TDWI EXECUTIVE FORUM

Master Data, Quality, and Governance

San Diego, CA // September 22–23, 2014

Don't miss this opportunity!

The TDWI Executive Forum features presentations from a variety of executives and practitioners who have done the work themselves and have real-life stories and insights to share. Attendees will learn the best practices and pitfalls of MDM, DQ, and DG from industry experts who have "been there and done that" successfully.

// **Use** MDM, DQ, and DG to improve the consistency, quality, and compliance of data for mission-critical applications

// **Gain** MDM, DQ, and DG know-how from industry thought leaders who can share lessons learned and accurately assess the current and future direction of the market

// **Meet** representatives from leading and emerging vendor firms

EARLY REGISTRATION DISCOUNT

Register by August 22 and save $130
Use priority code EXEC2

tdwi.org/SD2014/FORUM

tdwi
THE DATA WAREHOUSING INSTITUTE

TDWI EXECUTIVE FORUM

SOLUTIONS FOR CONSISTENT, CLEAN, AND COMPLIANT DATA

Master data management (MDM), data quality (DQ), and data governance (DG) are among the most widely adopted data management disciplines of recent years. That's because all three are critical success factors for important business activities, such as business intelligence, 360-degree views of customers, operational excellence, supply chain optimization, regulatory reporting, compliance, mergers and acquisitions, and treating data as an enterprise asset. Master data, quality, and governance will become increasingly mission critical as more and more organizations compete via consistent, clean, and compliant data.

At the TDWI Executive Forum on Master Data, Quality, and Governance, attendees will gain strategic, expert guidance for initiating and growing implementations and programs for MDM, DQ, and DG. Successful organizations use all three of these data management disciplines, so this conference will stress how to coordinate them for the greatest business value. Through expert sessions and case studies, attendees will take away valuable, actionable lessons about master data, quality, and governance.

Open to Qualified Attendees

The TDWI Executive Forum is an interactive, knowledge-sharing event geared to senior business and technology leaders who approve or recommend MDM, DQ, or DG solutions and are planning a new project or upgrade. It is developed specifically for executives, managers, CIOs, CTOs, BI directors, and sponsors like you who own, shape, and influence their organizations' MDM, DQ, and DG initiatives.

Perspectives from Industry Experts

The TDWI Executive Forum features presentations from a variety of executives and practitioners who have done the work themselves and have real-life stories and insights to share. Attendees will learn the best practices and pitfalls of MDM, DQ, and DG from industry experts who have "been there and done that" successfully.

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What You'll Learn

At the Executive Forum, you will learn to use MDM, DQ, and DG to improve the consistency, quality, and compliance of data driving your customer-facing and other mission-critical applications. You will also:

- Hear from early adopters with real-life stories to share
- Gain MDM, DQ, and DG know-how from industry thought leaders who can share lessons learned and accurately assess the current and future direction of the market
- Meet representatives from leading and emerging vendor firms

The TDWI Difference

TDWI has a 19-year track record of providing in-depth, high-quality education, training, and research to the BI community. We've built our reputation on delivering objective, vendor-neutral advice to business and IT professionals who must deliver results quickly. The TDWI Executive Forum continues this tradition by offering superb content in an interactive setting for an executive audience, all of which is designed to maximize your time out of the office. So why wait? Register for the Executive Forum today!

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TDWI EXECUTIVE FORUM

AGENDA

MONDAY, SEPTEMBER 22, 2014

9:00 am	**Welcome to the Executive Forum** Philip Russom, Director of Research for Data Management, TDWI; David Loshin, President, Knowledge Integrity, Inc.
9:15 am	**Keynote: Why You Should Coordinate MDM, DQ, and DG (MDQG)** Philip Russom, Director of Research for Data Management, TDWI
9:45 am	**Case Study: Keeping Global Workforces and Operations Safe by Managing Data Better** Rich Murnane, Director of Enterprise Data Operations & Data Architect, iJET
10:30 am	**BREAK**
10:45 am	**Case Study: Dovetailing Master Data Management and Enterprise Data Quality: Rapidly Enabling Harmonized High-Quality Information Insights** John Poonnen, Vice President, Product Management, Community Care of North Carolina
11:30 am	**SAS PREMIER PRESENTATION**
11:50 pm	**Sponsor Introductions**
12:00 pm	**Peer Networking Lunch**
1:30 pm	**Case Study: Enterprise Data Governance Implementation Success** Jeff Monica, Data Governance Officer, Board of Governors of the Federal Reserve System
2:25 pm	**LIAISON PREMIER PRESENTATION**
2:45 pm	**BREAK**
3:00 pm	**Sponsor Panel: MDM Evolving: What's New? What's Next?** Featuring Sponsor Representatives, moderated by Philip Russom, TDWI
4:00 pm	**Expert Speaker: Justifying and Implementing Master Data Management for the Enterprise** William McKnight, President, McKnight Consulting Group
5:00 pm	**Peer Networking Reception**

TUESDAY, SEPTEMBER 23, 2014

8:00 am	**Keynote: Unmasking Obscurity: The Challenges of Resolving Multiple Identities in a Non-Genuine World** David Loshin, President, Knowledge Integrity, Inc.
9:00 am	**Case Study: Customer Master Data Management: Several Tips for Success and Five Mistakes to Avoid** William Wise, Enterprise Data Architect, NCR
10:00 am	**BREAK**
10:20 am	**Case Study: Certify Data to Foster Trust and Consistent Use in Reports** Luuk van den Berg, Data Governance Lead, Cisco Systems
11:10 am	**IBI PREMIER PRESENTATION**
11:30 pm	**Lunch with TDWI World Conference in Exhibit Hall**
1:30 pm	**Case Study: Revisiting and Revising Homegrown MDM: Lessons Learned and Tips for an MDM Buy-versus-Build Decision** William Brooks, Global Chief Data Architect, Mercer, Inc.
2:30 pm	**IBM PREMIER PRESENTATION**
2:50 pm	**BREAK**
3:05 pm	**Speaker Panel: Diving Deeper into Master Data, Quality, and Governance** Featuring Forum Speakers, moderated by Philip Russom, TDWI, and David Loshin, Knowledge Integrity, Inc.
4:00 pm	**Expert Speaker: Governance for Big Data** Krish Krishnan, CEO, Sixth Sense Advisors, Inc.
4:50 pm	**Conclusion: What We Learned at the TDWI Executive Forum on MDQG** Philip Russom, Director of Research for Data Management, TDWI; David Loshin, President, Knowledge Integrity, Inc.

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TDWI EXECUTIVE FORUM

Bring Your Team to TDWI

You can bring your entire BI, analytics, and customer intelligence team with you, because the Executive Forum is co-located with the highly respected TDWI World Conference in San Diego. While you strengthen connections with your peers at other companies, your team members can attend several of our training courses that run the entire week. Then you and your team can catch up in the evenings to compare notes and share in some fun by visiting the TDWI Exhibit Hall and hospitality suites.

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TWO WAYS TO EXPERIENCE THE TDWI EXECUTIVE FORUM

1. As a standalone event.
The Executive Forum is a unique event focused on teaching you how to use MDM, DQ, and DG to improve your data, all packed into two days. It is designed to maximize your time out of the office.

2. As part of the World Conference.
The Forum is co-located with the TDWI San Diego World Conference. In addition to attending the Forum, below is a list of courses that may support your experience.

PRE- AND POST-FORUM CONFERENCE COURSES

Enhance your Executive Forum experience by attending the TDWI World Conference in San Diego.

PRE-FORUM SEPTEMBER 21, 2014

S1	TDWI Business Intelligence Principles and Practices: Charting the Course to BI Success
S2	Dimensional Modeling from a Business Perspective: A Model the Business Can Understand
S3	TDWI Performance Management: Measurement, Metrics, and Monitoring
S4	Agile Analytics: Project Management and Continuous Delivery
S5	Beyond Reports, OLAP, and Dashboards: Emerging Practices, Analytics, and Technologies to Meet Today's Requirements
S6	Overcoming Information Overload with Best Practices in Data Visualization

POST-FORUM SEPTEMBER 24, 2014

W1	TDWI Requirements Gathering: Getting Correct and Complete Requirements for BI Systems
W2	TDWI Data Modeling: Data Analysis and Design for BI and Data Warehousing Systems
W3	TDWI Predictive Analytics Fundamentals
W4A	Rapid Business Analytics: The Four Pillars for Agility
W4P	The Seven Metrics of Highly Successful EDW Programs
W5A	Big Data: The Tipping Point
W5P	Social Analytics: Driving Real Business Value with Big Data
W6	Beyond the Data Warehouse: Architectural Options for Data Integration
W7	TDWI Data Virtualization: Solving Complex Data Integration Challenges
W8	Agile Project Management for Information Projects

Visit tdwi.org/SD2014 for more information on the San Diego World Conference.

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TDWI EXECUTIVE FORUM

REGISTRATION INFORMATION

THREE EASY WAYS TO REGISTER

1. Online: tdwi.org/SD2014/FORUM

2. Phone: 800.280.6218 or 541.346.3537
(M–F, 8:00 am–5:00 pm PT)

3. Submit this form:

   Fax: 541.346.3545 or 541.346.3509

   Mail: TDWI Executive Forum
      San Diego 2014 Registration
      1277 University of Oregon
      Eugene, OR 97403-1277

CLEARLY TYPE OR PRINT

Priority Code: EXEC2

_____
LAST NAME

_____
FIRST NAME _(for attendee badge)_

_____
TITLE

_____
COMPANY OR INSTITUTION

_____
DEPARTMENT

_____
INDUSTRY

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MAILING ADDRESS

_____
CITY, STATE / ZIP / COUNTRY

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TELEPHONE

_____
E-MAIL (Required!)
(Please print this address clearly. We send last-minute confirmations and announcements via e-mail.)

HOTEL AND TRAVEL

TDWI has reserved a block of rooms at reduced rates for Forum attendees at the Manchester Grand Hyatt San Diego. Discounted rates are also available for air travel and car rental. Visit tdwi.org/SD2014/FORUM for more details.

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CALCULATE YOUR PAYMENT

Your registration fee includes all TDWI Executive Forum sessions, breakfasts, lunches, networking receptions, and entrance to the TDWI World Conference Exhibit Hall. Pricing also includes complimentary TDWI Premium Membership. Current TDWI Premium Members get a $180 discount off the Forum price.

REGISTRATION FEES

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☐ **EARLY REGISTRATION** (Through August 22, 2014)   **$1,490**

☐ **REGULAR REGISTRATION** (Aug. 23–Sept. 19, 2014)   **$1,620**

FEE FROM ABOVE $ _____

CURRENT MEMBER DISCOUNT $ _____
(Deduct $180 from above)
Premium Membership status will be validated when your registration is processed.

TEAM DISCOUNT $ _____
(Deduct 10% from total price when 3 or more people from the same company register at the same time)

LATE FEE (After September 19, 2014, add $50) $ _____

TOTAL FEE $ _____

☐ **CHECK ENCLOSED** (payable to TDWI)

☐ **PURCHASE ORDER #** _____

Credit Card: ☐ AMEX   ☐ Diners Club
                 ☐ Discover Card   ☐ MasterCard
                 ☐ VISA

_____
NUMBER

_____
EXPIRATION DATE

_____
CVV2 _(number on back of card)_

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YOUR SIGNATURE _(for credit card)_

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NAME ON CREDIT CARD

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CREDIT CARD BILLING ADDRESS

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CITY, STATE / ZIP / COUNTRY