

Group Booking Discounts Available

# 2 Co-located Conferences



Master Data Management Summit Europe 2016



Data Governance Conference Europe 2016

11th Annual Conference

16-19 May 2016

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 both Data Governance & MDM.** One event, in one to four days, gives you the unique opportunity to leverage the powerful combination of MDM and Data Governance to deliver 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 40 case studies and take an inside look at the successes and challenges behind real-world MDM and Data Governance implementations.
- **Thirteen "Fast Track" Pre-Conference Workshops.** Choose from introductory or advanced workshops, enabling you to get up to speed with Data Governance and MDM essentials.
- **Post Conference Workshops.** Enhance your in-depth knowledge and skills in MDM and Data Governance practice with our four post conference workshops.
- **Major MDM & DG Solution Providers.** 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**  
The MDM Institute



**Jan Henderyckx**  
Inpuls



**Malcolm Chisholm**  
AskGet.com



**Mike Ferguson**  
Intelligent Business Strategies



**Henry Peyret**  
Forrester Research



**Yemi Okunade**  
Head of Data  
Comic Relief



**Phill Radley**  
Chief Data Architect  
BT



**Bradley Smith**  
Group Master Data Service Manager  
Meggitt



**Sharon Lankester**  
Enterprise Data Governance Leader  
Dun & Bradstreet



**Barry Robinson**  
Head of Data & Governance  
Delivery  
Schroder Investment

### Produced By:



### Case Studies & Contributors Include:

- Schroder Investment Management
- BT
- Allianz
- The Environment Agency
- Dun & Bradstreet
- Comic Relief
- Saudi Telecom Company
- The British Army
- Michelin
- Dutch Tax & Customs
- Thomson Reuters
- T-Systems Multimedia Solutions
- Department of Health Northern Ireland
- De Nederlandsche Bank
- Meggitt
- Cigna Healthcare
- GSK Vaccines
- Mundipharma
- Microsoft
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- National Bank of Abu Dhabi
- JLL
- Ferring Pharmaceuticals
- Forrester Research
- Cargill
- Provident Financial Group
- Accenture
- Brunel Business School
- NN Investment Partners
- Cognizant Technologies
- FrieslandCampina
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**Disruption is a Level Playing Field: The Key is Turning Innovation into Advantage**  
*Jan Henderyckx, Managing Partner, Inpuls*

Disruption is often being described as an external factor to an organisation that favours startup companies and that causes tremendous pressure on existing markets. In reality the essence of disruption is the ability of innovations to have a non-linear relation between the investment and the outcome. The Hilton hotel chain took almost a century to expand their portfolio to 600K rooms. In less than 4 years Airbnb reached the same level. Is this a unique characteristic of Airbnb? No, it's just reflecting the capabilities of information in networked, shared, digital platforms and analytics with almost ubiquitous connection capabilities. The latter is available to anyone that is able to embrace the technological possibilities and has the ability to adapt their business strategy and operating model to allow the innovations to provide a competitive advantage.

- The dynamics of disruption: what the data person needs to know
- Setting up a governance model that embraces innovation and creates value
- Defining the capabilities that will underpin your information strategy



**Red Monkey Innovation Management: Organisations in Search of a New Balance**  
*Jef Staes, jefstaes.com*

The world is changing faster and faster. Organizations, companies, schools and regions have to adapt to a world that is flooded with information and need to increase their power to learn and innovate dramatically. Today's organisations and companies however are not able to create the right learning and working environment that enables and energizes disruptive innovation by using passion for talents. We unintentionally transformed talented adults and children into passionless sheep. We have to rethink the organization of working and learning. We have to boldly go for disruptive business innovation powered by disruptive culture innovation. This session is a plea for a dramatic change in the organization of work and education. After this session 2D, 3D, Sheep and Red Monkeys will be branded in your brain. You will become disrupted. Attendees will learn:

- That transforming organizations into real learning and innovating organizations will not be possible with consensus but will be driven by conflicts.
- A new model for disruptive innovation: Red Monkey Innovation Management.
- Understand the impact of today's information luxury on the organization of learning and work. We have to get rid of our diploma-addiction and go for Competence Playlist Based learning and working.

Master Data Management Keynotes



**Mind the Gap - Bridging from "System of Record" to "System of Engagement" for Master Relationship Management**  
*Aaron Zornes, The MDM Institute*

Clearly, the "solid but boring" aspect of master data management (MDM) remains a key challenge for most enterprises. While MDM purports to span the entire master data lifecycle, new dimensions such as Big Data, mobile, social, cloud and real-time are exerting tidal forces on the classic notion of MDM. Moreover, IT leadership struggles when selecting MDM software because the solutions are diverse with no single vendor able to meet all requirements and use cases. Given the prevalence of multiple MDM brands and architectures as a result, two relatively newcomers (data governance and graph database) are proposing to unify these silo'ed worlds to overcome both organizational and technical issues as well as market dogma.

This MDM research analyst keynote will review strategic planning assumptions such as:

- Determining what your organisation should focus on in 2016-17 to initiate "master relationship management" via data governance & graph database
- Planning to leverage Big Data & RDM as part of an enterprise MDM program
- Understanding where MDM, RDM and Master Data Governance are headed in the next 3-5 years

**Field Reports for 'Top 15' MDM Solutions**

Evaluating MDM 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" among the mega vendors and the dogmatic "we are the world" viewpoints of MDM and (even) Business Process Management (BPM) vendors. To cope during

2016-17, 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 platform technical evaluations by providing insight into:

- Understanding the pros & cons of the dominant architectural models & evaluation criteria— e.g., pro-active data governance, identity resolution, hierarchy management, scalability, Big Data & Cloud integration capabilities, 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 MDG) and more pure play (Ataccama, IBI MD Center, Kalido, Orchestra Networks, RedPoint Global, Riversand, Semarchy, Stibo, Talend, Teradata, TIBCO, Visionware, et al)

Data Governance Keynotes



**Moving Towards Data Governance 2.0**  
*Henry Peyret, Principal Analyst, Forrester Research*

Clearly, current Data Governance processes and tools are inefficient. A 2015 Forrester survey shows that existing tools lack efficiency in several areas of Data Governance including business alignment, measurement, data definitions, policies, and stewardship. The evolution of Data Governance processes to introduce more dynamic policy changes will only exacerbate this efficiency problem. Moreover, market-leading enterprises are deploying "systems of insight" (vs. "systems of record") that test what happens when they put insights into action and learn from it. Building data processes and rules to predict "what will work" and "what won't" is a risky bet — so Data Governance programs will need to rely on oversight in light of business results to ensure that data aligns with business objectives and policies. This analyst keynote will focus on understanding what the new principles and models shaping Data Governance 2.0 are by discussing these vital topics:

- Understanding the shift from "predefined" to "feedback-based" DG rules & policies
- Leveraging the expansion of DG into new domains – e.g., complex 3D data representations & advanced analytics algorithms
- Managing the convergence of rules across DG domains – e.g., MDM rules, DQ rules & privacy policies



**An Agile Data Strategy for the Modern Enterprise - Regaining Order In a Sea of Data Chaos**  
*Mike Ferguson, Intelligent Business Strategies*

For most organisations today, their data landscape is becoming increasingly more complex. Transaction systems are now spread across both on premises and in the cloud, multiple data warehouses and data marts often exist and big data platforms have also entered the enterprise. Data quality issues in this kind of landscape can cause significant problems and be hard to eradicate. In addition, new data sources continue to grow and new data collected is often too big to move to process it centrally. So how do you deal with all this to ensuring data remains trusted and to ensure that data governance keeps data under control? This session looks at this problem and shows how to implement an agile data strategy to manage data in a distributed and hybrid computing environment.

**Group Booking Discount**  
 2-3 Delegates 10%  
 4-5 Delegates 20%  
 6 + Delegates 25%

MONDAY 16 MAY 2016 Pre-Conference Workshops					
FULL DAY - 09:30 - 17:15		FULL DAY - 09:30 - 17:15		FULL DAY - 09:30 - 19:00	
<b>MDM &amp; RDM "Quick Start"</b> Aaron Zornes The MDM Institute		<b>MDM - A Best Practice Guide to Design and Implementation</b> Mike Ferguson Intelligent Business Strategies		<b>Preparation for the Certified Data Management Professional (CDMP) Certification. Includes three 90 minute examinations leading to CDMP Certification</b> Chris Bradley, Independent Consultant and DAMA	
HALF DAY MORNING - 09:30 - 12:45					
<b>Implementing MDM with a Graph Database</b> Ian Robinson Neo Technology		<b>Successful Reference Data Governance and Management</b> Malcolm Chisholm AskGet.com	<b>Practical Data Governance: Getting Started</b> Sue Geuens, The InfoDataGroup & DAMA International	<b>From Vision to Capabilities: Enabling Information Governance</b> Jan Henderyckx, Inpuls	<b>Building the Business Case for Integrated Data Governance Programs</b> Anwar Mirza
HALF DAY AFTERNOON - 14:00 - 17:15					
<b>Implementing Data Governance - Learning by Best Practices</b> Andreas Reichert, CDQ AG		<b>How to Go Beyond MDM with Modern Big Data Management</b> Ramon Chen Reltio	<b>Making Enterprise Data Quality a Reality</b> Nigel Turner Global Data Strategy	<b>Communicating your Data Governance Message</b> Nicola Askham The Data Governance Coach	<b>Aligning Your Organisations Big Data Strategy With Your Business Strategy</b> Professor Ashley Braganza Brunel Business School
Lightning Talks – 17:25-17:55 – Six 5 minute sessions given straight after each other by various speakers on various subjects.					
TUESDAY 17 MAY 2016 Conference Day 1 & Exhibits					
MASTER DATA MANAGEMENT			DATA GOVERNANCE		
09:00-09:10 <b>MDM Summit and Data Governance Conference Opening</b> , Aaron Zornes, The MDM Institute and Jan Henderyckx, Inpuls					
09:10-10:00 <b>PLENARY KEYNOTE: Disruption is a Level Playing Field: The Key is Turning Innovation into Advantage</b> , Jan Henderyckx, Inpuls					
10:05-10:50 <b>MDM Keynote: Mind the Gap - Bridging from "System of Record" to "System of Engagement" for Master Relationship Management</b> Aaron Zornes, The MDM Institute			10:05-10:50 <b>Data Governance Keynote: Moving Towards Data Governance 2.0</b> Henry Peyret Forrester Research		
11:20-12:05 <b>Governing the Data Lifecycle</b> Sharon Lankester Dun & Bradstreet		11:20-12:05 <b>Managing Two Versions of the Truth to Enable Public Sector MDM</b> Jonny Geussens, City of Genk Christoph Balduck, Inpuls	11:20-12:05 <b>Successful Enterprise Data Hub Design Patterns</b> Phil Radley BT	11:20-12:05 <b>Our Open Data Revolution</b> Lisa Allen Martin Whitworth The Environment Agency	11:20-12:05 <b>Data Governance in Bite-Sized Chunks</b> Mike Ferguson, Intelligent Business Strategies Chris Bradley, Independent Consultant
12:10-12:55 <b>Speaker / Session TBC</b>		12:10-12:55 <b>Using Agile RDM &amp; MDM – Multi-Domain &amp; Beyond</b> Cliff Gibson Mundipharma	12:10-12:55 <b>Data Quality Assurance and Quality Assessment at De Nederlandsche Bank</b> Diederick Nevenzeel De Nederlandsche Bank	12:10-12:55 <b>How Data Governance Works with BI</b> Bert Brijs Lingua Franca Consulting	12:10-12:55 <b>Journey to Data Governance Using Tools and Change Management</b> Martin McCloy Caterpillar
12:55-14:25 <b>Lunch, Exhibits &amp; Industry Innovation Sessions</b>					
13:25-13:50 <b>Implementation of Data Quality Services within GSK R&amp;D</b> Colin Wood, GSK			13:25-13:50 <b>From Data Governance Strategy to Organisational Steady-State: Key Ingredients for Data Governance Success</b> Jason Edge, Entity Group		
13:55-14:20 <b>Data Quality: Central Key Success for Big Data</b> Monika Pürsing, zetVisions AG			13:55-14:20 <b>Leveraging Cloud MDM for Cloud First Strategies and the Hybrid IT Organization</b> Mike Liu, Dell Boomi		
14:25-15:10 <b>Using Data Quality to Enable MDM for Real-Time 360° Customer View</b> Steve Cox, dbg Todd Hinton, RedPoint Global		14:25-15:10 <b>Semantic PIM - MDM using a Graph Data Model</b> Andreas Weber Schleich	14:25-15:10 <b>Master Data Governance - Taking Complexity and Making it Simple</b> Paul Lucas Yara International	14:25-15:10 <b>Establishing Data Governance in a Greenfield Data Driven Organization</b> Tom Breur Cengage Learning	14:25-15:10 <b>Building a Business Case for Data Quality – it's No Laughing Matter</b> Yemi Okunade Comic Relief
15:15-16:00 <b>Applying MDM Patterns for Enterprise DM</b> Anneke Karels Dutch Tax & Customs Administration		15:15-16:00 <b>Data Integration &amp; Governance Platform for Digital Self Service</b> Maurice van Veghel, Sligro Food Ivo-Paul Tummers, Jibes Company	15:15-16:00 <b>How to Successfully Implement an Enterprise-Wide Data Governance - the Case of Yapikredi Bank</b> Gökhan Gökçay, Yapikredi Bank Matthias Roggendorf, McKinsey & Co	15:15-16:00 <b>Automating Data Governance Policy</b> Nicola Askham, Data Governance Coach Conrad Chuang, Orchestra Networks	15:15-16:00 <b>Expert Panel: Building your Career in Data and Data Governance</b> Moderator: Mike Simons ComputerworldUK and Techworld IDG
16:30-17:15 <b>Expert Panel: Best Practises in MDM of Customer Data</b> Moderator: Aaron Zornes		16:30-17:15 <b>Short Path to Sustainable Master Data Quality</b> Nicolas Gunther Ferring Pharmaceuticals DV Singh, AN Info Systems	16:30-17:15 <b>Ethics in an Information Management Context</b> Katherine O'Keefe Castlebridge Associates	16:30-17:15 <b>Leveraging Regulatory Initiatives to Deliver Value through more Effective Information Management</b> Quentin Grignet GSK Vaccines	16:30-17:15 <b>Jump-start Your Data Governance and Information Quality CoE Program in Zero to 30 Days</b> Michael Davis Cigna Healthcare
17:15-18:30 <b>Drink Reception and Exhibits</b>					
WEDNESDAY 18 MAY 2016 Conference Day 2 & Exhibits					
MASTER DATA MANAGEMENT			DATA GOVERNANCE		
09:00-10:00 <b>PLENARY KEYNOTE: Red Monkey Innovation Management: Organisations in Search of a New Balance</b> , Jef Staes, jefstaes.com					
10:30-11:15 <b>MDM Keynote: Field Reports for 'Top 15' MDM Solutions</b> Aaron Zornes The MDM Institute			10:30-11:15 <b>Data Governance Keynote: An Agile Data Strategy for the Modern Enterprise - Regaining Order In a Sea of Data Chaos</b> Mike Ferguson, Intelligent Business Strategies		
11:20-12:05 <b>Establishing a Data Governance Authority in the Very Large Global Enterprise</b> Kennedy Warwick, Thomson Reuters		11:20-12:05 <b>Agile MDM for Global Multi-Channel PIM</b> Colin Price, Sartorius Nicholas Rioux, ensight	11:20-12:05 <b>Expert Testimony : Field Reports for 'Top 10' MDG Solutions</b> Aaron Zornes The MDM Institute	11:20-12:05 <b>Implementing a Data Governance Framework at Schroders</b> Barry Robinson & Charlotte Koolstra Schroder Investment Management	11:20-12:05 <b>You Can Start Small and Quickly Deliver Benefits</b> Nick Jones Multifonds
12:05-13:35 <b>Lunch, Exhibits &amp; Industry Innovation Sessions</b>					
12:35-13:00 <b>Who's Afraid of the Big (Bad) Data?</b> Chris Furlong, Trillium Software			12:35-13:00 <b>Filling the Gap: Master Relationship Management in the Face of Change</b> John Evans and Chris Allan, Magnitude Software		
13:05-13:30 <b>A Business First Approach to Mastering Data</b> Ben Morrish, Information Builders			13:05-13:30 <b>The 5 Must Do's for Guaranteed Data Governance Success</b> Patrick Dewald & Darius Clayton, Diaku Limited		
13:35-14:20 <b>Avoiding the MDM, RDM &amp; Master Data Governance 'Money Pit'</b> Aaron Zornes The MDM Institute		13:35-14:20 <b>Resetting Data Governance – Leveraging Successes &amp; Strategic Planning</b> Lance Cameron & Frank Gresnigt NN Investment Partners	13:35-14:20 <b>Organic Aligning Between MDG &amp; Business Needs</b> Bradley Smith Meggitt	13:35-14:20 <b>Building a World-Class Data Governance Organization</b> Ho-Chun Ho Katarzyna Puchalska JLL	13:35-14:20 <b>The New Data Quality Manager in a Large Organisation</b> Stephen Read The British Army
14:25-15:10 <b>Upstream MDM for Enterprise Customers - How Microsoft Does It</b> Ulrich Landbeck & Priti Padhy Microsoft		14:25-15:10 <b>MDM as Product Data Source for eCommerce</b> James Carne Karsten Hupperetz Elsevier	14:25-15:10 <b>Setting Up &amp; Managing a Master Data Maintenance Organisation</b> Gerard Bartley FrieslandCampina	14:25-15:10 <b>Healthcare MDM &amp; DG - from the Cradle to Grave</b> Gary Loughran, Department of Health Northern Ireland Dermot Boyle, Sopra Steria	14:25-15:10 <b>Data Governance in a Non Regulated Environment</b> William O'Shea Hassan AlGhouthani Saudi Telecom Company
15:35-16:20 <b>Next-Generation MDM using Big Data Technologies</b> Ashok Nayak Accenture		15:35-16:20 <b>Marketing the Commercial Value of Data Quality</b> Eric Parkin Cargill	15:35-16:20 <b>Shifting MDM into the Next Gear via Operational DQ</b> Alain Dubost Michelin	15:35-16:20 <b>Data Governance - Raising Structures on No Man's Land</b> Helen Hepburn BT	15:35-16:20 <b>Smart or Surveillance Cities</b> Christoph Kögler T-Systems Multimedia Solutions
16:25-17:10 <b>Enabling Business Areas for DQM &amp; MDM</b> Rudolf Pfaffenweller Allianz Global Corporate & Specialty		16:25-17:10 <b>Expert Testimony: Field Reports for 'Top 10' RDM Solutions</b> Aaron Zornes The MDM Institute	16:25-17:10 <b>Global Agility via MDM</b> Mustafa Dülgerler National Bank of Abu Dhabi	16:25-17:10 <b>Marketing your Information Governance Initiatives through Info-man and Data-Kid: Defenders of the Customer Journey</b> Furkan Sharif Provident Financial Group	16:25-17:10 <b>Addressing Legal, Privacy, and Compliance Issues in Data Governance</b> Malcolm Chisholm AskGet.com
THURSDAY 19 MAY 2016 Post – Conference Workshops – 09:00 – 16:30					
Successful Implementation of a Master Data Management Programme Malcolm Chisholm AskGet.com		Getting to the Next Maturity Level with Information Governance Jan Henderyckx Inpuls		Organising The Data Lake – Information Governance in a Big Data World Mike Ferguson Intelligent Business Strategies	Applying Information Quality Principles to Regulatory Change – Getting Ready for the GDPR & Beyond Daragh O'Brien, Castlebridge Associates



## PRE-CONFERENCE WORKSHOPS FULL DAY

09:30-17:15 FULL DAY

### MDM & RDM "Quick Start"

Aaron Zornes, *The MDM Institute*

Here's an excellent opportunity to improve your success as an enterprise/data/solutions architect or other IT professional embarking upon your first MDM or Data Governance initiative. During this fast-paced workshop, you'll learn firsthand the best practice insights every IT professional must know to fast-track success and minimize risk. This is your pre-conference opportunity to meet with the "Godfather of MDM" to ask the questions and set your own personalized agenda to maximize your conference experience.

The speaker's reputation for cutting through the hype to deliver a no-nonsense view of what you need to know will provide insights into proven approaches to delivering business value along with the insiders' view of strategic implications of these fast-evolving technologies.

Combining presentations and case studies, this session's proven agenda is practical, personal and uniquely tailored on-site to the needs of the participants. The speakers will share real world insights from surveys and discussions with over 1,500 MDM programs to provide guidance concerning:

- Initiating a successful MDM, RDM and/or MDG program
- Convincing the business to take a leadership role with the goal to deliver measurable ROI
- Choosing the right MDM, RDM and/or MDG solutions despite a rapidly churning market - multi-domain MDM, reference data management, hierarchy management, identity resolution, big data, social MDM, semantic databases and more

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

Mike Ferguson, *Intelligent Business Strategies*

This workshop focuses 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. The session covers the following:

- An introduction to data governance
- Introducing a shared business vocabulary
- Metadata management
- Enterprise data quality and data integration
- The main approaches to implementing MDM
- What kind of MDM system are you building? - a System of Record, Centralised Master Data Entry System or both
- Understanding master data

- maintenance in your enterprise
- Best practices in designing master data consolidation
  - Data capture techniques
  - The benefits of standardizing inbound data to a an MDM system
  - Should history be kept in a MDM system?
  - Approaches to cleansing, and matching
  - Consolidation Vs Virtualizing master data to create an MDM system
  - Enriching master data using Big Data Analytics
  - Matching at scale – Leveraging Hadoop and Hbase for scalable master data matching
- Best practices in designing outbound master data synchronization
  - Integrating an MDM system with an enterprise service bus for outbound synchronization of operational systems
  - Schema and integrity synchronisation problems that can occur and what to do about them
  - Conflict resolution on outbound synchronization
  - Design considerations when integrating MDM with ETL tools for synchronizing data warehouses and data marts
- Maximising the use of data virtualization in MDM
- The implications of switching to centralized master data entry
- The change management program imposed by centralized master data entry

09:30 – 19:00 CDMP Certification

### Workshop Preparation for the Certified Data Management Professional (CDMP) Certification

Includes three 90 minute examinations leading to CDMP Certification

Chris Bradley, *Information Strategist, Independent Consultant & DAMA*

This workshop covers an overview of the process, tips and techniques of successful CDMP exam taking. In this interactive and informative session, you will learn:

- What is the CDMP certification process
- The DAMA-DMBOK & CDMP data exams alignment
- What topics comprise each exam's body of knowledge
- Concepts and terms used in the CDMP exams
- A Self-assessment of your knowledge and skill through taking the sample exams.
- Workshop attendees will take the certification exams on a "pay if you pass" basis (passing is 50% or better). If you take and pass all three certification exams, you would leave the MDM and Data Governance Conference 2016 with a CDMP credential.

#### Exams:

- 3 x 90 minute examination sessions (in the afternoon).
- Each exam is 90 minutes in length and has 110 multi-choice questions
- Your score is immediately known after exam is taken
- Exam fees for MDM/DG attendees - there is a fee payable for each CDMP exam, with a 'pay only if you pass' agreement for attendees of this workshop"
- Passing at Practitioner level requires 50% or higher in all 3 exams, "Master" level is attained by passing all 3 exams at 70% or greater.

## PRE-CONFERENCE WORKSHOPS HALF DAY

09:30-12:45 MORNING

### Implementing MDM with a Graph Database

Ian Robinson, *Neo Technology*

Graph databases directly tackle one of the biggest technical challenges in building MDM systems: the inherent complexity of master data.

Master data – whether it's the organization master or a product master involving complex hierarchies and relationships – invariably takes the form of a graph or network, and is best modelled, stored and queried using a native graph technology. Graph databases reduce complexity, increase agility and greatly improve the speed and efficiency of a master data application, while reducing the hardware footprint.

Join this session to learn why adopting a graph database is essential for handling complex MDM systems, and how market-leading organizations like Cisco and Pitney Bowes are turning to graph technology to build their MDM solutions.

Topics to be discussed include:

- Understanding how a graph database complements MDM – from personalized product and service recommendations to websites adding social capabilities
- Reimagining master data, identity and access models via graph technology
- Adopting graph databases as the best way to model, store and query data and relationships

### Successful Reference Data Governance and Management

Malcolm Chisholm, *AskGet.com*

Reference data – often simply known as codes, lookups, or domains – is an area of enterprise data management that is becoming increasingly important. However, many enterprises have difficulty formulating governance programmes and management practices for reference data. This tutorial explains the overall structure needed for both reference data governance and reference data management. The very different roles need to manage external reference data (sourced from outside the enterprise) and internal reference data (produced wholly within the enterprise) are described. The options for environments for producing and distributing reference data are compared and contrasted. The significant role of semantics in reference data is also examined in detail, together with practical ways in which knowledge of reference data can be successfully managed. Additionally, the special aspects of quality in reference data are described. Attendees will learn:

- What reference data is, how it differs from other classes of data in its governance and management needs
- The structures needed for successful reference data governance management
- How the semantic needs of reference data can be addressed
- How to deal with data quality in reference data content

## **Practical Data Governance: Getting Started** *Sue Geuens, The InfoDataGroup & DAMA International*

Data Governance Programs often seem to start with failure as a foregone conclusion. Horror stories from other organisations and data professionals permeate the industry.

Having been a big part of the implementation and maintenance of a successful DG program at a large Southern African Telco, Sue will focus on the practicalities, how to turn the theory into practice and how to make it stick. Having a number of years experience in practical Data Governance, the next logical step is for Sue to take various themes and issues raised during her work and get the attendees working on the practical pieces that are needed to start your Data Governance Journey. If you are a beginner in DG and are looking for a framework or some practical hand-holding this is the ideal workshop. If you are already working on DG but feel like you are wallowing, then this workshop will help you focus on what you need to do next. You will walk away with a much better understanding of what you are going to be doing, together with various documents that you have helped craft in this workshop. Each part of the agenda has one or more exercise sessions.

Agenda:

- Starting Up
- Identifying Stuff To Do
- The Fun Part
- What went wrong and how did we fix it?
- The practical know-how of implementing DG

## **From Vision to Capabilities: Enabling Information Governance**

*Jan Henderyckx, Inpuls*

Keeping control over the design- and architecture activities that are performed within your organisation without creating a top heavy governance organisation is quite a challenge. Justifying why certain choices have been made and come up with the proper reasons to invest in a particular solution can be quite tricky. The latter is often performed in an ad-hoc and unstructured way.

One of the current hypes is the concept of capabilities which can be loosely defined as "things that you should be able to do". The idea behind the capability approach makes sense as it starts from the assumption that when you describe what and why you want to perform you end-up with the right mix to reach your objectives. This brings us to the more fundamental question of the underlying drivers.

The workshop will take you through the different steps of translating a vision into policies, principles and standards that guide your reference architectures and blueprints. We will cover the framework that connects all the different elements into a practical toolkit that underpins your reference architecture and transforms standalone statements such as "information is an asset" into useable steering of your designs and architecture.

- Understanding the policy framework concept
- Linking vision to actions
- Outcome driven capabilities
- Reference architectures for common use cases, MDM, Analytics, BI, Data Quality

## **Building the Business Case for Integrated Data Governance Programs**

*Anwar Mirza*

Data is now recognised as a crucial business asset and many companies have taken the first steps toward initiating programmes that manage Data assets. Of course, this requires a well structured and coherent Data Governance programme that successfully controls 'People, Process, Technology & Data' as key enablers for benefit delivery. The question often asked by C-level management is 'Is there a tangible business case for Data Governance?'

This Masterclass takes you through building a Data Governance framework and ways in which to consider building a business with tangible benefits. The session will be interactive in places and is presented in a lively delivery that will enable attendees to propose a format that will resonate with all levels of an organisation. Anwar will also present a unique view on how to measure the real impact Data has on company revenues and costs.

For those embarking upon a Data Governance programme (including MDM), this session will help accelerate progress with an agenda covering the most difficult obstacles. With many practical tips and tricks, this session will give valuable insights into real life business and technical challenges. This Masterclass is an interactive session which helps attendees.

- Identify which data needs managing
- Compile the key components of a Data Governance program
- Complete the pre-requisites for a business case
- Quantify the benefits of improved data quality
- Integrating a Data Governance program with core business activity

**14:00-17:15 AFTERNOON**

## **Implementing Data Governance - Learning by Best Practices**

*Andreas Reichert, CDQ AG*

There is not only one way for implementing data governance. Taking a deeper look into approaches companies have chosen, there are multiple options to enable high data quality by descent governance structures. Options vary from purely local optimisation of data lifecycle processes to global shared service structures, both being applied with great success. Complexity is added by requesting different patterns of handling different master data objects.

The workshop will give insights into data governance patterns, which have been implemented with support of the author at different companies. By showing detailed best practices participants could reflect their own situation and develop their own solution scenarios. Furthermore, the author will give insights into lessons learned after having realized structural changes in several companies. Focus of the workshop is:

- Design options for data governance: from local optimisation to outsourcing
- Best practices, approaches by leading companies for implementing data governance
- Lessons learned: from data governance concept to business transformation.

## **How to Go Beyond MDM with Modern Big Data Management**

*Ramon Chen, Reltio*

We are in the era of Big Data wherein technologies can now support a wide variety of data at seemingly infinite data volumes at real-time velocity. Yet MDM tools and technologies remain relatively unchanged in the 10 years since companies began deploying such solutions. Some might say that MDM itself has turned into the very silo it was designed to circumvent. Granted, certain solution providers now offer MDM in the cloud to enable smaller companies to benefit from MDM at a much lower ongoing cost, but for most enterprises that isn't enough to meet increasing business demands.

Today's end-users want access to a complete view – not just of customers or products – but rather a blended view of all master data entities plus transaction, interaction and social data. And they want their information delivered in the form of LinkedIn/Facebook style data-driven applications. They also want faster time-to-value and expect a new breed of enterprise data-driven applications that include reliable data, relevant insights and recommended actions.

In this tutorial, one of the pioneers of modern data management which combines MDM, Big Data, Analytics and Machine Learning, will share best practices, case studies and technology considerations by discussing these topics and more:

- Leveraging enterprise multi-channel data to enable 'inside-out' client view via MDM
- Understanding the business value of Big Data, NoSQL vs. RDBMS vs. Data Warehouse, Hadoop (HDFS & MapReduce)
- Establishing the business case for MDM, Big Data & real-time data-driven applications (a case study)

## **Making Enterprise Data Quality a Reality**

*Nigel Turner, Global Data Strategy*

Many organisations are recognising that tackling chronic data quality (DQ) problems requires more than a series of tactical, one off improvement projects. By their nature many DQ issues extend across and often beyond an organisation. So the only way to address them is through an enterprise wide programme of data governance and DQ improvement activities embracing people, process and technology. This requires very different skills and approaches from those needed on many traditional DQ projects.

If you attend this workshop you will leave more ready and able to make the case for and deliver enterprise wide data governance & DQ across your organisation. This highly interactive workshop will also give you the opportunity to tackle the problems of a fictional (but highly realistic) company who are experiencing end to end data quality & data governance challenges. Attending this tutorial will enable you to practise some of the techniques taught in a safe, fun environment before trying them out for real in your own organisations.

The workshop will draw on the extensive personal knowledge & experience of Global Data Strategy's Nigel Turner who has helped to initiate & implement enterprise DQ and data governance in major companies including BT Group, British Gas, Intel and many other organisations. The approaches outlined in this session really do work.

The workshop will cover:

- What differentiates enterprise DQ from traditional project based DQ approaches
- How to take the first steps in enterprise DQ
- Applying a practical DQ & data governance framework
- Making the case for investment in DQ and data governance
- How to deliver the benefits – people, process & technology
- Real life case studies – key do's and don'ts
- Practice case study – getting enterprise DQ off the ground in a hotel chain
- Key lessons learned and pointers for success

## Communicating Your Data Governance Message

**Nicola Askham, The Data Governance Coach**

Getting your data governance messages right and delivering them well is critical to the success of your data governance initiative. Join Nicola Askham, The Data Governance Coach, at this highly interactive session as she shares advice, tips and best practice gained from over 13 years' experience to:

- Learn how to structure your data governance communications for success
- Understand what to communicate to whom
- Start to construct a data governance communications plan and look at templates/formats for some different types of messages that you will need to successfully deliver.

## Aligning Your Organisations Big Data Strategy With Your Business Strategy

**Prof Ashley Braganza, Brunel Business School**

Big Data is the buzzword of the moment. There is much discussion on what it is and why it is different from other IT-enabled projects. Big Data is framed typically in terms of the 7Vs. The missing elements from this framework are strategy and benefits.

According to Google's Chairman, the amount of data produced over millennia is now being produced every few days. Organisations are being encouraged to make significant amounts of investment into ways of gathering, analysing and presenting data that is now available. There are a several examples of companies that have benefitted from big data; yet, many have drowned in the sea of data.

This workshop will provide participants with tools and techniques that ensure investments in big data programs support the strategic direction of the business. It will highlight some of the pitfalls that organisations face and ways overcoming these.

Delegates will learn:

- Linking big data to strategy
- Pitfalls to avoid in big data programs
- Dealing with the reality of big data

## 17:30 - 18:00 LIGHTNING TALKS

Lightning Talks – Six 5 minute sessions given straight after each other by various speakers on various subjects. A fun and light hearted end to the day!

## POST-CONFERENCE WORKSHOPS FULL DAY

### Successful Implementation of a Master Data Management Programme

**Malcolm Chisholm, AskGet.com**

This workshop focuses on the key elements of an MDM programme that are needed for overall success. It gives practical recommendations while at the same time providing a conceptual understanding of what is involved in these recommendations. Both governance and management are covered, and emphasis is placed in how MDM fits into a larger business strategy and architectural setting. MDM programmes are rapidly evolving as new data possibilities emerge and enterprises demand more from MDM than they have previously. These emerging challenges of MDM are addressed in detail.

- What is Master Data, how does it differ from other classes of data?
- Architectures for MDM
- How to work with the business to be successful in MDM
- Dealing with data integration, changed data capture, and data quality successfully
- Mastering Master Data Semantics
- Emerging Areas in MDM

### Getting to the Next Maturity Level with Information Governance: Delivering Accuracy and Trust

**Jan Henderyckx, Inpuls**

We have evolved from the age of automation to the information age. Proper information management and insights have become a linchpin that act as a catalyst for the execution of your business strategies. Information can be supporting or defining your business model. Having the data in your organisation is not enough as the true value comes from your ability to turn the data into operational information and insights that allow you to create business value and make strategic and tactical decisions. Aligning your information requirements with strategic business objectives is critical.

- Linking your business strategy to information flows
- Information Enablement, establishing the information capabilities
- Managing Accuracy and Trust
- Getting the business buy-in

### *"The ultimate melting pot of ideas and best practices in Data Management"*

Andy Moore, Process Specialist, Information, Rolls-Royce

### *"Superb conference. Will go back filled with great ideas. Where to start though?!"*

Michael Sheahan, BI Manager, IKEA Service BV

### *"The event is really great and it's a big pleasure to have such a concentration of professionals in one place"*

Natalia Khatseyeva, Consultant and Commercial Assistant, GDE France

### *"As a business user (with an IT part to my previous career) I wondered what the split would be between business and IT discussion. I was pleased that the conference was pitched at a level that suited both"*

Chris Hall, Content Quality/Governance Manager, RS Components

### *"Glad I attended – good informative presentations and a chance to network"*

Nigel Ball, Senior Manager, Data Governance, Lloyds Banking Group

### *"Excellent organisation as I've come to expect from IRM UK"*

Jon Evans, Information Strategist, Equillian

### *"A thoroughly recommended event that will increase your knowledge, expand your network and give a wealth of resource."*

Anwar Mirza, Financial Systems & Data Governance Director, TNT

### *"Really important to combine MDM & Data Governance - gives a good mixture of content and attendees. More of the same next year please."*

Colin Wood, Enterprise Information Architect, GlaxoSmithKline

### *"2 days well spent. Great mixture of presentations. Impressed by speakers and breadth of coverage."*

Lee Bailey, Senior Manager, BAE Systems Detica

### *"High quality event with top speakers and topics. A perfect mix between MDM and Data Governance Status and trends."*

Galand Vincent, Senior Business Analyst, ING Belgium

### *"Really well run, really well organised, lots of good speakers and excellent case studies."*

Martin Campbell, Information Architect, National Australia Group

### *"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

### *"Great fun and good networking opportunities, well organised. Easy access to critical information for anyone involved in DG."*

Helen Townsend, Enterprise Data Architect, Reuters

### *"Very good crash-course into MDM & DG. Day 1 (Aaron's bootcamp) is a USP. Thanks for organizing!"*

Rolf Emmens, Manager MDM, Getronics

### *"Very well organised, high quality presentations and good speakers."*

Alan Kimberley, Principle EA, Orange PLC

### *"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

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

Maija Hamalainen-Nikula, Senior Manager, Nokia Ltd



## Organising The Data Lake – Information Governance In A Big Data World

*Mike Ferguson, Intelligent Business Strategies*

For many companies, data preparation and integration is now happening almost everywhere using traditional ETL tools, data wrangling tools on Hadoop, self-service BI tools, custom code. In addition new data sources are increasing rapidly. The result is that cost of data integration is rising rapidly, silos are emerging and complexity in terms of managing a governing data is getting out of control. Therefore many say to create a 'data lake'. But with thousands of files on premises and in the cloud the data lake is turning into a swamp. This session looks at this problem and proposes a new approach to organise, govern, process and provision data in a distributed data reservoir. It shows how data can be governed across Hadoop and non-Hadoop storage.

- The increasing complexity of distributed data
- Requirements for managing and governing data in a data lake
- Introducing the data reservoir and data refinery
- Controlling governance using classification and metadata in an information catalog
- Governance aware runtimes
- Roles, classifications, zones and services to manage, govern and prepare data
- Using Apache Atlas to integrate metadata
- Using publish and subscribe model to provision trusted data-as-a-service
- Getting started

## Applying Information Quality Principles to Regulatory Change – Getting Ready for the GDPR and Beyond

*Daragh O'Brien, Castlebridge Associates*

Significant Regulatory change has arrived that affects all organisations that process personal data. This is just one of a range of regulatory drivers for Information Quality however. By applying sound quality management principles, practices, and approaches to metrics across the life cycle of information, organisations can leverage the stick of the GDPR to dig up the carrots of business value, and reduced cost of non-quality in their data. This session explores how the requirements of the GDPR will affect the quality standards for information design and data process implementation and how current practices and tools in your organisations for measuring data quality will be transferable to the new need. Examples will be drawn from other data quality related Regulatory and Ethical breaches in 2015 to illustrate key points of how fundamental principles are applied.

- Understand why Information Product Specification will be critical in a GDPR-compliance environment
- Understand why your current approaches to modelling customer data are no longer fit for purpose
- Learn how simple quality metrics can be used to help you drive your Data Protection risk mitigation strategy (and evidence its effectiveness)
- Find out what Critical-to-Quality metrics you should be considering for your data protection program, and how your Information Quality team can help drive this.
- Learn about a holistic Ethical framework for positioning Regulatory, Quality, and Governance drivers in your organisation

## Conference Sessions

### MDM Case Studies

#### Governing the Data Lifecycle

**Sharon Lankester, Enterprise Data Governance Leader, Dun & Bradstreet**

Dun & Bradstreet is a global company delivering indispensable content through modern channels to serve customer needs. Dun & Bradstreet's Data Governance Office provides oversight and governance over the entire enterprise data asset, managing an inventory of data on over 220 million global businesses. This session will cover how to govern data across its lifecycle: Discovery & Profiling > Data Acquisition > Data Maintenance > Data Usage > Archival and Purge. It will address data policies, establishing accountabilities for data assets, business rules governance, data compliance concerns and best practices. The session will focus on how to achieve a global perspective and act from the outside in using modern tools and methodologies. It will also address how enterprise data governance responsibilities exist at all levels of the organization and how to ensure effective operationalization of the data governance objectives across the enterprise's data lifecycle.

- Achieving effective governance across the complete data lifecycle
- Using data confidently in a compliant manner
- Understanding how a small Data Governance Office can govern a large enterprise

#### From DQ Analysis to Operational MDM for Business Partners in the ERP Domain

**Leigh Glendinning, Head of Practice - Enterprise Data Management, Cognizant Technologies**

Astra Zeneca are developing a roadmap for implementing an operational MDM system to manage Vendor and Customer master data across eight SAP ERP instances -- necessitating design of an operational MDM in a non-harmonised ERP landscape. This case study "from the coal face" will show what's actually involved in bringing about DQ and MDM governance, process and system changes in your organisation and the issues you can expect to encounter along the way. One of the key successes was the embedding of DQ as part of "business as usual" and developing the accompanying KPI dashboard. Beginning with a data discovery exercise incorporating data analysis, data profiling and duplicate identification as a DQaaS offer from Cognizant, this session will share the journey to date, the challenges faced and how they were overcome, including:

- Understanding the starting point
- Setting up a governance organisation from scratch
- Banking ROI from the DQaaS activity

#### Applying MDM Patterns for Enterprise DM

**Anneke Karels, IT Architect, Dutch Tax & Customs Administration**

The Dutch Tax and Customs Administration (DTCA) needed to establish a consistent set of master data to enable the business to deliver a high quality and efficient service. The solution developed is a Master Information Hub implemented using

IBM's MDM solution on PureApplication systems. DCTA implemented this solution as a software factory utilising MDM, InfoServer and CDC on the PureApplication platform using PureApp Patterns. Data is retrieved from 15 sources currently and will grow to approximately 45 this year and to 80 next year. Efficiency is a key driver and the deployment of patterns for the various environments, development, test and production is completely automated. Environments are built and tested in a day where previously it was taking up to three months. CDC subscriptions and ETL jobs feeding the data into the staging of MDM and the data warehouse are ready for production in less than two weeks. The plan going forward is to bring in both internal and external new sources as well as implement a Data Governance program using IBM's Information Governance Catalogue. Topics include:

- Leveraging the reality that "Information is the most important asset" for DCTA
- Applying MDM patterns for data provisioning & data management
- Getting the basics right by using PureApp patterns for software delivery & development

#### Organic Aligning Between MDG & Business Needs

**Bradley Smith, Group Master Data Service Manager, Meggitt PLC**

Meggitt PLC is a leading international company specializing in high performance components and sub-systems for the aerospace, defence and energy markets. Meggitt's MDG journey started in October 2013, by deploying SAP MDG hub for Customer, Vendor, Material and Finance master data. However, as the Business organism evolves, and the organizational landscape adapts to meet the ever increasing demands of the marketplace, change is inevitable. Thus, modification of the deployed Master Data Governance (MDG) solution from its original Business case may be required, however what should be done to ensure the primary MDG goals are kept in sync with organizational change? This session will provide insight by discussing these topics and more:

- Leveraging tactics to ensure strategic MDG aims are kept in alignment with Business change
- Understanding partnerships & why internal resource continuity is so important
- Focusing on the future by anticipating Business & market change

#### Shifting MDM into the Next Gear via Operational DQ

**Alain Dubost, Head of Master Data Management, Michelin**

What happened since Michelin won the Gartner MDM Excellence Award (EMEA) in 2013? Beyond extending the MDM approach building on their fundamentals, Michelin took a further step forward focused on making data quality an operational reality. Transforming what is sometimes a threat to MDM initiatives into an opportunity, Michelin leverages its ERP program not only to make it a success,

but beyond that to instill data quality management into its operations in a sustainable manner.

The ambition of this case study is to show which road was taken by Michelin to bring their MDM framework, applied to data quality, to an operational reality and achieve business value. This presentation will start with a brief reminder of the fundamentals of Michelin's MDM initiative which led to receiving the aforementioned award, and what the latter brought. The subsequent extension and development of their MDM approach will follow, with an update on the current context around governance and leadership. The presentation will then focus on the DQ management approach which was developed around the Company's ERP program: how MDM embarked on this fast moving vehicle, the methodology built to accelerate DQ management, the governance set to shift gears and instill DQ management in its daily operations, the follow-up to benefit from the positive inertia and make it sustainable. Lessons learned and key challenges will conclude this down-to-earth case study, which then opens on a Q&A session. Key learnings from this session:

- Embarking with MDM on the ERP journey & not be left on the roadside
- Constructing DQ management as a sustainable operational reality
- Identifying the potholes to avoid when driving alongside a fast ERP vehicle

### Enabling Business Areas for DQM & MDM Rudolf Pfaffenzeller, Senior Data Quality Analyst, Allianz Global Corporate & Specialty

Allianz SE is both one of world's largest insurance company. Its subsidiary Allianz Global Corporate & Specialty SE recently undertook an initiative to create Data Quality Management (DQM) and Master Data Management (MDM) processes. This session will focus on enabling of business areas on DQM and MDM by discussing topics such as:

- Focusing on the Master Data Update Process to provide Business alignment on master data updates to ensure reliable finance reporting
- Creating rigorous Data Quality Management to ensure Data Quality alignment between Data Consumers & Data Producers
- Establishing sustainable Data Change Management to enable data quality assurance for projects

### Using Agile RDM & MDM – Multi-Domain & Beyond Cliff Gibson, Enterprise Architect, Mundipharma IT Services

Mundipharma have implemented an MDM & RDM platform to meet the upcoming European Medicines Agency (EMA), Identification of Medicinal Products (IDMP) regulations, set to hit the Life Sciences industry in 2016 and follow a three year, phased implementation plan. To meet the needs of the "somewhat vague requirements", Mundipharma required an MDM solution that was "agile", could deliver business benefit fast, scale to meet "true multi-domain" ambitions, and all whilst not requiring a large number of people to administer and develop the system.

Beginning with Product data, and only three people, Mundipharma IT Services managed to join up its Regulatory Tracking and Submission System to four Manufacturing systems across Europe, each managed by a separate company within the Mundipharma group of companies, all using different systems. In

the first eight weeks, they were able to go-live with the first view of Product, having used the Semarchy toolset to Profile & Analyse the data, Integrate with source systems, Validate, Cleanse, Match and finally Manage the Product Data. Since the first release, Mundipharma have continued to deliver significant new functionality each quarter by either bringing in additional sources, new data entities being mastered or beginning to push cleansed data back to source systems. In parallel, they've also achieved their goal of moving sets of Reference Data to the Semarchy platform, and introduced an Information Governance Capability to support the new RDM & MDM platform. Topics will include:

- Using Agile RDM & MDM to deliver business benefit early via regular releases
- Implementing MDM & Data Governance in a federated organisation of over sixty companies
- Meeting the evolving needs of the European Medicines Agency IDMP Regulations

### MDM as Product Data Source for eCommerce

#### James Carne, Head of Global Product Data & Karsten Hupperetz, Application Manager, Elsevier

Clearly, getting your business case for MDM to succeed is hard. Proving the ROI and convincing the C-suite why your business needs MDM can seem an impossible task. Elsevier decided to resolve this by funding MDM when a new eCommerce data source was needed. This funded the MDM project but tied it very strongly to one purpose. The Elsevier team also learned that mitigating the narrow focus and delivering an enterprise-ready MDM system requires a lot of effort. Additionally, creating an MDM system and not a data warehouse is also a recurring challenge. Lastly, while standing up Data Governance is often a challenge, Elsevier confirmed that strong coupling to an eCommerce system created opportunities within the project to introduce and justify the need for such governance. This session will review best practises in how to manage the compromises among Product master data and pass-through data to enable success by discussing these topics and more:

- Guaranteeing the MDM program gets funded by coupling it to business needs
- Ensuring IT is driving as hard as the Business stakeholders to make it happen as partners
- Managing "scope tension" by delivering value that serves MDM & eCommerce at the same time

### Marketing the Commercial Value of Data Quality

#### Eric Parkin, Data & BI Delivery Lead – EMEA, Global IT, Cargill

Cargill is the US's largest private corporation (US\$134B annual revenues) whose diverse global operations include: grain, cotton, sugar, and petroleum trading; food processing; futures brokering; and agricultural services-including animal and aqua feed as well as fertilizer production. The company is in the midst of a multi-year global process, data and technology business transformation. In order to realize the business value of the transformation, quality of data is of utmost importance. Cargill therefore created a model to proactively find problems with its data and fix such issues. Clearly, the organisation needed a process and technology that would enable the enterprise to be agile and respond at the speed of business. Successful user adoption across the

organization to fix data issues has enabled reporting and analytics to be more accurate as well as prevent down time at plants because of data issues. Topics to be presented during this session include:

- Establishing a cost effective, practical operating model for the enterprise DQ practice
- Marketing Global IT's solutions, building of rules, monitoring/fixing data & the tools involved
- Leveraging commercial examples of why or how having a DQ solution can positively impact the business

### Global Agility via MDM

#### Mustafa Dülgerler, Senior Enterprise Architect, National Bank of Abu Dhabi

Like most other disciplines, MDM is going through evolutionary phase. Although many companies already have implemented "MDM Frameworks", the companies who are yet to implement face many new and evolving challenges. National Bank of Abu Dhabi (NBAD) is the largest lender bank in the Emirate of Abu Dhabi and has the largest market capitalization among UAE banks. Its operations span across 17 countries in five continents, from the Far East to Americas. Consequently, NBAD's data is quite diverse – some very localized and yet others globalized, culturally-shaped and regulated by many external authorities. This session will focus on the main challenges faced since NBAD started its MDM journey in 2015, and how they were addressed to enable agility in the bank. Topics include:

- Understanding the potential problems of data diversification
- Rationalising the cultural elements of data management & the options of centralization vs. decentralization as a choice of data management
- Managing the importance of data classification (localized, regionalized or globalized) & the impact of regulations on data management design

### Data Integration & Governance Platform for Digital Self Service

#### Maurice van Veghel, CIO, Sligro Food Group & Ivo-Paul Tummers, CEO, Jibes Company

Sligro Food Group is a European leader in food production, food service and food retail. It divides its business into two segments: Food Retail as a wholesaler and retailer and Food Service as a wholesaler. Learn how Sligro created a unified set of predictive analytical capabilities that bring together data to facilitate information based collaboration across the "delivery" and the "cash & carry" businesses. The essence of this program is enabling self-service for analytics in the transformation from a traditional business to an increasingly digital-driven business. This transformation and its critical foundation have been enabled by a robust data integration and governance platform powered by the IBM MDM Server platform. This session explains how Sligro creates a complete information landscape with MDM, Metadata and Analytics. It also covers how they became more efficient and performance-oriented, better connected to the network economy, and driven by self-service. The future of manufacturers, wholesalers and retailers will not be dictated by them, but by consumers, bringing a whole new meaning to the 'At Your Service' model. This session will discuss topics such as:

- Getting the master data foundation right – technology, business processes & culture
- Making the "customer profile" the center of the business across lines of business
- Acknowledging internally & overcoming the fact that this is as much a cultural challenge as a technical challenge



## Semantic PIM - MDM using a Graph Data Model

**Dr. Andreas Weber, Vice President Operations, Schleich**

To efficiently manage its complex and heterogeneous data across its entire international supply chain, Schleich, a famous German toy manufacturer, was looking for a more agile, easier and simpler Product Information Management (PIM) solution. Enter Neo4j: Schleich used the leading graph database as the core database for its new semantic MDM solution, benefiting from its high scalability, agility and performance. The solution enables the development of a semantic data model even in the design stage. Departments throughout the company can easily access all relevant data in real time via specifically-tailored apps. With this graph based system Schleich is now even better able to meet the high quality requirements and country-specific safety regulations in the toy industry. Key topics include:

- Identifying the business value of graph databases such as higher flexibility and performance
- Creating a semantic data context for MDM services to enhance BI decision making
- Establishing greater workflow efficiency across the supply chain to ensure high quality management

## Short Path to Sustainable Master Data Quality

**Nicolas Gunther, Global Master Data Process Manager – Products, Ferring Pharmaceuticals**  
**DV Singh, Director Enterprise Services AN Info Systems**

Headquartered in Switzerland, Ferring Pharmaceuticals is a research-driven, specialty biopharmaceutical group active in global markets. In 2011, Ferring Pharmaceuticals undertook a global ERP re-implementation, whereby a Global Master Data Management organization was set up to define Master Data rules and standards that meet the business requirements and support the daily operations and system transactions. This significant joint effort by the Business and Corporate Information Systems further highlighted the need to sustain the master data standards and quality by automating data quality checks. This session will focus on the implementation of the Informatica Data Quality solution at Ferring Pharmaceuticals, by discussing topics such as:

- Masterminding an overall design of the global data quality solution
- Designing custom functionalities (white-listing, reporting, rulebook...)
- Leveraging & sustaining the lessons learned

## Agile MDM for Global Multi-Channel PIM

**Colin Price, Sartorius & Nicholas Rioux, CTO, Senior Partner, ensight**

Sartorius is a leading international pharmaceutical and laboratory equipment supplier (~€900M and ~6,000 employees CY2015). The company manufactures, markets and sells a highly complex product assortment, making Product Information Management (PIM) an important challenge. The prior PIM solution at Sartorius included a very manual process with a limited UI with few capabilities for managing multiple taxonomies, product lifecycle, workflow management, multi-channel distribution, reporting, and channel-specific translation and localization. Riversand's PIM solution, MDMCenter, has become the centralized, single-point master data system for aggregation, management and distribution of enterprise product data and digital assets at Sartorius. This session will focus on the journey to MDM and PIM by discussing these topics and more:

- Tailoring a multi-domain MDM solution to support guaranteed governance, configuring of multiple structures, interaction with digital media assets & information syndication
- Establishing business [process management & data flows for precise, powerful & automated data syndication across various channels such as e-procurement, e-commerce & others
- Leveraging PIM to govern medical device industry regulatory compliance (globally & locally) – e.g., International Medical Device Regulators Forum (IMDRF) & Unique Device Identification (UDI)

## Resetting Data Governance – Leveraging Successes & Strategic Planning

**Lance Cameron, Data Governance Specialist & Frank Gresnigt, Data Governance Specialist, NN Investment Partners**

Data Governance has been a hot topic for most data-driven organizations for the past five years, yet few organizations take the first step of standing up Data Governance for the fear of failure on a colossal scale. With the appropriate stakeholders and sponsorship, small-to-medium size organizations should not fear taking the plunge of launching a Data Governance program. Nationale Nederlanden Investment Partners (NNIP) successfully stood up Data Governance in 2011 and after four years of steady progress, NNIP is ready to progress to the next phase of Data Governance.

While a charter, roles/responsibilities and target operating model are all integral components of a successful Data Governance program, without a sound Data Governance (and Data) strategy, organizations have difficulty measuring success and appropriately steering resources and capabilities towards objectives that contributes to an organization's vision. This presentation aims to tell the story of how NNIP developed a Data Governance strategy based on the proven strategic intent model, yet produced goals and objectives that are relevant, non-academic, and easily actionable by resources both inside and outside of the Data Governance structure. Key topics include:

- Aligning strategic intent with the importance of a mission & vision
- Leveraging successful programs/initiatives & cutting out deadwood
- Structuring objectives to enable achievement of long term goals & satisfy short term metrics

## Setting Up & Managing a Master Data Maintenance Organisation

**Gerard Bartley, Director Global Master Data, FrieslandCampina**

FrieslandCampina is the world's largest dairy co-operative and one of the top 5 dairy companies in the world with offices in 28 countries and more than 20,000 employees. This session will provide an update on the 2015 session regarding the FrieslandCampina master data centralisation programme journey. The presentation will outline the steps in building and operating an MDM function within a business, but with a practical focus on operations and people management. In particular, it will look at building a master data maintenance organisation to align Data Governance with global business process harmonisation requirements. Delegates should be able to take away advice to help them implement their own management functions. Topics include discussions of practical examples such as:

- Managing the scope of operations & the ownership of it (together with what it owns)
- Defining the Master Data Maintenance organisation structure (including key teams) &

recruitment processes

- Rationalising key operational procedures, data management, service levels, tooling & stakeholder management

## Managing 2 Versions of the Truth to Enable Public Sector MDM

**Jonny Geussens, CIO, City of Genk & Christoph Baldock, MDM Practice Lead & Senior Information Manager, Inpuls**

The City of Genk performed a study in 2015 to investigate the reasoning behind the current scattered landscape with regards to the maintenance of 3th party data (citizens, companies & associations). Among others, one of the main reasons for the scattered landscape & data maintenance was the need for the City of Genk to deal with 2 versions of the truth. Both the use of authentic 3th party data (controlled mainly by public bodies, but sometimes lacking data quality, specific fields or metadata/structures) as well as the use of 3th party data directly obtained from the 3th parties (and therefore more accurate & trustworthy) created a duality that lead to bypass solutions. Managing these two versions of the truth to enable the mandatory use of authentic data in public sector forces us to rethink the management of 3th party data. Capturing and propagating these two versions of the truth and continuously dealing with their delta makes us rethink an MDM solution. This case will show how the city of Genk created a model to deal with this - a model that could be considered a reference model for other cities and organizations working with authentic data. The presentation will cover the following topics:

- The reasons for executing the "3th party mgt. study" and how the City of Genk build up a scattered landscape over time.
- How the need for managing 2 versions of the truth arose and how that created data accuracy, 3th party solution & data maintenance/process issues.
- An approach on how MDM can be an enabler for managing these 2 versions of the truth for any company/organization that is working with authentic sources

## Using Data Quality to Enable MDM for Real-Time 360° Customer View

**Steve Cox, Senior Technical Consultant, dbg**  
**Todd Hinton, Vice President of Product Strategy, RedPoint Global**

While traditional approaches to data management have made great strides, maximizing the quality of that data to gain a 360-degree view of a customer remains a challenge for many organizations. Learn in detail how a leading service provider is helping prominent UK customers; including one of Europe's top home improvement retailers, the largest insurance price comparison shopping service in the UK, and a leading business process outsourcing (BPO) firm, derive value from their data assets. You will also learn how applying data quality capabilities is helping companies gain a 360° view of their

customers by overcoming their MDM challenges, ultimately improving the ability to monetize their data. This session will show how a unified platform can serve as a super-charged marshaling area for accessing, cleansing and delivering high-quality data that helps provide a golden record for each of an enterprise's customers. Topics include:

- Building a dynamic, integrated customer view via extracting, cleansing, matching & linking data from virtually any data source (structured or unstructured)
- Provisioning real-time, event-driven customer data integration (CDI) within an outside service level agreement (SLA) of minutes, and in some cases, seconds
- Applying real-time CDI to resolve and master marketable entities for accounts, key group accounts & territory customers (individual within a territory)

## Establishing a Data Governance Authority in the Very Large Global Enterprise

**Kennedy Warwick, Head of Customer Data Strategy & Management - Finance & Risk, Thomson Reuters**

Thomson Reuters is the world's leading source of intelligent information for business and professionals, combining industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare, science and media markets. Thomson Reuters' vast ecosystem of data sources posed numerous challenges across its business, including: multiple systems and data sources mostly established through acquisition; issues surrounding the validity, accuracy, uniqueness and validity of core data across the Enterprise; and, inconsistent workflows and manual processes. Governance issues included: few restrictions on who maintains core data across the variety of data models, structures and standards; varying governance models with varying levels of sophistication; and, varying levels of process documentation and supporting toolsets across the multiple 'trusted' data sources consumed across each strategic business unit. A "single customer view" was mandated as a key Enterprise strategic business goal, with the project encompassing all strategic business units and thirty different sources. Moreover, the initiative focused on core customer and prospect data, interfaces and data flows, legal and operational hierarchies, and data quality (including centralised governance of customer data). Topics covered in this session include:

- Identifying the key principles to adhere to & pitfalls to avoid, in establishing a Data Governance Authority & in implementing Data Governance
- Understanding the importance of data description as a foundation for data management
- Applying lessons learnt in delivering a complex MDM programme across multiple global business units

## MDM Best Practice

### Expert Panel: Best Practises in MDM of Customer Data

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

The ability to deliver a single, trusted, shareable view of customer is universally seen as a key business strategy for commercial and public sector enterprises. Yet most enterprises struggle to provide even a 90°, let alone a 360°, view of those entities. While historically, many organizations and vendors originally focused on derivatives of CRM, ERP or other vertical industry solutions as their

system of record, industry-leading enterprises have since moved on to multi-domain MDM, Big Data/ Social MDM and other key augmentations to that original concept. This panel will focus on answers to such questions as:

- Establishing the seeds to grow customer data integration (CDI) — e.g., compliance & risk management; cost optimization & efficiency; cross-sell, up-sell & retention
- Determining the pace to embrace multi-domain MDM, Big Data, Cloud MDM & Social MDM
- Rationalizing an "MDM of CUSTOMER hub" architecture with the reality of multiple ERP, CRM & other MDM hubs

### Field Reports for 'Top 10' MDG Solutions

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

Data Governance is critical to achieving sustainable and effective MDM. Failure to execute Data Governance concurrently with an MDM program greatly decreases the probability of success and economic sustainability of MDM programs. Clearly, Data Governance is both synergistic & co-dependent with MDM. When deploying MDM, a proper Master Data Governance (MDG) discipline should consider the business drivers, project scope, roles and people filling each role, policies and procedures, data quality, inheritability, social norms, and the business operating model. Moreover, Data Governance is more than a single product or process, rather, it is an ecosystem of products, processes, people, and information. At present, Data Governance for MDM is moving beyond simple stewardship to convergence of task management, workflow, policy management and enforcement. Understanding the scope, diversity and limitations of current Data Governance solution offerings is tremendously challenging — even more so, given the fast pace of M&A & complexities of integrating such diverse software portfolios. Nonetheless, business and IT leadership chartered with defining and executing MDM programs need help to understand and navigate through the number and variety of MDG options. During 2016, major systems integrators, MDM boutique consultancies and Tier 2/3 MDM solution providers will focus on productising Data Governance frameworks while mega MDM software providers struggle to link governance process with process hub technologies. During 2016-17, vendor MDM solutions will finally move from "passive-aggressive" mode to "proactive" Data Governance mode. This session will a review of the current solutions in market as well provide a "top10" list of evaluation criteria for such solutions. Topics include:

- Understanding the "top 10" evaluation criteria for MDG solutions — e.g., E2E lifecycle management, Big Data & ECM support, DQ/ETL integration capabilities, etc.
- Assessing the vendor landscape — e.g., passive, active, integrated, pro-active, & passive aggressive, etc.
- Determining an enterprise-specific road map to evolve from a siloed, motley collection of DQ tools, processes & point products to a non-obtrusive enterprise MDG program (supporting multiple domains & federated data management groups)

### Avoiding the MDM, RDM & Master Data Governance 'Money Pit'

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

Given the substantial investment that enterprises undertake with implementation partners, the selection of the appropriate partner(s) must be given considerable scrutiny - not only to contain costs, but to insure success of these vital MDM, RDM and Master Data Governance initiatives.

Implementation partners such as systems integrators and specialist consultancies are more important than ever — not just because of the services:software ratio for such projects (universally ascribed as approaching 4:1) but precisely because of an ongoing shortage of experienced MDM, RDM and Data Governance professionals. In a recent MDM Institute survey of more than 1,200 such programs, systems integrators (SIs) have been seen as essential to the success of the majority of such projects, yet previously incumbent SIs are becoming less dominant. Expert assistance from SIs will remain especially critical and problematic to the success of these programs during 2016-17 as organisations deal with a shortage of MDM/ RDM/MDG experience, and tool expertise. This session includes findings from a year-long 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, RDM & Master 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 "young Turks"

### Upstream MDM for Enterprise Customers - How Microsoft Does It

**Ulrich Landbeck, Senior Business Program Manager & Priti Padhy, Global Director of BI and Information Management, Microsoft**

Enterprise customers are complex systems of organizations with related accounts and individuals. In this session you will learn how Microsoft approaches the mastering of its own customers in a single store that not only facilitates the 'single view of the customer' but also provides a "transaction service" for customer master data so that the myriads of CRM, ERP and Customer Support systems etc. do not need to maintain their own customer masters any more. This session will be of interest to data quality experts and anybody with an interest in integrating disparate systems at the point of data entry rather than consolidating data downstream. Highlights of this session included an update of Microsoft's 2014 presentation on "MDM for B2B Customer" along with current topics such as:

- Developing a future-proofed CUSTOMER master data strategy across multiple lines-of-business
- Determining what capabilities (including Governance) are required to accomplish this
- Identifying which employees & partners have the best competencies to implement & operate

### Next-Generation MDM using Big Data Technologies

**Ashok Nayak, Managing Director, Accenture**

As organisations increasingly leverage Big Data technologies for scalable data management platforms, MDM solutions are shifting from traditional technologies to hybrid solutions involving some of these emerging platforms. How can enterprises cope with Big Data sources and their increasing volume, variety and velocity, while managing veracity? Clearly, the convergence of MDM, Big Data and Data Governance are driving a shift towards next-generation business intelligence. Just as MDM and Governance has evolved over the years, so have the value propositions and business drivers behind its applications. Topics include:

- Learning from case studies to leverage the successes of market-leading enterprises

embracing Big Data technologies

- Understanding how next-generation MDM is evolving to enable timely access to quality data to deliver the right consistent message across channels
- Enabling new levels of just-in-time customer engagement via MDM & Big Data to drive new levels of customer acquisition, engagement & loyalty

## Field Reports for 'Top 10' RDM Solutions

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

The impact of poor or non-existent reference data management (RDM) is profound. Errors in reference data ripple outwards affecting quality of master data in each domain, which in turn affects quality in all dependent transactional and analytical systems. Because reference data is used to drive key business processes and application logic, errors in reference data can have a major negative and multiplicative business impact. More than 55% of large enterprises surveyed by the MDM Institute are planning on implementing RDM in the next 18 months. This session will focus on the "why" and "how" of RDM by providing insight into: Why is RDM mission critical today? How does RDM differ from (how is it similar to) MDM? What are the top business drivers for RDM? Where are most organizations focusing their RDM efforts? Topics to be discussed include:

- Understanding the pros & cons of commercial RDM solutions vs. custom-built ("Buy vs. Build")
- Applying a "top10" evaluation criteria methodology to product evaluations for both mega vendor solutions (IBM RDM Hub, Informatica, Oracle DRM) and more pure play (Ataccama, Collibra, Kalido, Orchestra, Software AG, Teradata, TopQuadrant et al)
- Planning for the future of RDM (dimension management for Big Data marts) & its relationship to overall MDM programs

## Data Governance Case Studies

### Successful Enterprise Data Hub Design Patterns

**Phill Radley, Chief Data Architect, BT**

"Information is an Asset" is a phrase on the lips of every CIO but getting the CFO to invest in it is hard work, even with clear ROI. This session looks how to use an "accumulation of marginal gains" approach to achieve success with an Enterprise Data Hub through a portfolio of marginal gains in:

- Establishing Hadoop infrastructure in the data centre as a multi-tenant service platform
- Providing a new home for ageing Batch applications (including MDM)
- Data Discovery, Quality and Integrity (harnessing schema on read to find lost schemas)
- Data Science (from MIS to Machine Learning)
- Operational Data Stores and Warehouses (including Data Vault Methodology)
- Securing your Data (exploiting Active Directory integration, Sentry, Kerberos & Encryption)

The content of this session is based on a set of design patterns built up over 5 years establishing BT's Enterprise Data Hub. It will also look at foundations that underpin these including establishing a clear architectural vision and communicating it to key stakeholder groups

### Our Open Data Revolution

**Lisa Allen, National Data Integrity & Martin Whitworth, Deputy Director for Data, Mapping Modelling & Information, The Environment Agency**

The Environment Agency is a public sector organisation. They are part of the Department of the Environment whose new approach is to open up all their data for use without charge or restriction. Their data is automatically open, unless there's a good reason not to share it. This session shows how their approach to data governance has enabled them to respond to the challenge of releasing all of our data as open. In this session Lisa and Martin will:

- Explain what being an open data organisation means for them
- How their approach to data governance is supporting our transition
- The lessons learnt from sharing all their data as open

### Data Quality Assurance and Quality Assessment at De Nederlandsche Bank

**Diederick Nevenzeel, Information Manager, De Nederlandsche Bank**

The Statistics division of De Nederlandsche Bank contributes to the mission of De Nederlandsche Bank by making available financial and economic data, information and analyses of the right quality, in the right form, at the right moment and in the right context. This session will focus on:

- What is data quality in the context of De Nederlandsche Bank?
- Data quality assurance and assessment framework at De Nederlandsche Bank
- Benefits of data quality assurance and assessment framework
- Implementation challenges of quality assurance and assessment framework
- Quality assurance at De Nederlandsche Bank
- Quality assessment at De Nederlandsche Bank

### Building a Business Case for Data Quality – it's No Laughing Matter

**Yemi Okunade, Head of Data, Comic Relief**

In order to build a robust business case for change, Comic Relief first had to quantify the issues within their fundraiser database and to be able to demonstrate the improvements achievable through investment in Data Quality tools. To this end, they embarked on a 15 day project in collaboration with a potential solutions provider, designed to provide a high value, light touch method of in-depth analysis and quantification of a representative dataset. The objectives of this analysis were to:

- Identify issues that would impact the program
- Set a benchmark of desired data quality against which improvements could be measured
- Improve, update, clean and match data to demonstrate potential benefits.

The engagement required the input of key business stakeholders and helped to stimulate interest in the importance of data quality by highlighting the business and financial benefits available. In this session you will hear perspectives on:

- Understanding the importance of having a financial benefit statement to build a business case for change – and how you must constantly validate what it is you are trying to measure and improve.
- The importance of choosing the correct business process to form the basis of the investigation/project; is the problem big enough, does it impact on our key strategic initiatives?
- How effective collaboration internally and externally is key to success

### Implementing a Data Governance Framework at Schroders

**Barry Robinson, Head of Data and Governance Delivery & Charlotte Koolstra, Data Governance Analyst Schroder Investment Management**

The importance of implementing a robust data governance framework within any organisation cannot be underestimated. This presentation will focus on the approach we adopted at Schroder to implement a governance framework that will provide the foundation for supporting a new way of working throughout the firm. Consequently, this should lead to improved data quality that is sustainable and a framework to ensure that only change initiatives that are consistent with the firm's data estate strategies are approved.

### The New Data Quality Manager in a Large Organisation

**Stephen Read, Head of the British Army's Personnel Data Assurance Team, British Army**

On taking up a lead data quality role in a large Public Sector organisation Stephen was advised that a recent study into his new team's work had shown it to be largely ineffective in its central role of improving the quality of the organisation's workforce data. This session is an exploration of the situation Stephen faced, the reasons it had occurred and the actions were taken to address the issues. Looking back over a busy, challenging and, ultimately, rewarding year he will talk about the progress that has been made, what has worked and what has not. Looking forward, how improvement can be sustained and developed to ensure that data quality is of a sufficient standard to enable accurate and effective planning, and reporting within a large and complex organisation.

- Thoughts on how to reinvigorate an organisation's data quality procedures
- Some practical ideas for those new to a data quality role
- Why everyone believes they do data quality
- An exploration of prevention versus cure

### Data Governance in a Non Regulated Environment

**William O'Shea, Data Architect and DG Consultant & Hassan AIGHOTHANI, Senior Architect, Saudi Telecom Company**

Bringing DG into an environment with no regulatory requirements means that the DG must be sold based on purely financial benefit. In this session we show how William and Hassan have introduced and sold the concept DG into STC from application level through to warehouse and BI. This was done by the introduction of a Business Information Model, which is to be used from application integration through to being the basis of the model of the DWH, using a Business Support Systems transformation program to do so. The session will show:

- Benefits of creating a BIM
- How the BIM transforms to a Repository
- Mapping applications to the Repository
- Capturing Business Validation Rules against



## BIM items

- Using the BIM in a Data Lake
- One BIM to rule all data, One BIM to find all data, and one model to bring all Data Items together and it in the DWH bind them

## Data Governance - Raising Structures on No Man's Land

**Helen Hepburn, Information Architect, BT**

Changes to legislation and recent, well-publicised data breaches indicate that we have a perfect storm where ensuring compliance for an organisation and the best protection against attack both require an information governance framework and an information architecture shared across business and technology units. Do we now have the type of compelling story that data specialists often struggle to identify when trying to engage stakeholders? Can we explain the framework required in a way that engages the business and technology units and which they both understand? Should it now be easier to resource, fund and build the right governance structures? The presentation will focus on the protection of personal data, setting out:

- The difficulties in bringing together the different areas of a large business which must collaborate to achieve end-to-end data governance and compliance
- The enterprise architecture as a framework for governance
- Key deliverables in the current approach being developed in response to the EU GDPR and examples of what has worked in other compliance activities
- The impact on data governance of popular organisational and technological approaches being adopted, e.g. Cloud Services, Big Data and consolidation of systems into a 'Global' instance

## Smart or Surveillance Cities

**Christoph Kögler, Head of Innovation, T-Systems Multimedia Solutions GmbH**

The ongoing digitalization of urban space entails new challenges in data governance. Smart Cities involve enormous amounts of data, the evaluation of which holds the key to creating sustainable and efficient structures. Data must be stored securely and legal issues must be clarified. Who owns which data and who is entitled to access it? Which data can be made accessible for the general public in the context of an open data initiative and which data must be kept under lock and key because it enables people to be identified or constitutes a security risk? To answer questions like these, new processes, tools, and mechanisms are needed to manage data and ensure its integrity. Christoph Kögler will provide compelling insights into the topic and best practices from actual Smart City projects.

## Marketing your Information Governance Initiatives through Info-man and Data-Kid: Defenders of the Customer Journey

**Furkan Sharif, Information and Records Officer, Provident Financial Group**

The session will present DG professionals with a new and innovative approach to marketing DG and Information control in order to successfully win business buy-in across the organisation. Traditional methods of "selling" DG frameworks to the business through Committees, Data Stewards, Policy, Procedures (glossaries) and new processes can be steeped in industry jargon, time and resource intensive, resulting all too often in a lack of business commitment and ultimately failure. This session will introduce DG professionals to a marketing concept involving two fictional

"information superheroes": Info-Man and Data-Kid. INFO-MAN represents the criticality of what a healthy Data Governance Framework (or healthy Data) represents to an organisation. When Info-man is healthy consequently the business is lean, dynamic, flexible, informed, acclimatised for change, and prepared for growth. Equally the organisation can "fight threats" or risks such as bad reporting and forecasting, data and (privacy and protection) security breaches. Conversely an unhealthy Info-Man i.e. overweight, withdrawn and uninspired becomes an antihero character for the organisation. The unhealthy Data will have exactly the opposite consequences for an organisation. Data-Kid is info-Man's assistant or "sidekick". She symbolises the Data Stewardship roles (lives in each business area). This character is smaller and more agile, adept in dealing with the threats by using her special powers in the form of data quality IT tools - the micro-level or technical elements of data quality, definitional issues, and tooling issues.

## Leveraging Regulatory Initiatives to Deliver Value through more Effective Information Management

**Quentin Grignet, IDMP - Project Lead GSK Vaccines**

We are in an era where compliance is a must have, but can we be "just compliant"? As our companies have to ensure business continuity, finding the right balance between 'established' information management systems, and new ones; or between localized, and integrated information architecture became a day-to-day challenge for most of us. So when your relevant regulatory authorities are coming up with a new information standard, it rapidly calls for a major strategic choice: "Containing and Minimizing the impacts", or "Seizing the opportunity as a driver for change". Quentin will examine this case through a concrete example: "The roll-out of the new Identification of Medicinal Product (IDMP) legislation in GSK Vaccines". By attending this session you will gain:

- An overview of the methodology, we have applied.
- Thoughts on how any company may improve efficiency through external compliance.
- Overview of the challenges we have faced

## Jump-start Your Data Governance and Information Quality CoE Program in Zero to 30 Days

**Michael Davis, Data Quality Center of Excellence Engineer Lead, Cigna Healthcare**

This presentation is a practical primer for building a Data Governance and Information Quality Center of Excellence program. This session will include lessons learned from Michael's experiences of building a Healthcare oriented Data Governance and Information Quality program. Though Michael's experiences revolve around the Healthcare space, the principles and best practices can be applied to sundry industries. Michael will touch on topics that illustrate how to:

- Establish a Data Governance Council and use it as a driver for improving information quality within your organization.
- Develop a federated Data Stewardship model
- Produce quantitative and qualitative results to achieve senior leadership buy-in
- Manage business and technical metadata assets

## You Can Start Small and Quickly Deliver Benefits

**Nick Jones, Manager, Product, Multifonds**

Getting buy-in for a huge and expensive data governance project is difficult; so why not start small, and cheap, and simple? This session presents a practical case study of how Multifonds have achieved this with a very small team on the back of a large project implementation for a client. Benefits have quickly been demonstrated in reduced analysis time and greater transparency of data use; and once patterns for success are established you can expand beyond the initial scope. Governance must start immediately a new piece of data is identified, and has to cover all uses of that data. The process therefore needs to follow right through: from initial analysis to all eventual flows involving that data. It started with a spreadsheet...

- Case study of a successful data governance project with small beginnings
- Best practice example around data dictionary and data usage; leading to creation of a data mart as part of a large financial project implementation
- Proving the model - delivering ROI and early benefits including reduced analysis time, cost savings and greater transparency of data usage
- Expanding and replicating the model - delivering benefits in one area and then expanding beyond the original scope

## Journey to Data Governance Using Tools and Change Management

**Martin McCloy, SAP Business Manager, Caterpillar**

This presentation will be a case study from Caterpillar outlining business case development, the use of metrics to drive improvement and tools used. Business rules will be illustrated that are relevant to Caterpillar's environment that are used to provide visibility and drive action.

- Learn simple processes and tools used in a SAP environment
- Change management drivers for change and engagement
- Tools that can be applied to any environment

## Building a World-Class Data Governance Organization

**Ho-Chun Ho, Global Head of Data Governance and Management & Katarzyna Puchalska, EMEA Data Governance Manager, JLL**

JLL is a financial and professional services firm specialising in real estate services and investment management. JLL have established a global data governance organization in less than two years. Their data governance program consists the global oversight and shared services, while the implementations in EMEA, APAC and Americas are designed specifically for regional needs. JLL's approach is methodical, practical and effective. It is the foundation of JLL's global data and insights platform, RED. RED is a revolutionary approach to uncovering insights; it brings together master data governance, knowledge management, business intelligence and advanced analytics, underpinned by cutting-edge technologies and tools to dramatically improve real estate decision making.

## Healthcare MDM & DG - from the Cradle to Grave

**Gary Loughran, Programme Delivery Manager, Department of Health Northern Ireland & Dermot Boyle, Delivery Manager, Sopra Steria**

In Northern Ireland the Health and Care number programme was formed in 2003 to develop and master the population index for Northern Ireland. This was at a time when the MDM market was in

its infancy. Over the past 13 years the programme has evolved and much has been learnt about Master Data Management from both the operational and strategic perspectives. This session will cover our experiences, learning and challenges - both the good and the bad, from the technical solution through to the customer's perspective and how it has enabled their business and the pivotal role in eHealth in Northern Ireland. Delegates will learn:

- The importance of Data Governance, or in its absence, a strong data custodian
- The importance of being an informed customer in vendor selection
- Critical factors for long term programme success

## Master Data Governance - Taking Complexity and Making it Simple

**Paul Lucas, Head of Master Data Governance, Yara International**

Yara, the world's leading fertilizer organization, started its Master Data Governance journey in 2014. The approach taken has been to identify and use best practices and simplify these for implementation in Yara. The presentation will explain:

- Establishing the strategy
- Implementing "governance" (who has the right to make decisions)
- Implementing Data Quality dashboards
- Implementing the workflow solution

## How to Successfully Implement an Enterprise-Wide Data Governance - the Case of YapiKredi Bank

**Gökhan Gökçay, Group Director BI and DWH, YapiKredi & Matthias Roggendorf, Senior Expert, McKinsey & Company**

YapiKredi is Turkey's fourth largest private bank with over 4 million domestic customers and 1,000 branches across the country. The bank maintains leading positions in value generating services and products. However, the management have realized that the bank was not using data and analytics to its full potential. Many data assets were managed in silos and with varying levels of rigor in data quality and accessibility. In mid 2015, the bank decided to engage in transforming its data management practices through an enterprise wide data governance initiative. This initiative was embedded in an overall data transformation program including a technical transformation of its data warehouse as well as scaling up advanced analytics activities. A federated governance design was chosen and about 30 data domains have been defined and assigned to a business owner. The effort has been orchestrated by an enterprise data office (EDO) acting as design and control authority for all data within the bank. The EDO also has the role to oversee the transformation, communicate changes to the larger organization as well as to act as a partner to data owners. Gökhan and Matthias will present both the approach as well as the key design elements of the target data governance solution. They will also provide insights about the current status of the implementation as well as the key challenges experienced in changing data management practices within business and IT towards a data driven mindset.

## Data Governance Best Practice

### Data Governance in Bite-Sized Chunks

**Mike Ferguson, Managing Director, Intelligent Business Strategies & Chris Bradley, Information Strategist, Independent Consultant**

Data Governance is too theoretical! What am I really going to see from a DG initiative? Are there

some quick realistic aspects a DG program should focus on first? This session will show:

- A workable framework for Data Governance
- The different Data Governance approaches from process centric, to Data centric & more
- How to produce a pragmatic business case for DG linked to business objectives
- Building DG in bite sized pieces
- Introducing DG covertly; it is possible
- The Data Governance office & its critical role in sustaining success

## How Data Governance Works with BI

**Bert Brijs, Lingua Franca Consulting**

Since Peter Weill and Jeanne Ross have put the IT Governance topic on the agenda with their book "IT Governance, How Top Performers Manage IT Decision Rights for Superior Results" published in 2004, the analytics community hasn't really paid much attention to their framework, let alone to the subtopic of data governance. The advent of Big Data and the data lakes have only exacerbated this neglect. The book "Business Analysis for Business Intelligence" (Brijs 2012), contributes only three pages to this topic. But experience of the last three years has clearly shown that data governance in analytics is the hidden part of the analytics iceberg of failures. With this presentation, Bert Brijs will catch up with reality and present some compelling arguments for duopolistic data governance and put BI governance into practice.

## Establishing Data Governance in a Greenfield Data Driven Organization

**Tom Breur, VP Data Analytics, Cengage Learning**

Data Governance is an (almost) invisible force that can make or break your data driven initiatives. As Big Data is increasingly being recognized as a source of competitive advantage, companies embracing these strategies quickly learn that their decisions cannot be any better than their data. The need for embracing data governance becomes clear, but in Big Data greenfields it is all but obvious how you make a case for addressing ownership and decision rights for data bearing systems. Learn from our journey to make data an important asset, that is as valuable and important as more commonly recognized corporate assets.

## Automating Data Governance Policy: How Organizations are Automating DG Policy Implementation in Data Management Software

**Nicola Askham, the Data Governance Coach & Conrad Chuang, Director Product Marketing, Orchestra Networks**

As more organizations develop their data governance competencies one question lingers—How should organizations track/audit/automate the implementation of these policies in data management? In this talk, Nicola and Conrad, posit one approach. They describe how organizations are using cross-cutting workflows, feedback loops and integration between traditional data governance tools (e.g. business glossaries) and master data management software to bridge the gap between data governance and data management. This session will include case studies and lessons learned from multiple industries.

## Ethics in an Information Management Context

**Katherine O'Keefe, Data Governance & Privacy Consultant, Castlebridge Associates**

This presentation follows the view that "Action is indeed the sole medium of expression for ethics",

providing an overview of a practical approach to integrating ethics into information management practices. From the European Data Protection Supervisor publishing an Opinion on Big Data Ethics, to countless articles about the call from data scientists for clarity on ethics, there is a growing consensus that "something must be done". However, much of the discussion of Ethics takes place in the abstract, and the real challenge in commercial and not-for-profit organisations is ultimately what happens in reality when the organisation is faced with the power of modern information management capabilities. Ethics risks being seen as another "tick box" item to be taken care of by the "Ethics people", just as Information Quality is often seen as the role of the "Quality department". Key takeaways for this session include:

- An overview Ethics and their relevance to Information Management practices
- Ethics of privacy and Human Rights
- An overview of practical methods to align ethics with Information Governance
- Risk management, Information management practices

## Addressing Legal, Privacy, and Compliance Issues in Data Governance

**Malcolm Chisholm, President, AskGet.com**

As it emerges from a more technical background, and becomes recognized as a valuable business resource, it is natural that data will be subject to additional pressures of a more commercial kind. Amongst these pressure, legal, privacy, and compliance concerns are rapidly gaining ground. This presentation examines the nature of these pressures and how they may be successfully addressed by Data Governance, particularly in the context of key Master Data entities such as individual and corporate customer. Control of data sourcing, both from data vendors and from open sources is discussed. Understanding the contractual implications of acquired data, and finding concrete ways to implement compliance for these implications is described, along with the dangers of atypical contractual clauses. How to deal with laws and regulations, particularly in a global context, is examined. Attendees will learn:

- What the scope of legal, privacy, and compliance concerns are today for Data Governance
- The necessity of partnering successfully with other areas of the business such as legal, vendor management, PMO, and internal audit
- Tools for implementing successful legal, privacy, and compliance requirements
- The roles of technology in support of legal, privacy, and compliance requirements

## Expert Panel: Building your Career in Data and Data Governance

**Moderator: Mike Simons, ComputerworldUK & Techworld IDG**  
**Panellists: Ken Mulkearn, Principal, Incomes Data Research,**

Data specialists have never been in more demand, but are those with real data skills adequately rewarded and are those with real skills under threat from those jumping on the Big Data bandwagon? This session will look at general trends in business technology, Big Data and regulation and their impact on your career and look at strategies to build your career in data. Panellists include business technology, pay and HR experts and a leading headhunter.

## **Data Quality: Central Key Success for Big Data**

Monika Pürsing, CEO, zetVisions AG

Data-driven companies are more and more faced with the challenge to actively maintain and develop the production factor "data"; they especially need reliable master data. Master data is an important comprehensive component, which is involved in operational processes and business decisions as well as in data evaluations and data analyses or products and services. An institutionalized master data and data quality management are therefore essential for an efficient data management and a value-oriented use of data. The session "Data Quality: Central key success for Big Data" deals, for example, with the subjects:

- Importance of reliable master data for digitalization of economy
- Operative processes and technology

## **Who's Afraid of the Big (Bad) Data?**

Chris Furlong, Senior Consultant, Trillium Software

The extent of an organization's revenue growth, cost reduction, and risk mitigation ultimately hinge on their ability to exploit new technology and new data to uncover new opportunities and threats early and often.

None of this is feasible, however, if they're not able to overcome data siloes and put reliable data in the hands of those who need it most.

Big Data demands a new approach to information management - one that embeds data quality across business processes and provides fit-for-purpose data anywhere, to anyone, at any time. As a senior technology or data strategist, you must make sure you are putting in place flexible, scalable, and usable data quality solutions that can grow in sync with the evolving complexities of your technology and data infrastructure.

Please join us to hear Trillium's perspectives on the ever more important role that a focus on Data Quality must play in developing today's complex data ecosystems.

## **Implementation of Data Quality Services within GSK R&D**

Colin Wood, Enterprise Information Architect, GSK

This session provides an overview of how GSK's Pharmaceutical R&D organisation have implemented Data Quality service supporting all R&D IT projects. The presentation will focus on the technology selection, the complexities of delivering data quality services in this environment, our successes, challenges and future plans.

## **From Data Governance Strategy to Organisational Steady-State: Key Ingredients for Data Governance Success**

Jason Edge, General Manager - Entity Middle East and Vice President Global Advisory, Entity Group

When a national government establishes a vision to be ranked among the top five administrations in the world, it needs a clear and comprehensive strategy for optimising its operation in order to deliver the vision.

The Abu Dhabi Systems and Information Centre (ADSIC) is charged with responsibility for the IT and transformation agenda within the Abu Dhabi Government (itself the capital of the United Arab Emirates). Last year, it launched its e-Government strategy under the banner of "Towards a Digital Abu Dhabi", and showcased a set of initiatives that have been developed to drive IT modernisation across Abu Dhabi over the coming years.

A key aspect of the strategy is the multi-year Abu Dhabi Government Data Management Programme. This is a major pan-government initiative, the first of its kind globally, where the programme aims to achieve the following goals across more than fifty Abu Dhabi Government Entities (ADGEs):

- Standardise Data Management across ADGEs
- Improve data quality and accuracy
- Govern and control the data life cycle
- Support decision-making systems
- Facilitate and improve data exchange between ADGEs
- Improve data transparency within ADGEs
- Provide single version of truth to reduce data fractions.

During this case study session, the authors of this strategy provide an insight into the considerations for meeting these goals at a national level through data management. The session includes the following topics:

- Data Governance - Where are you now? How do you get started?
- How to move from Data Governance Strategy to organisational steady-state - key pitfalls to avoid and how this applies to your organisation
- How to unlock measurable value from data - by aligning people, processes and technology to metrics crucial for digital transformation success.

## **The 5 Must Do's for Guaranteed Data Governance Success**

Patrick Dewald & Darius Clayton, Diaku

What's stopping your data initiatives from succeeding? Stuck in endless data committee meetings or just paralysed by fear of the colossal task ahead? In this session Diaku gives you 5 data initiative hacks to start a collaborative data revolution towards a more data driven organisation today.

## **Leveraging Cloud MDM for Cloud First Strategies and the Hybrid IT Organisation**

Mike Liu, Director Product Marketing, Dell Boomi

Organizations of all sizes are fast adopting and launching SaaS/PaaS initiatives to modernize their IT infrastructure, embrace big data analytics, and realize value from the ever maturing cloud economy.

Given this transformation, is your MDM strategy aligned with your "cloud first" strategy for your systems, applications, data sources and data repositories?

Dell Boomi Cloud MDM provides an affordable, configurable solution to ensure the agility and integrity of data that companies rely on to drive business decisions and insight.

In this session, you will hear how our customers have successfully used Dell Boomi Cloud MDM to achieve success with their new SaaS/PaaS investments (e.g., Salesforce.com, NetSuite, Workday, Successfactors, Taleo etc) whilst continuously leveraging their existing investment around on-premises applications, data, and middleware, all in a hybrid IT deployment environment.

## **Filling the Gap: Master Relationship Management in the Face of Change**

John Evans, Director of Marketing & Chris Allan, Chief Technical Architect, Magnitude Software

While MDM strives to deliver clean data, the fact is data never stops changing, nor do the opportunities for enrichment. Adding sentiment to customer data, understanding relationships between parties, and understanding the actions customers are undertaking, all create a never-ending cycle of opportunities to enrich your understanding. Business users need to leverage this data, but the fragmentation of systems, an infinite number of segmentations, analytics and overall digital disruption creates further demand better data harmonization. Come to this session to hear some new ideas about innovative ways to enrich your master data and manage relationships during rapid business change.

## **A Business First Approach to Mastering Data**

Ben Morrish, Technical Manager, Information Builders

Many companies struggle to maintain clean, consistent data to run their operations let alone be able to successfully implement a master data programme to meet more strategic goals. Increasing amounts of data proliferated across the business and more quickly evolving goals mean failure rates for more complex, data consolidation programmes are high and often don't result in achieving what they set out to do. At this session attendees will learn about how new applications of data management technology derived from best practices acquired through years of project delivery in this area can help organisations start to derive value quicker from a Master Data Management programme.





# Master Data Management Summit Europe 2016

## Data Governance Conference Europe 2016

### 16-19 May 2016

#### 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.

#### 4 Day

Fee: £1,845 Plus VAT (£369) = £2,214

#### 3 Day

Fee: £1,495 Plus VAT (£299) = £1,794

#### 2 Day

Fee: £1,145 Plus VAT (£229) = £1,374

#### 1 Day

Fee: £695 Plus VAT (£139) = £834

The registration fee includes the conference lectures, documentation on USB Stick (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.

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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.

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**IF YOU CANNOT ATTEND YOU CAN PURCHASE THE CONFERENCE PROCEEDINGS ON USB STICK FOR £300**

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**Enterprise Architecture Conference Europe 2016**

13-16 June 2016, London

**Business Process Management Conference Europe 2016** 13-16 June 2016, London

**Business Analysis Conference Europe 2016**

19-21 September 2016, London

**Enterprise Data and BI Conference Europe 2016**

7-10 November 2016, London

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