

**FIRST
TIME IN
THE UK**

15-16 September 2008, London
Fee £995 & VAT (£174.13) =
£1169.13
Group Booking & Series
Discounts Available

Data Management Series

Data Modelling Fundamentals
23-24 September 2008,
16-17 February 2009, London

Data Modelling Masterclass
25-26 September 2008,
18-19 February 2009, London

DW 2.0: Next Generation
of Data Warehousing
2-3 December 2008, London

Unstructured Data
4-5 December 2008, London

Master Data Management
15-16 September 2008, London

Series Discounts

Attend more than one course
in this series and you will be
entitled to the following
discounts:

2nd course	10%
3rd course	15%
4th course	20%
5th course	25%

Group Booking Discounts

If 5 delegates from the same
organisation register at the same
time for the same or various
seminars, then the 5th delegate
is free. We regret that this offer
cannot be used in conjunction
with the Series Discount.

Presenter



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

In-House Training

For an in-house presentation of this or any other IRM UK seminar, please contact us on:
T: +44 (0)20 8866 8366
E: customerservice@irmuk.co.uk

Endorsed by:



The Premier Organisation for
data professionals in the UK

Successful Master Data Management

Malcolm Chisholm

Overview

This seminar provides a guide of what it takes to implement a successful Master Data Management (MDM) programme in an enterprise.

Learning Objectives

- What Master Data is, what Master Data Management is, and why both are vital
- The components of an MDM programme, and how to build a business case to get an MDM programme adopted.
- The technical aspects of MDM, including architecture, design, technology, and product categories
- The aspects of data governance that are needed to make MDM work, and how to implement them.
- The infrastructure and services needed for MDM, from metadata management to production support.

Seminar & Workshop Outline

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

Audience

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

Visit www.irmuk.co.uk for full course outline

