

Gartner Master Data Management Summit 2013

March 20 – 22 | Gaylord Texan | Grapevine, TX (Dallas area) | gartner.com/us/mdm



AGENDA AT A GLANCE

F Foundational **A** Advanced **T** Tactical **S** Strategic **B** Business **IT** Technology

WEDNESDAY, MARCH 20

7:00 a.m.	Registration and Breakfast					
9:00 a.m.	T1. Preconference Tutorial MDM for Beginners: What It Is, What It Isn't <i>Ted Friedman</i>			T2. Preconference Tutorial The Seven Building Blocks of MDM <i>Anne Lapkin</i>		
10:30 a.m.	T3. Preconference Tutorial Leveraging Business Capability Modeling to Align IT and Business <i>Betsy Burton</i>				AUR1. Healthcare Professionals: The Drivers for MDM Within the HDO <i>Barry Runyon</i>	
11:30 a.m.	Orientation and Welcome Reception					
1:00 p.m.	K1. Gartner Opening Keynote MDM: The Launch Pad for Assured Business Outcomes and Transformation <i>Andrew White, Vice President and Conference Chair; Bill O'Kane, Director</i>					
	Track A Mastering the MDM Fundamentals	Track B Growing the Scope and Value of MDM	Track C Establishing Critical Linkage Points	Track D Driving MDM for Business and Program Leaders	Analyst-User Roundtables	Workshops
2:30 p.m.	A1. How to Know Your Organization Needs MDM <i>Andrew White</i> F T	B1. How to Leverage the Gartner MDM Maturity Model to Improve Your Program and Increase Business Value <i>Dimitris Geragas</i> S	C1. Using Business Capability Modeling to Prioritize MDM and EIM Projects <i>Betsy Burton</i> B IT	D1. Infonomics: How to Value and Manage Your Information Assets <i>Douglas Laney</i> F S B	AUR2. Financial Services Professionals Roundtable <i>Bill O'Kane</i>	W1. Best Practices for Identifying and Overcoming Barriers With Organizing for Governance of Master Data <i>Saul Judah, Debra Logan</i> (2:30 – 4:00 p.m.)
3:45 p.m.	A2. Building a Business-Led Vision and Strategy for MDM <i>Dimitris Geragas</i> B IT	B2. Pushing the Boundaries of MDM: How to Evolve to EIM <i>Andrew White</i> S	C2. The Big Data Revolution Versus the Information Governance Monarchy <i>Mark A. Beyer</i> S IT	D2. Business Transformation Projects Requiring MDM Capabilities <i>Bill Swanton</i> S B	AUR3. Data Quality Issues for Public Sector Professionals Roundtable <i>Ted Friedman</i>	
5:00 p.m.	A3./D3. How to Build the Business Case and Measure the Benefits of MDM <i>Michael Smith</i> F B	B3. Information Is the Next Business Opportunity: Are You Ready? <i>Anne Lapkin</i> S	C3. Case Study TBA	A3./D3. How to Build the Business Case and Measure the Benefits of MDM <i>Michael Smith</i> F B	AUR4. MDM and Customer-Facing E-Commerce Professionals Roundtable <i>Gene Alvarez</i>	
6:00 p.m.	Show Floor Reception					

THURSDAY, MARCH 21

7:00 a.m.	Registration					
7:00 a.m.	Attendee Breakfast (By Industry)					
7:00 a.m.	VH1. Healthcare Breakfast and Moderated Discussion: Benefits and Challenges <i>Irma Fabular, Barry Runyon</i>					
8:00 a.m.	K2. Gartner MDM Excellence Awards Finalist Presentations					
9:15 a.m.	Solution Provider Sessions					
10:30 a.m.	A4. Mastering Key Roles and Organizational Approaches for Effective MDM <i>Ted Friedman, Andrew White</i> B IT	B4. Weaving MDM Into Your Application Strategy <i>Bill Swanton</i> T B IT	C4. Evolving BI and Analytical MDM Toward Operational MDM <i>Mark A. Beyer</i> T	D4. Improving Business Outcomes With Information-Enabled BPM <i>Jim Sinur</i> F B	AUR5. Business Case Challenges for MDM in the Public Sector <i>Michael Smith</i>	W2. Master Data Modeling: Client-, Vendor- or Industry-Driven — Which Is Best for You? <i>Saul Judah, Bill O'Kane</i> (9:00 – 10:30 a.m.)
11:30 a.m.	Attendee Lunch and Solution Showcase Dessert Reception					
1:30 p.m.	A5. Case Study TBA	B5. The Elusive Multidomain MDM Magic Quadrant, and Why It Doesn't Exist (Yet) <i>Bill O'Kane, Andrew White</i> T B IT	C5. Data Integration Technology and Architecture: Infrastructure for Efficient and Effective Master Data Delivery <i>Ted Friedman</i> IT	D5. The Future of E-Commerce and CRM: Lost in a Sea of Data <i>Gene Alvarez</i> F B	AUR6. Healthcare Professionals: MDM and Mobility <i>Barry Runyon</i>	W3. Identifying the Risk Factors for Your MDM Program, and How to Manage Them <i>Dimitris Geragas, Saul Judah</i> (1:30 – 3:00 p.m.)
2:45 p.m.	A6. Establishing and Sustaining Master Data Governance <i>Dimitris Geragas, Debra Logan</i> B	B6. Case Study TBA T B	C6. Why MDM Should Drive Your Application and Integration Strategy <i>Bill Swanton</i> A IT	D6. Mastering the Governance Board: The Meeting, the Agenda, the Work <i>Andrew White</i> F IT	AUR7. Making Sense of MDM for Business Users (Non-IT) <i>Anne Lapkin</i>	
4:00 p.m.	Solution Provider Sessions					
5:15 p.m.	K3a. Guest Keynote <i>Luke Williams, Author and Internationally Recognized Authority on Innovation Leadership</i>			K3b. Gartner MDM Excellence Awards Winner Announced		
6:15 p.m.	Solution Showcase Reception and Hospitality Suites					

FRIDAY, MARCH 22

7:00 a.m.	Birds of a Feather Networking Breakfast					
7:00 a.m.	VH2. Healthcare Breakfast and Moderated Discussion: Lessons Learned <i>Irma Fabular, Barry Runyon</i>					
7:30 a.m.	Registration					
8:00 a.m.	A7. The Life and Times (Life Cycle) of Master Data <i>Andrew White</i> B IT	B7. Planning Your Journey Through the MDM Implementation Styles <i>Bill O'Kane</i> T IT	C7. Build Your Data Quality Competency to Ensure High-Fidelity Master Data <i>Ted Friedman</i> IT	D7. Establishing a Budget and Securing Funding for MDM <i>Dimitris Geragas</i> F B	AUR8. MDM and Enterprise Resource Planning (ERP) Roundtable <i>Bill Swanton</i>	
9:15 a.m.	Solution Provider Sessions					
10:30 a.m.	A8. Information Capabilities Framework: Guiding the Infrastructure for MDM <i>Mark A. Beyer, Anne Lapkin</i> S IT	B8. Governing the MDM Design Processes <i>Bill O'Kane</i> T	C8. Three Best Practices of Content Governance: Valuation, Life Cycle and Roles <i>Debra Logan</i> A	D8. MDM for the CXO: What MDM Means to You and Your Board <i>Michael Smith, Andrew White</i> F T B	AUR9. Data Quality Issues for Financial Services Professionals Roundtable <i>Ted Friedman</i>	
11:45 a.m.	K4. Gartner Closing Town Hall <i>Andrew White, Vice President and Conference Chair; Ted Friedman, Vice President and Distinguished Analyst; Bill O'Kane, Director</i>					
12:30 p.m.	Conference Adjourns					