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## Next generation MDM-the new 360 view

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## 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

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# MDM & DATA GOVERNANCE SUMMIT ASIA PACIFIC 2013

## MASTER DATA GOVERNANCE FOR BIG DATA

21st – 22nd May 2013

Doltone House Darling Island Wharf, Sydney

- MASTER DATA MANAGEMENT ● DATA GOVERNANCE & DATA QUALITY
- CUSTOMER & PRODUCT DATA MANAGEMENT ● REFERENCE DATA MANAGEMENT

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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](http://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

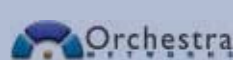
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Gold Partner



Gold Partner



Gold Partner



Gold Partner



Silver Partner



Bronze Partner



Exhibitor



Exhibitor



Exhibitor



Exhibitor



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0800 – 0900	<b>REGISTRATION</b>	1225 – 1305	<b>SESSION FIVE: CASE STUDY &amp; INTERNATIONAL PRESENTATION</b> <b>GOVERNANCE IN DATA TRANSFORMATION AT AUSTRALIAN RED CROSS BLOOD SERVICE</b> This session will share insights from the ARCBS data governance project, which involved centralisation of information on mapping, data standardisation, traceability and impact analysis. <b>PAUL STEWART</b> Enterprise Data Manager <b>AUSTRALIAN RED CROSS BLOOD SERVICE</b>  The session will also include a short demonstration of the tools utilised in the program. <b>MICHAEL BOGGS</b> Founder & Chief Technology Officer <b>ANALYTIX DATA SERVICES (USA)</b>
0900 – 1000	<b>SESSION ONE: INTERNATIONAL KEYNOTE PRESENTATION</b> <b>MASTERING THE FUNDAMENTALS: "MASTER DATA GOVERNANCE" TO UNIFY MDM &amp; RDM PROGRAMS</b> For many software vendors and Global 5000 enterprises, Reference Data Management (RDM) 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 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 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. This keynote will focus on a set of strategic planning assumptions concerning MDM, RDM, and MDG as well as upcoming new dimensions facing organizations during 2013-14 such as "big data" and "social MDM" by discussing: <ul style="list-style-type: none"> <li>• Determining what your organisation should focus on in 2013-14 to kick-start Master Data Governance</li> <li>• Planning to leverage big data, social MDM &amp; RDM as part of an enterprise MDM program</li> <li>• Understanding where MDM, RDM &amp; Master Data Governance are headed in the next 3-5 years</li> </ul> <b>AARON ZORNES</b> Chief Research Officer <b>The MDM INSTITUTE (USA)</b>	1305 – 1400	<b>LUNCH IN THE NETWORKING &amp; EXHIBITION HALL</b>
		1400 – 1440	<b>SESSION SIX: INTERNATIONAL KEYNOTE PRESENTATION</b> <b>BUILDING THE BUSINESS CASE FOR DATA GOVERNANCE</b> In the last decade, pioneers of Data Governance have struggled to justify the allocation of business resources, systems, time and money in terms of bottom-line benefits. Facing similar challenges to Corporate Sustainability & Responsibility initiatives, sponsors of Data Governance face an uphill struggle to gaining support and momentum from within their own organisation. This session shows ways of presenting the formal and informal business case for Data Governance start-up programmes and will: <ul style="list-style-type: none"> <li>• Help you decide your best approach for developing the financial business case for your circumstances</li> <li>• Give pros &amp; cons of different approaches - e.g. CAPEX vs OPEX, one large business case or several small ones</li> <li>• Demonstrate examples of how to calculate benefits for different Data Governance components</li> <li>• Provide general tips &amp; tricks on present costs &amp; benefits within the business case</li> </ul> <b>ANWAR MIRZA</b> Financial Systems & Data Governance Director <b>TNT EXPRESS (Netherlands)</b>
1000 – 1040	<b>SESSION TWO – INTERNATIONAL KEYNOTE PRESENTATION</b> <b>MASTER DATA MANAGEMENT AND INFORMATION GOVERNANCE: HOW DO YOU TAME THE BIG DATA BEAST?</b> Big data is on a continuum. It grows and diversifies ahead of attempts to map and analyse it. However by linking it back to master data, organisations can gain valuable insights on customers, products and services that would otherwise go undiscovered. MDM's well-defined approach adds value to big data, giving it structure and meaning. With all the big data that you have at your disposal, what is relevant and what is valuable? How do you put in place governance, and make sure the important data is available to drive business outcomes? This presentation will cover both Master Data Management and Information Governance, and their important relationship to Big Data success. <b>DOUG THOMPSON</b> Worldwide Executive Banking Architect IM <b>IBM SOFTWARE GROUP (USA)</b>	1440 – 1520	<b>SESSION SEVEN: KEYNOTE PRESENTATION</b> <b>MDM &amp; DATA GOVERNANCE: BEST PRACTICES FROM CONCEPT TO OPERATION</b> Data is one of the core assets of every modern corporation – still it is often neglected or does not get the attention it should receive. In this session we want to share with you some of our experience around data oriented strategies from organisations in the APJ region and around the globe. The organisations have realised the importance of data as part of their corporate strategies and we share aspects such as: <ul style="list-style-type: none"> <li>• How to approach best the concept of data management?</li> <li>• What to consider when realising your business and IT strategies with data in mind?</li> <li>• What data aspects do you have to keep in mind when operating your day to day business?</li> </ul> <b>ALEXANDER HOEHL</b> Head of Operations & Marketing APJ <b>BACKOFFICE ASSOCIATES (Singapore)</b>
1040 – 1105	<b>MORNING REFRESHMENTS &amp; NETWORKING BREAK</b>	1520 – 1545	<b>AFTERNOON REFRESHMENTS IN THE NETWORKING &amp; EXHIBITION HALL</b>
1105 – 1145	<b>SESSION THREE: INTERACTIVE PRACTITIONER'S PANEL DISCUSSION</b> <b>TOP TIPS FOR LAUNCHING A SUCCESSFUL MDM &amp; DG PROGRAM</b> You may have heard that Master Data Management (MDM) and Data Governance (DG) program implementations can be long and painful, and that success can be difficult. However with solid business and stakeholder buy-in, clever planning, adaptable technology, and a phased implementation approach, you can quickly launch a successful MDM program that starts small and successfully scales to meet several business challenges. In this interactive round-table discussion, our panel of expert practitioners will give their top tips for ensuring success for your MDM & DG programs, with particular focus on the following: <ul style="list-style-type: none"> <li>• What are the top business drivers for MDM &amp; DG?</li> <li>• What are the best ways to gain buy-in from the business and other stakeholders?</li> <li>• How do you determine the best vendors and solution providers for your needs?</li> <li>• What are the top tips and tactics for project planning and implementation?</li> <li>• What are the key factors for ensuring success?</li> </ul> <b>Panel Moderator</b> <b>STEVE HOSKINS</b> Merchant Services Strategist <b>PAYPAL AUSTRALIA</b>  <b>Panelists</b> <b>VENKAT NANDURI</b> Director, Enterprise Architecture <b>GLAXOSMITHKLINE (USA)</b>  <b>ANWAR MIRZA</b> Financial Systems & Data Governance Director <b>TNT EXPRESS (Netherlands)</b>  <b>DARREN DADLEY</b> Program Director, Business Intelligence <b>UNIVERSITY OF SYDNEY</b>  <b>TONY NICOL</b> Founder & Managing Director <b>SERVIAN</b>	1545 – 1615	<b>SESSION EIGHT: C-LEVEL PERSPECTIVE</b> <b>DATA GOVERNANCE &amp; ANALYTICS IN THE BIG DATA AGE: DOES SIZE REALLY MATTER?</b> • Hype and hysteria? Deconstructing big data and predictive modelling for practical use • Size of data really does not matter – it is about what you do with it • How important is data management strategy and governance to creating business value • How IAG is laying the foundations and preparing for a big data world <b>RAM KUMAR</b> Group Chief Technology Officer & CIO Asia <b>INSURANCE AUSTRALIA GROUP</b>
1145 – 1225	<b>SESSION FOUR: KEYNOTE CASE STUDY: INDUSTRY INNOVATION SESSION</b> <b>NEXT GENERATION MDM - THE NEW 360 VIEW</b> 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: <ul style="list-style-type: none"> <li>• 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</li> <li>• Importance of visualisation to translate master data into meaningful information that assists decision makers</li> <li>• Lessons learned and experience gained from the successful proof of concept</li> <li>• Future directions for the application using these techniques within the University</li> </ul> <b>JOE MINERVINI</b> APAC Product Manager <b>PITNEY BOWES SOFTWARE</b>  <b>CRAIG NAPIER</b> Project Manager <b>UNIVERSITY OF WOLLONGONG</b>	1615 – 1715	<b>SESSION NINE: FUTURES FORUM - INTERACTIVE PANEL DISCUSSION</b> <b>THE IMPACT OF BIG DATA, CLOUD &amp; SOCIAL MDM</b> "Big Data" is now a key asset that needs to be proactively managed. As IT organisations discover the value of Big Data analytics, most will need to significantly improve their MDM capabilities simply to cope with a massive amount of information that many of them will find too difficult to manage otherwise. Not only are many enterprises beginning to evaluate Big Data solutions to solve their business integration challenges, just as importantly, many organisations realise that Big Data will represent a huge dimension of their "360 degree view of X" as parties/products/services must be uniquely identified via MDM to enable Big Data analytics to be accurate and effective. This will help deliver the "unified digital experience" via , omni-channel connected marketing, social engagement, and prescriptive insight.  Clearly, Big Data is a major IT initiative being undertaken by a large number of market-leading global 5000 enterprises. Big Data requires MDM and Data Governance to be effective. And MDM requires Big Data to accurately provide full-spectrum views. This panel will focus on the answers to such issues to help understand the relationship and dependencies between these key technology trends and MDM by discussing: <ul style="list-style-type: none"> <li>• Understanding the requirements for "master data resolution" to enable Big Data analytics</li> <li>• Determining the ROI, technical challenges &amp; business drivers for the various Cloud-aware/enabled permutations</li> <li>• Preparing for the next generation of social network-driven MDM capabilities such as graph databases</li> </ul> <b>Panelists</b> <b>ROB JAMES</b> Chief Technology Officer <b>ECHO ENTERTAINMENT GROUP</b>  <b>MARTIN RENNHACKKAMP</b> CIO <b>PBT GROUP</b>  <b>JENNY LEVY</b> Experienced CIO <b>Formerly PERPETUAL</b>
1715 – 1720	<b>CLOSING REMARKS FROM CHAIR</b>		

0900 – 1000 **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/EII, 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)**

1000 – 1040 **SESSION TWO: INTERNATIONAL KEYNOTE PRESENTATION**  
**REFERENCE DATA LIVE - 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 BARRIOLADE** Co-Founder & CEO  
**ORCHESTRA NETWORKS (France)**

1040 – 1110 **MORNING REFRESHMENTS IN THE NETWORKING & EXHIBITION HALL**

1110 – 1150 **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)**

1150 – 1230 **SESSION FOUR – INTERNATIONAL KEYNOTE CASE STUDY**  
**DATA MANAGEMENT MATURITY: 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 Shell went through to successfully embed data quality into business processes. The presentation will focus on:

- Managing Data as a process
- Governance program put in place to drive ownership into the businesses
- Quality Improvement Process and Plan
- Key projects executed to improve quality of master data including the methodology applied
- Benefits realised on key performance indicators including benchmarked results

**CAROLINA CAPULONG** Process Manager Customer Data  
**SHELL SHARED SERVICES ASIA B.V. (Philippines)**

1230 – 1330 **LUNCH IN THE NETWORKING & EXHIBITION HALL**

1330 – 1410 **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 are 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**

1410 – 1450 **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

1450 – 1520 **AFTERNOON REFRESHMENTS IN THE NETWORKING & EXHIBITION HALL**

1520 – 1620 **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 MDM and Master Data Governance must be given close scrutiny – not only to contain costs, but also to insure success. Beyond committees, councils and stewards, 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 MDM 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**

**ANWAR MIRZA** Financial Systems & Data Governance Director  
**TNT EXPRESS (Netherlands)**

**NICK REED** Group Head of Risk Infrastructure, Projects & Strategy  
**ANZ BANK**

**REBECCA FEALY** Snr Director, Corporate Analytics, Intelligence & Risk  
**AUSTRALIAN TAXATION OFFICE**

1620-1630 **CLOSING REMARKS FROM THE CHAIR, SUMMIT CONCLUDES**