & Chief Research Officer,
FOOTE PARTNERS LLC

Bence Gazdag
GPO, Customer Data Quality
Management, ORACLE CORPORATION

Tom Greitz
Director - Data Strategy/
Business Planning,
MCGRAW-HILL EDUCATION

Eric Hansen
Financial Business Manager
– Finance Data Governance,
NATIONWIDE INSURANCE

Paul Hanson
VP, Chief Information Officer,
FINGERHUT DIRECT MARKETING

Winston Hsiao
Technical Director, SIPERIAN, INC.

Majd Izadian
Enterprise Data Quality and
Governance, CISCO SYSTEMS

Todd Jefferson
Enterprise Architect, Business
Intelligence & Global Data Management
Strategy, GROUPE MICHELIN

Mukunda Krishnaswamy
Director, Enterprise Data Strategy,
AMERICAN STANDARD AMERICAS

Pascal Laik
VP, MDM Product Strategy,
ORACLE CORPORATION

Kris Linn
Manager, HESS

Phil Love
Manager, Data Quality,
LIEBERT CORPORATION

Chris Lucas
VP, CDI Solutions, D&B

Aaron Mahimainathan
Senior Director, Platform Marketing,
SAP

Jim Majure
MDM Development Lead, STRYKER

John Maslanski
Director, Enterprise Architecture,
MERCK & CO.

William McKnight
Partner, Information Management,
LUCIDITY CONSULTING GROUP

Bruce J. McTavish
Data Architect, STARBUCKS
COFFEE COMPANY

Steve Minor
Enterprise Application Development &
Integration Architect, WEYERHAEUSER

Gokula Mishra
Senior Principal and Chief Technologist,
Information Management Practice,
HEWLETT-PACKARD COMPANY

Peter Muller
Senior Technical Analyst, CHUBB

William O’Kane
Enterprise Information Management,
MERRILL LYNCH

Catherine Pederson
Director of Product Marketing, PURISMA

Jim Phillips
Senior Technical Consultant, D&B

Carolina Posada
Systems & Information Technology/Data
Warehouse Group, COMMERZBANK AG

Albrect Powell
Senior Director, Data Management &
Architecture - Global, ACCENTURE

Bryan Scott
Manager, Business Development
& Planning, HUMANA

Sumit Sharma
Project Manager, Commercial Systems,
MILLENNIUM PHARMACEUTICALS

Joe Tocco
Director of Development,
SCOTTRADE, INC.

Edward Todd
Data Warehouse Manager, NEMOURS

Upen Varanasi
CEO, RIVERSAND TECHNOLOGIES

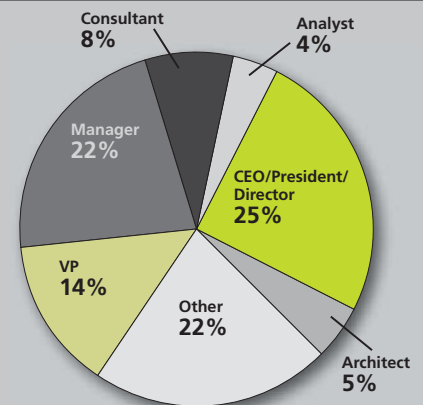
Jesse Weissman
Manager, Customer Data
Integration, EMC

Peter Winters
VP IT, Enterprise Data Management
& Information Delivery,
AVON PRODUCTS INC.

Sara Yeramilli
Vice President, PFIZER

Attendee Demographics

FALL 2007 ATTENDEES BY TITLE



WHO ATTENDS THE MDM SUMMIT?

- Senior IT Executives (CIO, CTO, VP)
- IT Managers involved in MDM, CDI, PIM, DQ or Data Governance
- Project/Program Managers (MDM, CDI, PIM, DQ)
- Data/Enterprise/Integration Architects
- Business Execs requiring single view of customer, product, supplier or location
- Business Intelligence & Data Warehouse Leadership

Interact with Our Experts Early!

If you could ask our MDM experts one question before the Summit, what would you want to know? Go ahead, don't be shy. Let us know your top concerns, and we'll offer insight from the industry's proven thought-leaders. Submit your questions online at www.mdm-summit.com/questions. We will try and answer as many of your questions during our Featured Speakers' sessions at the conference.

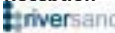
PAST ATTENDEES TOLD US...

Just getting [into] the CDI space - What a way to get up to speed quickly & have access to other businesses in similar & more advanced positions as well as all the vendors in one place. -AIDAN HOLTON, GENERAL MANAGER IT & FINANCE, IRISH LIFE & PERMANENT (DUBLIN, IRELAND)

"MDM SUMMIT has been a very good conference for me to gain an understanding of MDM/CDI tools and technologies available." -CAROL YOUNG, BUSINESS DATA ARCHITECT, LEXMARK

MDM Summit **FALL 2008**

Exhibit Hall Hours

SUNDAY, OCTOBER 19, 2008	MONDAY, OCTOBER 20, 2008		TUESDAY, OCTOBER 21, 2008
6:00 PM - 7:00 PM Opening Night Reception	10:15 AM - 11:00 AM Morning Networking Break	3:50 PM - 4:15 PM Afternoon Networking Break	10:00 AM - 10:30 AM Morning Networking Break
	1:45 PM - 2:15 PM Dessert & Networking Break	5:15 PM - 7:00 PM Networking Reception Sponsored by 	1:15 PM - 1:45 PM Dessert & Networking Break

Check our website regularly for the latest updates at www.mdm-summit.com

AGENDA

Sunday, October 19, 2008

2:00 PM - 5:00 PM

Pre-Conference Workshops

WORKSHOP 1:

MDM BOOT CAMP

Here's a rare chance to improve your success as a CIO, CTO or other IT professional embarking upon your first MDM initiative. During your focused training, you'll learn the best practices every IT professional must know to fast-track success and minimize risk. This is your pre-conference opportunity to ask the questions and set your own personalized agenda to maximize your MDM SUMMIT experience during the following two days. Combining presentations, small group discussions, and case studies, the MDM Boot Camp's proven agenda is practical, personal, and uniquely tailored to the needs of the participants.

Ed Allburn, *President & CEO*,
DATADELTA, INC.

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

Pre-Conference workshop fee is \$249. Open to registered participants only. See registration page for details.

WORKSHOP 2:

HOW TO BECOME A RESOLUTION EXPERT, NOT A MATCHING EXPERT

Is a core competency for your organization Business and Contact Matching? If it is not and you would like to keep it that way, join us as we lay out a strategy that focuses on Resolution over Matching. We will show you how to better leverage D&B services to increase your resolution rates, allowing you to concentrate on your customers and your bottom line. This workshop will show you the pros and cons to using Resolution over Matching by:

- Understanding the difference between Resolution, Matching, Purging and De-Duping
- Discovering that these differences are not absolute and what work works best for your company
- Reconciling that Resolution is best suited for real-time missions

Jim Phillips, *Senior Technical Consultant*, D&B

5:15 PM

Conference Begins

5:15 PM - 6:00 PM

Analyst and Experts Panel Discussion | Speakers To Be Announced

6:00 PM - 7:00 PM

Opening Night Reception

Monday, October 20, 2008

7:30 AM - 8:30 AM

Breakfast Briefings

For updates, please visit our website at www.mdm-summit.com.

8:45 AM - 9:30 AM

Chairman Introduction

Keynote: Milestones on the MDM Road for 2008-2009

Research analysts at the MDM Institute annually produce a set of twelve milestones for their MDM Road Map to help Global 5000 enterprises focus efforts for their own large-scale, mission-critical MDM projects. This keynote will focus on this set of strategic planning assumptions and present an enlightening view of the key trends and issues facing IT organizations during 2008-09 and beyond by highlighting:

- Defining the MDM market momentum, maturation, and consolidation
- Coping with the skills shortage for data governance, MDM project leadership, & enterprise architecture
- Identifying the essential (vs. desirable) features of an enterprise-strength MDM solution

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

9:30 AM - 10:15 AM

Keynote: MDM: Stop "Kicking the Tires" and Start Your Master Data Engine

In the past several years, companies have invested countless hours investigating and studying MDM. With a myriad theories and implementation styles, organizations can spend months or years merely "kicking tires" with no ultimate result. However, as the economy tightens and every company seeks a competitive edge, it's time to move beyond the hype of MDM and start building a unified view of the enterprise. In this keynote address by Tony Fisher, president and CEO of DataFlux, participants will learn:

- Why an effective data governance program is considered the "must have" component of MDM
- How an effective pairing of governance methodologies and technologies can speed the adoption of MDM across the enterprise
- What you can do - today - to begin realizing the benefits of an MDM program

Tony Fisher, *President & CEO*, DATAFLUX CORPORATION

10:15 PM - 11:00 AM

Networking Break in Exhibit Hall

11:00 AM - 11:45 AM

Keynote: Master Data Management Strategies for the Next Two Years

This keynote will highlight the growing importance of MDM and paint a vision for this fast-evolving and highly strategic space from one of the world's largest software vendors. Learn how some of the world's leading organizations are addressing the MDM challenge spanning multiple domains, including customers, suppliers, products and locations. Discover why over 700 customers have selected Oracle MDM solutions to help generate tangible benefits, such as:

- Delivering smarter, fact-based decision-making
- Increasing customer satisfaction levels while reducing data management costs
- Meeting increasingly stringent privacy and regulatory requirements

Pascal Laik, *VP, MDM Product Strategy*, ORACLE CORPORATION

Monday, October 20, 2008 (continued)

11:45 AM - 12:30 PM

Keynote: Mature MDM: Advancing Value Creation Across Your Enterprise

Delivering value across your enterprise starts by combining unified reference data and rapidly deployed tools. With a more mature MDM implementation, your business can realize the advantages of ROI and insight-driven decisions, from centralized identity management to 1:1 customer communications to automatic lead processing.

This session will include a talk by Kim Fahey, Senior Information Architect at RR Donnelley, one of the world's largest printing companies. Kim will describe her MDM implementation at R.R. Donnelley, how she blended B2B reference data and MDM tools and the lessons learned along the way.

Kim Fahey, *Senior Information Architect*, R.R. DONNELLEY
Chris Lucas, *VP, CDI Solutions*, D&B
Catherine Pedersen, *Director of Product Marketing*, PURISMA

12:45 PM - 1:45 PM

General Lunch for All Participants

12:45 PM - 1:45 PM

Industry Innovation Sessions | For updates, please visit our website at www.mdm-summit.com.

1:45 PM - 2:15 PM

Dessert in Exhibit Hall




2:15 PM - 3:00 PM

Concurrent Session 1

CDI TRACK:	PIM TRACK: Sponsored by 	DATA INTEGRATION TRACK: Sponsored by 	DATA GOVERNANCE/DATA QUALITY/ IDENTITY RESOLUTION TRACK: Sponsored by 
<p>TRACK KEYNOTE: BEST PRACTICES IN MDM</p> <p>A common dilemma with CDI-MDM programs is how to get started and how to sustain investments, beyond the first delivery phase. This session will investigate the necessary deliverables needed to sustain a successful CDI/MDM initiative.</p> <ul style="list-style-type: none"> Recognizing the unique technical challenges of product data mastering Driving master data governance across system and organizational boundaries Masterminding a Product MDM strategy that streamlines ongoing system migration projects without being dependent on them <p>Speaker to be Announced</p>	<p>TRACK KEYNOTE: PRACTICAL PIM – MASTERING PRODUCT DATA FOR A GLOBAL MANUFACTURER</p> <p>The promise of PIM has become well understood, but the realities of mastering product data successfully are still known only to a few select companies. In particular, the process of creating, implementing and governing consistent data standards across hundreds of enterprise systems and thousands of product categories is often seen as an overwhelming problem and the fatal flaw in a PIM strategy. Specific topics that address the need to deliver effective product data integration and improve business efficiency include:</p> <ul style="list-style-type: none"> Recognizing the unique technical challenges of product data mastering Driving master data governance across system and organizational boundaries Masterminding a Product MDM strategy that streamlines ongoing system migration projects without being dependent on them <p>Martin Boyd, <i>VP Marketing</i>, SILVER CREEK SYSTEMS Phil Love, <i>Manager, Data Quality</i>, LIEBERT CORPORATION</p>	<p>TRACK KEYNOTE: BEST PRACTICES IN DATA INTEGRATION</p> <p>Data integration appears with increasing frequency as the volume and the need to share existing data explodes. This session will investigate the necessary deliverables needed to sustain successful data integration.</p> <p>Speaker to be Announced</p>	<p>TRACK KEYNOTE: BEST PRACTICES IN DATA GOVERNANCE, DATA QUALITY AND IDENTITY RESOLUTION</p> <p>Data governance encompasses the people, processes, and information technology required to create a consistent and proper handling of an organization's data across the business enterprise. This session will investigate the necessary deliverables needed to improve data security and accountability, while increasing data consistency.</p> <p>Speaker to be Announced</p>

3:05 PM - 3:50 PM

Concurrent Session 2

CDI TRACK:	PIM TRACK: Sponsored by 	DATA INTEGRATION TRACK: Sponsored by 	DATA GOVERNANCE/DATA QUALITY/ IDENTITY RESOLUTION TRACK: Sponsored by 
<p>EXPERT TESTIMONY: TOP 10 MISTAKES COMPANIES MAKE IN FORMING ENTERPRISE DATA GOVERNANCE</p> <p>It is increasingly apparent that information management is an essential competitive arena at which the company must excel. Business participation comes in the form of data governance. Many have taken strides to forge data governance over one system, but heterogeneous, disparate applications with overlapping data focus is a reality that governance must address. Get pragmatic, explicit advice to forge effective governance that transcends the pitfalls in positioning information as a competitive asset as well as:</p> <ul style="list-style-type: none"> Determining the contributions of each level of the business to data governance Aligning governance with business strategy Building a business case for data governance <p>William McKnight, <i>Partner, Information Management</i>, LUCIDITY CONSULTING GROUP Carolina Posada, <i>Systems & Information Technology/Data Warehouse Group</i>, COMMERZBANK AG</p>	<p>CASE STUDY: PUTTING A NEW FACE ON GLOBAL SOURCING VIA MDM</p> <p>The world's largest direct seller of cosmetics and beauty-related items has been implementing an enterprise MDM strategy as a key enabler for its business transformation to a truly global operating model. The company is leveraging its enterprise MDM assets to drive major business initiatives in brand marketing, analytics, margin management, inventory control, and sourcing. This MDM initiative is the cornerstone for their Business Intelligence (BI) and ERP programs, with a primary focus on the product and business organization dimensions. Mr. Winters will describe the 6+ year journey of MDM at Avon thus far and going forward by discussing:</p> <ul style="list-style-type: none"> Identifying the critical success factors for Avon's integration of enterprise MDM in a fast-paced transformational environment with competing priorities Inventorizing the challenges that remain to be addressed Rationalizing the IT management and architecture frameworks in which the MDM program exists at Avon <p>Peter Winters, <i>VP IT, Enterprise Data Management & Information Delivery</i>, AVON PRODUCTS INC.</p>	<p>CASE STUDY: FROM FAST CUSTOM PROTOTYPE TO ENTERPRISE SUCCESS STORY</p> <p>Stryker Corporation is one of the top 10 medical device manufacturers in the world. Unlike big budget MDM projects with top down enterprise support, Stryker quickly developed a custom MDM prototype using only a modest size team that was lightly funded. This session will discuss:</p> <ul style="list-style-type: none"> Identifying & addressing the key challenges of a "stealth" mode MDM project Securing cross-department cooperation without benefit of an executive mandate Leveraging an MDM prototype to aim for enterprise-level MDM <p>Ed Allburn, <i>President & CEO</i>, DATADELTA, INC. Jim Cisler, <i>Manager, MDM Group</i>, STRYKER Jim Majure, <i>MDM Development Lead, MDM Group</i>, STRYKER</p>	<p>CASE STUDY: DATA QUALITY OFFERINGS GAINING ATTENTION ACROSS MULTIPLE INDUSTRIES</p> <p>Data quality offerings are gaining attention across multiple industries as companies awaken to the potential benefits of business intelligence implementations. This session will illustrate new approaches to data quality and attain better results and greater business benefits with:</p> <ul style="list-style-type: none"> Understanding how mathematics can help companies derive more value, in less time and with less effort, from their corporate data Knowing mathematical modeling and how it can create an efficient and practical solution to the imperfect data quandary Examining real-world use cases of organizations that have applied a mathematical modeling solution to their data problems - and received tangible benefits that have directly affected their bottom lines <p>Jeff Como, <i>Chief Information Officer</i>, THE LEUKEMIA & LYMPHOMA SOCIETY Stefanos Damianakis, <i>President & CEO</i>, NETRICS, INC.</p>

MDM Summit FALL 2008

AGENDA (continued)

Monday, October 20, 2008 (continued)

3:50 PM - 4:15 PM Networking Break in Exhibit Hall

4:15 PM - 5:00 PM Concurrent Session 3

CDI TRACK:	PIM TRACK: Sponsored by 	DATA INTEGRATION TRACK: Sponsored by 	DATA GOVERNANCE/DATA QUALITY/ IDENTITY RESOLUTION TRACK: Sponsored by 
<p>CASE STUDY: MDM SCALABILITY & ALGORITHM BEST PRACTICES This session will investigate the process Humana went through to determine and then implement their data integration procedures. Learn about what they would change and what they would keep if asked to do it all over again. Bryan Scott, <i>Manager, Business Development & Planning, HUMANA</i></p>	<p>CASE STUDY: TAKING ERICSSON FORWARD WITH A SINGLE VERSION OF THE TRUTH VIA SAP MDM Like many multi-national companies today, Ericsson AB was faced with major challenges in the area of MDM. Specifically, difficulties in data synchronization across heterogeneous systems led to multiple data silos resulting in a gradual decline in data quality and subsequent adverse effects on business operations. In the fall of 2005, Ericsson made the decision to implement SAP NetWeaver MDM to equip itself with the essential tools to support Ericsson's corporate strategy. Several MDM scenarios have successfully gone live, delivering consolidated and consistent master data throughout the systems landscape. This session will explore:</p> <ul style="list-style-type: none"> Addressing one business result to avoid the previous Leveraging blocked orders due to master data problems Developing central data storage for all Ericsson companies worldwide <p>Stacey Drinan, <i>IT Solution Area Expert MDM, ERICSSON</i></p>	<p>CASE STUDY: MDM IN HIGH TECH B2B INDUSTRY AND THE ROLE OF MDM IN A SUCCESSFUL CRM IMPLEMENTATION MDM solution and implementation projects can be very complex; correspondingly the larger the company the more difficult it is. How does a solid MDM strategy and Data Governance Model enable business intelligence, advanced analytics and a successful full scale global CRM implementation. This session will provide an insight into how Oracle tackled MDM challenges applying trusted data sources to enhance its Siebel UCM/CRM implementation. Highlighted topics:</p> <ul style="list-style-type: none"> Leveraging MDM strengths in high tech B2B industry Optimizing the role of MDM in a successful CRM implementation Enabling business intelligence and advanced analytics through MDM <p>Thomas Brauch, <i>Senior Director, Global List Management & Advanced Analytics, ORACLE CORPORATION</i> Bence Gazdag, <i>GPO, Customer Data Management, ORACLE CORPORATION</i></p>	<p>BEST PRACTICES: DATA MANAGEMENT METHODOLOGY (DMM), A PRACTICAL APPROACH TO ENTERPRISE DATA GOVERNANCE The need for a methodology that addresses all aspects of data management from standard enterprise data definitions, governance, data quality, risk, and change management to business intelligence gave birth to Cisco Systems' Data Management Methodology (DMM). DMM has evolved through the natural growth of data management from a Finance BI-centric approach to MDM and transactional data focus. The long term strategy includes the methodology, but also an enterprise governance framework in the form of an Enterprise Data Management Office and Total Data Quality Management. DMM provides a strategic collaborative platform for business and IT to at Cisco Systems. This session will focusing on:</p> <ul style="list-style-type: none"> Establishing Data Certification as the baseline for brand quality Overcoming deployment challenges of governance-driven data quality improvement across the enterprise Identifying & prioritizing points of failure that impact information quality <p>Majd Izadian, <i>Manager, Enterprise Data Quality & Governance, CISCO SYSTEMS</i></p>

5:00 PM - 7:00 PM Reception in Exhibit Hall | Sponsored by 

Tuesday, October 21, 2008




7:30 AM - 8:30 AM Breakfast Briefings
For updates, please visit our website at www.mdm-summit.com.

8:45 AM - 9:15 AM Chairman's Day 1 Recap

9:15 AM - 10:00 AM General Session

10:00 AM - 10:30 AM Networking Break in Exhibit Hall




10:30 AM - 11:15 AM Concurrent Session 4

CDI TRACK:	PIM TRACK: Sponsored by 	DATA INTEGRATION TRACK: Sponsored by 	DATA GOVERNANCE/DATA QUALITY/ IDENTITY RESOLUTION TRACK: Sponsored by 
<p>CASE STUDY: A ROAD MAP FOR BUILDING ON EARLY CUSTOMER MASTER SOLUTIONS In this session, Todd Boutwell, senior analyst, Vertex, will cover the education of the company's decision-makers and the importance of implementing MDM and RDM programs. Todd Boutwell, <i>Senior Analyst, VERTEX</i></p>	<p>BEST PRACTICES: BEST-OF-BREED PIM COEXISTENCE WITH ESTABLISHED ERPS Enterprises looking to implement a product PIM solution face tough questions such as: (1) How does a PIM solution fit into an overall enterprise MDM strategy? (2) What is the product roadmap that supports such a unified MDM strategy? and, (3) Should an organization select a best-of-breed PIM solution or go with an MDM vendor? In this session, an industry insider perspective will provide key questions to ask when choosing a PIM solution. You will learn how enterprises across various vertical industries are making these choices through case studies. Attendees will gain critical insight into the key attributes to look for in making their PIM decision by focusing on:</p> <ul style="list-style-type: none"> Recognizing the critical differences between PIM & MDM Understanding how a specific PIM solution fits into an overall MDM landscape Making the best ROI decision while enhancing the overall MDM architecture <p>Paul Hanson, <i>VP, Chief Information Officer, FINGERHUT DIRECT MARKETING</i> Upen Varanasi, <i>CEO, RIVERSAND TECHNOLOGIES</i></p>	<p>EXPERTS PANEL: OPTIMIZING THE FIRST YEAR OF YOUR MDM PROGRAM This lively discussion will outline and analyze the last few weeks/months of the implementation of our experts' MDM programs. Please see page three of this brochure to learn how to submit your questions to the panel. Panelists: Kris Linn, <i>Manager, HESS</i> Additional Panelists to be Announced</p>	<p>CASE STUDY: INITIATING & ESTABLISHING A DATA GOVERNANCE ROAD MAP Understanding the advantages of applying Data Governance has been one of the most important learning experiences in past few years. It became apparent that the bigger challenge was on how to implement rules surrounding data governance from a commercial/customer perspective considering we had already invested in the technology. This presentation highlights the step-by-step process of implementing data governance in an agile yet established technology environment: Attendees will take away ideas around:</p> <ul style="list-style-type: none"> Defining Missions & Goals: Determining what's a realistic focus of data governance you need at the moment? – understanding your true hurdles Determining Success Criteria: It's important to define the criteria for success. Documenting which outcomes will measure the success of implementing a data governance program <p>Sumit Sharma, <i>Project Manager, Commercial Systems, MILLENNIUM PHARMACEUTICALS</i></p>

Tuesday, October 21, 2008 (continued)

11:20 AM - 12:05 PM

Concurrent Session 5

<p>CDI TRACK:</p>	<p>PIM TRACK: Sponsored by </p>	<p>DATA INTEGRATION TRACK: Sponsored by </p>	<p>DATA GOVERNANCE/DATA QUALITY/IDENTITY RESOLUTION TRACK: Sponsored by </p>
<p>EXPERTS PANEL: MATURE CDI INVESTIGATION This lively discussion will outline and analyze mature CDI implementations. Please see page three of this brochure to learn how to submit your questions to the panel. Panelists to be Announced</p>	<p>CASE STUDY: MDM AS A TEAM SPORT: USING SAP MDM & ENTERPRISE PORTAL TO MANAGE PRODUCT MASTER DATA American Standard America is a leading North American manufacturer of bath and kitchen products. Solid MDM strategy provides for efficient exchange of information with retail customers, improved accuracy and consistency of master data, streamlined print and web publications, as well as the foundation for enterprise SOA and future ERP initiatives. In this session, American Standard will share first hand account "lessons learnt" from its MDM solution implementation:</p> <ul style="list-style-type: none"> Leveraging an SAP MDM product repository and enterprise portal to establish a framework for product data management Enabling product data enrichment, governance, business process improvement and publication Deploying a solution architecture <p>Mukunda Krishnaswamy, <i>Director, Enterprise Data Strategy</i>, AMERICAN STANDARD AMERICAS</p>	<p>CASE STUDY: MASTER DATA MANAGEMENT: JOURNEY TO HIGH PERFORMANCE Effective data management enables insight to support better decision-making and helps organizations comply with government regulations; reduce risk, and improve productivity; operational efficiency; and customer satisfaction. Albrecht Powell will discuss the importance of addressing master data management as part of a comprehensive enterprise data management approach. Todd Jefferson will discuss his company's efforts to implement a global data management program. This is no small task, given that Michelin has a commercial presence in more than 170 countries and uses many different systems and technologies. Working with Accenture, Michelin has defined a strategic vision spanning data management, metadata, master data and data quality and is implementing a global data management program that will give Michelin access to correct and reliable data when it is needed, so that it can make better business decisions and run its business more effectively.</p> <p>Todd Jefferson, <i>Enterprise Architect, Business Intelligence & Global Data Management Strategy</i>, GROUPE MICHELIN</p> <p>Albrecht Powell, <i>Senior Director, Data Management & Architecture Global Lead</i>, ACCENTURE</p>	<p>CASE STUDY: LARGE-SCALE DATA GOVERNANCE ON SMALL-SCALE BUDGETS With increasing reliance on large and complex data environments, companies expect their "data managers" to have the right controls over their information assets. However, these same managers are rarely given sufficiently large budgets to put together a data governance team that can govern hundreds of databases. This session describes one path to a Data Governance program that delivers business value, while creating a network of automated data quality controls over a large data landscape. Participants will learn how best to optimize the use of technological and human resources, while delivering a convincing data governance program. Topics include:</p> <ul style="list-style-type: none"> Focusing on business value tied to key metrics Starting small yet securing executive support to drive compliance & adoption Automate Data Governance tasks to embrace complexity while securing accountability, delegation, & strategic participation <p>Tom Greitz, <i>Director, Data Strategy & Business Planning</i>, MCGRAW-HILL EDUCATION</p>

12:05 PM - 1:15 PM

Lunch for All Participants

12:05 PM - 1:15 PM

Industry Innovation Sessions




For updates, please visit our website at www.mdm-summit.com.

1:15 PM - 1:45 PM

Dessert in Exhibit Hall

1:45 PM - 2:30 PM

Concurrent Session 6

<p>CDI TRACK:</p>	<p>PIM TRACK: Sponsored by </p>	<p>DATA INTEGRATION TRACK: Sponsored by </p>	<p>DATA GOVERNANCE/DATA QUALITY/IDENTITY RESOLUTION TRACK: Sponsored by </p>
<p>EXPERT TESTIMONY: HOW TO BLEND PARTY & PRODUCT IN A GLOBAL ENTERPRISE This session will explore how and why Starbucks implemented their MDM, CDI and information management programs, along with their thoughts on future endeavors. Bruce J. McTavish, <i>Data Architect</i>, STARBUCKS COFFEE COMPANY</p>	<p>BEST PRACTICES: MDM & SAAS - JUST A TREND OR A MATCH MADE IN HEAVEN? Today, with software as a service (SaaS) or on demand technology solutions coming of age, companies are beginning to see the bottom-line value and return-on-investment of SaaS without the headache of traditional software installations. SaaS is a truly unique approach to the MDM environment. This session will present a case study about how they use MDM services in their MDM initiative, how they came to the conclusion that SaaS offers a better value, and finally they will share measurable results to date. Speaker to be Announced</p>	<p>CASE STUDY: THE ROLE OF DATA QUALITY IN AN ENTERPRISE MDM PROGRAM In addition to the usual disparate LOB-centric customer systems beguiling insurers, Unum's future growth was challenged by M&A of the late 1990s. As a \$10+ billion disability insurer, the company turned to MDM to gain economies of scale to be derived from those multiple mergers (Provident, Colonial, Paul Revere, and Unum). The merger aggregated billions in revenue, shuffled thousands of employees and created an overlay of 30+ disconnected customer data systems. All loaded with critical customer data on 40+ million customer and 2+ million brokers/providers, these systems ranged from policy management to claims back-office systems across multiple types of customer – plan member, sponsor organization, providers, etc. The CDI hub project began in 2005 using IBM's WebSphere Customer Center with the business objectives to cross-sell into plan member base and manage cradle-to-grave customer relationships via application integration at the SOA level. Topics to be discussed include:</p> <ul style="list-style-type: none"> Prioritizing the "phase in" of high value data sources Justifying the value of major data quality investments Managing a phased "big bang" MDM roll out <p>Karen Allen, <i>Customer Management Architect, Enterprise Architecture</i>, UNUM</p>	<p>BEST PRACTICES: DATA GOVERNANCE This session will investigate the importance of uncovering risk and fraud within MDM applications. Speaker to be Announced</p>

MDM Summit **FALL 2008**

AGENDA (continued)

Tuesday, October 21, 2008 (continued)




2:35 PM - 3:20 PM

Concurrent Session 7

<p>CDI TRACK:</p> <p>CASE STUDY: ENTERPRISE MDM - MASTER DATA! WARP SPEED AHEAD Starting a CDI or PIM initiative itself is a daunting task for any organization, so imagine what was involved when senior management asked for the strategy and implementation of all the Master Data for the enterprise. That was the story in Pfizer, Inc, the world's largest research-based biomedical and pharmaceutical company. A core component of the strategy is to understand what information is needed, where it comes from, and how it can be delivered to meet the information needs of the enterprise. Our goal is to build reliable trusted sources of core data around key concepts. How are we tackling this? What is our journey so far? What lessons have we learned? Sara Yeramilli, <i>Vice President</i>, PFIZER</p>	<p>PIM TRACK: Sponsored by </p> <p>CASE STUDY: MASTERING CUSTOMER DATA FROM LEGACY SYSTEMS For the past seven months Safeco and Siperian have been working together on Safeco's initial foray into MDM. Mastering customer data from legacy systems, some more than 20 years old, posed a myriad of challenges and surprises - especially since those systems are products or agents-centric rather than customer-centric. Hear how the team leveraged a flexible MDM solution and worked together to apply MDM and solution-specific best practices. Where reality and best practices collided, the team worked through those challenges to deliver a timely solution that met both business and technical requirements. This session will cover:</p> <ul style="list-style-type: none"> • Applying industry and Siperian best practices applied on a large scale CDI project • Inventorying and understanding the challenges generated by product-centric systems • Addressing product-centricity challenges without compromising business value and architectural integrity <p>Mark Campbell, <i>Solution Architect</i>, SAFECO Winston Hsiao, <i>Technical Director</i>, SIPERIAN, INC.</p>	<p>DATA INTEGRATION TRACK: Sponsored by </p> <p>BEST PRACTICES: GLOBAL B2B HIERARCHY MANAGEMENT IN THE HIGH-TECH INDUSTRY This session will investigate some of the challenges of CDI/Customer Hierarchy management within the context of a large global company. Jesse Weissman, <i>Manager, Customer Data Integration</i>, EMC</p>	<p>DATA GOVERNANCE/DATA QUALITY/IDENTITY RESOLUTION TRACK: Sponsored by </p> <p>BEST PRACTICES: BROKERING THE MDM PROPOSITION To achieve their goal "To provide leadership, institutions, and services to restore and improve the health of children through care and programs not readily available, with one high standard of quality and distinction regardless of the recipient's financial status," Nemours has committed to a vigorous standard of quality, accountability, and transparency. The session will discuss Nemours' lessons learned by applying MDM principles while building a safety process for reviewing antibiotics that bridged information from two clinical and one financial system to create a simplified presentation of relevant data. Join the session to learn how they will grow that experience to enhance other initiatives such as Evidence-Based Medicine, to turn "good medicine" into "great medicine," and business performance management initiatives while building the framework (policies, governance processes) of an organic MDM program. Topics to be presented include:</p> <ul style="list-style-type: none"> • Aligning MDM with corporate strategic initiatives • Determining governance/ownership across clinical, operational, and financial constituencies • Discovering/cataloguing data instances across product entity domains and instituting corporate policies such as data retention <p>Edward Todd, <i>Data Warehouse Manager</i>, NEMOURS</p>
--	---	--	--

3:25 PM - 4:10 PM




Concurrent Session 8

<p>CDI TRACK:</p> <p>CASE STUDY: MAPPING THE COURSE TO THE NEW WORLD OF CUSTOMER DATA MANAGEMENT So you've finally sold senior management on the value of managing enterprise Customer data holistically. You've identified one or more technologies that will help you to manage the data. You've even convinced the business areas to create a Governance and Stewardship structure. You have created information management capabilities map to get ready. Now what? How do you untangle the legacy mess and bring your enterprise to the new world? This presentation will explore the process that Merck has used in planning out a roadmap to achieve Customer Data Management success, as well as the various dimensions of MDM that were considered and the principles that were defined in order to keep the CDM program on track. Also on the agenda:</p> <ul style="list-style-type: none"> • Determining the Information Management foundational capabilities map needed for customer data management • Considering the architectural and cultural dimensions for changing out the wings and tail sections while the plane is still flying • Understanding the tips for keeping the organization committed to your CDM effort <p>John Maslanski, <i>Director, Enterprise Architecture</i>, MERCK & CO. Gokula Mishra, <i>Senior Principal & Chief Technologist, Information Management Practice</i>, HEWLETT-PACKARD COMPANY</p>	<p>PIM TRACK: Sponsored by </p> <p>CASE STUDY: AN APPROACH FOR MULTI-ENTITY MDM FOR M&A Weyerhaeuser, a forest products company, has completed its first MDM implementation: customer subject area for the iLevel line of business. Find out how Weyerhaeuser leveraged its Enterprise Data Management strategy to create a solution that will be extended to several subject areas, including material/product, vendor and employees - via an SOA-based data hub using Siperian. This session will show how EAI, ESB, ETL and all your favorite middleware acronyms can be harnessed together to provide composite multi-entity MDM services across the enterprise. Key learning points include:</p> <ul style="list-style-type: none"> • Overcoming key challenges associated with integrating in a heterogeneous environment • Inventorying the key aspects that comprise the enterprise data management strategy • Applying SOA and ESB principles to insulate the enterprise's MDM infrastructure from multiple software partner dependencies <p>Steve Minor, <i>Enterprise Application Development & Integration Architect</i>, WEYERHAEUSER</p>	<p>DATA INTEGRATION TRACK: Sponsored by </p> <p>BEST PRACTICES: AVOIDING THE SI MONEY PIT The recent buzz around MDM is rivaled only by the intensity in which systems integrators have found MDM religion. MDM projects typically incur a substantial amount of systems integration in the first 12-24 months as businesses wire up their data sources into the enterprise's customer data hub. Given the substantial investment businesses undertake with their SI partners, this is an area that must be given scrutiny - not only in an effort to contain costs, but to insure the success of this vital infrastructure investment. This presentation will discuss:</p> <ul style="list-style-type: none"> • Determining the evaluation criteria for selecting SI partners for your MDM projects • Identifying which SIs are market leaders in your industry and your chosen software technologies • Managing the SI relationship from phase zero and POCs all the way through to systems integration <p>Aaron Zornes, <i>Chief Research Officer</i>, THE MDM INSTITUTE</p>	<p>DATA GOVERNANCE/DATA QUALITY/IDENTITY RESOLUTION TRACK: Sponsored by </p> <p>CASE STUDY: DATA GOVERNANCE AND MDM - THE NATIONWIDE EXPERIENCE Many organizations today struggle with two conflicting issues: a legacy, heterogeneous environment that would be too entrenched and costly to "standardize," and the management need for a uniform, accurate and consistent way to understand their business. To address these issues, Nationwide Insurance launched a transformational initiative to improve the availability, comparability, efficiency and effectiveness of the financial data used for analysis and reporting. Learn how Nationwide's "FOCUS" program consolidated multiple financial data repositories and helped to establish a successful data governance program - driving the organization to a stronger competitive position through the centralized, service-on-demand model. In this session, Eric Hansen will share his firsthand experiences, recommendations, and strategies related to:</p> <ul style="list-style-type: none"> • Financing the "FOCUS" Transformation Project • Discovering strategies & guiding principles for financial MDM • Designing technology solutions for MDM <p>Eric Hansen, <i>Financial Business Manager, Finance Data Governance</i>, NATIONWIDE INSURANCE</p>
---	--	--	---

Tuesday, October 21, 2008 (continued)

4:15 PM - 5:00 PM

Concurrent Session 9

<p>CDI TRACK:</p>	<p>PIM TRACK: Sponsored by </p>	<p>DATA INTEGRATION TRACK: Sponsored by </p>	<p>DATA GOVERNANCE/DATA QUALITY/IDENTITY RESOLUTION TRACK: Sponsored by </p>
<p>CASE STUDY: RAPID CDI DEVELOPMENT - THE MERRILL LYNCH GMI CONTACTS REPOSITORY In order to be successful, the majority of MDM implementations require a significant up-front organizational and financial commitment simply to establish baseline business and technical requirements, as well as to form the appropriate teams and conduct the extensive analysis generally required. This session will describe the scenario in which a CDI repository was created within the Merrill Lynch Global Markets organization in less than one year, at a cost of less than \$1MM. Topics to be covered include:</p> <ul style="list-style-type: none"> • Understanding the specifics of the business and technical environment that worked for and against the implementation, and how they may be managed successfully • Concentrating on before, during and after the actual development cycle to avoid both general and MDM-specific pitfalls, and to continually show business value • Taking steps toward a more expansive approach over time, as appropriate <p>William O'Kane, VP, Enterprise Information Management, MERRILL LYNCH</p>	<p>VENDOR CROSS EXAMINATION: HEDGING THE FUTURE OF PIM DATA HUBS This lively vendor discussion will answer all your questions about the different points of view of leading vendors. Please see page three of this brochure to learn how to submit your questions. Panelists to be Announced</p>	<p>BEST PRACTICES: KEY COMPENSATION, SKILLS AND CAREER TRENDS FOR MDM-RELATED PERSONNEL You've worked hard to attract top-notch individuals for such high demand areas as SAP ERP and Siebel CRM. How do you identify which employees are best suited for MDM, CDI, PIM, and data governance, and develop their skills further? What is appropriate compensation for such high demand individuals? In this session, David Foote will present the latest MDM salary and skills pay benchmark data and workforce intelligence drawn from Foote Partners' rigorous benchmark research involving 2,000 employers and 80,000 IT professionals. Along with predictions for what's ahead, this presentation will focus on:</p> <ul style="list-style-type: none"> • Understanding migration to MDM career paths from architecture, data warehousing, business systems analysis and other areas • Reskilling mid-level and "top gun" IT personnel into MDM • Compensating, incenting and retaining key MDM workers <p>David Foote, CEO & Chief Research Officer, FOOTE PARTNERS LLC</p>	<p>EXPERTS PANEL: IDENTITY RESOLUTION This lively discussion will answer all your questions about the different points of view on the topic of identity resolution and its importance to your business. Please see page three of this brochure to learn how to submit your questions. Panelists: Robert Barker, SVP & Chief Marketing Officer, INFOGLIDE Peter Muller, Senior Technical Analyst, CHUBB Additional Panelists to be Announced</p>

5:00 PM

Conference Adjourns

Event Sponsors:

PLATINUM




Decide with Confidence



GOLD




SILVER





SUMMIT SPONSORS





REGISTRATION SPONSOR



EXHIBITORS









For sponsorship information, please contact Tony Carrini at 212.803.8547 or anthony.carrini@sourcemedia.com.

PRE-REGISTER BY SEPTEMBER 12 & SAVE!

WEB www.mdm-summit.com
CALL 800.803.3424
FAX 800.250.1811 or 212.803.8513
MAIL visit our website to download a printable registration form

VISIT OUR NEW PODCAST LIBRARY!



Stay up-to-date on issues affecting your business. Rates start at \$9.99 per podcast - Get plugged in now! Visit <http://sourcemedialli.com>

Registration Fees:	BEST RATE!	DISCOUNTED RATE!	Standard Rates	On-Site Rates
	Expires 8/22/08	Expires 9/12/08		
Premium Package: (Includes: Pre-Conference Workshop, Main Conference & Podcasts)	\$1,695	\$1,895	\$2,295	\$2,395
Gold Package: (Includes: Pre-Conference Workshop & Main Conference)	\$1,545	\$1,745	\$2,145	\$2,245
Standard Package: (Main Conference only)	\$1,295	\$1,495	\$1,895	\$1,995
Add-on Pricing				
Pre-Conference Workshop	\$249	\$249	\$249	\$249
Exhibit Hall Only	\$99	\$99	\$99	\$149
Podcast	\$199	\$199	\$199	\$199

Registration Packages and Exhibit Hall Only rates apply to event attendees only. For sponsor and exhibitor rates, please call Tony Carrini at 212.803.8547.

Hotel Accommodations

HILTON NEW YORK
 1335 Avenue of the Americas, New York, NY 10019

Web: www.hilton.com | **Phone:** 212.586.7000 | **Fax:** 212.315.1374 | **Room Rates:** \$399 single/double | **Attire:** Business Casual

SourceMedia has secured a block of rooms at a special discounted rate. Be sure to mention that you are a SourceMedia event participant. Rooms will be available on a first come, first serve basis. Please make your reservations by September 26, 2008.

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.

Disclaimers

We reserve the right to change or replace speakers without notice. All information is subject to change.

Substitutions & Cancellations

Substitutions may be sent at any time. No refunds or letters of credit are available 14 Days prior to start date. All cancellations must be in writing, submitted within 90 days prior to the Cut Off Date and are subject to a cancellation fee equal to 50% of 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 will be issued on Exhibit Hall Only passes.

For more information regarding administrative policies such as a complaint and refund, please contact our Offices at 800.803.3234.

SourceMedia, Inc.
 One State Street Plaza, 27th floor
 New York, NY 10004

Customer Code:

Presorted
 Standard
 U.S. Postage
PAID
 Bronx, NY
 Permit No. 8898