

EARLY-BIRD SAVINGS

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Gartner Master Data Management Summit 2010

April 14 – 16 • Las Vegas, NV • gartner.com/us/mdm

How to register

Phone: 1 866 405 2511

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E-mail: us.registration@eventreg.com

Hot topics

- Multidata domains
- Vision and strategy
- Implementation styles
- Measurement
- Governance framework
- Performance management
- Data warehousing
- Data quality
- Enterprise information architecture
- Customer data
- Product data
- Service-oriented architecture
- Reporting and analytics

Who should attend?

- IT senior executives (CIOs, vice presidents)
- IT managers involved in master data management
- MDM, CDI and PIM project/program managers
- Business executives seeking a single view of the customer, product, supplier and location
- Business application managers: CRM, SCM, ERP, PLM and procurement
- Data managers and architects
- ERP, CRM and SCM architects
- Data and data model architects
- Enterprise and solution architects
- Application development and integration managers
- Business intelligence and information management leaders
- Business analysts, systems analysts

Information Architecture
MDM Strategies
Data Governance
CUSTOMER & PRODUCT DATA
DATA QUALITY & INTEGRATION

Taking MDM to the next level

Announcing the industry's most comprehensive conference for IT leaders focused on leveraging master data to promote operational efficiency, achieve competitive differentiation, support enterprise transparency, and ensure corporate compliance and mitigate risk.

Agenda tracks

A

Initiate: Getting Started With MDM

If you are new to MDM, it's important to know the secrets of success at the beginning, not later. Successful MDM programs are business-driven and built on best practices. This track will explore the proven framework of the Gartner Seven Building Blocks of MDM Success, and drill down into subjects like building the business case and creating the right governance framework. For MDM beginners, this is the place to start.

B

Reinforce: Moving Beyond the First MDM Initiative

MDM is a journey and has many facets. Organizations in different industries have different needs and as the scope of the initiative widens, they will need to tackle a range of different master data domains, use cases and implementation styles. Also, as the scope builds and you move from phase to phase, the maturity level of your organization's MDM capabilities should continue to grow. This track is designed for intermediate users wanting to move beyond their first steps in MDM.

C

Converge: MDM Has an Impact on So Many Things

The more you work on MDM, the more you realize how central it is to your organization's business success. It enables so much and has to tie into other initiatives such as SOA, enterprise information architecture, data quality and integration, metadata management, BPM, BI and performance management. This track explores the convergence and interactions between these initiatives and MDM, and provides advice on where this is all going and how to prepare for it.

Also in Las Vegas the week of April 12 –16:

Gartner Business Intelligence Summit • Gartner Enterprise Architecture Summit
We've co-located these events to help you raise the bar across your organization for the greatest possible return on your IT investment.

A GARTNER FOR IT LEADERS SUMMIT

Gartner
Master Data
Management
Summit 2010

April 14 – 16 • Las Vegas, NV • gartner.com/us/mdm

Wednesday, April 14

9:00 a.m.	Registration		
11:00 a.m.	T1. Tutorial: MDM Concepts and Introduction <i>John Radcliffe, Andrew White</i>		
12:00 p.m.	Lunch for MDM Tutorial Attendees		
12:45 p.m.	K1a. Gartner Keynote: MDM in 60 Seconds or Bust		
1:00 p.m.	K1b. Keynote: The MDM Scenario—A New Decade for MDM <i>John Radcliffe, Andrew White</i>		
	Track A Initiate: Getting Started With MDM	Track B Reinforce: Moving Beyond the First MDM Initiative	Track C Converge: MDM Has an Impact on So Many Things
2:15 p.m.	A1. The Gartner Seven Building Blocks of MDM: The Foundation for Successful MDM <i>John Radcliffe</i>	B1. Using the Gartner Maturity Model for MDM to Develop Your MDM Road Map <i>Andrew White</i>	C1. Architecting for Participation: How Information Sharing Overcomes Information Silos <i>David Newman</i>
2:15 p.m.	Workshop: Building a Business Case for MDM <i>Michael Smith</i> ■		
3:30 p.m.	A2. MDM, BPM and Performance Management: How Do These Disciplines Link to Maximize Business Performance? <i>John E. Van Decker, Andrew White</i>	B2. Data Warehousing, Data Services, the Information Infrastructure and MDM <i>Mark A. Beyer</i>	C2. Enterprise Information Management 2010 <i>Debra Logan</i>
3:30 p.m.	Analyst-User Roundtable: Enabling AD, SOA and MDM Collaboration <i>Michael Belcher</i> ■ ■		
4:45 p.m.	K2. Gartner Keynote: Magic Quadrant Power Session for MDM and Associated Technologies <i>Speaker TBA</i>		
5:45 p.m.	Solution Showcase		

Thursday, April 15

7:00 a.m.	Registration and Breakfast		
8:00 a.m.	K3. Guest Keynote: <i>Jeff Gibson, Vice President of Consulting, The Table Group</i>		
9:15 a.m.	A3. Organizing for MDM: Defining, Aligning and Managing Critical Roles <i>Ted Friedman, Debra Logan</i>	B3a. Evolving From MDM of Product Data to Multidomain MDM <i>Andrew White</i>	
		B3b. Evolving From MDM of Customer Data to Multidomain MDM <i>John Radcliffe</i>	
9:15 a.m.	Analyst-User Roundtable: Reconciling Operational and Analytical MDM <i>Kurt Schlegel</i> ■	Workshop: Barriers to MDM and How to Get Over Them ■ ■	
10:30 a.m.	Solution Provider Session		
11:30 a.m.	Attendee Lunch and Solution Showcase Dessert Reception		
1:30 p.m.	A4. Case Study <i>TBA</i>	B4. Case Study <i>TBA</i>	C4. Case Study <i>TBA</i>
2:30 p.m.	A5. Creating a Winning MDM Vision and Strategy <i>John Radcliffe</i>	B5. Interactive Great Debate: Analytical MDM vs. Operational MDM <i>Mark Beyer, Andrew White, Kurt Schlegel</i>	C5. Metadata Management From an MDM Perspective <i>Michael Blechar</i>
2:30 p.m.	Analyst-User Roundtable: Embedding MDM in EIM and Your Information Architecture		
3:45 p.m.	Solution Provider Session		
5:00 p.m.	A6. How to Get Started With Governance of Master Data <i>Debra Logan, Andrew White</i>	B6. A Difficult Time for Software and MDM. What does 2010 Hold and Is the Worst Behind Us? <i>Chad Eschinger</i>	C6. Relating MDM to the Application and Business Architectures of the Future <i>Michael Blechar</i>
5:00 p.m.	Analyst-User Roundtable: Data Quality and MDM	Workshop: Analytical MDM <i>John Radcliffe, Kurt Schlegel</i> ■ ■	
6:00 p.m.	Hospitality Suites		

Friday, April 16

7:00 a.m.	Breakfast		
7:45 a.m.	A7. How to Measure the Benefits and Build the Business Case for MDM Initiatives <i>Michael Smith</i>	B7. Industries' Issues With MDM: Roving Internet (IAS) Reporting <i>John Radcliffe, Andrew White</i>	C7. Best Practices for Ensuring Optimal Master Data Quality <i>Ted Friedman</i>
7:45 a.m.	Analyst-User Roundtable: How to Use Master Data for Content Control, Consistency and Compliance	Analyst-User Roundtable <i>To be determined by attendee poll</i>	
8:45 a.m.	Workshop: Governance and Organization <i>Debra Logan, Andrew White</i> ■		
8:55 a.m.	Solution Provider Sessions		
9:35 a.m.	A8. Case Study <i>TBA</i>	B8. Case Study <i>TBA</i>	C8. Case Study <i>TBA</i>
9:35 a.m.	Workshop: The Future of MDM <i>John Radcliffe, Chad Eschinger</i> ■		
10:30 a.m.	A9. Creating Your Enterprise-Specific MDM Reference Architecture <i>Mark A. Beyer</i>	B9. How to Use Master Data for Content Control, Consistency and Compliance <i>Debra Logan</i>	C9. Data Integration Technology and Architecture: Infrastructure for Efficient and Effective Master Data Delivery <i>Ted Friedman</i>
10:30 a.m.	Analyst-User Roundtable <i>To be determined by attendee poll</i>		
11:45 a.m.	K4. Gartner Keynote: Town Hall		

Foundational sessions: ■ Advanced sessions: ■ Intermediate sessions: ■

Agenda as of December 21, 2009. Agenda is subject to change.