

Gartner Master Data Management Summit 2009

Agenda at a Glance | October 5 – 7 | Los Angeles, CA | gartner.com/us/mdm

Monday, October 5

7:00 a.m.	Registration		
7:00 a.m.	General Breakfast		
7:30 a.m.	Tutorial: MDM 101 Basics John Radcliffe, Andrew White	A Difficult Year For Software and MDM. Is the Worst Behind Us? Charles Eschinger	
9:00 a.m.	Opening Remarks and Agenda Overview – Andrew White & John Radcliffe		
9:15 a.m.	Opening Keynote: Where is MDM Going Over the Next Five Years? Andrew White, John Radcliffe		
	Track A: MDM Strategies and Best Practices	Track B: MDM in Practice—Different Use Cases and Data Domains	Track C: MDM Architecture and Technology
10:30 a.m.	A1. An Overview of the Seven Building Blocks of MDM: A Framework for Success John Radcliffe	B1. The Complexities of MDM Andrew White	C1. Information Management Practitioners—The Enemy Is Us David Newman
11:45 a.m.	A2. Building the Business Case for MDM Michael Smith	B2. MDM of Customer Data Scenario: State of the Nation and What's Coming John Radcliffe	C2. Data Integration Technology and Architecture: Infrastructure for Efficient and Effective Master Data Delivery Ted Friedman
12:45 p.m.	Attendee Lunch and Solution Showcase Dessert Reception		
2:45 p.m.	A3. Case Study	B3. Case Study	C3. Case Study
3:45 p.m.	Solution Provider Session	Solution Provider Session	Solution Provider Session
5:00 p.m.	A4. Creating a Winning Vision, Strategy and Road map for MDM John Radcliffe	B4. MDM of Product Data Scenario: View from the Hill – Where Are We, and Where Are We going? Andrew White	C4. Enabling Service-Oriented Development With MDM Michael Blechar
6:00 p.m.	Solution Provider Showcase Reception		

Tuesday, October 6

7:00 a.m.	Registration		
7:00 a.m.	General Breakfast		
8:00 a.m.	Magic Quadrant Power Session for MDM and Associated Technologies		
9:15 a.m.	Keynote		
10:30 a.m.	A5. Organizing for MDM: Stakeholders, Stewards and Change John Radcliffe, Ted Friedman	B5. Procurement MDM: Laying a Foundation for Sustainable Cost Savings Debbie Wilson	C5. Data and Information Services: Putting Together MDM and SOA Mark Beyer
11:30 a.m.	Attendee Lunch & Solution Showcase Dessert Reception		
1:30 p.m.	Solution Provider Session	Solution Provider Session	Solution Provider Session
2:45 p.m.	A6. MDM Governance Panel—Lessons Learned From Users Debra Logan, David Newman	B6. Case Study	C6. Case Study
3:45 p.m.	Solution Provider Session	Solution Provider Session	Solution Provider Session
5:00 p.m.	A7. Master Data Governance: Like IT Governance, Only Lots Harder Debra Logan, Andrew White	B7. Best Practices for Data Quality Improvement: Delivering Master Data You Can Trust Ted Friedman	C7. Metadata Management From an MDM Perspective Michael Blechar
6:00 p.m.	Solution Provider Showcase Reception		

Wednesday, October 7

7:00 a.m.	General Breakfast		
8:00 a.m.	MDM Excellence Award Finalists Presentation		
9:30 a.m.	Solution Provider Session	Solution Provider Session	Solution Provider Session
10:15 a.m.	A8. Introducing a Reference Architecture for MDM Andrew White, Mark Beyer	B8. The Impact of Business Intelligence and Performance Management on Your MDM Strategy John Van Decker, Kurt Schlegel	C8. Enterprise Content Management and Master Data: Getting the Other 80% Under Control Debra Logan
11:30 a.m.	MDM Excellence Award Winner Announcement		
11:45 a.m.	Closing Keynote: Gartner Town Hall		

Save \$200 if you register by August 14. Call +1 866 405 2511 or gartner.com/us/mdm

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A Value-Driven Agenda for Both IT and Business Leaders

The 2009 agenda explores in full the key trends, best practices, technologies and software tools that will help determine the successful implementation of MDM initiatives for this year and beyond. The conference content is specifically designed to meet the needs of organizations at all stages of MDM initiatives, whether beginning, intermediate or advanced. Be prepared to interact with the Gartner team of analysts, network with business and IT peers and leave with a customized action plan.

Three tracks and more than 30 sessions will address these critical focus areas:

- A MDM Strategies and Best Practices**
Successful programs are business-driven and cover all the necessary bases. Building on industry best practices, this track will provide a framework and drilled-down content that you can use to achieve success.
- B MDM in Practice—Different Use Cases and Data Domains**
Winning strategies require a long-term vision, but also have to reconcile with current real-world situations. This track will explore the critical implementation design, use cases and domain-related choices and decisions that users are making today.
- C MDM Architecture and Technology**
A range of technologies lets MDM work both efficiently and effectively. This track will explore the relationship between MDM and the technology stack, the evolution of related technologies, and best practices in designing and implementing an architecture for MDM.

Hot Topics

- Creating an MDM strategy
- Developing the business case
- Organizing for MDM
- Establishing a governance framework
- Leveraging MDM across business intelligence and performance management
- Aligning with enterprise information architecture
- Key trends shaping the MDM market
- Technologies and best practices for MDM of customer data
- Technologies and best practices for MDM of product data
- Integrating with service-oriented architecture
- Supporting an initiative with the right data quality tools

Who Should Attend

- IT Senior Executives (CIO, VP)
- IT Managers involved in Master Data Management
- Enterprise and Solution Architects
- MDM, CDI and PIM Project/Program Managers
- Supply Chain, Sales, Operations, and Manufacturing Executives seeking a single view of products, customers, assets, suppliers and resources
- Business Application Managers: ERP, CRM, SCM, PLM and Procurement
- Data Managers and Architects
- ERP, CRM, SCM, PLM and Procurement Application Architects
- Data and Data Model Architects
- Application Development and Integration Managers
- Business Intelligence and Information Management Leaders
- Business Analysts and Systems Analysts

Call for Entries

Second Annual Gartner MDM Excellence Awards

The Gartner MDM Excellence Awards recognize the accomplishments of world-class MDM initiatives in seven key areas:



- Vision
- Governance
- Strategy
- Organization
- Processes
- Technology infrastructure
- Metrics

Is your MDM initiative a winner? The deadline for entries is **August 17, 2009**. For details regarding submissions, go to gartner.com/us/mdm. The winner will be selected at the summit from a group of three finalists.

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