



# MDM SUMMIT SINGAPORE

13-14 October 2010 Furama City Centre, 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 inaugural MDM & Data Governance Summit Singapore – South East Asia’s premier event dedicated specifically to MDM, DQ, CDI, PIM and data governance.

- Discover how to increase your company’s ability to accelerate its rebound out of the financial crisis
- Gain practical real-world insights that will help you “master your master data” from a non-biased and vendor neutral perspective
- Confirm how an IT organisation gets started ... and how IT sells MDM and Data Governance to the business
- Create an action plan to establish an effective Data Governance programme
- Determine the most successful best practices for creating a “single customer view” ... and how to decide to build, buy, or extend an MDM solution

### REAL WORLD INSIGHTS FROM EARLY ADOPTERS:

AXA Nichidan Life (JP); Bank Negara Indonesia (ID); Hanjin Shipping (KR); Hospital Authority of Hong Kong (HK); Kangwon Land (KR); Korean Air (KR); LG Electronics (KR); Ministry of Education (SG); Mitsui Chemical (JP); State Bank of India (IN); Samsung (KR); Tai Kang Life (CN); Taiwan Mobile (TW); and, Toshiba TEC (JP).



### FEATURING INTERNATIONAL KEYNOTE PRESENTATIONS FROM:

- Aaron Zornes *Chief Research Officer*  
**MDM Institute (USA)**
- Michael Collins *Vice President Global Pre-Sales*  
**BackOffice Associates**
- Michael Destein *Director Solutions Marketing*  
**Informatica Corporation (USA)**
- Dileep Srinivasan *AVP MDM*  
**Cognizant Technology Solutions (USA)**
- Kelvin Looi *Worldwide Sales Program Director, MDM*  
**IBM Software Group (Canada)**

### WITH AN INTERACTIVE, BEST-PRACTICE WORKSHOP:

*“Achieving Industry-wide Data Quality: Two Interactive Case Studies”*

- Dr John Brudenell *Joint CEO & Consulting Director*  
**UTelco Systems (Australia)**
- Margaret Dine *Joint CEO & Technical Director*  
**UTelco Systems (Australia)**

### PLUS CASE STUDIES & PRACTICAL INSIGHTS FROM:

- Ian Cook *CIO & SVP APAC*  
**Chubb Insurance Group (Singapore)**
- Don Elliott *Business Information Architect*  
**ANZ Institutional Bank (Australia)**
- Viswa Mohan *Global Data Integration Program Director*  
**Standard Chartered (Singapore)**
- Frank Grasic *Information Management*  
**CIGNA Insurance (Hong Kong)**
- Lalitha Nataraj *Assistant GM, BI Unit*  
**ICICI Bank (India)**
- Mohamad Arif Islam *Head of Customer Data*  
**Celcom Axiata Berhad (Malaysia)**
- Lakshman Venkataraman *Business Manager, Analytics & Reporting*  
**Target (India)**
- Balaji Thiruvengkatachari *Global Head of BI Competency*  
**Mahindra Satyam**
- Suganthi Shivkumar *MD ASEAN & India*  
**Informatica SEA (Singapore)**

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0800 - 0900 REGISTRATION & COFFEE

0900 - 1000 SESSION ONE – INTERNATIONAL KEYNOTE PRESENTATION

**MDM 2.0: The Convergence of MDM and Data 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 large-scale MDM projects. Through 2010-11, 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 2011-12, 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 2010-11 and beyond, by highlighting strategies for:

- Provisioning a substantive amount of "master data governance"
- Partnering with a faithful service provider
- Betting on an odds-on favourite MDM Solution (brand/architecture)

**Aaron Zornes** Chief Research Officer  
**The MDM Institute (San Francisco)**

1000 - 1040 SESSION TWO – INTERNATIONAL KEYNOTE PRESENTATION

**Master Data Management: Noun or Verb?**

Is Master Data Management something you buy or is it a long-term commitment? MDM comes in many forms and each has a different purpose. We will discuss the different forms and purposes of MDM. Do you think MDM should be designed for and used by your IT organisation or is it designed for your Business Users? This is a very important question that we will discuss. Is MDM the same as Data Governance? What form of Data Governance best fits your organisation? Choosing the right Data Governance model depends on many factors. We will discuss those factors and provide guidelines for getting your MDM / Data Governance initiative heading in the right direction.

- MDM: What is MDM and what can it do for your organisation?
- Data Governance: What is Data Governance and what can it do for your organisation?
- Data Governance and MDM together: Which models best fit your organisation?

**Michael Collins** Vice President Global Pre-Sales  
**BackOffice Associates**

1040 - 1110 MORNING REFRESHMENTS & VISIT THE EXHIBITION

1110 - 1150 SESSION THREE – INTERNATIONAL KEYNOTE PRESENTATION

**MDM – Practical Implementation Cases to Optimise Your Business**

IBM Master Data Management (MDM) can effectively manage information to lower marketing and sales costs, increase business revenue and reduce data errors – providing information you can really trust. IBM MDM provides the most complete and robust capabilities. Depending on business needs, the benefits of IBM MDM include:

- **Optimisation** - Provides a complete view of information so you can target tactical projects to gain incremental value and operational efficiencies.
- **Consistency** - Allows you to leverage the entire value chain by aggregating master data from application silos. Delivers a unified, complete, consistent and standardised view of your data.
- **Simplicity** - Reduces complexity by integrating information across applications. Chances are, you have lots of powerful information that is under utilised. It's time to put it to work so you can make better business decisions to optimise your business operation. Learn how major corporations across different business lines have used practical approaches to implemented IBM MDM solution to optimise their business operation.

**Kelvin Looi** Worldwide Sales Program Director, MDM  
**IBM Software Group (Canada)**  
Author of "MDM for Customer Data - Optimising Customer Centric Management of Your Business"

1150 - 1250 SESSION FOUR – INTERACTIVE EXPERT PANEL DISCUSSION

**MDM Business Drivers & Strategic Considerations**

Master Data Management is fast becoming a must-have capability for organisations across the business spectrum. The Global Financial Crisis forced many companies to focus on MDM because of its ability to improve compliance management and minimise risk. But with the world, and particularly the Asia Pacific region starting to emerge from the grip of a global recession, smart enterprises are looking to MDM to help drive business growth, identify opportunities and gain a competitive edge. 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 enlist the 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  
**The MDM Institute (San Francisco)**

**Panelists:**  
**Ian Cook** CIO & SVP Asia Pacific Region  
**Chubb Insurance Group of Companies (Singapore)**

**Viswanathan Mohan** Global Data Integration Program Director  
**Standard Chartered Bank (Singapore)**  
**Balaji Thiruvengkatahari** Global Head of BI Competency  
**Mahindra Satyam**

1250 - 1350 LUNCH

1350 - 1430 SESSION FIVE – INTERNATIONAL KEYNOTE PRESENTATION

**MDM: The Cornerstone of Data Governance**

As more organisations realise that data is an enterprise asset, the realisation that data is not managed as asset is becoming apparent. Organisations that take an approach of proactive data governance and the use of enterprise data policies, key performance indicators, and data quality monitoring are enjoying the benefits of improved operational efficiency, better customer insight, and increased agility. One of the key technology enablers of data governance is a centralised master data management hub. This session will discuss why MDM is important to a data governance initiative and how Informatica MDM uniquely rises to the challenges you will face.

**Michael Destein** Director, Solutions Marketing - Data Quality Product Division  
**Informatica Corporation (USA)**

1430 - 1510 SESSION SIX – INTERNATIONAL KEYNOTE PRESENTATION

**Creating a Robust Master Data Program Using Important Lessons Learnt**

MDM initiatives can be highly effective but need to overcome perceptions of complexity and hesitation around cost and time to ROI. Combine this with the traditional challenges in establishing discipline and management around information, the recipe is right for a perfect storm. Among the many quick start solutions in Cognizant's arsenal, MDM-in-a-Box is widely recognised for its ability to lower costs and dramatically reduce implementation timelines; delivering greater business justification and support for ongoing MDM deployments. In this session, Dileep will talk about the three critical factors in establishing successful master data initiatives and will demonstrate these through a number of industry specific MDM-in-a-Box modules. The key critical factors that he will discuss are:

- Establishing a master data strategy and identifying the business value proposition
- Creating a data governance organisation and identifying success criteria
- Deploying an implementation model that will be sensitive to time as well as cost

**Dileep Srinivasan** AVP MDM  
**Cognizant Technology Solutions (USA)**

1510 - 1540 AFTERNOON REFRESHMENTS & VISIT THE EXHIBITION

1540 - 1710 SESSION SEVEN – EXTENDED INTERACTIVE FOCUS SESSION

**Achieving Industry-wide Data Quality: Two Interactive Case Studies**

It's difficult enough to integrate data among the many disparate applications within an enterprise, let alone achieve Enterprise-wide Data Quality. This Case Study session will demonstrate how UTelco Systems has achieved both the highest level of data quality within an enterprise and across an industry. The first case study will outline the approach used in achieving this highest level of data quality and how it can be applied within your own particular organisation and industry. The session will describe the outcomes that have been achieved and the importance of Master Data Management across an enterprise and industry as the basis of these outcomes. This Case Study will cover our world leading real-time Mobile Number Portability industry-wide implementation and how the poor data quality identified on day one across the industry (60% non-compliance with industry KPIs) was transformed into more than 98% industry KPIs compliance.

The second case study will outline the approach used in achieving this highest level of data quality within a package environment in implementing an ERP system. It will show how it can be applied within your own particular organisation and in particular, address the added complexity of an ERP implementation across a number of acquired organisations at the same time. This Case Study addresses the need to manage both Product and Customer Master Data outside of the package implementations and how it simplifies the customisation requirements of those packages. Any ERP implementation requires the master data to be managed outside of the package. These Master Data solutions are re-used in the Business Intelligence (BI) solution with zero additional costs. Typically variations and specialisations revolve around these Master Data. All master data being managed centrally addresses common issues associated with the quality of the data providing auditability and traceability. This Case Study shows the reduction in overall program risks and costs as the approach enables rationalisation and optimisation of applications earlier than could otherwise be realised.

The format of the workshop will be as follows:

- Setting the Scene
- Case Studies Walkthrough
- Interactive Session
- Conclusion / Questions

**Dr John Brudenell** Joint CEO & Consulting Director  
**Margaret Dine** Joint CEO & Technical Director  
**UTelco Systems**

1710 - 1900 COCKTAIL RECEPTION SPONSORED BY



0830 - 0900 COFFEE & REFRESHMENTS

0900 - 1030 **SESSION ONE – INTERACTIVE EXTENDED FOCUS SESSION**

**Master Data Management Bootcamp**

Here's an excellent opportunity to improve your success as an enterprise/ data/solutions architect or other IT professional embarking upon your first MDM initiative. During this fast-paced tutorial, you'll learn the best practices every IT professional must know to fast-track success and minimize risk. This is your pre-conference opportunity to ask the questions and set your own personalized agenda to maximize your MDM San Francisco Summit 2010 experience. Combining presentations, moderated discussions, and case studies, the MDM Boot Camp's proven agenda is practical, personal, and uniquely tailored to the needs of the participants. Aaron will share real world insights into:

- Establishing key MDM solution strategic planning assumptions in a rapidly churning market
- Determining MDM evaluation criteria & weighting – architectures, data models, SOA, identity management, etc.
- Leveraging case studies as templates for "out of box" MDM strategising

**Aaron Zornes** Chief Research Officer **The MDM Institute (San Francisco)**

1030 - 1100 MORNING REFRESHMENTS & VISIT THE EXHIBITION

1100 - 1140 **SESSION TWO – KEYNOTE PRESENTATION**

**Manage Information as a Strategic Asset: Master Data Governance to the Rescue!**

Effective Master Data Management is critical for any enterprise application or Business Intelligence initiative. But implementing an effective Master Data Management program isn't easy without data governance. Master data governance goes beyond ensuring access to high-quality master data. It also creates and enforces processes, policies and procedures for the business use and technical management of data across the entire organisation, even during organisational change. Please join SAP to learn more about how the leading companies in the world are implementing their Master data governance programs and leveraging SAP solutions to deliver value to their business. Through case studies and best practices from best run companies, this session explains how you can:

- Understand what data assets you have and how they are being used; Deliver trusted information repeatable and reliably at the right form, and to the right place at the right time; Consolidate diverse master data landscapes and increase trust and reliability in information
- Implement a repeatable process to manage the use, quality, and lifecycle of information; Implement an organisational change strategy, business process management to support successful data governance
- Understand how you could leverage SAP's MDM portfolio to deliver a effective master data management and governance programs

**Paul Marriott** VP EIM & Platform  
**Calvin Poong** Manager, EIM  
**SAP Asia Pacific & Japan**

1140 - 1240 **SESSION THREE – INTERACTIVE EXPERTS PANEL DISCUSSION**

**MDM Roadmap – charting a path to success**

- First things first – early stage project planning
- Tips and techniques for successful vendor selection, proof-of-concept initiatives, managing the business and architectural impacts
- Keeping it on track – how to ensure that your MDM initiative delivers real business benefits
- Developing a roadmap - how do you identify and plot the key steps in the roadmap? How do you keep the initiative on track?
- The secrets of my success - what are the key make or break factors for MDM project success?

**Moderator:**  
**Aaron Zornes** Chief Research Officer **The MDM Institute**

**Panellists:**  
**Mohamad Ariful Islam** Head of Customer Data **Celcom Axiata Berhad**  
**Frank Grasic** Information Management **CIGNA Insurance (Hong Kong)**  
**Suganthi Shivkumar** MD ASEAN & India **Informatica S.E.A (Singapore)**

1240 - 1340 LUNCH

1340 - 1420 **SESSION FOUR – INTERNATIONAL CASE STUDY**

**Building a Business Case for Master Data Management in the world of Banking**

Most banks around the world are facing a similar challenge when it comes to their information: There is no practice for the professional management of high quality Master Data, despite it being a major part of the business. In most cases there is not even a plan in place to tackle this issue. Yet companies survive, operate and produce their services to their customers, but when there is a disconnect between a business strategy and the means required to support it, business people can be faced with significant, avoidable workloads. In other words, it is possible to discover an opportunity to build a business case for better managing Master Data. There are many reasons why senior management generally turn a deaf ear when discussing funding and backing for data governance or data quality improvements. These may include being fed the wrong arguments, inexperience, traditions or simply the complexity of the challenges faced. But you can change that. This talk will explore what one can do about it, and make Master Data a top priority for senior management. We'll draw upon the experience of Platon's global banking organizations such as **Swedbank, Nordea, ANZ Bank, Saxo Bank, National Australia Bank** and the many other Banks that the presenters have worked on directly.  
**Don Elliott** Business Information Architect **ANZ Institutional Bank**  
**Calvin Farmer** VP Consulting **Platon**

1420 - 1500 **SESSION FIVE– INTERACTIVE EXPERTS PANEL DISCUSSION**

**The convergence of MDM and Data Governance – managing the data deluge**

Whilst companies are collecting more data than ever before and linking systems more efficiently and effectively in search of "a single version of the truth", most CIOs still admit that their data are of poor quality, and business managers often don't fully trust the integrity of their decision making information. The growth of MDM, PIM, BI and DQ tools are helping bring order to the chaos, but human considerations and organising principles are equally important. In this session, our panellists will discuss the challenges involved in managing the data deluge within their own organisations and share insights on how they are incorporating technological tools with their enterprise-wide data governance practices.

- Data Governance in the Big Data Age – how do you align people, processes and technology as part of an enterprise-wide data governance program
- Working with the owners and users of the Data to improve quality – raising awareness, appointing stewards, communicating to the broader enterprise
- Discussing the importance of Master Reference Data for enabling Data Governance
- Data Governance pitfalls – what are they and how do you avoid them?

**Moderator:**  
**Aaron Zornes** Chief Research Officer **The MDM Institute (San Francisco)**

**Panellists:**  
**Lakshman Venkataraman** Business Manager, Analytics & Reporting **Target (India)**  
**Lalitha Nataraj** Assistant GM, BI Unit **ICICI Bank (India)**  
**Boon Lye Lee** Independent Consultant, former Group IT Director **HiSoft (China)**

1500 - 1530 AFTERNOON REFRESHMENTS & VISIT THE EXHIBITION

1530 - 1700 **SESSION SIX – INTERACTIVE WORKSHOP SESSION**

**Creating the "Single Version of the Customer"**

Customer Insight is a primary aim for any company and a fundamental basis for delivering good Customer Care, which definitely translates into a better Customer Experience. Customer Centricity is still seen as "the missing mission yet to come". Customer Care & Insight is the means to another dimension in proactively attending to customer needs. In summary, traditional CRM cares about how to find out the best leads for a new marketing campaign, and BI goes deep in modelling and predicting new customer needs and behaviour for other x-sell and up-sell offers. Both of them rely on past historical data and other gathered data that qualifies our customers. The next phase of customer service delivery will be largely based on current life events, which determine the type of product they will require. In order to deliver a personalised approach, tailored to customer needs, we utilise the extended capabilities of our Customer Master Data Repository to help build a single version of the customer, and keep track of relevant customer interactions, alerts or events across multiple channels. We are sure this is a breakthrough in getting a brand new kind of "CRM on line."

These characteristics are in addition to the 360° customer view (which includes single customer view) benefits. Data held in the repository can be re-used and channelled to front-line staff where it can offer valuable intelligence and insight, leading to more informed conversations and cross-selling opportunities.

This session will demonstrate how IBM MDM achieves the "Single version of customer", develop a product and offer catalogue and reducing time to market of new offers and services.

**Workshop Presenter:**  
**Manish Shah** Principal Consultant & Application Architect  
**IBM Software Group (Singapore)**

1700 **CLOSING REMARKS FROM THE CHAIR - SUMMIT CONCLUDES**

**WHO SHOULD ATTEND**

- **Enterprise Architects, Solution Architects, Data Architects, Chief Technology Officers (CTOs) & Chief Information Officers (CIOs)** responsible for translating business strategic vision into pragmatic IT delivery programs. Decision makers who are responsible for exploring and implementing both tactical and strategic MDM solutions. Professionals who need to understand how MDM solutions can fit into an existing data integration framework or services-oriented architecture (SOA).
- **Senior Business Strategists, Chief Operating Officers (COOs), & Line-of-Business Managers** charged with deploying competitive differentiating technologies to dramatically increase customer service levels, reduce operational costs, and increase marketing effectiveness. Business executives and managers needing to improve the quality, consistency, and completeness of data-driven applications for which they are responsible.
- **MDM or Data Governance Project & Program Managers, Data Stewards, Data Quality Managers, & IT Implementers** responsible for increasing the value and effective of master data such as customer, product, supplier, and pricing.
- **VPs & Directors of Sales/ Marketing Analytics, VPs for Customer Experience, VPs for Customer Service, VPs for Business Intelligence, & Customer Contact Center Directors/ Managers.** Senior-level managers charged with standardizing customer and other reference data across multiple enterprise applications.
- **Directors of Customer Analytics, Business Intelligence Program Managers, & Data Warehousing Program Managers.** Those responsible for incorporating MDM programs into the framework of their overall BI initiatives.

Organisation

Address

State

Postcode

Contact Name

Signature

Email Address

Phone

Fax

**ATTENDEE DETAILS**

|            | Name | Title | Email |
|------------|------|-------|-------|
| Attendee 1 |      |       |       |
| Attendee 2 |      |       |       |
| Attendee 3 |      |       |       |
| Attendee 4 |      |       |       |

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**Singapore 059804**

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