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3rd Annual

MDM Summit

SPRING 2008

March 30 - April 1, 2008
Hilton San Francisco
San Francisco, CA

NEW FOR THIS YEAR!

- Expand Your MDM Credentials via PIM Data Hub Track Sessions
- Get in on the Action with an "Exhibit Hall Only Pass"
(includes Keynote Sessions)
- Don't Miss a Single Session With New Conference PodCasting
- Real-Life Testimonials From Never-Before Featured Companies:
ADP Dealer Services, American Heart Association, Autodesk,
Avery Dennison, Cisco Systems, Royal Caribbean Cruiselines,
Safeway, Inc., And more!

LOOK INSIDE FOR DETAILS >>>>

Register at: www.mdm-summit.com | 800.803.3424 | 212.803.6093

Presented by:



MDM Summit

SPRING 2008

Introduction from the Chairman

Dear Colleague:

It is my pleasure to invite you to our **3rd Annual MDM Summit Spring 2008 at the Hilton San Francisco** (formerly the CDI-MDM Summit). Since our initial kick-off in 2006, this event has grown to be **one of the largest gatherings of data integration professionals ever**, hosting more than 3,500 IT experts and practitioners.

Once again, along with our 90+ speakers, I am excited to be back in the high tech capital of the world.



Market-leading businesses are already deploying enterprise MDM solutions as innovative, collaborative strategies to create "customer-centric" real-time enterprises. These businesses are dramatically reducing costs, meeting compliance reporting mandates, and delivering increased sales and marketing effectiveness - all while providing superior service to customers and suppliers. IBM, Microsoft, Oracle, and SAP are providing you software solutions, as well as a full spectrum of nimble best-of-breed vendors. As an IT executive, you need to empower your company to excel at "mastering" master data. "Wait and see" is no longer an option.

With 600+ visionaries and vendors in one location, MDM Summit is structured for enterprises at all stages of MDM initiatives - whether kick starting a service-oriented architecture to support universal customer views, or justifying a comprehensive business strategy to share master data across all channels and partners in a 21st century information supply chain. Some of the resources you can't afford to miss are: the "Jump Start" workshops and intensive night school tutorials; best practice and case study presentations by leading organizations; thought leadership keynotes; a lively "hands on" solutions expo; and much more.

Join us as we engage and network with practitioners from leading companies, to reveal field-tested strategies for this mission-critical and game-changing infrastructure. This is the world's largest gathering of MDM professionals where we all look forward to sharing new insights while learning from the broad network of IT professionals who are committed to excellence in Master Data Management.

I look forward to personally meeting with you and your MDM team this Spring in "America's favorite city" (and my home town) - San Francisco.

Regards,

Aaron Zornes
MDM Summit Spring 2008 - Conference Chairman
Chief Research Officer
The MDM Institute

Why Attend

- **Accelerate your time-to-ROI regarding MDM, CDI, and Data Governance.** Meet with other serious evaluators of master data solutions - both early adopters (speakers and attendees) as well as IT professionals at the same stage in the product evaluation lifecycle as you are.
- **Perform due diligence on all the major components of an enterprise master data solution.** Save yourself the lengthy process of vetting vendor references by networking with those already in-the-know. Listen to fellow professionals question vendor representatives at the exhibition hall as well as during panel presentations.
- **Leverage your training budget in coming up to speed on one of the hottest IT topics.** Minimize time out of the office by learning about best practices. Cross-check feature/function research of vendors on your short list with other IT professionals, systems integrators and consultants, as well as their competitors.
- **Fill critically short-staffed MDM positions.** Looking to recruit MDM process or product experts? This audience has the critical mass of IT talent that would make any recruiter jump for joy.
- **Expand your IT professional network and increase your personal market value.** There will be numerous opportunities to network with other MDM professionals - especially CTOs, enterprise architects, data architects, and data stewards.

Featured Speakers

Alok Arora, NETWORK APPLIANCE

Patrick Booher, Director, Customer Data Management, AUTODESK

Mark Boucher, Director, MDM Strategy, INTEL

Martin Boyd, VP, Marketing, SILVER CREEK SYSTEMS

Shirlee Collins, Project Manager, Billing & AR, ADP DEALER SERVICES

David Corrigan, MDM Product Marketing & Strategy, IBM SOFTWARE GROUP

Angie Couron, Senior IT Manager, CDI, NETWORK APPLIANCE

Christopher Dwight, Director, MDM Field Strategy, ORACLE

Jim Ericson, Editorial Director, DM REVIEW, BI REVIEW

Tony Fisher, President & CEO, DATAFLUX

Jon Gerush, Manager, Data Integration & Management, AMERICAN HEART ASSOCIATION

Bob Hagenau, Co-Founder, Vice President of Products, PURISMA

Kirk Haselden, GPM MDM, MICROSOFT - OFFICE BUSINESS PLATFORM

J.P. Hurtado, Director, CRM Team, ROYAL CARIBBEAN CRUISELINES

Rakshit Kapoor, Director, Master Data Management, TIAA-CREF

Pascal Laik, VP, MDM Strategy, ORACLE

Grace Loiseau, VP, Business Information Services, SAFEWAY, INC.

Chris Lucas, VP, Customer Data Integration Solutions, D&B

Rob Lux, CTO, GMAC RESCAP

Jeffrey Ma, Co-Founder, PROTRADE

Mani Kumar Manda, President, RHAPSODY TECHNOLOGIES, INC.

Colin McCready, Partner & Solution, Architect, Consulting Group, CSC

Martin Moseley, Chief Technology Officer, INITIATE SYSTEMS

Richard Pilkington, Manager, Market Research, SYNC SORT

Dan Power, President, HUB SOLUTIONS DESIGNS, INC.

Doug Saucier, VP of Enterprise Architecture, AVERY DENNISON

Robert Seiner, President & Principal, KIK CONSULTING & EDUCATIONAL SERVICES, LLC., Publisher, THE DATA ADMINISTRATION NEWSLETTER, LLC

Sumit Sharma, Project Manager, Senior Software Manager, MILLENNIUM PHARMACEUTICALS

Abhay Singhal, Solution Lead, MDM Center of Excellence, TERADATA

Dileep Srinivasan, Director & Practice Lead, Customer Solutions Practice, COGNIZANT TECHNOLOGY SOLUTIONS

Rafael Vasquez, SME/Program Manager, CISCO

Kalyan Viswanathan, Practice Director, MDM, CDI & PIM, TATA CONSULTANCY SERVICES

Roger Wolter, Architect, MICROSOFT

Aaron Zornes, Chief Research Officer, THE MDM INSTITUTE

Catherine Zyetz, Program Manager, HONEYWELL, INC.

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Agenda at a Glance

Sunday, March 30, 2008

12:00 PM - 1:00 PM

Registration Opens

PRE-CONFERENCE WORKSHOPS*



1:00 PM - 4:45 PM

Increase Your Conference ROI by Attending One of FOUR

Pre-Conference Workshops!

MDM Boot Camp

Ed Allburn, *Founder, DATADELTA*

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

Pragmatic MDM Strategy

Robert Rich, *President, DATAQUALITY FIRST*

Non-Invasive Data Governance

Robert Seiner, *President, KIK Consulting & Educational Services and Publisher, TDAN.COM*

Improving Part Data Quality

(speaker to be announced)

* Pre-conference workshop fee is an additional \$249. See back cover for registration details.



5:00 PM - 6:00 PM

**NEW: Opening Night
Celebrity Keynote Speaker!**

**The Numbers Don't Lie:
Harnessing the Power of
Quantitative Analysis to**

Improve Your Business Results

In his fascinating keynotes, Jeff Ma explores how to use quantitative analysis to improve business decision-making and the bottom line. Both at the blackjack table, and in the world of pro sports, Ma has been able to enter what were traditionally very emotional, "gut-feel" environments and achieve success by gathering the right data, analyzing it rationally, and having the courage to follow through on the answers it provided. This same approach can improve the results of any business.

Jeffrey Ma, *Co-Founder, PROTRADE*

6:00 PM - 8:00 PM

Opening Night Reception in Exhibit Hall

6:30 PM - 8:00 PM

Enhance Your Skills During Night School Tutorials!

Choose one of four night school sessions offered this spring. These sessions are specially designed to drill down on specific topics allowing you to take away practical knowledge from our industry experts.

Night School Tutorial fee is an additional \$99. See back cover for registration details.

Monday, March 31, 2008

7:15 AM - 8:15 AM

Breakfast Briefings

8:15 AM - 12:45 PM

Keynote Sessions by Aaron Zornes, IBM, DataFlux, Initiate Systems and Oracle

12:45 PM - 2:00 PM

Lunch and Industry Innovation Sessions

2:00 PM - 6:00 PM

Concurrent Track Sessions

- CDI Track
- PIM Track
- Data Integration Services Track
- Data Governance/Data Quality Track

6:00 PM - 8:00 PM

Networking Reception

Tuesday, April 1, 2008

7:30 AM - 8:30 AM

Breakfast Briefings

8:30 AM - 11:00 AM

Keynote Sessions by Aaron Zornes and D&B

11:00 AM - 1:20 PM

Lunch and Industry Innovation Sessions

1:20 PM - 4:30 PM

Concurrent Track Sessions

- CDI Track
- PIM Track
- Data Integration Track
- Data Governance/Data Quality Track

4:30 PM

Conference Concludes

Here's What Past Attendees Told Us!

"A fantastic conference on what is becoming the "next big thing" in IT."

Robert Zegrac, *Group Manager, NATIONAL CITY*

"Great Networking!
Overall, a great experience!"

James Cisler, *Manager, Master Data, STRYKER*

"This conference is a great way to see what vendors are doing."

Mark Evans, *Senior CDI Consultant, EXPERIAN*

"This has been a very good conference for me to get an understanding of MDM/CDI, tools and technologies available."

Carol Young, *Business Data Architect, LEXMARK*

"Good Conference. Lots of Information."

Deven Dhulia, *Solution Architect, KNIGHTSBRIDGE*

"Great Conference!
I enjoyed learning and networking with leading vendors in this space."

TJ Adler, *IT Account Manager, AAA OF NORTHERN CALIFORNIA*

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For sponsorship information, please contact Tony Carrini at 212-803-8547 or anthony.carrini@sourcemedia.com.

Who can YOU network with ...
Enterprise Architects, MDM Projects Leaders, Data Stewards...
Here's 100 of our past attendees!




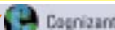







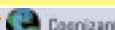



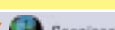
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| 18. Barclays | 39. CVS pharmacy | 60. Intuit | 79. Novartis | 100. Zurich |
| 19. BMO Financial Group | 40. De Lange Laden/Rabo Bank | 61. Irish Life & Permanent | 80. Pfizer | |
| 20. BNSF Railways | 41. Dell Computers | | 81. Principal Financial Group | |
| 21. Boehringer Ingelheim | 42. Dow Jones & Co. | | 82. Progressive Insurance | |

Visit our website for the latest program updates
at www.mdm-summit.com

AFTERNOON CONCURRENT SESSIONS - MONDAY, MARCH 31, 2008

2:00 PM - 3:00 PM CONCURRENT SESSION 1	
CDI TRACK: SPONSORED BY  TRACK KEYNOTE: A Practitioner's Take on Best Practices in Envisioning MDM Programs	DATA INTEGRATIONS SERVICES TRACK: SPONSORED BY  TRACK KEYNOTE: Tools vs. Solutions
PIM TRACK: SPONSORED BY  TRACK KEYNOTE: The Complex World of Product Information Management	DATA GOVERNANCE/DATA QUALITY TRACK: SPONSORED BY  TRACK KEYNOTE: Charter Your CDI-MDM Implementation with Effective Data Management
3:05 PM - 4:05 PM CONCURRENT SESSION 2	
CDI TRACK: SPONSORED BY  EXPERTS PANEL: Optimizing the 1st Six Months	DATA INTEGRATIONS SERVICES TRACK: SPONSORED BY  EXPERT TESTIMONY: Real World Data Governance
PIM TRACK: SPONSORED BY  CASE STUDY: Determining the Business Advantage of True PIM vs. Monolithic PIM	DATA GOVERNANCE/DATA QUALITY TRACK: SPONSORED BY  EXPERT TESTIMONY: Shared Data & the Data Governance Imperatives
4:05 PM - 5:00 PM NETWORKING BREAK IN EXHIBIT HALL	
5:00 PM - 6:00 PM CONCURRENT SESSION 3	
CDI TRACK: SPONSORED BY  CASE STUDY: A 360-Degree View of the Selection Process: Choosing a Solutions-Driven MDM Architecture	DATA INTEGRATIONS SERVICES TRACK: SPONSORED BY  CASE STUDY: CDI+DQ+SOA Challenges in a Heterogeneous Enterprise
PIM TRACK: SPONSORED BY  CASE STUDY: Evolving From Customer Master to Multi-Master	DATA GOVERNANCE/DATA QUALITY TRACK: SPONSORED BY  A 360-DEGREE VIEW BEST PRACTICES: Customer Master Data Governance & Shared Data & The Data Governance Imperatives
6:00 PM - 8:00 PM RECEPTION IN EXHIBIT HALL	

AFTERNOON CONCURRENT SESSIONS - TUESDAY, APRIL 1, 2008

11:00 AM - 12:00 PM CONCURRENT SESSION 4	
CDI TRACK: SPONSORED BY  CASE STUDY: Norwegian Cruise Lines Customer Testimony	DATA INTEGRATIONS SERVICES TRACK: SPONSORED BY  EXPERTS PANEL: Best Practices in Identity Resolution for MDM
PIM TRACK: SPONSORED BY  EXPERTS PANEL: Buy-Side vs. Sell-Side PIM Hubs	DATA GOVERNANCE/DATA QUALITY TRACK: SPONSORED BY  EXPERTS PANEL: Best Practices in Data Governance
12:05 PM - 1:05 PM CONCURRENT SESSION 5	
CDI TRACK: SPONSORED BY  EXPERTS PANEL: ROI of MDM Justification	DATA INTEGRATIONS SERVICES TRACK: SPONSORED BY  VENDOR ROAD MAP: Microsoft MDM Strategy
PIM TRACK: SPONSORED BY  CASE STUDY: Best-of-Breed/True PIM Coexistence With Established ERPs	DATA GOVERNANCE/DATA QUALITY TRACK: SPONSORED BY  CASE STUDY: Multi-Domain MDM to Drive Operational Efficiencies
1:20 PM - 2:20 PM GENERAL LUNCH	
2:25 PM - 3:25 PM CONCURRENT SESSION 6	
CDI TRACK: SPONSORED BY  CASE STUDY: Increased Supply Chain Responsiveness through MDM	DATA INTEGRATIONS SERVICES TRACK: SPONSORED BY  EXPERTS PANEL: Best Practices in CDI, MDM & DG for High Tech Manufacturing
PIM TRACK: SPONSORED BY  CASE STUDY: The Journey to Complete Global Customer Management	DATA GOVERNANCE/DATA QUALITY TRACK: SPONSORED BY  CASE STUDY: Data Governance and Stewardship for Financial Institutions
3:30 PM - 4:30 PM CONCURRENT SESSION 7	
CDI TRACK: SPONSORED BY  CASE STUDY: Data Quality & CDI - If We Can Do It, So Can You	DATA INTEGRATIONS SERVICES TRACK: SPONSORED BY  CASE STUDY: Mastering Customer Data in a Multi-ERP Landscape
PIM TRACK: SPONSORED BY  EXPERT TESTIMONY: Financial MDM	DATA GOVERNANCE/DATA QUALITY TRACK: SPONSORED BY  CASE STUDY: Millennium Pharmaceuticals Customer Testimony

MDM Summit SPRING 2008

March 30 - April 1, 2008
Hilton San Francisco
San Francisco, CA

HOTEL INFORMATION

VENUE: Hilton San Francisco
333 O'Farrell Street
San Francisco, CA 94102

PHONE: 415-771-1400

WEB: www.hilton.com

ROOM RATE: \$229 single/double

ATTIRE: Business Casual

Discounted Rates Expire March 14!

3 QUICK WAYS TO REGISTER

WEB www.mdm-summit.com

CALL Glen VanDusen at 212-803-6072 or 800-803-3424

MAIL visit our website to download a printable registration form

Hotel Accommodations

SourceMedia has secured a block of rooms at a special discounted rate. Be sure to mention that you are an MDM Summit participant to receive your discounted room rate. Rooms will be available on a first come, first serve basis. Please make your reservations by **March 7, 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 the time of the 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

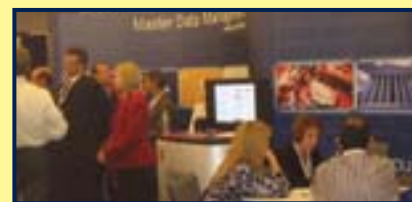
Substitutions may be sent at any time. All cancellations must be made in writing, submitted within 90 days of the event and will be subject to a cancellation fee equal to 50% off the registration fee. Cancelling parties may also choose to accept a Letter of Credit in lieu of paying the cancellation fee 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 14 days prior to the event. No refunds will be issued on any exhibit hall only passes.

Registration Rates:

	Discounted Rate Expires 3/14/08	Standard
Spring Event:	\$1,495 <i>Best Rate</i>	\$1,895
Pre Conference Workshop	\$249	\$249
Night School	\$99	\$99
Pre Conference Workshop +Night School	\$299	\$299
NEW! Exhibit Hall Only Pass (includes keynote sessions)	\$99	\$99
NEW! Conference Podcast (sessions & audio)	\$199	\$199

SAVE THE DATE!

MDM Summit Fall 2008
October 19-21, 2008
New York Hilton, NY



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One State Street Plaza, 27th floor
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