

MDM Canada Summit 2008

Letter from the Chairman



Dear Colleague,

Technology and the increasing demand from the customer are growing faster than companies can keep up with. It's all about what you do with your data that empowers your company as a front-runner and sets you apart from competition.

The MDM Institute, *DM Review* and *BI Review*, hosts of the largest CDI-MDM Summits in the U.S., come to Canada for the first annual **MDM Canada 2008 Summit, Feb. 4-5, 2008, the Holiday Inn on King, Toronto, Ontario.**

This annual summit, run by pioneers and early adopters of CDI and MDM solutions, teach best practices and implementation strategies. Learn to accelerate Time-to-ROI, perform due diligence on the enterprise master data solution, as well as expand your IT network. IT professionals at any level will discover:

- What are CDI, MDM and Data Governance? What is driving business interest in these solutions?
- Who are the better architectures and vendors? How do these solutions differ from data warehouse and customer relationship management initiatives?
- How will the market and technologies evolve?
- How to optimize professional development to leverage this trend on behalf of management?
- What are the most successful best practices for creating a "single customer view"?

MDM Canada Summit 2008, prepared by industry thought leaders, guarantees you depart with more than a base knowledge, but one invaluable to your company. Leverage your training budget and get up-to-speed on some of the hottest IT topics.

Call Glen Van Dusen at 212-803-6072 to register, and we hope to see you in Toronto in February.

Best,

Jim Ericson, *Editorial Director*
DM Review and *BI Review*

Aaron Zornes, *Chief Research Officer*
MDM Institute