3RD ANNUAL

MDM ASIA PACIFIC SUMMIT

28th - 30th April 2008 Hilton Hotel, Sydney

● MASTER DATA MANAGEMENT ● ENTERPRISE INFORMATION INTEGRATION AND ARCHITECTURE
● DATA QUALITY & GOVERNANCE ● CUSTOMER & PRODUCT DATA INTEGRATION ● SOA

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The MDM Institute
Independent. Authoritative. Relevant.

Enterprise IQ and the MDM Institute are proud to bring you the 3rd Annual MDM Asia Pacific Summit – the only Asia Pacific event dedicated specifically to Master Data Management, Customer Data Integration and Data Governance. Be part of the groundbreaking business technology summit that has attracted sold-out audiences around the world for the past three years.

● Discover how to dramatically increase your company's ROI on existing CRM initiatives, as well as deploy competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs and increase marketing effectiveness

● Get impartial advice to help ascertain the advantages and tradeoffs between off-the-shelf commercial solutions and custom-built IT frameworks

● Lessons from early adopters on vendor and product selection and evaluation, team building, business case development, project management and architectural design and delivery

● Discover the most successful best practices for creating a "single customer view"?

● Gain practical and proven insights for achieving MDM mastery, through our interactive workshop and breakout sessions

FEATURING INTERNATIONAL PRESENTATIONS FROM:

Aaron Zornes *Chief Research Officer*
MDM Institute (San Francisco)

Pascal Laik *Global Vice President MDM Product Strategy*
Oracle Corporation (San Francisco)

Neeraj Gokhale *VP & GM, MDM Business Unit*
TIBCO Software Inc. (Palo Alto, California)

Tony Fisher *Chief Executive Officer*
Dataflux a SAS Company (North Carolina)

Larry Dubov *Senior Director, Consultant*
Initiate Systems (USA)
Author - *Master Data Management and Customer Data Integration for a Global Enterprise* (McGraw-Hill Osborne Media, May 2007)

WITH KEYNOTE PRESENTATIONS FROM:

Dr Charles Lawoko *Principal Director*
Insight2Action

Ram Kumar *Chairman Customer Information Quality Technical Committee*
OASIS

PLUS CASE STUDIES AND PRACTICAL INSIGHTS FROM:

Woolworths
Suncorp
MBF
Sydney Water Corporation
Microsoft Australia
Oakton
Acxiom Australia

For more information, please visit **www.mdmsummit.com.au**
To register: Call Enterprise IQ on **+61 2 9977 7302**
Fax the completed registration form to **+61 2 9977 7332**
Email: **info@enterpriseiq.com.au**

0800 - 0900 Registration, coffee and visit the Exhibition

0900 - 1000 SESSION ONE - SUMMIT CHAIRMAN KEYNOTE & WELCOME

Milestones on the CDI-MDM Roadmap for 2008-2009
Research analysts at the CDI-MDM Institute annually produce a set of twelve milestones for their CDI-MDM Road Map to help Global 5000 enterprises focus efforts for their own large-scale, mission-critical CDI-MDM projects. This keynote will focus on this set of strategic planning assumptions and present an enlightening view of the key trends and issues facing IT organizations during 2008-09 and beyond by highlighting:

• Planning for the juggernaut of CDI-MDM market momentum, maturation, and consolidation
• Coping with the skills shortage for data governance, enterprise architecture
• Identifying the essential (vs. desirable) features of an enterprise-strength CDI-MDM solution

Aaron Zornes Chief Research Officer
MDM Institute (San Francisco)

1000 - 1040 SESSION TWO – INTERNATIONAL KEYNOTE PRESENTATION

Master Data Management Strategies for 2008-09
This keynote will highlight the growing importance of MDM and paint a vision for this fast-evolving and highly strategic space from one of the world's largest software vendors. Learn how some of the world's leading organisations are addressing the MDM challenge spanning multiple domains, including customers, suppliers, products and locations. Discover why over 500 customers have selected Oracle MDM solutions to help generate tangible benefits, such as:

• Delivering smarter, fact-based decision-making
• Increasing customer satisfaction levels while reducing data management costs
• Meeting increasingly stringent privacy and regulatory requirements

Pascal Laik Vice President Global MDM Product Strategy
Oracle Corporation (San Francisco)

1040 - 1110 Morning tea in the Exhibition Hall

1110 - 1150 SESSION THREE – INTERNATIONAL KEYNOTE PRESENTATION

MDM: Stop "Kicking the Tires" and Start Your Master Data Engine
In the past several years, companies have invested countless hours investigating and studying MDM. With a myriad theories and implementation styles, organizations can spend months or years merely "kicking tires" with no ultimate result. However, as the economy tightens and every company seeks a competitive edge, it's time to move beyond the hype of MDM and start building a unified view of the enterprise. In this keynote address by Tony Fisher, president and CEO of DataFlux, participants will learn:

• Why an effective data governance program is considered the "must have" component of MDM
• How an effective pairing of governance methodologies and technologies can speed the adoption of MDM across the enterprise
• What you can do - today - to begin realizing the benefits of an MDM program

Tony Fisher CEO
DataFlux a SAS Company (North Carolina)

1150 - 1230 SESSION FOUR – PANEL DISCUSSION SESSION

The business of MDM – establishing the need, the opportunity and the bottom-line benefits

• Identifying the need – assessing your organisation's strengths and weaknesses
• The business case – gaining broad business and executive support for change
• Why must MDM be part of an enterprise IT strategy?
• Identifying the costs, benefits and risks of action – and inaction – on MDM
• Selecting the vendors – finding the right match for your organisation
• Considering different approaches, tactics and strategies for MDM and customer and product data integration
• Getting started with MDM

Moderator:
Aaron Zornes Chief Research Officer **MDM Institute (San Francisco)**
Panelists:
Christopher Wildt Enterprise Architect **Woolworths**
Ralph Mackey Enterprise Information Architect **Sydney Water Corporation**

1230 - 1330 Lunch in the Exhibit Hall

1330 - 1410 SESSION FIVE – KEYNOTE PRESENTATION

Master Data Management Best Practices
This presentation will share solution best practices, real life case studies and discuss the business practicalities and lessons learnt in delivering effective MDM solutions. Over the last five years, TIBCO has been enabling customers to align information assets across multiple systems and departments within their organisations and with trading partners to achieve a single version of the truth across the extended value chain. Through effective MDM, organisations can eliminate errors through an optimised supply chain, achieve faster time-to-shelf by being more efficient in their business activities and accelerate critical processes such as new product introductions, service provisioning, cross-sell/up-sell, and customer service.

Neeraj Gokhale Vice President and General Manager, MDM Business Unit
TIBCO Software Inc. (Palo Alto, California)

1410 - 1450 SESSION SIX – EXPERT TESTIMONY

MDM & CDI for the global enterprise – trends, ROI and costly mistakes
CDI projects are typically complex, costly and involve multiple risks. By design, CDI solutions enable a new, more effective and efficient way to conduct business. At the same time, CDI means a new set of challenge in: architecture; data governance and data quality; party identification; data synchronization; security and visibility; and, test data preparations. In this session, Larry Dubov, author of Master Data Management and Customer Data Integration for a Global Enterprise (McGraw-Hill Osborne Media, May 2007) will share firsthand his insight and experience implementing MDM, CDI and information management programs, particularly in the financial services, pharmaceutical and healthcare industries.

• Defining MDM and CDI and learning more about the business benefits
• Discover how organisations are handling the MDM ROI question and building business cases
• Getting inside information about MDM and CDI implementation trends - and learning how to avoid costly mistakes
• Discovering low-cost actions that organisations can take to prepare for future MDM and CDI programs

Larry Dubov Senior Director, Consultant
Initiate Systems (USA)
Author - *Master Data Management and Customer Data Integration for a Global Enterprise* (McGraw-Hill Osborne 2007)

1450 - 1520 Afternoon refreshments in the Exhibit Hall

1520 - 1600 SESSION EIGHT – EXPERTS PANEL DISCUSSION

Creating the single customer view – integrating information, architecture and applications

• Towards a single view of the customer – connecting and integrating business intelligence, BPM, CRM and analytics
• Identifying and avoiding the obstacles to success
• Discussing the importance of MDM
• Human considerations – overcoming cultural resistance
• Gaining traction – avoiding pitfalls and project killers

Moderator:
Aaron Zornes Chief Research Officer **CDI-MDM Institute (USA)**
Panelists:
Paul Ormonde-James Director of Business Intelligence **MBF**
Monica Smith Solutions Architect CRM Systems **Suncorp**
Dr Charles Lawoko Principal Director **Insight2Action**

1600 - 1620 Coctail Party – Hosted by SAS

SAS
THE POWER TO KNOW.

0800 - 0900 Coffee in the Exhibition Hall

0900 - 1000 SESSION ONE – CONFERENCE CHAIRMAN KEYNOTE PRESENTATION

Technical Evaluation Criteria & Field Reports for CDI-MDM Solutions

Corporate master data is a critical asset that must be increasingly synchronized within and beyond the enterprise. During 2008-09, most large enterprises will focus on CDI and MDM by deploying a 2nd generation database-centric infrastructure to deliver a future-proofed panoramic customer view across multiple channels, business lines, and heterogeneous IT environments. This session will focus on the "why" and "how" of CDI-MDM technical evaluations by providing insight into:

- Understanding the pros and cons of the dominant architectural models and evaluation criteria – e.g., data models, process models, scalability, privacy management, etc.
- Inventorying the vendor landscape – e.g., data hub, EAI, EII, portals, SOA-based web services, data service provider, etc.
- Applying a rigorous methodology to CDI-MDM product evaluations and implementations for both mega vendor solutions (Oracle CDH, Oracle-Siebel UCM, SAP NetWeaver MDM, Teradata MDM) and best-of-breed (DataFlux, Initiate, Purisma, Siperian, Visionware)

Aaron Zornes Chief Research Officer
The CDI-MDM Institute (USA)

1000 - 1040 SESSION TWO – INTERNATIONAL KEYNOTE PRESENTATION

Customer case studies on MDM – driving real business value

How have companies effectively leveraged their MDM implementation to solve their business challenges? What changes have been enabled within Organisations as a result of their MDM implementations? What are the benefits of those implementations and what lessons have been learned along the way? Drawing on real-life case studies, this session will highlight:

- Business drivers for MDM
- Changes in business processes enabled by MDM implementations
- Tangible benefits received

Oracle Presenter – TBC

1040 - 1110 Morning refreshments in the Exhibit Hall

1110 - 1145 SESSION THREE – KEYNOTE PRESENTATION

The importance of enterprise and customer information management for delivering growth for an organisation

Most companies talk about understanding and meeting customer needs as a strong requirement for organic growth. Unfortunately, the required capabilities have not been fully realised by most companies because of the hype around (plus misuse, abuse and misunderstanding of) capabilities like CRM (Customer Relationship Management) and Business Intellligence (BI). However, the importance of genuinely leveraging enterprise and customer information to generate organic growth and create innovation still stands, and enterprise technology is a critical player in this. This session will explore the strategic importance of enterprise and customer information and associated technologies, and provide examples of leading practices.

- Common challenges and common mistakes
- Gaining ROI – key factors for ensuring returns
- Recommendations – ways to move the initiatives forward

Dr Charles Lawoko Principal Director
Insight2Action

1150 - 1230 SESSION FOUR – CASE STUDY

Consuming the MDM Elephant: Eating it in bite size chunks

Large organisations are faced with the challenge of implementing an MDM solution that minimises disruption to existing systems and processes, while maximising the benefits to the business. Drawing on the experience of one of Australia's leading companies, this session will introduce a pragmatic approach to implementing an MDM solution in a complex environment.

- Business and technology drivers for the MDM project
- Delivering capability in a phased approach
- Technical considerations and lessons learned

Speaker tbc

1310 - 1400 Lunch

1330 - 1410 SESSION FIVE – CASE STUDY

Enabling information-sharing – managing master files throughout structured and unstructured data – the quest for 'one version of the truth'

- Achieving best practice in standardising and managing reference data across multiple applications throughout the enterprise
- Controlling inconsistent structured and unstructured data – choosing a flexible framework and enabling one authenticated master file
- Data governance and knowing who owns the data – a prelude to data-sharing
- Managing collaboration issues – data management and sharing, protection of IP, authentication and meta-data management

Speaker tbc

1410 - 1450 SESSION SIX – KEYNOTE PRESENTATION

**Customer Data Integration and Quality:
The importance of standards**

As companies move to establish more effective relationships with their customers in a world of global commerce, the need to achieve a complete view of each customer's dealings is recognised as ever more critical. At the same time the cost and quality of interacting with customers is now a major business issue. Often the impact of poor-quality customer information is fully understood only when attempting to unify customer data from disparate business systems. While data within individual databases may be fit for the purpose for which it's collected and used, combining data from a range of sources for a new and different purpose poses a real threat to the effectiveness of entire customer relationship initiatives. In this session Ram will discuss the importance and key role standards play in representing, integrating, inter-operating and managing customer data with quality. A global standard for customer information will also be discussed.

Ram Kumar Chairman Customer Information Quality Technical Committee
OASIS

1450 - 1520 Afternoon refreshments in the Exhibit Hall

1520 - 1600 SESSION SEVEN – CASE STUDY

Customer Data Integration: The Complexities of Transforming Customer Information into Intelligence

- The challenges facing organisations implementing a CDI solution
- Critical success factors for customer-centric systems:
  - The challenges of managing customer information
  - How customer information differs from the management of other data assets
  - How an expert technology service based approach complement your existing architecture

Case Study – Microsoft Australia

The operational benefits of adopting a technology-based service within your business environment
  - SLA
  - Cost
  - Security
  - Speed
  - Flexibility

Raymond Peer Manager DMO (Data Management Organisation)
Microsoft Australia

Richard Harris Senior Consultant
Acxiom Australia

1600 - 1640 SESSION EIGHT – PANEL DISCUSSION SESSION

The way forward – strategies and tactics for creating a culture of information and data quality

- What does it take to foster a genuine culture of information and data quality?
- Practical tips, tactics and strategies for ensuring data quality delivery across the enterprise
- Reviewing data stewardship and governance models – what works and what doesn't?
- Exploring the benefits of MDM for improving data quality

Panelists
Raymond Peer Manager, DMO (Data Management Organisation)
Microsoft Australia (tbc)
Ram Kumar Chairman Customer Information Quality Technical Committee
OASIS

1640 Closing remarks from the Chair and End of Day Two

WORKSHOP AND BREAKOUT SESSIONS

WORKSHOP - 1W
Customer Data Integration - The Why, When & How?

Experience shows that Customer Data Integration (CDI) solutions are NOT created equal. Is there a need within your organisation to choose a best of breed near real-time CDI Hub solution? The CDI solution that is best for your organisation needs to be determined by real world factors, such as 'why' and 'when' (and 'if') you need a 'single customer view'. The answers to these basic questions can then guide your architecture, design and solution decisions … 'how' you best support the requirements of your organisation.

This practical and interactive session will discuss:
- The baseline business decisions that need to be made before any architecture or tool is decided on
- Our recent real world experiences with different practical approaches to Customer Data Integration
- The essential foundations for a successful CDI project

Ian Pearce Practice Manager – Data Management
Michael Mordaunt Senior Consultant
Oakton

Schedule
0930 - 1100	**Workshop Begins**
1100 - 1130	Morning refreshments
1130 - 1230	**Workshop Concludes**

INTERACTIVE BREAKOUT SESSIONS

	Technical Stream	Functional Stream
0930-1100	**TECHNICAL SESSION - 1A** **Implementing MDM as the foundation for your Service Oriented Architecture** • Integration • SOA • Data Synchronisation • Web Services **Jeff Dibb** Sr Principal Consultant MDM Competency **Oracle Corporation**	**FUNCTIONAL SESSION - 1B** **Getting a return from MDM** • Building a business case • Issues addressed by MDM • Justification • Costs, Benefits & ROI • Case Study examples **Pascal Laik** VP Global MDM Product Strategy **David Barkess** Director Solutions Consulting MDM **Oracle Corporation**
1100-1130	**Morning refreshments**	**Morning refreshments**
1130-1300	**TECHNICAL SESSION - 2A** **Taking control of your data** • Data Profiling, Governance & Quality • Data Cleansing • Data Privacy & Protection • Data Enrichment **Stephen Yee** Sr Principle Consultant MDM Competency **Tony Boyle** Solutions Architect MDM **DJ Kim** Solutions Architect MDM **Oracle Corporation**	**FUNCTIONAL SESSION - 2B** **Exploiting your quality Master Data** • Analytics • Reporting • Data sharing from a business perspective • Targeted marketing **Chris Bosch** Solutions Architect MDM **Shrav Malkani** Director Solutions Consulting CRM & MDM **Oracle Corporation**

BENEFITS OF ATTENDING

Accelerate your time-to-ROI regarding MDM, CDI, BI, SOA and data governance.

Meet with other serious evaluators of master data solutions – both early adopters (speakers and attendees) as well as IT professionals at the same stage in the solution lifecycle as you are.

Perform due diligence on all the major components of an enterprise master data solution.

Save yourself the lengthy process of vetting vendor references by networking with those-already-in-the-know.

Leverage your training budget in coming up to speed on one of the hottest IT topics.

Minimise time out of the office by learning about best practices cross-check feature/function research of vendors on your short list with other IT professionals, systems integrators and consultants, as well as their competitors.

Fill critically short-staffed MDM, data governance and information architecture positions.

Looking to recruit MDM process or product experts?
This audience has the critical mass of IT talent that would make any recruiter jump with joy.

Expand your IT professional network and increase your personal market value.

There will be numerous opportunities to network with other MDM professionals – especially CTOs, enterprise architects, data architects, and data stewards.

WHO SHOULD ATTEND

The 3rd Annual MDM Asia Pacific Summit 2008 is for IT professionals at any level. Learn the best practice evaluation and implementation strategies from early adopters of MDM, CDI and data governance solutions. You'll also network with fellow project leaders who will share their success secrets -- e.g., enterprise architects, chief technology officers, data stewards, et al.

Additionally business managers and business technologists will benefit from understanding how to dramatically increase their company's ROI on existing CRM initiatives, as well as deploy competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs, and increase marketing effectiveness.

- CTOs, CIOs, Enterprise Architects, Information and Data Architects responsible for translating business strategic vision into pragmatic IT delivery programmes

- Senior Business Strategists, Chief Operating Officers, and LOB Managers charged with deploying competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs, and increase marketing effectiveness

- Data Stewards, Data Quality Managers, IT Implementers, and Project and Programme Managers responsible for increasing the value and effective of master data such as customer, product, supplier, and pricing

- Senior Managers and Directors responsible for Customer Information Management, Application Integration, Business Intelligence, SOA, Sales/ Marketing Analytics, CRM, Enterprise Solutions, Data Warehousing, Business Improvement

For further information, please contact:
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MDM Asia Pacific Summit
28-30 April 2008 Hilton Hotel Sydney

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ATTENDEE DETAILS

	Name	Title	Email
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Attendee 2			
Attendee 3			
Attendee 4			

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If attending the workshop and breakout sessions, please tick your preferred sessions **1W 1A 1B 2A 2B**

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