

Customer Data Integration & Master Data Management Summit London 2006

Enterprises are rapidly embracing **Customer Data Integration (CDI)** and **Master Data Management (MDM)** due to:

- Regulatory compliance issues such as privacy preference management and Basel II
- Economic leverage of mergers & acquisitions
- The need to cross sell/upsell via unified customer views

During 2006-07, CDI software solutions such as IBM WebSphere Customer Centre (formerly DWL Customer), Oracle-Siebel Customer Data Hub and Universal Customer Manager, and SAP NetWeaver MDM will attempt to monopolize market share and force businesses' IT management to face difficult questions regarding which vendor will be the centre of gravity for master data hubs. Meanwhile, best of breed vendors such as Initiate Systems, Purisma, Siperian, DataFlux and others offer proven alternatives for solving customer CDI and MDM challenges. For the near term, CDI-MDM skill shortages will greatly inflate project costs as demand for data stewards, enterprise data architects, and other individuals with strong affinity for data governance will outstrip the market for individuals with actual experience.

CDI-MDM SUMMIT LONDON 2006 is the premier European event, attracting speakers and delegates from around the world.

- **Accelerate your time-to-ROI regarding CDI and MDM.** Meet with other serious evaluators of master data solutions – both early adopters (speakers and attendees) as well as IT professionals at the same stage in the product evaluation lifecycle as you are.
- **Perform due diligence on all the major components of an enterprise master data solution.** Save yourself the lengthy process of vetting vendor references by networking with those-already-in-the-know. Listen to fellow professionals question vendor representatives at the exhibition hall as well as during panel presentations.
- **Leverage your training budget in coming up to speed on one of the hottest IT topics.** Minimize time out of the office by learning about best practices such as 'data governance,' in addition to crosschecking feature/function research of vendors on your short list with other IT professionals, systems integrators and consultants, as well as their competitors.
- **Expand your IT professional network and increase your personal market value.** There will be numerous opportunities to network with other CDI-MDM professionals – especially CTOs, enterprise architects, and corporate data stewards.

Conference Chair, Keynotes and Thought Leaders



Aaron Zornes
The CDI Institute



Bill Conroy
Initiate Systems



Justin LaFayette
IBM Software Group



Sean Kelly
Sean Kelly & Associates



Lynn Colledge
Sanlam Life

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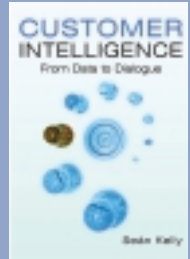


13-14 July 2006

The Royal Garden Hotel
London, UK

Includes a full day Workshop
and a full day Conference

The first 100
delegates to
register will
receive a free
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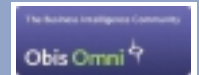
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Introduction from the Chair I am delighted to be chairing the 1st Annual CDI-MDM London Summit. Fresh off from our highly successful CDI-MDM SUMMIT held in San Francisco (500+ attendees, 60+ presentations, 35+ vendor sponsors), we are looking forward to sharing these insights whilst learning from the broad network of European IT professionals who are committed to excellence in master data management. CDI-MDM solutions are the emerging technology platform that enables business to coordinate, update and synchronize master data as organizations roll out the next generation of sales, marketing and customer service solutions. This summit is a structured program designed for companies at all stages of CDI-MDM initiatives – whether initiating a shared services or service-oriented architecture to support universal customer views, or developing a comprehensive business strategy to share master data across all channels and partners in a 21st century information supply chain.



Moreover, our London event promises to leverage the unique blend of experience and enthusiasm that European IT professionals offer.

Aaron Zornes, Chief Research Officer, The CDI Institute

Who Should Attend

CDI-MDM SUMMIT LONDON 2006 is for IT professionals at any level. Learn the best practice evaluation and implementation strategies from early adopters of CDI and MDM solutions. You'll also network with fellow CDI project leads who will share their success secrets - e.g., enterprise architects, chief technology officers, data stewards. Additionally business managers and business technologists will benefit from understanding how to dramatically increase their company's ROI on existing CRM initiatives, as well as deploy competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs, and increase marketing effectiveness.

- CTOs, CIOs, Enterprise Architects, and Data Architects responsible for translating business strategic vision into pragmatic IT delivery programmes
- Senior Business Strategists, Chief Operating Officers, and LOB Managers charged with deploying competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs, and increase marketing effectiveness
- Data Stewards, Data Quality Managers, IT Implementers, and Project and Programme Managers responsible for increasing the value and effective of master data such as customer, product, supplier, and pricing
- Vice Presidents and Directors of Sales/ Marketing Analytics, Vice Presidents for Customer Experience, Vice Presidents for Customer Service, Vice Presidents for Business Intelligence, and Customer Contact Centre Directors/ Managers
- Directors of Customer Analytics, Business Intelligence Program Managers, and Data Warehousing Program Managers

What You Will Learn

- Learn how early adopters prioritized their CDI-MDM infrastructure build-out – also hear how they used various ROI methods to justify these enterprise-wide projects
- Gauge the impact of key CDI-MDM trends relative to key business trends in mergers & acquisitions, strategic sourcing, and more
- Learn the pros and cons of mega vendor -specifically IBM WebSphere Customer Centre and WebSphere Product Centre, Oracle-Siebel Customer Data Hub and Universal Customer Master, and SAP NetWeaver Master Data Management vs. best of breed solutions such as DataFlux/SAS, Human Inference, Initiate Systems, Kalido, Purisma, and Visionware
- Ascertain the advantages and tradeoffs concerning off-the-shelf commercial solutions relative to IT custom-built frameworks utilising enterprise application integration (EAI), enterprise information integration (EII), and extract/transform/load (ETL) middleware tools
- Learn a step-by-step checklist for CDI-MDM product evaluation that will save you time and help you avoid the most commonly made mistakes
- Understand the interrelationships among data models, rules engines, operational data stores, business process management, and other key CDI-MDM technology enablers
- Leverage proven technologies to integrate both operational and analytical customer information to better predict customers' behaviours by leveraging new or unique information sources and correlating that with existing customer data warehouses

CDI-MDM Workshop

Aaron Zornes, Chief Research Officer, The CDI Institute

Here's a rare chance to improve your success as a CIO, CTO, Enterprise Architect, Data Architect or other IT professional embarking upon your first CDI or MDM initiative. During your focused training, you'll learn the best practises every IT professional must know to fast-track success and minimise risk. This is your pre-conference opportunity to ask the questions and set your own personalized agenda to maximise your conference experience the following day. Combining presentations, small group discussions, and case studies, the CDI-MDM Workshop's proven agenda is practical, personal, and uniquely tailored to the needs of the participants.

0900-1030 • CDI-MDM Strategic Planning Assumptions

- Business imperatives 2006-07
- Technical challenges 2006-07
- Deployment strategies
- Justification strategies
- CDI futures

1100-1200 • CDI-MDM Evaluation Criteria

- Review of "top 10" evaluation criteria in use by large organisations
- Review of architectural options

1300-1400 • CDI-MDM Case Studies

- Review of requirements on industry "use case" basis

1430-1530 • CDI-MDM Field Reports – Software Vendors

- Data Foundations, i2 MDM, IBM WebSphere Customer Center, Initiate Systems Identity Hub, Oracle Customer Data Hub, Oracle-Siebel Universal Customer Master, SAP Master Data Management, SAS/DataFlux, Purisma Customer Registry, Siperian MRM

1600-1700 • CDI-MDM Field Reports – Systems Integrators

- Accenture, BearingPoint, BusinessEdge, Cognizant, IBM BCS, Deloitte, Knightsbridge, Tata, ...

1700-1730 • Q&A and Wrap-Up

17:30-19:00 • Drinks Reception (Sponsored By Trillium Software) & Exhibits

"Aaron's research was a critical component of our CDI solution decision. It is very important to have an objective view of how to handle the issue of master data consolidation."

Thomas Hannigan, Director Sales & Marketing Informatics, Hoffmann-La Roche, Inc.

"Aaron Zornes provided us with high quality and timely feedback on potential System Integrators with the CDI experience we need. This was especially helpful since real-world CDI experience is not easily found in the marketplace."

Mike Overby, MBA, PMP, CLU, Manager, Information Systems, COUNTRY Insurance & Financial Services

GROUP BOOKING DISCOUNTS

- 2-3 delegates - 10% discount
- 4-5 delegates - 15% discount
- 6-8 delegates - 20% discount
- 9+ delegates - 25% discount

EXHIBITS

13-14 July 2006

This is an ideal opportunity for delegates to network with leading vendors/consultancies in the areas of CDI-MDM - exhibit hours are as follows:

13 July




1030-1100
1200-1300
1400-1430
1530-1600
1730-1900

14 July

1045-1115
1200-1330
1500-1530

Visit www.irmuk.co.uk/cdimdm for more information on the exhibitors/sponsors.

Conference & Exhibits 14 July

0800-0900	Financial Services 'by Invitation' breakfast - (sponsor: Sierra Atlantic)		
0900-1000	Conference Chairman Keynote & Welcome MILESTONES ON THE CDI-MDM ROAD MAP FOR 2006-07 Aaron Zornes, Chief Research Officer, The CDI Institute		
	<p>Research analysts at the CDI Institute annually produce a set of twelve milestones for their "CDI-MDM Road Map" to help Global 5000 enterprises focus efforts for their own large-scale, mission-critical CDI-MDM projects. This keynote will focus on this set of strategic planning assumptions and present an enlightening view of the key trends and issues facing IT organisations during 2006-07 and beyond by highlighting:</p> <ul style="list-style-type: none"> ■ Planning for the juggernaut of CDI-MDM market momentum, maturation, and consolidation ■ Coping with the skills shortage for data governance, enterprise architecture, et al ■ Identifying the essential (vs. desirable) features of an enterprise-strength CDI-MDM set of software tools 		
1000-1045	Plenary Keynote Session 1 MASTERING MDM - Justin LaFayette, Director of Portfolio Strategy, Master Data Management, IBM Software Group		
	<p>Leading organisations are increasingly seeing the value that can be derived from delivering single or 'master' views of enterprise data to critical processes within their operations. MDM manages all key areas of information -- including customer, product and supplier data, as well as process and data models -- to most effectively deliver rich, accurate information in real-time and enterprise-wide. Mr. LaFayette will discuss how MDM, as a strategy, can help the business in:</p> <ul style="list-style-type: none"> ■ Improving your organization's ability to operationalise and improve key processes ■ Developing shared information services through a transactional hub on an SOA-based platform ■ Lowering costs and risks associated with integration projects while increasing ROI of existing business applications 		
1045-1115	Refreshment & Networking Break in Exhibit Hall		
1115-1200	Plenary Keynote Session 2 ACCURATE, REAL-TIME CUSTOMER RECOGNITION - Bill Conroy, President & CEO, Initiate Systems		
	<p>Accurate, real-time customer recognition is the foundation for strategic customer management. Once a customer is known, the challenge lies in delivering complete views of the customer to the needed points of service, incorporating relevant data that is both persisted and logically federated across sources, with appropriate access control and process flows. This session will provide insight into:</p> <ul style="list-style-type: none"> ■ Recognizing the individual customer, and detecting and navigating relationships between individuals and their roles as both end-customers and members of an organization is key to assessing overall customer value. ■ Managing and leveraging the full spectrum of B2C and B2B relationships, the interplay between them ■ Non-invasive techniques for assembling and delivering complete, accurate views of the customer enterprise-wide 		
1200-1330	Lunch, Networking Break in Exhibit Hall and Industry Innovation Sessions (IIS)		
1215-1315	<p>In a continuing effort to give participants increased opportunities to gain insight into technology advancements and vendor solutions, we are pleased to provide our series of Industry Innovation Sessions. These 60-minute demonstrations and discussions are a great way for participants to maximise their learning experience. Sessions will take place during lunch and participants will be served lunch during the presentations.</p>		
	<p>Industry Innovation Session 1 - CRITICAL QUESTIONS FOR YOUR MDM INITIATIVE Andy Hayler, Founder & Chief Strategist, Kalido</p> <p>MDM is a hot topic right now, but few companies have sufficient experience to say they know how to do it. That means learning from others is tough - there is such a lot of noise, and so little real experience out there to draw on. In this session, Andy will discuss the questions you should ask to help focus your MDM initiative and solve the business requirements specific to your organization as based on his experience with many real-world implementation projects. Topics to be discussed will include:</p> <ul style="list-style-type: none"> ■ Avoiding a series of disjointed MDM initiatives ■ Evolving your master data solution beyond "customer" and "product" ■ Determining whether your CDI or PIM project is really an MDM project and vice versa 	<p>Industry Innovation Session 2 - LEVERAGE THE POWER OF ENTERPRISE DATA MANAGEMENT Ken Mitchell, Senior Director Enterprise Data Management, EMEA, Oracle Corporation</p> <p>This session will highlight the growing importance of Enterprise Data Management (EDM) and how the organisations can improve business knowledge and stay ahead of their competitors. Oracle's CDI-MDM spokesperson will discuss how organisation's can leverage the power of Enterprise Data Management by mastering entities like - Suppliers, Products, Assets, Customers and Employees as well business processes - to effectively move from a data centric organisation to a just-in-time business knowledge organization.</p> <ul style="list-style-type: none"> ■ Deliver smarter, empowered fact-based decision-making ■ Increase trading community satisfaction levels and reduce data management costs ■ Comply with stringent privacy and regulatory requirements ■ Address public security and money laundering issues 	
	<p>CDI, MDM & Data Governance Track sponsored by</p> 	<p>Financial Services Track Sponsored by</p> 	<p>Telecoms Track Sponsored by</p> 
1330-1415	<p>MANAGING MASTER DATA AND MULTI-CHANNEL INITIATIVES THROUGH SOA David Llamas, Director of Information Technology, Harrods</p> <p>No matter what industry your company is in, you are probably faced with challenges around managing your master data and how you leverage that data in a consistent way across multiple channels. It is a common problem: Multiple channels lead to multiple solutions which result in the inability to react to market changes. How can that competitive edge be regained without a long, expensive replacement of business software? A pragmatic approach to implementing new capabilities using Service Oriented Architecture principles is the solution. This presentation will share Harrods' real world experiences and strategies for creating a single view of their customer, in a highly competitive and customer-centric market. The speaker will also discuss how consolidating numerous silos of information has allowed Harrods to take advance of new channels of delivery to their customers, by leveraging SOA approaches.</p> <ul style="list-style-type: none"> ■ Leveraging a single view of customers across channels to maximize revenue ■ Increasing customer satisfaction through cross-channel order management ■ Providing a unified and consistent customer experience through better cross-channel understanding of your customers 	<p>EXPERT TESTIMONY: GLOBAL CDI-MDM: 54 COUNTRIES, 24X7, 365 DAYS Charlie DeFelice, Director, Office of the CIO, Strategic Initiatives Group, Citigroup</p> <p>With 200 million retail customer accounts including 146 million credit card accounts, Citigroup's Global Consumer Group (GCG) is among the very largest consumer franchises in the world. "Global CDI-MDM" at GCG means truly global challenges - among them the need to provide near real-time views unified customer data across channels and lines of business without huge, repetitive data manipulations. Moreover, common CDI-MDM services are required to enable context-based information to be connected and consumed in a fashion appropriate to the user. This presentation will provide insight into the fast paced world of financial services and how this Fortune 15-sized company is pushing the envelope of CDI-MDM business value by discussing:</p> <ul style="list-style-type: none"> ■ Provisioning a baseline repository of aggregated customer data that is not just another data warehouse due to its near real-time refresh rate ■ Integrating an information backbone (or service "bus") to include a recommendation engine to help associates make offers of value to the customer ■ Leveraging the "publish and subscribe" model of service-oriented architecture (SOA) to provide "plug-and-play" lightweight and cost-effective CDI 	<p>EXPERTS PANEL: PRIVACY & CUSTOMER DATA</p> <p>Multiple industries continually face compliance challenges arising from regulations and standards - such as privacy preferences management, Basel II, "Do Not Call" compliance, U.S. PATRIOT Act, Sarbanes-Oxley, and HIPAA. These challenges are amplified when disparate legacy systems and applications must be leveraged, reused and integrated to support the business requirements for regulatory compliance. Large enterprises should focus on hard benefits in regulatory compliance and privacy management as the initial business case for introducing a data hub. Compliance requirements need solutions by set dates and provide a compelling business case.</p> <ul style="list-style-type: none"> ■ Balancing the full view of the customer against privacy / compliance requirements ■ Managing a singular definition and location of master policies to enable transparency and auditability - e.g., privacy preferences, risk tolerances, pricing discounts, support eligibility, etc. ■ Leveraging privacy preference management as the initial hard business benefit to introduce a customer data hub strategy <p>Moderator: Aaron Zornes, The CDI Institute</p>
1415-1500	<p>BEST PRACTICES: USING SOA TO BUILD A CDI ECOSYSTEM Martin Moseley, Chief Architect, Intuit</p> <p>CDI requires powerful integration infrastructure to connect diverse systems needing to leverage customer data. Due to overlapping product lines and customer install bases, Intuit's requirements for a real-time customer identity management capability mandated a highly scalable, highly decoupled "hub and spoke" CDI model. Moreover, due to seasonal sales patterns across Intuit's software lines, a thorough architectural plan was critical. This presentation will focus on how Intuit's enterprise architecture team applied SOA to build a "party reference system" as a foundation for its current and future CDI and CRM initiatives. Key issues to be highlighted include:</p> <ul style="list-style-type: none"> ■ Establishing the business objectives as "design context" ■ Architecting a "party ecosystem" to integrate existing in-house systems, major Oracle and Siebel applications, and new applications such as Initiate Systems ■ Applying lessons learned as a roadmap for future architecture revisions 	<p>PROVIDING RELIABLE CUSTOMER DATA WITHIN A LARGE FINANCIAL SERVICES GROUP Lynn Colledge, IT Manager, Sanlam Life</p> <p>The need for providing reliable customer data to sales consultants is essential to professional and effective marketing. Clearly every large financial institution faces the challenge of achieving a single view of the customer which amalgamates all the product ranges and business units into account. Success in this domain depends entirely on the data integration technology at the institutions disposal with the caveat that accuracy and reliability are non negotiable. Ultimately, success depends on the CDI processes put in place to match/merge many disparate sources of information. A further challenge is meeting various legislative governance issues. These challenges and the way in which CDI has successfully addressed them in a large financial services group will be explored</p> <ul style="list-style-type: none"> ■ Apply data governance principles to manage trust and decay factor across internal CRM, external DBs, and enterprise data warehouses ■ Evolving the data hub into a "process hub" managed by data stewards ■ Quantifying the business value of CDI - professionalism-generated goodwill, reduced operational costs due to lack of data quality, and cross-sell 	<p>MDM AS A KEY ENABLER FOR THE AGILE, GLOBAL ENTERPRISE Erik-Jan van de Meent, Chief Designer - OneIT, BT Global Services</p> <p>With £6B in revenue and 20% growth rate, BT Global Services is a world leader in the Digital Networked Economy. However, BT GS' s ability to expand has been greatly hampered by the legacy system architecture and incongruous Telecoms business model - wherein data is scattered among 100s of systems and tailored to individual product or market segment. To become a true global leader that delivers a seamless customer experience from end to end, BTGS started Agora, as its biggest information alignment project. Agora is a critical element to enable business change as a standard organizational process. Skills on understanding abstraction and MDM are of incredible value when focused on real-world benefit. BTGS started on services to enable the business, and then enabled service-effectiveness through data optimisation. The principles presented can be applied to any project and if successful then "The Big Bang" will become a thing of the past. In this session, you will experience how to successfully deliver into the Digital Networked Economy business model, using familiar best practices in a new way to focus on the business benefit, not on the tool, i.e., avoiding "CDI-MDM career evangelism":</p> <ul style="list-style-type: none"> ■ Starting with a business problem of your targeted business sponsor whilst committing to deliver benefit together (i.e., bring a measurable change) ■ Applying agile ("extreme programming") as a bottom up methods to deliver benefits in 90 day cycles on the way towards an Information hub ■ Using a flexible SOA Capability Architecture to deliver pieces at a time without worry about changing those later.
1500-1530	Refreshment & Networking Break in Exhibit Hall		

Conference & Exhibits 14 July

1530-1615	<p>CASE STUDY: BUILDING A DIY CDI SOLUTION Michael P. Moran, Senior Manager, Relationship Marketing, Dell, Inc.</p> <p>As a premier computer and IT solutions company, Dell ranks the "customer experience" as a top priority. Successfully delivering against this priority requires a definitive view of the customer as well as the sales teams that service them. At Dell, an in-house CDI-based approach is being used to develop a bridge to an integrated future from the disparate, often segregated legacy systems of the past and current. The effort is not unlike reconfiguring an aircraft whilst in flight.</p> <ul style="list-style-type: none"> ■ Making the business case for investment in the staid world of core infrastructure ■ Exploiting the power of alignment by allying business process stakeholders with data stewards ■ Leveraging the IT budget in service of CDI 	<p>EXPERT TESTIMONY: TECHNICAL EVALUATION CRITERIA FOR CDI & MDM Aaron Zornes, Chief Research Officer, The CDI Institute.</p> <p>This session focuses on corporate master data as a critical asset that must be increasingly synchronized within and beyond the enterprise. During 2006-07, most large enterprises will focus on CDI by deploying a 2nd-generation database-centric infrastructure to deliver a future-proofed panoramic customer view across multiple channels, business lines, and heterogeneous IT environments. This session will focus on the "why" and "how" of CDI technical evaluations by providing insight into:</p> <ul style="list-style-type: none"> ■ Understanding the pros and cons of the dominant architectural models and evaluation criteria – e.g., data models, process models, scalability, privacy management, etc. ■ Inventorying the vendor landscape – e.g., data hub, EAI, EII, portals, SOA-based web services, data service provider, etc. ■ Applying a rigorous methodology to CDI-MDM product evaluations and implementations for both mega vendor solutions (IBM WCC, Oracle CDH, SAP MDM, Siebel UCM) and best-of-breed (DataFlux, Initiate, Purisma, Siperian) 	<p>BEST PRACTICES: COMPLIANCE & DATA GOVERNANCE IN THE LARGE ENTERPRISE MDM ENDEAVOUR Dario Cardile, Data Architect Consultant, O2 Ireland</p> <p>By design, CDI-MDM solutions enable a new, more effective and efficient way to conduct business. At the same time, CDI-MDM means a new set of challenges. Market-leading enterprises are focusing on challenges of individual recognition, customer information security and visibility, bi-directional synchronization between the legacy and customer hub, and many other areas critical to the success of CDI-MDM initiatives. The speaker will provide insight into how a major telecoms provider is successfully blending channels and products by:</p> <ul style="list-style-type: none"> ■ Balancing the full customer view against privacy and compliance requirements by slicing and dicing the metadata activity ■ Insuring revenue and ROI through more timely and accurate information to critical decision support systems ■ Managing data governance across the customer data lifecycle
1615-1700	<p>CASE STUDY: MOVING FROM PRODUCT-CENTRICITY TO CUSTOMER-CENTRICITY Jeff Mendenhall, Director of Customer Data Management, Microsoft</p> <p>The Microsoft Individual and Organization (MIO) project is a very large-scale project destined to touch every aspect of the business. Clearly this 5 year programme requires the team to develop organization-wide support and excitement for CDI while wrestling with complexities arising from scale and scope of the B2B MDM challenge. Longer term, the goal is to align Microsoft's view of external organizational structures to be how the organizations which in turn will enable "self-directed service".</p> <ul style="list-style-type: none"> ■ Building and maintaining organizational support and excitement ■ Rationalizing and leverage B2B hierarchies (and 3rd party data enrichment sources) in a multi-geography business model ■ Providing an overlay to map strategic centres of MDM gravity such as SAP and Siebel applications 	<p>EXPERTS PANEL: DATA QUALITY IS JOB #1</p> <p>How often do organizations undergo extensive BI, EAI or other data integration initiatives only to discover unacceptable, unusable data quality at the end? CDI and MDM projects will fail without a solid foundation of high quality, consolidated data. This panel of experts will discuss different approaches to ensuring data quality.</p> <ul style="list-style-type: none"> ■ Understanding the pitfalls of providing quality integrated data ■ Learning what can be done technically to avoid these issues ■ Hearing examples of how enterprises like yours have succeeded <p>Moderator: Sean Kelley, Sean Kelley & Associates.</p>	<p>BEST PRACTICES: CLOSING THE INFORMATION VISION 'REALITY GAP Andrew Brooks, Data Quality Manager, T-Mobile</p> <p>T-Mobile UK travels with more than 16 million customers using its digital GSM network. In its highly competitive industry, T-Mobile UK must ensure delivery against the "information vision" expectations of its Business. Options include: acquiring the latest technologies and tools; following a recipe book on Information Governance or Data Stewardship; and, staffing the Data Quality Management function. Will these and the many other possible investments really deliver the significant benefits they all promised? By sharing insights and practical experiences in developing business information trust, this session will provide insights into:</p> <ul style="list-style-type: none"> ■ Planning for hidden and difficult challenges of large scale data quality initiatives ■ Leveraging classical best practises in continuous data quality improvement ■ Managing expectations regarding data quality processes
1700-1715	<p>CONFERENCE CHAIR WRAP-UP Aaron Zornes, The CDI Institute</p>		

Speaker Biographies:

Andrew Brooks, Data Quality Manager, T-Mobile UK

Mr. Brooks has been developing and applying his entrepreneurial and often pioneering experience within the Data and Information Quality field since 1993 within a range of organisations including Vodafone (MIS Group Executive), Abbey National Bank (Information Management – Strategy Consultant), Coopers & Lybrand (Senior Data Consultant), and Toyota (Data Warehouse Project Manager). Currently, Mr. Brooks heads up the Data Quality function at T-Mobile UK where he is developing Business 'trust' in BI through an ambitious 'Act on Fact' programme.

Dario Cardile, Data Architect, Consultant O2 Ireland

Dario is a Strategic Consultant in O2 Ireland, in the Data, BI and CRM domains. With over 10 years experience in the Data Management, he has covered all aspect of Data lifecycle: acquisition, database design, management, large Datawarehouse. Key stakeholder in Technology initiatives around Customer Data Integration and Customer Personalisation, as well as a strong advocate over many years of strong MDM to deliver effective ROI.

Lynn Colledge, IR Manager, Sanlam Life

Lynn has 34 years experience in the Financial Services Industry with specific focus on Employee Benefits. In 1999 he transferred to Sanlam's IT Division with the aim to developing a CRM system for employee benefits consultants. The challenge of presenting consultants with a single view of the client resulted in a focus on data integration which has subsequently become one of Lynn's passions. He is currently the IT Manager for Sanlam's Employee Benefits Distribution Division and is a Board Member and Vice President of the Insurance Institute of South Africa.

Bill Conroy, President and CEO, Initiate Systems, Inc.

In this role, he provides vision and strategic direction for the Chicago-based company. With more than 20 years in the software industry, Bill has extensive experience in sales and management, in addition to expertise in building the necessary infrastructure for software companies. Prior to joining Initiate Systems, Bill was President and COO of Click Commerce, where he successfully restructured the company. As a partner with Insight Capital Group, a global private equity firm that invests in the information technology industry, he was responsible for providing in-depth operational assistance to portfolio companies.

Charlie DeFelice, Director, Office of the CIO, Strategic Initiatives Group, Citigroup

Charlie DeFelice has been working in the Financial Services industry for over 30 years. Since the fall of 2004, his current role is the Director for the C.I.E. (Customer Information Environment) Program in the office of the CIO of Citigroup's Global Consumer Group based in New York. His responsibilities include the design and implementation of this new customer-centric technology and operations environment in support of Citigroup's 200+ million

retail customers globally, spanning 101 countries and all businesses within Citigroup. He has already implemented the first phase of this 3 year program, with 51+ million customers on the new.

Andy Hayler, Founder & Chief Strategist, Kalido

Andy is responsible for guiding Kalido's future direction and championing the customer. He also acts as spokesperson for the company at industry events. Andy founded Kalido as an independent software company after originally setting up the software venture within the Royal Dutch/Shell Group of Companies (Shell). Prior to leading Kalido's spin off from Shell in June 2003, he incorporated and was CEO of Kalido Ltd in February 2001 and subsequently established the Kalido Group of Companies in 2002. In previous roles at Shell, Andy led a 290-person global consultancy practice of Shell Services International, and was Technology Planning Manager of Shell UK Oil. Prior to Shell, Andy worked in a number of senior technology positions within Exxon.

Dario Cardile, Dario Cardile, Data Architect Consultant, O2 Ireland

Dario Cardile is a Strategic Consultant for Data Architecture in O2 Ireland, in the Data, BI and CRM domains. With over 10 years experience in the Data Management, he has covered all aspect of Data lifecycle: acquisition, database design, management, large scale data warehouse. Mr. Cardile is a key stakeholder in technology initiatives around customer data integration and customer personalisation, as well as a strong advocate over many years of strong master data management to deliver effective ROI.

Seán Kelly, Sean Kelly and Associates

Seán is acknowledged as being the first European software engineer to implement a full enterprise-wide data warehouse in 1991 and his detailed knowledge of data warehouse design has afforded him an unrivalled position among business intelligence authorities. He is a regular speaker on the international conference circuit, with particular focus on the areas of customer relationship management (CRM) and information exploitation for business advantage. In addition, he is regularly sought out for his opinions by the media and his perspective on emerging trends regularly appear in print.

Justin LaFayette, Director of Portfolio Strategy, MDM, IBM Software Group

Since co-founding DWL in 1996, Justin LaFayette guided the company's vision for an enterprise solution allowing companies to behave as a single, customer-centric organization. Under Justin's leadership, DWL's Enterprise Business Services software—an unparalleled industry technology—has matured as an invaluable solution for financial services companies seeking strong ROI on their customer-centric initiatives. Formerly with ING's technology group, Justin has worked closely with the world's leading financial services organizations over the past 8 years.

David Llamas, Director of Information Technology, Hondon

David Llamas is the Director of Information Technology for London retail giant, Harrods. After 10 years of working as a consultant and ERP project manager in retail and other industries, Mr. Llamas joined Harrods in February 2003 as Enterprise Applications Controller. In April 2005, he was promoted to the

position of IT Director in charge of Technology, Applications, Business Intelligence, e-Commerce and Telecoms. As of January 2006, Mr. Llamas was promoted to CIO for Harrods.

Jeff Mendenhall, Director of Customer Data Management, Microsoft

Jeff manages Microsoft's global customer data management (CDM) program. He has been a Microsoft employee since 2005. Prior to joining Microsoft, Jeff was the Chief Development & Marketing Officer at Hughes & Luce. Jeff's expertise includes Customer Data Management (CDM), Customer Relationship Management (CRM), Business Intelligence, and Data Warehouse best practices.

Ken Mitchell, Senior Director Enterprise Data Management, Europe, Middle East, Africa Oracle Corporation

Ken has been in the IT industry for over 20+ years and is responsible for driving Information Architecture, Applications Technology and Enterprise Data Management business within the Europe, Middle East and Africa region for FY06. Ken is now focused on maximising Applications Technology revenues with responsibility for providing sales support, go to market strategies and awareness development.

Michael Moran, Senior Manager, Relationship Marketing, Business Intelligence, Dell, Inc.

Michael currently leads the Customer Data Integration Team for Dell, Inc. In this capacity he is responsible for the core functional requirements of Customer Hierarchy and Sales Team Hierarchy, driving towards global implementation of designated systems of record.

Martin Moseley, Chief Architect, Intuit, Inc.

Martin is a Chief Architect at Intuit, where he is responsible for the long-term vision for foundational technologies that provide game-changing integration capabilities to fuel Intuit's growth. Mr. Moseley has over 23 years of experience in various industries and a wide variety of programs and technologies.

Erik-Jan van de Meent, Chief Designer OneIT, BT Global Services

Erik-Jan switched career to go into IT-consultancy in 1995, as an Oracle specialist. He starting working at Telford (a JV from BT) in 1998, with a drive for flexible designs and a keen interest in the application of metadata. His focus has changed more on leading teams and on IT Architecture, but his interest remains unaltered. Currently Erik-Jan Common Components & Services (CS&C) Chief Designer in the new Agile OneIT organization in BT Global Services.

Aaron Zornes, Chief Research Officer, The CDI Institute

Aaron is the founder and chief research officer for The CDI Institute. Mr. Zornes is a noted speaker and author on Global 2000 enterprise IT issues and is the most quoted industry analyst on the topics of customer data integration (CDI) and master data management (MDM). Mr. Zornes is also the editor and lead contributor to DM Review's CDI Newsletter as well as the monthly columnist for both master data management and CDI. Prior to founding the CDI Institute, he was founder and executive VP of META Group's largest research advisory practice for 15 years.

CDI-MDM Summit London 2006

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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 (17.5%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

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Entire Event (13-14 July)
 FEE: £995+ VAT (£174.13) = £1,169.13

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 Fee £595 + VAT (£104.13) = £699.13

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If you are unable to attend you will be able to purchase a set of the proceedings on CD Rom for £150.

DISCOUNTS are available for group bookings of 2 or more delegates – please see page 2 for details.

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

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 Please tick here if this completed form confirms your telephone registration.

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