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# Gartner Master Data Management Summit 2010

April 14 – 16 • Las Vegas, NV • [gartner.com/us/mdm](http://gartner.com/us/mdm)

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Information Architecture

**MDM Strategies**

Data Governance

CUSTOMER & PRODUCT DATA

DATA QUALITY & INTEGRATION

## Taking MDM to the next level

Our research has shown that MDM is increasingly important, even central, to planning strategies and meeting goals and objectives in many business and organizational initiatives. The Gartner Master Data Management Summit provides access to the most comprehensive research on MDM.

### MDM and Government

MDM is applicable to most parts of government at the national, state and local levels, but it often takes different forms. For example, the focus may be the creation of a single view of identity resolution or information exchange. It adds value in many citizen-service situations, in law enforcement, homeland security and intelligence (where it involves a single view of the person of interest) and in areas such as taxation, social security, voter registration and child welfare. Additionally MDM adds value by supporting spend optimization (of single view of suppliers, purchased items), as well as defense (single view of material, medical services).

### MDM and Manufacturing

Manufacturers have invested an inordinate amount of money in IT. Yet, for many with complex, heterogeneous IT landscapes, the business continues to perceive IT as cumbersome and slow to react to new initiatives, and that accessing the right data for improved decision making remains a challenge. MDM has therefore been a concern for many organizations, focusing on chiefly customer-facing business processes (single view of customer, partner and channel), operations focus (single view of product/service) as well as many other opportunities related to suppliers, assets, locations, etc. The benefits have focused on improving customer service, increasing and/or protecting revenue, reducing operational costs, reducing time-to-market, improving risk management and assuring compliance (where necessary).

### MDM and Financial Services

Financial services, banking and insurance organizations are increasingly trying to be customer-centric, as opposed to product-centric, and support the management of the customer relationship across many channels and product areas. The challenges vary depending on the type of customer (i.e. consumers, or business customers, including counterparties) and the number of parties involved, particularly in insurance, can create great complexity. The main aim of MDM in financial services has tended to be revenue growth and sustainment, but cost optimization and regulatory compliance are becoming more important. MDM has evolved into a core discipline that spans more than just customer data, including services, and other data required for reporting, analytics and performance management.

### MDM and Healthcare

MDM is a critical enabler for several healthcare-related initiatives. It enables the creation of an integrated electronic patient record (a single view of the patient) and health information exchanges across the healthcare network so that different healthcare providers can access the patient information they need to provide the best possible clinical care. In addition, insurance and payer organizations widely leverage MDM to provide a single view of the member, and there are numerous uses of MDM in the life sciences, retail pharmacy and medical equipment and supplies worlds. Lastly, healthcare service providers have been developing MDM programs to assist in operational efficiency, for service provisioning, as well to create a single view of suppliers and items for procurement efficiencies, to sustain the service, such as a hospital, itself.

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