

MDM & DATA GOVERNANCE SUMMIT SINGAPORE 2011

15-16 November 2011, Marina Bay Sands, Singapore

- MASTER DATA MANAGEMENT ● ENTERPRISE INFORMATION INTEGRATION AND ARCHITECTURE
- DATA QUALITY & GOVERNANCE ● CUSTOMER & PRODUCT DATA INTEGRATION ● SOA

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Enterprise IQ and the MDM Institute are proud to present the 2nd Annual MDM & DATA GOVERNANCE SUMMIT SINGAPORE. This is South East Asia's premier event dedicated specifically to Master Data Management, Data Governance & Data Quality.

- Discover how to increase your company's ability to recover from the Global Financial Crisis
- Gain practical, real-world insights that will help you "master your master & reference data" from a non-biased, vendor neutral perspective
- Confirm how an IT organisation gets started...and how it sells MDM & Data Governance to the business
- Create an action plan to establish an effective Data Governance programme
- Determine the most successful best practices for creating the enterprise single view and how to decide to build, buy or extend an MDM solution

PLUS – Don't miss the separately bookable full-day pre-Summit workshop: "MDM Master Class: Turning Your Information into a Corporate Asset"



FEATURING INTERNATIONAL KEYNOTE PRESENTATIONS FROM:

-  AARON ZORNES *Chief Research Officer*
THE MDM INSTITUTE (USA)
-  RAM KUMAR *CTO & CIO Asia*
INSURANCE AUSTRALIA GROUP
-  AJAY KUMAR DHIR *Executive Director & Group CIO*
LANCO INFRATECH LIMITED (INDIA)
-  SANJAY PATEL *Executive Director APJ, Shared Business Services*
MERCK & CO., INC (New York)
-  GLENN GOODMAN *Head of Global Data Quality*
ANZ BANK (Australia)
-  NAVIN SHARMA *Global Portfolio Director, Data Management Solutions*
PITNEY BOWES BUSINESS INSIGHT (USA)
-  KELVIN LOOI *Worldwide IBM Tiger Sales Team*
IBM (Canada)
-  DAE-JUN (DJ) KIM *Senior Director MDM – APAC & Japan*
INFORMATICA (Singapore)
-  ED WRAZEN *VP Marketing International*
TRILLIUM SOFTWARE (UK)
-  HISH FERNANDO *Managing Director*
PLATON (AUSTRALIA)
-  THOMAS RUHL *Director MDM Solution Management*
SAP GLOBAL (Germany)
-  CALVIN POONG *MDM Lead, Solution & Development*
SAP APJ (Singapore)
-  DILEEP SRINIVASAN *Vice President – Customer Solutions Practice*
COGNIZANT TECHNOLOGY SOLUTIONS (USA)

WITH REAL WORLD PRACTITIONER INSIGHTS FROM:

- ANZ BANK (Australia)
- AXIS CAPITAL (Singapore)
- MINISTRY OF HEALTH HOLDINGS (Singapore)
- SINGTEL (Singapore)
- CREDIT SUISSE (Singapore)
- RBS GROUP (Singapore)
- MATERIAL CATALOGUES (Malaysia)
- INTEGRATED HEALTH INFORMATION SYSTEMS (Singapore)
- DSM ENGINEERING PLASTICS (Singapore)
- FINANCIAL SERVICES INDUSTRY (Singapore)
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<p>0815 - 0900 EVENT REGISTRATION</p> <p>0900 - 1000 SESSION ONE – INTERNATIONAL KEYNOTE PRESENTATION MDM: THE NEXT DECADE - GO EARLY, GO GOVERNANCE Enterprise-level master data governance that spans the entire master data lifecycle (creation, promotion, archiving, . . .) is extremely difficult to execute for both organisational and technical issues. Yet increasingly this is being mandated as a core deliverable of most large-scale MDM projects. Through 2011-12, both major systems integrators and boutique consultancies will focus on “productising” their data governance frameworks / methodologies while MDM software providers struggle to link upstream data governance processes with downstream MDM hubs. By 2012, all mega vendor MDM solutions will evolve from “passive aggressive data governance” mode to “active data governance” wherein they provide the capabilities to capture business rules, which in turn are propagated into an MDM hub. This keynote will focus on a set of strategic planning assumptions facing IT organisations during 2011-12 and beyond by highlighting strategies for: • Kick starting “master data governance” as a prerequisite to phase 1 MDM programs • Partnering with service providers to get to the next level of data governance maturity • Planning for the next generation of MDM and data governance capabilities to provide “total” party view – semantic databases, deep web search, etc. AARON ZORNES Chief Research Officer THE MDM INSTITUTE (USA)</p> <p>1000 - 1040 SESSION TWO – INTERNATIONAL KEYNOTE PRESENTATION THINKING BEYOND THE “SINGLE CUSTOMER VIEW”...FUTURE-PROOFING YOUR MDM INITIATIVES TO MANAGE SPHERES OF INFLUENCE Every day, 2.5 quintillion bytes of data are created – so much that 90% of the data in the world today has been created in the last two years alone. Social media adds to the constantly growing information streams. Understanding your customer’s social networks is critical when you consider recent studies, which state that 83% of consumers are likely to rely on peer advice when making purchase decisions. What is clear is that social networks have leapfrogged traditional marketing channels in shaping purchasing decisions. Equally important is that this torrent of Big Data can serve to mask potential criminal behaviour, such as Money Laundering and Fraud (i.e., Healthcare and Insurance claims and credit card). These activities are largely driven by a complex network of entities looking to de-fraud organisations. What’s common is that this complex web of obvious and not-so obvious relationships have not been managed or understood in order to more effectively drive opportunities and mitigate risk across the enterprise. In this session you will learn about the importance of managing beyond a single customer view to managing complex customer networks and hierarchies, spheres of influence, while avoiding costly investments in technologies that are inflexible, data modeling-intensive and worse yet, may be outdated within a few years. NAVIN SHARMA Global Portfolio Director, Data Management Solutions PITNEY BOWES BUSINESS INSIGHT (USA)</p> <p>1040 - 1105 MORNING REFRESHMENTS</p> <p>1105 - 1145 SESSION THREE – KEYNOTE PRESENTATION GET ON THE FAST TRACK TO MAXIMISING CUSTOMER VALUE What’s the secret to growing revenue, increasing profits, improving operational efficiencies, and reducing costs? It’s all about the customer. Your company needs a single, complete, and trusted view of its customers. But most customer and prospect data is incomplete and inconsistent. It’s stored in multiple systems located both on premise and in the cloud. Each hour your customer-facing teams spend trying to piece together fragments of customer data stored in disconnected applications is one hour less they spend on customer engagement! In this session, Informatica’s DJ Kim, will share invaluable insights on how to: • Empower your customer-facing teams by creating a single, complete, and trusted view of customer data • Construct a complete view of customer relationships—one that takes into account all products or services your customers own, their household/ account relationships, and all interactions they’ve had with your company, such as with your support, sales, billing departments • Adopt MDM, data quality, and data integration best practices that help you create a single customer view and deliver tangible business results DAE-JUN (DJ) KIM Senior Director, Master Data Management - APAC & JAPAN INFORMATICA (Singapore)</p> <p>1145 - 1225 SESSION FOUR – INTERNATIONAL KEYNOTE PRESENTATION THE JOURNEY TOWARDS IMPLEMENTING MULTI-DOMAIN MDM In the most recent Global CIO Study conducted by IBM, “Insight and Intelligence” was identified by the vast majority of the 3,000 CIOs polled, as the top focus area to help their organisations’ strategy over the next three to five years. When asked how they will translate data into intelligence, roughly two-thirds of the CIOs cited MDM as their top choice – the highest amongst all the tools mentioned. MDM was not even cited in a similar study just two years earlier. MDM moment has finally arrived! For many early adopters, MDM project was difficult and was about mastering single data domain. For example, customer domain for enterprise-CIF and product domain for centralised product catalog projects. MDM projects do not need to be difficult. Advanced adopters have moved on to leverage MDM to manage multiple data domains. Learn from past experiences on what is multi-domain MDM and how to simplify implementation approach to ensure a successful MDM project. Learn how to use MDM to optimise the ability to gain insight and intelligence from disparate data sources to help your organisation’s strategy. Kelvin Looi Worldwide IBM Tiger Team Sales Leader IBM (Canada)</p>	<p>1225 - 1305 SESSION FIVE – INTERNATIONAL KEYNOTE PRESENTATION MANAGE INFORMATION AS A STRATEGIC ASSET: MASTER DATA GOVERNANCE TO THE RESCUE! “MDM is one of the pillars of our corporate success”, a quote from our customer. On your journey to data success, SAP will share our vision for managing your information as a strategic asset. We will highlight key solutions in our Enterprise Information Management portfolio that you can leverage as you build your Information Governance program. You will also hear case studies of our customers from Asia and North America that have successfully deployed their EIM initiatives. THOMAS RUHL Director, MDM Solution Management SAP GLOBAL (Germany) CALVIN POONG Head of Enterprise Information Management SAP APJ (Singapore)</p> <p>1305 - 1350 LUNCH</p> <p>1350 - 1450 SESSION SIX – GLOBAL AWARD WINNING CASE STUDY CREATING AN INFORMATION MANAGEMENT CULTURE-DRIVEN ORGANISATION - A CASE STUDY OF A P&C INSURER This case study demonstrates how a Green fields P&C organisation started its operations by undergoing transformation from being process and technology driven to becoming an information management-centric culture driven organisation. This extended Case Study presentation will be useful to organisations that are struggling to figure out where, when and how to start introducing a data governance program. It also discusses about all the strategies that need to be considered when developing an IM culture in the organisation and this includes DQ, MDM, Data Governance and BI. RAM KUMAR CTO & CIO Asia INSURANCE AUSTRALIA GROUP <i>This project was the winner of the prestigious “Enterprise Architecture Global Award 2011”.</i></p> <p>1450 - 1530 SESSION SEVEN – INTERNATIONAL KEYNOTE HOW TO AVOID FAILING YOUR MASTER DATA MANAGEMENT PROJECTS Many companies in the past have had unsuccessful Master Data Management projects, and the business has failed to realise the expected benefits. The patterns as to why they have been unsuccessful however, have been relatively consistent. It is the same story and the same symptoms that reappear time and time again. And this is usually compounded by Senior Management who don’t quite understand the value of improving Data Quality, establishing and maintaining Data Governance, or generally improving the state of Master Data. And why should they? That is of course, unless you can tie it to some business value and demonstrate the benefits. This presentation will explore what you can do and how you can make a subject as dull as Master Data a top priority for senior management. We’ll draw upon the experience from global organisations such as Thomson Reuters, ANZ Bank, Santander Bank, WorkSafe, Monash University and some of the best (and worst) client case studies and MDM practitioners out there. HISH FERNANDO Managing Director PLATON (AUSTRALIA & APAC) GLENN GOODMAN Head of Global Data Quality ANZ BANK (Australia)</p> <p>1530 - 1600 AFTERNOON REFRESHMENTS</p> <p>1600 - 1700 SESSION EIGHT – INTERACTIVE PANEL DISCUSSION SESSION THE BUSINESS OF MDM & DATA GOVERNANCE Master Data Management is fast becoming a must-have capability for organisations across the business spectrum. The Global Financial Crisis and ongoing economic uncertainty is forcing many companies to focus on MDM because of its ability to improve compliance management and minimise risk. Now as the rest of the world looks to Asia to be the engine of global growth, smart SEA enterprises are turning to Master Data Management to create the single customer and product view. This focus on MDM is helping smart managers reveal and capitalise on new business opportunities, reduce costs, improve management oversight and ensure better decision making that helps give them a competitive and strategic edge over their competition. This session will look at the big picture for MDM. Our panel of expert practitioners will discuss: • Building the business case: - What can you expect to achieve with MDM? - What are the bottom-line benefits? - How do you capture the attention of C-Level Executives? - How do you enlist the broader support of the business? - How do you manage expectations? • Testing the waters: - How do you assess the benefits and risks of MDM for your organisation? • Strategic considerations: Moderator: AARON ZORNES Chief Research Officer MDM INSTITUTE (USA) Panellists: RAM KUMAR CTO & CIO Asia INSURANCE AUSTRALIA GROUP (AUST) AJAY KUMAR DHIR Group CIO LANCO INFRATECH LIMITED (INDIA) SHANNON MURPHY CTO AXIS CAPITAL (SINGAPORE) VINAY BADIGAR Experienced MDM, BI & Data Architecture Executive FINANCIAL SERVICES INDUSTRY (SINGAPORE)</p>
	<p>1700 - 1830 Closing remarks from the Chair and networking drinks sponsored by</p>



0820 - 0920	NETWORKING BREAKFAST HOSTED BY 	1330 - 1410	SESSION FIVE – INTERNATIONAL KEYNOTE CASE STUDY SANJAY PATEL Executive Director APJ, Shared Business Services MERCK & CO., INC (New York)
0920 - 1020	SESSION ONE – INTERNATIONAL KEYNOTE PRESENTATION PRODUCT EVALUATION CRITERIA & FIELD REPORTS FOR "TOP 15" MDM SOLUTIONS Evaluating MDM solutions is comparable to purchasing your first home - too many new variables, lack of transparency in the pricing, and high-pressure sales tactics. On top of this flux, IT executives have to contend with the marketing dogma of ongoing "stack wars" amongst the mega vendors. To cope during 2011-12, most large enterprises will focus on MDM by deploying a 3rd generation database-centric hub to deliver a panoramic customer /citizen/supplier view across multiple channels, business lines, and heterogeneous IT environments. Other "type A" organisations will undertake phase two of their MDM programs to either go enterprise wide with a single master entity (customer, product, or supplier) or endeavor to go "multi-entity" by adding a second master data domain to the scope. This session will focus on the "why" and "how" of MDM technical evaluations for both scenarios by providing insight into: <ul style="list-style-type: none"> Understanding the pros and cons of the dominant architectural models and evaluation criteria - e.g. , pro-active data governance, identity resolution, hierarchy management, scalability, etc. Assessing the vendor landscape - e.g. , registry, data hub, ultra-hub, EAI/EII, portals, SOA-based web services, data service provider, etc. Applying a rigorous methodology to MDM product evaluations for both mega vendor solutions (IBM MDM Server, Informatica MDM, Microsoft Master Data Services, Oracle MDM, SAP MDM) and more pure play (DataFlux, IBI MD Center, Kalido, Software AG, Stibo, Teradata, TIBCO) AARON ZORNES Chief Research Officer THE MDM INSTITUTE (USA)	1410 - 1450	SESSION SIX – INTERNATIONAL KEYNOTE PRESENTATION CUSTOMER-IN-THE-CLOUD - AN EFFECTIVE WAY TO MANAGE YOUR DATA IN THE CLOUD Economics, simplicity and the ability to address core business concerns have made the cloud revolution an effective strategy for modern enterprises. Master data management initiatives have not had the tools to leverage these advantages until now. Through today's session you will learn about how Cloud can be adopted for MDM providing cost advantages using Cognizant's unique and flexible solution array that enable Master Data Management in the cloud. You will also understand; <ul style="list-style-type: none"> The criteria for utilising 'customer-in-the-cloud' for your enterprise master data needs Details on the multiple cloud enabled master data solutions that Cognizant has to offer. DILEEP SRINIVASAN Vice President – Customer Solutions Practice COGNIZANT TECHNOLOGY SOLUTIONS
1020 - 1100	SESSION TWO – INTERNATIONAL KEYNOTE PRESENTATION A CIO'S PERSPECTIVE OF ENTERPRISE DATA GOVERNANCE Enterprise Data Governance is a fundamental issue for all large enterprises and a major priority for C-Level executives. Successful EDG requires enterprises to actively invest in people, processes and a suite of technologies that support end-to-end data management activities. Coupled with this are issues of data stewardship, data quality, information management and cultural considerations – all of which are crucial to achieving Data Governance success. The pressure is on CIOs to provide the leadership required to drive home the importance of Enterprise Data Governance throughout the organisation – both up to the CEO and the board, as well as out to all of the creators and consumers of data within the organisation. In this session, one of the world's most renowned CIOs will share his thoughts on the growing importance of Data Governance and provide some insights into the critical success factors for delivering an effective enterprise data governance framework. AJAY KUMAR DHIR Executive Director & Group CIO LANCO INFRATECH LIMITED (India)	1450 - 1515	AFTERNOON REFRESHMENTS
1100 - 1125	MORNING REFRESHMENTS	1515 - 1555	SESSION SEVEN – CASE STUDY SESSION KEEPING THE TARGET OPERATING MODEL RELEVANT FOR USERS <i>"MDM is more than maintaining a central repository of master data. The shared reference model should provide a resilient, adaptive blueprint to sustain high performance and value over time"</i> Dan Power The challenge of MDM cannot be resolved simply through technological means. A successful strategy for master reference data must take into account human, process and organisational considerations, as well as technical. In companies operating across diverse geographic regions, this challenge becomes even greater, requiring resolution of cross border integration & migration, relationship management, business liaison and authentication factors. In this session, Dominic will discuss ways of keeping the target operating model relevant for users. <ul style="list-style-type: none"> The Reference Data strategy and operating model Addressing the old challenges Addressing the new and emerging challenges Preliminary Conclusions DOMINIC GEE Regional Head of Reference Data – APAC RBS GROUP (Singapore)
1125 - 1205	SESSION THREE – INTERNATIONAL KEYNOTE PRESENTATION KEY DATA QUALITY STEPS TO ENSURE MDM & DATA GOVERNANCE SUCCESS The aim of a master data management programme is to deliver a "trusted" source of master data that can be highly leveraged across an organisation or business unit. However, ensuring that master data is accurate, complete and consistent can be challenging across multiple business requirements and functions. To overcome these hurdles, there needs to be a strong focus on the disciplines of data quality and data governance from the start and throughout any MDM project. This session will explore the key steps required to ensure that data quality is addressed. We will examine the tools, techniques and the necessary approach to ensure business participation and the required buy-in to ensure a successful outcome. ED WRAZEN VP Marketing International TRILLIUM SOFTWARE (UK)	1555 - 1655	SESSION EIGHT – INTERACTIVE PANEL CREATING THE SINGLE SOURCE OF TRUTH: HARMONISING DATA ON CUSTOMERS, VENDORS, PRODUCTS, MATERIALS & SERVICES One of the prime motivators driving the adoption of Master Data Management tools and strategies continues to be the quest for a single version of the truth. The quest for achieving a single view of customers, products, materials, accounts or services promises is driven by the need to reduce costs, increase opportunities and minimise risk. Yet it is a quest that is often more difficult to achieve in practice than expected. This is especially the case for diversified or geographically dispersed enterprises, in the wake of mergers or acquisitions or in legacy system-heavy organisations. In this session, our panel of esteemed practitioners will share some insights into their own experiences of creating the single view and some of the lessons learnt. <ul style="list-style-type: none"> Creating a single, accurate version of truth – is it even possible? Considering the human, process and technology challenges Discussing the role of MDM, Data Governance & Data Quality in creating the single view Overcoming legacy data and system issues Moderator: AARON ZORNES Chief Research Officer MDM INSTITUTE (USA) Panellists: SRINI VENKATARAMANI Global Head of Reference Data Strategy & Governance CREDIT SUISSE (Singapore) YORGOS MOSCHOVIS Head of Business Intelligence & Analytics SINGTEL (Singapore) HELMUT FRANKE Data Conversion Specialist, Master Data (Materials, Vendors Services) MATERIAL CATALOGUES (Malaysia) FU YONG PING YANTO Senior Manager, Integration Technology INTEGRATED HEALTH INFORMATION SYSTEMS (Singapore) JOHNNY PHUA CHENG POH Master Data Management Specialist DSM ENGINEERING PLASTICS (Singapore)
1205 - 1245	SESSION FOUR – CASE STUDY SINGAPORE'S WORLD LEADING NATIONAL ELECTRONIC HEALTH RECORD (NEHR) SYSTEM – DELIVERING THE SINGLE PATIENT, SINGLE RECORD VISION On Sunday, 26 June 2011, the Singapore National Electronic Health Record (NEHR) achieved the project milestone of Full Business Go-Live. This milestone meant the NEHR was ready for deployment to end-users. From an integration perspective, historical data from all contributing patient administration and clinical systems had been loaded into the NEHR repository and real-time interfaces had been established. Given the volume of data and the number of systems involved, this was a significant achievement. In this session, Anthony O'Neill will discuss the challenges involved in this world leading project, including: <ul style="list-style-type: none"> Considering the technological, architectural and human challenges involved in bringing the project together Exploring the role of Master Data Management and Customer Data Integration Keeping the project on track – lessons learnt and hurdles overcome ANTHONY O'NEILL Lead Architect, Solutions & Architecture MINISTRY OF HEALTH HOLDINGS (Singapore) <i>Global Award-Winning Case Study on Singapore's World-Leading NEHR Project</i>	1655 - 1700	SUMMIT CONCLUDES
1245 - 1330	LUNCH		

PRE-SUMMIT WORKSHOP

FULL DAY INTERACTIVE MASTER CLASS

Monday 14th November 2011

VENUE: Level 30, 6 Battery Rd, Raffles Place, Singapore



MASTER DATA MANAGEMENT MASTER CLASS: Turning Your Information Into a Corporate Asset

Workshop Presenter:
HISH FERNANDO Managing Director
PLATON (AUSTRALIA & ASIA PACIFIC)

ABOUT THE COURSE

"70% of Fortune 1000 organisations will use MDM as a disciplined process to achieve consistency in commonly shared business information for compliance, operational efficiency and competitive differentiation purposes." Gartner

The Platon MDM Master Class Course has been designed to help you come to grips with the one of the most crucial issues facing business today. Master Data Management is the practice of ensuring that high quality Master Data is available and being used as a key resource within the organisation. Technology tools will only take you so far. Organisations also need to understand the processes and practices that underpin a successful MDM strategy. Based on real-world case study examples from leading global organisations, and attracting sold out audiences in the Asia Pacific over the past two years, this course will provide you with the fundamental skills and knowledge required to Master your Master Data!

AGENDA

SESSION ONE: Understanding the fundamentals of Master Data Management (MDM)

SESSION TWO: Realising the goals and benefits of MDM to organisations and tips and tactics for building a compelling business case

SESSION THREE: Analysing best practice approaches to MDM & Measuring MDM Maturity

SESSION FOUR: Considerations for constructing the Information Model

SESSION FIVE: Establishing Data Governance & Data Quality Monitoring in your organisation (Evaluating "Top-Down" vs "Bottom-Up Approaches")

SESSION SIX: Planning the approach to a common Master Data Architecture

ABOUT THE COURSE FACILITATOR:

Hish Fernando is a senior MDM practitioner and Director at Platon, Australia. He has a professional focus on delivering business value through Master Data Management, Data Governance and Business Advisory. Over the past few years, Hish has been a significant contributor to the growth of the Master Data Management discipline in the Australian and Asia Pacific markets. Hish is an experienced consultant and has been involved in large MDM projects as a MDM advisor in the banking, transport & logistics, retail and education sector. Most recently, Hish has been heavily involved in contributing to Platon's global MDM maturity white paper by assessing many Australian businesses. Hish is a degree qualified, experienced educator and presenter that conducts regular MDM training sessions for clients in the Asia-Pacific market. At present, he is engaged on a large MDM programme at one of Australia's big 4 banks.

The training will cover some of Platon's case studies and MDM sites including:



