Next generation MDM-the new 360 view

Joe Minervini  
*Pitney Bowes Software*

Craig Napier  
*University of Wollongong, cnapier@uow.edu.au*

Publication Details
Next generation MDM-the new 360 view

Abstract
If your priority is to establish best in class customer-centricity principles in your business, then please join us for a review of how relationship centric MDM is the newest and most effective way to take command of your customer data and deliver business value faster. In this session you will hear how Pitney Bowes Software is assisting the University of Wollongong in expanding their vision of using Information Management to improve research outcomes, commercial partnerships and student learning experiences. This session will examine the: • Utilisation of Master Data principles and Relationship Analysis in understanding and exploring the current state of the University of Wollongong’s collaborations and to facilitate improvement • Importance of visualisation to translate master data into meaningful information that assists decision makers • Lessons learned and experience gained from the successful proof of concept • Future directions for the application using these techniques within the University

Keywords
view, 360, mdm, generation, next

Disciplines
Engineering | Physical Sciences and Mathematics

Publication Details

This conference paper is available at Research Online: http://ro.uow.edu.au/smartpapers/102
Enterprise IQ and The MDM Institute are proud to present the 8th Annual MDM & DATA GOVERNANCE SUMMIT ASIA PACIFIC 2013. This year we focus on how companies are effectively applying Master Data Management and Data Governance across the enterprise, to deliver a complete view of critical customer, product, service, financial and reference data. We also look at how MDM & DG tools and processes are fundamental components of any successful Big Data and Analytics program.

- Gain practical, real-world insights that will help you “Master your Master Data” from an unbiased, vendor neutral perspective
- Confirm how an organisation gets started… and how it sells MDM & Data Governance to the business
- Determine the most successful strategies for delivering effective Master Data Governance for customer, product, services, materials, supply, financial, social & reference data
- Join Australia’s largest annual gathering of business and technology decision-makers focused on enterprise data management & architecture
- Small group interactive break-out sessions – have your MDM questions answered by the experts

www.mdmdgsummit.com

FEATURING INTERNATIONAL PRESENTATIONS FROM:
- Aaron Zornes Chief Research Officer
  THE MDM INSTITUTE (USA)
- Venkat Nanduri Director, Enterprise Architecture
  GLAXOSMITHKLINE (USA)
- Anwar Mirza Financial Systems & Data Governance Director
  TNT EXPRESS (Netherlands)
- Carolina Capulong Process Manager Customer Data
  SHELL SHARED SERVICES ASIA B.V (Philippines)
- Doug Thompson Worldwide Executive Banking Architect, IM
  IBM SOFTWARE GROUP (USA)
- Christophe Barriolade Co-Founder & CEO
  ORCHESTRA NETWORKS (France)
- Mike Boggs Founder & Chief Technology Officer
  ANALYTIX DATA SERVICES (USA)
- Alexander Hoehl Head of Operations & Marketing APJ
  BACKOFFICE ASSOCIATES (Singapore)

WITH C-LEVEL PERSPECTIVES FROM:
- Ram Kumar Group CTO & CIO Asia
  INSURANCE AUSTRALIA GROUP
- Jenny Levy Experienced CIO
  Formerly PERPETUAL
- Martin Rennhackkamp CIO
  PBT GROUP

PLUS CASE STUDY INSIGHTS FROM:
- ANZ BANK
- UNSW
- NSW HEALTH
- AUSTRALIAN RED CROSS BLOOD SERVICE
- AUSTRALIAN TAXATION OFFICE
- UNIVERSITY OF SYDNEY
- UNIVERSITY OF WOLLONGONG
You may have heard that Master Data Management (MDM) and Data Governance (DG) programs, with particular focus on the following:

- What are the key factors for ensuring success?
- What are the top tips and tactics for project planning and implementation?
- How do you determine the best vendors and solution providers for your needs?
- What are the best ways to gain buy-in from the business and other stakeholders?
- What are the top business drivers for MDM & DG?

**Master Data Management:**

- Planning to leverage big data, social MDM & RDM as part of an enterprise MDM program
- Understanding where MDM, RDM & Master Data Governance are headed in the next 3-5 years

**Data Governance:**

- Determining what your organisation should focus on in 2013-14 to kick-start the newest and most effective way to take command of your customer data
- How much data is available to drive business outcomes?
- What are the top tips for ensuring success for your MDM & DG program
- What are the particular focus areas for success in your MDM & DG program
- What are the best ways to gain buy-in from the business and other stakeholders?
- How do you determine the best vendors and solution providers for your needs?
- What are the top tips and tactics for project planning and implementation?
- What are the key factors for ensuring success?

**Big Data:**

- It is valuable? How do you put in place governance, and make sure the important information is valued?
- How do you leverage big data, social MDM & RDM as part of an enterprise MDM program
- How do you determine the ROI, technical challenges & business drivers for the various projects and initiatives?
- What to consider when realising your business and IT strategies with data in mind?
- What data aspects do you have to keep in mind when operating your day to day business?

**Data Governance & Analytics in the Big Data Age:**

- How important is Enterprise management strategy and governance to creating business value?
- How is AIG laying the foundations and preparing for a big data world?

**Mastering the Fundamentals: “Master Data Governance”**

- Master Data Management (MDM) is a relatively new offspring of MDM functionality. Such a system provides governance, process, security, and audit control around the mastering of reference data. Because reference data is used to drive the key business processes and application logic, errors in reference data can have a major negative and multiplicative business impact. Increasingly, many large enterprises have begun to make RDM their initial test case or proof-of-concept for their MDM evaluations. As a consequence, MDM vendors are rushing to market with RDM solutions to apply an MDM approach for centralized governance, stewardship and control. Clearly, managing “simple” reference data will prove to be a key sales entry point for large enterprises and their MDM vendors.

**Planning to leverage big data, social MDM & RDM as part of an enterprise MDM program**

- Understanding where MDM, RDM & Master Data Governance are headed in the next 3-5 years

**Determining what your organisation should focus on in 2013-14 to kick-start the newest and most effective way to take command of your customer data**

- What are the top tips for ensuring success for your MDM & DG program
- What are the particular focus areas for success in your MDM & DG program
- What are the best ways to gain buy-in from the business and other stakeholders?
- How do you determine the best vendors and solution providers for your needs?
- What are the top tips and tactics for project planning and implementation?
- What are the key factors for ensuring success?

**What are the key factors for ensuring success?**

- What are the top tips and tactics for project planning and implementation?
- What are the key factors for ensuring success?
SESSION ONE: INTERNATIONAL KEYNOTE PRESENTATION
FIELD REPORTS FOR ‘TOP 15’ MDM, RDM & MASTER DATA GOVERNANCE SOLUTIONS
Evaluating MDM, RDM and Master Data Governance 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” among the mega vendors and the ego-centric “we are the world” viewpoints of MDM, RDM and Business Process Management (BPM) vendors. To cope during 2013-14, many large enterprises will increasingly mandate a unified approach to both data and process architecture/design management tools. This session will focus on the “why” and “how” of MDM, RDM, and Master Data Governance technical evaluations by providing insight into:
- Understanding the pros & cons of the dominant architectural models & evaluation criteria – e.g., pro-active Data Governance, identity resolution, hierarchy management, scalability, big data & social MDM capabilities, etc.
- Assessing the vendor landscape – e.g., registry, data hub, ultra-hub, EAI/II, portals, SOA-based web services, data service provider, system-centric BPM, human-centric BPM, etc.
- Applying a rigorous methodology to product evaluations for both mega vendor solutions & more pure play solution providers
AARON ZORNES Chief Research Officer THE MDM INSTITUTE (USA)

SESSION TWO: INTERNATIONAL KEYNOTE PRESENTATION
REFERENCE DATA LITE - UNDERPINNING YOUR MDM SUCCESS
Reference data management (RDM) is essential to any MDM initiative. In this session, we will explore: What is reference data and how is it foundational to MDM? Why is RDM the ideal place to begin your MDM Journey? What are the key requirements for an RDM solution? Join us for a briefing and fast-paced demo that illustrates why large enterprises are adopting Orchestra Networks’ EBX5 software to address RDM and MDM with one unified solution.
CHRISTOPHE BARRIOULED Co-Founder & CTO UKNHELIKA NLWUKHS (France)

SESSION THREE: INTERNATIONAL KEYNOTE PRESENTATION
THE FIVE STEPS TO A SUCCESSFUL MDM IMPLEMENTATION
This session presents a five-step approach to achieving a successful MDM project for Customer data.
- Understanding the Business
- Developing a Strategy
- Building the right Architecture and Roadmap
- Deploying a strong platform
- Establishing measures and metrics
Drawing on the experiences from pharmaceutical giant, GlaxoSmithKline, Venkat will outline a proven 5-step approach to achieving MDM success.
VENKAT NANDURI Director, Enterprise Architecture GLAXOSMITHKLINE (USA)

SESSION FOUR – INTERNATIONAL KEYNOTE CASE STUDY
DATA MANAGEMENT IN MAI: THE CUSTOMER MRD CHANGE JOURNEY
In Shell, due to low customer satisfaction in downstream businesses, a process-based Offer to Cash Organisation was formed in 2010. A number of new initiatives were launched shortly to improve the customer experience including a work-stream focused on improving the quality of Master Data. This session will recount the challenging and yet exciting journey we took through to successively embed data quality into business processes.
CAROLINA CAPULUNG Process Manager Customer Data SHELL SHARED SERVICES ASIA B.V. (Philippines)

SESSION FIVE: KEYNOTE PRESENTATION
IMPLEMENTING DATA GOVERNANCE IN DESIGN
Data governance may be seen by some as a set of principles that are always documented but difficult to institutionalise as you deliver and manage your data projects. This session aims to look at the benefits of using metadata to demonstrate data governance objectives being met through your design efforts whether it be for implementing MDM, a Data Warehouse or routine administration of your data.
DAMIEN BOOTSMA Software Consultant EMBARCADERO TECHNOLOGIES

SESSION SIX: CASE STUDY
IMPLEMENTATION OF AN OPERATIONAL MDM IN A FEDERATED ENVIRONMENT AT NSW HEALTH
NSW Health’s Pharmacy Improvement Program has begun implementing master data for all pharmaceutical products used in NSW public hospitals. NSW Health is a federation of Local Health Districts, supported by a shared service organisation, which has ownership of the program. This presentation will outline some of the business and technical benefits/challenges faced when implementing a centrally managed operational MDM, within a federated environment. Themes for the presentation include:
- What is the problem the master data is trying to address?
- MDM pattern considerations
- Data quality and governance considerations
- Data management tools.
THOMAS YEO Architecture Consultant

SESSION SEVEN: THOUGHT LEADERS FORUM - INTERACTIVE PANEL DISCUSSION
BEST PRACTICES IN MASTER DATA GOVERNANCE
Data Governance is vital to the success of MDM projects – both initially and ongoing. During 2013, enterprises will increasingly mandate that “no MDM program be funded without the pre-requisite Master Data Governance framework”. Moreover, “proactive Data Governance” that includes entire master data lifecycle will increasingly be mandated as a core phase zero or phase one deliverable of most large-scale MDM projects. Given the substantial investment required for MDM programs, the co-dependence/synergy of VDM and Master Data Governance must be given close scrutiny – not only to contain costs, but also to ensure success. Beyond committees, councils and stewardship, what is the real work to be done, who should do it and what is the impact if not done properly? This panel will focus on the answers to such questions to help understand the relationship and dependencies between VDM and Master Data Governance by discussing:
- Communicating to executive management why Data Governance is essential as phase zero deliverable & determining initial ROI of such investments
- Determining criteria for evaluating the currently marketed data governance capabilities of mega vendors, specialist vendors, & systems integrators/consultancies (outlining the key capabilities to demand of Data Governance solution providers in next 12-18 months)
- Establishing metrics for measuring the success of an ongoing Data Governance program
Panellists
ALAN DUNCAN Director of Data Governance UNSW
WARD MINKA Viceancor systems & Data Governance Director TNT EXPRESS (Netherlands)
NICK REED Group Head of Risk Infrastructure, Projects & Strategy ANZ BANK
REBECCA FEALY Sre Director, Corporate Analytics, Intelligence & Risk AUSTRALIAN TAXATION OFFICE

CLOSING REMARKS FROM THE CHAIR, SUMMIT CONCLUDES