

# 2 Co-located Conferences



**Master Data Management Summit Europe 2011**

**Data Governance Conference Europe 2011**

Radisson Blu  
Portman Hotel  
London, UK

**Contributors include:**

- Barclays Bank
- Nokia
- Siemens
- National Australia Group
- DONG Energy
- TNT Express
- Visa Europe
- Deutsche Bank
- British American Tobacco
- Forrester
- Storebrand ASA
- Novo Nordisk
- Malta Information Technology Agency
- Umicore
- Capgemini
- Weselyan Assurance Society
- Premier Farnell
- University of St Gallen
- UK Post Office
- Unilever
- Greene King
- Lloyds Banking Group

**Topics include:**

**Master Data Management**

- "Quick Start" MDM
- Master Data Governance
- Global Master Data
- Enterprise MDM and Data Governance
- MDM of Product Master Data
- MDM Architectures
- MDM Governance & Risk
- MDM Success without a Master Data Repository
- MDM System Integrators
- Evaluation of the top MDM Solutions
- Multi-Entity MDM
- Creating the Business Case for MDM
- Master Your Data and Improve ROI
- The Future of MDM

**Data Governance**

- 'Non-invasive' Data Governance
- Defining and Executing an Information Strategy
- Data Stewardship
- Selling and Getting Buy In For Data Governance
- Introducing Data Governance
- Global Data Governance
- Affordable Data Governance
- Using MDM and Data Governance to Comply With Financial Regulations
- Business Intelligence & Data Quality
- Data Management & Cloud Computing
- Applying Information Quality Techniques to Data Protection
- Data Governance – Resolving the Business and IT Gap
- An Integrated Data Governance Programme
- Moving from Governance to Management

Group Booking Discounts:  
2-3 delegates 10%,  
4-5 delegates 20%,  
6+ delegates 25%

**Keynotes and Featured Speakers include:**

**Master Data Management**



Aaron Zornes, Chief Research Officer, The MDM Institute



Rob Karel, Principal Analyst, Forrester



Saul Judah, Head of Data Quality & Profiling, Barclays Bank



Neil Storkey, Global BI Data Manager, British American Tobacco



Thore Thomassen, Senior Enterprise Architect, Storebrand ASA



Adam White, The Global Data Competency



Nadim Bhatti, Deutsche Bank



Kirsten L. Jensen, Master Data Governance Manager, Novo Nordisk



Denis Hamill, Information Architect, National Australia Group Europe

**Data Governance**



Gwen Thomas, President, The Data Governance Institute



Rob Karel, Principal Analyst, Forrester



Robert Seiner, President & Principal KIK Consulting & Publisher, TDAN



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



Peter Thomas, Head of Information, Greene King



Paul Fulton, Vice President Data Governance, Visa Europe



Henning Moeller, Vice President Master Data, Siemens



Mike Ferguson, CEO, Intelligent Business Strategies



Joseph Azzopardi, Malta Information Technology Agency

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# Agenda

MONDAY 21 MARCH: Pre-Conference Tutorials					
08:30-09:30	Registration				
<b>FULL DAY</b>					
09:30-17:00	MDM "Quick Start", Aaron Zornes, The MDM Institute				
09:30-17:00	MDM Architectures - Scaling and Performance Scoping, Adam White, Global Data Competency				
09:30-17:00	"Non-Invasive Data Governance"™, Robert Seiner, President & Principal, KIK Consulting & TDAN.com				
<b>HALF DAY</b>					
09:30-12:45	Introduction to Data Governance, Gwen Thomas, The Data Governance Institute				
09:30-12:45	Applying Information Quality Principles to Proactive Data Protection Compliance, Daragh O'Brien, Castlebridge Associates				
13:45-17:00	Defining and Executing an Information Strategy, Jan Henderyckx, Envizion				
13:45-17:00	Introduction to Data Excellence, Walid el Abed, Global Data Excellence				
11:00-11:15	Tea/Coffee Break				
12:45-13:45	Lunch				
15:15-15:30	Tea/Coffee Break				
TUESDAY 22 MARCH: Conference Day 1 & Exhibits					
MDM TRACK 1		MDM TRACK 2		DG TRACK 1	DG TRACK 2
08:00-09:00 Registration					
08:00-08:45 Special Interest Group: Getting Help for Your Data Governance Initiative, Robert Seiner, KIK Consulting & TDAN.com					
09:00-10:00 Plenary Keynote 1: MDM the Next Decade - Go Early, Go Governance, Aaron Zornes, The MDM Institute					
10:05-10:50	MDM Success Without A Master Data Repository Majbritt Jessen & Ulla Savoretti, DONG Energy	Making a Global Master Data Strategy Operational Kirsten L. Jensen, Novo Nordisk	Data Management in a Cloud Computing Environment Mike Ferguson, Intelligent Business Strategies	How National Australia Group (NAG) Uses Customer MDM and Data Governance to Comply With Increasingly Rigorous Financial Regulations, Tim Franklin, IPL and Martin Campbell, National Australia Group	
10:50-11:20 Break & Exhibits					
11:20-12:05 Plenary Keynote 1: "Big G" Governance Combined with "little g" Governance: The Key to Delivering Value Gwen Thomas, The Data Governance Institute					
12:10-12:55	Experts Panel: Best Practices in MDM of Product Master Data, Aaron Zornes, The MDM Institute, Dries Geeraert	A Data Quality and Governance Framework for Principal Risk Reporting, Saul Judah, Barclays Bank	Global Business Partner Data Governance Project Within a Decentralized Industrial Organization, Koen Van Impe & Elsje Verdoort, Umicore	Introducing Data Governance at the National Level, Joseph Azzopardi, Malta Information Technology Agency (MITA)	
12:55-14:25 Lunch & Exhibits					
13:35-14:20 INDUSTRY INNOVATION: Developing the Culture, Team & Methodologies for Successful Data Governance & MDM, Nigel Turner, Independent Consultant & Ed Wrazen, Trillium Software			INDUSTRY INNOVATION: Driving a Single Customer View Across a Large Retail Banking Group, Sean Kefford, Information Builders		
14:25-15:10	Enterprise MDM & Data Governance on a Global Scale - Highlights & Lessons Learnt from Nokia's MDM Journey, Katja Leppälä & Kea Kangas-Lång, Nokia	How Much Multi-Entity MDM Does Your Organisation Need, TBC	Making Business Intelligence an Integral Part of Your Data Quality, Peter Thomas, Greene King	Secrets of Affordable Data Governance, Steve Sarsfield, Talend	
15:15-16:00 Plenary Keynote: Applying MDM to Public Sector Downsizing, Tony Ellis, London Borough of Brent					
16:00-16:30 Break & Exhibits					
16:30-17:15	Leveraging MDM Services in a SOA-Based Life-Cycle Perspective, Thore Thomassen, Storebrand ASA	An Evolutionary Approach to Information Governance, Chris Furmanski, UK Post Office	What every MDM Collaborator Should Know About Information Governance, Jan Henderyckx, Envizion	An Integrated Data Governance Programme, Anwar Mirza, TNT Express	
17:15-18:45 Drinks Reception and Exhibits					
WEDNESDAY 23 MARCH: Conference Day 2 & Exhibits					
09:00-10:00 Plenary Keynote: The Key to MDM and Data Governance Success: It's Never Been About The Data, Rob Karel, Forrester					
10:00-10:30 Break & Exhibits					
10:30-11:30 MDM Keynote 2: Product Evaluation Criteria & Field Reports for 'Top 15' MDM Solutions, Aaron Zornes, The MDM Institute			DG Keynote 2: Data Governance - Why Now? Robert Seiner, President & Principal, KIK Consulting		
11:35-12:20	Applying MDM to Deliver Enterprise Level Single Customer View, Christopher Farnworth, Lloyds Banking Group	Experts Panel: Best Practices in Master Data Governance, Aaron Zornes, The MDM Institute, Neil Storkey, British American Tobacco, Denis Hamill, National Australia Group Europe	The Information Continuum: Not Letting The Opportunity Slip Through The Cracks, Charlie Hooper, Capgemini	Delivering Trusted Data - When it Grows By 22 million Records a Day, Paul Fulton, Visa Europe	
12:20-13:50 Lunch and Exhibits					
13:00-13:45 INDUSTRY INNOVATION:TBC			INDUSTRY INNOVATION:TBC		
13:50-14:35 Plenary Keynote: Vendor Expert Panel - 'The Future of MDM and DG'					
14:40-15:25	Experts Panel: Master Data Business & Technology Futures, Aaron Zornes, The MDM Institute, Nadim Bhatti, Deutsche Bank, Ian Pestell, Composite Software & Thomas Vogel, Novartis	Creating a Robust Master Data Program Using Important Lessons Learnt, Dileep Srinivasan & Steve Parry, Cognizant	Clinical Information Governance, Keeping the Data Healthy, Chris Bradley, IPL and Colin Wood, GlaxoSmithKline	Moving from Governance to Management - Or Getting Some Bang From Your Regulatory Buck, David Montgomery, Evaxyx and Jim Preston, Wesleyan Assurance Society	
15:25-15:55 Break & Exhibits					
15:55-16:40	Applying Worldwide Data Governance for Global Alignment of Master Data, Steve Gray, Unilever	Best Practises: Avoiding the MDM Money Pit, Aaron Zornes, The MDM Institute	Data Governance - Resolving the Gap Between the Business and IT, Kathy Hunter, Kynetika	Data Governance at Siemens Enterprise Communications - Henning Moeller, Siemens and Andreas Reichert, University of St. Gallen	
16:40-17:00 MDM Conference Close: Aaron Zornes, The MDM Institute			DG Conference Close: Gwen Thomas, The DG Institute		

## Europe's Leading Independent MDM & Data Governance Co-located Conference

- Choose from nearly 40 conference sessions and 7 pre-conference tutorials from leading independent speakers and major users of MDM and Data Governance
- Derives its program content from more than 5,000 past delegates' experiences
- Delivers best practices, case studies, expert panels, and a Solutions Showcase where you can discuss your MDM and Data Governance challenges with the world's leading solution providers
- Centres around 20+ end-user case studies as an inside look at the successes and challenges behind real-world MDM and Data Governance implementations
- Perform due diligence and accelerate your time-to-ROI
- Expand your IT professional network

*"I really enjoyed the case studies that combines 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**

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

**Andrew Brooks, HP**

### PLENARY KEYNOTE

#### The Key to MDM and Data Governance Success: It's Never Been About the Data

*Rob Karel, Principal Analyst, Forrester*



Today, enterprises swim in an endless ocean of business data used to power mission-critical business processes, executive decisions, corporate policies, and business rules. Many organizations kick off master data management (MDM) initiatives to cleanse and reconcile large volumes of incoming data and put large volumes of information into the proper context for business users. And many of these same organizations launch extensive business process management (BPM) initiatives to improve their mission-critical business processes. Yet most MDM and BPM efforts remain siloed, with limited — if any — collaboration or coordination across the two teams, opening both initiatives up to risk of potential failure. To minimize this risk, visionary BPM and MDM teams turn to process data management, which acknowledges the inherent connection between business process improvement and data quality. Instead of leaning on technology as the silver bullet, business process pros should first align organizational competencies,

governance models, and shared accountability to improve coordination and collaboration across BPM and MDM projects and teams.

This keynote will discuss how an effective data governance program can help organizations embrace Process Data Management best practices to deliver "one version of the truth" as a key foundation for business process transformation efforts by:

- Understanding why high quality data requires standardized business processes and critical business processes demand high quality data
- Leveraging relevant market trends around data governance and MDM
- Aligning existing data management and business process optimization efforts as a top priority

### MASTER DATA MANAGEMENT KEYNOTES



#### MDM: The Next Decade – Go Early, Go Governance

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

Enterprise-level master data governance that spans the entire master data lifecycle (creation, promotion, archiving, ...) is extremely difficult to execute for both organisational and technical issues. Yet increasingly this is being mandated as a core deliverable of most large-scale MDM projects.

Through 2011-12, both major systems integrators and boutique consultancies will focus on productizing their data governance frameworks / methodologies while MDM software providers struggle to link upstream data governance processes with downstream MDM hubs. By 2012, all mega vendor MDM solutions will evolve from "passive aggressive data governance" mode to "active data governance" wherein they provide the capabilities to capture business rules which in turn are propagated into an MDM hub. This keynote will focus on a set of strategic planning assumptions facing IT organizations during 2011-12 and beyond by highlighting strategies for:

- Kickstarting "master data governance" as a prerequisite to phase I MDM programs
- Partnering with service providers to get to the next level of data governance maturity
- Planning for the next generation of MDM and data governance capabilities to provide "total" party view -- semantic databases, deep web search, etc.

#### Product Evaluation Criteria & Field Reports for 'Top 15' MDM Solutions

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

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" amongst the mega vendors. To cope during 2011-12, most large enterprises will focus on MDM by deploying a 3rd generation database-centric hub to deliver a panoramic customer /citizen/supplier view across multiple channels, business lines, and heterogeneous IT environments. Other "type A" organizations will undertake phase two of their MDM programs to either go enterprise wide with a single master entity (customer, product, or supplier) or endeavor to go "multi-entity" by adding a second master data domain to the scope. This session will focus on the "why" and "how" of MDM technical evaluations for both scenarios by providing insight into:

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

### DATA GOVERNANCE KEYNOTES



#### Data Governance - Why Now?

*Robert Seiner, President & Principal, KIK Consulting*

Data Governance is already happening at your organization; to some degree. So is Data Stewardship. But even though most organizations know this is true, organizations repeatedly ask the questions, "Why should we govern data?", "What does it mean to govern data?" and "Why is now the right time?" These questions and more will be answered in this keynote session by Robert S. Seiner.

- What is the message that should be sent to Management regarding why Data Governance is important and how Data Governance can be implemented in a practical and pragmatic manner?
- Why is the timing right to implement a Data Governance Program, what does it really mean to "Govern Data" and how much involvement should be expected?
- What are the similar traits of organizations that have demonstrated success with their Data Governance programs?



#### "Big G" Governance Combined with "little g" Governance: The Key to Delivering Value

*Gwen Thomas, President, The Data Governance Institute*

Executives don't suddenly wake up in the morning and decide to spend valuable time and resources on a Data Governance Program. Rather, they come to this conclusion after:

- Sleepless nights worrying about the effect of bad data on their business operations, analytics, and compliance efforts
- Heated discussions with CIOs about the need for better controls over data ("little g" governance)
- Frustrating dialogues with their management teams about the inability of mid-level managers to collaboratively forge aligned policies and standards, describe actionable control objectives, and allocate accountabilities and decision rights so that IT can control data effectively.

In this session, attendees will learn:

- A model for guiding leadership through governance planning decisions
- The relationship between "Big G" and "little g" governance activities during planning, program incubation, and expanding into new areas of the business or data environment
- A formula for using your analysis, survey results, and anecdotes to clearly demonstrate value to your most important stakeholders.

## Case Studies

### MASTER DATA MANAGEMENT

#### A Data Quality and Governance Framework for Principal Risk Reporting

Saul Judah, Head of Data Quality & Profiling, Barclays, Global Retail Bank - Technology

Principal Risk Reporting is a vital component within the Operational Risk environment, which requires the management of effective controls and compliance. Increasingly throughout the Financial Services industry, data quality is being recognised as one of the key principal risks. Effective management of data quality as a key principal risk therefore requires a robust and scalable data governance framework. This session will:

- Outline the approach taken to effectively managing Data Quality as a principal risk
- Explain how good data governance practice integrates controls and compliance aspects of principal risk reporting
- Discuss the lessons learned

#### Enterprise MDM & Data Governance on a Global Scale - Highlights & Lessons Learnt from Nokia's MDM Journey.

Katja Leppälä, Process Owner & Kea Kangas-Lång, Data Manager - MDM, Nokia

Learn how Nokia, one of the worlds' most recognized high technology companies, is currently building enterprise-wide master data management – including aspects from master data, processes and data governance. What has been done and how, and what will happen in the future? We will tell the story of MDM in Nokia context, using examples from Customer, Product and Reference master data. Highlighting the Nokia approach: "It's not about Technology, it's about unleashing the power of Master Data". This is easier said than done in a dynamic company which has a sales channel comprised of a network of large operators and retailers plus some 450,000 points of sale with sales around 450 million items per year. Nokia's future plans include going beyond Customer and Reference MDM and thus enterprise data governance on a global scale is not an overstatement. Both challenges and victories of MDM at Nokia from the past 5 years, and still developing, will be walked through.

#### Making a Global Master Data Strategy Operational

Kirsten L. Jensen, Master Data Governance Manager, Novo Nordisk

Novo Nordisk is a world leading pharmaceutical company. Prior to implementing SAP in the product and supply division, Novo Nordisk had limited activities addressing master data when integrating business processes and IT systems. Looking at the initial SAP implementation challenges arising from data issues, business management determined that there was a need to change the approach. ROI of master data has not been quantified nor is it the key driver. In the short term, the primary driver has been to reduce risk and complexity for the ongoing SAP implementation. For the longer term, the driver is supporting a sustainable competitive edge.

- Marketing a global master data strategy for business buy-in

- Creating a master data governance organisation addressing continuous data quality improvement with transparent and harmonized governance roles, responsibilities and processes
- Designing a practical approach to make new standard master data systems both real and operational

#### MDM Success Without A Master Data Repository

Majbritt Jessen, Enterprise Architecture Manager, DONG Energy Ulla Savoretti, Enterprise Architect, DONG Energy

DONG Energy was created through a merger of several of the largest energy companies in Denmark. As a result of this merger, there arose increased demand for sharing common master data as a common asset – even more so, given the likelihood of future M&A. To add value, MDM must be anchored within the organisation via new governance processes and roles. It must be supported by data cleansing, quality and business rules. And last, but not least, it must include the integration, implementation and deployment within the operational systems. In short, MDM must become part of daily life in the business. At DONG Energy, the approach taken was to introduce the MDM disciplines in parallel. This presentation will focus on providing hard won insight into best practices for:

- Creating and promoting a "master data transition" plan
- Anchoring business rules to master data governance processes
- Rationalising and Implementing a single access point to retrieve corporate master data

#### Leveraging MDM Services in a SOA-Based Solution: A Life-Cycle Perspective

Thore Thomassen, Senior Enterprise Architect, Storebrand ASA,

Master data services are essential components of any SOA-based solution for providing trusted information to business processes in an agile manner. These provide high value information about people and organisations (e.g., customers, employees) that are used repeatedly across many business processes and lines of business (LOBs). Based on experience from a real world, SOA-based solution deployment at Storebrand, this session describes the key challenges and a methodology to overcome these via these topics:

- Establishing enterprise-wide service-oriented architecture (SOA) and data governance
- Leveraging use of industry models and the identification of information services
- Implementing information services mapped to product capabilities

### EXPERT PANELS

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

Confirmed Panellists include: Michelle Teufel, Premier Farnell

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

Confirmed Panellists include Neil Storkey, British American Tobacco, Scott Sanderson, National Australia Group Europe

#### Experts Panel: MDM Business & Technology Futures

Confirmed Panellists include Nadim Bhatti, Deutsche Bank

### DATA GOVERNANCE

#### Delivering Trusted Data – When It Grows By 22 Million Records A Day

Paul Fulton, Vice President Data Governance, Visa Europe

Everyone knows the Visa brand; Visa cards are accepted at millions of places worldwide. But who they are as a company is not so well understood. Visa are the European payment system, wholly owned, controlled and operated by more than 4,000 members – banks and other payment service providers, from 36 countries across Europe. Visa Europe processes around 22 million transactions per day, ensuring money flows quickly, securely and efficiently. This case study presents how a new BI data governance function was set up to support the increased demand for Business Intelligence at Visa Europe. Find out how the new function was established, the pitfalls and challenges encountered, and how data quality is managed with the sheer volume of records within the warehouse, with the added complexity that the majority of data is provided by external parties.

- Visa Europe's business model: a payments business, not a bank and not a credit card company – what do we do?
- The need for BI within Visa – how is information used?
- How Visa built and embedded an effective data governance function
- Data Governance in practise - how is it working? Challenges and successes

#### An Integrated Data Governance Program

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

Having a coherent message & approach to all aspects of Data Governance is essential for buy-in, funding and successful delivery. This presentation outlines each of the projects within the TNT Data Governance program and proposes an approach towards embedding the critical principles into day-to-day business processes. The session differentiates business process from technology solutions and demonstrates how to challenge business process owners & software suppliers to deliver tangible business benefits. Anwar Mirza, TNT's Financial Systems & Data Governance Director, will piece all component parts of the TNT program into a digestible storyboard and explain how to phase the start-up of the program and continually deliver return on investments. Delegates will learn how to:

- Present an integrated Data Governance program to stakeholders
- Convince business process owners to embed Data Governance principles into their business processes
- Make technology partners deliver to your company needs

#### How National Australia Group (NAG) Uses Customer MDM and Data Governance to Comply With Increasingly Rigorous Financial Regulations

Tim Franklin, IPL and Martin Campbell, Information Architect, National Australia Group

This presentation describes the business environment, organisation and technology approaches followed in developing and implementing an Enterprise wide Information Management Framework within National Australia Group. In particular

it focuses on how Customer Master Data Management (MDM) and Data Governance were used to meet the challenges faced. Advice is provided about how to start your data governance journey from a customer perspective by making data, everybody's business.

Delegates can expect to gain an understanding of:

- The contents of an information management framework
- How to apply these concepts to Customer MDM
- The vital role played by data governance activities
- Some of the important cultural factors to consider

#### Making Business Intelligence an Integral Part of Your Data Quality

Peter Thomas, Head of Group IT Development, Element Six

It is a truism that good data quality is a major contributor to good business intelligence. In this presentation, we examine the opposite assertion. That business intelligence, if treated in the right way, can form an integral part of your overall data improvement programme; forming a virtuous circle. Such an overall programme would have the following components:

- Improve how the data is entered
- Make sure your interfaces aren't the problem
- Check how the data is entered / interfaced
- Don't suppress bad data in your BI

#### Clinical Information Governance, Keeping the Data Healthy

Chris Bradley, IPL and Colin Wood, GlaxoSmithKline

In this session, a real-world case study will be presented, describing the journey to date of a major pharmaceutical company which has embarked on simplifying the clinical information environment and instituting effective data governance practices through the organization: The example will cover:

- The challenge of making the initial case for data governance
- Components of a data architecture which can be leveraged for data governance
- Organizational challenges and structures for data stewardship
- Systems for classifying data to meet compliance requirements
- Assessing and communicating the impact of changes
- The critical importance of communication – just like painting the Golden Gate Bridge, it's never finished!
- The role of IT and the data architect in ensuring the success of the data governance program
- What next!

#### Moving from Governance to Management - Or Getting Some Bang From Your Regulatory Buck

David Montgomery, Evaxyx and Jim Preston, Weselyan Assurance Society

How can you move from having to do data governance to wanting to do data management? What benefits can you expect? Is there a way to get some real business value from the money you are forced to spend on regulatory compliance? This session takes the example of a life and pensions company addressing the Solvency II regime. Data governance and awareness figure highly in the directive, but this company has also chosen to aim for real business benefit by addressing the operational waste inherent in duplicated processes and multiple sources of information.

## Global Business Partner Data Governance Project Within a Decentralized Industrial Organization

Koen Van Impe, Common Data Manager & Elsje Verdoodt, Group Credit Manager, Umicore

After years of acquisitions and carve-outs, Umicore, a materials technology company, launched the 3PC (3rd Party Cleansing) project. The prime objectives of the project were to cleanse, consolidate and re-structure its major customer and vendor databases. This project was undertaken by a small central project team staffed by 5 internal people, who guided the procurement and commercial back-offices of more than 15 business units (150 local people in 15 different countries) through a strict data cleansing and re-structuring process. The day-to-day cleansing and collaboration work environment was based on a basic MS Sharepoint setup, limiting the project cash-out to an absolute minimum.

## Introducing Data Governance at the National Level

Joseph Azzopardi, Malta Information Technology Agency (MITA)

The presentation includes details of the planning phase already concluded for the establishment of a Data Governance function for all the administrative functions of the Government of Malta. Based on the structures already created, the planned way forward will be explained in terms of the technology and human capital infrastructure that is being created to enable a federated approach to the data stewardship programme that will be launched in a gradual way, using the business process register as the backbone to document the enterprise data architecture and at the same time introduce the data quality and integrity controls on those datasets related to the identified business processes.

## Data Governance at Siemens Enterprise Communications

Henning Moeller, Vice President Master Data, Siemens and Andreas Reichert, Research Assistant, University of St. Gallen

Siemens Enterprise Communications (SEN) is a global provider of unified communications software, networks, devices, and services located in Munich, Germany. Having identified missing governance standards for data management in terms of organisation, processes, data models, and IT architecture, SEN initiated a global data management project in 2010 in order to improve the situation stated above. Main results were the integration of a central data management organization being responsible for global consistency of master data, standardized data life cycle processes, sustainable improved data quality, and one defined data model for all master data objects.

## Other Conference Presentations

### MASTER DATA MANAGEMENT

Full conference presentations can be found on [www.irmuk.co.uk/mdm2011](http://www.irmuk.co.uk/mdm2011)

**Avoiding the MDM SI Money Pit**, Aaron Zornes, The MDM Institute

**Definitive Ways to Master Your Data & Improve ROI: An Intro to MDM-in-a-Box 2.0**, Dileep Srinivasan, Cognizant

## DATA GOVERNANCE

Full conference presentations can be found on [www.irmuk.co.uk/dg2011](http://www.irmuk.co.uk/dg2011)

**Data Management in a Cloud Computing Environment**, Mike Ferguson, Intelligent Business Strategies

**Secrets of Affordable Data Governance**, Steve Sarsfield, Talend

**What Every MDM Collaborator Should Know About Information Governance**, Jan Henderyckx, Envizion

**The Information Continuum: Not letting the opportunity slip through the cracks**

Charlie Hooper, Capgemini

**Data Governance – Resolving the Gap Between the Business and IT**, Kathy Hunter, Kynetika

## Pre-Conference Tutorials

### MASTER DATA MANAGEMENT

**FULL DAY: Master Data Management “Quick Start” Tutorial** Aaron Zornes, Chief Research Officer, The MDM Institute

During this fast-paced tutorial, you'll learn the best practices every IT professional must know to fast-track success and minimize risk upon your first MDM initiative. This is your pre-conference opportunity to ask the questions and set your own personalized agenda to maximize your MDM or data governance conference experience.

- Understand the business value of key MDM solution strategic planning assumptions in a rapidly churning market - multi-domain, data governance, hierarchy management, identity resolution, and more
- Determine MDM platform evaluation criteria and weighting – architectures, data models, SOA, semantic models, etc.
- Leverage case studies as templates for “out of box” MDM strategizing – financial services, pharma, government, telecoms, and more

**FULL DAY: MDM Architectures - Scaling & Performance Scoping Workshop**

Adam White, President, Global Data Competency

Enterprises often end up repeating mistakes of others when it concerns MDM implementation. Surprisingly, after initial deployment enterprises too often discover that the MDM platform chosen lacks the ability to support the enterprise going forward. And one of two paths is taken: (a) yet another but different MDM vendor is implemented; and/or (b) the same product is implemented considerably differently and now has two places in the enterprise architecture. This workshop will provide the insights into key issues concerning the scaling and performance of the major MDM implementation styles (architectures)

## DATA GOVERNANCE

**FULL DAY: Non-Invasive Data Governance™: Implementing Data Governance in a Non-Threatening Way**, Robert Seiner, KIK Consulting & The Data Administration Newsletter

Organizations getting started in Data Governance often believe that the program needs to be threatening, “over and above” or “more work” for their organization. The truth is that programs that focus on governing and stewarding data assets do not have to operate that way. Data Governance is not about command and control. This full-day workshop focuses on building “Non-Invasive Data Governance”™ and Data Stewardship programs that overlay an organization's existing foundation of people, process and discipline.

- Clear definition of the key concepts and best practices of “Non-Invasive Data Governance”™
- Developing a data governance organization and governance support organization
- Overlaying existing methodologies with data governance and stewardship discipline
- Identifying and mentoring the appropriate domain and operational data stewards
- Defining and managing cross-business unit and functional area domains of data
- Developing data governance tools and measuring business value and acceptability
- Improving data awareness and promoting data governance communications

**HALF DAY: Introduction to Data Governance** Gwen Thomas, The Data Governance Institute

- This is the tutorial for you if you need to describe Data Governance concepts to your stakeholders – or if you're relatively new to Data Governance yourself. We'll level-set on concepts and terminology, and we'll cover the basics so you can put what you hear during the conference into context. Delegates will learn:
- Typical mission and goals of Data Governance and Stewardship programs
  - Common areas of emphasis, and why programs focusing on compliance may look/feel different than ones supporting data integration and other needs
  - Pros/cons of business-led versus IT-facilitated programs, and how to align business-led “Big G” governance activities with technology-led “little g” controls
  - Basic organizational structures, roles, and responsibilities
  - Coordination points with Data Architecture groups, Data Quality teams, Auditing/Compliance officers, and other key data stakeholders
  - The role of a Data Governance framework and a Data Governance office in facilitating and coordinating efforts
  - Key Data Governance and Stewardship processes.

**HALF DAY: Defining and Executing an Information Strategy** Jan Henderyckx, Envizion

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

- Information as a Corporate Asset.
- Information Management and Information Strategy

- Driven by the business value of your information and the business risk of poor information.
- Based on Information Governance, Enterprise Information Architecture and the Enterprise Information Platform
- Responsibility is primarily on the business side where IT is responsible for the information delivery
- **Information Governance** is the organization and implementation of policies, procedures, structure, roles and responsibilities for the effective management of the information assets.
- **Measurement of information value** includes confidentiality, integrity, availability, compliance, reliability effectiveness and efficiency.
- **Defining data and information** includes semantic, syntactic and lexical rules so we can make sure names are consistent. Build your own common shared vocabulary based on your business information model.
- **Life cycle management** based on business rules with a common goal to deliver accurate, reliable and fast information through the preferred interface of the consumer

**HALF DAY: Applying Information Quality Principles to Proactive Data Protection Compliance**

Daragh O'Brien, Castlebridge Associates

Data Protection compliance is of growing importance in commercial life. Peeling back the hype about Data Protection however, we find that principles of quality are at its core. Organisations which make this connection have the potential to implement effective integrated strategies to manage quality while assuring protection of personal data. In this tutorial, learners will:

- Gain a grounding in the fundamentals of Data Protection and Information Quality
- Develop an understanding of how an “Information Quality focus” can help them meet or exceed the standards of Data Protection legislation and BS10012:2009.
- Gain an understanding of the importance of a holistic approach to Data Governance, Information Quality, Data Protection and related issues to help effective execution and avoid gaps in strategy.

**Introduction to Data Excellence**

Walid el Abed, Global Data Excellence

This introduction to data quality governance enablement session covers the concepts and the methodologies of the Data Excellence Framework (DEF), a radically different yet simple and practical approach to implementing data quality. By the end of the workshop, participants will understand the data excellence framework methodology to govern the business impact of non-compliant data on business processes.

- Introduction to Data Excellence Framework
- Principles
- Business Rules and Data Quality
- Business Impact and Value Generation (KVI's)
- Data Excellence Structures and Processes
- Data Governance Platform

Group Booking Discounts:  
**2-3 delegates 10%,**  
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Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros (€).

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

### Registration Fees:

#### Entire Event (21-23 March 2011)

Fee: £1,445 Plus VAT (£289) = £1,734

#### Conference Only (22-23 March 2011)

Fee: £1,095 Plus VAT (£219) = £1,314

#### Pre-Conference Tutorial Only (21 March 2011)

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The registration fee includes the conference lectures, documentation on CD ROM (no printed version of this is made available at the event), refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

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