



“Excellent experience as a first-timer. Great information on MDM as a discipline and great opportunities to network.”

The **2009 Gartner Master Data Management Summit** was held October 5 – 7 at the Hyatt Grand Regency in Los Angeles, California. This report summarizes the three-day event and its highlights, topics and takeaways, including:

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Overview

At the third annual Gartner MDM Summit, despite the economic climate, it was clear that MDM is still a priority for many organizations. The business drivers may have changed; this year, attendees placed more emphasis on cost optimization, compliance and risk management rather than focusing on leveraging MDM for growth and transformational strategies. The summit had a larger number of attendees new to MDM who sought to improve the quality of their master data and enhance their master data processes. But there were also a number of more experienced attendees who are in the midst of implementing their second data domain, being well-underway with their MDM projects. This year’s MDM Summit attendees took full advantage of the benefits, attending case studies from their peers, hearing the latest MDM presentations from the Gartner research community, actively participating in analyst-user roundtables, scheduling one-on-one meetings with Gartner experts and checking out the latest solutions in the exhibitor hall.

Save the date

Gartner Master Data Management Summit 2010 will take place **April 14 – 16** at the Mandalay Bay Resort in Las Vegas, NV. Be sure to bookmark gartner.com/us/mdm and check back in the coming months for conference details.

“Well-organized management summary of MDM best practices today.”

Key summit take-aways

- 1 **There's still confusion about what MDM really is.** Its definition bears repeating: MDM is a technology-enabled discipline in which the business and IT organization work together to ensure the uniformity, accuracy, stewardship, semantic consistency and accountability of the enterprise's official, shared master data assets.
- 2 **Basic organizational principles can also serve as best practices to achieve greater MDM success.** Have a clear and unwavering executive sponsorship for MDM. You should have one shared vision of the truth across the enterprise, and only senior business management can make that happen. Similarly, information governance is an enterprisewide issue and needs to be tackled by a cross-functional governance board that creates and enforces information management policies.
- 3 **It may be a cliché, but it's definitely a fact: MDM is a never-ending journey.** Organizations are at different stages of that journey, with varying levels of knowledge, skills and experience.
- 4 **Procurement MDM holds much potential but it's still an early-stage, technology-enabled discipline.** With that in mind, remember that general-purpose MDM solutions are quite sustainable for supporting procurement MDM.
- 5 **Analytical MDM is but one component of a complete MDM strategy and not an end unto itself.**
- 6 **Service-oriented architecture (SOA) is becoming the lingua franca for enabling master data agility and reuse.** Those looking to justify the value of MDM, or looking to leverage MDM efforts in support of other initiatives within the enterprise should coordinate MDM efforts with others in the organization responsible for BPI/BPM and SODA.
- 7 **Both sustained user interest and demand are driving stable market growth.** Despite the financial market's volatility, there is continued buy-side interest in furthering MDM initiatives beyond existing deployments.
- 8 **Although the role analytical MDM will play in future IT architectures is still up for discussion, this much is certain: there is an increased need to empower the business community with more control over dimensional hierarchies and performance measures.**





“Best conference I have been to.”

Stay connected with the contacts you made

Join the Gartner Master Data Management (Xchange) on LinkedIn to continue your conversations throughout the year.

Conference highlights

5 keynote sessions—incorporating Gartner analysts and end users showcasing MDM excellence and an external thought leader.

- The Gartner MDM Summit in 60 Seconds or Bust
- Gartner Keynote: MDM Scenario—How MDM Will Evolve Through 2014
- Keynote: A New Kind of Leader—Tactics, Strategies and Economic Value Revealed From Top-Performing Business Leaders
- Gartner Keynote Panel: Magic Quadrant Power Session for MDM and Associated Technologies
- MDM Excellence Award Finalist Presentations by Kraft and BP
- Closing Keynote: Gartner Town Hall

20 Gartner track sessions—some selected topics:

- 7 Building Blocks of MDM
- Data Quality
- Master Data Governance
- Building a Business Case for MDM Programs
- Integration With Business Intelligence, Data Management
- Procurement MDM
- Data Management Architecture
- Information Management

5 end-user case studies and one panel on MDM governance:

- The Johnson & Johnson Health Care Systems Journey: A Year Down the Road
- Smith & Nephew: Integrating Lean Principles into the MDM Framework
- EA Product MDM: It's in the Game
- FedEx: Customer Identity Development and Management
- Global Master Data Management at Ericsson: The First 10 Years
- MDM Governance Panel: Lessons Learned From Users—Johnson & Johnson Health Care Systems, Inc., Electronic Arts & Ericsson

12 roundtable discussions (Gartner analyst-moderated and one user-led):

- Using Master Data Management Concepts in Content Management
- Using Procurement MDM to Support Cost Optimization for the Business
- Embedding MDM in EIM and Your Information Architecture
- Mastering Product Data in the Manufacturing Industries
- Building a Business Case for Master Data Management Initiatives
- Using MDM and Data Integration to Support Cost Optimization for IT
- Best Practices for Information/Data Governance in Master Data Management
- Enabling AD, SOA and MDM Collaboration
- Creating a Winning Vision and Strategy for MDM
- Reconciling Operational and Analytical Master Data Management
- Mastering Customer Data in the Service Industries and Government
- Experiences in Data Quality Improvement: What Works and What Doesn't

Gartner analyst one-on-ones

Our 12 Gartner analysts were kept busy this year conducting almost 100 one-on-ones on topics such as MDM tools, data quality and integration strategy, building a business case, SOA and metadata management, analytical MDM and MDM governance.

New! Learn more with relevant research

Want to learn more about the topics that interest you most? Flip to the end of each session presentation for a list of related Gartner research. Gartner research is available on demand at gartner.com.

Revisit session presentation slides

Miss a session? Need to see that chart or those recommendations again? Want to share a particularly useful presentation with colleagues? As an attendee, you can access every slide from every session free of charge. Log in to agenda builder at gartner.com/us/mdm and click on the .pdf for the session you are interesting in reviewing.

Top 5 best-rated sessions

- B7. Data Quality Improvement for MDM Initiatives: Critical Competency for Trusted Master Data
Speaker: Ted Friedman
"Excellent!! Practical and usable—just what was desired!"
- A1. Gartner's Seven Building Blocks of MDM: How to Assure Success With MDM
Speaker: John Radcliffe
"Very good level of information presented."
- A8. Divide and Conquer: Orchestrating Your MDM Reference Architecture
Speakers: Mark A. Beyer, Andrew White
"Excellent coverage of high/low energy and ref architecture."
- B4. MDM for Product Data Scenario: View From the Hill—Where Are We, and Where Are We Going?
Speaker: Andrew White
"Helpful overview of product space."
- A7. Master Data Governance: Like IT Governance, Only Much Harder
Organizing for MDM: Stakeholders, Stewards and Change
Speakers: Debra Logan, Andrew White
"Organized and applicable. The slides were particularly useful."

Top 5 most-attended sessions

- A8. Divide and Conquer: Orchestrating Your MDM Reference Architecture
Speakers: Mark A. Beyer & Andrew White
"Best—good wrap-up for the week."
- C2. Data Integration Technology and Architecture: Infrastructure for Efficient and Effective Master Data Delivery
Speaker: Ted Friedman
"Very informative and timely (i.e., MDM and tie with SOA) as looking at technology solutions."
- C7. Metadata Management From an MDM Perspective
Speaker: Mike Blechar
"Good explanation of true metadata and how it is not master data."
- C5. Data Management Architectures for Integrated MDM
Speaker: Mark Beyer
"Lots of new ideas—very useful."
- A1. Gartner's Seven Building Blocks of MDM: How to Assure Success with MDM
Speaker: John Radcliffe
"...really put importance on process and governance vision."



Events on demand

The multimedia content from this event is available for purchase at the post-event attendee price of \$595. Your purchase gets you access to the documentation and the live audio (including question and answer sessions) synchronized with the PowerPoint slides for all Gartner sessions. You'll be able to download the .mp3 and .pdf files and stream the multimedia files on demand. Visit www.gartnereventsondemand.com to purchase your access today.

Top-of-mind concerns (What attendees asked about)

- How can I strengthen the business case for MDM and use a metrics framework that connects well with the business?
- As MDM expands into different domains, what's the best way to determine the proper organizational structure? Where should sponsorship reside, and who should hold stewardship responsibilities?
- If there's no one cookie-cutter approach to handling the needs and requirements of MDM, then what path should my MDM initiative take to reach the next level of maturity?
- What's the best way to optimize my current MDM initiative and branch out into new areas, different data domains and different use cases?
- How can MDM help my organization's business intelligence and performance management efforts?
- Which criteria should I consider when selecting the right technology partner(s) for an MDM initiative?

“Event was valuable for getting some of the industry trends and verifying our road map.”





John Radcliffe
Vice President
Gartner Research

Keynote addresses

MDM Scenario: How MDM Will Evolve Through 2014

For both early adopters and fast followers, the opening keynote delivered a big-picture view of the trends, hot spots, best practices and market developments impacting MDM. What to watch out for? Vendor hype. It knows no bounds. Be aware that you'll probably have to select two or more MDM solutions to enable your MDM discipline for the next two years, at least. Keep in mind that MDM is a discipline, not technology software, and that governance is absolutely central to it. Try to focus your technology in support of governance in one place, starting with master data governance, and then build from there. As you're developing your MDM program, use the Gartner Seven Building Blocks to determine its effectiveness and to improve best practices.



Andrew White
Vice President
Gartner Research

A New Kind of Leader: Tactics, Strategies and Economic Value Revealed From Top-Performing Business Leaders

Best-selling author and business thought leader Jason Jennings has studied more than 120,000 companies to identify the world's fastest, most productive and best performers. Those organizations and their leaders have in common five traits, which have helped them to prosper in good times and bad. In a motivating keynote address, Jennings discussed how to apply and integrate those same qualities into your own leadership style and be on your way to creating the right culture for competitive advantage.



Jason Jennings
Business Thought Leader
Best-Selling Author

Magic Quadrant Power Session for MDM and Associated Technologies

The Magic Quadrant is one of the most well-read Gartner documents, generating some of the highest page views. But how many fall into the trap of viewing it as Cliff Notes for vendor selection? There's more to it than just the leadership quadrant. That was one of the caveats attendees discovered at a highly informative session on how to best understand and use this important business tool when considering a host of solutions for their MDM programs. Attendees came armed with specific queries on tools and technologies pertaining to data integration and data quality as well as customer and product data. Questions ranged from "what type of progress is Microsoft making towards an MDM solution?" to "which vendors are best suited for the public sector?"



Mark Beyer
Vice President
Gartner Research

MDM Excellence Award Finalist Presentations With KraftFoods and BP

There's nothing like a good competition between end-user organizations to get everyone's attention. On Wednesday morning, the MDM Excellence Awards took center stage as its two finalists, KraftFoods' Marcello De Santis and BP's Andy Walker, presented case studies detailing their organizations MDM journey. The Gartner framework, the 7 Building Blocks for MDM Success, provided the criteria used to develop a short list of finalists. But it was conference attendees who had the last word when selecting this year's winner—KraftFoods.



Ted Friedman
Vice President
Distinguished Analyst
Gartner Research

Town Hall and Conference Wrap-up

Missed your chance to question a Gartner analyst? Attendees made up for lost time at the closing Town Hall session where they picked the brain of the conference team in a lively Q&A. What was on the mind of your colleagues in the event's closing hour: how to create dedicated resources around stewardship and governance; will MDM management teams be the wave of the future; and when it comes to implementing an MDM program, is it best to start small but think big?

Get the complete story

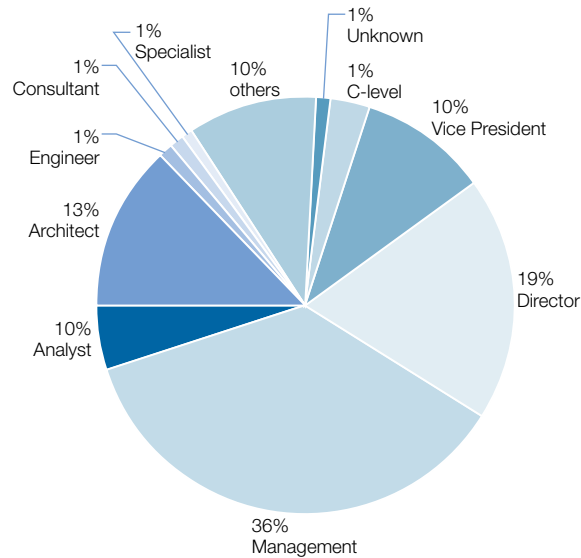
Tune into all the keynote addresses when you purchase Events on Demand, the multimedia offering that includes access to slides and audio for each conference session. E-mail eventsondemand@gartner.com for more info.

Attendee snapshot

Who participated in the 2009 conference?

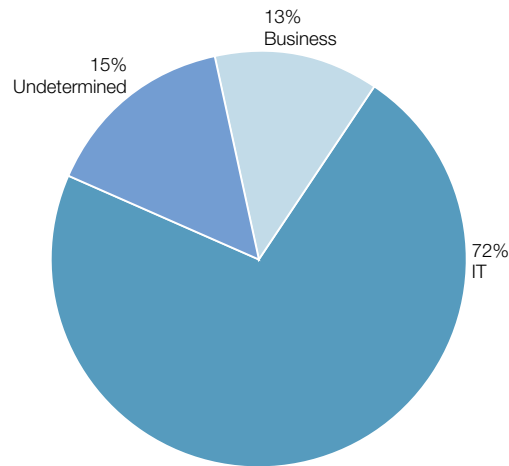
More than 300 IT and business executives representing a variety of industries attended the 2009 Gartner Master Data Management Summit. The audience included:

Job Level

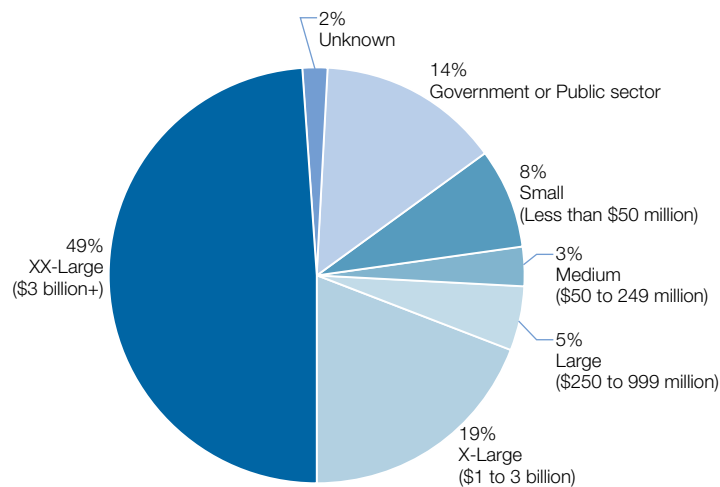


88% of attendees would recommend this event to a colleague.

Audience Make up



Company Size



Thank you to our 2009 Gartner Master Data Management Summit sponsors!

Throughout the summit, the show floor was buzzing with activity as attendees met with solution providers to discuss the latest innovations, services and product offerings. Many thanks to our sponsors for helping make the 2009 Gartner Master Data Management Summit an outstanding educational experience for everyone involved.

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