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CDI-MDM SUMMIT SPRING 2007 - March 25-27

San Francisco Marriott

Media Sponsors: DM Review, Bank Technology, U.S. Banker, American Banker, BI Review, Health Data Management Review & TDAN

Sunday, March 25, 2007

10:30-4:00	Exhibitor Set-Up
1:00	Registration Opens
Pre-Conference Workshops	
2:00-6:00	Workshop 1: CDI-MDM Boot Camp: Everything You Always Wanted to Know About Master Customer Data But Were Afraid to Ask --Ed Allburn/DataDelta & Aaron Zornes/The CDI-MDM Institute
2:00-6:00	Workshop 2: Data Governance & Data Stewardship: How to Build & Implement Non-Invasive Data Governance & Data Stewardship Programs -- Robert S. Seiner/KIK Consulting/TDAN.com
2:00-6:00	Workshop 3: Oracle CDH Educational Symposium: Oracle Customer Data Management (CDM) SIG --Mani Kumar Manda/Rhapsody Technologies, Inc. & Dan Power/Dun & Bradstreet & Haidong Song/Oracle Corporation
2:00-6:00	Workshop 4: Data Profiling For Proactive Data Quality Improvement --David Plotkin/Wells Fargo Consumer Credit Group
2:00-6:00	Workshop 5: Master Reference Data 101--Dr. Malcolm Chisholm/AskGet.com Inc.
2:00-6:00	Workshop 6: TBD
6:00 - 7:30	Networking Reception in Exhibit Hall
Pre-Conference "Night School" Tutorials	
6:30-7:30	Tutorial 1: Master Reference Data Strategies for SOA- Based Global Business Operations: WHAT A MESS! Understanding Master Reference Data Risks in SOA-Driven Mobile Solutions -- Naeem Hashmi/Information Frameworks
6:30-7:30	Tutorial 2: Building the Agile MDM Team: Challenging the Development Paradigm --Evan Levy/Baseline Consulting
6:30-7:30	Tutorial 3: Human Dynamics in Data Governance: Power, Control & Change --Len Silverston/Universal Data Models, LLC
6:30-7:30	Tutorial 4: Handicapping the [Financial] Health of CDI, DQ & MDM, Solutions Vendors: Off Broadway Meets Wall Street-- Rob Tholemeier/IT Stocks NOW!
6:30-7:30	Tutorial 5: Confidentiality & Behavioral Targeting: Private Publicity -- Donald Farmer/Microsoft
6:30-7:30	Tutorial 6: Energize CDI-MDM with the Power of Semantic Technology: Leverage Relationships, Networks & Inference -- Neil Raden/HiredBrains.com

Monday, March 26, 2007

TRACK Names	Customer Data Integration (track sponsor: Tata Consultancy Services)	Master Data Management (track sponsor: Siperian)	Data Integration Services (track sponsor: Composite Software)	Data Governance/ Data Quality (track sponsor: Cognizant)		
7:30-8:30	Continental Breakfast in Exhibit Hall					
7:30-8:30	Breakfast Briefing 1: Hybrid Solutions, Not Just for Cars Anymore: CDI Enrichment & BI Best Practices-- Sponsored By Acxiom					
7:30-8:30	Breakfast Briefing 2: Gaining a Clear Picture of Master Data Management -- Jay Bourland/Pitney Bowes Group 1 Software					
9:00-9:10	Conference Welcome and Chairman Introduction: Jim Ericson/DM Review & BI Review					
9:10-10:15	Chairman Welcome & Keynote Session: Milestones on the CDI-MDM Road Map for 2007-08 -- Aaron Zornes/The CDI-MDM Institute					
10:15-11:00	Keynote: Evolution of MDM -- Ben Wilde/IBM Enterprise Master Data Solutions					
11:00-11:30	Networking Break in Exhibit Hall					
11:30-12:15	Keynote Session: Strategic Customer Management: Using Customer Data to Create Value --Marty Moseley/Initiate Systems					
12:15-1:15	Lunch					
12:15-1:15	IIS 1: Mastering the CDI Challenge: Roger Cottle/Microsoft & Chris Lucas/Dun & Bradstreet					
12:15-1:15	IIS 2: Delivering a "Magic Button:" Leveraging CDI to Optimize Use of Siebel CRM -- Pete Daffern/Purisma & Dean Drougas/Hyperion Solutions Corporation					
1:15-1:45	Dessert in Exhibit Hall					

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1:45-2:25	TRACK KEYNOTE: A Methodology for Sustainable CDI & MDM Success -- Kalyan Viswanathan/Tata Consultancy Services	TRACK KEYNOTE: MDM: Choices Facing the CIO -- Anurag Wadehra/Siperian	TRACK KEYNOTE: SOA Data Services for MDM --Jim Green/Composite Software	TRACK KEYNOTE: Charter Your CDI-MDM Implementation with Effective Data Management -- Scott Lee/R.R. Donnelley & Dileep Srinivasan/Cognizant		
2:25-2:30	session change break					
2:30-3:10	EXPERT TESTIMONY: Technical Evaluation Criteria for CDI & MDM -- Aaron Zornes/The CDI-MDM Institute	BEST PRACTICES: CDI, MDM ROI & Justification -- William McKnight/Conversion Services International, Inc.	EXPERTS PANEL: Privacy & Compliance Issues for CDI-MDM -- Moderator: Jim Ericson, Panelists: Donald Farmer/Microsoft	EXPERT TESTIMONY: Implementing Effective Data Governance & Data Stewardship Programs -- Robert S. Seiner/KIK Consulting/TDAN.com		
3:10-3:40	Networking Break in Exhibit Hall					
3:40-4:20	EXPERT TESTIMONY: CDI Evolution & Global Account Management - Matt Stitz/Microsoft	EXPERT TESTIMONY: Optimizing Siebel CDI Match Accuracy: Christine Anderson/Palm, Inc. & Ed Allburn/DataDelta & Duane Lyons/Infosys Consulting	BEST PRACTICES: Using SOA to Build a CDI Ecosystem -- Robert Roth/Intuit, Inc.	EXPERTS PANEL: Best Practices in Data Governance -- Moderator: Robert S. Seiner, Panelists : Bill Brumlow/SuperValu; Angie Couron/Network Appliance; Brian McVay/DataFlux Corporation		
4:20-4:25	session change break					
4:25-5:05	CASE STUDY: Mastering Customer Data in a Multi-ERP Landscape -- Stephane Poulin/Motorola	CASE STUDY: Enterprise MDM: Complementing & Extending the Active Data Warehouse -- Satish Krishnaswamy/Teradata	VENDOR CROSS EXAMINATION: Hierarchy Mgmt vs. Hierarchy-by-Anarchy -- Moderator: Aaron Zornes, Panelists: Nate Boyd/Purisma; Ramon Chen/Siperian; Rick Clements/Initiate Systems; John Gairhan/IBM Software Group; Rahul Kamath/Oracle	CASE STUDY: Data Governance & Compliance for Financial Services -- Brett Gow/IBM Global Business Services		
5:05-6:30	Opening Night Reception in Exhibit Hall					
6:30-8:30	HOSPITALITY SUITES 1 & 2					

Tuesday, March 27, 2007

TOPICS	Customer Data Integration (track sponsor: Tata Consultancy Services)	Master Data Management (track sponsor: Siperian)	Data Integration Services (track sponsor: Composite Software)	Data Governance/ Data Quality (track sponsor: Cognizant)		
7:30-8:30	Continental Breakfast in Exhibit Hall					
7:30-8:30	Breakfast Briefing 3: Master Data Management: Hype vs. Reality? Shawn Ahmed/Business Objects					
7:30-8:30	Breakfast Briefing 4: TBD					
8:30-9:15	Keynote Session: MDM Strategies for the Global 10,000 -- Jolene Jones/Intel & Nimish Mehta/SAP Labs, LLP					
9:15-10:00	Keynote Session: Oracle MDM Strategies for 2007-08 -- Pascal Laik/Oracle					
10:00-10:45	Keynote Session: CDI: More Than a Single View of the Customer? -- Tony Fisher/DataFlux					
10:45-11:15	Networking Break in the Exhibit Hall					
11:15-11:55	EXPERT TESTIMONY: Unifying Customer Data With Oracle MDM -- Kanon Cozad/UMB Bank	CASE STUDY: How Regulatory and Compliance Requirements Can Drive MDM -- Peter Deering/State Street Corporation	EXPERTS PANEL: Best Practices in Custom-Built/DIY CDI-MDM -- Moderator: Aaron Zornes/The CDI-MDM Institute; Panelists: TBD	EXPERT TESTIMONY: Defining & Establishing an Effective Data Governance Organization in a Fortune 20 Company -- Speaker TBD		
11:55-1:00	Lunch					
11:55-1:00	IIS 3: Keys to a Successful CDI-MDM: Suresh Menon/Identity Systems, Inc.					
11:55-1:00	IIS 4: MDM as the Key Enabler for Information Management Strategy -- James Andrews & Rajesh Krishnaswamy/Wipro Technologies					
1:00-1:30	Dessert in Exhibit Hall					
1:30	Exhibitor Break Down					
1:30-2:10	CASE STUDY: Process Governance & Stewardship in a Service-Oriented Business -- Dave Schuette/BusinessEdge Solutions	EXPERTS PANEL: The Best of [master-data-management] Online Group Discussion -- Angie Couron/Network Appliance & Scott Lee/R.R. Donnelley & Aaron Newman/Genetech & Preetish Pandit/Xilinx	EXPERT TESTIMONY: Avoiding the CDI-MDM SI Money Pit -- Aaron Zornes/The CDI-MDM Institute	BEST PRACTICES: Real ROI Via Next-Generation Process-Centric PIM -- Troy Witt/Clorox		
2:10-2:15	session change break					
2:15-2:55	BEST PRACTICES: Organizing for Effective Customer Master Data Governance in a Global Enterprise -- Jane Booth & Cathy Zyetz/Honeywell	VENDOR CROSS-EXAMINATION: CDI-MDM Futures -- Moderator: Aaron Zornes, Panelists: Charlie Babcock/InformationWeek; Suresh Chandrasekaran/Denodo Technologies; Aaron Mahimainathan/SAP Labs, LLC; Anurag Wadehra/Siperian	CASE STUDY: Get Your CDI-MDM Project Off to a Running Start - Kuldeep Tanwar/Wind River Systems & Larry Parks/Oracle	VENDOR CROSS-EXAMINATION: How Much Data Governance Integration is Necessary? -- Moderator: TBD; Panelists: Donna Burbank/Embarcadero Technologies; Brett Gow/IBM; Bob Hagenau/Purisma; Judy Ko/Informatica; Dileep Srinivasan/Cognizant		
2:55-3:15	Networking Break in Foyer					

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3:15-3:55	BEST PRACTICES: Integrating Operational Customer Data in Retail Banking -- Deb Largen & Chris Maughan/SunTrust Banks, Inc.	VENDOR CROSS-EXAMINATION: Process Hubs -- Moderator: Aaron Zornes, Panelists: David Codelli/SeeBeyond; Jim Green/Composite Software	CASE STUDY: Improving Customer Service, Satisfaction & Operations Through Real-Time CDI -- Mark Johnston/Pathology Associates Medical Laboratories (PAML)	EXPERTS PANEL: Best Practices in Master Reference Data -- Moderator: Dr. Malcolm Chisholm, Panelists: Chris Blotto/BusinessEdge Solutions		
3:55 Conference Concludes						