

Gartner Master Data Management Summit 2013

7 – 8 February 2013

Palau de Congressos de Catalunya, Barcelona, Spain

gartner.com/eu/mdm

HOT TOPICS

- *Building the Business Case for MDM*
- *Linking MDM with Business Intelligence and Analytics*
- *Making Progress with Information Governance*
- *Evolving Toward Enterprise Information Management*
- *Enabling Big Data Initiatives Through MDM*

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MDM: Launchpad for Assured Business Outcomes

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As organizations dedicate themselves to improving service levels, optimizing costs and generating innovation in their business models and markets, a solid foundation of information is required. Specifically, the data that identifies and describes core business entities (such as customers, products, suppliers, locations and more) — their master data — is deeply linked to these objectives.

Whatever the nature of your key business transformation objectives may be, success will depend directly on the degree to which this master data is well-understood, consistent, accurate, and trusted. In essence, master data management (MDM) is the “launchpad” that will guarantee your efforts proceed strongly in the right direction and ultimately deliver the outcomes intended.

The most significant MDM challenges organizations face are non-technology in nature — for example, implementing effective governance models, developing the proper skills and establishing the right roles, securing sponsorship and funding, managing change, and measuring MDM impact on an ongoing basis. These are your most critical success factors.

The Gartner Master Data Management Summit goes beyond the technology and is designed to give you insights, tools, actionable advice and fresh thinking necessary to address these challenges and more. Whether you are just beginning your MDM journey, seeking to expand the impact of your MDM work, or evolving MDM into broader information governance and enterprise information management programs, this event will give your efforts the proper trajectory to achieve the transformative outcomes you desire.



Ted Friedman
VP Distinguished Analyst, Gartner



Juliane Jung
Director, Program Management, Gartner Events



Europe's most important annual gathering of the Master Data Management community.

and Transformation

Why Attend

- Establish a **solid justification for MDM** and persuade business stakeholders to take a leadership role
- Identify where and how MDM can **increase service levels, generate growth and fuel transformation** in the enterprise
- Ensure efficiency of business operations by applying MDM and information governance to **optimize costs in challenging economic conditions**
- Develop and **fine-tune your MDM vision, strategy and program plans** to ensure maximum positive impact
- Design an **information governance model**, involving policies, people and processes, **that will actually work** in your organization
- Plan to **evolve MDM** into a comprehensive Enterprise Information Management (EIM) program
- Unite your MDM and BI/Analytics initiatives to **increase the business value of both investments**
- Amplify the transformative impact of MDM by aligning it with your business process management (BPM) efforts
- Plan for the **modernization of your technology infrastructure** in line with 21st century information management principles
- Gain insight into **MDM future trends, including the impact of cloud computing, social networking and mobility**

WHO SHOULD ATTEND?

Senior business and IT professionals including:

- IT Managers and Business Executives involved in Master Data Management
- Business Executives with responsibility for Sales, Marketing, Service, Manufacturing, Operations, Procurement, Supply Chain or Finance
- Architects including: Enterprise Architects, Information/Data Architects, Application Architects
- MDM, CDI and PIM Project/Program Managers
- Business Application Managers, including CRM, SCM, ERP, PLM and Procurement
- Governance, Risk, and Compliance-Oriented Managers

A Mastering The Fundamentals

MDM is a critical and complex discipline, and crisply executing on the fundamentals is key to success. This track will explore each of Gartner's Building Blocks of MDM, providing a foundation for your early-stage efforts. Specifically, we'll offer guidance on crafting a strong vision for MDM in your organization, building a solid business case and mechanics for measuring results, and navigating the challenging organizational and process issues MDM programs encounter. Use the sessions in this track to build your personalized action plan and identify the must-do best practices that will start your MDM efforts in the right direction.

B Increasing Maturity and Impact: Growing the Scope and Value of MDM

Organizations with an MDM program solidly underway must think about what's next — how to expand the reach and impact of their efforts. This track will help you chart a course for moving beyond your first initiative, capturing more data domains and use cases, applying proper metadata strategies as a linkage point, and achieving a single, unified view of all of your information assets enterprise-wide. With MDM as the backbone, you'll learn how to evolve your information management competency toward broader information governance and enterprise information management (EIM).

C Establishing Critical Linkage Points

MDM impacts and is affected by many other disciplines and initiatives across IT and throughout the business. Practitioners must understand how MDM aligns with and links to topics such as service-oriented architecture, business process management, and business intelligence and analytics. In this track, we'll explore how MDM must connect with each of these endeavors and how it amplifies the value from each, creating greater momentum in support of your organizations business transformation goals.

V Virtual track extending across MDM and BIA Summit: Big Data

Once you get past the hype it's evident that "big data" represents tremendous opportunity to those organizations that can unlock its business value. Analytics applied to big data assets of greater diversity and depth than previously possible promises to fuel innovation and transform industries. To deliver on this promise however "big data" demands increased information governance competency as the benefits cannot be realized unless efforts are anchored by clear understanding, quality and trust of the data. This virtual track will help business and IT leaders understand the concepts, benefits, technology impacts and challenges associated with the "big data" phenomenon across BI, analytics and MDM.

KEYNOTES

GARTNER OPENING KEYNOTE

MDM: Launchpad for Assured Business Outcomes and Transformation



MDM is a foundational competency for business success in the 21st century, enabling innovation, transformation

and positive outcomes across the enterprise. Gartner provides perspective on key trends impacting MDM, explores the state of the art from an adoption, practice and technology point of view, and looks ahead to the future evolution of MDM and information governance.

Andrew White and Bill O'Kane

GARTNER KEYNOTE

The Great Information Age Part 2: A Tectonic Shift Is Underway



The first half of the information age is disappearing in the rear view mirror. If continued, some of its "best practices" will actually impede future business competitiveness. In this keynote we will explain why new kinds of information will become more important than new technology, and what you can do to set your enterprise on the right course.

- Why is the second half of the information age so much more important for MDM practitioners?
- How does information thinking link to business strategy?
- How will this impact CIOs and other information leaders?

Mark Raskino

GUEST KEYNOTE

ID: The Quest for Identity in the 21st Century



The human brain will adapt to whatever environment in which it is placed; the cyber world of the 21st Century constitutes a totally new type of environment; the brain could therefore be changing in parallel, in correspondingly totally new ways. In particular we need to devise new strategies for optimizing how we handle the increasing and unprecedented information load. We need first to establish a means for identifying salient facts from the extraneous; second, establish a conceptual framework within which this information can have wider significance, ie be converted into deeper knowledge; thirdly agree on a means for sharing this conceptual framework so that it can serve as a collective base for effective communication.

Baroness Susan Greenfield, Professor of Pharmacology, University of Oxford

MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from 12,000 distinct organizations worldwide.

Mark Beyer
Research VP



Big Data; Data Warehouse; Service Oriented Architectures; Data Integration

Michael Blechar
VP Distinguished Analyst



Metadata Management; Business and IT Modeling Tools and Collaboration; Information and Data Services; Solution Architecture

Regina Casonato
Managing VP



Big Data; Enterprise Information Management; Information Governance; Enterprise Content Management; Knowledge Management

John Dixon
Managing VP



Business Process Management; Improvement Methodologies; Getting Started with BPM; Business Rules Management; Metrics and Measures for Success

Ted Friedman
VP Distinguished Analyst



Data Integration; Data Quality; Information/Data Governance; Enterprise Information Management

Dimitris Geragas
Senior Director Consulting



Master Data Management Programs; Information Architecture; Information Governance; Big Data

Debra Logan
VP Distinguished Analyst



Enterprise Information Management; IM Roles; Information Governance; Implementing Content and Records Management Systems

Bill O'Kane
Research Director



Master Data Management; Customer Data Integration; Single View of the Customer; Information/Data Governance

Mark Raskino
VP and Gartner Fellow



Chief Executive and Business Leader Attitudes to IT and the CIO; Chief Executive and Business Leader Use of Information in Business Strategy; Technology Related Business Innovation for Competitive Advantage

Michael Smith
VP Distinguished Analyst



Building the Business Case for MDM; Selecting the Right Metrics to Measure MDM

Bill Swanton
VP Distinguished Analyst



MDM for ERP; Business Value of ERP; Benefits Realization; BPM for ERP

Andrew White
Research VP



Master Data Management; Information/Data Governance; Product Information Management; Single View of the Product

Gartner for Technical Professionals (GTP)

Gartner for Technical Professionals provides in-depth, how-to research for your project teams to help them assess new technologies at a technical level, develop technical architecture and design, evaluate products and create an implementation strategy that supports your enterprise's IT initiatives.

Lyn Robison
Research VP



Data Mobility; Mobile Data Strategy; Master Data Management; Unstructured and Semistructured Data Management; Metadata Management

Schedule private One-on-One meetings with a Gartner analyst

- Register for Analyst/User Roundtables and Workshops
- Get the latest Exhibitor information, including sponsor sessions and arranging face-to-face meetings
- Network with attending peers from other organizations and exhibitors

AGENDA AT A GLANCE

WEDNESDAY 6 FEBRUARY

18:00 – 20:00 Registration, Information and Refreshments

THURSDAY 7 FEBRUARY

07:30 – 20:00 Registration, Information and Refreshments

08:00 – 08:45 Tutorial: The Foundation of Your Journey: Gartner's Seven Building Blocks of MDM *Dimitris Geragas*

09:00 – 10:00 **Gartner Welcome and Opening Keynote: MDM: Launchpad for Assured Business Outcomes and Transformation** *Andrew White and Bill O'Kane*

10:00 – 10:30 **Panel Discussion**

10:30 – 11:00 Refreshment Break in the Solution Showcase

11:00 – 11:45 **Gartner MDM Excellence Awards: Finalist Presentations** *Moderated by: Ted Friedman*

12:00 – 13:00 **Guest Keynote: ID: The Quest for Identity in the 21st Century** *Baroness Susan Greenfield, Professor of Pharmacology, University of Oxford*

13:00 – 14:15 Lunch in the Solution Showcase

	A Mastering the Fundamentals	B Increasing Maturity and Impact	C Establishing Critical Linkage Points
14:15 – 14:45	Solution Provider Session	Solution Provider Session	Solution Provider Session
15:00 – 16:00	How to Get Started With MDM <i>Andrew White</i>	Improving Master Data Management Maturity With Gartner's MDM Maturity Model <i>Bill O'Kane</i>	Information Capabilities Framework: Guiding the Infrastructure for MDM <i>Regina Casonato and Mark Beyer</i>
16:00 – 16:30	Refreshment Break in the Solution Showcase		
16:30 – 17:00	Solution Provider Session	Solution Provider Session	Solution Provider Session
17:15 – 18:15	Building a Business-Led Vision and Strategy for MDM <i>Bill O'Kane</i>	Build Your Data Quality Competency to Ensure High-Fidelity Master Data <i>Ted Friedman</i>	Evolving the Relationship of MDM and BPM: Beyond the Theory, Making It Work <i>John Dixon and Andrew White</i>
18:15 – 20:00	Networking Reception in the Solution Showcase		

FRIDAY 8 FEBRUARY

07:30 Registration, Information and Refreshments

08:00 – 08:30	To the Point: Establishing a Budget and Securing Funding for MDM <i>Dimitris Geragas</i>	V To the Point: What's the Impact of Big Data on MDM? <i>Mark Beyer</i>	To the Point: Linking and Aligning Content Management and MDM <i>Debra Logan</i>
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08:45 – 09:30 **V Gartner Keynote: The Great Information Age Part 2: A Tectonic Shift Is Underway** *Mark Raskino*

09:45 – 10:15	Solution Provider Session	Solution Provider Session	Solution Provider Session
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10:15 – 10:45 Refreshment Break in the Solution Showcase

10:45 – 11:45	End User Case Study	How to Evolve MDM Toward Enterprise Information Management (EIM) <i>Andrew White</i>	Weaving MDM into Your Application Strategy <i>Bill Swanton</i>
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12:00 – 13:00	How to Build the Business Case and Measure the Benefits for MDM <i>Michael Smith</i>	End User Case Study	Achieving Enterprise Metadata Management: Making EIM Work <i>Michael Blechar</i>
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13:00 – 14:15 Lunch in the Solution Showcase

14:15 – 15:15	V Establishing and Sustaining Master Data Governance <i>Debra Logan and Dimitris Geragas</i>	To Multi-Domain MDM or Not? That Is the Magic Quadrant Question <i>Andrew White and Bill O'Kane</i>	End User Case Study
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15:15 – 15:45 Refreshment Break in the Solution Showcase

15:45 – 16:45	Mastering Key Roles and Organizational Approaches for Effective MDM <i>Ted Friedman and Andrew White</i>	Planning your Journey Through the MDM Implementation Styles <i>Bill O'Kane</i>	Evolving BI and Analytical MDM Toward Operational MDM <i>Mark Beyer</i>
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17:00 – 17:15 **Master Data Management Excellence Awards and Closing Remarks** *Ted Friedman*

Gartner for Technical Professionals Session

O'Kane

Roundtables	Roundtables	Interactive Workshops
How Can I Build the Business Case for my MDM Initiative? <i>Michael Smith</i>	V New Information Types and Their Use in Future Business Strategies <i>Mark Raskino</i>	14:15 – 15:45 Putting Your MDM Program Together <i>Bill Swanton and Lyn Robison</i>
Developing a Metadata Strategy to Support MDM <i>Michael Blechar</i>	Putting MDM and BI Together: Synergy, Sympathy or Sycophancy? <i>Mark Beyer</i>	16:30 – 18:00 Overcoming Barriers to Governance of Master Data <i>Dimitris Geragas and Debra Logan</i>
		08:00 – 09:30 Technical Insights: Selecting the most Appropriate MDM Implementation Style <i>Lyn Robison</i>
How to Sell Multidomain MDM to the Business <i>Lyn Robison</i>	Modernizing Your Information Infrastructure: Where to Start? <i>Regina Casonato</i>	11:30 – 13:00 Selecting the Optimal Master Data Model Style(s) <i>Bill O'Kane</i>
How Can Service-Oriented Architecture (SOA) Benefit MDM? <i>Mark Beyer</i>	Effective Techniques for Aligning MDM and BPM <i>John Dixon</i>	
Selecting Data Integration Tools and Architectures to Support MDM <i>Ted Friedman</i>		
How to Work With External Service Providers in your MDM Implementation <i>Dimitris Geragas</i>		

At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information

AGENDA GUIDANCE

To help you navigate the summit agenda, we've identified track sessions that match your experience level and information needs. Specific categories include:

MATURITY LEVEL

- F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

FOCUS

- T Tactical:** Sessions providing tactical information that can be used straight away, with a focus on "how to", dos and don'ts, and best practices.
- S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.
- V Visionary:** Sessions focusing on emerging trends, concepts, or technologies that will help you with your future planning and decisions.

PERSPECTIVE

- B Business:** Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- IT Technology:** Sessions that address technical concepts, details, and analysis.

Mastering The Fundamentals

How to Get Started With MDM

So you think your organization needs to adopt MDM, but you don't know where to start. The business case is not obvious, no one is listening to your calls for help. How do you go about figuring out when and if your organization is ready for MDM? Start here.

- Under what conditions does MDM most likely appear?
- How can you identify when and where MDM might be applicable for your organization?
- How can you evaluate if you are ready to start MDM?

Andrew White



Building a Business-Led Vision and Strategy for MDM

The MDM vision sets the scene for what needs to be achieved, and the MDM strategy details how this will be made a reality over time. We'll look at how other organizations have created successful MDM programs and explore the five vectors of complexity that shape an organization's MDM strategy.

- What should an MDM vision and strategy look like?
- How will the five vectors of MDM complexity shape your MDM strategy?
- What best practices can you use to create a successful MDM strategy?

Bill O'Kane



To the Point: Establishing a Budget and Securing Funding for MDM

MDM must be treated as a program and therefore funded as one. Business realities make this very difficult to achieve — specifically, political, organizational, and cultural barriers stand in the way. Navigating these issues is critical to gain the proper financial support.

- Why is it difficult to secure MDM funding?
- What are the typical funding approaches for MDM?
- How do you adapt your MDM road map to ensure its funding?

Dimitris Geragas



How to Build the Business Case and Measure the Benefits for MDM

MDM is necessary for maintaining data quality, consistency, and integrity, but business executives require proof. This presentation explains how to measure the financial benefits made possible by MDM and how to build the business case for MDM initiatives.

- What is the process for building effective business cases for MDM initiatives?
- What metrics can be used to quantify the benefits of MDM initiatives?
- How can the business case be used to manage the project throughout its entire life cycle?

Michael Smith



Establishing and Sustaining Master Data Governance

As MDM shifts from an abstract discipline to a tangible program, governance has to appropriately expand. This broader scope still encompasses data stewardship aspects, but it also has to entail additional decision areas that ensure the value and sustainability of the MDM program.

- What should the scope of MDM program governance cover?
- What are the different implementation options of master data governance?
- What are the barriers to effective master data governance and how can they be overcome?

Debra Logan and Dimitris Geragas



Mastering Key Roles and Organizational Approaches for Effective MDM

Some organizations are setting up new teams, others are re-fashioning existing teams. Either way, new roles, responsibilities and structures are still required. Identifying key resources, aligning them to a strategy, and evolving critical roles over time will enable long-term success with MDM.

- Why do people-related issues become the biggest challenges in MDM?
- What key roles must be formalized and how do they inter-relate?
- Which stakeholder management tactics are most effective?

Ted Friedman and Andrew White



Increasing Maturity and Impact: Growing the Scope and Value of MDM

Improving Master Data Management Maturity With Gartner's MDM Maturity Model

More organizations are taking their first, second and additional steps with MDM. The Gartner Maturity Model for MDM can be used to determine your current position, and to figure out what you need to do next, in order to deliver more value to the business with MDM.

- How is MDM being adopted today, and what patterns have emerged from this work to date?
- Where and how can you use the Gartner MDM Maturity Model to develop your MDM program?
- How can MDM program managers manage their MDM programs for success?

Bill O'Kane



How to Evolve MDM Toward Enterprise Information Management (EIM)

MDM is not the end. Rather, it is just the beginning of Enterprise Information Management. We'll explore how organizations can evolve their MDM work toward broader information governance, and provide a framework to help you determine how your organization might further evolve its EIM program.

- What aspects of MDM can be reused beyond MDM?
- How are organizations looking to build on MDM with broader information governance programs?
- How can you develop your own EIM road map spanning master data and the information continuum?

Andrew White



Build Your Data Quality Competency to Ensure High-Fidelity Master Data

MDM is one type of information governance program, and data quality is a critical starting point for governance of master data. Learn the key principles of data quality that all MDM programs must apply, and explore the state of the art in data quality assurance practices and technology.

- How can a focus on data quality help to bolster the business case for MDM?
- What are the current best and emerging practices for quality assurance of master data?
- What is the state of data quality technology, and how will the market evolve?

Ted Friedman



To the Point: What's the Impact of Big Data on MDM

Big data is seemingly influencing everything across the technology landscape, from data warehousing to analytics to content management. Admittedly, master data is a small dataset, but there are big data implications for MDM, and MDM implications for big data.

- What is big data?
- How does big data interact with MDM?
- Is there an imperative to apply MDM to big data?

Mark Beyer



To Multi-Domain MDM or Not? That Is the Magic Quadrant Question

We produce Magic Quadrants covering customer and product master data, but vendors market "Multidomain MDM." What are multiple domain, multidomain, and multivector MDM? Do all "multidomain" vendors offer the same thing? We will review the market, the two Magic Quadrants, and answer your questions.

- What are the trends and best practices in mastering customer data?
- What are the trends and best practices in mastering product data?
- What is the maturity of multidomain MDM capabilities, and how will that evolve?"

Andrew White and Bill O'Kane



Planning your Journey Through the MDM Implementation Styles

As more enterprises accomplish successful MDM implementations, best practice roadmaps through Gartner's MDM implementation styles are emerging. This session will cover typical roadmaps for MDM of both customer and product data, as well as their value to new and existing programs.

- What are Gartner's different MDM implementation styles?
- What progression through styles are organizations using to construct successful MDM roadmaps?
- How can organizations use these MDM roadmaps to deliver value throughout their implementations?

Bill O'Kane



Establishing Critical Linkage Points

Information Capabilities Framework: Guiding the Infrastructure for MDM

Master data management combines an enterprise view of consistent data governance with highly diverse implementation. Gartner's Information Capabilities Framework (ICF) asks the right questions to provide for consistent master data governance and diverse implementation.

- What is the ICF and its relationship to MDM?
- How does the ICF support all four MDM implementation styles and consistent governance?
- How can organizations establish and evolve MDM using existing tools and infrastructure?

Regina Casonato and Mark Beyer



Weaving MDM into Your Application Strategy

MDM initiatives are impossible to fund on their own, only as part of a business initiative. Applications are prime consumers of master data, so necessary MDM must be worked into an application strategy. This includes considerations for implementing ERP suites or pace layered application strategy.

- How do ERP and other large application suites make MDM harder, or easier, to do?
- How will pace layered application strategies change the situation?
- What are best practices for designing an MDM program for complex application landscapes?

Bill Swanton



Evolving the Relationship of MDM and BPM: Beyond the Theory, Making It Work

Are you building an MDM solution to polish your data or are you trying to improve your business outcomes? Understanding the context, use and priority for data management is critical; a blanket deployment will not succeed. By taking a process-centric view, you will deliver what the business needs when it needs it. This session will show you how.

- What are the core challenges for MDM and Business Process Management (BPM)?
- How does MDM deliver value for BPM initiatives?
- How does BPM improve the odds for success for MDM programs?

John Dixon and Andrew White



Achieving Enterprise Metadata Management: Making EIM Work

Metadata provides the answers to the "who what where, when, why and how" questions about master data to promote understanding, consistency, compliance, sharing, and use. Here we explore the world of metadata and possible strategies for enabling EIM and MDM.

- What is enterprise metadata management (EMM) and how does it support disciplines like EIM and MDM?
- How does EMM enable the Information Capabilities Framework?
- What are the available strategies for federation/consolidation across technologies?

Michael Blechar



To the Point: Linking and Aligning Content Management and MDM

Unstructured data is a huge part of most business users' daily activities. As a result, content management needs the discipline of MDM as much as, or more than, the source of structured data. Learn how to tie the unstructured 80% of your enterprise information into your MDM plans.

- How can structured data and content be used together for business advantage?
- What is the current best practice around connecting MDM and content management?

Debra Logan



Evolving BI and Analytical MDM Toward Operational MDM

Dimensional data management and analysis, driven via a business intelligence (BI) initiative, is sometimes viewed as analytical MDM. This is merely one beginning point for operational MDM. We explain how that analytical starting point can be leveraged into a more proactive management style needed for operational systems.

- How are dimensions and hierarchies different from, yet similar to master data?
- How can BI data quality and integration work evolve toward more mature MDM?
- What do I do differently once MDM is in place relative to my analytical efforts?

Mark Beyer



TUTORIAL, ROUNDTABLES AND WORKSHOPS

TUTORIAL

The Foundation of Your Journey: Gartner's Seven Building Blocks of MDM

Dimitris Geragas

Limited Availability – Book Early

Roundtables and Workshops are restricted to a limited number of participants and are available to end users only. Attendees will be accepted on a first-come, first-served basis. Reservations can be made through the online Agenda Builder tool.

ROUNDTABLES

Join us for a hosted peer group discussion with your end user peers, along with a Gartner analyst lending his or her expertise to assist you. These should not be missed!

How Can I Build the Business Case for my MDM Initiative?

Michael Smith

New Information Types and Their Use in Future Business Strategies

Mark Raskino

Developing a Metadata Strategy to Support MDM

Michael Blechar

Putting MDM and BI Together: Synergy, Sympathy or Sycophancy?

Mark Beyer

How to Sell Multidomain MDM to the Business

Lyn Robison

Modernizing Your Information Infrastructure: Where to Start?

Regina Casonato

How Can Service-Oriented Architecture (SOA) Benefit MDM?

Mark Beyer

Effective Techniques for Aligning MDM and BPM

John Dixon

Selecting Data Integration Tools and Architectures to Support MDM

Ted Friedman

How to Work With External Service Providers in your MDM Implementation

Dimitris Geragas



WORKSHOPS

Putting Your MDM Program Together

Bill Swanton and Lyn Robison

Overcoming Barriers to Governance of Master Data

Dimitris Geragas and Debra Logan

Selecting the Optimal Master Data Model Style(s)

Bill O'Kane

Gartner for Technical Professionals Session

Technical Insights: Selecting the most Appropriate MDM Implementation Style

Lyn Robison

For more information including session descriptions please visit ab.gartner.com/mdm

Visit gartner.com/eu/mdm or call +44 20 8879 2430

POWERFUL TOOLS TO NAVIGATE MANAGE AND DECIDE

To get the most out of your Summit experience, we've created a range of tools to help you manage your goals and objectives of attending.

Access and manage your conference agenda, when and where you need to – Agenda Builder & Gartner Events Navigator Mobile App

Agenda Builder Customize & Manage Your Conference Experience

Time is a critical resource. And managing it well throughout the event makes a huge difference. So it makes sense to schedule and organize all your sessions and activities with Agenda Builder – your online conference organizer. Use it to create and customize your very own conference curriculum, in synch with your needs and interests. Agenda Builder gives you the ability to organize your time at the conference around these essential criteria:

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- Session Types
- Key Initiatives
- Vertical Industries

Plus, you can access your agenda on the go via ab.gartner.com/mdm

To maximise your summit experience we have created suggested agendas providing you with specific content focusing on:

- Tough times
- Business specific content

Please visit ab.gartner.com/mdm for suggested agendas.



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Missed a Session?

Didn't have a chance to attend a key session? Have no fear. As part of your paid Summit registration, **Gartner Events On Demand** streams event presentations, free for one year and provides:

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After the event wraps up, visit **www.gartnereventsondemand.com** to access the sessions you missed or would like to revisit.

GARTNER PREDICTS

Through 2016, spending on governing information must increase to five times the current level to be successful.



ABOUT GARTNER

About Gartner

Gartner is the world's leading information technology research and advisory company. We deliver the **technology-related insight and intelligence** necessary to make the right decisions, every day — from vendor selection and cost-of-ownership to forecasts on market demand and future predictions. Our rigorous and unbiased analysis is based on proven methodologies that push through market hype to get to the facts. We publish tens of thousands of pages of original research annually.

Our pivotal advantage: 1200 analysts and consultants who deliver independent thinking, actionable guidance and data analysis to more than 60,000 clients in 10,000 distinct organizations worldwide. (In fact, our analysts answer 250,000 client inquiries every year.) Experts in their chosen field, they are constantly focused on what will make the difference between success and failure in our clients' businesses.

Gartner Summits deliver a wealth of **new ideas, practical and relevant advice unavailable anywhere else**, and the confidence to make better decisions about your strategy and projects going forward.

TWO GARTNER SUMMITS IN ONE WEEK

Gartner is holding the Master Data Management Summit back to back with the Business Intelligence & Analytics Summit in Barcelona.

Gartner Business Intelligence & Analytics Summit *Analyze. Predict. Act.*

5 – 7 February 2013

- This is your opportunity to take advantage of the unique learning and networking opportunities by attending both events.
- Each Summit is a thought leadership showcase of best practise and renowned Gartner expertise.
- Joint Price: €3,600 represents a saving of 20% off the original price before 31 December 2012.

Justify your attendance

Our justification Toolkit makes it easy to demonstrate the value of your Summit experience. It includes a customizable letter, cost-benefit analysis, cost optimization highlights, top reasons to attend and more.

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