

MDM & DATA GOVERNANCE SUMMIT NEW YORK 2011

September 12-13, 2011
New York Marriott Marquis
New York, NY

Govern Your Master Data

MDM & Data Governance Summit
New York 2011 is the only event that equally
focuses on MDM and data governance

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POPULAR DEMAND:**
Hear candid
field-based reviews
of MDM products

SUMMIT CHAIRPERSONS:



Jim Ericson
Editorial Director
Information Management



Aaron Zornes
Chief Research Officer
The MDM Institute

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MDM & DATA GOVERNANCE SUMMIT NEW YORK 2011

September 12-13, 2011

New York Marriot Marquis | New York, NY

Govern Your Master Data

About The Summit

The MDM & Data Governance Summit delivers quick-start workshops; best practice and case study presentations by the world's leading organizations; thought leadership keynotes by the most in-demand consultants and analysts; expert panel discussions; and interactive break-out sessions, along with a lively hands on solutions Exhibit Hall.

The Summit program is structured for enterprises at all stages of MDM and data governance initiatives – whether kick starting a shared services or service-oriented architecture to support universal customer views, or developing a comprehensive business strategy to share master data across all channels and partners in a 21st century information supply chain.

MDM & Data Governance Summit New York 2011 is the only event that equally focuses on MDM and data governance

- 1** Practitioner-based insight on the MDM and data governance topics IT execs care about most – getting started, creating a successful governance program, choosing the best MDM technologies, and compelling the business to take a leadership role
- 2** Case studies and panels focused on aligning and partnering with business execs – delivering measurable ROI, reducing costs and increasing efficiency, meeting regulatory and compliance reporting requirements, improving customer acquisition/retention, increasing cross-sell/up-sell, and readying the business to be M&A-ready
- 3** Tutorials and workshops for attendees at every stage of the MDM journey – ranging from quick start boot camps to advanced topics such as performance architectures and scalability

Summit Chairpersons



Jim Ericson
Editorial Director
Information Management



Aaron Zornes
Chief Research Officer
The MDM Institute

Who Should Attend

- MDM Project Leadership
- MDM Program Managers
- Chief Technical Officers
- Chief Customer Officers
- Chief Information Officers
- Enterprise Architects
- Enterprise Data Architects
- Enterprise Data Modelers
- Enterprise Data Warehouse Architects
- Data Architects
- Corporate Data Stewards
- Business Unit Data Stewards
- VPs of Corporate Data Governance
- Enterprise Data Governance Leader
- Directors of Data Governance
- Directors of Data and Process Governance
- Data Governance Manager
- Data Governance Analyst
- Global Data Steward
- VPs and Directors of Sales/Marketing Analytics
- VPs for Customer Experience
- VPs for Customer Service
- VPs and Directors of Business Planning
- VPs and Directors of Service
- VPs for Business Intelligence
- Directors of Enterprise Information Management (EIM)
- EIM Systems Architects
- Data Management Specialist-EIM
- Customer Contact Center Directors/ Managers
- Channel Managers
- CRM Managers
- Directors of Customer Analysis
- Directors of Centers of Excellence for Application Integration
- Directors of Centers of Excellence for Master Data Management
- Directors of Centers of Excellence for Siebel
- Directors of Centers of Excellence for SAP
- Business Intelligence Program Managers
- Data Warehousing Program Managers
- Database Marketing Analysts
- Data Quality Analyst

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Tweet your experiences, thoughts and ideas on Twitter with our official hashtag #MDMDG

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Agenda

*Workshop Day. Brought back by popular demand, these hands-on, intense workshops help you maximize your time at the MDM & Data Governance Summits. *Additional fee is required to attend any of the pre-conference workshops.*

Sunday, September 11, 2011

1:00 p.m. – 3:00 p.m. Pre-Conference Workshop Group A

MDM Quick Start

Here's an opportunity to improve your success as an enterprise or data architect, 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 & Data Governance Summit New York experience. Combining presentations, small group discussions, and case studies, the MDM Quick Start proven agenda is practical, personal, and uniquely tailored to the needs of the participants. Our seasoned veterans will share real world insights into:

- Establishing key MDM solution strategic planning assumptions in a rapidly churning market
- Determining MDM evaluation criteria and weighting – architectures, data models, SOA, identity management, etc.
- Reviewing case studies as templates for out-of-the-box MDM strategizing

Ed Allburn, *President, DATADELTA*

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

Selling Data Governance to the Business: Best Practices by Industry and Job Function

One of the major challenges with any information governance program is explaining the value to the business. Most information governance programs deal with certain themes that are common across every enterprise including poor data quality, inconsistent business terms, fragmented data, high storage costs, regulatory compliance, and security and privacy issues. However, these themes present themselves differently across different industries and job functions.

This session discusses the best practices to sell the value of information governance in four parts:

1. Best practices by industry that deal with the application of information governance principles within banking and financial markets, insurance, healthcare, manufacturing, retail, travel and transportation, government, oil and gas, telecommunications and utilities.
2. Best practices by job function that deal with the application of information governance principles within critical job functions such as sales and marketing, finance, information technology, information security and privacy, human resources, legal and compliance, operations, product management and supply chain.
3. Cross-industry best practices that deal with horizontal topics such as roles and responsibilities, metrics, metadata, and maturity assessments. These themes appear consistently within information governance programs across job functions, industries and geographies.
4. Information governance software tools that deal with the applications that benefit from information governance and the actual software tools that facilitate information governance.

Sunil Soares, *Director of Data Governance Product Marketing, IBM*

3:30 p.m. – 5:30 p.m. Pre-Conference Workshop Group B

Simplifying Data Governance to Support MDM

Data governance and stewardship is at the heart of critical success factors for implementing master data management; but what does this really mean? What is the real work to be done, who should do it and what is the impact and risk factors if it is not done properly? This session will simplify the data governance framework to understand the relationship and dependencies between MDM, stewardship and governance and how to establish metrics for measuring the success of a data governance program.

During this session we will also discuss:

- Industry best practices
- How to get business folks involved and gain buy-in and sponsorship

Martha Dember, *Senior Practice Consultant, EMC CONSULTING*

Sustainable Data Governance

Have you recognized the need for data governance to better manage an MDM or data warehousing project? You hear more about data governance as an enterprise initiative. Are you concerned that you will waste time and money by doing a tactical data governance project to meet the requirements of your technology project, when you know you will eventually need to do enterprise data governance? In this workshop, you will learn how to synchronize a "tactical" data governance project with a "strategic" data governance program to provide both short term and long term value to the organization. We will discuss those components of governance that are highly reusable across a project and a program, and which aspects may need more adjustment as you move from a tactical project to a strategic program.

Kelle O'Neal, *Managing Director, FIRST SAN FRANCISCO PARTNERS*

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Monday, September 12, 2011

7:00 a.m. – 8:00 a.m.

Continental Breakfast: Exhibit Hall Grand Opening

8:00 a.m. – 9:00 a.m.

Welcome and Conference Chair Keynote: Go Early, Go Governance

Enterprise-level master data governance that spans the entire master data is extremely difficult to execute for both organizational and technical issues. Yet increasingly this is being mandated as a core deliverable of most large-scale MDM projects. In 2011, both major systems integrators and boutique consultancies will focus on productizing their data governance frameworks/methodologies while MDM software providers struggle to link upstream data governance processes with downstream MDM hubs. By 2012, all mega vendor MDM solutions will evolve from passive aggressive data governance mode to active data governance wherein they provide the capabilities to capture business rules, which in turn are propagated into an MDM hub.

This keynote will focus on a set of strategic planning assumptions facing IT organizations during 2011-2012 and beyond by highlighting strategies for:

- Kick-starting master data governance as a prerequisite to Phase One
- Partnering with service providers to get to the next level of data governance maturity
- Planning for the next generation of MDM and data governance capabilities to provide total party view — semantic databases, deep web search, etc.

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

9:00 a.m. – 9:45 a.m.

Platinum Keynote: Delivering Business Value with IBM MDM and Information Governance

Presented by 


Rick Clements, *Program Director, MDM Product Marketing, Information Management*, IBM SOFTWARE GROUP

9:45 a.m. – 10:45 a.m.

Networking Break in Exhibit Hall

10:45 a.m. – 11:30 a.m.

Platinum Keynote: Master Data Management for the Business – Global Visibility Now

Presented by 

You may be in the midst of an MDM project right now but what are the chances for success? Is MDM the same as data governance? Choosing the right data governance model depends on many factors. We'll discuss those factors and provide guidelines for getting your MDM/data governance initiative heading in the right direction. Many believe a successful MDM implementation will take months and sometimes years of custom development, but should it have to? With global visibility and access, you will monitor, measure, and produce metrics and global data standards leading to a high level of quality and consistency in your global data, no matter the system.

- Master data management for the business: What is MDM for the business and what can it do for your organization?
- Data governance: What is data governance and what can it do for your organization?
- Data governance and MDM for the business together: Which models best fit your organization?

Tom Kennedy, *Founder*, BACKOFFICE ASSOCIATES

11:30 a.m. – 12:15 p.m.

Platinum Keynote: Now What? Launching Your MDM Effort

Presented by 

With any large-scale business initiative, there may be uncertainty about how to proceed. However, the maxim "A journey of a thousand miles begins with a single step" is never truer than when discussing an MDM implementation, and that first step can make all the difference. Before you embark on an initiative to deliver a master view of customers, products or any other information asset, it's critical to examine what best practices you can follow and how to scope the initiative. In this session, Tony Fisher, president and CEO of DataFlux, will discuss how to get started with MDM, including:

- The importance of data governance and why it is no longer an option for MDM deployments
- How business and IT can work together to deliver a more cohesive enterprise view
- The importance of data governance and why it is no longer an option for MDM deployments

Tony Fisher, *President & CEO*, DATAFLUX

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Monday, September 12, 2011

12:30 p.m. - 1:30 p.m.

Industry Innovation Lunch One: Achieving Business Value Through MDM

Sponsored by  Knowledgegent

Governance, relevance and lineage have become everyday words when discussing MDM. It is no longer about match, link, and append - But why? For years, MDM has been billed as the solution to deliver what CRM never achieved. Now, after nearly a decade of focusing on data quality, it is time to use MDM to deliver real world business insights. When it comes to the business, the term "management" has a lot of meanings. When it comes to master data, we lost sight on managing the business-oriented components of data collection, access and distribution.

This riveting session will focus on the alignment between business strategy and information delivery, a top down approach to MDM.

Christopher Blotto, *Managing Partner*, **KNOWLEDGENT**

12:30 p.m. - 1:30 p.m.

Industry Innovation Lunch Two: Practical Data Governance Use Cases That Deliver Tangible Value

Sponsored by  KALIDO

In an ideal world, data governance is embedded into the corporate fabric - throughout the business processes and applications that run the business. In this session, we'll highlight three of the best use cases for data governance and how they can impact your organization as well as:

- Compliance and meeting regulatory requirements quickly and completely
- Master data governance and getting your MDM program up and running
- Data governance for business intelligence and improving decision-making for your organization with better information

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

1:30 p.m. - 2:00 p.m.

Dessert in Exhibit Hall

2:00 p.m. - 2:45 p.m. Concurrent Sessions

CDI TRACK

TRACK KEYNOTE: Introducing Customer on the Cloud – An Effective Way to Manage Your Data on the Cloud



Economics, simplicity and the ability to address core business concerns have made the cloud revolution an effective strategy for modern enterprises. Master data management initiatives have not had the tools to leverage these advantages until now. Today, Cognizant introduces three such cloud enabled master data solutions and through this session you will gain a perspective on:

- The considerations for utilizing 'Customer-on-the-Cloud' for your enterprise master data needs
- Framework and ROI analysis that allows you to decide whether the cloud solution is right for your organization
- Details on the multiple cloud enabled master data solutions that Cognizant has to offer

Sriraj Rajaram, *Senior Master Data Management Strategist*, **COGNIZANT**

Dileep Srinivasan, *AVP, CRM, Social CRM, Digital Marketing and MDM*, **COGNIZANT**

PRODUCT INFORMATION MANAGEMENT TRACK

TRACK KEYNOTE: An MDM Journey - From Mastering Compliance to Mastering Products



Come learn about St. Jude Medical's MDM journey that began with using Informatica MDM to quickly meet Physician Spend Compliance, and how that initial success paved the way for the next steps in the MDM journey of managing product data, transitioning to a centralized hub strategy for master content requests and plans for integrating customers. We'll detail the practices and lessons learned by St. Jude to accelerate the delivery of MDM functionality and support a dynamic business environment.

Ravi Shankar, *Senior Director of MDM Product Marketing*, **INFORMATICA**

Mike Striefel, *IT Manager*, **ST. JUDE MEDICAL**

DATA GOVERNANCE TRACK

TRACK KEYNOTE: Evolving to Customer Centricity using Multi-Domain MDM



Many businesses suffer from inconsistent customer, account, and product data. Without a single version of such business-critical data, the sales, marketing, and channel operations teams' effectiveness is severely compromised. A major company successfully applied multi-domain MDM as a foundation to enable B2B customer centricity via a single customer view and the products used in each location. A major company's MDM foundation implementation overcame the challenges of data stored in different formats and in multiple systems across the enterprise to enable a customer-centric view. This session will review the benefits achieved to date, and the lessons learned by discussing:

- Evolving to operational MDM from analytical MDM (data warehouse feed and care)
- Adapting a flexible MDM data model to include both 1+ million B2B commercial customers & 100+ million B2C consumers
- Navigating the pros and cons of opening up customer data via Web portal back to customers

Rajesh Shewale, *Program Manager*, **WIPRO**

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2:50 p.m. - 3:35 p.m. Concurrent Sessions

CDI TRACK

CASE STUDY: MDM Businesses Value in Healthcare

An MDM solution is essential in the healthcare space as a strategic IT investment. These solutions must support the customer lifecycle by including eligibility management, data management, claims management, identity management, as well as marketing/wellness campaign management. This session will focus on HealthNow's strategic plan for 2011 and beyond as well as cover:

- Developing the business case and evolution of joint business and IT perspectives on MDM
- Overcoming the change management and complexity of upgrading an existing MDM platform
- Learning from the perils and benefits of using Agile on a complex integration project while trying to improve data quality

Robert Meyers, *Solution Architect*, HEALTHNOW

PRODUCT INFORMATION MANAGEMENT TRACK

CASE STUDY: Transforming Master Data – Delivering Integrity and Value

Credit Suisse is endeavoring to enhance customer service and relationship management at all touch points. Enhancing Sales and Service across a multi business line model necessitates achieving a 360-degree view of the customer and contacts across multiple systems; at Credit Suisse this includes Asset Management, Equities, Fixed Income and Private Banking. Hear how they are leveraging enterprise relationships and activities, enabled by Master Data Management to better coordinate client coverage and sales execution.

Bill Szilasi, *Director*, CREDIT SUISSE
Brian Rowatt, *Director*, ORACLE

DATA GOVERNANCE TRACK

CASE STUDY: A Realistic Look at the Business Side of MDM Integration

This case study focuses on the realities of driving to higher quality customer master data and the complexities involved in making that a reality. MassMutual's MDM program is tightly tied into a broader transformation of new business processes and servicing platforms. In this review of an MDM 1.0 (legacy platform) and the implementation of an MDM 2.0 (current platform centered on Informatica's MDM technology), the speakers will cover:

- Developing the business case and evolution of joint business and IT perspectives on MDM
- Overcoming the change management and complexity of upgrading an existing MDM platform
- Learning from the perils and benefits of using Agile on a complex integration project while trying to improve data quality

Sravan Kasarla, *Chief Information Architect - Practice Leader*, MASSMUTUAL FINANCIAL GROUP

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

4:15 p.m. - 5:00 p.m. Concurrent Sessions

CDI TRACK

BEST PRACTICES: Enhancing CRM with MDM

Speaker to be Announced

PRODUCT INFORMATION MANAGEMENT TRACK

BEST PRACTICES: Mastering Product Data

Knowing the difference between MDM implementation styles and how they support your business is critical the understanding what you need when you are looking for an MDM product to support your MDM endeavors. Understand the purpose of each MDM style and how to identify the MDM style that supports your needs. Know the critical path to MDM implementation. What are the main activities needed to support your MDM implementation and what activities are unnecessary. How important is SOA architecture to your MDM success. Know the functionality that needs to be in place to support MDM.

- MDM architecture explained in terms every one understands, including the Business
- Avoid pitfalls that cause MDM implementations to fail
- Understand the functionality that is supported by each MDM implementation style

Adam White, *President*, GLOBAL DATA COMPETENCY

DATA GOVERNANCE TRACK

BEST PRACTICES: Building a Business-Driven Enterprise Data Governance Program and Organization

At SAP, enterprise data governance is a key business priority, driven by the business, aligned to our business strategy and enabled by enterprise information technology. But this was not always the case. Currently, we have a very successful Enterprise Data Management organization reporting into the Line-of-business COO function, a key factor to our success. We also have business data leaders driving strategic data initiatives across other business units yet coordinated through a ONE-SAP data strategy. In this session, we will take you through our journey and highlight our best practices by discussing:

- Creating a compelling business case for enterprise data governance
- Organizing for enterprise data governance – from one project to many
- Achieving and maintaining business commitment and buy-in

Justin Litz, *Senior Director, Data Management* SAP AG

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Monday, September 12, 2011

5:05 p.m. - 5:50 p.m. Concurrent Sessions

CDI TRACK

EXPERTS PANEL: Best Practices in CDI and MDM

This panel of experts will discuss how and why CDI-MDM initiatives have lasting value. This is your opportunity to ask front runners in the CDI and MDM space about obstacles and challenges you are facing through personal experiences such as:

- Applying components of data governance to CDI-MDM solutions
- Defining and measuring CDI-MDM success

Panelists:

Peter Storer, *Lead Architect*, BLUE CROSS BLUE SHIELD NORTH CAROLINA

PRODUCT INFORMATION MANAGEMENT TRACK

EXPERTS PANEL: Best Practices in MDM for PIM

Enterprises continue to expand the scope and discover new complexities as they seek a “single view” of product data. What starts out as an organization’s master product data soon becomes a complex PIM program spanning other domains and use cases. This panel of experts has already navigated these certain types of journeys and will share their experience in:

- Rationalizing between PIM-flavored MDM or MDM-flavored PIM
- Preparing for web-specific content, digital assets and records management as MDM converges across governance of product customer and location data
- Evolving from MDM of product data to multi-domain MDM

Panelists to be Announced

DATA GOVERNANCE TRACK

EXPERTS PANEL: Best Practices in Data Governance

In this session, seasoned MDM professionals will share how to solve the unique data governance challenges posed by enterprise MDM projects.

- Overcoming the governance barriers typically found in MDM programs
- Building a strong business case to ensure initial data governance funding and successful program execution
- Integrating people and processes via the institutionalization of data governance to integrate, measure and manage metrics within the context of the master data lifecycle

Panelists:

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

Corri Russell, *Director Customer Data Intelligence*, MCGRAW-HILL

5:50 p.m. - 7:00 p.m. Networking Reception in Exhibit Hall

Tuesday, September 13, 2011

7:45 a.m. - 8:15 a.m.

Continental Breakfast in Exhibit Hall

8:30 a.m. - 9:15 a.m.

Platinum Keynote: MDM for Enabling Enterprise-Wide Business Process Transformations

Presented by **ORACLE**
Shift happens. Master data management can help. Join us to learn how Oracle MDM customers are achieving key strategic business objectives through innovative MDM solutions and executing low risk, fast-time to value MDM implementations. In this session, we will show you some of the key levers Oracle customers have used to demonstrate, long lasting, visible, achievable and tangible business benefits tying applications of all stripes together using clean governed high quality master data.

Ford Goodman, *VP, North America MDM*, ORACLE

9:15 a.m. - 10:15 a.m.

Keynote: Product Evaluation Criteria and Field Reports for Top 15 MDM Solutions

MDM is now accepted by most enterprises as a key enabling and competitive technology – as well as a vital business strategy. As the market consolidates, other dimensions further complicate the product selection process – open source, multi-entity MDM, and integrated data governance to name a few. Moreover, the application vendors are increasingly interweaving core MDM capabilities within the application stack while infrastructure vendors further integrate their MDM ecosystems to better leverage all – hence, “stack wars.” This session will focus on the “why” and “how” of MDM technical evaluations for key use case and industry-specific scenarios by providing guidance for:

- Validating the dominant architectural models and evaluation criteria
- Assessing the vendor landscape
- Applying a proven methodology to MDM product evaluations for both mega vendor solutions and pure play

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

10:15 a.m. - 10:45 a.m.

Networking Break in Exhibit Hall

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Tuesday, September 13, 2011

10:45 a.m. – 11:30 a.m. Concurrent Sessions

CDI TRACK

EXPERT TESTIMONY: Managing Reference Data as Enterprise Master Data

In this session, a seasoned MDM veteran will explain how to prepare a reference data management strategy for your enterprise by discussing:

- Providing governance, process, security, audit control around reference data mastering
- Managing the complex mappings between different reference data representations across the enterprise
- Arbitrating the use of external reference standards within the enterprise data

Joseph Likuski, *Lead Architect, Enterprise Applications*, ROYAL BANK OF CANADA

PRODUCT INFORMATION MANAGEMENT TRACK

CASE STUDY: Addressing the Challenge of Master Data Management

The successful introduction of MDM to a large enterprise presents a challenge that is best addressed by keeping an unwavering focus on value creation. This enables us to recognize the opportunities to create business value that present themselves and to act upon them appropriately. Drawing upon the experience of engineering an agile enterprise at Medco Health Solutions, we describe how lasting value is created by using a combination of MDM, business process technology, and an enterprise data fabric. Being that value creation is fundamental to any enterprise-wide MDM effort, we illustrate decision points for each of Gartner's Seven Building Blocks of MDM and describe how value is Created at each juncture.

Inderpal Bhandari, *Chief Data Officer*
MEDCO HEALTH SOLUTIONS

DATA GOVERNANCE TRACK

CASE STUDY: Evolution to Information As An Asset

This session provides an overview of the enterprise transformation to creating "information as an asset" and the master data application implementations, including:

- Approach, master data domains, transformation elements, progress to date, measuring operational savings, and lessons learned
- The transformation elements will highlight examples of changes for data processes, data architecture, information architecture and data governance
- The master data application implementation presentation includes: history, architecture, implementation challenges, lessons learned, and data quality deployment

Susan Linnell, *Business Architecture, Business & IT Transformation*, ALCATEL-LUCENT
Margaret Maciejczak, ALCATEL-LUCENT

11:35 a.m. - 12:20 p.m. Concurrent Sessions

CDI TRACK

CHAIRMAN'S SESSION: Avoiding the Systems Integrator Money Pit

In a recent MDM Institute survey of more than 75 programs, SIs have been seen as essential to the success of the majority of MDM projects. Given the substantial investment businesses undertake with SI partners, the selection of the appropriate partner(s) must be given considerable scrutiny to ensure success of these vital corporate MDM initiatives. This session provides a balanced view of:

- Understanding why SIs are essential to the success of your MDM and data governance projects
- Structuring how an enterprise should evaluate the capabilities of "new" potential SI partners
- Orienteering the SI landscape for both the traditional leaders as well as the new "dark horses"

Aaron Zornes, *Chief Research Officer*
THE MDM INSTITUTE

PRODUCT INFORMATION MANAGEMENT TRACK

CASE STUDY: Proactive Master Data Governance in the Cloud

Starting with product master data, Onduline, the world leader of lightweight roofing solutions, has implemented its MDM in months by deploying a cloud-centric MDM service from Orchestra Networks. In this session, the speakers will share insights regarding the challenges and the benefits of an MDM program delivered in the cloud by covering topics such as:

- Selling MDM in the cloud internally as self-service, 100% Web solution
- Understanding the economics of MDM in the cloud as price-competitive against traditional software
- Managing the rollout of proactive master data governance for business users across 40 countries/cultures

Christophe Barriolade, *CEO*
ORCHESTRA NETWORKS

Charles Canetti, *Senior IT Advisor*, ONDULINE

DATA GOVERNANCE TRACK

CASE STUDY: Data Governance of Unstructured Data and Documents

Conventional data governance initiatives can often lose focus and effectiveness as scope wavers and expands. This is so because organizations understand that data quality is important, but have not clarified which data and which data metrics will drive the most significant business impact. This session will outline approaches to align data governance to critical business initiatives, thereby gaining business buy-in, focusing scope, and maximizing effectiveness of data governance initiatives.

April Reeve, *Senior Practice Consultant*
EMC CONSULTING

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Tuesday, September 13, 2011

12:25 p.m. - 1:10 p.m. Concurrent Sessions

CDI TRACK

CASE STUDY: Making the Business Case

This session will outline the achievements and improved business process efficiencies of a major companies' MDM implementation. This case study will outline how this company increased their availability and performance of systems and decreased overall IT costs while ensuring compliance and protecting content against disaster.

John Ferraioli, SVP, Business Development
UTOPIA INC.

PRODUCT INFORMATION MANAGEMENT TRACK

EXPERT PANEL: The Next Generation of MDM Technology

MDM provides a trusted, consistent view of key information assets across the enterprise - ranging from customers, products and suppliers to locations and more.

Both master data management and data governance programs are breaking new ground with business value justification for large-scale integration projects that blend brick and mortar with e-commerce programs. Learn from this panel of experts and thought leaders about these new ground-breaking ideas for 2012 and beyond.

Panelists to be Announced

DATA GOVERNANCE TRACK

CASE STUDY: The Master Data-Enabled Enterprise

In today's fast-paced world where regulation and competition may be trying to drive for your organization, identifying your master data and exploiting its value can get you a step ahead. In the last year, our organization has used a process to understand the business requirements that includes a holistic view of business process, data and service models. This approach has helped us to identify those data that are critical to our service development and what systems master the data. This master data approach to development of a service oriented architecture is a stimulus for reducing costs and increasing re-usability. This presentation will walk you through the process and discuss some challenges and opportunities for anyone planning an approach or implementation of master data.

Sherri C. Adame, Data and Service Modeling
HSBC TECHNOLOGY AND SERVICES

1:15 p.m. - 3:00 p.m. Concurrent Sessions

CDI TRACK

POWER SESSION: Microsoft MDS Fast Track

Yair Helman, Group Manager, MDS, MICROSOFT

PRODUCT INFORMATION MANAGEMENT TRACK

POWER SESSION: MDM Reference Architectures Tutorial (Registry, Transactional, Analytical)

Adam White, President
GLOBAL DATA COMPETENCY

DATA GOVERNANCE TRACK

POWER SESSION: Rolling Out a Data Governance Program for World Class Reporting

Philip J. Sabo, Director - Corporate Financial Systems
QUEST DIAGNOSTICS

3:00 p.m. Summit Concludes

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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 later than the events cut off date (14 days prior to start date). All cancellations must be made in writing, submitted 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 will be issued on any Exhibit Hall Only passes. For more information regarding administrative policies on complaints and refund, please contact our offices at (800) 803-3424.

Venue:

New York Marriott Marquis
1535 Broadway
New York, New York 10036

Phone:

(506) 474-2009

Toll-free:

(800) 266-9432

Room Rates:

\$399 + tax

Fax:

(212) 704-8930

Attire:

Business Casual

Web:

<http://www.marriott.com>

When booking your room reservation, please mention event name: **MDM & DATA GOVERNANCE**.

Must book by **Friday, September 9, 2011**, to take advantage of group room rate.

Registration Information

Attendee Type	Early Bird 1	Standard	On-Site
Premium Package	\$1295	\$1695	\$1895
Premium Package (includes Main Conference)	\$1145	\$1545	\$1745
Conference Only	\$1095	\$1495	\$1695
Pre-Conference Workshop	\$249	\$249	\$249

Expiration Date: Aug. 19, 2011