

Gartner Master Data Management Summit 2007

EARLY BIRD

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Through 2010, less than **33%** of
global organizations will have an
enterprise view of their **customers**
and **products**.

Can you afford to be one of them?

KEYNOTE SPEAKER



Ranjay Gulati
Michael L. Nemmers
Distinguished Professor of
Strategy and Organizations,
Kellogg School of
Management, Northwestern
University

CONFERENCE CHAIR



Andrew White
Research VP
Gartner

Gartner
Master Data
Management
Summit 2007

Gartner Master Data Management Summit 2007

September 19-21
Hollywood, FL
gartner.com/us/mdm



Achieving a Single View of the Truth

Ensuring data quality has always been a problem. But now there's a new solution. It's called Master Data Management.

Dear Colleague,

You can't make the right decisions about your products, customers or operations if you don't see them clearly. Success depends on a true enterprise view – based on timely, accurate information that can be accessed and shared by everyone in your organization. The challenge? By 2010, only a third of global companies will have succeeded in their quest for a “single view” of their business – and those that don't will almost certainly be left behind. The need for Master Data Management (MDM) is clear, and the time is now.

Master Data Management (MDM) is bigger than any single application domain. Bigger than every SOA, ERP, SCM, PLM, CRM, compliance and integration project put together. Why? Because MDM is a new data discipline that delivers a single view of the truth – your company's set of “master” data that serves as a foundation for operational excellence, cost reduction, innovation and growth.

At the inaugural Gartner Master Data Management Summit this Fall, you'll get up to speed on the principles, processes and practices of MDM fast. Very fast. We'll explore MDM from an IT point of view, as well as look at it from the business perspective. And show decision-makers from both sides of the equation how to make it all work together. In just three days, you'll have a new understanding of what it takes to standardize, synchronize and maintain your enterprise data – and take your place among today's proactive MDM practitioners.

Go to gartner.com/us/mdm for our complete Summit agenda – and plan now to join us in Florida this Fall.



Andrew White
Master Data Management Summit Chair
Research VP, Gartner

Master Data Management (MDM) defined.

Business and IT exploit MDM as a formalized collaborative process that ensures semantic accuracy, uniformity, accountability, and stewardship of core enterprise information assets.

Why choose Gartner for Master Data Management (MDM)?

Only Gartner offers an event fully dedicated to the processes and practices of MDM. Our intensive two-day, 25-session Summit puts every MDM issue front and center – a comprehensive program brought to you by Gartner analysts who are the undisputed leaders in their field. You'll leave the Summit with the knowledge and ability to manage your master data resulting in reducing costs, increasing revenue and accelerating growth, as well as significantly improving compliance, business agility, data quality, reporting accuracy and more.

Second-guessing the success of your MDM initiatives?

Define and implement metrics that reflect the form, fit and function of your organization's master data.

A **Creating Value with Customer Data Integration**

A true single view of the customer is fundamental to Customer Relationship Management (CRM) success – including compliance and risk management issues – yet it remains elusive for most organizations. Customer Data Integration (CDI) is a potential answer to this challenge, but success is not assured due to market immaturity and organizational challenges. This track will provide guidance on how to approach CDI in your organization, identify best practices and help you choose the right architecture and vendor for optimal value.

B **Improving Business Performance with Product Information Management**

Product Information Management (PIM) enables an organization to achieve a “single view” of product across the enterprise – enabling revenue enhancement, cost management, business agility, and compliance. Moreover, PIM represents a newly critical element of the IT information architecture required to support Service Oriented Architecture (SOA) in a complex heterogeneous environment. This track will explore PIM and how it is justified, implemented and used – and how value is extracted from it across a wide range of industries and implementation styles.

C **Enterprise Information Management**

Master Data Management (MDM) is a fundamental step in the journey toward managing all information as an enterprise asset. This track is designed to help you understand the relationships between MDM and Enterprise Information Management (EIM) and how they enable process improvement, information governance and data quality. We will also explore the emerging vision for data services and the role of data integration – and how a common information infrastructure can support increasing architectural demands for flexibility, interoperability, and service-orientation.

Biz/Tech Team Up

Good things happen when IT and business decision-makers share the same vision and goals. Our Biz/Tech Team Up program was created to do just that. Sound good? It gets better: Attend the Summit with an IT colleague *and* a business colleague and one comes free!

Put business and IT on the same page with special sessions designed for alignment and collaboration.

MDM for Business

- Building the Business Case for MDM
- Purchased Part MDM – Enhancing Procurement Performance
- MDM's Key Role in Deploying Performance Management

MDM for Business and IT

- Master Data Management Industry Outlook
- PIM Technology Differences and Implementation Strategies Across Industries
- What is PIM, and How to Achieve the “Single View” of the Product?
- Keynote Session: Introduction to Master Data Management
- Panel Discussion: The Future of MDM
- Enabling MDM Success Through Data Quality Improvement
- Introduction to Enterprise Information Management
- Data Governance for MDM and Beyond: Tips, Tricks and Best Practices
- Getting Started with CDI: What Best Practices Can Help you Succeed?

MDM FOR IT

- Data Integration and Architecture: Building Your Master Data Circulatory System
- Understanding Information Services for SOA
- The New Information Architecture (EA and EIM)

See page 6 for a complete Summit agenda.

WHO SHOULD ATTEND

- IT Senior Executives (CIO, VP)
- IT Managers involved in Master Data Management
- MDM, CDI and PIM Project 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
- CRM and SCM Architects
- Enterprise and Solution Architects
- Application Development and Integration Managers
- Business Intelligence and Information Management Leaders
- Business Analysts, Systems Analysts

Keynote Guest

Helping Drive Business Growth and Profitability with MDM

Ranjay Gulati

Michael L. Nemmers Distinguished Professor of Strategy and Organizations Co-Director, Heizer Center for Entrepreneurship Kellogg School of Management, Northwestern University



A Distinguished Professor of Strategy and Organizations at Northwestern University, Ranjay Gulati is a widely recognized specialist on the creation and management of intra and inter-firm partnerships and achieving both short-term and long-term growth by organic means – as well as through mergers, acquisitions, and alliances.

Professor Gulati's research has been published in leading journals such as Harvard Business Review, Sloan Management Review, Strategic Management Journal, Administrative Science Quarterly, Organization Science, Strategy and Business, and Academy of Management Journal. His new book, "A Blueprint for Building Customer Focused Organizations" focuses on the transformation processes that enable firms to engage with their customers more effectively.

The need for a strong enterprise data discipline is clear – and Gartner's new Master Data Management Summit delivers it.

Here are some of the top-of-mind issues we'll explore this Fall:

Customers

Create a single, synchronized accurate view of your customer, products and materials

Reporting

Establish effective reporting capabilities for strategic planning

Efficiencies

Improve inventory management and reduce operational costs

Compliance

Achieve and sustain governmental and legislative mandates

Loyalty

Enhance the customer experience and increase long-term profitability

Agility

Enable flexibility, adaptation and improve responsiveness to a changing market

Forecasting

Accurately forecast requirements and create strategic revenue streams

Architectures

Choose the right MDM architectural fit and adaptable technology solutions

Revenue

Increase the ability to target products and services to customers more effectively

You get all this at one event!

- 3 Tracks with more than 20 Sessions
- Private Analyst One-on-Ones*
- Analyst/User Roundtable Discussions
- Facilitated Peer-to-Peer Networking
- Sponsor Case Studies
- Solution Showcase
- Solution Providers Sessions

* Gartner user-clients only.



Gartner Analysts

For over 25 years, Gartner analysts (now 700 worldwide) have been the trusted advisors of many of the world's largest and most demanding enterprises. No one sees the implications of technology so clearly. Gartner analysts draw constantly from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivaled. Gartner Master Data Management Summit brings this experience and expertise directly to you. You simply can't get the same quality of observation and advice anywhere else.



Mark Beyer
Research Director

Focus Areas: Data integration and business intelligence strategies, architecture design and technologies for data warehousing, data marts, and data integration



Chad Eschinger
Research Director

Focus Areas: To provide current and futuristic actionable advice for technology providers



Ted Friedman
VP Distinguished Analyst

Focus Areas: Business Intelligence and Information Management: Data Integration and Data Quality



David Newman
Research VP

Focus Areas: Enterprise architecture, information architecture and enterprise information management



John Radcliffe
Research VP

Focus Areas: Creating the "single view of the customer", customer data integration (CDI), master data management (MDM), evolution of business applications to SOA, customer relationship management (CRM)



Michael Smith
Research VP

Focus Areas: The development of business performance frameworks and methodologies to help organizations evaluate and align IT-enabled business initiatives



John Van Decker
Research VP

Focus Areas: Part of the administrative applications, compliance and business intelligence teams, I look after the research areas for everything that is CFO-related



Andrew White
Research VP

Focus Areas: Supply chain planning, Product Information Management (PIM), Global Data Synchronization (GDS), and Master Data Management (MDM), for "single view of product" for distribution intensive industries such as consumer-packaged goods (CPG and FMCG) and retail value chains



Deborah Wilson
Research Director

Focus Areas: Procurement transaction automation, e-marketplaces, e-sourcing, spend analysis, accounts procure-to-pay, buy-side catalog management and supplier management



Supply Chain Management (SCM) and Enterprise Resource Planning (ERP) efforts are not delivering intended business value due to incomplete product and location data. Use MDM to create the single view of product and location across all business applications, critical for SCM programs.

Agenda at a Glance

September 19-21, 2007 The Westin Diplomat Hollywood, FL

Wednesday, September 19

7:00am	Registration
1:00pm	Opening Remarks Andrew White, Research VP, Gartner
1:15pm	K1. Keynote Session: Introduction to Master Data Management Andrew White, Research VP, Gartner, and John Radcliffe, Research VP, Gartner
2:30pm	K2. Keynote Session: Helping Drive Business Growth and Profitability with MDM Ranjay Gulati, Michael L. Nemmers Distinguished Professor of Strategy and Organizations Co-Director, Heizer Center for Entrepreneurship Kellogg School of Management, Northwestern University
3:45pm	Solution Provider Sessions
5:00pm	K3. Keynote Session: Enabling MDM Success Through Data Quality Improvement Ted Friedman, VP Distinguished Analyst, Gartner
6:00pm	Solution Showcase Reception

Thursday, September 20

7:15am	Registration		
7:30am	Attendee Breakfast		
7:30am	PB1. Power Breakfast: Master Data Management Industry Outlook Chad Eschinger, Research Director, Gartner		
	Track A	Track B	Track C
	Creating Value with Customer Data Integration	Improving Business Performance with Product Information Management	Enterprise Information Management
8:45am	A1. Getting Started with CDI: What Best Practices Can Help You Succeed?	B1. What is PIM, and How to Achieve "Single View" of Product?	C1. The New Information Architecture (EA and EIM)
10:00am	A2. Case Study	B2. Case Study	C2. Case Study
11:15am	A3. CDI Is Not One Size Fits All. And It Will Keep Evolving	B3. PIM Technology Differences and Implementation Strategies Across Industries	C3. Understanding Information Services for SOA
12:15pm	Attendee Lunch and Sponsor Showcase Dessert Reception		
2:30pm	K4. Keynote Session: Introduction to Enterprise Information Management David Newman, Research VP, Gartner		
3:45pm	Solution Provider Sessions		
5:00pm	G1. General Session: MDM's Key Role in Deploying Performance Management John Van Decker, Research VP, Gartner, and Mark Beyer, Research Director, Gartner	G2. General Session: Building the Business Case for MDM Michael Smith, Research VP, Gartner	
6:00pm	Sponsored Hospitality Suites		

Friday, September 21

7:30am	Attendee Breakfast (Meet the Analysts)		
8:30am	A4. Case Study	B4. Case Study	C4. Data Integration Technology and Architecture: Building Your Master Data Circulatory System
9:45am	G3. General Session: Enhancing Enterprise Performance with Procurement MDM Debbie Wilson, Research Director, Gartner	G4. General Session: Data Governance for MDM and Beyond: Tips, Tricks and Best Practices David Newman, Ted Friedman, John Radcliffe, Gartner	
11:00am	K5. Closing Keynote: Future of MDM – Panel Perspectives Andrew White, Ted Friedman, John Radcliffe, Gartner		



CRM efforts are compromised by incomplete customer data. Use MDM to create the right data sets and analytical tools to support customer data integration, a critical component to a successful CRM initiative.

Session Descriptions

Plenary Sessions

Keynotes

K1. Introduction to Master Data Management

Master Data Management (MDM) is changing the way enterprises view information as an asset. It's a new focus on an old problem – a better way to assure the quality of master data and support CRM, SCM, M&A and SOA. We'll introduce MDM and explain how it emerged – and why it is fast becoming a critical component of every IT strategy.

- What is MDM and what is driving its adoption?
- Why must MDM be part of my IT strategy?
- How do I get started with MDM?

Andrew White, Research VP, Gartner and **John Radcliffe**, Research VP, Gartner

K2. Helping Drive Business Growth and Profitability with MDM

Ranjay Gulati, Michael L. Nemmers Distinguished Professor of Strategy and Organizations Co-Director, Heizer Center for Entrepreneurship Kellogg School of Management, Northwestern University

K3. Enabling MDM Success Through Data Quality Improvement

Poor data quality is a frequently overlooked business issue that derails MDM and many other initiatives. This session will focus on the importance of data quality competence in MDM efforts, and explore strategies for how to best align resources and implement controls to deliver lasting data quality improvements.

- What is data quality and where do data quality issues create the greatest risk for MDM?
- Why does data quality improvement require a focus on people and process issues?
- What is the role of technology in data quality improvement for MDM, and how will data quality technology evolve?

Ted Friedman, VP Distinguished Analyst, Gartner

K4. Introduction to Enterprise Information Management

Increasingly, leading organizations are incorporating information assets into their portfolio management process. By optimizing and eliminating overlapping processes and automating information-driven processes, companies can derive more value from information and reduce costs.

- What are the business drivers behind enterprise information management?
- Which leading-edge companies are implementing enterprise information management programs?
- How do companies realize benefits from leveraging information assets and content and why is it a priority for many?

David Newman, Research VP, Gartner

K5. Future of MDM – Panel Perspectives

Master Data Management will be adopted in your organization at some point. The question is when, how, and in what form. Gartner experts will explore the various aspects of the MDM market and highlight some of the more significant sign posts that indicate where the market is going.

- Where is MDM going as a discipline and technology?
- Which vendors will lead the MDM market, and when?
- What is the role that MDM will take information infrastructure and will the technology converge?

Andrew White, Research VP, Gartner; **John Radcliffe**, Research VP, Gartner; and **Ted Friedman**, VP Distinguished Analyst, Gartner

Power Breakfast

PB1. Master Data Management Industry Outlook

This session explores the current and future dynamics of the Master Data Management market. It will focus on market taxonomies, vendor revenue market shares and business trends in the software industry.

- What is driving and inhibiting these markets today and in the future?
- What are the mega-trends that affect this market in relationship to the total software markets and Master Data Management?
- What might the market look like at the end of the decade?

Chad Eschinger, Research Director, Gartner



Session Descriptions

Gartner Analyst Presentations

Track A: Creating Value With Customer Data Integration (CDI)

A1. Getting Started with CDI: What Best Practices Can Help You Succeed?

Interest in creating the “single view of the customer” is high, but it is not as easy as it sounds – and most organizations still face many challenges in achieving it. While there are different approaches to creating the single view of the customer, there is a strong trend towards adoption of customer data integration (CDI).

- What are the business drivers for creating a single view of the customer, and what are the barriers to success?
- Which approach to creating the single customer view will be best for your organization?
- What best practices will help you succeed with CDI?

John Radcliffe, Research VP, Gartner

A2. Case Study

Go to gartner.com/us/mdm for agenda updates

A3. CDI Is Not One Size Fits All. And It Will Keep Evolving

There is no “one size fits all” with CDI. Requirements differ depending on your industry, whether you are dealing with consumer or business customers, and how you approach it architecturally and organizationally. This presentation explores different requirements, the resulting CDI variants and where the CDI market is going in the future.

- How will CDI differ by industry and type of customer?
- How will the CDI hub market evolve and which vendors will win?
- How will CDI technologies and best practices evolve?

John Radcliffe, Research VP, Gartner

A4. Case Study

Go to gartner.com/us/mdm for agenda updates

Track B: Improving Business Performance With Product Information Management (PIM)

B1. What is PIM, and How to Achieve “Single View” of Product?

PIM helps the business manage complex product attribute data in complex environments. PIM helps you create a “single view” of product by creating a business-driven, IT-supported environment where a global “golden record” is created, managed, and re-used. This presentation will define PIM, explain its relationship with the rest of the IT stack, how it is used, and what vendors support it.

- What are the business drivers for creating single view of product and what are the barriers to success?
- How does PIM interact and support business applications, business intelligence, and fit within the information infrastructure
- Who are the leading vendors supporting PIM and where is the market going?

Andrew White, Research VP, Gartner

B2. Case Study

Go to gartner.com/us/mdm for agenda updates

B3. PIM Technology Differences and Implementation Strategies Across Industries

PIM is part technology, part process, and part people. However, the use of PIM differs across implementation styles, user roles, and business uses of PIM – as well as by enterprise, and industry. This presentation will explore various aspects and differences of PIM to help you develop your specific PIM road map.

- How does PIM differ across industries and how is adoption evolving?
- What are the different implementation styles of PIM and how are they used?
- How will PIM technology and best practices evolve?

Andrew White, Research VP, Gartner

B4. Case Study

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Operational business applications remain separate from performance and intelligence capabilities. Move governance, data quality and data management routines within a single MDM framework.





Plenary Sessions

General Sessions

Track C: Enterprise Information Management (EIM)

C1. The New Information Architecture (EA and EIM)

Information architecture is critical to the success of initiatives such as business intelligence (BI), master data management (MDM) and service-oriented architecture (SOA). This session describes information architecture, its benefits and how it is implemented on a day-to-day basis through enterprise information management.

- What are the key components of information architecture?
- Why is information architecture critical to successful adoption of service oriented architecture (SOA)?
- What is the relationship between enterprise information architecture and enterprise information management (EIM)?

David Newman, Research VP, Gartner

C2. Case Study

Go to gartner.com/us/mdm for agenda updates

C3. Understanding Information Services for SOA

Business process management is one side of services oriented architecture, but what about the information processing? This session offers a broad view of how abstraction, modeling and utilization auditing can provide the guidelines and principles necessary to join your EIM program with your SOA approach.

- Why are Information Services critical to any loosely coupled architecture?
- How does EIM increase your chance for SOA success?
- When does metadata start to really matter?

Mark Beyer, Research Director, Gartner

C4. Data Integration Technology and Architecture: Building Your Master Data Circulatory System

Success with MDM requires solid practices and technology for data integration in order to achieve reliable consolidation, synchronization and delivery of master data throughout the enterprise. Data integration architectures, tools, and markets are morphing as they become integral functions in an enterprise's information infrastructure for MDM and more.

- Where do data integration techniques and technologies add the most value for MDM?
- What comes next in data integration usage, adoption, and technology?
- What is the state of the data integration tools market and what are the vendors doing to support MDM?

Ted Friedman, VP Distinguished Analyst, Gartner

G1. MDM's Key Role in Deploying Performance Management

Many firms are investing in Corporate Performance Management (CPM) suites and operational Performance Management (PM) projects to improve decision making and enhance business performance. To guarantee success, it must be implemented as a component within business intelligence (BI) and PM framework to help exploit unified information architecture.

- How can organizations insure a successful link between PM & BI?
- What are the necessary MDM components to support PM?
- How do I utilize MDM as a catalyst toward enterprise class, fully integrated PM solutions?

John Van Decker, Research VP, Gartner and **Mark Beyer**, Research Director, Gartner

G2. Building The Business Case For MDM

Monitoring the leading indicators of financial performance has become a key concern among business executives. The lack of clear data to drive decisions is leading more and more enterprises are developing business cases for MDM to support this business requirement. An MDM project therefore can produce significant ROI for businesses implementing best practices in performance management.

- What is the process for building an effective business case for your MDM project?
- How can business metrics be used to quantify the benefits of your project?
- How can the business case be used to manage your project throughout its entire life cycle?

Michael Smith, Research Director, Gartner

G3. Enhancing Enterprise Performance with Procurement MDM

Operational efficiency in any enterprise depends directly upon the degree of standardization on certain suppliers, parts and services. Procurement MDM is a key enabler for this standardization, providing the necessary framework to document the established standards, promote compliance and track opportunities for improvement.

- Why are purchased part and supplier standardization key enablers of enterprise performance?
- How are part and master supplier standardization supported by MDM?
- What best practice processes and tools are recommended for procurement MDM?

Debbie Wilson, Research Director, Gartner

G4. Data Governance for MDM and Beyond: Tips, Tricks and Best Practices

Organizations are seeking new ways to ensure the ongoing success and value of their MDM efforts. They also want to better manage the full breadth of their information assets. This panel discussion among Gartner analysts will expose some of the current approaches, pitfalls, and best practices associated with data governance specific to MDM, as well as in the broader EIM context.

- What is data governance and why is it critical to success with MDM?
- What are the emerging best practices for data governance?
- What tactics should organizations take to get started toward better control of their data assets?

David Newman, Research VP, Gartner; **Ted Friedman**, VP Distinguished Analyst, Gartner; and **John Radcliffe**, Research VP, Gartner

Even the toughest MDM challenge has a solution.

Just ask Gartner. 

At Gartner, we know that Master Data Management issues can come at you from every angle. The good news? Our experienced team of analysts approach MDM solutions exactly the same way.

From concepts and costs to management and metrics, Gartner knows MDM inside out.

Probing Question	Key Issues	How Gartner Can Help
Does your organization have a problem creating and leveraging a single view of the customer?	What are the business drivers for Customer Data Integration (CDI), and what are the barriers to its success?	We understand the business drivers that create a single view of the customer, the barriers to achieving it, and the best practices that have led to success in other organizations.
	Which best practices will prove most successful in creating the single customer view?	We provide deep coverage of CDI – the concept and the technology – that is rapidly being adopted to solve the single view of the customer challenge.
	How will the CDI market evolve, and who will be the leading vendors?	We track the vendors of CDI hub technology products and developments in the CDI market.
Are you achieving the optimum level of supply chain response, cost savings and customer service?	Does your SCM strategy yield the desired level of customer service within the cost limits you are expect?	We provide an overview of how enterprises achieve a single view of product across the enterprise.
	Do you spend too much of your IT budget on integration of SCM and other business applications?	We analyze where product data quality impacts complex supply chains – and have the strategies to clean it up.
	How do you leverage your supplier community more effectively?	We analyze how procurement technologies and PIM are evolving to help purchasing leaders achieve and exceed their goals.
	How does PIM relate to all your other data integration and application initiatives?	We provide FAQ's to help you understand where PIM fits within the bigger picture.
	Which vendors should you consider for PIM technology?	We analyze the market and vendors that participate in PIM.
Do you have a Master Data Management (MDM) problem, and are you planning an MDM program?	What is MDM and how is it different from metadata management and data integration?	We offer an introduction to MDM – the need, the concepts and the solutions.
	What are the various ways in which MDM is being implemented?	We provide an overview of MDM architectural styles and the different ways in which MDM can be implemented – plus an understanding of how each is appropriate to different business needs.
	How do vendors address the MDM market?	We help you make sense of a complex MDM market – in which different vendors address it in different ways.
	How do you rate and compare vendors in the MDM market?	We establish the criteria for rating MDM vendors.
Does your SOA program have an identified “data service” component that, independent of any one application or service, assures semantic consistency across the enterprise?	Does your SOA program reduce the TCO for your data integration spend?	We analyze the role of MDM within SOA.
	Does your SOA program support the level of rapid business process choreography in time to meet business needs? How does MDM relate to a broader Business Process Platform strategy?	We analyze the role of MDM alongside Business Process Management – and within a Business Process Platform.
	How do you maximize the value of Business Intelligence and Performance Management across the enterprise?	We provide an overview of how MDM and BI correlate and work together.



Sponsors

Master Data Management Providers at your Service

At the Gartner Master Data Management Summit you get the best of both worlds: the latest research and the newest technology solutions. The Solution Showcase features breakthrough innovations and relevant solutions. It's a great place to follow-up on the information you received at a solution provider session or Gartner session. See live product demonstrations and have your project needs discussed in detail with senior technology providers in a purposely low-hype atmosphere.

PREMIER



Accenture Information Management Services is a global cross-industry organization focused on bringing clients solutions to better manage their business, interact with customers and make strategic, financial and operational decisions. Working across Accenture's service lines and industry groups, the 10,000* consultants in this organization specialize in information management services including business intelligence, portals & content management and data management & architecture.

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i2 Master Data Management (MDM) enables enterprises to create and manage a single "source of truth" or master for the enterprise. It is designed to manage data as well as the meta data to support any enterprise application.

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Business Objects has been a pioneer in business intelligence (BI) since the dawn of the category. Today, as the world's leading BI software company, Business Objects transforms the way the world works through intelligent information. The company helps illuminate understanding and decision-making at more than 43,000 organizations around the globe. Through a combination of innovative technology, global consulting and education services, and the industry's strongest and most diverse partner network, Business Objects enables companies of all sizes to make transformative business decisions based on intelligent, accurate, and timely information.

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Siperian helps companies unify their critical, common data about customers, products and organizations that is fragmented across different systems – and deliver the most reliable, complete views of this data. Siperian MDM Hub™ is the most flexible master data management software platform to fit business needs today and readily adapt to future requirements.

siperian.com

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Gartner® Master Data Management Summit 2007

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Better together.

MDM and CRM are a natural fit. That's why we suggest that you come early and add the Gartner Customer Relationship Management Summit to your Master Data Management Summit itinerary. By combining the two, you'll enjoy special discounted pricing for both events – an \$895 savings!

Register online for both events at either gartner.com/us/crm or gartner.com/us/mdm Or call +1 800 778 1997 for personal assistance.

How to Register

5 Ways to Register

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Registration Fees

Conference registration fee includes:
conference attendance, documentation
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Early Bird Price: \$1,795

(IF CREDIT CARD PAYMENT RECEIVED BY JULY 23, 2007)

Standard Price: \$1,995

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