

# 2 Co-located Conferences



Master Data Management  
Summit Europe 2012

Data Governance  
Conference Europe 2012

GROUP  
DISCOUNTS  
AVAILABLE

23-25 April 2012

Radisson Blu  
Portman Hotel  
London, UK

## The "Must Attend" Event for MDM & Data Governance Professionals

### Why attend this event

- **Europe's Only Co-Located Conferences on Data Governance & MDM.** One event, in one to three days, gives you the unique opportunity to leverage the powerful combination of MDM and Data Governance to deliver optimal business outcomes through trusted information.
- **Five Tracks With More Than Fifty Sessions.** The co-located conferences are neither analyst led nor vendor led. Learn from over 60 world renowned independent speakers and major users of MDM and Data Governance.
- **Focus on End-User Case Studies & Expert Panel Discussions.** Choose from over 30 case studies and take an inside look at the successes and challenges behind real-world MDM and Data Governance implementations.
- **Ten "Fast Track" Pre-Conference Tutorials.** Choose from introductory or advanced workshops, enabling you to get up to speed with Data Governance and MDM essentials.
- **All the Major MDM & DG Solutions.** Discuss your MDM and Data Governance challenges with the world's leading solution providers.
- **Justification, Strategy & Implementation.** The conferences provide an excellent mix of theory, visions and practical implementations.

### KEYNOTES & FEATURED SPEAKERS INCLUDE:



**Aaron Zornes**  
Chief Research Officer,  
The MDM Institute



**Gwen Thomas**  
President, The Data  
Governance Institute



**Jill Dyché**  
Vice President, Thought  
Leadership, DataFlux



**Clay Richardson**  
Senior Analyst,  
Forrester Research



**Sunil Soares**  
Director, Information  
Governance, IBM



**Anwar Mirza**  
Financial Systems & DG  
Director, TNT Express



**Peter Aiken**  
Founder,  
Data Blueprint



**Jan Henderyckx**  
Managing Partner,  
Envizion



**Rick van der Lans**  
R20/Consultancy



**Mike Ferguson**  
Managing Director,  
Intelligent Business  
Strategies

### PRODUCED BY:



The MDM Institute

Independent. Authoritative. Relevant.

### CASE STUDIES & CONTRIBUTORS INCLUDE:

- Rolls-Royce
- International Finance Corporation, World Bank
- GlaxoSmithKline
- Royal Dutch Shell
- ING Bank
- British American Tobacco
- Transport for London
- TNT Express
- Standard Life
- Royal Mail
- Bank of America
- Volvo IT
- Forrester
- BBC Worldwide
- Statoil
- DNB ASA
- UCB Pharma SA
- Arqiva
- United Healthcare Insurance
- Premier Farnell
- GDF Suez
- CPP Group
- Caggemini
- West Midlands Police
- KPN Corporate Market
- Accenture
- Flemish Government
- Swedbank
- LDS Church
- IBM
- Travis Perkins
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## PLENARY KEYNOTES:

### Aligning Process & Data for Customer Process Transformation

Clay Richardson, Senior Analyst, Forrester Research



In today's competitive and fast-changing business environment, most companies won't differentiate for long purely on the uniqueness of their products and services – no matter how good. The quality of the customer experience - and resulting satisfaction – is the primary driver for repeat business across most industries. The effectiveness of mission-critical, customer-facing business processes in areas such as customer service, order management, direct marketing, and account management directly influence and impact customer satisfaction and all the resulting benefits: retention, loyalty, and ultimately an increased share of wallet. This session will discuss best practices derived from Forrester's research in MDM and business process management (BPM) which business process professionals and their data management colleagues can embrace:

- Recognizing the dependencies which the enterprise's most critical business processes have on high quality, standardized, and trustworthy master data
- Accepting that trustworthiness of critical enterprise data is vital to ensure business processes are effectively and successfully executed for every critical customer interaction
- Introducing Process Data Management (PDM) within the organization

### The Data Governance Minefield

Anwar Mirza, Financial Systems & Data Governance Director, TNT Express



As Data Governance becomes more recognised, deciphering the jargon and structuring it for C-level management is a necessary but daunting task. Company issues, programme scope, business case preparation and a host of other problems create obstacles to make you wonder what to tackle first. As you become more familiar with the terminology, a plethora of consulting partners and software solutions claim to be able to solve whatever it is you need. This keynote gives insight into the road ahead and gives food for thought to novices, experienced professionals, vendors and consultancies to lay a roadmap for the minefield and help each other along the journey. This session will give a perspective on how to:

- Structure a Data Governance programme in business terms
- Give tips to kick start the programme
- Give advice on how to avoid and manage the traps
- Explain how companies can best leverage software suppliers and consulting firms

### Data Governance: What Your CEO Needs to Know

Jill Dyché, Vice President, Thought Leadership, DataFlux



Between conception and creation," the poet T.S. Eliot once observed, "there falls the shadow." So it is with Data Governance. Sure, we've talked to business managers about the need for data governance. We've defined it and explained the components. We may have tried convincing them to sponsor our data governance initiative. But do executives really understand the business value enough to support and fund it? In this session noted author and consultant Jill Dyché will talk about making the pitch for data governance. She'll discuss what works in propelling data governance forward with business people, colouring in actual company examples of data governance adoption and executive support. And she'll talk about when the pitch falls flat, making sure you learn from the failures of the early adopters and position data governance the right way, the first time. What You Will Learn:

- Linking data governance to business strategy
- Messages that get traction with executives
- Weaving BI and MDM into the data governance pitch (and vice versa)
- Why executive sponsorship for data governance is different

### Data Governance: Transforming Vodafone's Data Organisation Through MDM

Robert Hawker, EVO Global Data Lead, Vodafone

Hear about the data programme within Vodafone's global transformation programme: benefits achieved, challenges faced, tools used and future objectives. Learn why 340 million customers worldwide in more than 20 countries depend on Vodafone to communicate. Understand that a successful data organisation requires a balance between efficient processes and overall data quality.

## DATA GOVERNANCE KEYNOTES:



### Show Me the Money: The Importance of Stories When Making Data Governance Relevant to the Business

Peter Aiken, Data Blueprint

Whether your organization calls them "toe-stubs," "lessons learned," or "data horror stories," these are the best means of motivating organizations to begin governing their most important asset collection. A number of stories are presented and delegates will learn how these stories were operationalized in a number of ways that help organizations realize the importance of governing their data and implement data governance.



### The Impact of Data Virtualization on Data Governance and Information Management

Rick van der Lans, R20/Consultancy

Virtualization is not a new concept in the world of IT. Memory, storage and network virtualization have been around for some time. And now it's time for data virtualization. The essence of data virtualization is the decoupling of the applications from their data sources, leading to more flexible architectures. Data virtualization can be deployed in a wide range of projects, ranging from data warehouse systems, via service oriented architectures to integration projects. But data virtualization is not just a technology, it also has an impact on how we think about information management, data governance and MDM. In this keynote Rick van der Lans will explain how data virtualization will revolutionise those topics.

## MASTER DATA MANAGEMENT KEYNOTES:



Aaron Zornes, Founder & Chief Research Officer, The MDM Institute

### Maximizing Business Outcomes - 'Master Data Governance' to Unify BPM & MDM

Enterprise-level "governance" that spans both data and process is increasingly a key requirement put forth by IT executive management. While "master data management" (MDM) purports to span the entire master data lifecycle (creation, cleansing, harmonizing, archiving, ...), "business process management" (BPM) claims to dominate the same for the business process lifecycle. Such dogma makes it extremely difficult to execute either MDM or BPM to their full potential ... which calls for yet another IT discipline via "master data governance" (MDG) to unify these two worlds to overcome both organisational and technical issues. This keynote will focus on a set of strategic planning assumptions concerning MDM, BPM, and MDG as well as upcoming new dimensions facing organizations during 2012-13 such as "big data" and "social CRM". The session's main focus will be on providing direction and insights into new factorials of the "MDM + BPM = MDG" equation by discussing:

- How are organizations succeeding today in kick starting "master data governance"?
- What should your organisation be focusing on in 2012?
- Where are MDM, BPM and MDG headed in the next 3-5 years?

### Field Reports for 'Top 15' MDM & MDG Solutions

Evaluating MDM and MDG solutions is comparable to purchasing your first home – too many new variables, lack of transparency in the pricing, and high pressure sales tactics. On top of this flux, IT executives have to contend with the marketing dogma of ongoing "stack wars" amongst the mega vendors and the dogmatic "we are the world" viewpoints of both MDM and BPM vendors. To cope during 2012, many large enterprises will increasingly mandate a unified approach to both data and process architecture/design/management tools. This session will focus on the "why" and "how" of MDM, BPM, and MDG technical evaluations by providing insight into:

- Understanding the pros and cons of the dominant architectural models and evaluation criteria – e.g., pro-active data governance, identity resolution, hierarchy management, scalability, etc.
- Assessing the vendor landscape – e.g., registry, data hub, ultra-hub, EAI/EII, portals, SOA-based web services, data service provider, system-centric BPM, human-centric BPM, etc.
- Applying a rigorous methodology to product evaluations for both mega vendor solutions (IBM MDM, Informatica MDM, Microsoft MDS, Oracle MDM, SAP MDM/MDG) and more pure play (Collibra, DataFlux, Heiler, IBI MD Center, Kalido, Orchestra, Software AG, Stibo, Talend, TIBCO)

**MONDAY 23 APRIL 2012 Pre-Conference Tutorials**

FULL DAY		FULL DAY		FULL DAY		FULL DAY	
09:30-17:00 <b>MDM Quick Start</b> Aaron Zornes, The MDM Institute		09:30-17:00 <b>MDM - A Best Practice Guide to Design and Implementation</b> Mike Ferguson, Intelligent Business Strategies		09:30-17:00 <b>Making Enterprise Data Quality a Reality</b> Nigel Turner, Trillium Software		09:30-17:00 <b>Recharging Data Governance: What to Concentrate on for Sustainment</b> Peter Aiken, Data Blueprint & Micheline Casey, CDO, LLC	
MORNING HALF DAY		MORNING HALF DAY		AFTERNOON HALF DAY		AFTERNOON HALF DAY	
09:30-12:45 <b>Information Governance Fundamentals</b> Jan Henderyckx, Envizion		09:30-12:45 <b>Data Governance and Information Governance: What's the Difference and Who Needs Which?</b> Christopher Saunders & Tony Hodgson, IBM		09:30-12:45 <b>Choosing Your Data Governance Strategies: From All-You-Can-Eat Buffet to Haute Cuisine</b> Pablo Riboldi, LDS Church		13:45-17:00 <b>Defining and Executing an Information Strategy</b> Jan Henderyckx, Envizion	
				13:45-17:00 <b>Selling Information Governance to the Business: Best Practices</b> Sunil Soares, IBM		13:45-17:00 <b>Building a Data Stewardship Practice from Soup to Nuts (especially the nuts)</b> David Plotkin, Bank of America	

08:30 - 09:30 Registration    11:00 - 11:15 Tea/Coffee Break    12:45 - 13:45 Lunch    15:15 - 15:30 Tea/Coffee Break

**TUESDAY 24 APRIL 2012 Conference Day 1 & Exhibits**

08:00-09:00 Registration									
09:00-09:10 <b>MDM Summit and Data Governance Conference Opening:</b> Gwen Thomas, The Data Governance Institute & Aaron Zornes, The MDM Institute									
09:10-10:10 <b>PLENARY KEYNOTE: Aligning Process &amp; Data For Customer Process Transformation,</b> Clay Richardson, Forrester Research									
CUSTOMER MDM		PRODUCT MDM		DG CASE STUDIES		DG BEST PRACTICES		ALIGNING DG	
10:15-11:00 <b>The MDM Journey at National Australia Bank: Traversing Party (Customer) and Product Master Data Management</b> Eva Gardyn, National Australia Bank		10:15-11:00 <b>First Six Months of Mastering 'Product' Information</b> Jacob du Toit, BBC Worldwide		10:15-11:00 <b>Session TBC</b>		10:15-11:00 <b>Using Strong Images to Gain and Maintain Stakeholder Support</b> Gwen Thomas, The Data Governance Institute		10:15-11:00 <b>Turning Necessity into a Virtue: Achieving Compliance with Solvency II While Preparing the Ground for Broadly-Based Data Governance</b> James Hathway, Standard Life & Christopher Saunders, IBM	
11:00-11:25 <b>Break &amp; Exhibits</b>									
MDM KEYNOTE			DATA GOVERNANCE KEYNOTE						
11:25-12:10 <b>Maximizing Business Outcomes - Master Data Governance to Unify BPM &amp; MDM</b> Aaron Zornes, The MDM Institute			11:25-12:10 <b>The Impact of Data Virtualization on Data Governance and Information Management</b> Rick van der Lans, R2O/Consultancy						
12:15-13:00 <b>Demystifying the MDM Journey - from Concept to Reality</b> Pushpak Sarkar, United Healthcare Insurance		12:15-13:00 <b>Multi-Channel MDM Implementations</b> Anton Langeler, O'Neill		12:15-13:00 <b>Information Excellence at Arqiva</b> Rob Jordan, Arqiva		12:15-13:00 <b>What the Books Won't Tell You: The Hidden Problems While Introducing DG and How to Survive Them</b> Dirk Couteur, ING Bank		12:15-13:00 <b>Implementing Data Governance through Project Methodology</b> David Plotkin, Bank of America	
13:00-14:20 <b>Lunch &amp; Exhibits</b>									
13:35-14:15 <b>Customer-In-The-Cloud™ - An Effective Way to Manage Your Data in the Cloud,</b> Dileep Srinivasan, Cognizant Technology Solutions									
14:20-15:05 <b>Applying 'Mature MDM' to Connect Business Operations with Data Management Processes</b> Maxine Fletcher, UCB Pharma & Dr. Walid El Abed, Global Data Excellence		14:20-15:05 <b>Deploying MDM in an Integrated ESB Environment</b> Colin Wood, GlaxoSmithKline & Mary Drabble, Cognizant		14:20-15:05 <b>A Model Driven Data Governance Framework for MDM: A Case Study from Statoil</b> Eldar Bjørge, Statoil & Chris Bradley, IPL		14:20-15:05 <b>Panel Discussion: Data Governance in a Regulatory Environment</b> Nicola Askham, Nicola Askham Ltd, Dylan Jones, Data Quality Pro, Ken O'Connor, Professional IT Personnel Ltd & Gwen Thomas, The Data Governance Institute		14:20-15:05 <b>Data: A Liability or an Asset? A Framework for Managing Security Risks for Customer Data</b> Christine Andrews, DQM Group Ltd	
15:10-15:55 <b>PLENARY KEYNOTE: Data Governance: What Your CEO Needs to Know,</b> Jill Dyché, DataFlux									
15:55-16:25 <b>Break &amp; Exhibits</b>									
16:25-17:10 <b>Experts Panel: Best Practices in Master Data Governance</b> P Highams, Catlin, A Mirza, TNT Express, A Isacson, PostNord, D Couteur, ING & James Moore, Barclays		16:25-17:10 <b>Bringing MDM to Life - A New Approach</b> Trish Abbott, Ministry of Defence and Dan Onions, Glue Reply		16:25-17:10 <b>Implementation of Information Governance at GDF Suez</b> Greet Krekels, GDF Suez & Jan Henderyckx, Envizion		16:25-17:10 <b>Data Governance as a Fundamental Strategic Enabler</b> Michelle Teufel, Premier Farnell		16:25-17:10 <b>Data Audit and Security - The Forgotten Side of Data Governance</b> Mike Ferguson, Intelligent Business Strategies	
17:10-18:30 <b>Drinks Reception &amp; Exhibits</b>									

**WEDNESDAY 25 APRIL 2012 Conference Day 2 & Exhibits**

08:00-08:45 IAIDQ Meeting - Building a Data Quality Community: IAIDQ perspectives & updates									
09:00-10:00 <b>PLENARY KEYNOTE: The Data Governance Minefield,</b> Anwar Mirza, TNT Express									
10:00-10:30 <b>Break &amp; Exhibits</b>									
MDM KEYNOTE			DATA GOVERNANCE KEYNOTE						
10:30-11:15 <b>Field Reports for 'Top 15' MDM &amp; MDG Solutions</b> Aaron Zornes, The MDM Institute			10:30-11:15 <b>Show Me the Money: The Importance of Stories When Making Data Governance Relevant to the Business</b> Peter Aiken, Data Blueprint						
CUSTOMER MDM		PRODUCT MDM		MASTER DG		DG CASE STUDIES		DG BEST PRACTICES	
11:20-12:05 <b>Improving Customer Analytics through MDM</b> Andrew Hazelwood, CPP Group		11:20-12:05 <b>Session TBC</b>		11:20-12:05 <b>Pitfalls in Inter-Company MDM Programs and Possible Solutions</b> Steven M Gort, Dutch Tax Office		11:20-12:05 <b>A Data Governance Story of Suspense, Courage, Mystery, a Cast of Many, Heroism, Success, Leadership, Disillusionment, and, in the end, Realism</b> Elizabeth Davis, International Finance Corporation, World Bank		11:20-12:05 <b>Checklists for Assembling the Perfect Team</b> Gwen Thomas, The Data Governance Institute	
12:05-13:25 <b>Lunch &amp; Exhibits</b>									
12:40-13:30 <b>Industry Innovation Session: Lean Data Governance Machine,</b> Kiran Gill and Jon Asprey, Harte-Hanks Trillium Software			12:40-13:30 <b>Industry Innovation Session: The True Drivers of MDM,</b> Darren Peirce, Kalido						
13:25-14:10 <b>PLENARY KEYNOTE: Data Governance: Transforming Vodafone's Data Organisation Through MDM,</b> Robert Hawker, Vodafone									
14:15-15:00 <b>MDM as Foundation to Exceptional Customer Satisfaction</b> Olivier de Compiegne & Miguel Mesa, Printemps		14:15-15:00 <b>Experts Panel: Best Practices in MDM of Product Master Data</b> J duToit, BBC, S Sinclair, Travis Perkins, A Langeler, O'Neill & Ghaleb Jardien, BAT		14:15-15:00 <b>From Master Data Maintenance to Information Governance</b> Rolf Emmens, KPN & Ron van Kints, KPN		14:15-15:00 <b>Delivering Timely, Trusted and Relevant Data Across the Enterprise at Rolls-Royce</b> Andrew Rigby, Rolls-Royce		14:15-15:00 <b>Golden Nominal - Creating a Single Record View</b> Corinne Brazier, West Midlands Police	
15:00-15:25 <b>Break &amp; Exhibits</b>									
15:25-16:10 <b>Avoiding the MDM &amp; MDG 'Money Pit'</b> Aaron Zornes, The MDM Institute		15:25-16:10 <b>Leveraging an Enterprise Data Warehouse Project to Deliver Enterprise MDM</b> Phil May, Royal Mail & Duncan Slater, Accenture		15:25-16:10 <b>MDM for Customer Centricity</b> TBC, Enterprise Data Architect, MTN South Africa Ian Lottering, MDM Practice Leader, Consolgy		15:25-16:10 <b>Flexible Data Stewardship in a Large and Diverse Pharmaceutical Organisation</b> Gill Moore & Judy Losty, GlaxoSmithKline		15:25-16:10 <b>Defining a Governance Model for Managing Business Semantics</b> Geert Van Grootel, Flemish Government & Jan Henderyckx, Envizion	
16:15-17:00 <b>Laying A Foundation for Enterprise MDM</b> Andrew Schulze, Royal Dutch Shell & Duncan Slater, Accenture		16:15-17:00 <b>MDM in a Complex Environment</b> Christoph Balduck, Volvo IT		16:15-17:00 <b>Data Governance &amp; Reference Data Management for the Large Enterprise</b> Tron Erik Jønmyr, DNB ASA & Morten Ilaug, Capgemini		16:15-17:00 <b>Business Information Model and Data Governance at Swedbank - a Methodology Case Study</b> Alar Krist, Swedbank		16:15-17:00 <b>Practical Ways to Measure and Report Return-on-Investment for Your Governance Activities</b> Pablo Riboldi, LDS Church	
17:00-17:10 <b>EVENT CLOSE: Gwen Thomas, The Data Governance Institute &amp; Aaron Zornes, The MDM Institute</b>									

## PRE-CONFERENCE FULL DAY TUTORIALS

### MDM Quick Start

Aaron Zornes, Founder & Chief Research Officer, *The MDM Institute*

During this fast-paced tutorial, you'll learn the best practices every IT professional must know to fast-track success and minimize risk when embarking upon your first MDM or MDG initiative. This session will provide you with insights into proven approaches to delivering business value along with the insiders' view of strategic implications of these fast-evolving technologies. Learn how to:

- Initiate a successful MDM or MDG program.
- Convince the business to take a leadership role with the goal to deliver measurable ROI.
- Choose the right MDM and MDG solutions despite a rapidly churning market -- multi-domain MDM, BPM, reference data management, hierarchy management, identity resolution, big data, social CRM, semantic databases, and more.

### MDM - A Best Practice Guide to Design and Implementation

Mike Ferguson, Managing Director, *Intelligent Business Strategies*

This tutorial focusses at the end-to-end implementation of master data management and tries to address the hardest problems that arise in an MDM project. It looks at the broader picture of information governance, data quality and metadata management before applying these to an MDM project. It also address design issues such as inbound integration of master data to consolidate master data when it is scattered across many different data sources, and the outbound synchronization of it to supply both operational and analytical systems. It also looks at master data virtualization when you have a hybrid state of some master data consolidates and some not. In particular it looks at what needs to be considered when dealing with data integration and data synchronization to achieve best practice in design and implementation.

### Making Enterprise Data Quality a Reality

Nigel Turner, Vice President of Information Management Strategy, *Trillium Software*

Most organisations are recognising that tackling data quality (DQ) problems requires more than a series of tactical, one off improvement projects. By their nature many DQ problems extend across and often beyond an enterprise so the only way to tackle them is via an enterprise wide programme of data governance activities embracing people, process and technology. This requires very different skills and methods from that needed on a traditional DQ project. If you attend this tutorial you will leave more ready and able to deliver enterprise wide data governance across your organisation. This highly interactive workshop will also give you the opportunity to tackle the problems of a fictional (but realistic) company who are experiencing end to end data quality challenges. This will enable you to practise some of the key techniques in a safe, fun environment before trying them out for real in your own organisations. Run by Nigel Turner of Trillium Software, it will draw on his experience of initiating and running BT's Enterprise Wide Data Quality Improvement programme, and of enterprise DQ consultancy undertaken in other large commercial and government organisations. The tutorial will cover:

- What differentiates enterprise DG from traditional project based DQ approaches.

- How to take the first steps in enterprise DG
- Making the case for investment.
- How to deliver the benefits – people, process & technology.
- Real life case study – how BT reaped the rewards.
- Practice case study – getting enterprise DG off the ground in a hotel chain.
- Key lessons learned and maxims for success.

### Recharging Data Governance: What to Concentrate on for Sustainability

Peter Aiken, Founder, *Data Blueprint* & Micheline Casey, Principal, *CDO, LLC*

Sustaining data governance is often harder than starting it. This tutorial focuses on nine things you as data governance professionals can do to keep your governance initiative healthy and effective. They are:

- Get better at architecture.
- Revise your DG framework in light of experience.
- Redefine DG as it is now practiced in your organization.
- Map your progress to the hype cycle.
- Monetize your data governance.
- Better understand your organizational data landscape.
- Illustrate how DG helps your organization to leverage the information economy/deluge.
- Communicate communicate communicate communicate communicate.
- Rethink the CIO role.

## PRE-CONFERENCE HALF DAY TUTORIALS

### Information Governance Fundamentals

Jan Henderyckx, Managing Partner, *Envizion*

In the Information Age, it will be the organizations with the best data, and those who know how to turn it into useful information, who will be most successful. Those organisations overload with low quality and inconsistent data which cannot be transformed into actionable information will be at a disadvantage. In this tutorial Jan will introduce the process of governance and go into more details on the establishing of policies, rules, cross-functional organization and responsibilities to manage the enterprise information asset. This session will cover:

- Defining the information governance mission and vision.
- Setting the landscape.
- Scoping the role of the governance organization.
- Critical success factors and threats.
- Moving from the departmental to the enterprise level.
- Selling Governance to IT and the business.
- Making your organization Information aware or even information centric.

### Data Governance and Information Governance: What's the Difference and Who Needs Which?

Christopher Saunders, Senior Managing Consultant & Tony Hodgson, Executive Architect, *IBM*

We used to talk purely about Data Governance. Now the term 'Information Governance' has crept in to the growing list of specialist terms - but is it just another name for the same thing? Chris and Tony will show that, although the two terms are often confused, they are quite different. In an interactive session we will cover:

- The fundamentals of Data Governance.
- Why Information Governance is a wider topic altogether.
- How the two fit together.
- The additional benefits of Information Governance.
- How to decide which an organisation should aim for - or whether to start with Data and progress to Information.

### Choosing Your Data Governance Strategies: From All-You-Can-Eat Buffet to Haute Cuisine

Pablo Riboldi, Solution Manager Information Governance & Quality, *LDS Church*

Every DG Program I've encountered is different. It seems that DG strategies are as numerous and varied as the plates served at a cruise's 24-hour buffet. However, the strategies for a particular DG program are probably more like the menu at a fastfood corner stand. Nothing wrong with that, because you need to focus your resources on the most valuable strategies for your organization, choosing the best strategies for your DG Program is critical. But, how do you choose? What do you choose? In this tutorial, we will survey the available menu of DG Strategies and you will learn:

- How to choose DG strategies.
- What are the drivers in your organization?
- How do these drivers affect the strategy choice?
- How to show the strategies' value to the organization.
- What DG strategies best fit your program.

### Defining and Executing an Information Strategy

Jan Henderyckx, Managing Partner, *Envizion*

Information Strategy is a very important part of every Master Data Management Information Governance initiative. In this tutorial, we will discuss:

- Information as a Corporate Asset.
- Information Management and Information Strategy.
- Information Governance.
- Measurement of information value.
- Defining data and information.
- Life cycle management.

### Selling Information Governance to the Business: Best Practices

Sunil Soares, Director - Information Governance, *IBM*

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. For example, poor data quality manifests itself in the form of duplicate customer records in a bank, which affects the ability of the credit risk group to establish the overall exposure to an individual customer across product lines. In retail, poor data quality results in duplicate mailings of multiple catalogs by the marketing department to the same household. This tutorial will discuss best practices to sell the value of information governance by industry (banking, insurance, life sciences, oil and gas, manufacturing) and by job function (risk management, marketing, finance, product management, legal and compliance, operations).

### Building a Data Stewardship Practice from Soup to Nuts (especially the nuts)

David Plotkin, Data Governance Manager, *Bank of America*

More and more companies are coming to terms with the fact that they need to have a data stewardship function in order to be effective in collecting metadata (including definitions, derivations, and data quality rules), MDM, and data quality. A lot has been said and spoken about why stewardship is important, but HOW do you do it and be effective with limited resources (in the "real world")? And what part does stewardship play in Data Governance? This presentation answers these questions and details how to set up a data stewardship function, how to run it, the details of managing the stewardship committee, recruiting help from IT for technical stewards, what the duties of the data stewards are, and what decisions they have to make. In addition, it covers how to staff projects for stewardship and funnel the information from projects back into the overall stewardship process.

## DATA GOVERNANCE: SOLUTIONS AND EXPERIENCES

### Delivering Timely, Trusted and Relevant Data Across the Enterprise

Andrew Rigby, Information Architect, **Rolls-Royce**

Rolls-Royce recognizes that quality is at the core of everything it does and as a global company, active in 50 countries 'To be Trusted to Deliver Excellence' by its customers will come through an effective data quality and governance strategy and program. Hear how Rolls-Royce:

- Started the Data Governance journey through first addressing a data quality programme that will eventually be shared between IT and the Business.
- Established the approach upon which to build a Data Governance program throughout the enterprise.
- Are building an effective Data Governance program.
- Understand the importance of data quality as a key success factor in Data Governance.
- Can leverage the power of Data Governance and data quality to optimise their Supply chain.

### Flexible Data Stewardship in a Large and Diverse Pharmaceutical Organisation

Gill Moore, Director, Master Data Management & Judy Losty, Business Lead, Data Stewardship and Governance, **GlaxoSmithKline**

GlaxoSmithKline is one of the world's leading research-based pharmaceutical and healthcare companies. The data generated within the Research and Development function can vary from the high volume early screening data, to complex manufacturing methods or multinational clinical trial data. We are a regulated industry and therefore our data is of good quality for the purpose for which it was collected. Our challenge is to connect up the data across the organisation to generate even more value from it. This presentation will focus on the data stewardship communities and accountabilities that we have been building within our business community to support this. We will

- Present some of the stewardship models that we have developed and talk about how these have been pragmatically developed to work with our existing business models.
- Talk about some of the challenges of working within an organisation that constantly evolves.
- Talk about some of the challenges of working within an industry where the business model is changing.

### What the Books Won't Tell You: The Hidden Problems While Introducing DG and How to Survive Them

Dirk Coutuer, Information Architect, **ING Bank**

How is it possible that so many DG projects fail, even when they are done "according to the book"? The day you receive the mission to introduce DG in the company, the following questions are raised:

- Where do you start?
- The Do's and Don'ts
- Where are the catches and how to avoid them?

All attendees can discover the pitfalls of DG and set up their own successful strategy.

### Turning Necessity into a Virtue: Achieving Compliance with Solvency II While Preparing the Ground for Broadly-Based Data Governance

James Hathway, Enterprise Architect, **Standard Life & Christopher Saunders**, Data Governance Leader, Europe (Business Analytics and Optimisation), **IBM**

Solvency II represents a significant investment for every European insurer - and for every other global insurer which wants to operate within Europe. This presentation will explain how Standard Life approached the data governance aspects of Solvency II compliance and is turning these from a legislative burden into an opportunity for competitive advantage.

- Solvency II data management requirements: 'complete, accurate and appropriate'; 'materiality and proportionality'; how this applies to the required solvency calculations.
- Experience of Implementing Data Governance within Standard Life: ownership, stewardship, enterprise data management.
- Requirement for a focus on Solvency II compliance: timelines, commitments to the Regulator; managing costs.
- Business imperatives: benefits of properly managed data; "don't worry, Solvency II will fix it".
- Pulling it all together: priorities, roadmap, communication, realisation of benefits.
- What next for Data Governance post Solvency II in Standard Life - roll out of the framework, policy and processes into other business units.

### Implementing Data Governance Through Project Methodology

David Plotkin, Data Governance Manager, **Bank of America**

When it comes to Data Governance, it seems like a good idea to integrate the whole process - including metadata and data quality - into any project that handles data. To do so, you need to add milestones, tasks, artifacts (such as forms that need to be filled out) to the project plan, ensuring that all these items find their home in the correct stage of the project. But what do these items look like, and where is the proper place to put them in the project methodology? And how do you establish responsibility and staff a project with the necessary skill set to make sure everything gets delivered? This presentation answers these questions, discusses the logistics of maintaining the Data Governance artifacts, and provides detailed examples of the forms needed. You will learn:

- The stages of a project that need data governance.
- The forms needed (with examples) to execute on the project plan.
- How to convince project management that data governance on a project is a good idea and worth expending resources (and expanding the timeline) for.
- How to review the results and ensure that they meet your standards.

### Data Governance as a Fundamental Strategic Enabler

Michelle Teufel, Head of Global Planning & Governance, **Premier Farnell**

In today's ever changing market place, agility in decision making is essential to ensure effective evolution of an organisation's strategy. Effective decision making can only be achieved with data that is consistently reliable, accurate, and adheres to regulatory requirements. In a global, business operating across 47 countries and websites, this can only be achieved with a culture of data quality, facilitated by strong Data Governance. Learn how Premier Farnell is establishing and embedding Data

Governance across the organisation as part of their transformation strategy to evolve from a traditional catalog distribution to a multi-channel web based business.

### A Model Driven Data Governance Framework for MDM: A Case Study from Statoil

Eldar Bjorge, Leading Advisor Information Architecture, **Statoil** & Chris Bradley, Business Consulting Director, **IPL**

This session will explain how Statoil introduced a model driven data governance framework across this large international energy company to successfully manage complex Master Data whilst avoiding a "Field Of Dreams" "Build it and they will come" programme. This practical case study will show how Statoil:

- Made the business case for MDM
- Defined the Master Data Landscape
- Engaged with process owners and line of business executives
- Defined ownership, governance and stewardship responsibilities and introduced these into the global operation
- Socialised the programme across the organisation
- Developed and introduced a model driven governance framework
- Avoided the "Field of Dreams" approach to MDM by delivering "just in time" Master Data services to support the business portfolio programme

### Information Excellence at Arqiva

Rob Jordan, Enterprise Architect, **Arqiva**

The presentation outlines a successful approach exploited by Arqiva to align Data Governance, Enterprise Architecture and Business Intelligence in a unified 'Information Excellence' initiative. Organising this work around an agreed high-level Business Data Entity Model has facilitated:

- Collaboration between business data users across diverse business areas to improve the structure and accuracy of data
- Agreement to a common data warehouse structure, supporting consistent reporting and business intelligence across the entire company
- Development of a data mastering strategy that will support unambiguous fact-based decision-making, and facilitate IT application rationalisation.

### Defining a Governance Model for Managing Business Semantics

Geert Van Grootel, Senior Researcher, **Flemish Government** & Jan Henderyckx, Managing Partner, **Envizion**

In order to manage the business semantics we are dealing with both internal and external references. During this presentation we will present a novel approach to break down the problem into the 3 related and fundamental aspects of managing the business semantics and a corresponding governance model.

- Distinguishing the meaning, the instantiation and the representation
- The 3-types of ownership: non-influenceable, influenceable and fully owner
- The governance workflow and roles

### A Data Governance Story of Suspense, Courage, Mystery, a Cast of Many, Heroism, Success, Leadership, Disillusionment, and, in the End, Realism

Elizabeth Davis, Head, Information Quality Group, **International Finance Corporation, World Bank**

This presentation will discuss the real life story of the role of data governance in extensive organizational change:

- The importance of being courageous.
- Communication and collaboration as essential success criteria to implementing change.
- Accepting the on-going challenge of sustaining effective corporate data governance over time.

## Implementation of Information Governance at GDF Suez

Greet Krekels, Information Manager, **GDF Suez** & Jan Henderyckx, Managing Partner, **Envizion**

During this presentation we will focus on the way we implemented Information Management to increase the accuracy and trust of the information in support of the business processes and the analytics. Our methodology focuses on the business and IT aspect as well as the deliverables to store and manage the information that is actively guarded by the information manager. The methodology defines the roles within business and IT as well as the deliverables to store and manage the artifacts of all stakeholders. These deliverables include the business glossary, the information and data models as well as the information flows.

## Golden Nominal – Creating a Single Record View

Corinne Brazier, Force Records Manager, **West Midlands Police**

Many organisations have multiple legacy or silo systems that mean information about the same individuals could be recorded in various different systems. Using their Data Warehouse, West Midlands Police have aggregated this information into one 'Golden Record' through their viewing system that displays information from their data warehouse. Due to different information recording practices and numerous data quality issues, West Midlands Police have been able to highlight many additional records within Golden Records that users would not have been able to find in any other way. This presentation talks about the background to the issues, some of the problems that have been experienced, how the Golden Record was set up using DataFlux technology and some of the success that has been achieved.

- Data quality problems experienced by West Midlands Police.
- Implementation of a system to create a 'Golden Record'.
- Success stories and future plans.

## Practical Ways to Measure and Report Return-on-Investment for Your Governance Activities

Pablo Riboldi, Solution Manager Information Governance & Quality, **LDS Church**

One of the challenges all Information Governance programs face is to demonstrate their business value. Whether you are in a for-profit, non-profit, or governmental organization; whether you are just starting or are well-established sooner or later questions will be raised about the value proposition of Information Governance to your organization. We know that we need to show some sort of ROI. But how do we do this? This presentation is designed to teach you practical ways to calculate your program's ROI considering issues such as:

- The difference between tangible and intangible benefits.
- How do you estimate the value of soft benefits?
- How do you support and present your estimates?
- How do you exactly calculate the darn thing anyway?

## Business Information Model and Data Governance at Swedbank - a Methodology Case Study

Alar Krist, Enterprise Information Architect, **Swedbank**

As an international company, Swedbank's requirement of a holistic corporate view of common business information is met by building and using a Unified Business Information Model (BIM). The main drivers using unified BIM in Swedbank are reducing cost of Master Data Management and Data Integration. This session will discuss:

- Definition, motivation and usage of BIM.
- Method, guidance and criteria's how to build the BIM.
- Examples of Swedbank BIM.
- How BIM is managed under Swedbank Data Governance Framework.

## DATA GOVERNANCE: APPROACHES & BEST PRACTICES

### Using Strong Images to Gain and Maintain Stakeholder Support

Gwen Thomas, President, **The Data Governance Institute**

Successful governance programs require strong executive support. This presentation will show you how to gain this support using a very different communication approach, using compelling images. This presentation shares:

- Pictures that can illustrate your needs and value propositions.
- Images that have changed the data / technology world in the past.
- Bullet points, elevator speeches, and powerful messages that may help us change the future.

## Panel Discussion: Data Governance in a Regulatory Environment

Nicola Askham, Data Governance Consultant, Nicola Askham Ltd, Dylan Jones, Editor, Data Quality Pro, Ken O'Connor, Data Quality Management Consultant, Professional IT Personnel Ltd & Gwen Thomas, The Data Governance Institute

Implementing Data Governance for regulatory reasons may provide the impetus you need to get your Data Governance Programme started, but they have all the usual, plus some additional challenges. Join experts in this panel session who are experienced in implementing Data Governance in a Regulatory environment, Solvency II, Basel II etc. They will share their experiences and answer your questions. In this session you will learn:

- How to leverage regulation to get your Data Governance Programme started.
- The types of challenges you face and advice to overcome them.

## Data Audit and Security – The Forgotten Side of Data Governance

Mike Ferguson, **Intelligent Business Strategies**

This session looks at one aspect of Data Governance that is often forgotten and yet is becoming increasingly important. This is the area of Data Audit and Security. With so many technologies in place that offer audit and security, many organisations end up with a piecemeal approach to handling this problem. Policies are everywhere with no single view of the policies associated with securing data across the enterprise. This session looks at the requirements needed for Enterprise Data Audit and Protection and then looks at what technologies are available to help you integrate this into your Data Governance Program.

## Checklists for Assembling the Perfect Team

Gwen Thomas, President, **The Data Governance Institute**

This session introduces the six most common governance processes and details the skills, knowledge, and perspectives needed to address each one. Attendees will leave with:

- Guidelines for assembling lean core teams and fit-for-purpose virtual teams.
- Process and role descriptions.
- Detailed knowledge and skill checklists that can be used for justifying staffing requests, recruiting, training, project planning, and executive briefings.

## Data: A Liability or an Asset? A Framework for Managing Security Risks for Customer Data

Christine Andrews, Managing Director, **DQM Group Ltd**

As organisations wake up to the fact that customer data is a valuable corporate asset, an increasing number are discovering the hard way that this data can also be a significant liability. With data theft and security breaches daily headline news, this session shows you how to address the key security issues. Find out how to evaluate security risk, ensure that appropriate controls are put in place and manage risk effectively on a day to day basis. Learn how to control the risk associated with the use of third party suppliers and contractors.

*"An enjoyable and informative event providing excellent networking opportunities and valuable insights into the trends and technologies in the MDM and Data Governance markets."*

Dave Bennett, Analyst, **Morrisons**

*"Really great conference. Learnt so much and it's good to get some straight talking."*

Ron Nicholls, Data Quality Consultant, **BT**

*"Best DQ/DG/MDM/CDI event I have attended - both from quality and relevance of presentations and attendance from end user organisations who wanted to learn and network."*

Andrew Brooks, **HP**

*"It was a very good opportunity to get share information about the topics MDM, CDI and Data Governance. It was worthwhile attending the conference!"*

Roland Christen, Application Architect, **Credit Suisse**

*"I really enjoyed the case studies that combined the recommendations of the consultant with the implementation in practice at the end user site. Let's have more like this please!"*

Toni McDerment, Enterprise Data Architect, **Reuters**

*"Very good and practical approach, real life cases and presentations."*

Majja Hamalainen-Nikula, Senior Manager, **Nokia Ltd**

## MDM : SOLUTIONS AND EXPERIENCES

### MDM in a Complex Environment

Christoph Balduck, Service Area Manager MDM & DQ, Volvo IT

This case study will provide insights into both MDM best practices, as well as “master data as a service”. In addition to discussing how to sell an MDM project, this session will also show how to evolve from customer MDM to multi-domain MDM (including tool selection). Last but not least the presentation will highlight the use of master data in a complex organization where master data inheritance and hierarchical MDM plays a major role. This session will provide insights into delivering MDM in a complex environment by discussing:

- Planning for “master data as a service” in a global enterprise.
- Managing the evaluation of MDM tool choices (when and how to).
- Understanding and leveraging the role of MDM inheritance on different levels within your organization.

### Laying A Foundation for Enterprise MDM

Andrew Schulze, Global Data Architect, Royal Dutch Shell & Duncan Slater, Manager, Accenture Information Management Services, Accenture

The Shell Group is in the process of deploying an Enterprise MDM Service. The intention is, over time, to consolidate differing master Reference Data Management (RDM) practices and tools in the various Shell business units across the globe. Shell began this journey in January 2010 via a steering committee of architects and business representatives from the major business groups that met weekly to discuss the business requirements for MDM at Shell. Given the enterprise scope of this endeavour, a team of on and off-shore resources rigorously tested the full range of MDM functionality of the short listed MDM products (SAP MDM and Microsoft Master Data Services) as well as the ability to integrate with Shell's standard tools for workflow, data quality, messaging, web services and data integration. Delegates will take away from this session key lessons learned such as:

- Managing an MDM ‘Proof of Concept’ to create the foundation of MDM both for business intelligence and to authorize master data back into source systems.
- Leveraging Cloud-based services to fast track the evaluation of MDM tools.
- Deploying an Enterprise MDM Service via “deploy by project, but build for the enterprise” methodology.

### From Master Data Maintenance to Information Governance

Rolf Emmens, Manager-MDM & Ron van Kints, Sr Director IT Demand Finance & Global MDM, KPN Corporate Market bv

KPN is the leading provider of Telecommunications and IT services in the Netherlands, serving customers with wired and wireless telephony, internet and television. KPN Corporate Market (formerly Getronics) is a part of KPN and provides global ICT services and is a market leader in Benelux in the field of infrastructure and network-related IT solutions. In the business model of KPN Corporate Market where margins are under pressure (IT, commodity, cloud, economy), master data is well known to be a prerequisite for effective data in business operations (transactional data) and therefore a prerequisite for reporting and information-based decision making – we have to know and we have to have efficient operations. Information used for decision making and/or to direct, guide or manage the company will therefore impact both Data Governance as master data maintenance (the relationship works both ways). High quality (master) data, however, on its own does not have any value if it isn't processed adequately – from master data to transactional data and from transactional data to reporting; both on an

ad-hoc and on a repetitive basis. “Proactive MDM” (characterized by faultless, efficient, consistent, inline with operations and reporting requirements) is the foundation for “Managerial MDM” (ensuring effective use of master data to support managerial processes). Clearly, MDM and Data Governance should be organized to at least represent the demand function from a company's (financial) management perspective. This case study session will put MDM and Data Governance into the context of managerial decision making by discussing these timely topics:

- Creating the plan to evolve towards “Proactive MDM” (MDM project 2010).
- Planning for “Managerial MDM” and Data Governance (2011).
- Identifying the longer term (2011+) business benefits.

### Data Governance & Reference Data Management for the Large Enterprise

Tron Erik Jønmyr, Head of BI Architecture and Design, DNB ASA & Morten Ilaug, Managing Consultant, Capgemini

DNB ASA (formerly DnB NOR ASA) is Norway's largest financial services group and is also one of the world's foremost shipping banks and a major international player in the energy sector. In 2011, DNB initiated a program that will help the bank move from a silo-driven business and IT organization to becoming “ONE – Group” and “One IT”. The reference data management program has focused on establishing an enterprise master for classifications and necessary data governance routines. The solution is based on IBM's new asset “RDM - Reference Data Management”, which has been developed in close collaboration between IBM and DNB. This presentation will describe the challenges dealing with poor data quality from a silo-based organization and also discuss how DNB has been able to get synergies across the organization by creating a master for classifications. In addition to lessons learned from the project and how the program will develop in the future, topics to be discussed include:

- Understanding the role of Data Governance in relation to Reference Data Management by planning for governance, process, security, and audit control.
- Implementing a common unified understanding of classifications across the enterprise to manage the complex mappings between different reference data representations.
- Managing project organization and associated new RDM processes.

### Bringing MDM to Life – A New Approach

Trish Abbott, Deputy Head of Data and Integration Services, Ministry of Defence and Dan Onions, Lead Architect, Glue Reply Ltd

Getting stakeholder engagement and support for data projects is often challenging, particularly when budgets are stretched, there are disparate stakeholders and the scale of the task is highly complex. Cutting edge, vendor independent IT consultancy, Glue Reply and the deputy head of Data and Integration Services from the Ministry of Defence will present the approach employed to create a vision for the logistics division of the MOD which enables users stationed around the world to create, look-up and manage its Master Catalogue of items and parts. The Master Catalogue holds details related to over 10 million items – everything from a washer to an aircraft carrier and food to first aid supplies.

This session will:

- Take you through the approach employed to create the vision of the Master Catalogue Services.
- Show how the team incorporated the concept of product lifecycle management and data quality into the solution design.
- Share how applying learnings from other industries brought new dimensions to the design of the project.

- Show how having an agnostic approach to technology helped to secure user buy in.

### Leveraging an Enterprise Data Warehouse Project to Deliver Enterprise MDM

Phil May, Head of Management Information, Royal Mail & Duncan Slater, Manager, Accenture Information Management Services, Accenture

In June 2010, Royal Mail embarked on a supply chain Enterprise Data Warehouse project with the first release of the reporting solution launched to 150 analysts and 1000 business users in April 2011. In the same month, the MDM governance solution was released which enabled “Location” master data, integral to the success of the data warehouse, to be managed via an automated best practice business process. MDM was delivered using an agile methodology in three releases, each focused on a specific functionality in order to manage the master data in a holistic way. The first release covered data definitions, bringing all the data together in one place, the second added data governance workflows, the last release added the ability to connect with additional source systems as well as “intelligent matching” capabilities. Insights which delegates will take away from this session include:

- Justifying and delivering the foundation for Enterprise MDM as part of a Enterprise Data Warehouse implementation.
- Blending technology and people-centric processes via workflow to enable data governance.
- Integrating Enterprise MDM as part of an overall technology transformation programme.

### Multi-Channel MDM Implementations

Anton Langelier, Global IT Director, O'Neill

Most retailers agree that multi-channel shoppers are more loyal and spend more than their single-channel counterparts. However, many still struggle with developing a comprehensive multi-channel strategy that feeds off of accurate, complete, insightful and in-context product information at all customer touchpoints. Learn how this retail organisation brought a “master product catalog to market” - not only to it's website but also retailer its partners. Learn about an approach to developing a differentiated information platform for a multi-channel strategy based on both customer needs and company goals. Topics to be addressed include:

- Deploying a common, global & standardised platform to improve collaboration across subsidiaries, distribution & retail channels ... at low cost
- Enhancing support of supply chain operations & synchronising demand & supply to respond faster to changing market conditions ... including a wholesale emphasis across subsidiaries, distribution, and retail channels
- Applying MDM on a global basis to improve data integrity, management capabilities, & financial reporting

### First Six Months of Mastering ‘Product’ Information

Jacob du Toit, Enterprise Architect, BBC Worldwide

The BBC Worldwide organisation is going through an MDM journey to get an understanding of what it is that it sells and how that relates to the rest of the business. The reason for the complexity around product is because BBC Worldwide sells both to individual and corporate customers. Leaving the technology aspect aside for a while, the initial hurdle to jump was to get an accepted definition of what a “Product” was. This session will review the lessons learned from the first six months of this journey by discussing:

- Identifying the business case for consistent “Product” information.
- Creating and managing the governance processes to define “Product”.
- Evangelising MDM to key stakeholders by quantifying their contribution and payback.

## Demystifying the MDM Journey - from Concept to Reality

Pushpak Sarkar, Director, Enterprise Information Management, **United Healthcare Insurance**

As the world moves toward a more customer-centric healthcare model, United Healthcare Insurance is putting the strategic roadmap and infrastructure components in place to create a unified view of their clients (customer organizations) who are responsible for purchasing plans for their members over time. This presentation will provide participants with the essential techniques necessary for making MDM a reality in their organizations. It will cover a practical overview of the various components necessary to plan and implement an enterprise-wide MDM program in a services-oriented architecture (SOA) driven environment. The presentation also emphasizes that a combination of business, process, and IT skills are required for MDM success, and shows how this can be achieved. Since the pitfalls many large organization face with MDM are often less related to technical factors, practical advice on how to navigate such non-technical challenges will be discussed. Specific case-studies will be examined to explain how organizations interested in long-term MDM success can invest in these key areas:

- Crafting an MDM program that spans divisional business process and technology infrastructure boundaries.
- Building the MDM foundation via key related programs in Data Governance, Data Quality and Enterprise Data Modeling.
- Overcoming the operational, governance and technical challenges.

## Applying 'Mature MDM' to Connect Business Operations with Data Management Processes

Maxine Fletcher, Associate Director, Master Data Governance, **UCB Pharma SA** & Dr. Walid el Abed, Founder & President, **Global Data Excellence**

Union Chimique Belge (UCB) is a multinational biopharmaceutical manufacturing company headquartered in Brussels, Belgium. During this session you will learn how UCB is taking a realistic business-driven approach to its corporate MDM program to better connect business and data management processes. By taking a realistic approach to its MDM strategy and connecting it to real business value, UCB has evolved from a company whose production and replenishment planning was performed using a "one-shot" image of financial inventory data, 10 days after month-end closing, to a daily snapshot of inventory, shipments, receptions, forecast and production order information (at batch and inventory status level) from both manufacturing and distribution sites, thereby allowing it to be pro-active in terms of meeting patients' needs. Topics to be discussed in this case study include:

- Connecting MDM to real business operations to generate value and optimised cost.
- Bridging the gap between business, data management, and IT organisations.
- Improving usage and value of "shared" data while enhancing mutual communication.

## Deploying MDM in an Integrated ESB Environment

Colin Wood, Enterprise Information Architect, **GlaxoSmithKline** & Mary Drabble, MDM Consultant, **Cognizant Technology Solutions**

At the MDM Summit Europe 2011, GSK presented and shared a strategy centred on leveraging SOA, MDM and Master Data Governance processes in R&D IT to simplify the management of clinical study information. The next chapter in the story is how

the vision is starting to be realised, but the journey has been far from smooth. This session will provide "real world" insights into how GSK dealt with the complex issues they faced:

- Orchestrating complimentary yet competitive middleware solutions to play together in delivering master data as a governed service -- BPM, ESB, MDM, and SOA.
- Additional implementation challenges arising from an integrated ESB environment in the areas of design, deployment, testing, operation, governance and support.
- Mitigating the MDM related risk to the wider Simplified Clinical Development Program through stakeholder engagement, communication, integrated planning and testing.

## Improving Customer Analytics through MDM

Andrew Hazelwood, Data Architect, **CPP Group plc**

CPP Group Plc (CPP) is an international life assistance business operating across 15 geographical markets with more than 200 business partners worldwide. CPP provides products that help consumers cope with the anxieties and complexities of modern life. Consumers are increasingly reliant on their payment cards and mobile phones and want to protect what is important to them. The loss or disruption of these life essentials can be inconvenient and stressful. CPP has implemented an MDM hub to consolidate 11 million customer details across 200 business partners. In this case study, CPP highlights the challenges and pitfalls associated with a green-field MDM implementation, in addition to detailing the data quality work-streams that were initiated during and after the original project. The ongoing MDM roadmap is also explained, including data warehouse integration and business data ownership. CPP explains how they've used DataFlux technology to control and understand their incoming customer data, build a single customer view and get better analytics as a result. Delegates attending this session will learn how CPP generated master records, amalgamating data from disparate sources to achieve the following results: an immediate saving of £500K, a 10% uplift in conversion rates for telephony-based campaigns, and an additional £24K revenue due to data improvements (during one project alone). Key findings to be shared in this case study include:

- Applying data quality technology to control and understand incoming customer data.
- Utilising Data Governance and MDM to build a single customer view.
- Leveraging single customer views to achieve better analytics.

## MDM for Customer Centricity

TBC, Enterprise Data Architect, **MTN South Africa**

Ian Lottering, MDM Practice Leader, **Consology**

Mobile phone networks dominate Africa's telecommunications markets, providing around 90% of all subscriber connections. The subscriber base is still growing at around 30% per year across the continent. Oracle's Universal Customer Master (UCM) is providing the foundation for one of Africa's largest Telcos to move towards customer centricity with the key driver being a UnifiedView of customers to enable better customer segmentation and differentiation to combat churn and increase ARPU (average revenue per user). Due to the federated nature of customer information across multiple business units and legacy systems, cohesion must exist not just on a technology level, but also within the larger enterprise information organization. Without this cohesion and harmonisation provided by MDM, enterprise information architecture processes will fail to identify the entities, and benefits, in mastering. This session will provide highlights of this multi-year program by discussing lessons learnt in:

- Incorporating an MDM strategy in context of the larger Enterprise Data Governance programme.

- Leveraging the benefits of applying an industry-specific framework/model to map business processes and models to integrate legacy system
- Integrating a Customer Master and CRM using commercial off the shelf (COTS) processes to facilitate and expedite deployment.

## MDM as Foundation to Exceptional Customer Satisfaction

Olivier de Compiègne, CRM/MDM Project Manager & Miguel Mesa, CRM Project Director, **Printemps**

Established in 1865, Printemps is France's flagship retail department store. Based in Paris, Printemps offers its customers a huge selection of high quality branded products. This session will explain how Printemps has planned its Global Customer Strategy with the aim of achieving a "single view of customer" (SCV) to drive business benefit and ultimately increase customer satisfaction. Printemps' strategy relies upon MDM as the foundation. This case study provides details surrounding the business case for the SCV project – right through to the implementation details around design. The presentation will also include details around processes and implementation that have been key in reaching their final objective of a personalized offering and an outstanding customer service to increase overall sales and satisfaction. Specific topics include lessons learned and the change management required to successfully implement MDM:

- Planning for MDM as an integral part of a Global Customer Strategy.
- Deploying "customer" MDM as the foundation for a 360 degree customer view.
- Integrating "customer" master data into customer sales processes to enhance customer satisfaction.

## The MDM Journey at National Australia Bank: Traversing Party (Customer) and Product Master Data Management

Eva Gardyn, Data Architect, **National Australia Bank**

National Australia Bank (NAB) is on an MDM journey as part of its wider data strategy. Initial steps have involved identifying important Master data and how they are used across the organisation. This presentation describes the current MDM initiatives underway for Party (Customer) and Product. It highlights the similarities and differences in these initiatives and the particular challenges associated with them. The presentation covers how we are addressing MDM at NAB, including people, process and technology. Attendees will learn:

- Why MDM is important to NAB, with a particular focus on Party (Customer) and Product.
- Key drivers for MDM.
- Importance of understanding how these Master data are used across NAB.
- Similarities and differences between Party (Customer) and Product Master data.
- Lessons Learned.

# Master Data Management Conference Sessions

## MDM: APPROACHES & BEST PRACTICES

### Experts Panel: Best Practices in Master Data Governance

Moderator: Aaron Zornes, **The MDM Institute**  
 Panellists: Anwar Mirza, **TNT Express**, Dirk Coutuer, **ING Bank**  
 Alexander Isacson, **PostNord**  
 Paul Highams, **Catlin** and James Moore, **Barclays**

Data governance is vital to success of MDM projects – both initially and ongoing. During 2012, enterprises will increasingly mandate that “no MDM program be funded without the pre-requisite master data governance (MDG) framework”. This panel will discuss the relationship and dependencies between MDM and MDG by discussing:

- Communicating to executive management why master data governance is essential as phase zero deliverable and determining initial ROI of such investments.
- Determining criteria for evaluating the currently marketed data governance capabilities of mega vendors, specialist vendors, and systems integrators/consultancies (outlining the key capabilities to demand of MDG solution providers in next 12-18 months).
- Establishing metrics for measuring the success of an ongoing MDG program.

### Experts Panel: Best Practices in MDM of Product Master Data

Moderator: Aaron Zornes, **The MDM Institute**  
 Panellists: Jacob du Toit, **BBC Worldwide**, Sean Sinclair, **Travis Perkins** and Anton Langelier, **O’Neill**  
 Ghaleb Jardien, **British American Tobacco**

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 (product information management) program spanning other domains and use cases. This panel of experts will share their experience in:

- Rationalizing between PIM-flavoured MDM or MDM-flavoured 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.

### Pitfalls in Inter-Company MDM Programs and Possible Solutions

Steven M Gort, **Teammanager Data Design**, **Dutch Tax Office**

### Avoiding the MDM & MDG ‘Money Pit’

Aaron Zornes, **Founder & Chief Research Officer**, **The MDM Institute**

Given the substantial investment that enterprises undertake with SI partners, the selection of the appropriate partner(s) must be given considerable scrutiny - not only to contain costs, but to ensure success of these vital corporate MDM and MDG initiatives. This session includes findings from a yearlong readiness assessment of more than 75 leading consultancies to provide a balanced view of:

- Understanding why SIs are essential to the success of your MDM and MDG 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”.

**“A great arena for me to find, hear and learn about the topic Business Data Governance. Convinced that it gave great return on investment. Looking forward to taking it in by looking at the CD and the IRM website. Thank you!”**

Helge Kruger, **Norwegian Defence**

## INDUSTRY INNOVATION SESSIONS

### Customer-In-The-Cloud™ - An Effective Way to Manage Your Data in the Cloud

Dileep Srinivasan, **Vice President – Customer Solutions Practice**, **Cognizant Technology Solutions**

Economics, simplicity, and the ability to address core business concerns have made the cloud revolution an effective strategy for modern enterprises. MDM initiatives have not had the tools to leverage these advantages until now. Through this session you will learn, how cloud computing can be adopted for master data to provide business and cost advantages via Cognizant’s unique and flexible solution “Customer-in-the-Cloud™”. Key topics in this lunch time session include:

- Understanding various models of cloud computing offered by Customer-in-the-Cloud™ solution.
- Addressing the key concerns of applying cloud computing to master data – security, accessibility and flexibility.
- Best practices and approach to adopting the cloud computing model for your master data needs.

### Lean Data Governance Machine

Kiran Gill and Jon Asprey, **Harte-Hanks Trillium Software**

The perfect synergy between the Lean principles and the core principles of Data Governance is undeniable. Much like the core ideals of Data Governance, the five principles of Lean enable your business to implement a philosophy that will become embedded into your organisations’ culture.

Lean and Data Governance ideologies drive the business to work towards the corporate strategy. The business is driven to consistently review processes and ensure that the end user is getting value from the service. Effective implementation of Lean Data Governance allows the business to grow into a robust yet flexible entity which is powered by a central hub - the “Lean Data Governance machine”.

We will discuss how your business can benefit from adopting fundamental aspects of Lean and data Governance and how this will impact you.

### The True Drivers of MDM

Darren Peirce, **Group Vice President of Product Management**, **Kalido**

Your business teams have both the knowledge and most timely opportunity to create or update master data used in key business processes. Yet until recently, many organizations and software vendors have focused on deploying back-end, IT-driven data synchronization hubs to align operational system data. This approach perpetuates the notion that IT owns the data management problem. This session will focus on how some organizations have driven toward a better solution – providing the true knowledge experts with easy tools and efficient processes to enable them to take a lead role in managing your most strategic data assets.

This session will explore:

- Best practices in amplifying the business ownership of the data.
- Emerging trends for the future of business-owned master data.
- The role of MDM technology and processes in driving the point of action to the business rather than IT.

Just a few of the delegates who have previously attended this “Must Attend” event include:

## JOB TITLES

MDM Program Manager	Master Data Governance Mgr.
Solutions Architect	Head of Data Quality
Head of BI	Data Manager MDM
MDM Lead	Process Owner, MDM
Global Data Strategy Manager	Global BI Data Manager
Data Governance Analyst	MDM Practice Director
Application Architect	Global Master Data Manager
Data Management Analyst	Lead Information Architect
Head of Enterprise Architecture	Solution Architect - Data Integration
Data Architect	Data & Integration Architect
Information Strategist	Enterprise & Information Architecture
Data Management & BI Specialist	Lead Enterprise Architect
Global Solutions Architect	Technical Architect
Dir. Global Data Management	Lead Solutions Architect
Enterprise Data Architect	Master Data Architect
Global Data Governance	Data Strategies & Systems Integration
Data Governance Architect	Information Architect
Data Governance Manager	Strategy and Process Excellence
Head of Information Governance	Information Governance Manager
Global Lead IT Data Analyst	Chief Technology Officer
BI Architect	Asset Information & Change Mgr.
Enterprise Information Architect	

## COMPANIES

De Nederlandsche Bank	GlaxoSmithKline	Vodafone
Capgemini Nederland B.V.	IBM	World Bank
Saudi Basic Industries Corporation	London Borough of Brent	Cambridge University Press
Deutsche Bank	Citigroup	Oxford University Press
UK Post Office	Adidas Group	GE Money Bank
Unilever	Detica	Norwegian Defence
Novo Nordisk A/S	Ministry of Defence	Thames Water Utilities
Dong Energy	Ford Credit Europe	BP
Barclays Bank	Aston Martin Lagonda	Capita IT Services
Nokia	RS Components UK	ING
British American Tobacco	ITV plc	Financial Services Authority
Accenture	Novartis Pharma	Sainsbury's
Shell	Financial Times	British Telecom
Home Office - UK Border Agency	TNT	Warwickshire County Council
British Gas	KPMG	Cadbury
RasGas Company	Aviva	NFU Mutual
Lloyds Banking Group	Forrester Research	Rolls-Royce
Royal Bank of Scotland	National Australia Group	Zurich Insurance
Coca-Cola	Europe	HQ Land Forces
Panasonic Europe	Visa Europe	Alcatel-Lucent
Ernst & Young	Siemens	CSC
	Greene King	Johnson and Johnson
	Standard Life Investments	

Visit [www.irmuk.co.uk](http://www.irmuk.co.uk) for programme updates and to register



# Master Data Management Summit Europe 2012 Data Governance Conference Europe 2012

The "Must Attend" Event for MDM & Data Governance Professionals

## HOW TO BOOK

### Registration Fees:

Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros (€).

If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment.

All delegates must add VAT (20%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

#### Entire Event (23-25 April 2012)

Fee: £1,445 Plus VAT (£289) = £1,734

#### Conference Only (24-25 April 2012)

Fee: £1,095 Plus VAT (£219) = £1,314

#### Pre-Conference Tutorial Only (23 April 2012)

Fee: £695 Plus VAT (£139) = £834

### Discounts:

Discounts are available for group bookings of 2 or more delegates made at the same time. This cannot be used in conjunction with other discounts. The registration fee includes the conference lectures, documentation on CD ROM (no printed version of this is made available at the event), refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

#### Group Booking Discounts:

**2-3 delegates 10%,  
4-5 delegates 20%,  
6+ delegates 25%**

### Cancellation Policy:

Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

### Cancellation Liability:

In the unlikely event of cancellation of the conference for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of IRM UK, to change the content, timings, speakers, date and venue of the conference.

### Conference Location:

Radisson Blu Portman Hotel  
22 Portman Square, London, W1H 7BG, UK  
Tel: +44 (0)20 7208 6000  
Fax: +44 (0)20 7208 6001  
www.radissonblu.co.uk/hotel-london

### Hotel Accommodation Details:

IRM UK in association with JP Events have arranged special discounted hotel rates at the venue above and at other hotels nearby.

Email: [Info@jpetem.com](mailto:Info@jpetem.com)  
Tel: +44 (0)84 5680 1138  
Fax: +44 (0)84 5680 1139  
www.jpetem.com

**IF YOU CANNOT ATTEND YOU CAN PURCHASE THE CONFERENCE PROCEEDINGS ON CD-ROM FOR £300**

### How to Register

e-mail: [customerservice@irmuk.co.uk](mailto:customerservice@irmuk.co.uk)

Website: [www.irmuk.co.uk](http://www.irmuk.co.uk)

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Please quote this booking code **WBD** when registering:



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### Forthcoming Events:

**Enterprise Architecture Conference Europe 2012**, 18-20 June 2012, London  
**Business Process Management Conference Europe 2012**, 18-20 June 2012, London  
**Business Analysis Conference Europe 2012**, 24-26 September 2012, London  
**Data Management & Information Quality Conference Europe 2012**, 5-7 November 2012, London  
**Data Warehouse & Business Intelligence Conference Europe 2012**, 5-7 November 2012, London

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