



## Learn how Master Data Management (MDM) can help to improve the productivity & performance of your organisation

Altis Consulting is excited to announce that William McKnight (McKnight Consulting Group, USA) is delivering a 3-day *Master Data Management* course in Sydney, 7-9 November 2011. William McKnight has authored hundreds of articles and white papers and given hundreds of international keynotes and public seminars.

### Why Attend

This course provides a practical guide to implementing successful MDM from experience. It covers all the aspects of MDM, from justification to architecture to data management and project management. This course gives the common process, organisational and architectural focus for building strategies and implementing MDM programs such as those that have consistently, for many years, improved the productivity and performance for clients including global corporate giants.

### Who Should Attend

Business Analysts, Chief Information Officers, Data Administrators, Data Architects, Data Modelers, Data Stewards, Database Administrators, Database Designers, Enterprise Architects, Information Technology Leadership, Project and Program Managers, Systems Analysts.

### What You Will Learn

- How MDM provides benefits to an organisation and how to justify an MDM project.
- The various architectural styles of MDM.
- How to incorporate syndicated data to MDM.
- What MDM provides for hierarchy management and data governance.
- How to improve data quality in an MDM system.
- How to go to market for an MDM tool.
- How to understand the workload given a tool and the requirements.
- How to manage an MDM project.
- All the roles and responsibilities on an MDM project.
- How to manage the organisational change that occurs with MDM projects.
- How some other companies effectively did MDM.

### Course Outline (see next page for details)

## Course Details

### COURSE

Master Data Management

### LOCATION

Vibe Hotel  
Goulburn St, Sydney

### WHEN

7-9 November 2011

### REGISTRATION

[www.altis.com.au](http://www.altis.com.au)

### PRICE\*

- Full rate: AU\$2700
- Early bird\*\*: AU\$2500
- Group rate^: AU\$2500

\* All prices above are GST exclusive  
\*\* Early bird rate available until 5pm, 31 Aug 2011

^ 3 or more students from the **same** organisation registering at the **same** time

### INFORMATION

Email [training@altis.com.au](mailto:training@altis.com.au) or visit [www.altis.com.au](http://www.altis.com.au) for the latest information

### OTHER COURSES

See the full Education Calendar at [www.altis.com.au](http://www.altis.com.au)

Sydney

Canberra

Melbourne

Auckland

## MDM Overview

- What is MDM?
- Typical MDM Subject Areas
- Modes of MDM Operation
- The MDM Journey
- Challenges to Implementing MDM
- Tangible Deliverables of MDM
- MDM is Getting Mainstream Recognition

## MDM Justification

- The process of master data management justification
  - Types of Justification: Program vs. Project
  - Tangible vs. Intangible Metrics
  - Probability Distribution and Risks
  - Master Data Management Costing
  - Program governance and long-term planning
- Return on Investment
  - Return on Investment Formulations
  - Return on Investment Examples
- Investments in MDM
  - Ordered Benefits
  - Variations on a Theme
  - Business Case Examples
  - Enterprise Subject Areas
  - How to Attain Business Qualification

## MDM Architecture

- Architecture Approaches
  - Information Architecture
  - Master Data Landscape
  - Data Warehouse as Master
  - Separate MDM Hub
  - Synchronization
  - Pros and Cons of the Approaches
  - Hybrid Architecture
  - Architectural Guidelines
  - Wither the Data Warehouse?
- Conforming Dimensions for the Enterprise
  - Conformed Dimensions in the Data Warehouse
  - Elements of a Master File
  - Model Development: Common Semantics
  - Working with Pre-Built Data Models
- Business Process Workflows
  - Workflow Components
  - Sample Workflows
  - Organizational MDM Program Components
  - Roles & Responsibilities of the Data Steward
  - Common Tasks of the Data Steward
  - Business Participation
- Hierarchy Management
  - Different types of hierarchies
  - Managing the hierarchy
  - Example hierarchies
- Customer Data Integration
  - Focus on the Customer Master
  - Customer Lifetime Value
  - ROI for CDI
  - Targeted Marketing
  - Marketing Expense Reduction
  - Churn Management
  - Periodic Recalculation

## Master Data

- Data Modeling
  - Configuring the model
  - Choosing an approach
  - Building the MDM data model
  - Updating the data model
- Data Security
  - Data Security Requirements
  - Secure Hypertext Transfer Protocol
  - Encryption
  - Lightweight Directory Access Protocol

- Syndicated Data
  - Why Do We Need Syndicated Data?
  - What is Syndicated Data?
  - Reverse Append
  - Matching and Consolidation
  - Syndicators
  - Data Available from Syndicators
  - Architecture Best Practices
  - Derivation and Quality
  - Syndicated Sourcing
  - Questions for Syndicators
  - Score the Match
- International Data
  - Character Sets
  - International Address Handling
  - Multiple Currencies

## Data Quality

- Data Quality Methodology
  - Define the Quality Expectations
  - Profile Data Against the Defined Expectations
  - Data Quality Scoring
  - Measure Data Quality Impact Across Various Thresholds
  - Improve Quality of Data and Improve the Business
  - Iterate Data Quality Improvement
- Data Quality Rules
  - Data Correctness
  - Data Integrity
  - Data Quality Rule Categories

## MDM Tool Selection

- Tool Functionality
  - Data Management, Data Integration, Data Access, Data Governance, Data Quality
  - Request for Information and Request for Proposal
  - Shortlist
  - Vendor Profiles
  - Relevant Dimensions of Requirements
  - Shop Considerations
  - Less Important
  - Best Practice Recommendations
  - Ground Rules for Success
- Proof of Concept and Final Selection
  - Best Practice Recommendations
  - Sample Scoring
  - Customer Scenarios
  - Product Scenarios
  - Other Scenarios
- MDM Software Pricing
  - Costing Models
  - Sample Prices
  - Maintenance Costing
- Marketplace Review: Oracle, IBM, Others - overview

## MDM Project Management

- MDM Software Pricing
- Agile Methodology
- Project Phases
- MDM Project Roles and Responsibilities
- Data Governance
- Documenting Information Management Projects
- Organizational Change Management

## Case Study

- Company Environment
- Reference Data
- Project Objectives
- Project Justification
- Project Timeline
- Project Challenges
- MDM Environment
- Lessons Learned
- Next Steps



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