Gartner
Enterprise Information &
Master Data Management
Summit 2014

April 2 – 4 | Las Vegas, NV | www.gartnerevent.com/us/mdmbr

Powering Business Advantage
With Your Information Strategy

KEY BENEFITS

• Learn to use information to generate business
growth and drive transformation

• Build compelling business cases for MDM
and enterprise information management (EIM)

• Develop a more effective organization with
new skills and roles essential to success

• Create effective information architectures
for integrating and sharing structured
and unstructured data

EARLY-BIRD SAVINGS
Register by January 31
and save $300
Powering Business Advantage With Your Information Strategy

From the desk of Andrew White, Conference Chair

Major new opportunities to grow and improve the business increasingly depend on how well you manage enterprise information. Make your data work for you and maximize the value of your information assets. Join us at Gartner Enterprise Information & Master Data Management Summit 2014, April 2 – 4, in Las Vegas, providing the direction you need to grow beyond master data and build an all-encompassing, successful information strategy.

To help you tap the full potential of these opportunities and stay ahead of new imperatives, this year’s summit delivers the latest insights, frameworks and best practices across fundamental MDM competencies as well as on the broader execution of enterprise information management.

Business leaders and IT practitioners now have access to more information than ever before. Gartner appreciates the challenge of bringing all the pieces of the puzzle together. Gain better understanding of all information types, from structured to unstructured data, and learn to strengthen the way that you steward and curate master data and other critical information assets.

We’ll help prepare your organization for the new roles and skills necessary to make your information strategy work, and explain both how to evaluate new technologies for dealing with nontraditional data and how to make risk-containment governance policies stick.

Andrew White
Vice President and Conference Chair

Through 2016, less than 70% of enterprises putting data in the cloud will include an adequate data governance and integration strategy

Over just two and a half days, this summit will show you what you need to be at the top of your data integration and governance game. Become a leading-edge cloud user with the actionable insight you’ll gain from our analysts, expert practitioners and visionary guest speakers. Each summit session will provide action plans so you can start implementing new tactics and strategy as soon as you return to the office.

Who should attend?
- Enterprise information/information management leaders
- Chief data officers/managers/directors
- CIOs, IT directors and managers
- Executives, managers and directors on the business and IT sides of MDM
- Executives and managers in business applications and business intelligence (BI), analytics, product information management (PIM) and customer data integration (CDI)
- Sales and marketing executives
- E-commerce and omni-commerce business leaders
- Supply chain management and planning professionals
- Product development executives and product engineers
- Business procurement and operations professionals
- Enterprise information and application architects

Gartner Enterprise Information & MDM Excellence Awards

The Gartner Enterprise Information & MDM Excellence Awards highlight world-class initiatives and their successes, challenges and insights. Join finalists from North America as they present their stories and learn from their ingenuity.

For further details and awards program criteria, visit www.gartneresent.com/us/mdmbr Applications must be received by Friday, January 24, 2014.

“The content was right on! The knowledge I gained was invaluable as it was delivered with clear next steps.”
Ferguson Enterprises, Inc.
2013 Attendee

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Guest keynote

Todd Henry is the founder and CEO of Accidental Creative, a company that helps creative people and teams generate brilliant ideas. He regularly speaks on and consults with companies about how to develop practices and systems that lead to everyday brilliance. His work has been featured by Fast Company, Fortune, Forbes, HBR.org, U.S. News & World Report, and many other major media outlets. His latest book, “Die Empty: Unleash Your Best Work Every Day,” has been called “one of the best books of the year” by entrepreneur Seth Godin: “Passionate, practical and powerful, Todd will help you do more and do it better, starting right now.”

Gartner keynotes

Powering Business Advantage With Your Information Strategy

Information is the lifeblood of the business, fueling analytics, process improvement and innovation — everything you do. It sits at the center of mobile, cloud and social in a Nexus of Forces that will influence your future.

Your information strategy and supporting infrastructure are not designed for the second half of the information age. Don’t be 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 goals in 2014 and beyond.

Ted Friedman, Debra Logan, Andrew White

Information Infrastructure and MDM Magic Quadrant: All You Need to Know!

The analysts in the information management team will present Gartner Magic Quadrants spanning the technologies in the market, including data integration, data quality, master data management, as well as operational DSSMs. There will also be time to have your vendor and technology questions answered in the open-floor Q&A.

Mark A. Beyer, Ted Friedman, Bill O’Kane, Andrew White

Gartner Closing Keynote: Research Town Hall — How Will the Enterprise Information and MDM Market Segments Evolve Over the Next Few Years?

Join in with the analysts as they ponder market evolution possibilities. Ask your questions; speak your mind. Become an analyst for a day!

Mark A. Beyer, Ted Friedman, Bill O’Kane, Andrew White

Meet the analysts

Merv Adrian
Vice President
FOCUS AREAS: Data quality; data warehousing; business value of data; data governance; enterprise information management, data architecture

Gene Alvarez
Vice President and Distinguished Analyst
FOCUS AREAS: Customer experience strategy and execution

Mark A. Beyer
Vice President and Distinguished Analyst
FOCUS AREAS: Data warehouse and integration; data architecture; analytical data management, data warehousing applications

Frank Buyendijk
Vice President
FOCUS AREAS: Information innovation; big data analytics; information management vision and strategy

Roxane Edjali
Director
FOCUS AREAS: Data warehousing; logical data warehouse; in-memory computing; big data; data modeling

Ted Friedman
Vice President and Distinguished Analyst
FOCUS AREAS: Data integration, data quality, enterprise data management; enterprise information management

Debra Logan
Vice President and Gartner Fellow
FOCUS AREAS: Information management strategy; enterprise information management; information governance; change management

Bill O’Kane
Director
FOCUS AREAS: Information governance; banking operations; compliance; business value of IT; risk management

Douglas Laney
Vice President
FOCUS AREAS: Information value and governance; big data and analytics strategy; information management maturity

Marc Halpern
Vice President
FOCUS AREAS: Next product development; product lifecycle management; IT infrastructure

Saul Judah
Director
FOCUS AREAS: Master data management; data warehouse applications; data governance; enterprise information management

Meit Solavage
Director
FOCUS AREAS: Logical data warehouse; data architecture and quality; enterprise information management; information architecture

Julie Short
Director
FOCUS AREAS: Enterprise and information architecture; information governance; IT and corporate governance, risk and compliance

Michael Smith
Vice President and Distinguished Analyst
FOCUS AREAS: Integrating risk and performance management; business metrics; communicating business value; IT financial management; aligning IT and business strategy

Andrew White
Vice President and Conference Chair
FOCUS AREAS: Information integration, information heat and governance, master data management, single view of the product

Stay tuned in with analyst insight all year-round through the Gartner Analyst Blog Network. Follow Andrew White, Doug Laney and Merv Adrian for the latest in enterprise information and MDM strategy. blogs.gartner.com
Agenda tracks

A Master Data Management: Laying the Foundation for Operational Success
Master data management (MDM) is at the core of business operations — particular attention must be paid to these critical information assets. This track guides both early-stage and seasoned practitioners to get their initiatives started on the right path, capitalize on emerging practices and expand the scope of master data in the enterprise.

B Enterprise Information Management (EIM): Refining Your Vision and Action Plan for IM
Enterprise information management (EIM) is a holistic program that operationalizes the organization’s focus on information as an asset. It covers all information management competencies, aligns information-related initiatives and addresses the challenges of all information types. Learn to establish a truly strategic approach to information management.

C Enabling Technology: Evolving to a Modern Information Infrastructure
The IM technology landscape is already complex, and with rapid developments driven by big data, organizations must make critical choices on how to move their infrastructures forward. This track provides a comprehensive view on IM technology and provides key principles and guideposts to help you evolve your technology ecosystem.

D Harnessing Information in the Business: What Business Leaders and Program Managers Need to Know
Information has value only in the eyes of the business user, and investments in information and IT should always be driven by a business outcome. Business leaders must find new ways for their organizations to benefit from leveraging information in their current business models, as well as identify opportunities for information-driven innovation. This track offers guidance and examples on how to increase the information-centricity of your business.

Hot topics by track

- Business case for MDM and MDM maturity model
- ERP data migration
- Pace-Layered Application Strategy™
- Data quality assurance
- ROI modeling and results
- Budgeting and funding
- Modern IM infrastructure
- Information management and the cloud
- Modernize your data integration capabilities
- Data governance
- Data stewardship
- C-suite challenges

Summit features

Maximize your experience with these unique conference features

In-depth analyst presentations
Discover the depth and power of Gartner research live in analyst-led sessions, workshops and tutorials. Return to the office with key recommendations for your MDM and information strategy initiatives. The chance to talk with an analyst about your organization’s specific needs is like nothing you’ve experienced before.

Customizable agenda
Use our Events Navigator online tool or mobile app to select and organize an agenda that meets your needs. Plus, book analyst one-on-ones and register for analyst-user roundtables.

First-class peer networking
Engage in numerous networking opportunities to connect with fellow practitioners, such as analyst-user roundtables, hospitality suites, networking breakfasts and lounges. See the agenda on pages 8 – 9 for details on our unique industry forums opportunities.

Enterprise Information & MDM Excellence Awards finalist case studies
Hear from real-world practitioners and Gartner Enterprise Information & MDM Excellence Awards finalists as they share lessons learned from their own programs. This is a great way to benchmark your organization against those that have faced similar challenges.

Workshops
These sessions 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. (Preregistration required.)

Solution Showcase
Meet with today’s leading and emerging solution providers all under one roof, and get the latest information and demos on new products and services.

Visit www.gartnerevent.com/us/mdmbr for updates and to register!

Gartner Enterprise Information & Master Data Management Summit 2014

For further details and awards program criteria, visit www.gartnerevent.com/us/mdmbr. Applications must be received by Friday, January 24, 2014.
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Track</th>
<th>Presenter(s)</th>
<th>Focus</th>
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<tbody>
<tr>
<td>1:30 p.m.</td>
<td>A1. Master Data Management: Laying the Foundation for Operational Success</td>
<td>TRACK A</td>
<td>Bill Swanton</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>2:15 p.m.</td>
<td>A2. Evolving/Master Data Management to Enterprise Information Management</td>
<td>TRACK A</td>
<td>Saul Judah, Ted Friedman, Debra Logan, Andrew White</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>A3. Establishing MDM Implementation Readiness: What You Need to Know</td>
<td>TRACK A</td>
<td>Bill A. Boyer, Ted Friedman, Bill O'Kane, Andrew White</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>3:45 p.m.</td>
<td>A4. How Does Big Data Impact Data Quality and Governance Best Practices</td>
<td>TRACK A</td>
<td>Mark A. Boyer</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>3:45 p.m.</td>
<td>A5. What the MDM World Needs Now Is Information Governance</td>
<td>TRACK A</td>
<td>Ted Friedman</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
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<tr>
<td>4:30 p.m.</td>
<td>A6. MDM Data Model Styles: Client- and Vendor-Driven Frameworks</td>
<td>TRACK A</td>
<td>Mark A. Boyer</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>5:15 p.m.</td>
<td>A7. The Future of E-Commerce and CRM: Look Beyond Big Data!</td>
<td>TRACK A</td>
<td>Bill Swanton</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>5:45 p.m.</td>
<td>A8. Building the Business Case for MDM: Vendor- or Industry-Driven</td>
<td>TRACK A</td>
<td>Andrew White</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>B1. Building a Business-Led Vision and Strategy for MDM</td>
<td>TRACK B</td>
<td>Bill Swanton</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>B2. Measuring Information Value for Improved ROI Impact and Results</td>
<td>TRACK B</td>
<td>Douglas Laysey</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>B3. Establishing MDM Management and the Cloud</td>
<td>TRACK B</td>
<td>Mark A. Boyer</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>B4. Key Principles of Data Quality and Information Governance</td>
<td>TRACK B</td>
<td>Ted Friedman</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>B5. Modifying Your Data Integrity Support for Diverse Use Cases</td>
<td>TRACK B</td>
<td>Debra Logan</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>11:30 a.m.</td>
<td>B6. The Emerging Role of the Chief Data Officer</td>
<td>TRACK B</td>
<td>Merv Adrian, Ted Friedman, Bill O'Kane, Andrew White</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>12:15 p.m.</td>
<td>B7. The Point: Information Architecture — Leveraging BI Lessons to Drive EIM</td>
<td>TRACK B</td>
<td>Frank Buytendijk</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>12:45 p.m.</td>
<td>B8. To the Point: Budgeting and Funding for MDM and Other Information-Driven Initiatives</td>
<td>TRACK B</td>
<td>Mark A. Boyer</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>1:15 p.m.</td>
<td>B9. To the Point: MDM Considerations for a Place-Layered Application Strategy</td>
<td>TRACK B</td>
<td>Bill Swanton</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>1:45 p.m.</td>
<td>B10. To the Point: Information Architecture — Powering Business Advantage</td>
<td>TRACK B</td>
<td>Bill Swanton</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>2:15 p.m.</td>
<td>B11. To the Point: Aligning EIM and Information Architecture for Today’s Digital Organization</td>
<td>TRACK B</td>
<td>Andrew White</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>2:45 p.m.</td>
<td>B12. To the Point: Information Architecture — From Truth to Trust</td>
<td>TRACK B</td>
<td>Frank Buytendijk</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>3:20 p.m.</td>
<td>B13. To the Point: Information Architecture — Building the Business Case for MDM</td>
<td>TRACK B</td>
<td>Mark A. Boyer</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
</tr>
<tr>
<td>3:55 p.m.</td>
<td>B14. To the Point: Information Architecture — Creating Vision and Action Plan</td>
<td>TRACK B</td>
<td>Michael Smith</td>
<td>Strategic: Provides foundational knowledge supporting the development and implementation of an action plan</td>
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</tbody>
</table>

**Agenda key**

- **Foundational**: Offers the necessary understanding and first steps to those in the early stages of initiatives
- **Advanced**: Uses complex concepts requiring foundational knowledge and prior expertise to take initiatives to the next level
- **Perspective**: Provides a different angle or cultural perspective
- **Business**: Targets business leaders or IT professionals who need to understand the challenges and opportunities from a business, organizational or cultural perspective
- **Technology**: Aids IT professionals who need to understand the challenges and opportunities from a technology perspective

**Focus**

- **Tactical**: Provides tactical information that can be used straightforwardly, with a focus on how-to's, do's and don'ts and best practices
- **Strategic**: Focuses on the strategic insights supporting the development and implementation of an action plan

**Agenda at a Glance**
Session descriptions

The key initiatives addressed in each track session are listed below. For complete session descriptions, please visit www.gartnerevent.com/us/mdmbr, select the AGENDA tab and click on the Events Navigator button at the right of the screen.

**Master Data Management: Laying the Foundation for Operational Success**

   - 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?

Saul Judah

A2. How to Measure the Benefits and Build the Business Case for MDM
   - How can you build an effective business case for MDM?
   - What metrics can be used to quantify the benefits of MDM?
   - How can the business case be used to manage the project throughout its life cycle?

Michael Smith

**Enterprise Information Management (EIM): Refining Your Vision and Action Plan for IM**

A3. Establish MDM Implementation Milestones to Optimize Time-to-Value
   - What are Gartner’s suggested MDM implementation styles?
   - What sequences of styles are organizations using as successful MDM road maps?
   - How can organizations use these MDM road maps to deliver value sooner?

Bill O'Kane

A4. Establishing a Risk Framework for Master Data
   - How does master data risk create revenue loss and reputational damage?
   - How can you respond with practical and adaptable risk frameworks?
   - How do inadequate risk frameworks impede information governance?

Saul Judah

A5. What is the (MDM) World Needs Now: Information Governance
   - What kinds of information policies need to be governed in MDM, and how to do it effectively?
   - What other policies enter scope as your EIM programs expand beyond MDM?
   - What are the challenges and best practices for governing your information policies?

Andrew White

A6. Use Gartner’s MDM Maturity Model to Expand Program Impact and Business Value
   - How is MDM being adopted, and what patterns can you leverage?
   - How can the MDM maturity model help develop your program?
   - How can MDM program managers use MDM maturity to better manage their programs?

Bill O’Kane

A7. To the Point: On-Ramp to MDM — ERP Data Migration
   - Why is MDM a prerequisite for ERP success?
   - What MDM governance and stewardship practices are required?
   - What tools and techniques work best?

Bill O’Kane

A8. To the Point: MDM Considerations for a Pace-Layered Application Strategy™
   - What is a Pace-Layered Application Strategy™?
   - How does MDM relate to a Pace-Layered Application Strategy™?
   - What are the best practices to ensure success?

Bill Swanton

**Enabling Technology: Evolving to a Modern Information Infrastructure**

B1. Measuring Information Value for Improved ROI Modeling and Results
   - Should information be considered a corporate asset or not?
   - What are the best ways to quantify the dollar value of information assets?
   - How can you close the gap between potential and realized information value?

Douglas Laney

B2. Evolving Master Data Management to Enterprise Information Management
   - What is the relationship between MDM and EIM?
   - How can you position MDM across all data-centric disciplines?
   - How can organizations evolve to ultimately manage all their enterprise data?

Dimitris Geragas

B3. Enterprise Information Management for the Executive Board
   - What are the priorities of the C-suite and the board?
   - How does EIM relate to C-suite goals and objectives?
   - How can you turn data into money?

Michael Smith, Andrew White

B4. Key Principles of Data Quality Assurance
   - Why is pressure to address data quality issues growing more intense?
   - What are the key principles that organizations need to grasp?
   - How can business and IT leaders finally make progress on the issue?

Ted Friedman

B5. Excellence Awards Finalist Case Study
   - Awards finalists to be announced in March!

**To the Point: Information Architecture’s Guide — Leveraging BI Lessons to Drive EIM**

C1. The Information Capabilities Framework: Toward Modern IM Infrastructure
   - How are contemporary pressures forcing information infrastructures modernization?
   - How does the Information Capabilities Framework address these pressures?
   - How can organizations apply the ICF principles?

Mark A. Beyer, Ted Friedman

   - Why will MDM play a more pivotal role in the manufacturing IT landscape?
   - Why are the trade-offs across the most likely technical choices to enable MDM for manufacturers?
   - What are manufacturers’ top priorities to maximize chances of successful MDM implementation?

Marc Halpern

Gartner Enterprise Information & Master Data Management Summit 2014

Visit www.gartnerevent.com/us/mdmbr for updates and to register!
Session descriptions

C3. Cloudy With a Chance of Data: Information Management and the Cloud
- What business demands are driving data into the cloud?
- How will the movement of data to the cloud impact data management?
- What alignment is needed between data management on-premises and the cloud?
Mark A. Beyer

C4. Excellence Finalist Awards Case Study
Awards finalists to be announced in March!

C6. Architectural Patterns to Integrate Structured and Unstructured Data
- Why is it important to integrate structured and unstructured data?
- What are the proven architecture patterns to integrate structured and unstructured data?
- How do you get started?
Mel Selvage

C7. To the Point: Organizing for Effective Enterprise Information Management
- Why do people-related issues become the biggest challenges in EIM?
- What are the key roles that must be formalized and how do they interrelate?
- Which stakeholder management tactics are most effective?
Roxane Edjlali

D2. Building and Sustaining an Enterprise Information Management Strategy
- What are the components of a successful information strategy?
- What are the things you need to do to build one?
- How to refresh your information strategy? Start with...?
Andrew White

D3. Excellence Awards Finalist Case Study
Awards finalists to be announced in March!

D4. The Future of E-Commerce and CRM: Look Beyond Big Data!
- How are the economy, globalization, self-service and customer experience expectations changing us?
- How is the nexus of social, mobile cloud and big data reshaping customer relationship management?
- What new trends are presenting opportunities and challenges for a great customer experience?
Gene Alvarez

D5. The Emerging Role of the Chief Data Officer
- Does your enterprise need a chief data officer, and what do CDOs do?
- How can a new CDO be successful?
- Why is information management now an executive-level priority?
Debra Logan

D6. The Business of Information Management: Tools of the Trade
- What is information management strategy and what are its elements?
- What business management models can you use to embed IIM strategy in the business?
- How can you sustain a winning IIM strategy over time?
Andrew White

D7. To the Point: Information Management — From Truth to Trust
- Why must ideas of “truth” give way to assessment of “trust”?
- What are the implications for information management strategy?
- How can organizations change their thinking to adapt?
Frank Buytendijk

D8. To the Point: Governing the Governance Board
- What are the responsibilities of governance and stewardship organizations?
- How should you structure governance and stewardship workload?
- How can you make day-to-day information governance stick?
Debra Logan

W1. Getting Started With Information Governance
- What does information governance need to accomplish?
- What are the barriers to effective information governance?
- How can organizations be effective in starting their information governance programs?
Dimitris Geragas, Debra Logan

W3. Aligning EIM and Information Architecture for Today’s Digital Organization
- What does information architecture bring to the discipline of EIM?
- Why is the synergy of EIM and information architecture important for today’s digital organization?
- How should organizations align these disciplines to exploit the digital age?
Julie Short

W4. Aligning Technology Strategy to Your Information Use Cases
- How will new information use cases impact information infrastructure?
- How can you plan ahead for the most relevant technology capabilities?
- What deployment approaches will deliver long-term value?
Merv Adrian, Mark A. Beyer

W5. Build the Business Case for MDM Michael Smith

W9. ERP-centric Environments
Bill Swanton

AUR2. How Does Big Data Impact Data Quality and Governance Best Practices?
Marc Aipern

AUR3. Roles and Organization Structures for Governance and Stewardship
Saul Judah

AUR4. Let’s Talk Manufacturing and Master Data
Roxane Edjlali

AUR5. Chief Data Officer Roles and Responsibilities
Douglas Laney

AUR6. Growing an MDM Program Toward EIM
Andrew White

AUR7. MDM Data Model Styles: Client-, Vendor- or Industry-Driven?
Bill O’Kane

AUR8. MDM Experiences in ERP-centric Environments
Bill Swanton

AUR9. Challenges of Building the Business Case for MDM (Repeat Session)
Michael Smith
Gartner events deliver what you need

We’ve developed conference essentials to ensure that your time at a Gartner summit results in real value and delivers everything you need — efficiently and effectively.

Registration and pricing

Save $300 before January 31

Early-bird price: $2,150

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3 ways to register

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• Complimentary registrations

Complimentary registrations

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Time is a critical resource, and managing it well throughout the event is essential. Use our Gartner Events Navigator online tool to manage and schedule sessions and activities, and to create your customized curriculum.

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