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John Zachman
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Chris Date



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Visit www.irmuk.co.uk/dm2007 for the latest conference information on the following:

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- Perspective Sessions
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29 October 2007 PRE-CONFERENCE TUTORIALS

| | Meta Data | Meta Data | IQ |
|---|---|---|---|
| | 09:00-12:40 Effective Metadata Management Malcolm Chisholm, AskGet.com | 09:00-17:30 CDI-MDM Tutorial Aaron Zornes, The CDI-MDM Institute | 09:00-12:40 Poor IQ Can Get You Sued Daragh O'Brien, eircom |
| | 14:00 - 17:30 The Role of Meta Data with Template-Driven ETL Mike Schmitz, Business Knowledge Professionals | 09:00-17:30 The ABC's of Information Quality Larry English, INFORMATION IMPACT Intl | 14:00-17:30 Data Through Marketing Eyes Kathy Hunter & Suzanne Freestone, Harte-Hanks |
| 10:30-11:10 Break, 12:40-14:00 Lunch, 15:30-16:00 Break, 17:30-18:30 Drinks Reception | | | |
| 10:35-11:05 | Perspective Sessions: I Boosting Business Performance Through Enhanced Data Quality, Steve Tuck, Datanomic | | |
| 13:20-13:50 | Perspective Sessions: I Inline Data Quality Services Accelerate MDM Success, Nathan Birtle, Zoomix | | |
| 17:40-18:10 | Perspective Sessions: I The Repository for BSM and Service Desk Management, Ian Rowlands, ASG | | |

30 October 2007 CONFERENCE DAY 1 AND EXHIBITS

| | Meta Data | IQ | IQ |
|-------------|---|---|--|
| 08:00-08:45 | International Association for Information and Data Quality (IAIDQ) Meeting | | |
| 09:00-09:30 | Joint Conference Chair Introductions: Larry P English, Rick van der Lans, John Schley | | |
| 09:30-10:30 | DAMA KEYNOTE: DATABASE GRAFFITI: SCRIBBLES FROM THE ASKEW WALL, Chris Date | | |
| 10:30-11:00 | Break and Exhibits | | |
| 11:00-12:00 | What Banks Need to Know - Using Metadata Management for Basel II Compliance David Plotkin, Wells Fargo Bank | Scorecarding - Data Quality in a Business Context Paul O'Keeffe, Marks & Spencer Money | Your Web Data Collection Form - Achieving Higher Data Quality Graham Rhind, GRC Database Information |
| 12:00-13:30 | Lunch and Exhibits | | |
| 12:50-13:20 | Perspective Sessions: I Data Quality Drivers 2007, Colin Rickard, DataFlux | | |
| 13:30-14:30 | META DATA KEYNOTE: MILESTONES ON THE MDM ROAD MAP FOR 2008-9, Aaron Zornes, The CDI-MDM Institute | | |
| 14:35-15:35 | Master Data Versus Reference Data Malcolm Chisholm, AskGet.com | Strategies for Data Quality Management: Survey Findings from UK Utilities and Transport Gordon Brown, AMT-SYBEX | Data Quality Framework at Nestlé Dr. Walid el Abed, Nestlé |
| 15:35-16:05 | Break and Exhibits | | |
| 16:05-17:05 | A Complete Data Architecture Development to Support EAI and BI Implementation Arthur Haynes, Siemens | Information Quality within Belgacom Paul Gysemans & Annick Andries, Belgacom | A Practical Approach & Tool for Data Quality Assessment Dr. Markus Helfert & Dr. Thoa Pham, Dublin City University |
| 17:05-18:45 | Drinks Reception - Hosted by DAMA UK and Exhibits | | |
| 17:15-17:45 | Perspective Sessions: I Mastering Master Data - A Journey of Discovery, Ed Wrazen, Trillium Software | | |
| 17:55-18:25 | Perspective Sessions: I Dynamic Warehousing: The Next Generation, Julian Stuhler, Triton Consulting | | |

31 October 2007 CONFERENCE DAY 2 AND EXHIBITS

| | | | |
|-------------|--|--|--|
| 08:00-08:45 | DAMA International Meeting | | |
| 09:00-10:00 | IQ KEYNOTE: SO MANY DATA, SO LITTLE TIME: EXPLORING, UNDERSTANDING AND PRESENTING DATA WITH A BIAS FOR ACTION, Dr Blanton Godfrey, North Carolina State University | | |
| 10:00-10:30 | Break and Exhibits | | |
| 10:30-11:30 | Managing Information Flow Through Managed Lineage Meta Data David Plotkin, Wells Fargo Bank | Master Data Quality Measurement in SAP - Beyond the Basics Tom Fish, Air Products and Chemicals | Simple COQ Model and Typical Barriers Milan Kucera, Data To Information, s.r.o |
| 11:35-12:35 | Managing Metadata for SOA Jason Bloomberg, ZapThink | Customer Data Quality as a (Self) Service in a 24/7 Internet Retail Environment Almar Hijikema, Wehkamp & Herman Gores, Human Inference | Embedding DQM Best Practice into the IT Project Lifecycle Dr. Robert Daniels-Dwyer, Network Rail |
| 12:35-14:00 | Lunch and Exhibits | | |
| 13:20-13:50 | Perspective Sessions: I Join the DQ paradox - tHnk local, act global!, Winfried van Holland, Human Inference | | |
| 14:00-15:00 | DW/BI KEYNOTE: BUILDING DATA-RICH SERVICE-ORIENTED BUSINESS APPLICATIONS IN A HETEROGENEOUS ENVIRONMENT, Jason Bloomberg, ZapThink | | |
| 15:00-15:25 | Break and Exhibits | | |
| 15:25-16:25 | Implementing Information Management with SOA Art Lighthart, Ordina | Featured Presentation: Seven Deadly Misconceptions about IQ Larry English, INFORMATION IMPACT Intl | |
| 16:30-17:30 | Information into Action: Delivering Value from Information Governance and Metadata Management Ron Klein, BMO Financial Group | Plenary Panel: Ask the Expert Practitioners Paul O'Keeffe, Marks & Spencer Money Dr. Robert Daniels-Dwyer, Network Rail Paul Gysemans, Belgacom Annick Andries, Belgacom Dr. Walid el Abed, Nestlé Tom Fish, Air Products & Chemicals | |

1 November 2007 POST-CONFERENCE TUTORIALS

| | Meta Data | IQ | DW/BI |
|-------------|---|---|--|
| 09:00-16:30 | Beyond the Basics: Managing META DATA in the Real World Peter Aiken, VCU/Data Blueprint | Building & Growing a Successful IQ Function C Lwanga Yonke, Aera Energy | New Advanced Data Modelling Topics for the Data Warehouse Tom Haughey, InfoModel |

Agenda

| | | | |
|--|---|---|---|
| DW/BI 09:00-12:40 Improving Business Intelligence through SOA Rick van der Lans, R20/Consultancy | DAMA 09:00-12:40 Data Management In Plain English Keith Gordon, Gordon Blain Associates | DAMA 09:00-12:40 All New Data Modelling Challenges Steve Hoberman, Steve Hoberman & Associates, LLC | DAMA 09:00-12:40 Effective Database Delivery from Requirements to Data Modelling and Beyond Graham Witt, Ajilon Consulting |
| DW/BI 14:00-17:30 A Business Process and Performance Management Framework for the Intelligent Business Mike Ferguson, Intelligent Business Strategies | DAMA 14:00-17:30 Introduction to Enterprise Architecture John Zachman, Zachman International | DAMA 14:00-17:30 The Art (And Science) of Diagramming: Communicating Effectively Using Diagrams Daniel Moody, University of Twente | DAMA 14:00-17:30 Managing the Data Exchange Relationship Michael Scofield, ESRI, Inc. |
| Perspective Session 2: To Be Confirmed | | | DAMA 09:00-17:30 Database in Depth: Relational Theory for Practitioners Chris Date |
| 2 Informatica: Leveraging and Synergising the Power of Data Integration to Support Extensive Business Profitability, Bhavesh Chavda, The Carphone Warehouse | | | |
| Perspective Session 2: To Be Confirmed | | | |

| | | | |
|--|---|---|---|
| DW/BI | DAMA | DAMA | DAMA |
| <p><i>A packed 3 days, full of learning both from the experiences of others, & from questions posed in the sessions</i></p> <p>Vicky Poulson, Data Architect, Barclays Bank</p> | | | |
| The Active Data Warehouse - a Case Study Mike Schmitz, Business Knowledge Professionals | How to Perform Information Stewardship Within Business Process Redesign Jim Goetsch, Schneider National | Developing Business Rules in a Pharmaceutical Research Environment Liz Calder, AstraZeneca | Establishing Data Modelling as a Service in a Multinational Energy Company Christopher Bradley, IPL |
| Perspective Session 2: To Be Confirmed | | | |
| Using Data Services and a Data Warehouse to Enable Real-Time Customer Analytics Sena Uysal, TurkCell & Sukru Haciyanli, SI Meteksan | What Makes a Good Data Model? Data Model Quality Criteria Graham Witt, Ajilon Consulting | Semantic Enterprise Information Integration at Orange France Telecom, A Success Story Françoise Gesbert, Orange France Telecom & Antoine Prout, ACP Conseil | Enterprise Architecture Straight From the Shoulder John Zachman, Zachman International |
| Leveraging Enterprise Information Integration (EII) in Data Warehousing Mike Ferguson, Intelligent Business Strategies | Practical Data Governance at Reuters Helen Townsend & Toni McDerment, Reuters | Gaining Maximum Value from Data Projects Ron MacDonald, Elsevier & Luke Thompson, DataFlux | The Inmates Taking Over the Asylum? Web 2.0 and Data Management Sam Lowe, Caggemini |
| Perspective Session 2: To Be Confirmed | | | |
| Perspective Session 2: To Be Confirmed | | | |

A unique opportunity to find out what is happening in the world of Data Management, Quality & Meta Data

Tom Foy, Data Consultant Modelling, Royal Bank of Scotland

| | | | |
|---|---|--|--|
| Why do we need Data Warehouse Appliances? Rick van der Lans, R20/Consultancy | 5 Techniques for Getting Traction With Data Modelling Alec Sharp, Clariteq Systems Consulting Ltd. | The Changing Nature of Discourse Between Data Professionals John Schley, Principal Financial Group | Deciding What Data to Govern - A Case Study Michele Koch, Sallie Mae |
| Who Needs Real-time Data Warehouse? Tom Haughey, InfoModel LLC | Asset Data Management for the East London Line Project Josh Kanyemba, Transport for London | Corporate Data Mashups Dr. Peter Aiken, VCU/Data Blueprint | Structured Business Vocabularies Graham Witt, Ajilon Consulting |
| Perspective Session 2: To Be Confirmed | | | |
| Performance Management for Everybody Kasper Damso, Novo Nordisk & Jørgen Steines, Platon A/S | An Information Sharing Platform for the Public Service Elizabeth Olivieri, Malta Information Technology & Training Services | Introduction to Geospatial Data Architecture and GIS Data Management Michael Scofield, ESRI, Inc | Progressing up the Data Management Maturity Curve David Hammer, Shell |
| The Virtual Data Warehouse - Yesterday's Vision is now Today's Reality Robert Eve, Composite Software | Delivering Decision Ready Information to The Risk Agile Organisation Steve Benton, British Telecom | We Don't Need a Corporate Model (Oh, Yes, You Do!) Dagna Gaythorpe, Independent Data Architect | Data: The Antidote to Requirements Babel Suzanne Robertson, Atlantic Systems Guild |
| DAMA | | | |
| Skills for the Advanced Data Modeler Alec Sharp, Clariteq Systems Consulting Ltd | | | |

Meta Data

09:00-12:40

EFFECTIVE METADATA MANAGEMENT

Malcolm Chisholm, AskGet.com



A wide range of metadata needs to be managed to enable enterprises to utilize their information assets. However, this is very often done in an ad-hoc basis that gradually leads to the accumulation of problems, such as repository proliferation and inadequate metadata knowledge management. Acknowledgement of the importance of metadata, and why it should be managed, is not the same thing as implementing metadata management that actually delivers. This tutorial covers the basic areas, which need to be considered to implement coherent and effective metadata management in an enterprise.

- An understanding of different maturity levels of metadata management
- A clear strategy for repository functionality and structure
- Management of metadata embedded in physical data outside of repositories
- Metadata governance and organizational structure
- The utilization of metadata in metadata engineering

14:00-17:30

THE ROLE OF META DATA WITH TEMPLATE-DRIVEN ETL

Mike Schmitz, Business Knowledge Professionals Inc



Extract, transformation, and load process development (ETL) typically accounts for more than half of the work on a data warehouse project. Although complex and challenging a rigorous ETL process ensures data quality and currency thus ensuring data warehouse credibility and usefulness. The good news is that using a meta data driven approach along with proven techniques and templates can exponentially lessen the amount of effort required and can ensure data quality, scalability and performance. The robust meta data definitions also allow us to automate the development of a significant portion of the ETL process.

This tutorial will focus on the templates and the meta data definitions required to support them. A sample meta data repository will be presented and the templates will be demonstrated with working Informatica/Oracle code, but can and have been adapted for other ETL tools and database platforms.

- The template-driven approach to ETL
- The role of meta data in the template-driven approach
- An in-depth look at the meta data required and the templates

09:00-17:30

CUSTOMER DATA INTEGRATION & MASTER DATA MANAGEMENT TUTORIAL

Aaron Zornes, The CDI-MDM Institute



Interest in CDI and MDM has accelerated rapidly over the last two years. But despite successful projects across a broad range of industries there are still risks – especially in a relatively young and rapidly churning IT solutions market. Enterprises are rapidly embracing CDI, MDM and data governance due to: regulatory compliance issues such as privacy preference management and Basel II; the need for economic leverage of mergers & acquisitions; and, the urgency to cross sell/upsell via unified customer views.

During 2008-09, 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 monopolize the market share and force IT management to face difficult questions regarding which vendor will be the centre of gravity for master data hubs. For the near term, CDI-MDM skill shortages will greatly inflame 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.

- What are CDI, MDM and data governance? What is driving business interest in these solutions?
- What are the better architectures and vendors? How do these solutions differ from data warehouse and customer relationship management initiatives?
- How will the market and technologies evolve? Who will be the leading vendors?
- How does an IT organization get started? How do I optimize my professional development to leverage this trend on behalf of my management?
- What are the most successful best practices for creating a “single customer view”?

IQ

09:00-17:30

THE ABC'S OF INFORMATION QUALITY

Larry English, INFORMATION IMPACT International



While the high - and mostly hidden - costs of poor quality information hurts both competitiveness and profits, IQ problems **cannot** be solved without understanding and applying sound quality management principles to information as a product of our business processes. IQ management is not an academic exercise - it is a combination of quality principles,

processes and culture transformation **required** for **business performance excellence** in the emerging, realized Information Age.

World-class organizations apply the same quality principles, such as Deming's Fourteen Points, Kaizen, Quality Function Deployment (QFD) and the Baldrige Criteria for Business Performance Excellence to information. This presentation addresses how these principles and techniques apply directly to information as a product and knowledge workers as information producers.

The fundamental principles of IQ will be discussed. He describes how an organization can improve the quality and value of its information resources. He describes metrics for measuring IQ and the management principles for implementing an effective IQ environment. Mr. English describes how organizations have successfully implemented IQ processes to improve the effectiveness of their business and information system processes.

- Assessment: Introduction and Processes of IQ Appraisal
- Betterment: Applying the Process Improvement Cycle to Information Processes
- Culture Transformation: Creating a Sustainable Environment for Quality Information

09:00-12:40

POOR IQ CAN GET YOU SUED

Daragh O'Brien, eircom



This half day tutorial builds on last year's presentation. It provides an overview of some real-world cases where poor IQ has led to liabilities in Common Law and highlights recent cases where IQ principles have begun, by accident or design, to enter legal precedents. The presentation also outlines the overlap in some legal and Information concepts and outlines how a clear adoption of sound Information Quality management principles can help avoid/manage liability in Common Law

- Explores in detail the common law (non statutory) drivers for good quality information and effective control
- Discusses the legal reasons why lip service to controls and a quality of culture is fatal
- Maps legal principles to IQ practices

14:00-17:30

DATA THROUGH MARKETING EYES

Kathy Hunter & Suzanne Freestone, Harte-Hanks

This half-day tutorial will provide insight into data driven marketing. The data needs for marketing are quite specialised and marketing data has challenges that need to be understood in order to achieve the best results from a company's marketing budget.

- Creating greater awareness of the importance of data to marketing departments and highlighting what is different about marketing data
- Exploring some of the issues that

these challenges can create in a large enterprise-wide solution and Information Quality problems specific to marketing

- Looking at creative ways of overcoming challenges through pragmatic solutions and advice on metrics to quantify return in investment.

Attendees would include individuals working in IT, Marketing, Customer Information Management and any others who want to know more about data driven marketing.

DW/BI

09:00-12:40

IMPROVING BUSINESS INTELLIGENCE THROUGH SOA

Rick van der Lans, R2O/Consultancy



For years, the world of Business Intelligence has been talking about Corporate Performance Management (CPM), balance scorecards,

Business Activity Monitoring (BAM), and other management instruments. Used correctly and carefully, all these instruments can be extremely valuable to an organisation. But where do we get the data? The primary source for a data warehouse is normally our set of operational systems. But these systems do not always contain the data needed for implementing the above mentioned management instruments. And here comes the SOA to the rescue. If SOA is extended with a Business Process Management (BPM) layer, we will get the right information for the management instruments. This tutorial will explain how the SOA/BPM couple can improve Business Intelligence. Additionally, integrating a data warehouse with SOA, will offer advantages to the latter.

- Why do classic operational systems do not have the right information for instruments such as BAM?
- Gathering the right business process data using an orchestration engine
- Using a SOA to make the data warehouse more realtime
- How to design a SOA/BPM architecture to feed BAM and CPM?
- The crucial role of data services and data governance
- Will the SOA vendors become the next generation of BI vendors?

14:00-17:30

A BUSINESS PROCESS AND PERFORMANCE MANAGEMENT FRAMEWORK FOR THE INTELLIGENT BUSINESS

Mike Ferguson, Intelligent Business Strategies



This tutorial looks at the emergence of Performance Management (PM) from a scorecards, budgeting and planning applications used by a few

executives and finance departments into a framework of PM tools and PM processes that can support enterprise wide execution of business strategy. Through a performance management framework and through guided processes it becomes possible to

DW/BI

allow everyone to contribute to managing the business and keeping it optimised. This tutorial also focuses on how performance management can be integrated with business processes to monitor and optimise operational business performance in real-time using Business Activity Monitoring (BAM) as well as providing guidance through alerting, recommendations and guided workflow processes. The tutorial will cover:

- Performance Management – Where are we today?
- Limitations of existing performance management software
- Raising the bar - Performance management requirements for the intelligent business
- The emergence of performance management processes
- Improving business performance through business processes integration
- Operational performance management - predictive analytics, scoring and performance management rules and real-time decision engines
- Integrating business process management, BAM and Activity based costing with Performance Management
- Guiding employees via personalised role based objectives, dashboards, alerts and recommendations

DAMA

09:00-17:30

DATABASE IN DEPTH: RELATIONAL THEORY FOR PRACTITIONERS

Chris Date



Years of experience in working with the database community strongly suggest a need for a seminar that covers relational principles in a way not tainted by the quirks and peculiarities of existing products, commercial practice, or the current version of the SQL standard. This seminar has been designed to meet that need. It's aimed primarily at those who feel they don't have as much understanding of the theory underlying their own field as they might. That theory is, of course, the relational model - and while the fundamental ideas of that model are all quite simple, they're often not understood at all. Topics to be explored include:

- What's the connection between relations and predicates?
- What's semantic optimization?
- What's a join dependency?
- Why doesn't deferred integrity checking make sense?
- What's nonloss decomposition?
- Can a relation have an attribute whose values are relations?
- What's the difference between SQL and the relational model?
- How does XML fit with the relational model?

DAMA

09:00-12:40

DATA MANAGEMENT IN PLAIN ENGLISH

Keith Gordon, Gordon Blain Associates Ltd.



Every organisation needs to understand and manage its information and data as a valuable corporate asset. Yet, all too often, the management of data is the

Cinderella of the organisation and scant attention is paid to this key area. A well considered data management function provides the underpinning to application development and information provision. Applications can use data with confidence; users obtain the information they want in the knowledge that it is based on correct underlying data; and confidence grows. The aims, objectives and techniques of data management are often misunderstood. This tutorial is designed to unravel some of the mystery surrounding data management and is aimed at Business Managers, IT Managers, and Project Managers. This tutorial will cover:

- The importance of data to the enterprise
- How system databases are developed
- What happens without data management?
- Who should own data management
- Industry trends and their effect on data management

14:00-17:30

INTRODUCTION TO ENTERPRISE ARCHITECTURE

John A. Zachman, Zachman International



This tutorial is a brief introduction to the background, rationale and logic of the Framework for Enterprise Architecture, the "Zachman Framework". It will explore some definitive

reasons for the appearance of the Zachman Framework on the scene several years ago, likely consistent with the proposition advanced by Thomas Kuehn in "The Theory of Scientific Revolutions" that when the time is right, the invention will happen. The Framework defines the set of descriptive representations that are required to create a complex object (like an Enterprise) and serve as the basis for changing the object instance (the Enterprise) after it is created.

- Basic logic of the Framework
- Producing an identified set of descriptive representations
- Enterprise implications of not producing the Framework models
- Enterprise Architecture – The Issue of the Century

See Page 11 for full details of the post-conference full day tutorials by Peter Aiken, Tom Haughey, C Lwanga Yonke and Alec Sharp.

09:00-12:40

ALL NEW DATA MODELLING CHALLENGES

Steve Hoberman, Steve Hoberman & Associates, LLC



Ever ski? Each trail is graded with a green circle for easy, a blue square for moderate, or a black diamond for difficult. The modeling challenges you face in the office can be put into similar categories. This tutorial contains a completely new set of easy, moderate, and difficult data modeling scenarios. You'll get hands-on experience. The more times you fall and pick yourselves up again, the more trees you hit, the more you challenge yourself, the more you'll grow your experiences and knowledge base. By the completion of the tutorial, you'll obtain a higher level of experience and have a few more techniques to apply when you get back to the office.

This tutorial includes three modules. Module 1 contains the easy Green Trails, Module 2 the moderate Blue Trails, and Module 3 the difficult Diamond Trails.

- Green trails will strengthen our skills in areas such as definition discrepancies and physically implementing subtypes
- Blue trails will strengthen our skills in areas such as complex hierarchies and aggregation
- Diamond trails will strengthen our skills in areas such as super star schemas and advanced normalization

14:00-17:30

THE ART (AND SCIENCE) OF DIAGRAMMING: HOW TO COMMUNICATE EFFECTIVELY USING DIAGRAMS

Daniel Moody, University of Twente



Diagrams play a critical role in data management practice: they are used to document models and architectures and communicate these throughout the enterprise. Despite this, data management professionals typically receive little or no training in how to produce "good" diagrams. The result is that most diagrams produced in practice act more as a barrier than an aid to communication with stakeholders. This tutorial describes how to produce diagrams which communicate effectively. Topics covered include:

- What is meant by a "good" diagram
- Common errors in diagramming practice and how to avoid them
- The language of graphics: principles of graphic design and composition
- How diagrams are processed by the human mind: principles of visual perception and cognition
- Principles for effective diagrams: guidelines for producing diagrams that communicate effectively (that optimise human graphical information processing)

The principles apply to all types of diagrams, from formal diagrams used in application development and enterprise architectures to informal diagrams used in presentations and reports.

09:00-12:40

EFFECTIVE DATABASE DELIVERY FROM REQUIREMENTS TO DATA MODELLING AND BEYOND

Graham Witt, Ajilon Consulting



The quality of a data resource delivered to an enterprise depends on effective two-way communication between design professionals and enterprise stakeholders about the latter's requirements and the ways in which those requirements are to be met. This tutorial uses an interesting case study to illustrate the end-to-end process of turning requirements into a functional database, covering the following steps:

- Engaging the stakeholders
- Conceptual data modelling
- Requirements analysis and tracking
- Converting a conceptual data model into a logical data model
- Business Rules
- Modelling the time dimension
- Data migration

14:00-17:30

MANAGING THE DATA EXCHANGE RELATIONSHIP

Michael Scofield, ESRI, Inc.



Any time data is exchanged between distinct and dissimilar organisations, a relationship exists with a variety of duties, expectations, and technical issues. There are host of issues which must be addressed unambiguously. Of particular concern are incremental extractions of data after the first big bulk transfer. It is also important, if the incremental transfers occur over a longer period of time, to detect changes in scope, architecture, meaning, and quality of the incremental updates. It is crucial to understand the difference between updates and corrections, and to detect changes in scope, architecture, meaning, and quality of the incremental updates. We will be looking at:

- Kinds of data and information
- Logical data architecture of source
- Data semantics and meaning
- Ownership and usage
- Currency and completeness

Exhibits 30 Oct - 31 Oct

This is an ideal opportunity for delegates to network with leading vendors in the areas of Data Management, Information Quality, Meta Data and DW/BI. Platinum and Gold Sponsors will be presenting perspective sessions throughout the first three days of the event. For the latest exhibitor information visit www.irmuk.co.uk/dm2007

08:00 – 08:45

International Association for Information and Data Quality (IAIDQ) Meeting

09:00-09:30

Joint Chair Introductions

Rick van der Lans, R20/Consultancy
Larry P English, INFORMATION IMPACT International
John Schley, DAMA International

09:30-10:30 DAMA KEYNOTE

DATABASE GRAFFITI:

Scribbles from The Askew Wall

Chris Date



This keynote is based in part on one of Chris Date's regular columns in Database Programming & Design (the tenth anniversary issue), but includes much additional material. It consists of a series of quotations, aphorisms, and anecdotes – seasoned with a fair degree of personal commentary – that are (mostly) relevant to the general subject of database management. The session is not technically deep, but several serious messages do lie not too far below the surface. The aim is partly to edify, partly just to amuse.

- The prehistoric era
- Objects and objections
- Normalization, networks, and nulls
- The role of simplicity
- The joy of self-reference
- Some fundamental principles
- Relational misconceptions
- Some good quotes
- Books and book reviews
- Miscellany

11:00 – 12:00 CONCURRENT SESSIONS

CASE STUDY

What Banks Need to Know-Using Metadata Management for Basel II Compliance

David Plotkin, Data Quality Manager, Wells Fargo Bank

Banks around the world must comply with Basel II, and a large part of doing so involves proving that your data moved through the various system touch points without being corrupted or lost. To be compliant, you must implement a series of tools and perform inspections (both manual and automated) on the data stream. This presentation details what tools you'll need to implement, what front-end and back-end tasks you'll need to perform, and the aspects of metadata and data integrity you'll need to master.

CASE STUDY

Scorecarding – Data Quality in a Business Context

Paul O'Keefe, Information Management Analyst, Marks and Spencer Money

Like all financial services providers, M&S Money had the challenge of readying its' information environment to comply with the Basel II Capital Accord. They used the opportunity to provide a holistic view of Data Quality across the organization and learned how to communicate data issues in the language of the business.

- Defining and Measuring Data Quality
- Building a Technical Framework for Data Quality assessment
- Illustrating the effect of poor Data Quality in business terms

Excellent – says the things we all think but don't say
Ian Barfoot, Data Architect, Westpac

Your Web Data Collection Form – Achieving Higher Data Quality

Graham Rhind, Owner, GRC Database Information

How to achieve higher quality from data collected via web forms through some simple and easily achievable changes.

- International addressing
- Twelve golden rules for high quality international data collection
- Web form examples, with problems and challenges
- Practical advice for improving the quality of collected data

CASE STUDY

The Active Data Warehouse – A Case Study

Mike Schmitz, Data Warehouse Architect, Business Knowledge Professionals

Active Data Warehousing is here. Real-time and near real-time requirements are dramatically changing data warehouse architecture and design and this session focuses on the paradigm shift you will have to make. We will look in detail at a prototype developed for a client based on a solid business requirement. The focus will be on the data architecture required to support near-real time, the changed data capture delivery method, and the resource management issues.

- What is an Active Data Warehouse
- Real-Time, Near Real-Time, or Just In-Time
- A Data Architecture for the Active Warehouse
- Near Real-Time Changed Data Capture
- Resource Management in the Active Warehouse

CASE STUDY

How to Perform Information Stewardship within Business Process Redesign

Jim Goetsch, Data Architect, Schneider National

This presentation describes how Schneider National implemented an "Information Stewardship" approach to identify and define information within and across business processes being redesigned. Real-life examples will be used to illustrate the old and new processes. Experience how our organization learned that information is the glue that integrates business processes. Our company created an information governance program because of the success of this work.

- Where information stewardship fits with BPR
- The 5 phases of Information Stewardship
- Illustrate accomplishments in a real-life BPR effort

CASE STUDY

Developing Business Rules in a Pharmaceutical Research Environment

Liz Calder, Business Architect, Discovery Information, AstraZeneca

Pharmaceutical research is an information driven environment. During the course of a drug discovery project thousands of compounds are tested and any of the results can impact the progress of the project. In the wake of a merger AstraZeneca, a major multinational pharmaceutical company, took the position that "We can't afford to repeat what we've already done ourselves" and initiated a program of information sharing based on globally agreed Business Rules. The presentation outlines the process we followed to:

- Develop and implement the Business Rules
- Manage the associated business change
- Keep the business rules relevant in a changing business environment

CASE STUDY

Establishing Data Modelling as a Service in a Multinational Energy Company

Christopher M. Bradley, Head of Information Management, IPL

As Data Modelling has been around for almost 30 years, however, in many organisations the benefits of data modelling still need to be "sold". Whether it's

the pressure of regulatory compliance, a focus on data quality or a move to service-oriented architecture, "data" issues are once again coming to the forefront for many IT organizations. A real-world case study will be presented, describing how a major UK oil company established data modelling as a service aiding its data governance initiatives.

- Making the case for modeling and 'selling' it to the corporation
- Determining and establishing the "service"
- Enforcing standards across models and incorporating stewardship
- Sustaining an effective communications programme
- Measuring the benefits

13:30-14:30 META DATA KEYNOTE

Milestones on the MDM Road Map for 2008-09

Aaron Zornes, Chief Research Officer, The CDI-MDM Institute



Market-leading organisations increasingly see the value in delivering "master" views of enterprise data. Such mission-critical infrastructure no longer need be custom-built as vendors such as IBM, Oracle, SAP,

and Teradata provide off-the-shelf solutions. Enterprise master data management (MDM) solutions such as customer data integration (CDI) can now be realised via solutions from mega vendor MDM applications, systems integrator frameworks, and best-of-breed solutions such as DataFlux, Initiate Systems, Purisma, Siperian, and VisionWare. The business case is driven primarily by competitive market requirements – e.g., economies of scale promised by M&A, increased cross-selling and up-selling capability, reduced back office costs, increased levels of customer service, and enablement of customer-directed self-service. This keynote will focus on a set of strategic planning assumptions facing IT organisations during 2008-09 and beyond by highlighting:

- Planning for the juggernaut of 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 MDM solution

14:35 – 15:35 CONCURRENT SESSIONS

Master Data versus Reference Data

Malcolm Chisholm, President, AskGet.com

Heightened interest in Master Data Management (MDM) appears to have spawned many projects to address it at an enterprise level. Many of these projects appear to include Reference Data within their scope. However, Master Data and Reference Data are quite different. Each has its own unique management needs. If projects attempt to manage both using the same techniques they are likely to end in failure. This presentation explores the special properties and behaviours of master data and reference data. It examines some important management needs of both, to clearly demonstrate how each of these classes of data must be approached.

- What Master Data and Reference Data are, and how they relate to each other and other classes of data
- Major unique management needs of Master and Reference Data
- Integration of Master and Reference Data

Strategies for Data Quality Management: Survey findings from UK Utilities and Transport

Gordon Brown, Principal Consultant, AMT-SYBEX

In March and April 2006 AMT-SYBEX carried out a survey of Data Quality Management practices in the Utilities and Transport sectors in the UK. The presentation will outline the key findings of this Survey of Senior Managers with responsibility for Data Management. The survey findings cover the importance, the impact, the root causes and the approach to improvement of data quality within these organisations. The survey highlights the good intentions that often exist but are not matched by execution of high level principles. A best practice group is selected and the common elements of their strategic approach highlighted.

- The root causes of poor data quality in the utilities and transport industries
- Characteristics of effective leadership in data management
- The importance of measuring the information value chain
- Differences in perceptions between IS and Business participants

CASE STUDY

Data Quality Framework at Nestlé

Dr. Walid el Abed, BTC - Data Standardization/ Data Management, Nestec – GLOBE

Nestlé is beginning to provide worldwide visibility of its data quality and data management performance, and to provide tools to enable markets to take corrective measures and to drive continuous improvement. Through its Data Quality Framework (DQF), Nestlé has established common methods, definitions, tools, processes, and roles and responsibilities to measure the 'as is' and monitor the evolution of data quality in the corporation. The DQF will be a key enabler for Nestlé to leverage information for decision support and to facilitate our transition from an implementation focus to a "sustain-and-leverage" organization.

- Six data dimensions have been defined within the DQF
- Supporting Business rules defined in conjunction with the Functions and Process Teams, and derived from the Data Standards
- Data Management Best Practices
- How KPIs and anomaly reports on Nestlé's intranet enable an increase our data governance

CASE STUDY

Using Data Services and a Data Warehouse to Enable Real-Time Customer Analytics

Sena Uysal, TurkCell & Sukru Hacıyanli, SI Meteksan

How can you provide real-time business insight in an environment of complex data sources, massive volumes, and ever-changing business reporting needs? In this presentation we will show how TurkCell, a provider of mobile communication services in Turkey, uses SOA data services to integrate Siebel CRM with an Oracle data warehouse out to their Cognos analytics. Serving nearly 40 million customers and 1 million new CRM activities a day, TurkCell has architected a high performance, flexible solution to the customer insight challenge.

- How to effectively architect a data integration and data warehouse strategy using an SOA data services approach to accelerate deployment, reduce risks, and lower costs
- What are the data warehouse and integration best practices and lessons learned when building reusable, high-performance data services?

Conference was very informative. It was the first time I have attended but I can assure you it will not be the last.

The venue was excellent.

S McCahy, MOD

What Makes A Good Data Model? Data Model Quality Criteria

Graham Witt, Consulting Manager, Ajilon Consulting

The answer to the question "What Makes a Good Data Model?" is complex. This presentation provides a checklist for reviewers of data models or data modellers wanting to produce better models, and covers:

- Model documentation and presentation
- Support for requirements
- Alignment with other models
- Compliance with standards, including naming standards
- Data structures and data types
- Business rules
- Assumptions

CASE STUDY

Semantic Enterprise Information Integration at Orange France Telecom - A Success Story

Françoise Gesbert, Cartography Enterprise Architect, Orange France Telecom & Antoine Proult, Enterprise IT Architect Associates, ACP Conseil

This presentation will focus on how Orange France improved productivity and positively impacted data enterprise practices related to project management, support and monitoring activities, regulatory compliance related to privacy, and information life cycle and data strategy.

- The creation of a metadata repository
- Enterprise data associated with critical applications
- Semantic integration principles
- The implementation of a data virtualization layer, based on an EII platform

Enterprise Architecture: Straight From the Shoulder

John A. Zachman, President, Zachman International

John Zachman has been searching for the Enterprise Architecture "silver bullet" for 30 years and still has not found it. He has given up and says "there is no such thing as an Architecture silver bullet!" In this presentation he makes the case that architecture is foundational for managing modern enterprises. This presentation is not for anyone looking for a "quick-fix" or "easy-out". This is Enterprise Architecture. See how John develops the engineering logic for:

- Integration
- Usability
- Reusability
- Flexibility
- Interoperability
- Quality

16:05 – 17:05 CONCURRENT SESSIONS

A Complete Data Architecture Development to Support EAI and BI Implementation

Arthur Haynes, Principal Data Architect, Siemens IT Solutions and Services Ltd (SIS)

The session explains the data architecture approach that has been taken within a major media industry organisation. The approach is pragmatic and based upon the fundamental philosophies of many standard architectural frameworks, e.g. TOGAF, Zachman. It specifically sets out an integrated implementation that can be applied for the data stream in any of these frameworks. Having set out the principles underlying the method, examples are described explaining how it works from project inception through to application operation.

The approach to be presented is shown in terms of its meta model basis (explaining the principles being followed), and examples of its application on projects at different development stages will be given. Finally the direct path through to XML and XSLT implementation within a middleware environment will be shown with specific reference to an implementation project. The approach shows a simple, manageable way to develop a Data Architecture within an Enterprise Application Integration that will also service corporate Business Intelligence ambitions. It is presented here as an easy-to-use strategy that other organisations may consider using.

CASE STUDY

Information Quality within Belgacom

Paul Gysemans and Annick Andries, Belgacom

This presentation briefly presents the company BELGACOM and situates the "Information Quality Team" in the enterprise. The mission, vision, roles and responsibilities of the team will be clarified. During the exposition a focus will be put on the covered domains, the several methodologies applied to guarantee producing reliable and useful audits and scorecards, and the used tool set. In addition the different actions like cleansing and root cause analysis, which arise out of the scorecards, are discussed. At the end the lessons learned are highlighted.

A Practical Approach and Tool For Data Quality Assessment

Dr. Markus Helfert and Dr. Thoa Pham, Lecturer & Postdoctoral Researcher, Dublin City University

Data quality assessment concerns the analysing data on criteria such as completeness, accuracy, timeliness and consistency. The cause of defects normally comes from broken processes and management systems. However, one cause of data defects that is poor or imprecise data specification.

We illustrate a practical approach of the IASDO (Integrated Aspects of Static, Dynamic and Organization) model and a tool that can help to analyze and improve DQ in enterprises. The example will be based in the domain of healthcare and in the domain of high volume manufacturer.

- Impacts of conceptual data model on data quality
- Principles of the IASDO model
- Data quality assessment based on the IASDO model

Leveraging Enterprise Information Integration (EII) in Data Warehousing

Mike Ferguson, Managing Director, Intelligent Business Strategies

The emergence of Enterprise Information Integration technology in federated query tools or as an extension to ETL has raised many questions among business and IT professionals as to how it can be used in business. In particular, how can BI systems exploit EII to help integrate BI and operational data for specific reporting needs and to help integrate performance management tools with multiple BI systems. This session looks at EII in depth, the technologies in the market and how some companies are using it to good effect with BI systems.

- What is Enterprise Information Integration
- How does EII work? – Federated query Vs On-demand ETL
- The EII marketplace
- Using EII with BI systems
 - Regulatory and operational reporting
 - Integrating CPM and BI using EII
 - Protecting ETL processing from merging operational systems
 - Calculating metrics using data in from multiple underlying data marts
 - More bang for your buck - Using ETL tools for EII
 - Case Studies – what some companies are doing

CASE STUDY

Practical Data Governance at Reuters

Helen Townsend & Toni McDerment, Enterprise Data Architects, Reuters

Reuters is a global information company providing indispensable information tailored for professionals in the financial services, media and corporate markets. The organisation has evolved over many years and as a result of acquisition and natural progression, the data and technical environment in which it operates, is largely diversified. To mitigate the effects of this, and to cope with a constantly and rapidly changing set of enterprise requirements,

the approach taken has been to apply data governance at the enterprise architecture level.

- The type of data governance needed at Reuters
- The challenges we are being faced with today
- The practical ways in which they are being addressed

CASE STUDY

Gaining Maximum Value from Data Projects *Ron MacDonald, Senior Data Architect, Elsevier & Luke Thompson, Solutions Consultant, DataFlux*

As more organisations have developed a team with responsibility for maintaining data quality and integrating enterprise data, a focus has now emerged on just how to do this to greatest business effect. This presentation will draw on extensive DataFlux customer references from the world's leading brands, such as Elsevier, to provide insight into best practices when driving value from data projects, incorporating not just customer data management, but also product, supplier and HR data initiatives. The presentation will touch on governance models, architectures, processes and also technology such as a SOA approach and real-time deployments, to provide practical examples of valuable data projects.

The Inmates Taking Over the Asylum? Web 2.0 and Data Management

Sam Lowe, Sector CTO, Capgemini

The emerging trends described as Web 2.0 (the patterns and models evolving in the 'second generation' of the consumer internet) are being discussed far and wide in what they will mean for the way that the public interact with the web, with businesses and governments, and with each other. Looking at how Web 2.0 is changing the Web, and considering how SOA approaches could play a role in similar changes, gives interesting principles to how data architectures and information systems may need to evolve to improve their effectiveness and value to the enterprise and its employees.

- What these trends mean for traditional approaches to data management
- Ideas about changes we may see and ways we can change our thinking
- Examples from a variety of industries

17:05-18:45 Drinks Reception Hosted by DAMA UK

31 October 2007

08:00-08:45 DAMA International Meeting

09:00-10:00 IQ Keynote

So Many Data, So Little Time: Exploring, Understanding and Presenting Data with a Bias for Action

Dr. A. Blanton Godfrey, Dean of the College of Textiles, North Carolina State University and Former Chairman and CEO Juran Institute, Inc.



Far too often we rush into collecting data without taking time to stop and ask why. Why are we collecting these data? Who will use them? How will they be changed into information?

What action will we be able to take with this new information? How critical is the quality of these data to the decision we will make? In this presentation we'll explore these questions and discuss recent efforts to answer some of these. One area we'll explore is how Six Sigma and data quality are intricately related. Another is the intent of the new Institute for Advanced Analytics. A third area is how new interactive databases are creating new challenges for their designers and for the business analysts who use them.

10:30-11:30 CONCURRENT SESSIONS

CASE STUDY

Managing Information Flow Through Managed Lineage Meta Data

David Plotkin, Data Quality Manager, Wells Fargo Bank

Understanding and improving information quality almost always involves knowing where data came from, the business rules applied to it, where those rules were applied, and any transformations the data went through. That is, you must understand and document the metadata around data transformations. You will learn how to build an information chain and the many ways the information chain can help you understand and document data lineage, rules, assigning of stewardship, and semantic mapping. A basic metamodel will be presented for recording transformations in a metadata repository, and how to customize the metamodel to add more detail for business rules and the rule application point. You will learn processes to record and implement business rules and how to segregate data that fails the rules. You will also learn the process and cultural implications of implementing rigorous IQ through metadata management. A case study will document actual cost savings and productivity increases from having successfully tracked lineage for data.

- Building the Information Chain
- The value of the Information Chain
- Tracking data lineage across the Information Chain
- Specifying IQ rules
- Examining the metadata that must be recorded and analyzed to understand what happened to the data
- Inspecting the Lineage metamodel

CASE STUDY

Master Data Quality Measurement in SAP— Beyond the Basics

Tom Fish, Data Quality Process Manager, Air Products and Chemicals

Most Data Quality tools offer checks for missing data and formatting, but what does it take to verify that master data is truly fit for purpose in the business process? After measuring SAP master data quality for 3 years, Air Products recently started to put in place a second generation of more sophisticated measures to detect whether master data really conforms to process requirements. This presentation will describe how we did it, including demonstrations of some of the measures.

Simple COQ Model and Typical Barriers *Milan Kucera, Information Quality Consultant, Data to Information, s.r.o.*

This presentation describes a way to develop and implement simple Cost-of-Quality (COQ) model. Mr. Kucera describes the information quality techniques he used in developing this model. He identifies different barriers and company habits (like unwillingness to work on future development, missing communication, issues in calculations, etc.). He presents other barriers and compares identified issues to information quality principles.

- How to develop simple COQ model
- Typical barriers to information quality implementations
- Recommendation for solving those barriers

Why do we need DW Appliances?

Rick van der Lans, Industry Analyst, R20/Consultancy

In a nutshell, a data warehouse appliance is a machine with processors, disks and a database server, where every software and hardware module is tuned towards a typical data warehouse workload. More and more appliances are appearing on the market, including DATAlegro, GreenPlum, HP Neoview, Netezza, and the Sun DWA. All the vendors report that these appliances will drastically lower the TCO, improve query performance, and are capable of handling massive volumes of data. Some even state that they are ten times cheaper, and ten times faster. But how true are these bold

statements? Do these machines really lower TCO because the time we spend on tuning and optimisation is close to zero? Can we easily port our existing warehouses, now running on DB2, Oracle, or SQL Server, to one of these appliances? In this session, a critical and realistic overview is presented of the state of the art of data warehouse appliances.

5 Techniques for Getting Traction with Data Modelling

Alec Sharp, President, Clariteq Systems Consulting Ltd

Experience shows that simple techniques, consistently and regularly applied, will go a long way to getting traction for the idea that data modeling is a vital business tool. Drawing on almost 30 years of successful data modeling experience, this presentation will discuss five (or maybe ten) core techniques for helping people appreciate, use, and possibly even want to build data models. Topics include:

- Don't try to teach data modeling
- Show them what they've already got (and why they don't like it)
- Solving a management issue
- Making it repeatable – methods, patterns, procedures
- Tufte would agree – graphic principles matter!
- Be style conscious – "V-A-K"

CASE STUDY

The Changing Nature of Discourse Between Data Professionals

John Schley, Senior Data Modeler Analyst, Principal Financial Group

Major changes are coming to how data professionals communicate. Today we network at training events and in small geographically-based groups. We listen to a small set of experts and learn new topics and techniques from the "gurus". The advent of new technologies and new ways of organizing ourselves is bringing changes to that, however. Soon we will be able to tap into the collective wisdom of everyone and not be limited to the vision of a few experts.

- Social networking and collaboration
- Open source solutions
- Ways to build a stronger, more vibrant data management community

CASE STUDY

Deciding What Data to Govern

Michele Koch, Data Administration, Sallie Mae

How do you decide what data your governance program should address? Sallie Mae, who manages more than \$137 billion in student loans for 9 million United States borrowers, wanted to focus on enterprise data. They embarked on a project to identify fields that were used by multiple business units. They also started as a self-funded Data Architecture project rather than through an executive mandate and used a meta data initiative to initially drive governance rather than the other way around.

- Relationships between enterprise fields and Master Data
- The top-down approach that inspired business users
- Tools and processes used to discover enterprise data across multiple systems.
- How this project paved the way for implementing formal Enterprise Data Stewards
- Benefits of a "non-traditional" Data Governance approach

On the whole it was 3 days well spent.

Very well organised

**Claire Parry, Information
Manager, Chelmsford Borough
Council**

11:35-12:35 CONCURRENT SESSIONS

Managing Metadata for SOA: How to deal with contracts and policies in the context of SOA governance and the SOA lifecycle

Jason Bloomberg, Senior Analyst & Principal, ZapThink

To meet the agility goal of Service-Oriented Architecture (SOA), it's essential to implement a declarative, configuration-based approach to configuring and composing Services. The secret to this declarative nature of Services is Service metadata that describe the behaviour of Services and their consumers in the context of a working SOA implementation. Managing those metadata, therefore, becomes a critical infrastructural challenge for any SOA implementation, especially considering that SOA requires so many different types of metadata with different needs and purposes.

- How to tackle the management challenge for contract, policy, and other Service metadata as part of a SOA initiative
- How metadata management is critical for SOA governance
- How to avoid the metadata management pitfalls that can sabotage an agile Service lifecycle

CASE STUDY

Customer Data Quality as a (Self) Service in a 24/7 Internet Retail Environment

Almar Hijlkema, Data Process Manager, Wehkamp Retail B.V. & Herman Gores, Senior Data Quality Consultant, Human Inference B.V.

As in the past call center agents and data-entry employees were the gatekeepers on data quality, nowadays due to the growth in internet usage, the customer is more and more manager of his own data, incl. data quality. Wehkamp has implemented first-time-right principles via intelligent software services on data quality for their web customers, to prevent their database from being polluted and therefore guarantee optimal operational business processes and reliable customer intelligence.

- Information quality for customer self service
- Intelligent software services independent of channels
- Return on investment

CASE STUDY

Embedding DQM Best Practice into the IT Project Lifecycle

Dr. Robert Daniels-Dwyer, Data Quality Leader, Network Rail

Network Rail is the blue-chip, not-for-dividend company tasked with delivering sustained improvements to Britain's rail infrastructure. This paper introduces how the company has begun to embed DQM best practice into its IT project lifecycle.

The emerging benefits of this work are:

- Reduced levels of project risk relating to non-availability/unsuitability of application-critical data
- Early sight of realistic estimates of effort required for data migration
- Improved post-delivery integration of applications with business processes
- Clarity of master data sources and ownership

Who Needs Real-time DW?

Tom Haughey, President, InfoModel LLC

Data warehousing within an organization will progress through different levels of maturity. Real time data warehousing is not for everyone. Some organizations are still at the stage of evaluating the relevance of simple issues like should the structure be a star or a snowflake. Others have had years of success with data warehousing and are looking to achieve even greater business benefit and higher levels of return on investment. This presentation will address first what is real-time and what is a data warehouse, and then what is a real-time data warehouse. Significant changes in thinking and technology are required to enable real-time data warehousing, as well as real time BI. We will discuss

examples of business applications that make sense, such as in managing a hedge fund. What are the characteristics of organizations who should even think of making the move to real-time data warehousing. Are there applications that are more suited to than others?

In addition to the types of organizations and applications, three major and advanced design topics will be discussed as they pertain to real-time:

- Enhanced performance
- Enhanced availability and
- Enhanced data freshness

This presentation will focus on what it takes to achieve each of these, and the characteristics of an organization required to achieve these.

CASE STUDY

Asset Data Management for the East London Line Project

Josh Kanyemba, Asset Data & Records Manager, East London Line, Transport for London

The East London Line Project aims to extend the existing 1870's built line northwards from Shoreditch to Dalston Junction to link with the North London Line. To enable the upgrade and design of the railway line, existing asset data was gathered from various stakeholders who included railway infrastructure owners, operators, regulatory authorities and railway network maintainers. The data that was gathered by the consultants working on the project was in electronic and non-electronic format. The decisions that had to be made involved data integrity and assessing the risks associated with using poor quality data. Key points:

- East London Line upgrade
- Managing existing data
- Data management during project implementation

Corporate Data Mashups

Peter Aiken, VCU/Data Blueprint

What are mashups and how might they be useful and/or impact my organisation? Mashups occur when someone writes a website that uses data from another website. Sounds simple enough but the implications are huge particularly when considering other architectural configurations such as SOA. This talk describes and illustrates a number of mashups, describes the basic technology behind them, and will leave delegates with the ability to evaluate their potential utility for their own organizations.

- What it means to be a mashup
- Emerging technical and social challenges that mashup developers face
- Web applications informally known as Web 2.0

Structured Business Vocabularies

Graham Witt, Consulting Manager, Ajilon Consulting

A Structured Business Vocabulary provides many benefits to an enterprise. This presentation describes what a Structured Business Vocabulary looks like and how to build one so that you can capture the organisation's terminology and definitions in a single repository accessible across the organization. Graham will draw on his experience developing a taxonomically organised and inter-related dictionary of business terms for a government department. This was done to provide reusable business object definitions for future system development.

- Providing a common language for use in data, process and object models
- Defining terminology that is understandable to all stakeholders
- Improved internal and external access to information
- Providing a common language for business rules

14:00-15:00 DW/BI Keynote

Building Data-Rich Service-Oriented Business Applications in a Heterogeneous Environment

Jason Bloomberg, Senior Analyst & Principal, ZapThink



In a properly architected SOA implementation, business Services represent the data and processes available to the business and the core functionality of the underlying systems. People then

compose Services into Service Oriented Business Applications (SOBAs) that implement business processes or provide access to heterogeneous data sources, and many offer some combination of business process and data access. When organizations build data-rich SOBAs, they can break the ties of traditional business intelligence and business activity monitoring solutions by exposing real-time, flexible access to heterogeneous data sources, which provides far more value to the business than the static, summary data that older tools typically provide.

Join Jason Bloomberg for a discussion of SOBAs, and how they leverage SOA to provide both more agile business processes as well as real-time, flexible access to heterogeneous information across the enterprise.

- Understand what SOBAs are, why you should build them, and what the challenges with SOBAs you will likely face
- Learn how to leverage SOBAs to provide more flexible access to heterogeneous information to provide better value to the business
- Get an exciting perspective on the nascent area of Enterprise Mashups, which are rich interfaces to SOBAs that leverage the capabilities of SOA for the enterprise

15:25 - 16:25 CONCURRENT SESSIONS

Implementing Information Management with SOA

Art Lighthart, Principal Solution Architect, Ordina

Information Management is the set of processes by which companies can collect and manage information from one or more sources, and distribute the information to relevant stakeholders. Until now, numerous individual and difficult-to-integrate technologies and tools exist to support the information management functions: BI, portals, ECM, ETL, DW, datamarts, OLAP, cockpits, datamining, OLTP, EAI, ODS, workflow, ESB, search, replication, MDM, metadata, transformation, transport etc etc. But now a new generation of integrated, service-oriented enterprise platforms is being developed, the next generation of enterprise service buses, which offer the same information management functions, but then as a set of easy-to-integrate services. In the future, these unified SOA-platforms will be processing all forms of unstructured, semistructured and structured data across the enterprise. In this presentation an overview of this development will be given, and questions like 'What to do with the existing tools and technologies', 'Is it just another solution for the same problem?', 'does this increase the complexity?' will be addressed.

- Implementing Information Management with SOA
- Service Oriented Architecture: overview and actual status
- New integration platforms offer new services for information management
- How to choose between existing tools and new services?

Featured Presentation

Seven Deadly Misconceptions about IQ: Implementing IQ for Business Effectiveness Larry P. English, President, INFORMATION IMPACT International

Well-intentioned organizations are seeing their data quality initiatives fail because they are grounded in misconceptions that prevent them from achieving the maximum benefits of a sound quality management system.

In this presentation Mr. English, the Father of TIQM, will describe the seven deadly misconceptions that can ultimately sabotage your IQ initiative and cause you to lose management support for what must become a core competency (Information Quality Management) for an Information-Age enterprise to survive and thrive.

Mr. English describes the principles, processes and techniques required to successfully implement and grow your IQ function into a mature enterprise-transforming capability.

- Seven Deadly Misconceptions About Information Quality
- Core principles of any sound Quality Management System
- Core processes of a sound IQ Management System
- Culture transformation required and how to effect it
- Critical success factors and successes

CASE STUDY

Performance Management for Everybody Kasper Damsø, Novo Nordisk & Jørgen Steines, Platon A/S

The management philosophy of Novo Nordisk is based on the Balanced Scorecard concept. The purpose of the Performance Management solution is to fulfil the need of a fact-based measurement system - covering all relevant 'key performance indicators' (KPIs). There has been a strong focus to make the system an integrated part of the management process. From the beginning, it has been sponsored by top-management which has shown full commitment by, for example, using the system themselves, and stating that the only truth comes from here. The system is used at every management meeting. Targets are set and bonuses calculated for each employee at a yearly development conversation which is related to specific KPIs in the system. Even hourly workers have access to simple screens to monitor progress for meeting various goals.

CASE STUDY

An Information Sharing Platform for the Public Service

Elizabeth Olivieri, IRM Manager, Malta Information Technology & Training Services Ltd

The Government of Malta had a number of disparate systems across Government departments, thus rendering the management of information as a corporate resource ineffective and expensive. The need for a repository to be accessed by Government Departments had been indicated as one of the most strategic systems in the Information Systems Strategic Plan. The Maltese Government aims at promoting an information sharing culture within the legal parameters across Government Departments to improve data correctness, consistency and currency. This initiative therefore serves as the basic platform to implement this policy, and consolidate public domain information that is commonly used across Government Departments. This case study will share:

- Real life experiences and strategies for creating this platform
- Managing the project phases
- Creating a robust centralised data repository
- Developing shared information services and role based access control
- Increasing citizen satisfaction through the one-stop shop concept

Introduction to Geospatial Data Architecture and GIS Data Management

Michael Scofield, Manager, Data Asset Development, ESRI, Inc

Geographic information systems, (GIS) is a collection of computer hardware, software, and geographic data for capturing, managing, analyzing, and displaying all forms of geographically referenced information. GIS databases pose unique challenges in data management because of their complexity and unique structural requirements.

- Challenges to achieving accuracy in positional data
- Integrating geographically referenced data
- Epidemiology and environmental studies
- Evaluating non-geographic behaviour characteristics from a geographic perspective

CASE STUDY

Progressing Up the Data Management Maturity Curve

David Hammer, Master Reference Data Development Manager, Shell

Shell Downstream has standardised its processes and systems. A significant part of benefits realisation is dependent on good quality and standardised master data. To achieve this, Shell Downstream has implemented a Global Data Management organisation with the goal of achieving world class status in data management.

This presentation outlines our approach to date for moving an organisation up the Data Management Maturity curve. Drawing on the learnings from Shell's experience and building on recent developments in implementing enterprise wide initiatives, the presentation highlights some of the pitfalls to be avoided and critical success factors necessary to be successful.

- Introduction to the Maturity Model
- Identifying the key elements
- Before you start – have a clear picture of where you want to be in the future
- Getting the right balance

16:30 – 17:30 CONCURRENT SESSIONS

CASE STUDY

Information into Action: Delivering Value from Information Governance and Metadata Management

Ron Klein, Sr. Information Management Consultant, BMO Financial Group

The BMO Financial Group views information as a strategic asset and should be managed with the same attention as human and capital resources. Numerous information management (IM) initiatives are underway to transform our Corporate Policy into implementable standards, practices and processes. From the beginning, our work has been grounded in metadata management. This session shows how meta data and governance work together.

- The landscape for governance and meta data management
- How meta data, stewardship and governance work together
- The value proposition for meta data management
- How the data warehousing practice at BMO FG uses meta data

Plenary Panel: Ask the Expert Practitioners

Paul O'Keeffe, Marks & Spencer Money
Dr. Robert Daniels-Dwyer, Network Rail
Paul Gysemans, Belgacom
Annick Andries, Belgacom
Dr. Walid el Abed, Nestlé
Tom Fish, Air Products & Chemicals

Practitioners will each have approximately 4 minutes each to introduce themselves and talk about a best practice or information quality story at their organizations. Then we will open the session to audience questions.

The Virtual Data Warehouse - Yesterday's Vision is now Today's Reality

Robert Eve, Vice President, Marketing, Composite Software

Data Warehouses have been a great solution for rationalizing historical data so you can get yesterday's data tomorrow. But what happens when you need today's data today? And tomorrow, what happens if you need to see a slightly different data set? In this case you need a "Virtual Data Warehouse" that provides data more flexibly and quicker.

- The Virtual Data Warehouse Concept
- Using Data Services instead of ETL
- Ensuring Performance and Security
- Next Steps in the Evolution

CASE STUDY

Delivering Decision Ready Information to The Risk Agile Organisation

Steve Benton, Business Continuity, Security and Governance, British Telecom

Effective Operational Risk Management demands the delivery of decision ready information to the risk community. Organisations require ever increasing insight into their risks and controls for a host of reasons, not least compliance, corporate performance and strategy. The organisation, especially at senior levels, is becoming ever more hungry for properly aggregated and correlated data and thus organisations must build the right architecture to provide the necessary sensory and cognitive environment.

During this presentation we will explore:

- The governance, risk and compliance sensory and cognitive environment needed to sustain an active and successful ORM programme
- The specific demands on data, from creation to destruction, at motion and at rest
- How to manage the risks posed by this new environment.

We Don't Need a Corporate Model (Oh, Yes, You Do!)

Dagna Gaythorpe, Independent Data Architect

The corporate data model seems to be falling out of favour these days. For anyone who has printed one out and found it takes up a whole wall, this is probably no surprise. But it isn't a picture - it is a repository for recording the metadata that we want to reuse, a tool for getting applications developed faster, better and cheaper. This presentation explains what can be done with a corporate data model and covers:

- What a corporate model is good for
- How to reuse someone else's efforts
- The times you wish you had one!
- How to grow your own model

Data: The Antidote to Requirements Babel Suzanne Robertson, Principal, Atlantic Systems Guild

The process of building any type of product involves discovering the requirements and making sure that everyone involved interprets them in the same way. Yet every day we hear of another example of a product that does not satisfy the original business need. This is not surprising given that there are so many different specialists needed to build any product. And for each different person involved in the project there is another possibility for the requirements to be interpreted differently – according to that person's point of view. This talk is about how consistent definition and management of data is the antidote to requirements Babel.

- The relationship between data and requirements
- Early definitions of terms within the scope
- Tracing terminology throughout the lifecycle
- Data driven requirements

Meta Data

09:00-16:30

BEYOND THE BASICS - MANAGING METADATA IN THE REAL WORLD

Peter Aiken, VCU/Data Blueprint



Managing metadata in the real world is a very doable proposition. Today's metadata initiatives must deliver immediate ROI to

attract and retain management commitment. This tutorial demonstrates how organizations can and have rapidly and successfully gained value from metadata projects in today's environment in the face of everyday, real-world pressures. Success is achieved by applying a few metadata strategies and concentrating on these fundamentals in a manner that causes the business to recognize metadata as both the cause and the solution to specific organizational challenges. A key underlying assumption is that metadata management requires not a repository to get started but repository-like functionality that can be developed in weeks instead of years. Upon completion, participants will:

- Understand the difference in focus that is required for real-world metadata strategies to work
- Comprehend the complimentary characteristics between metadata and data management practices
- Be able to architect a repository-like solution that can be grown into a more advanced project
- Assess and articulate the business value of proposed metadata projects.

Very Good Value

Brian Papworth, Data Services Manager, Alliance & Leicester

DAMA International

DAMA International is a not-for-profit, vendor-independent association of technical and business professionals dedicated to advancing the concepts and practices for data resource management and enterprise information. The primary purpose of DAMA International is to promote the understanding, development, and practice of managing data and information to support business strategies. DAMA International has chapters and members-at-large throughout the world. As a DAMA member you receive the benefits of your local chapter's activities. As a member-at-large you receive all the benefits of

09:00-16:30

BUILDING AND GROWING A SUCCESSFUL IQ FUNCTION

C. Lwanga Yonke, Aera Energy, LLC



Successfully tackling the tough challenges caused by poor data quality often seems like an overwhelming and

thankless task. Moreover, as awareness about the importance of information quality grows, information quality (IQ) practitioners are increasingly called to tackle a myriad of complex IQ problems. To be successful in the short and long terms, the IQ practitioner must be equipped with a robust foundation deeply rooted in proven best practices and applicable to various IQ efforts such as from CDI, MDM, compliance, governance, data integration, business intelligence, etc. Drawing from lessons learned at the frontline, this tutorial describes the fundamental components of successful IQ functions and provides practical guidelines on getting started and remaining successful. Several hands-on exercises are used to facilitate learning and promote mastery. This workshop will be beneficial to those implementing new information quality programs and to those seeking to re-energize or re-focus existing ones. Participants will leave with tangible solutions to many of their toughest IQ implementation challenges. Topics addressed include:

- The fundamental activities of IQ management and improvement
- Developing an IQ strategy
- The best home on the org. chart
- Tools and methodologies
- Measuring IQ Costs and Benefits
- Building a company-wide IQ culture
- Aligning Business and IT for IQ success
- The CXO Perspective
- The attributes of the successful IQ Leader

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DW/BI

09:00-16:30

NEW ADVANCED DATA MODELING TOPICS FOR THE DATA WAREHOUSE

Tom Haughey, InfoModel LLC



This presentation is for experienced data warehouse architects and database designers. The presentation will describe the most

challenging data warehouse design problems the world of data warehousing has faced. This presentation is not just another dimensional modeling promotion. It will show where dimensional model is and is not applicable. Among the requirements to be addressed in modeling the data warehouse are: handling aggregation, heterogeneous product and transaction types, handling time and history, handling changing dimensions, handling changing facts, handling late arriving data, supporting data with different rates of change and stability, supporting large scale database environments such as MPP (massively parallel processing). Designing a data warehouse requires different roles and uses of data, a different use of normalization, and new modeling constructs. Key special requirements of the data warehouse focus on time, location, and dimensional aspects of data. These requirements are among the reasons that analytical data modeling demands different skills, perspectives and techniques.

- Data warehouse architectures
- New view of dimensional modeling
- Required snowflakes
- Conforming facts and dimensions
- Handling time and history
- Heterogeneous dimensions and facts
- Changing dimensions and facts
- Mixed changes
- Modeling for different types of time changes
- Late arriving data: facts and dimensions
- Fact to fact joins
- Predicate analysis for star joins
- Do all facts have count, amount; are all dimensions without them
- Factless facts
- Fact or dimension
- Design for parallel
- Multiple roles
- Use of surrogate keys
- Handling multi-valued dimensions
- Handling complex dimensions, such as hierarchical, ragged, multiple dimensions
- Designing aggregates
- Aggregates vs. on-the-fly
- Supporting restatement or aggregates
- Designing for trickle load
- Master data

DAMA

09:00-16:30

SKILLS FOR THE ADVANCED DATA MODELER – HONING YOUR TECHNIQUES

Alec Sharp, Clariteq Systems Consulting Ltd.



Experienced or "advanced" data modelers don't all get the same results. Some – the ones we love to hate – develop stable models that are actually used, and make it look easy. Others might have great technical modeling skills, but never manage to engage the business experts or gain the support of business analysts and developers. They end up watching in dismay as their models are consigned to irrelevance or are undone by "new" requirements.

What accounts for the difference? Magic? Luck? Great hair? No – it's having a well-honed set of frameworks, techniques, procedures, tricks, and other tools that can be used to keep the process moving and keep people engaged. And that's what we'll cover in this one-day session – specific, repeatable techniques that you can use to drive your data modeling skills to the next level.

This is an updated version of the top-rated session that Alec delivered at the 2005 DAMA Europe conference.

Some of the topics covered include:

- Advanced topics – complex rules; generalization vs. literalism; relating recursion, abstraction, and subtyping; history, corrections, "as-of" queries, and Sarbanes-Oxley; using events, services, and use cases, and many more
- Facilitation techniques, and their use in data modeling
- The role of reverse engineering
- The magical number seven, and why we dumb it down to five
- Data modeling in the world of "off the shelf" or legacy applications
- Conducting a data model review presentation
- Finding common ground between E-R and dimensional modeling
- The top ten techniques for humanizing data modeling

The great strength of this conference is the number & variety of presentations/speakers. The big weakness of this conference is that I can't get to all the presentations I want to!
Martin Willcox, Snr Architect, Co-op Group

Data Management and Information Quality Conferences 2007

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

Registration Fees

Entire Event (29 Oct – 1 Nov)

FEE: £1,695 plus VAT (296.63) = £1,991.63

Any 3 days of the event

FEE: £1,395 plus VAT (244.13) = £1,639.13

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FEE: £995 plus VAT (174.13) = £1,169.13

Any 1 day of the event

FEE: £645 plus VAT (112.88) = £757.88

Book by 1 August and you can save £50 on each day, so if you book for the entire event you will receive a £200 discount.

If you are unable to attend you will be able to purchase a set of the proceedings on CD Rom for £300.

DISCOUNTS are available for group bookings of 3 or more delegates made at the same time. This cannot be used in conjunction with other discounts. Discounts are also available to members of DAMA, IAIDQ, BCS and MPO. Contact IRM UK for details.

The registration fee includes the conference lectures, documentation on CD ROM (no printed version of this will be 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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