Group Booking Discounts Available

2 Co-located Conferences

IRM UK
Master Data Management Summit

IRM UK
Data Governance Conference

12th Annual Conference

15-18 May 2017
Radisson Blu Portman Hotel
London

The "Must Attend" Event for MDM & Data Governance Professionals

Why attend this event

- **Europe's Only Co-Located Conferences on Both Data Governance & MDM.** One event, in one to four days, gives you the unique opportunity to leverage the powerful combination of MDM and Data Governance to deliver business outcomes through trusted information.

- **Four Tracks With More Than Fifty Sessions.** The co-located conferences are neither analyst led nor vendor led. Learn from over 60 world renowned independent speakers and major users of MDM and Data Governance.

- **Focus on End-User Case Studies & Expert Panel Discussions.** Choose from over 40 case studies and take an inside look at the successes and challenges behind real-world MDM and Data Governance implementations.

- **Twelve "Fast Track" Pre-Conference Workshops.** Choose from introductory or advanced workshops, enabling you to get up to speed with Data Governance and MDM essentials.

- **Post Conference Workshops.** Enhance your in-depth knowledge and skills in MDM and Data Governance practice with our four post conference workshops.

- **MDM & DG Solution Providers.** Discuss your MDM and Data Governance challenges with the world's leading solution providers.

Keynotes & Featured Speakers Include:

Aaron Zornes
The MDM Institute

Jan Henderyckx
Inpuls

Mike Ferguson
Intelligent Business Strategies

Nick Martijn
KPMG IT Advisory

Nigel Risner
Motivational & Inspirational Speaker

Alex Bähr
Director of Global Supply Chain & Sustainability – Process & Data COE
McDonald's

Adam Preston
Chief Data Officer
Santander

Ian Wallis
Head of Data, Analytics & Insight
Defence Infrastructure Organisation (DIO)

Marco Pinheiro
Director Finance Master Data
AstraZeneca

Sharon Lankester
Enterprise Data Governance Leader
Dun & Bradstreet

Case Studies & Contributors Include:

- Santander
- McDonald's
- AstraZeneca
- Visa
- The Home Office
- Grundfos
- Schroder Investment Management
- National Grid
- Network Rail
- Volvo Penta
- BAE Systems
- DPD
- Barclays
- ATP
- Southern Water
- Ricoh EMEA
- Dun & Bradstreet
- Dixons Carphone
- The Environment Agency
- Defence Infrastructure Organisation
- Waitrose
- Riyad Bank
- Meggitt
- First Data Corporation
- Amsterdam Airport Schiphol
- FrieslandCampina
- The Co-operative Bank
- KPMG IT Advisory
- Deloitte MCS
- International Consortium of Investigative Journalists
- IBM
- Oxford University Press
- Bestseller A/S
- New Zealand Government
- Thames Valley Housing
- SBM Offshore
- Willis Towers Watson
- Amsterdam Innovation ArenA
- Goldsmiths, University of London
- HAN University of Applied Sciences
- Coloplast

Sponsors:

Dell Boomi
ataccama
neo4j
INNOVATIVE Systems
UNISERV
agile solutions
experian
Semarchy
StiboSystems
entity Trusted Information Innovators
Orchestra Networks
melissa
MANTA
dun & bradstreet

Produced By:

IRM UK

The MDM Institute
Independent. Authoritative. Relevant.

inpuls join the future

irmuk.co.uk

Data Science and the Panama Papers
*Mar Cabra, Editor, Data & Research Unit
International Consortium of Investigative Journalists (ICIJ)*

The trove of files that make up the Panama Papers is likely the largest dataset of leaked insider information in the history of journalism. Mar will discuss the unique challenges that ICIJ's Data and Research Unit encountered in analyzing this data. The overall size of the data (2.6 terabytes, 11.5 million files), the variety of file types (from spreadsheets, emails and PDFs to obscure and old formats no longer in use), and the logistics of making it all securely searchable for more than 370 journalists around the world are just a few of the hurdles they faced over the course of the 12 month investigation.

How to Create Massive IMPACT and be an Effective Zoo Keeper
Nigel Risner, Motivational & Inspirational Speaker

In an ever-changing world and with pressures that come from a global source how do we make sure our teams are "in the room" and making an IMPACT. Nigel will share his 6-stage approach for keeping people energised, focused and most importantly achieving results. He will also include a fun inter-active communication session that will have delegates talking about it for days, weeks and months to follow. In his unique style, he will identify everyone in the room and share with them how to manage the animals in their workplace by being an effective zoo keeper.
- The power of focus
- The cost of internal terrorists
- The importance of communication

Master Data Management Keynotes

MDM-Driven Digital Transformation via Systems of Engagement & Graph
*Aaron Zornes,
The MDM Institute*

Clearly, the "solid but boring" aspect of master data management (MDM) remains a key challenge for most enterprises. Concurrently, market-leading enterprises are turbo-charging their MDM efforts by focusing on "master relationship management" via Graph Database technology coupled with Big Data analytics. While traditional MDM purports to span the entire master data lifecycle, new dimensions such as Big Data, mobile, social, cloud and real-time are exerting tidal forces on the classic notion of MDM. Moreover, IT leadership struggles when selecting MDM software because the solutions are diverse with no single vendor able to meet all requirements and use cases. Given the prevalence of multiple MDM brands and architectures as a result, two relatively newcomers (Data Governance and Graph Database) are proposing to unify these silo'ed worlds to overcome both organisational and technical issues as well as market dogma.

The mega vendor-centric MDM offerings thwart the notion of heterogeneous data and process integration, and often lack pro-active Data Governance capabilities for end-to-end data lifecycle management. Concurrently, best-of-breed and niche vendors look to exploit this vacuum (cross-mega vendor governance and relationship management) yet are stymied by lack of resources and market traction. All vendors need to better focus on next-generation MDM requirements as we move from "system of record" to add "system of reference" and (ultimately) move into "system of engagement" wherein relationship-driven analytics form the foundation of MDM-innate, data-driven and context-driven applications to fully enable the digital enterprise. Concurrently, mismatches in reference data (also called "enterprise dimensions") affect the integrity of business intelligence reports and are also a common source of application integration failure. Due to the strategic nature of and difficulty to build/maintain custom reference data management (RDM) capabilities, savvy IT organisations and Finance departments are increasingly opting to buy and not build RDM solutions. This MDM research analyst keynote will review strategic planning assumptions such as:
- Determining what your organisation should focus on in 2017-18 to initiate "master relationship management" via Data Governance & Graph Database
- Planning to leverage Big Data & RDM as part of an enterprise MDM program
- Understanding where MDM, RDM & Data Governance are headed in the next 3-5 years

Field Reports for 'Top 20' MDM Solutions

Evaluating MDM solutions is comparable to purchasing your first home— too many new variables, lack of transparency in the pricing, and high pressure sales tactics. On top of this pressure, IT executives have to contend with the marketing dogma of ongoing "stack wars" among the mega vendors and the dogmatic "we are the world" viewpoints of MDM and (even) Business Process Management (BPM) vendors. To further enliven the MDM evaluation process, enterprises are pressed to decide between the safety of mega vendor solutions (slow to innovate, high price tag, we-are-the-world mentality) and that of best-of-breed solutions providers (productivity of graph/semantic UIs, innate Cloud and Big Data support, relatively small software firms, etc.). To cope during 2017-18, many enterprises will increasingly face these trade-offs as they embark on their MDM journey. This session will focus on the why and how of MDM platform technical evaluations by providing insight into:
- Understanding the pros & cons of the dominant architectural models & evaluation criteria— e.g., pro-active Data Governance, identity resolution, hierarchy management, scalability, Big Data & Cloud integration capabilities, etc.
- Assessing the vendor landscape— e.g., registry, data hub, ultra-hub, SOA-based web services, data service provider, BPM-centric, etc.
- Applying a rigorous methodology to product evaluations for both mega vendor solutions (IBM MDM, Informatica MDM, Microsoft MDS, Oracle MDM, SAP MDG) and more pure play (Ataccama, Enterworks, IBI MD Center, Magnitude, Orchestra Networks, Riversand, Semarchy, Stibo, Talend, Teradata, TIBCO, VisionWare, et al)

Data Governance Keynotes

Key Factors in Successful Data Governance
*Michael Bendixen, Data Governance Manager
Grundfos*

Since 2012 Grundfos has been on a journey to implement Data Governance across the entire organisation. During their journey, lessons have been learnt and they have identified some of the key factors in demonstrating the business value of Data Governance. These are the critical elements that has made a real difference in obtaining and maintaining executive management attention and sponsorship on Data Governance in Grundfos. In this session, delegates will learn:
- How Grundfos started and the journey they have been on
- How Data Governance is organised and who is driving it
- The Data Governance Framework in which they operate
- What the key factors are that have made Data Governance a success
- What they have achieved and where they still have challenges

Merging Perspectives on Information
*Jan Henderyckx, Managing Partner
Inpuls*

As organisations are becoming increasingly aware of the importance of information several initiatives are often taken in different contexts. The information security officer might be concerned by the probability of data leaks or the threat of cybercrime, with the IT security officer scrambling to put the proper firewalls in place to prevent access to file sharing services. Your data protection officer will be concerned by proper management of personal data. Throw the chief data officer in the mix who is concerned by getting value out of the data. You might even have a chief analytics officer that wants to maximise the benefits of the data lake. To top it off with the chief information officer that needs to decide how to best support the infrastructure for effective data management.

How many perspectives does one need to properly manage information? Surely just a common one.

What delegates will learn from this session:
- Common model for slicing the information "elephant"
- Embedding the ISO 2700x model into your organisation
- Information Classification model

irmuk.co.uk

Agenda
irmuk.co.uk

Monday 15 May 2017 — Pre-Conference Workshops - Full Day - 09:30 - 17:15

MDM & RDM "Quick Start" *Aaron Zornes, The MDM Institute*	MDM - A Best Practice Guide to Design and Implementation *Mike Ferguson, Intelligent Business Strategies*

Morning Workshops - 09:30 - 12:45

Practical Data Governance *Garry Manser* *Visa*	Making Enterprise Data Quality a Reality *Nigel Turner* *Global Data Strategy*	Data Governance Interactive Surgery – Exploring the Challenges in Developing & Deploying DG *Ian Wallis & Godfrey Morgan, Defence Infrastructure Organisation*	Learn How Graph Database Can Empower MDM Solutions via Exploration of Specific Case Studies *Lars Nordwall* *Neo Technology*	It Is All in the Petri Dish *Neil Storkey* *InfoMana Ltd*

Afternoon Workshops - 14:00 - 17:15

The Quality in Master Data Quality *Gerard Bartley & Dana Julinschi, FrieslandCampina*	Building Professional Competencies for Information Management Practitioners *Chris Bradley* *Data Management Advisors Ltd*	Creating a Data Governance Framework that Promotes Innovation and the Creative Use of Data *Peter Jackson, Southern Water*	Successful Reference Data Governance and Management *Malcolm Chisholm* *First San Francisco Partners*	Graph-Based Cloud MDM – Business Drivers & Technology Best Practice *Martin Oberhofer & Lena Woolf* *IBM*

Tuesday 16 May 2017 — Conference Day 1 & Exhibits

Master Data Management		Data Governance	

09:00-09:10 MDM Summit and Data Governance Conference Opening, *Aaron Zornes, The MDM Institute and Jan Henderyckx, Inpuls*

09:10-10:00 Plenary Keynote: Data Science and the Panama Papers, *Mar Cabra, International Consortium of Investigative Journalists (ICIJ)*

Time	Master Data Management		Data Governance	
10:05-10:50	MDM Keynote: MDM-Driven Digital Transformation via Systems of Engagement & Graph *Aaron Zornes, The MDM Institute*		Data Governance Keynote: Merging Perspectives on Information *Jan Henderyckx, Inpuls*	
11:20-12:05	Think Big or Start Small? Design Options for Data Governance of Finance MDM *Marco Pinheiro, AstraZeneca* *Dr. Andreas Reichert, CDQ AG*	Master Data Stakeholders & Ownership *Alberto Villari* *Ricoh EMEA*	Building a Sustainable Data Governance Ecosystem *Dhivya Venkatachalam* *Schroder Investment Management*	Data Security and Privacy in a Big Data Environment *Mike Ferguson* *Intelligent Business Strategies*
12:10-12:55	Applying MDM to Improve Customer Experience in a Hybrid B2B & B2C Environment *David Walder* *Oxford University Press*	Journey Towards a New MDM System *Birgitte Yde & Louise Pagh Covenas* *ATP*	Data Governance Across Government *Regine Deleu* *New Zealand Government*	The Swan Lake of Data - Data Governance with New Enabling Technologies *Adam Preston, Santander* *Nic Gordon, BCG*

12:55-14:25 Lunch, Exhibits & Perspective Sessions

Time				
13:25-13:50	Data Challenges and Solutions for (Re)insurance and Financial Services *Nick Stammers, Ataccama*		Demanding Material Design (by Google) for Enterprise B2B Software *Richard Branch, & Michael Hiskey, Semarchy*	
13:55-14:20	Beneficial Ownership: The Devil is in the Detail *Stuart Swindell, Dun & Bradstreet (on behalf of Neo Technology)*		Solving the Challenges of Data Synchronization Amid Hybrid IT Complexity, *Nilesh Parmar, Dell Boomi*	
14:25-15:10	How Multi-Domain MDM is Changing a Major Global Industry *René Meijers, SBM Offshore*	Governing a Global Data Supply Chain *Sharon Lankester, Dun & Bradstreet*	Advanced Data Governance *Gerard Bartley* *FrieslandCampina*	It's All Just Data Governance Isn't It? *Garry Manser* *Visa*
15:15-16:00	Data Modelling, Governance & MDM – Bringing It All Together *Kevin Smith* *Willis Towers Watson*	Implementing MDM in an Organisation that Operates by Consensus *David Swayne,* *Goldsmiths, University of London*	Data Governance in Bite-Sized Chunks *Chris Bradley* *Data Management Advisors Ltd*	Staying No. 1 in the Industry by Using Well-Governed Master Data *Joachim Bondeson* *Volvo Penta*
16:30-17:15	Data Integration for Non-Profit Organisations *Jan Lenders* *HAN University of Applied Sciences*	Enhancing Logistics Data with Customer MDM *Markus Müller* *DPD*	How Data Governance Delivers a Better (Data) Quality Environment *Nick Keen & Simon Dimbylow* *The Environment Agency*	Becoming a Data Driven Organisation: The Critical Role of Data Governance & MDM *Nigel Turner, Global Data Strategy*

17:15-18:30 Drink Reception and Exhibits and then followed by a presentation by the Data Management Specialist Group, The BCS, The Chartered Institute for IT

Wednesday 17 May 2017 — Conference Day 2 & Exhibits

Master Data Management		Data Governance	

09:00-10:00 Plenary Keynote: How to Create Massive IMPACT and be an Effective Zoo Keeper, *Nigel Risner*

Time	Master Data Management		Data Governance	
10:30-11:15	MDM Keynote: Field Reports for 'Top 20' MDM Solutions *Aaron Zornes, The MDM Institute*		Data Governance Keynote: Key Factors in Successful Data Governance *Michael Bendixen, Grundfos*	
11:20-12:05	Agility to Support Changing Business Needs *Bradley Smith* *Meggitt*	Implementing Master Data Governance in Large Complex Organisations *Charlotte Gerlach Sylvest, Coloplast*	Governing Asset Data to Reduce TCO *Rolf Emmens & Stefan Van der Weide* *Amsterdam Airport Schiphol*	Establishing Data Management within a Large Regulated Utility *Jacqueline Harrison, National Grid* *Chris Bradley, Data Management Advisors*

12:05-13:30 Lunch, Exhibits & Perpective Sessions

Time				
12:30-12:55	How Do We Adapt MDM Approaches to Data Governance in a Big Data World? *John Holland, The Home Office (on behalf of Entity)*		Realise your MDM Ambitions with a Data Quality Focussed SCV *Alan Clay & Steve Kelly, Experian*	
13:00-13:25	The Right Approach to Achieving the Highest Returns from MDM *Michael Ott, Innovative Systems*			
13:30-14:15	Field Reports for 'Top 10' MDG Solutions *Aaron Zornes* *The MDM Institute*	PIM as the Core of Digital Eco-Systems *Naima El Omari* *Dorel Juvenile*	Creating and Sustaining a Data Governance Function at The Co-operative Bank *Suzanne Coumbaros* *The Co-operative Bank*	A Data Governance Roadmap, Building From a Single Customer View *Fiona Healy, Dixons Carphone* *Mary Drabble, Agile Solutions GB*
14:20-15:05	Making Master Data Fashionable - Transforming Information Chaos into a Governance-Driven Culture *Erika Bendixen, Bestseller A/S*	Retail Grocery in a Digital World *Caroline Schofield, Waitrose* *Ivo-Paul Tummers, Jibes*	Data Governance for Big Data Analytics *Bas-Jeroen Busscher, Arena do Brasil and Amsterdam Innovation ArenA* *Nick Martijn, KPMG IT Advisory*	Implementing a Data Governance Framework – When One Size Does Not Fit All! *Nathan Young, BAE Systems*
15:30-16:15	Using a Graph to Manage Multi-Dimensional Customer Data to Discover the Single Point of Truth *Scott Benson* *GBG*	Field Reports for 'Top 10' RDM Solutions *Aaron Zornes* *The MDM Institute*	Grooming Data Stewards *Sue Geuens* *Barclays &* *DAMA International*	Getting Data Governance on Track at Network Rail *Davin Crowley-Sweet, Network Rail* *Sara Monsef, Deloitte MCS Limited* *Tim King, LSC Group*
16:20-17:05	Building an Enterprise Reference Data Hub *Thomas Place, First Data Corporation*	Establishing Master Data in a Federated & Outsourced Environment *Alex Bähr, McDonald's*	Establishing Data Governance for a Data Driven Future *Douglas Silverstone* *Thames Valley Housing*	Developing Data Governance in a Large Middle East Bank *Chris Bradley, Data Management Advisors*

Thursday 18 May 2017 — Post – Conference Workshops – 09:00 – 16:30

Jump Start Your Information Strategy, Get a Grip in a Day *Jan Henderyckx, Inpuls*	Successful Implementation of a Master Data Management Programme *Malcolm Chisholm, First San Francisco Partners*	Sustaining your Data Governance Program *Sue Geuens, Barclays and DAMA Int*	GDPR One Day DPO Intensive: Key Skills for the Data Protection Officer *Daragh O Brien, Castlebridge*

Pre-Conference Workshops Full Day

Full Day   09:30-17:15

MDM & RDM "Quick Start"
Aaron Zornes, The MDM Institute

Here's an excellent opportunity to improve your success as an enterprise/data/solutions architect or other IT professional embarking upon your first MDM or Data Governance initiative. During this fast-paced workshop, you'll learn first-hand the best practice insights every IT professional must know to fast-track success and minimize risk. This is your pre-conference opportunity to meet with the "Godfather of MDM" to ask the questions and set your own personalized agenda to maximize your conference experience.

The speaker's reputation for cutting through the hype to deliver a no-nonsense view of what you need to know will provide insights into proven approaches to delivering business value along with the insiders' view of strategic implications of these fast-evolving technologies.

Combining presentations and case studies, this session's proven agenda is practical, personal and uniquely tailored on-site to the needs of the participants. The speakers will share real world insights from surveys and discussions with over 1,500 MDM programs to provide guidance concerning:

- Initiating a successful MDM, RDM and/or MDG program
- Convincing the business to take a leadership role with the goal to deliver measurable ROI
- Choosing the right MDM, RDM and/or MDG solutions despite a rapidly churning market -- multi-domain MDM, reference data management, hierarchy management, identity resolution, big data, social MDM, semantic databases and more

MDM - A Best Practice Guide to Design and Implementation
Mike Ferguson, Intelligent Business Strategies

This workshop focuses at the end-to-end implementation of master data management and tries to address the hardest problems that arise in an MDM project. It looks at the broader picture of information governance, data quality and metadata management before applying these to an MDM project. It also addresses design issues such as inbound integration of master data to consolidate master data when it is scattered across many different data sources, and the outbound synchronisation of it to supply both operational and analytical systems. It also looks at master data virtualisation when you have a hybrid state of some master data consolidates and some not. In particular it looks at what needs to be considered when dealing with data integration and data synchronisation to achieve best practice in design and implementation. The session covers the following:
- An introduction to data governance
- Introducing a shared business vocabulary
- Metadata management
- Enterprise data quality and data integration
- The main approaches to implementing MDM
- What kind of MDM system are you building? - A System of Record, Centralised Master Data Entry System or both

- Understanding master data maintenance in your enterprise
- Best practices in designing master data consolidation
  - Data capture techniques
  - The benefits of standardising inbound data to an MDM system
  - Should history be kept in an MDM system?
  - Approaches to cleansing, and matching
  - Consolidation vs Virtualising master data to create an MDM system
  - Enriching master data using Big Data Analytics
  - Matching at scale – Leveraging Hadoop and HBase for scalable master data matching
- Best practices in designing outbound master data synchronisation
  - Integrating an MDM system with an enterprise service bus for outbound synchronization of operational systems
  - Schema and integrity synchronisation problems that can occur and what to do about them
  - Conflict resolution on outbound synchronisation
  - Design considerations when integrating MDM with ETL tools for synchronising data warehouses and data marts
- The emergence of Blockchain for master data maintenance
- Accelerating master data queries using graph query processing and graph analytics
- Maximising the use of data virtualisation in MDM
- The implications of switching to centralised master data entry
- The change management program imposed by centralised master data entry

Pre-Conference Workshops Half Day

Morning Workshop   09:30 -12:45

Practical Data Governance
Garry Manser, Head of Data Governance, Visa

This workshop provides a practical guide to implementing Data Governance in an organisation, regardless of size. It is based on experiences across multiple organisations and will cover all aspects of Data Governance, from policies and guidelines, through ownership and stewardship, implementing data quality standards and aligning to both company strategies and regulation. The session will consider how to implement, what is the driving force behind the requirement for Data Governance and how to bring others along in the journey, including recognising those people in your organisation that can support you. The workshop will cover:
- Why is Data Governance important for your organisation
- Where to start
- How to get Senior sponsorship at the beginning
- What policies are needed
- Defining Data Quality rules
- Communicating Success

Making Enterprise Data Quality a Reality
Nigel Turner, Principal Information Management Consultant EMEA, Global Data Strategy

Many organisations are recognising that tackling data quality (DQ) problems requires more than a series of tactical, one off improvement projects. By their nature many DQ problems extend across and often

beyond an organisation. So the only way to address them is through an enterprise wide programme of data governance and DQ improvement activities embracing people, process and technology. This requires very different skills and approaches from those needed on many traditional DQ projects.

If you attend this workshop you will leave more ready and able to make the case for and deliver enterprise wide data governance & DQ across your organisation. This highly interactive workshop will also give you the opportunity to tackle the problems of a fictional (but highly realistic) company who are experiencing end to end data quality & data governance challenges. This will enable you to practise some of the key techniques in a safe, fun environment before trying them out for real in your own organisations.

Run by Nigel Turner of Global Data Strategy, the workshop will draw on his extensive personal knowledge of initiating & implementing successful enterprise DQ and data governance in major organisations, including British Telecommunications and several other major companies. The approaches outlined in this session really do work.

The workshop will cover:
- What differentiates enterprise DQ from traditional project based DQ approaches
- How to take the first steps in enterprise DQ
- Applying a practical Data Governance Framework
- Making the case for investment in DQ and data governance
- How to deliver the benefits – people, process & technology
- Real life case studies – key do's and don'ts
- Practice case study – getting enterprise DQ off the ground in a hotel chain
- Key lessons learned and maxims for success

Data Governance Interactive Surgery – Exploring the Challenges in Developing & Deploying Data Governance
Ian Wallis, Head of Data, Analytics & Insight
Godfrey Morgan, Head of Data Management, Defence Infrastructure Organisation (DIO)

The workshop will take an interactive approach to explore the challenges in developing a data governance strategy and deploying it in a range of organisations. Using the approach taken within DIO as an introduction to the workshop, the speakers will facilitate an interactive session as to what delegates have experienced and the challenges they have found. It will seek to utilise a number of tools and approaches to help delegates explore how to overcome some of these challenges and to consider alternative approaches or techniques to invigorate their data governance programmes. Attendees will learn:
- Wide range of shared experiences and approaches to identify good practice, including techniques and approaches that can be adopted
- Collective effort to seek to address challenges faced by delegates, utilising wider experience and knowledge to help overcome these challenges
- An understanding of the approach taken by the speakers to drive data governance within DIO

Learn How Graph Database Can Empower MDM Solutions via Exploration of Specific Case Studies
Lars Nordwall, COO, Neo Technology

"Your Master Data Is a Graph". Whether it's the organization master or a product master involving complex hierarchies and relationships, Master Data invariably takes the form of a graph or network, and is best modeled, stored and queried using a native graph technology. Whether you are using a packaged MDM solution or a building a custom MDM solution, a Graph Database can help you get a higher ROI by reducing complexity, increasing agility and improving the speed and efficiency of your Master Data initiative.

Join this session to learn how a Graph Database fits into your MDM solution and how market-leading organizations like Pitney Bowes, Cisco and UBS are gaining significant competitive advantage by adopting different MDM implementation styles to incorporate graph technology into their solution portfolio. Topics to be discussed include:
- Understanding how a graph database complements MDM – from personalized product & service recommendations to websites adding social capabilities
- Identifying the benefits of different MDM implementation styles – ranging from using Graph Database as the primary repository for your Master Data to using a Graph Database to build a metadata registry
- Learning from industry-proven best practices in adopting Graph Databases

It is All in the Petri Dish
Neil Storkey, Director, InfoMana Ltd

The trend in the data world has seen the emergence of 'information as an asset', 'data centricity' or 'data driven' corporate statements. In the majority of companies these are loosely worded statements where the policy makers have little or no idea turning this into a reality within their organisation. As a result we are now seeing the emergence and need to address 'corporate culture'. Which is great for us and actually is a quantum leap forward in our world of data professionals.

So how do we translate that desire to be more data driven into a reality where people within an organisation are more data savvy? Is there a right answer and a single approach, probably not. Just like the Petri dish, there is no guarantee how the culture will develop.

The aim of this workshop is to be highly interactive where together we will explore:
- What is corporate culture
- How do you shape a 'data driven' culture
- What is the environment for success
- Why establishing a 'citizen steward' approach is essential
- What you need in your toolbox

Afternoon Workshops 14:00-17:15

The Quality in Master Data Quality
Gerard Bartley, Director Global Master Data & Dana Julinschi, Master Data Governance & Projects Manager, FrieslandCampina

The end goal of Gerard and Dana's MDM endeavours is to ensure the quality of their master data is suitable to support the business processes and reporting needs, at the lowest possible cost. The aim of the workshop is to present a practical approach towards embedding data quality in the day to day life of a master data organisation.

Two years into building their data governance community and supporting quality processes, they are at a point in which they can share the practicalities regarding the steps they have taken to do that, the challenges faced along the way, what they did well and what they would have done differently.

Delegates will be able to take away advice on:
- How to bring data quality as a sellable message in their organisations
- How to make best use of all available resources (people and technical) to improve the quality of master data
- Real life examples of data quality activities, to deliver results
- How to ensure that their efforts are sustainable

Building Professional Competencies for Information Management Practitioners
Chris Bradley, Information Strategist, Data Management Advisors Ltd

Considering a career in Information Management? Already well established in the field? Want to build an information management practice in your organisation?

It's not only the "Information Management" skills that are essential. This workshop will address the key issues of:
- What key capabilities are necessary (and desirable) for IM professionals
- What behaviours and attitudes should be exhibited
- What are the roles necessary in a successful Information Management practice
- What are the skills and skill levels required to fulfil those roles
- What are the core services necessary to permeate an Information Management practice & how should these mature, and
- Does certification help?

Taught by DAMA Award winner, DAMA Fellow, & President of DAMA UK this workshop is based upon real practical experience gained over 35 years in assisting Global organisations big & small & will help individuals & organisations plan their Information Management development.

Creating a Data Governance Framework that Promotes Innovation and the Creative Use of Data
Peter Jackson, Head of Data, Southern Water

Data governance cannot afford to become a straight-jacket for any organisation. Sensible risk-mitigation has to be accompanied by managed flexibility that still allows the organisation to act in a nimble and agile fashion, to innovate as today's operating requirements become more and more demanding especially with the introduction of GDPR.
- Creating the right structures and processes for governance and innovation
- Managing data governance and IT
- The role of meta data
- Relationship with SIRO / DPO

Successful Reference Data Governance and Management
Malcolm Chisholm, Chief Innovation Officer, First San Francisco Partners

Reference data – often simply known as codes, lookups, or domains – is an area of enterprise data management that is becoming increasingly important. However, many enterprises have difficulty formulating governance programmes and management practices for reference data. This workshop explains the overall structure needed for both reference data governance and reference data management. The very different roles need to manage external reference data (sourced from outside the enterprise) and internal reference data (produced wholly within the enterprise) are described. The options for environments for producing and distributing reference data are compared and contrasted. The significant role of semantics in reference data is also examined in detail, together with practical ways in which knowledge of reference data can be successfully managed. Additionally, the special aspects of quality in reference data are described. Attendees will learn:
- What reference data is, how it differs from other classes of data in its governance and management needs
- The structures needed for successful reference data governance management
- How the semantic needs of reference data can be addressed
- How to deal with data quality in reference data content

Graph-Based Cloud MDM – Business Drivers & Technology Best Practice
Martin Oberhofer, Executive Architect & Lena Woolf, Senior Technical Staff Member (STSM), IBM

A key aspect of cloud-based software as a service (SaaS) solutions is the demand for being self-service for business users. In this workshop we explore the drivers we have seen for Cloud MDM with a focus on the self-service use cases for business users. For example, a very basic use case is to understand how many leads in a purchased lead list are not yet known customers in the MDM system using matching algorithms without any IT involvement. Another use case is the ability to explore entity relationships within master data entities and across master data and transactional data entities at a much broader and deeper scale. To address this need graph databases and graph visualization techniques are added to the cloud MDM solution stack. As MDM moves to cloud – we explain why we believe graph databases offer advantages for the more demanding entity relationship use cases over the relational / columnar persistency options used in on-prem solutions today. We conclude the session with a very short summary on IBM's MDM cloud offering to illustrate a concrete solution for the previously discussed business and architecture drivers for cloud MDM. You will learn about:
- Use cases for cloud MDM with a focus on the business users with self-service needs
- Quick intro to graph databases
- Benefits of graph databases addressing the next gen entity relationship management use cases for MDM

Post-Conference Workshops Full Day

Jump Start Your Information Strategy, Get a Grip in a Day
Jan Henderyckx, Managing Partner, Inpuls

Getting value out of your data and remain compliant with regulations seems to the next holy grail. In this full day workshop Jan packed the key messages of his 3-day seminar to allow you to get started in transforming your organisation. The workshop is packed with useful approaches that have been tested in the field and have proven to deliver value in a short period. You will be equipped with convincing arguments that allow you to engage both business and IT in your own company. Both the value creation through analytics and data exploration and the risk avoidance inclusive of compliance will be covered. The platforms for managing master- and transactional data will be looked at. Bringing the entire puzzle together in the operating model. You will learn from attending the session:

- Learn how to engage your business and have them take the lead and recognise the value of information
- Learn how to adapt the organisation to make it information centric
- Get more value out of your MDM projects
- Learn how to redefine your Business Intelligence architecture
- Learn how to get the benefits of Big Data
- Learn how to define a metadata strategy
- Select the proper Enterprise Information platform to support your information strategy

Successful Implementation of a Master Data Management Programme
Malcolm Chisholm, Chief Innovation Officer, First San Francisco Partners

This workshop focuses on the key elements of an MDM programme that are needed for overall success. It gives practical recommendations while at the same time providing a conceptual understanding of what is involved in these recommendations. Both governance and management are covered, and emphasis is placed in how MDM fits into a larger business strategy and architectural setting. The business needs of master data are described, including strategies for meeting manual and procedural needs. The more technical details are fitted into this framework. MDM programmes are rapidly evolving as new data possibilities emerge and enterprises demand more from MDM than they have previously. These emerging challenges of MDM are addressed in detail, including how MDM supports data scientists and the relationship between Big Data and MDM. Attendees will learn:

- What Master Data is, how it differs from other classes of data, and what its special needs and challenges are
- The structure of an MDM programme, including how the business needs to be aligned to data governance and data management within an MDM programme
- How to deal with integration, semantic, history, quality, and other requirements in an MDM programme
- MDM architectures, including what tooling can offer, and how these vary with different master data entities

- The relationship of master data with reference data, and emerging areas of MDM

Sustaining Your Data Governance Program
Sue Geuens, Head: Data Standards & Best Practice Adoption, Barclays & President DAMA International

There is a lot of talk about starting a program for data governance, but not a lot has been discussed about keeping it going. This workshop is designed to provide you with practical insight on how to make Data Governance live in your organisation.

Data Governance programs take a lot of time, money and effort to get going. Very often companies fail again and again to keep going. And they go back to basics and start all over again - different people, different sponsors, maybe even a different methodology - but starting again. And of course, the rest of the business is frustrated waiting for Data Governance to work. This workshop is designed to help you to take the next steps. We will focus on the following areas:

- Identify where we are in the maturity curve
- Prioritise the work to be done
- Get people involved
- Refine our communication strategy
- Get HR involved in building the right KPI's
- Report our Quick Wins

Join Sue and find out how Data Governance can be sustained and become self-supporting

GDPR One Day DPO Intensive: Key Skills for the Data Protection Officer
Daragh O Brien, Castlebridge

The role of the Data Protection Officer (or Chief Privacy Officer for our North American cousins) will increasingly be a critical one in organisations processing personal data. The General Data Protection Regulation (GDPR, coming into force on 25th May 2018) makes it a mandatory role in certain circumstances, but it is generally recognised as a good idea in organisations to have someone with responsibility for the oversight and governance of Data Privacy issues and obligations.

This workshop will take you through a detailed overview of the DPO as a Data Governance role. It will look at the key skills and knowledge a DPO must have. Combining a whistle-stop tour of the Data Protection law principles, the workshop will then:

- Examine Article 29 Working Party guidance on the role of the DPO and how that maps to good practice in Data Governance
- Look at the role of the disciplines of the DMBOK wheel in effective Data Privacy Compliance
- Demonstrate how Data Quality principles, practices, and methods can be applied by a DPO to support Privacy Impact Assessments and demonstrate effectiveness of compliance
- Provide an overview of how effective data governance and stewardship practices are key to ensuring alignment of day to day information management with the requirements of data privacy compliance
- Examine how Agile approaches to Governance and Master Data Management can help ensure a responsive and proactive data privacy governance environment for the DPO in your organisation.

"The ultimate melting pot of ideas and best practices in Data Management"
Andy Moore, Process Specialist, Information, Rolls-Royce

"Superb conference. Will go back filled with great ideas. Where to start though?!"
Michael Sheahan, BI Manager, IKEA Service BV

"The event is really great and it's a big pleasure to have such a concentration of professionals in one place"
Natallia Khatseyeva, Consultant and Commercial Assistant, GDE France

"As a business user (with an IT part to my previous career) I wondered what the split would be between business and IT discussion. I was pleased that the conference was pitched at a level that suited both"
Chris Hall, Content Quality/Governance Manager, RS Components

"Glad I attended – good informative presentations and a chance to network"
Nigel Ball, Senior Manager, Data Governance, Lloyds Banking Group

"Excellent organisation as I've come to expect from IRM UK"
Jon Evans, Information Strategist, Equillian

"A thoroughly recommended event that will increase your knowledge, expand your network and give a wealth of resource."
Anwar Mirza, Financial Systems & Data Governance Director, TNT

"Really important to combine MDM & Data Governance - gives a good mixture of content and attendees. More of the same next year please."
Colin Wood, Enterprise Information Architect, GlaxoSmithKline

"2 days well spent. Great mixture of presentations. Impressed by speakers and breadth of coverage."
Lee Bailey, Senior Manager, BAE Systems Detica

"High quality event with top speakers and topics. A perfect mix between MDM and Data Governance Status and trends."
Galand Vincent, Senior Business Analyst, ING Belgium

"Really well run, really well organised, lots of good speakers and excellent case studies."
Martin Campbell, Information Architect, National Australia Group

"I really enjoyed the case studies that combined the recommendations of the consultant with the implementation in practice at the end user site. Let's have more like this please!"
Toni McDerment, Enterprise Data Architect, Reuters

"Great fun and good networking opportunities, well organised. Easy access to critical information for anyone involved in DG."
Helen Townsend, Enterprise Data Architect, Reuters

"Very good crash-course into MDM & DG. Day 1 (Aaron's bootcamp) is a USP. Thanks for organizing!"
Rolf Emmens, Manager MDM, Getronics

"Very well organised, high quality presentations and good speakers."
Alan Kimberley, Principle EA, Orange PLC

"An enjoyable and informative event providing excellent networking opportunities and valuable insights into the trends and technologies in the MDM and Data Governance markets."
Dave Bennett, Analyst, Morrisons

"Very good and practical approach, real life cases and presentations."
Maija Hamalainen-Nikula, Senior Manager, Nokia Ltd

Conference Sessions

MDM Case Studies

Think Big or Start Small? Design Options for Data Governance of Finance MDM
Marco Pinheiro, Director Finance Master Data, AstraZeneca & Dr. Andreas Reichert, Partner, CDQ AG

There is more than one way to implement Data Governance. Taking a deeper look into approaches companies have chosen, there are multiple options to enable high data quality via decent governance structures. Options vary from purely local optimisation of data lifecycle processes to global shared service structures, both being applied with great success. This presentation will give insights into Data Governance patterns, which have been implemented with support of the authors at different companies.

Deeper insights will be given into the transformation of the Finance organisation at AstraZeneca, one of the top 10 global pharmaceutical companies. Having started the MDM journey, the presentation will explain the transformation approach chosen as well as learnings made. Topics which delegates will learn from attending this session:

- Profiting from the business value of diverse Data Governance Design options— from local optimisation to outsourcing
- Leveraging best practices from a "top 10" multi-national pharma company
- Understanding the Do's & Don'ts for successful digital transformation projects

Journey Towards a New MDM System
Birgitte Yde, Enterprise Architect & Louise Pagh Covenas, Business Specialist, ATP

This case study addresses the journey towards a new MDM system, and its successful implementation in public administration. The public authority, Udbetaling Danmark a part of the ATP group, handles several municipal services such as disbursement of state pensions, rent subsidies, family benefits and maternity/paternity benefits. The new internal support MDM system contains shared data and functionality for all services placed in different silo specialist systems.

The MDM program has two objectives; to be cost-effective in ATP's administration processes to fulfil the requirements of simple and efficient processes, and to ensure that data given by the citizens is distributed throughout all the specialist systems. The new internal MDM system has a local registration of all citizens, companies and authorities to provide authoritative basic data enriched with additional data. This case study will discuss how the MDM system provides the following advantages:

- Establishing data consistency & automated decisions within ATP silo specialist systems
- Providing efficiencies via one joint data registration instead of many silo updates in specialist systems
- Provisioning high data quality via the MDM data model rules

Governing a Global Data Supply Chain
Sharon Lankester, Enterprise Data Governance Leader, Dun & Bradstreet

Large global enterprises continue to struggle with the ability to source local data from multiple regions and harmonize it at a "global" level. As data becomes more of a tangible asset for companies, many of the approaches for manufacturing supply chains can become relevant and valuable when applied to managing data, information and insight.

Dun & Bradstreet is a global business services company that provides commercial data to businesses on credit history, B2B sales and marketing, counterparty risk exposure, supply chain management, lead scoring and social identity matching. Often referred to as D&B, the company's database contains information on more than 235 million companies across 200 countries worldwide.

In this session, learn how D&B has established its own global data supply chain by unifying and governing a world-wide network of trusted data partners. Topics include:

- Determining the business value & technology architecture for an "information supply chain"
- Rationalising global information needs with localized requirements
- Balancing global vs. local attributes – finding the "sweet spot"

Establishing Master Data in a Federated & Outsourced Environment
Alex Bähr, Director of Global Supply Chain & Sustainability – Process & Data COE, McDonald's

McDonald's is the world's leading global food service retailer with over 36,000 locations in over 100 countries. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local business men and women. The strength of the alignment among the company, its franchisees and suppliers (collectively referred to as the "System") has been key to McDonald's long-term success. By leveraging this System, McDonald's have been able to identify, implement and scale ideas that meet customers' changing needs and preferences. In addition, this business model enables McDonald's to consistently deliver locally-relevant restaurant experiences to customers and be an integral part of the communities they serve.

In recent years, demand for data and accurate analysis has increased significantly within the Supply Chain function. With master data being at the core of any analysis, McDonald's has been challenged to establish an MDM system with connected processes that ensure consistent and reliable Supplier and Product information across the system. This effort includes: establishing standards by utilizing GS1 industry norms, implementing a PIM system, and establishing global governance to include all three parties (Company, Franchisee, Suppliers).

This session will discuss McDonald's learnings during this data journey, including the topics of:

- Leveraging best practices derived from using industry norms
- Establishing flexible & scalable governance structures to enable McDonald's "System" business model
- Deploying an agile PIM system that also supports other key domains such as Company & Franchisee

Building an Enterprise Reference Data Hub
Thomas Place, Director of Data Management & Governance, First Data Corporation

First Data is the world's leading payment processing company and provides electronic commerce and payment processing services to financial institutions, governments and merchants in more than 100 markets around the world. The company's growth strategy is based on acquisition. Thus, their IT and data landscape has faced many challenges resulting from incompatible or different technical stacks within their acquired organizations. Their Enterprise Reference Data Hub enables the whole company (including new departments working with Hadoop) to access and use data from a single managed source of truth across departmental lines. Join this session to learn:

- Building an Enterprise Reference Data Hub
- Improving data quality to help save millions of euros in detecting fraud & billing errors
- Leveraging patterns, partners, successes, failures & lessons learned for the journey ahead

Retail Grocery in a Digital World
Caroline Schofield, Product Data Manager, Waitrose & Ivo-Paul Tummers, Managing Director, Jibes

With over 350 branches, Waitrose is the sixth largest grocery retailer in the UK. Recently, Waitrose introduced a digital transformation strategy creating a data lake foundation to guide the product life cycle. By bringing together both Product and Customer domains, Waitrose customers will evolve from a collection of individual channels to an ecosystem of integrated data and services.

Waitrose has started its digital transformation where the foundation of the change is the implementation of MDM and Data Governance, growing into an ecosystem of integrated services. This session will cover the Waitrose experience through its MDM journey with pitfalls and successes and will include:

- Applying MDM as the foundation to future transformation
- Overcoming cultural change challenges formed by transformational data programmes
- Leveraging lessons learned from the implementation of MDM & Data Governance - the journey so far

Master Data Stakeholders & Ownership
Alberto Villari, Data Governance Manager, Ricoh EMEA

Ricoh EMEA is a multi-national imaging and electronics company (part of €16B Ricoh Group). It is universally agreed that Data Governance is critical to achieving sustainable and effective MDM. Failure to execute Data Governance concurrently with an MDM program greatly decreases the probability of success and economic sustainability of MDM processes. Clearly, it is critical to establish clarity in the different roles of Data Ownership

and Stewardship, Data Governance vs. Data Management, etc. Why is it so difficult to accept the ownership and responsibility of data? Topics to be discussed in this session include:
- Orchestrating the broad application of sound Data Quality principles, including organisational process revision, technology & software adoption
- Establishing the Data Quality roles accountability appointment
- Defining Data Management Policies & Guidelines

Enhancing Logistics Data with Customer MDM
Markus Müller, Team Lead - Data Governance & Data Quality Management, DPD

DPD Germany is part of the international DPDgroup, Europe's second largest parcel service network and runs 77 depots and 6,000 Pickup parcel shops within Germany. Every day more than 8,000 employees and 9,000 drivers serve a wide range of customer needs. DPD is the second largest service provider on the German parcel market and transports about 350 million parcels a year (~1.5 million parcels per day) – with up to 10% annual growth in parcel volume.

Having started as B2B logistics service delivering to business customers, in 2013 DPD added the e-commerce dimension to its core business strategy. Today DPD enjoys innovation leadership on the market with a range of awards for its app and mobile solutions, together with its Predict product offering a 1h delivery window. One of the biggest challenges within the strategic change was the collection and use of the data relating to all of the country's potentially 40 million private households, especially since these do not have a contract with DPD and German privacy law is very strict on how to use/save data that is transferred in connection with parcel delivery operations. The solution was to break up the existing data silos by deploying a commercial MDM solution with all the matching and deduplication software needed. DPD now has a database with 9.7 million known recipients, created as a "golden record" from several sources. All 1.5 million parcels per day have to be matched against this database in order to optimize the transport process and apply the MDM solution to directly boost the relevant business process.

This session will discuss DPD's customer MDM journey via such topics as:
- Building a business case for a large-scale MDM solution to convince management
- Using agile development as a success factor for MDM projects
- Architecting for ongoing scalability

Agility to Support Changing Business Needs
Bradley Smith, Group Master Data Services Manager, Meggitt

The world has become smaller. Businesses, especially Manufacturing, need to adopt and change quicker to meet ever increasing marketplace demands which in turn may propagate a spiral of change that could become costly, as additional resources are thrown at projects to reduce time-to-value. But what can we do to ensure our functions and support models have the agility to support ever changing business needs? This session shall provide insight and discussion on why strategic partnerships are so important, by discussing the following topics:
- Justifying the importance of MDM outside of IS/

IT functions
- Focusing on the importance of key expertise within deployment teams
- Providing the necessary Governance model to accommodate frequency of change

Implementing Master Data Governance in Large Complex Organisations
Charlotte Gerlach Sylvest, Senior Master Data Governance Manager, Coloplast

Coloplast is a leading medical device company with revenues of approximately €1.8 billion and 10,000 employees worldwide. The company develops products and services to make life easier for people with deeply and private medical conditions. 2013 was the year that master data governance was placed on the Coloplast agenda with the purpose to establish a master data governance framework and a product hub to enable accurate and reliable master data through ownership, processes and approved definitions.

This session will cover the journey of master data governance within Coloplast, our lessons learned, our challenges and our successes. In this session, delegates will learn best practises concerning:
- Initiating the Master Data Governance journey via coordination of Senior Business & IT Stakeholder management
- Developing & instantiating a Master Data Governance model for a large, complex organisation
- Focusing on both on operational level & strategic level to ensure Master Data Governance success

Data Modelling, Governance & MDM – Bringing It All Together
Kevin Smith, Head of Data Architecture, Willis Towers Watson

Willis Towers Watson is a global multi-national risk management, insurance brokerage and advisory company. The company operates in more than 120 countries, has a workforce of more than 39,000 employees and revenues of €8.2 billion (FY2015). In this session, the leader of their data architecture group will describe their journey to develop the target state vision of Willis Towers Watson's Data Architecture.

Starting with a blank canvas, learn how the application of Data Modelling principles and standards has smoothed the integration of new MDM, Data Quality and Data Governance systems. Topics covered include:
- Evangelising why Data Modelling is important
- Linking Data Governance & Data Quality
- Assembling the best tooling for the tasks

Applying MDM to Improve Customer Experience in a Hybrid B2B & B2C Environment
David Walder, Head of Insight & Marketing Technology - Global Academic, Oxford University Press

With millions of customers and over 6,000 employees, Oxford University Press is the largest university press in the world – and the second oldest. The media industry continues to be an innovator of digital technologies. As part of that innovation trend, Oxford University Press uses MDM to enhance marketing engagement with B2C and B2B customers, thereby maximizing effectiveness, efficiency and customer experience.

It is tough bringing data from legacy systems together to create a Single Customer View, but when your business has been operating for five hundred years the challenges are enormous. Add in the complexities of identifying customers who may have multiple relationships with your business over different commercial routes and several communications channels, and the problem might be viewed as impossible. Over the past two years, Oxford University Press has deployed a combination of traditional MDM techniques and empirical approaches to semantic interpretation of customer records to create a comprehensive marketing data mart representing information from around twenty underlying sources.

Topics to be discussed include:
- Driving accurate marketing campaigns through combining internal customer data from myriad sources to external marketing information
- Dealing with complex customer data structures and very poor incoming data quality to create the "golden view of the customer"
- Ensuring compliance with data protection regulations around the world including the forthcoming European GDPR

How Multi-Domain MDM is Changing a Major Global Industry
René Meijers, Group IT, Head of Data & Information Management, SBM Offshore

SBM Offshore is a Dutch-based global group of companies selling systems and services to the rapidly evolving offshore oil and gas industry. This is why this market leader recently launched an enterprise-wide program to redefine its way of working. In this presentation, René Meijers, the Head of Data and Information Management at SBM Offshore, will provide an overview of their entire multidomain MDM program. Topics to be discussed include:
- Establishing the business case for your MDM program
- Understanding why MDM is a critical component of any business transformation strategy
- Strategising the roll out of enterprise-level MDM for a geographically distributed organisation

Implementing MDM in an Organisation that Operates by Consensus
David Swayne, Chief Information Officer Goldsmiths, University of London

Goldsmiths, University of London has recently implemented Master Data Management and Data Governance. The college is largely run by consensus and this presentation looks at the techniques and approaches that were used to obtain consensus and support for the project which is strategically important. In addition we consider how the master data strategy was arrived at, how the master data items were selected and how the work was scheduled; without exposing the business to the detail that might have derailed the project through incessant questioning of the approach. The Dell Boomi implementation at Goldsmiths has significantly reduced our technical debt in the domain of data but master data management can't resolve all of the issues – what else are we doing? Attendees will Learn:
- Change management techniques employed
- How Goldsmiths selected the MDM strategy to follow
- From zero governance to coverage of the key entities in 8 months

Making Master Data Fashionable - Transforming Information Chaos into a Governance-Driven Culture
Erika Bendixen, MDM Team Leader, Bestseller A/S

BESTSELLER is a family-owned clothing and accessories company founded in Denmark in 1975, which provides fast and affordable fashion for women, men, teenagers and children. The company's products are available online, in branded chain stores and in multi-brand and department stores across the world. As a global company with diverse sales channels, "customer data standardization" is crucial to support business reports. BESTSELLER's Global Master Data department was tasked with standardizing all customer data for our different subsidiaries. This effort required centralizing most of the data lifecycle processes – not only for customer data but also vendor and location data – in order to align across all companies. Now BESTSELLER is undertaking another data management transformation, one that will move the business towards a decentralized MDM model. In this session, you will learn about the challenges faced by the BESTSELLER MDM organization, lessons learned and best practises you can apply inside your own organization. Some of the topics that will be discussed include:

- Evolving a central MDM team into a Global Governance function
- Developing the business & organizational justification for decentralized MDM
- Designing a practical approach to creating your own best practice

Data Integration for Non-Profit Organisations
Jan Lenders, Data Integration Specialist, HAN University of Applied Sciences

Only a small number of organisations are using a single system of record, where all data are stored in one single central database. In practice, even data of individual business units of an organisation may be stored in multiple sets. Moreover, most organisations will be using multiple systems over multiple departments, causing data to be distributed. Although each data set is primarily designed for its corresponding application system, the data may be relevant to other applications. Conversely, business processes very often require data from multiple domains.

Interchanging data between operational systems requires IT solutions. There are several architectural types to implement these Data Integration (DI) solutions, many of which are to some extent supported by commercial Data Integration toolsets such as MDM. Unlike any other organisation types, Non-Profit Organisations typically will not be able to use commercial toolsets.

This presentation will provide an overview of operational DI in general, followed by an explanation of how NL-based HAN University of Applied Sciences solved their DI challenges for operational MDM. Topics concerning how to convert a homegrown Data Integration "steam train" into a "Hyperloop maglev train" include:

- Understanding the models & architectures for "operational" Data Integration
- Managing DI challenges using DIY (generic home-made toolset)
- Tackling data quality issues while simultaneously dealing with MDM & Data Governance maturity challenges

PIM as the Core of Digital Eco-Systems
Naima El Omari, Information System Project Manager, Dorel Juvenile

Dorel Juvenile is the world's leading juvenile products company. The company's products are available in more than 100 countries and developed and supported by 7,000 highly-driven professionals in 25 different countries.

Having a single source of truth for multi-channelling in a complex organization was the key driver in selecting and implementing a PIM system for Dorel. The main goal was to deliver data centralization and access management to increase the efficiency of content management across brands, channels and countries and improving the quality of content.

How does Dorel respond to the various channels they want to serve? How can content management be used efficiently and effectively despite the complexity of multiple brands and the variety of stakeholders? What is the effect of having qualitative content on the business goals, e.g. conversion rate?

Digital content management is a journey where opportunities pop up along the way. During this presentation, not only will the tool be described from a technology point of view, but also the importance of connecting people, process, content and tools to roll out an iteratively successful PIM system. Best practices will show how data consistency and a single source of truth leads to a higher conversion rate and also unlocks opportunities for better internal communications. Topics to be discussed include:

- Enabling an ensured customer experience by providing consistent, meaningful & context-optimized master data to every channel & every customer need – current & future
- Providing high-quality golden records beyond the article/SKU level by also providing different aggregation levels such as: bundles/kits/sets/marketing products & other perspectives that customers & marketing have
- Ensuring a consistent business glossary across all applications for attributes, class models & taxonomies – including a central set of tags to ensure comparability & consistence across applications for search, filtering & reporting

MDM Best Practice

Field Reports for 'Top 10' MDG Solutions
Aaron Zornes, Chief Research Officer, The MDM Institute

Master data, reference data, meta data. It is universally agreed that Data Governance (DG) is critical to achieving sustainable and effective MDM (also RDM and MM). Failure to execute DG concurrently with an MDM program greatly decreases the probability of success and economic sustainability of MDM programs. Clearly, DG is both synergistic and co-dependent with MDM. When deploying MDM, a proper DG discipline should consider the business drivers, project scope, roles and people filling each role, policies and procedures, data quality, inheritability, social norms, and the business operating model. Moreover, DG is more than a single product or process, rather, it is an ecosystem of products, processes, people, and information. At present, DG for MDM is moving beyond simple stewardship to convergence of task management, workflow, policy management and enforcement.

Then why are both the mega vendors and boutique/best-of-breed vendors still lagging in this critical area? Understanding the scope, diversity and limitations of current DG solution offerings for master data is tremendously challenging – even more so, given the fast pace of M&A & complexities of integrating such diverse software portfolios. Nonetheless, business and IT leadership chartered with defining and executing MDM programs need help to understand and navigate through the number and variety of DG options. Moreover, why the marketing dogma and confusion over such mundane concepts as "integrated" and "pro-active"?

Through 2017-18, most enterprises will struggle with enterprise DG while they initially focus on Customer, Vendor, or Product; integrated enterprise-strength DG that includes E2E data lifecycle will remain elusive as most organisations turn to lightweight glossaries with modest Data Steward workflows to support devolved autonomy and multi-disciplinary, bi-modal teams. During 2018-19, the majority of MDM software and service providers will focus on productising such lightweight DG frameworks while mega MDM software providers will struggle to link governance process with process and data hub technologies. By 2019-20, mega vendor DG solutions will finally move from "passive-aggressive" mode to "proactive" Data Governance mode.

This session will a review of the current solutions in market as well provide a "top10" list of evaluation criteria for such solutions. Topics include:

- Understanding the "top 10" evaluation criteria for DG of master data solutions — e.g., decision rights management, E2E lifecycle management, Big Data & ECM support, DQ/ETL integration capabilities, etc.
- Assessing the vendor landscape— e.g., passive, active, integrated, pro-active, & passive aggressive, etc.
- Determining an enterprise-specific road map to evolve from a siloed, motley collection of DQ tools, processes & point products to a non-obtrusive enterprise

Using a Graph to Manage Multi-Dimensional Customer Data to Discover the Single Point of Truth
Scott Benson, Head of Architecture, GBG

With over 650 team members, GBG is a global leader in 24 locations across 15 countries in Europe, the Americas, Asia-Pacific and Africa. GBG provides solutions to many of the world's biggest organisations, from established brands like HSBC and Zurich Insurance to disruptive newcomers such as Stripe and Xpress Money.

GBG is focused on Identity Data Intelligence to enable informing decisions between people and organisations globally. Using graph technologies, GBG's solutions capture all the richness of the modern world to improve data clarity and help build better relationships with customers. Topics to be discussed include:

- Understanding graph advantages over more traditional technologies

- Applying Graph & NoSQL technologies to simplify MDM
- Enhancing an MDM solution to drive out more business value

Field Reports for 'Top 10' RDM Solutions
Aaron Zornes, Chief Research Officer, The MDM Institute

The impact of poor or non-existent reference data management (RDM) is profound. Errors in reference data ripple outwards affecting quality of master data in each domain, which in turn affects quality in all dependent transactional and analytical systems. Because reference data is used to drive key business processes and application logic, errors in reference data can have a major negative and multiplicative business impact. More than 55% of large enterprises surveyed by the MDM Institute are planning on implementing RDM in the next 18 months. This session will focus on the "why" and "how" of RDM by providing insight into: Why is RDM mission critical today? How does RDM differ from (how is it similar to) MDM? What are the top business drivers for RDM? Where are most organizations focusing their RDM efforts? Topics to be discussed include:
- Understanding the pros & cons of commercial RDM solutions vs. custom-built ("Buy vs. Build")
- Applying a "top10" evaluation criteria methodology to product evaluations for both mega vendor solutions (IBM RDM Hub, Informatica, Oracle DRM) and more pure play (Ataccama, Collibra, Magnitude, Orchestra, Software AG, Teradata, TopQuadrant, et al)
- Planning for the future of RDM (dimension management for Big Data marts) & its relationship to overall MDM programs

Data Governance Case Studies

The Swan Lake of Data - Data Governance with New Enabling Technologies
Adam Preston, Chief Data Officer, Santander & Nic Gordon, Associate Director, BCG

Adam and Nic will discuss why data governance is ever more important with the advent of new enabling technologies - Big Data, Cloud, Digital etc. Attendees will be introduced to basic concepts of data quality and metadata and an approach to implementing successful strategies when embarking on data transformation programmes with real life examples on what works well and pitfalls to watch out for.

Building a Sustainable Data Governance Ecosystem
Dhivya Venkatachalam, Head of Data Governance, Schroder Investment Management

In many organisations Data Governance initiatives are created as projects or programs. While they begin with the right purpose, they usually fizzle out as the plan to include Data Governance in their everyday business activities is not executed right.

Dhivya will discuss creating a Sustainable Data Governance Ecosystem that stands the test of time - to mature and adapt to the enterprise, the people and the changing data and information needs.
- Embed Data Governance in BAU
- Sustainable Data Governance
- Data Governance as a Capability

Advanced Data Governance
Gerard Bartley, Director Global Master Data, FrieslandCampina

With two years of experience of building their data governance organisation, this presentation will delve into where they've got to, how they've got where they are, the practical steps they've taken, what they've ended up with and what the team does now. It will look at the important decisions they've made, how they now structure themselves, significant problems they've encountered so far and where they've changed direction along the way. Delegates will learn:
- How to build their own master data governance organisation
- Detailed advice on how to structure their organisation
- Practical examples to help them implement their own governance programmes
- Some of the pitfalls to watch out for

It's all Just Data Governance Isn't It?
Garry Manser, Head of Data Governance, Visa

We think of Data Governance as being formulaic, linked to static frameworks and based on well thought out theory. But does that work in the real world. Having worked in a number of organisations Garry has found that whilst the theory works, in practical terms you have to be more fluid. This presentation will look at the differing views of Data Governance he has encountered and the ways he has looked to align with them and still deliver a successful program, it will also look at some of the mistakes that he and others have made and the impact they have had on the projects. In this session Garry will look to show that:
- Data Governance is not a "one size fits all solution", it has to meet the aims of the organisation
- The ways Data Governance can be delivered are adaptable and fluid
- Real world examples of both good and bad implementations

Staying Number 1 in the Industry by using Well-Governed Master Data
Joachim Bondeson, Process Manager - Commercial Offer & Configuration, Volvo Penta

This is the story how business representatives took over the data design, the data governance and the data management from the IT professionals, resulting in a rare business engagement in the business data.

With more than 100 years in the industry, Volvo Penta has managed to remain on the frontline of technical innovation and offers a wide range of marine and industrial power solutions.

Now, as the business goes digital, they can refine the offering and extend the customer relationships by leveraging their master data framework – modelling, governance and data quality. You will learn:
- How data management is the job of the business, rather than the IT department
- How business development is related to data governance, or rather, is depending on it
- That the change of mindset into data centricity and not-so-glamorous data stewardship is much more important than fancy computing tools

How Data Governance Delivers a Better (Data) Quality Environment
Nick Keen, National Lead - Data Governance & Simon Dimbylow, National Lead - Data Quality, The Environment Agency

The Environment Agency is a public sector organisation with all of us likely to benefit from their data. In this session Simon and Nick will take you through the EA approach to data governance and data quality and show how they applied this to, and helped resolve a real life problem that could affect many of us at home or at work. In this session, Nick and Simon will:
- Explain how they approach data governance in the EA
- Show how their approach to data governance supports data quality
- Share the lessons learnt from their DG journey and how to engage with the business

A Data Governance Roadmap, Building From a Single Customer View
Fiona Healy, Senior Business Analyst, Dixons Carphone & Mary Drabble, MDM Consultant & Customer Success Manager, Agile Solutions GB

Following the merger of Dixons and Carphone Warehouse, the Customer Data Management Function is leading a program to maximise the value of data to generate strategic insights and better customer experiences across multiple channels. In this session we will describe the journey undertaken by Dixons Carphone to-date, the roadmap and longer term vision, covering:
- Creation of a Single Customer view from numerous legacy systems, spanning 6 organisational brands
- Establishment of a wider Data Governance organisation
- Developing the supporting people and process capabilities

Implementing a Data Governance Framework – When One Size Does Not Fit All!
Nathan Young, Data Quality & Governance Manager, Maritime - Naval Ships, BAE Systems

The aim of the session is to explain the challenges faced when we started to introduce a new Data Governance framework into the Type 26 programme at BAE Systems Naval Ships. How we needed to adapt our approach to meet the challenges head on of an ingrained culture struggling to adapt to change and think holistically about the data used on the programme. It is envisaged at the end of the session the delegates will have learnt:
- What are the signs that the standard approach is failing to make an impact
- Steps needed to adapt your approach whilst ensuring the ultimate goal is achieved
- Getting your organisation/business to understand and utilise the value that Data Governance brings

Establishing Data Management within a Large Regulated Utility

Jacqueline Harrison, Data & Information Manager, National Grid & Chris Bradley, Information Strategist, Data Management Advisors Ltd

National Grid is a large regulated utility operating with large volumes of different types of data in two distinct territorial operations. Their drive to create the case for an improved approach to Data Management helped articulate the role of data in the organisation. Increasingly, their conversations have improved senior leader recognition that data is one of their most important corporate assets. Robust data provides the basis for informed decision making and enables them to measure and improve performance, underpinning the delivery of strategic objectives. The effective management of data is also essential to the delivery of safe, seamless and efficient services to their customers. In this session we will:

- Explain the core ingredients which made their most recent approach successful
- Describe how they created a 'pull' for data management (rather than relying on the traditional 'push' approach).
- Provide analysis of the rationale and benefits of each of the core ingredients in their approach
- Suggest how these will potentially help you shape your own data management strategies in your own organisations.

Grooming Data Stewards

Sue Geuens, Head: Data Standards & Best Practice Adoption, Barclays & President DAMA International

Data Stewardship - the job that nobody wants but everyone has - so how do we make it real and get people to buy in to becoming a Data Steward?

Data Stewardship is very tough to sell. You are expecting individuals inside your organisation to take on an accountability that they may not have full control over and do that on top of their day job. This presentation is aimed at providing a how to case study on what you need to do to firstly sell the concept and secondly groom colleagues to become great data stewards and sustain data governance in your organisation.

- Selling the Concept

- Defining the Good vs Not Good for a Data Steward

- Training the Data Steward to become a Change Agent

- Branding the Data Steward for instant recognition

Getting Data Governance on Track at Network Rail

Davin Crowley Sweet, Head of Asset Data, Network Rail & Sara Monsef, Deloitte MCS Limited & Tim King, LSC Group

As one of the largest asset management organisations in Britain, Network Rail has an abundance of asset-related data. This data is itself an asset which, if not properly managed, can impose serious risk to Network Rail's ability to deliver a safe, reliable and efficient railway. Lack of confidence in the quality of the data by Network Rail personnel, regulators, and the public compromises the organisation's ability to make effective data-driven decisions and stakeholders' trust in the railway.

Leveraging upon the ISO 8000 part 150, the international standard for data quality management,

Network Rail in partnership with Deloitte and LSC Group has developed the quality management system for asset related data incorporating data governance and assurance. This management system takes a risk-based approach to delivering required outcomes rather than compliance driven to support business units in embedding governance and data management principles in line with their business priorities, culture, and the devolved environment within Network Rail operates.

Lessons learned from the session:

- Developing a framework based upon leading industry practices from ISO 8000 and ISO 55000
- A risk-based approach rather than compliance based approach providing clarity on risk exposure and increased flexibility in embedding the data governance framework
- Embedding assurance into business practices and driving continuous improvement
- Key lessons learned on building the business case for governance, stakeholder engagement and the focus on communications

Developing Data Governance in a Large Middle East Bank

Chris Bradley, Information Strategist, Data Management Advisors Ltd

Nobody can be unaware of the critical importance that data has in the Financial Services sector. This is particularly true for Riyad Bank and its effective and professional management is crucial to the success of the Bank. At Riyad Bank they need to ensure that their data is genuinely managed as a business asset and much like their other core assets that it is subject to professional rigours and disciplines; and crucially that is recognised across all the Bank as being an enterprise asset to be managed for the benefit of all stakeholders and of course be linked to their core strategic initiatives. An Enterprise Data Management program sponsored by the CEO has been established and one of the early steps was to establish Data Governance especially the organisation structures, roles and responsibilities, and crucially a stakeholder communication & engagement plan.

- Hear how the case was made for the Data Governance strategy & the challenges they were seeking to address
- Outline the steps to introduce Data Governance into the Bank in bite sized chunks
- Describe why they selected Risk Data Aggregation as their pilot area and what they accomplished
- How Data Governance fitted within the overall Enterprise Data Management program

Data Governance Across Government

Regine Deleu, All of Government Enterprise Architect, New Zealand Government

Setting up a data governance that works across the whole of government is not an easy thing to do. You need to set up a good structure that will help the individual agency, the sector, and the whole of government. This is done by setting up steering groups and have leading agencies responsible for specific parts of the governance. You will learn:

- How to setup a governance structure across government agencies

- How to assess how mature the organisation is around information governance

- How to make sure agencies help each other in maturing their organisation

- What artefacts are available for agencies to help

them with their information governance

Governing Asset Data to Reduce TCO

Rolf Emmens, Data Quality Officer & Stefan Van der Weide, Manager Asset Data Management & Business Analytics, Amsterdam Airport Schiphol

As with many airports, asset maintenance forms a significant portion of operating costs. To reduce costs (eg landing fares) Schiphol has started a program to obtain more value from the asset while lowering TCO: Plan, Design, Build and Maintain the asset smarter than before. This also initiated a Data Management program – after all one cannot predict maintenance if one doesn't have reliable data. The purpose of the program is to allow the asset manager to perform analysis at asset level of cost, function (benefit) and risk associated with that asset. To improve the available data, a large data quality program has been running for over a year.

Key take-aways:

- Implementing data governance in an asset management environment
- Dealing with 'asset' as a master data object
- MDM as a starting point for analytics and using analytics as key component in upgrading data quality
- Transition from data orientated to data & process orientation

Creating and Sustaining a Data Governance Function at The Co-operative Bank

Suzanne Coumbaros, Head Data Governance, The Co-operative Bank

Every organisation has its own vision and they have developed a unique strategy to fulfil this vision. Each business operates with different values, ethics, principles and people, making their data governance need distinctive to one another.

By better understanding your organisations drivers you can use aligned key data metrics, to motivate and sustain the right fit data governance function for the company and when all else fails you can always play the unfailing data governance trump cards.

If you attend this session you will gain an understanding of how to use your company's data and strategy, to motivate and sustain, the right fit data governance function for your company.

- How the data governance function was created and sustained at the Co-operative Bank
- Data governance is not one size fits all · Data governance needs will vary per organisation
- Data metrics that can be used to support data governance
- When all else fails use your data governance trump cards

Data Governance for Big Data Analytics

Bas-Jeroen Busscher, CEO of Arena do Brasil and DG Lead and Corporate Lawyer, Amsterdam Innovation ArenA & Nick Martijn, Senior Consultant, Enterprise Data Management, KPMG IT Advisory

The Amsterdam ArenA is a large football stadium in the Netherlands. In its daily operations, ArenA collects a superfluous amount of data on a range of activities, such as solar panels, lights, Wi-Fi browsing, purchasing behaviour and much more. As part of their innovative platform, Amsterdam ArenA has set up a big data analytics platform called KAVE on Azure in collaboration with KPMG. The large processing capacity of the platform allows it to be the home for large scale big data analyses, as well as data from external providers.

Although it is an extremely intriguing idea to collect and analyse data from companies, government and the ArenA itself, there are several challenges that arise, such as: How do they mitigate potential compliance issues that may arise from combining different datasets? How can they ensure external data providers that their data is not used for purposes other than desirable, even in big data analytics? Who is the owner of the data on the platform and how do they convince data providers that the platform operations are properly controlled? Though at the same time, how do they make sure theey do not take away the innovative and playground character of the platform by being too strict?

To facilitate this, ArenA designed and implemented data governance for big data analytics, including a governance organization and a data lifecycle process. In this session they will share their solution and experiences. Attendees will learn:
- Key governance challenges with innovative big data analytics, such as data privacy, user access and data ownership
- How to gain control over the application of big data analytics with an enterprise using data governance
- Balancing the controlled environment created by data governance and the innovative "playground" of big data analytics

Establishing Data Governance for a Data Driven Future

Douglas Silverstone, Thames Valley Housing

Thames Valley Housing is a growing organization with innovation in abundance. Data is everywhere and used in many different guises. We have a wide project portfolio, and operate in an ever more regulated environment. We have ambitions to be a truly data driven organization but to get there we first have to understand our data, deliver it securely and meet compliance objectives such as PCI and GDPR. So, with so many priorities, how do you deliver value for the organization without getting bogged down by the necessities? This session will look at the steps we took to establish a data governance framework within a medium sized housing association. We'll walk through our data governance journey, how we got buy in, and ensured users understood the value of their data. Attendees will learn:
- Establishing a data governance program
- Growth vs Control, Security vs Flexibility, and Admin Vs Insight
- Where's the data owner when you need them?

Data Governance Best Practice

Data Security and Privacy in a Big Data Environment

Mike Ferguson, Managing Director, Intelligent Business Strategies

Over recent years new sources of data have given companies the opportunity to gain very intimate knowledge about customers. This includes where they are at any point in time, what they are browsing at any location, when they enter a store, what route they travel on a regular basis, what car they drive, what their driving behaviour is, what relationships they have with others, what they like and dislike and what their opinions are. Mobile applications can even access people's contacts, their photographs and more. With so much data available, ethics is now a topic on the minds of many in determining what exactly is deemed acceptable for companies to use when analysing data. In addition, data is now highly distributed with many technologies in place that offer audit and security. Complexity has resulted in many organisations ending up with a piecemeal approach to information audit and protection. Policies are everywhere with no single view of the policies associated with securing data across the enterprise. Also, the number of administrators involved is often difficult to determine and now to cap it all, we have EU legislation demanding that data is protected and that organisations can prove this to their auditors by May 2018. So how are organisations dealing with this problem? Are data privacy policies enforced everywhere? How is data access security co-ordinated across portals, processes, applications and data? Is anyone auditing privileged user activity? This session defines this problem, looks at the requirements needed for Enterprise Data Security, Audit and Protection and then looks at what technologies are available to help you integrate this into your data strategy.
- What is data protection what is involved in managing it?
- What are the requirements for enterprise data protection?
- The challenge of distributed data and distributed data lakes
- What about privileged users?
- Securing and protecting data in a Big data environment
- What technologies are available to tackle this problem?
- How do they integrate to enable end-to-end data governance and compliance?
- How to get started in securing, auditing and protecting your data

Data Governance in Bite-Sized Chunks

Chris Bradley, Information Strategist, Data Management Advisors Ltd

Have you ever heard it said "Data Governance is too theoretical! What am I really going to see from a DG initiative?" or "I don't know how we can get started with Data Governance"?

Are you facing the dilemma of how can (or even should) Data Governance be introduced when many of the key stakeholders don't get it?

Do you need to "sell" Data Governance to stakeholders? Maybe they don't get it, maybe they are too busy. For whatever reason the "business case" and developing metrics proves to be a difficult, and for some organisations an insurmountable hurdle to cross in their DG journey. If this is the case, a "DG in bite sized chunks" approach will help. So, are there some quick realistic aspects in a DG program that you should focus on first?

This session will show:
- A workable framework for Data Governance
- The different Data Governance approaches from process centric, to Data centric & more
- How to produce a pragmatic business case & principles for DG and link these to metrics
- The essential roles & responsibilities for Data Governance success
- Building DG in bite sized pieces & sometimes covertly; it is possible
- The Data Governance office & its critical role in sustaining success
- A brief look at categories of tools supporting Data Governance

Becoming a Data Driven Organisation: The Critical Role of Data Governance & MDM

Nigel Turner, Principal Information Management Consultant EMEA, Global Data Strategy

Many organisations aspire to become digital, data driven enterprises. In these organizations data is viewed as a critical asset, both to generate new digitally based products and services, and to guide and improve business operations and decision making.

But many companies are failing to live up to this aspiration. They struggle to develop and implement data strategies that align with, and help to deliver, new business strategies.

Delivered by Nigel Turner, a highly experienced data management consultant, this session will explore what becoming 'data driven' really means, examines some of the reasons why many organisations are failing to realise their ambitions, and propose ways of overcoming the challenges. Key to these is a strong emphasis on the increasingly critical importance of established data management disciplines, especially Data Governance and MDM, which both have a key role to play in a digital business of the future. This session will explore:
- What is a data driven organisation and how does it differ from a traditional company?
- The main challenges of creating a data driven organisation
- Building a data driven capability - the role of business and IT
- The central importance of a business aligned Data Strategy and how to achieve it
- Why a successful data strategy needs both Data Governance and MDM

Data Challenges and Solutions for (Re) insurance and Financial Services

Nick Stammers, Director of Professional Services UK & Northern Europe, Ataccama

Based upon his experience in the (re)insurance industry, Nick's session will focus on common data challenges in (re)insurance and financial services. These include reliance on costly manual processes, key person dependency, regulatory demands, risk management and the need for sustainable, scalable platforms for increased reporting cycles. He will also address insufficient early warning data quality indicators, the prevalence of end-user computing (EUC) and the business impact of inaccurate and incomplete data.

If you have experienced any of these data-related challenges in your business, join the session to learn more about

- (Re)insurance and financial services data challenges
- Tackling these challenges in your business
- Selected customer case studies from the (re) insurance industry

Solving the Challenges of Data Synchronization Amid Hybrid IT Complexity

Nilesh Parmar, Senior Enterprise Architect, Dell Boomi

The rapid adoption of new applications can reduce business agility due to interoperability issues across cloud services and on-premises systems, along with information silos and data quality issues that impede business insights.

Dell Boomi offers a unified cloud platform to move, manage and govern data wherever it resides.

Learn how Boomi MDM enforces data quality and synchronizes master data across the enterprise, improving mission-critical business functions and accelerating business agility.

The Right Approach to Achieving the Highest Returns from MDM

Michael Ott, Senior VP, Innovative Systems.

Organizations have historically struggled with controlling implementation time, cost, and risk and deriving value from MDM initiatives. This is why many organizations have a less than favorable view of investment in MDM. However, the right approach can quickly deliver high returns while minimizing risk.

This session will focus on proven methods for helping organizations quickly implement and derive value from MDM and will cover best practices for these three critical areas:

- Planning and Preparation
- Implementation and Integration
- Extending MDM to Enable Specific Business Use Cases

Demanding Material Design (by Google) for Enterprise B2B Software

Richard Branch, Vice President of Operations, UK and Northern Europe & Michael Hiskey, Chief Marketing Officer, Semarchy

Ever wonder why some online Apps are just so intuitive? Have you stopped to think why Gmail, Drive, and Google Translate don't come with instruction manuals? Now think about the last interaction you had with an Enterprise Software. Big Difference. This session will explore the basis of Material Design, and the psychology that makes it so easily digestible for human interaction. We will use examples, and show an intelligent new way to look at Data Management for Mastering any kind of data.

Beneficial Ownership: The Devil is in the Detail

Stuart Swindell, Product Leader for Compliance & Supply, Dun & Bradstreet

In a recent Chief Compliance Officer survey, 90% of respondents highlighted 'establishing Beneficial Ownership' as the most significant challenge for their organisation when on-boarding or conducting reviews of their clients. Today, a critical business need is to calculate detailed levels of individual people ownership, to comply with increasingly burdensome regulations such as the 4th EU Money Laundering directive or the US FinCen rules.

Moreover, CCO's need to reduce this burden whilst accelerating their due diligence processes, driving efficiencies and deliver cost savings for their organisation because the real motivating factor for any business is to be able to book client revenue faster. They needed a solution that could bring millions of data points together and quickly identify beneficial owners, based on policy rules, to instantly deliver analytics CCO's could trust in terms of accuracy, timeliness and security. Dun & Bradstreet turned to Neo4j to help find truth and meaning through data.

What delegates will learn from attending the session:

- Why Beneficial Ownership is such a data challenge
- Why we chose graphDB and Neo4j to support us
- What challenges did we uncover through this implementation

How Do We Adapt MDM Approaches to Data Governance in a Big Data World?

John Holland, Head of Data & Analytics Architecture, The Home Office (on behalf of Entity)

The typical MDM initiative starts with the assumption that data can be mastered – the clue is in the title! Driven by regulatory (know your customer) or marketing (cross – selling) needs, resources are focused on mastering reference lists of customers and products to deliver the required data join up. With known internal data sources, and control over the data designs, this approach has often been successful.

In a big data world, the lack of control over data and data design makes this approach more difficult. The three Vs (volume, velocity and variety) has become well established as a taxonomy for understanding the nature of the data challenge, and this now seems useful for analysing the data integration challenge as well. The approach to implementing MDM can be adapted based on increasing complexity in each of these dimensions.

As well as the increasing data complexity, the required type of analysis has increased in complexity in recent years. Where a reporting and forecasting capability was previously considered state of the art in managing a business, the use of advanced analytics has now become the expectation with machine learning and neural computing becoming commoditised offerings.

This work considers how traditional MDM technology creates an initial data platform for delivering in a big data domain. The investigation deployed various versions of IBM MDM technologies, to explore approaches to meeting the challenges of increasing complexity in both data and analytics requirements. This demonstrated that consistent results can be generated in migrating from relational to big data matching technology, and that this increases the value of integrating external data of lower quality.

The use of big data matching also generates a number

of new opportunities where multiple matching thresholds can be stored within the MDM, enabling multiple use cases to be deployed against a single store. This contributes to a new wave of change in delivering new insights through data and analytics.

Realise your MDM Ambitions with a Data Quality Focussed SCV

Alan Clay, Senior Business Consultant & Steve Kelly, Data Quality Lead, Experian

Organisations need an accurate view of their data assets to perform a wide variety of tasks. Multiplicity of systems and growing data volumes make achieving this single view more complex. Layer in growing regulatory pressures and organisations are facing an unparalleled challenge.

Traditionally organisations would turn to a master data management implementation as a solution to unlocking business performance. While still a robust option for enterprise-level organisations, many are now benefitting from a more agile approach that places data quality and information governance at the heart of their processes and looks for quicker time to value.

Using the latest research and pulling together a wide range of use cases we will explain why an agile approach to a data quality focussed SCV could benefit your organisation.

Master Data Management Summit Europe 2017
Data Governance Conference Europe 2017
15-18 May 2017

HOW TO BOOK

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

4 Day
Fee: £1,945 Plus VAT (£389) = £2,334
3 Day
Fee: £1,595 Plus VAT (£319) = £1,914
2 Day
Fee: £1,245 Plus VAT (£249) = £1,494
1 Day
Fee: £795 Plus VAT (£159) = £954

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

Discounts:

Discounts are available for group bookings of 2 or more delegates made at the same time. This cannot be used in conjunction with other discounts.

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

Cancellation Policy:

Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

Cancellation Liability:

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

Conference Location:

Radisson Blu Portman Hotel
22 Portman Square, London, W1H 7BG, UK
Tel: +44 (0)20 7208 6000
Fax: +44 (0)20 7208 6001
www.radissonblu.co.uk/hotel-london

Hotel Accommodation Details:

IRM UK in association with JP Events have arranged special discounted hotel rates at the venue above and at other hotels nearby.
Email: Info@jpetem.com
Tel: +44 (0)84 5680 1138
Fax: +44 (0)84 5680 1139
www.jpetem.com

IF YOU CANNOT ATTEND YOU CAN PURCHASE THE CONFERENCE PROCEEDINGS ON USB STICK FOR £300

How to Register

e-mail: customerservice@irmuk.co.uk

Website: www.irmuk.co.uk

Phone: +44 (0)20 8866 8366

Booking Reference:

Please quote this booking code when registering:

IRM

Follow us @IRMUK
www.twitter.com/IRMUK
Event hashtag #MDMDG17

Search for the MDM Summit & Data Governance Conference Europe in LinkedIn Group

Forthcoming Events:

Innovation, Business Change and Technology Forum
21-22 March 2017, London
Business Analysis Conference Europe 2017
25-27 September 2017, London
Enterprise Architecture Conference Europe 2017
16-19 October 2017, London
Business Process Management Conference Europe 2017
16-19 October 2017, London
Enterprise Data and BI Conference Europe 2017
20-23 November 2017, London

Product and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies.

irmuk.co.uk