

Data Management Series

Successful Master Data Management

16-17 September 2010, London

Data Modelling Fundamentals

20-21 September 2010, London

Data Modelling Masterclass

22-23 September 2010, London

New Technologies and Architectures for Data Warehousing and Business Intelligence

5-6 October 2010, London

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Presenter



Dr. Malcolm Chisholm is an internationally recognized thought leader in the fields

of Reference and Master Data Management. As well as advancing conceptual understanding, he has developed innovative management techniques and practical linkages to metadata management and business rules management for RDM and MDM. Malcolm is the author of the book *Managing Reference Data in Enterprise Databases*. In his consulting practice he concentrates on practical solutions for RDM and MDM issues, and brings this perspective to his speaking engagements and publications.

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Successful Master Data Management

Malcolm Chisholm

Overview

Master Data Management (MDM) is becoming an imperative for a majority of enterprises as their architectures evolve from silo-based to integration-based. Enterprise application integration, data warehousing, mergers and acquisitions, supply chain management, and regulatory reporting are all driving the integration paradigm at an accelerating speed. Yet, without adequate MDM all these initiatives are at risk. This seminar provides a practical guide to implementing successful MDM.

It covers the entire spectrum of MDM, from developing logical architectures to establishing governance for physical data values. Modelling and design are covered, but strong emphasis is also placed on the physical layer, where content must be controlled to assure data quality, and services established to make master data useable and available. Data governance for master data is presented as the development as a set of services that support all MDM stakeholders, backed up by a permanent Enterprise Information Management function and an adequate set of supporting infrastructure. Practical steps are emphasized throughout the seminar.

Learning Objectives

- What Master Data is, and the unique management challenges it has
- How to organize for MDM in a programme-based approach
- Usable data architecture and data design patterns to apply to MDM
- How to map and monitor the physical data landscape, and how to implement information knowledge management for MDM
- How to implement data governance for MDM from the perspective of designing processes and building services
- Practical ways of enhancing data stewardship and data content management to support data quality goals
- Building a supportive metadata-based infrastructure for MDM.

Seminar & Workshop Outline

- Definition of Master Data and its subcategories with special emphasis on the unique management tasks for each of these subcategories.
- An overview of the services that are required in MDM and the processes and supporting infrastructure required to implement them
- The role of architecture in managing Master Data. In particular the different styles of hubs and MDM products will be reviewed.
- The structure of Master Data and the metadata that is closely associated with it. Semantic management for reference data, and management of hidden subtypes in transaction structure data will be covered.
- The need for data governance in MDM, how to implement these facets of data governance, and getting organizational buy-in for governance.
- MDM as a programme as opposed to MDM as a project, and how to plan to deliver MDM services for the long run.
- How to undertake source data analysis and how to produce a map of the data landscape, especially capturing Master Data producers and consumers.
- How vendors are addressing MDM needs and the categories of vendor products
- How to build a business plan to present MDM as worthy of investment. This will focus both on justification and developing an initial plan for MDM rollout.
- Production implementation, process control, production support, change management, and other activities related to running MDM in production.
- Details of import and integration into an MDM hub. The structure of the staging an integration areas. The tasks that have to be carried out in the import process.
- Tactics for data integration. Data quality screening and logging, and the usage of business rules engines.
- Supporting informational systems for operational and data quality metadata
- MDM and Information Knowledge Management
- Risks and issues in MDM

Audience

- CIOs
- Enterprise Architects
- Data, Application, or Technology Architects
- Business Analysts
- Systems Analysts
- MIS Management
- Managers of Applications, Data, or Technology
- Data Modelers, including Dimension Modelers
- Data Warehouse and Mart team members
- Data Content Administrators
- MDM Project members
- Knowledge Managers
- Consultants
- Planners
- Operational Reporting staff

