

# Master Data Management Masterclass

Turning your Information into a Corporate Asset

21<sup>st</sup> - 22<sup>nd</sup> February 2012

MLC Centre | Level 57 | 19 Martin Place, Sydney



*“70% of Fortune 1000 organisations will use MDM as a disciplined process to achieve consistency in commonly shared business information for compliance, operational efficiency and competitive differentiation purposes.”*

**Gartner**

*“Studies show that between 15% to 20% of a company's operating cost is spent on doing things to get around or fix data quality issues”*

**Larry English**

**Author & Creator of Total Information Quality Management**

*“So when you do your beauty parade of consultancies, spend some time digging deeply into the methodology they are going to use on your MDM project, and put Platon on your shortlist.”*

The Information  
Difference  
**Andy Hayler, CEO**

*“Platon received good feedback in our satisfaction survey. Clients cited the following strengths: experience and skill of consultants, business focus and the ability to remain focused on the needs of the client, and a strong methodological approach”*

**Gartner**

Proudly supported by:

enterprise iQ



6TH ANNUAL  
MDM & DATA GOVERNANCE  
SUMMIT ASIA PACIFIC 2011

24th - 25th May 2011 Sydney Hilton

● MASTER DATA MANAGEMENT ● ENTERPRISE INFORMATION INTEGRATION AND ARCHITECTURE  
● DATA QUALITY & GOVERNANCE ● CUSTOMER & PRODUCT DATA INTEGRATION ● SOA

● NEW ORLEANS ● BOCA RATON ● CHICAGO ● HONOLULU ● LOS ANGELES ● NEW YORK ● SAN FRANCISCO ● SYDNEY ● WASHINGTON DC

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## Day 1

**Session 1:** Introducing the fundamentals of Master Data Management (MDM)

**Session 2:** Realising the goals and benefits of MDM to organisations

**Session 3:** Analysing best practice approaches to manage Master Data at the enterprise level (including measuring Maturity of your MDM)

**Session 4:** Best Practice approach for Data Profiling in a Master Data Management implementation

**Session 5:** Considerations for constructing the Information Model

**Session 6:** Shifting the enterprise to a common Master Data architecture

## Day 2

**Session 1:** Establishing Data Governance in your organisation.

**Session 2:** Exploring Data Quality Management to support effective Data Governance

**Session 3:** Maturing corporate culture for MDM programmes and understanding the impact of Master Data on the organisation

**Session 4:** Controlling change and maintaining appropriate management of Master Data

**Session 5:** Discovering the suitable activities for a MDM strategy in your organisation

**Session 6:** Examining and assessing the current MDM market & technologies

**Proudly supported by:**



**PLATON COURSES ARE THOROUGHLY RESEARCHED AND STRUCTURED TO PROVIDE INTENSE AND INTIMATE PROFESSIONAL DEVELOPMENT APPLICABLE TO YOUR ORGANISATION.**

### **Benefits include:**

- Pre-course questionnaire analysed by the trainer to ensure the course is delivered to fit your requirements
- Extensive hands on experience and reference to diverse real life case examples
- Comprehensive course documents based on best practice Information Management methodology
- Tailor made programme to address the most crucial market issues

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*“Master Data Management is the practice of ensuring that high quality Master Data is available and being used as a resource in an organization.”*

**The means to successful management of Master Data are:**

- Clear data ownership and accountabilities
- Common data definitions and business rules
- Effective data capture processes
- Effective data capture and distribution capabilities in IT systems
- Data aware organizational culture
- Preventing future data quality deterioration

The training will cover some of Platon’s case studies and MDM sites including:



Banking



Media



Banking



Education



Retail



ARLA FOODS

Manufacturing & Distribution



Utilities

## About the course facilitator

Hish Fernando is a senior MDM practitioner and Director at Platon, Australia. He has a professional focus on delivering business value through Master Data Management, Data Governance and Business Advisory services. Over the past few years, Hish has been a significant contributor to the growth of the Master Data Management discipline in the Australian and Asia Pacific markets. He is an experienced consultant and has been involved in large MDM projects as an advisor in the banking, transport & logistics, retail, utilities and education sector. Most recently, Hish has been heavily involved in contributing to Platon’s global MDM maturity white paper by assessing many Australian businesses. Hish is a degree qualified, experienced educator and presenter that conducts regular MDM training sessions for clients in the Asia-Pacific market. At present, he is engaged on a large MDM programme at one of Australia’s big 4 banks.

## About Platon

Platon is a leading global independent consulting company, specialising exclusively in Information Management, which covers Business Intelligence, Master Data Management, Data Warehousing, Information Life Cycle Management and Data Integration. Platon does not sell hardware or software, but concentrates solely on management consulting services in advisory, solution implementation and training in the Information Management domain. Over the last 10 years Platon has successfully solved the toughest Information Management related challenges in over 1000 engagements worldwide. The Platon Group has offices in [Denmark](#), [Sweden](#), [Norway](#), [Finland](#), [Iceland](#), [United Kingdom](#), [USA](#), [New Zealand](#), [Singapore](#) and [Australia](#), and currently has over 250 competent and highly qualified employees. For more information please visit [www.platon.net](http://www.platon.net)



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**REGISTRATION FORM**



Organisation	<input type="text"/>		
Address	<input type="text"/>		
State	<input type="text"/>	Postcode	<input type="text"/>
Contact Name	<input type="text"/>		
Email Address	<input type="text"/>		
Phone	<input type="text"/>	Fax	<input type="text"/>

## ATTENDEE DETAILS

	Name	Title	Email
Attendee 1	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 2	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 3	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attendee 4	<input type="text"/>	<input type="text"/>	<input type="text"/>

**-----Invoices will be sent following the completion of this form-----**

**Terms and conditions:** 1. **Fees:** Payment of fees includes event entry, program materials, meals/refreshments and access to selective Platon IP during the course of the event only. 2. **Payment Terms:** Following completion and return of the registration form, full payment is required within 14 days from receipt of invoice. PLEASE NOTE: Payment must be received prior to the event date, except with the express consent of Platon Australia Pty Ltd. A receipt will be issued on payment. Due to limited event space we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in Australian dollars. 3. **Cancellation/Substitution:** Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed booking form/contract has been received by Platon Australia Pty Ltd (as defined above). Cancellations must be received in writing by mail or fax four (3) weeks prior to the day on which the event begins, in order to obtain a credit voucher representing 50% of the total fee to be utilised against the costs of attending any future Platon event, or on any other Platon product or service. Thereafter the full event fee is payable and in non-refundable. Payment terms are five (14) days and payment must be made prior to the start of the event. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in the case of a dispute or cancellation of this contract that Platon will not be able to mitigate its losses for any less than 50% of the total contract value. If for any reason, Platon decides to cancel or postpone the event, Platon is not responsible for covering airfare, hotel or other travel costs incurred by clients. The event fee will not be refunded, but can be credited to a future Platon event, or in exchange for goods and services to the same dollar value from Platon. Event program content is subject to change without notice. 4. **Copyright:** All intellectual property rights in all materials produced or distributed by Platon in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is strictly prohibited and will be enforced by Platon to the full extent of the law. 5. **Privacy/Data Protection:** Personal information is collected, stored and used by Platon in accordance with all relevant Privacy and Spam legislation. You (the Client) have requested to receive marketing and other information from Platon and in so doing the Client agrees to Platon retaining such personal information on the Platon group database to be used by Platon and passed to selected third parties to assist in communicating products and services which may be of interest to the Client, by letter, telephone and fax (including automatic dialling), email and other electronic means. If the Client requires further information about the data collected, to update the Client's record, or to be removed from the Platon database to stop receiving information, please inform Platon Australia Pty Ltd, Hish Fernando, MD, (email address: hfe@platon.net) Tel: +61 419 899 249. For training and security purposes, calls may be recorded or monitored. 6. **Important notice:** While every reasonable effort will be made to adhere to the advertised package, Platon reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Platon permanently cancels the event for any reason whatsoever, (including, but not limited to, any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another Platon event or in exchange for goods and services from Platon of equivalent dollar value. No refunds, part refunds or alternative offers shall be made. 7. **Governing law:** This agreement shall be governed and construed in accordance with the law of Victoria and the parties submit to the jurisdiction of the Courts in Melbourne. However, Platon only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's Head Office is located.