Gartner Enterprise Information & Master Data Management Summit 2014

12 – 13 March | London, UK | gartner.com/eu/mdm

Powering Business Advantage With Your Information Strategy

**HOT TOPICS**

- Innovating via Information Assets
- Business Case for EIM & MDM
- Making Information Governance Work
- Information Architecture Trends
- IM Competency for Big Data Success
- Rise of the Chief Data Officer

**SAVE €300**
Register by 10 January 2014 by visiting gartner.com/eu/mdm
Today, information is a valuable business asset that you can use to generate new revenue and also power business growth, transformation and competitive advantage.

Business leaders and IT practitioners will now have access to more diversity of information than ever before.

To help you tap the full potential of these major new opportunities and stay ahead of new imperatives, the scope of the conference has been expanded to deliver to you the latest insights, frameworks and best practices across fundamental MDM competencies as well as broader enterprise information management execution.

This Summit has been broadened to include the full spectrum of information types, from structured to unstructured data, to help evolve how you steward and curate master data and other critical information assets.

To succeed, you’ll need new skills, leadership roles and technologies, along with new governance strategies and the organizational will and know-how to make them stick.
Tracks

A
Enterprise Information Management:
*Refining Your Vision, Competencies and Action Plan for IM*
EIM is a holistic program which operationalizes the organization’s focus on information as an asset. As such, it includes the full range of information management competencies, ensures the alignment of information-related initiatives, and addresses the challenges of information of all types. This track will guide attendees toward establishing a truly strategic approach to information management.

B
Master Data Management:
*Laying the Foundation for Operational Success*
Master data is at the core of business operations. As such, organizations need to pay particular attention to the caretaking of these most critical information assets, through the proper disciplines and technologies for MDM. This track includes guidance for both early-stage practitioners, to get their initiatives started in the right direction, as well as those with greater maturity, to enable them to capitalize on emerging practices and the expanding scope of master data in the enterprise.

C
Enabling Technology:
*Evolving To A Modern Information Infrastructure*
The information management technology landscape is already complex. And now with the rapid developments driven by big data, organizations must make critical choices on how to move their information infrastructure forward. This track provides a comprehensive view on the IM technology landscape and provides attendees with key principles and guideposts they can use to evolve their technology ecosystem.

D
Harnessing Information In The Business:
*What Business Leaders and Program Managers Need To Know*
Information only generates value when the business capitalizes on using it effectively. Business leaders need to seek new ways in which their organizations derive benefits through better leverage of information in their current business models, as well as identify opportunities for information-driven innovation. This track offers guidance and examples for how to increase information-centricity of the business.

V
VIRTUAL TRACK: Big Data
Beyond the hype, big data represents tremendous opportunity to those organizations that can unlock its value. Analytics applied to big data assets promises to fuel innovation and transform industries. But only if organizations have information management competency enabling the ingestion, preparation, governance, and delivery of data across a range of use-cases. This track will help business and IT leaders understand the concepts, benefits, technology impacts and challenges associated with big data.

*This track extends across the co-located Business Intelligence & Analytics Summit and Enterprise Information & Master Data Management Summit*
## Agenda at a Glance

### Wednesday, 12 MARCH 2014

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<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tr>
<td>07:30 – 20:00</td>
<td>Registration, Information and Refreshments</td>
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<tr>
<td>08:00 – 08:45</td>
<td>Tutorial: MDM For Beginners: What It Is &amp; What It Isn’t</td>
<td>Saul Judah</td>
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<tr>
<td>09:00 – 10:00</td>
<td>Gartner Opening Keynote: Powering Business Advantage With Your Information Strategy</td>
<td>Ted Friedman, Debra Logan and Andrew White</td>
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<tr>
<td>10:00 – 10:30</td>
<td>Panel Discussion: Opinions From Industry Leaders</td>
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<tr>
<td>11:00 – 11:45</td>
<td>The Business of Information Management: Tools of the Trade</td>
<td>Andrew White</td>
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<tr>
<td>12:00 – 12:45</td>
<td>Case Study: TeliaSonera</td>
<td>Vanessa Ericsson, TeliaSonera</td>
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<tr>
<td>12:30 – 13:45</td>
<td>Lunch in the Solution Showcase</td>
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<tr>
<td>14:00 – 15:30</td>
<td>Evolving Master Data Management to Enterprise Information Management</td>
<td>Dimitris Geragas</td>
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<td>14:45 – 15:15</td>
<td>Solution Provider Sessions</td>
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<td>15:15 – 15:45</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
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<td>MDM Considerations for a Pace</td>
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<td>Case Study: “Ho Hum” to Marching With the IM Drum</td>
<td>Mark Beyer</td>
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<td>Solution Provider Sessions</td>
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<tr>
<td>17:30 – 18:00</td>
<td>HOW TO: An Information Architect’s Guide: Leveraging BI Lessons To Drive EIM</td>
<td>Mark Beyer</td>
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<tr>
<td>18:00 – 20:00</td>
<td>Networking Reception in the Solution Showcase</td>
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### Thursday, 13 MARCH 2014

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<td>Dimitris Geragas</td>
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<td>Gartner Keynote: Last Call for Datatopia…Boarding Now!</td>
<td>Frank Buytendijk</td>
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<td>09:45 – 10:30</td>
<td>Master Practitioner Interview</td>
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<td>Key Principles of Data Quality Assurance</td>
<td>Ted Friedman</td>
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<td>HOW TO: Building a Business-Led Vision and Strategy for MDM</td>
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<td>Organizing for Effective Enterprise Information Management</td>
<td>Andrew White</td>
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<td>HOW TO: Measuring Information Value for Improved ROI Modeling and Results</td>
<td>Doug Laney</td>
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<td>Guest Keynote: When Ideas Procreate</td>
<td>Matt Ridley, Author of The Rational Optimist</td>
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<td>Gartner Enterprise Information &amp; MDM Summit Closing Remarks</td>
<td>Ted Friedman</td>
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<td>Getting Started With Information Governance</td>
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<td>16:00 – 17:00</td>
<td>Showfloor Presentations</td>
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<td>Data Officer Cases</td>
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**CONFERENCE CHAIR’S CHOICE**

**HOW TO:**
Sessions that deliver tactical, “how to”, real world best practices, recommendations or frameworks.
Keynotes

Gartner Opening Keynote:
Powering Business Advantage With Your Information Strategy
Information is the lifeblood of the business, fueling analytics, process improvement and innovation — in fact, everything you do. It sits at the center of your interests in mobile, cloud and social, and how that Nexus influences your future. Information management is finally exciting! But it’s also risky. Your information strategy and the supporting infrastructure are not designed for the second half of the information age. You risk being held hostage with legacy information strategies and tools. We’ll explore how you can put in place a living, sustainable, and business outcome-driven information management program to power your growth, innovation and efficiency goals in 2014 and beyond.
Andrew White, Debra Logan and Ted Friedman

Gartner Keynote:
Last Call for Datatopia...Boarding Now!
Strategy is dead. The world is unpredictable and plans are outdated before they are implemented. Scenario planning should be rediscovered as a major strategic capability. We asked a very imaginative group of people — YOU! — how do you envision the (far) future of information innovation? Fun, imaginative, and perhaps a bit controversial. What is scenario planning and why is it important? Which “datatopia” scenarios can we imagine, and how do they play out? What do we need to do now to arrive at our preferred scenario?
Frank Buytendijk

Guest Keynote:
When Ideas Procreate
Life keeps on getting better for most people. Over the past 50 years, despite a doubling of the population, average global income has trebled, life expectancy has risen by a third and child mortality is down by 70%. Thanks to innovation, people are healthier, happier, cleverer, kinder, freer, more peaceful and more equal than they have ever been. Predictions of doom have repeatedly proved wrong. The true source of this prosperity is the meeting and mating of ideas, which enables people to share their insights, work for each other and build technologies that no individual can understand.
Matt Ridley, Author of the Rational Optimist

Why attend?

• Leverage information as an asset. Don’t just say it, make it happen!
• Identify ways to use information to generate business growth and transformation.
• Build a compelling business case for MDM and enterprise information management—and lock in stakeholder support.
• Assess the value of your enterprise information with infonomics.
• Develop an enterprise information management vision and strategy.
• Evolve MDM toward an enterprise information management program.
• Implement effective information governance policies — and make them stick.
• Modernize your technology infrastructure to meet big data needs.
• Evaluate which new information management technologies and solutions match your needs.
• Make your organization more information-centric and define new skills and roles, such as chief data officer, essential for success.
• Build effective architectures for integrating and sharing structured and unstructured data.

What’s new in 2014?

• Expanded scope: Beyond MDM to enterprise information management
• Four new tracks, including a dedicated track for MDM
• Four new Magic Quadrants presented on MDM, Data Quality, Operational DBMS
• Focus on using information to create true business advantage
• Effective information governance policies to reign in risks
• New topics, including information architecture, search, unstructured data, infonomics and the role of the chief data officer
Meet the Analysts

Mark Beyer  
VP and Distinguished Analyst  
FOCUS AREAS: Big data; data warehouse; service-oriented architectures; data integration

Frank Buytendijk  
Research VP  
FOCUS AREAS: Information innovation; big data; infonomics; information management vision and strategy

Regina Casonato  
Managing VP  
FOCUS AREAS: Big data; enterprise information management; information governance; enterprise content management

Roxane Edjlali  
Research Director  
FOCUS AREAS: Data warehouse; logical data warehouse; in-memory computing; data modeling

Donald Feinberg  
VP and Distinguished Analyst  
FOCUS AREAS: Database management systems; data warehousing; in-memory DBMS; big data and Hadoop

Ted Friedman  
VP and Distinguished Analyst  
FOCUS AREAS: Data integration; data quality; information/data governance; enterprise information management

Dimitris Geragas  
Senior Director Consulting  
FOCUS AREAS: Master data management programs; information architecture; information governance

Saul Judah  
Research Director  
FOCUS AREAS: Information governance; data quality; information strategy; information risk

Hanns Köhler-Krüner  
Research Director  
FOCUS AREAS: Enterprise content management; enterprise search; content analytics; taxonomies and metadata strategies

Doug Laney  
Research VP  
FOCUS AREAS: Information value and governance; big data; analytics strategy; information management maturity

Debra Logan  
VP and Research Fellow  
FOCUS AREAS: Enterprise information management; IM roles; information governance; implementing content and records management systems

Bill O’Kane  
Research Director  
FOCUS AREAS: Master data management; customer data integration; single view of the customer; information/data governance

Julie Short  
Research Director  
FOCUS AREAS: Enterprise architecture; information architecture; information governance; IT governance and organization

Michael Smith  
VP and Distinguished Analyst  
FOCUS AREAS: Building the business case for MDM; selecting the right metrics to measure MDM

Bill Swanton  
VP and Distinguished Analyst  
FOCUS AREAS: MDM for ERP; business value of ERP; benefits realization; BPM for ERP

Andrew White  
Research VP  
FOCUS AREAS: Enterprise information management; information trust and governance; master data 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.
Interactive Sessions

Limited availability… Pre-registration and authorization required.
Book these sessions early! Reserved for end-users.

NEW — How To Sessions
New this year, How To Sessions give you the tools, models and practical next steps you need to make leading-edge analytics happen at your organization. Featuring the latest Gartner frameworks and decision-making tools, How To Sessions address both what to do and how to do it.

NEW — Ask the Practitioner Sessions
Similar to the Ask the Analyst, you can get answers to your specific questions from one of the expert practitioners featured in our case study sessions.

Ask the Analyst Sessions
In these Q&A sessions, you can question the analysts directly about a particular topic, and learn from the questions posed by your peers.

Analyst-User 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!

Workshops
Presented by Gartner, these workshops provide an opportunity to drill down on specific "how to" topics in an extended, small group session. The courses are designed for an intimate and interactive learning experience.

Gartner Analyst One-on-One Meetings
Gartner Events give you more than what your normal industry event offers. Meeting face-to-face with a Gartner analyst is one of the key benefits of attending a Gartner Summit. Personalize your 30 minute private appointment to discuss your specific issue and walk away with invaluable, tailor-made advice that you can apply to your role and your organization straight away.

About Gartner
Gartner is the world’s leading information technology research and advisory company. We deliver to our clients the technology-related insight and intelligence necessary to make the right decisions, every day. Our pivotal advantage: 1,435 analysts and consultants delivering independent thinking and actionable guidance to clients in over 13,000 organizations worldwide — the majority from the Fortune 1000 and Global 500. This extensive body of knowledge, insight and expertise informs all of our 60+ events around the world. You simply won’t find this unique quality of content at any other IT conference. Why? Because no one understands the impact of technology on global business like we do.
Solution Showcase

Develop a “shortlist” of technology and services providers who can meet your particular needs. We offer you exclusive access to some of the world’s leading technology and service solution providers.

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BackOffice Associates® is a leading provider of data quality, data migration, and data governance solutions. Concentrating on enhancing data quality since 1996, our products and services are the recognized best practice for global customers. Company information is available at www.boaweb.com

Ataccama Corporation combines data quality, master data management, and data governance in a single technology platform ready for operational, analytical and Big Data deployments.

www.ataccama.com

Informatica is the world’s number one independent provider of data integration software. Over 5,000 organizations globally rely on Informatica to realize their information potential and drive top business imperatives to fully leverage their information assets from devices to mobile to social to big data residing on-premise or in the Cloud.

www.informatica.com

Information Builders helps organizations transform data into business value. Our software solutions for business intelligence and analytics, integration, and data integrity empower people to make smarter decisions, strengthen customer relationships, and drive growth. Our dedication to customer success is unmatched in the industry. Visit informationbuilders.com and follow @infobldrs on Twitter.

MarkLogic has delivered a powerful, agile and trusted Enterprise NoSQL database platform enabling organizations to turn all data into valuable and actionable information. Globally organizations rely on MarkLogic’s enterprise-grade technology to power the new generation of information applications.

www.marklogic.com

Orchestra Networks is a pure-play, independent master and reference data management software vendor. Our EBXS software enables business and technology users to model, master, govern and connect master data as diverse as customer, product, supplier, finance, HR, reference data, and more in a single end-to-end solution.

www.orchestranetworks.com

Information Builders

Silver sponsor

Information Builders

Ataccama Corporation combines data quality, master data management, and data governance in a single technology platform ready for operational, analytical and Big Data deployments.

www.ataccama.com

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www.orchestranetworks.com

Information Builders helps organizations transform data into business value. Our software solutions for business intelligence and analytics, integration, and data integrity empower people to make smarter decisions, strengthen customer relationships, and drive growth. Our dedication to customer success is unmatched in the industry. Visit informationbuilders.com and follow @infobldrs on Twitter.

Stibo Systems is the global leader in multi-domain Master Data Management (MDM) solutions. Industry leaders in the largest organizations in the world rely on Stibo Systems to provide cross-channel consistency by linking product, customer, supplier data and other organizational data. This enables businesses to make more effective decisions, improve sales and build value.

www.stibosystems.com

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3 Easy Ways To Register

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Email: emea.registration@gartner.com
Telephone: +44 20 8879 2430

Pricing

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2014 Early-bird Price before 10 January: €2,095 + UK VAT
2014 Standard Price thereafter: €2,395 + UK VAT
Public Sector 2013 Standard Price before 31 December: €1,800
Public Sector 2014 Standard Price thereafter: €1,875
Joint Business Intelligence & Analytics and Enterprise Information & Master Data Management Summits price: €3,700 + UK VAT

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- 7 for the price of 5
- 10 for the price of 7

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