KEYNOTES

iGovernance: Making Data Governance the Thing that Everyone Needs
David Loshin, *Knowledge Integrity*

One of the biggest challenges for data governance practitioners is developing a reasonable business justification to convince the senior management to support and fund the effort.

Yet often, disruptive technologies are the ones we never realized we wanted but become the things we need to have, such as the iPhone, the iPad, or the iPod. In this talk we will explore how to package data governance exactly the same way: we will look at the common denominators of these innovations, differentiating between the perception of what you get from each item from the item itself, presenting the story the right way, and how the same techniques can be applied to turn data governance into something that is amazing, extraordinary, and is something your organization can't do without.

Sustaining Your Data Governance Program (*aka* "Data Governance as Usual")
Kimberly Nevala, *SAS*

Data governance programs typically start with a clear—and very discrete—mandate. The initial project is (relatively) easy. The next one? Perhaps not.

In this presentation, SAS Best Practices will unveil the key reasons data governance initiatives fail to thrive after the initial honeymoon period. We'll present the mechanisms best-practice companies enlist to ensure data governance remains strategic and relevant. As well as key considerations for creating nimble, agile processes that enlist ongoing engagement from key stakeholders in both the business and IT.

Measuring and Communicating Progress of SAP's Internal Master Data Governance Program
Maria Villar, *SAP*

SAP's internal data governance program began with managing customer master data and now includes all master data domains. We have developed KPIs to track our individual global projects, our data steward maturity and the overall enterprise program's progress. We have developed a method for estimating the dollar value of our KPI's. We communicate these metrics to our business and executive stakeholders using various communication forums that we have developed over a 3 year timeframe. We will share these KPIs, the methods to convert to business value metrics and the various communication forums in this session. We will also share our lessons learned in the pursuit of communicating effectively with business and executive stakeholders.

Predictive Data Governance — The Vision for the Future
Walid el Abed, *Global Data Excellence Limited*

In this keynote, Walid el Abed will discuss how Predictive Data Governance will evolve to revolutionize the business and change our business models, beliefs and behaviors. He will discuss how Predictive Data Governance will enable the shift into a new paradigm and impose a new leadership model, change all performance based measurements where there is no place for KPIs, Six Sigma, lean methodologies and performance related methods.

FEATURED CASE STUDIES

The Data Governance Winter Conference provides the unique opportunity to learn from the experts AND your peers at other organizations.

Five Pitfalls to Avoid When Starting Your Data Governance Program — Lessons Learned from a Bruised Veteran
Pablo Riboldi, *LDS Church*
Winner of the 2013 Data Governance Best Practice Award

Overcoming Obstacles to Successfully Implement Master Data Governance
Lisa Cutler-Farwig, *Schlumberger*

The Maturity of Data Governance at Ally Financial
Salema Rice, *Ally Financial Inc.*

Data Sharing and Other Challenges for Health Care Data Governance
Kelley Royer-Marek, *AmeriHealth Mercy Health Plan*

Groupe Mutual Insurance, A Success Story in Predictive Governance
Walid el Abed, *Global Data Excellence Limited*, Eric Michellod, *Groupe Mutuel Assurance* & Yvan Zermatten, *Groupe Mutuel Assurance*

A Pragmatic Approach to MDM Data Governance
Mark Blanchette, *Citrix Systems Inc.*

Starting up Data Governance from Scratch — Lessons from Banking
Sunil Soares, *Information Asset* & Marie-France Ouimet, *National Bank of Canada*

7 Key Materials for Building a Data Governance Shop
Matthew Slavonic and Susan Majcher, *University of Pittsburgh Medical Center*

Metadata as a Data Governance Enabler
David Kowalski, *Bank of America*

Transform Data Governance into Action with MDM
Kadima Lonji, *Oakley* & Gauthier Vasseur, *Semarchy*

PANEL: Lessons from the Trenches
Measuring and Demonstrating the Value of Your Data Governance Program
Moderator: Tony Shaw, *DATAVERSITY*

Panelists: Michele Koch, *Sallie Mae*, George Yuhasz, *HealthNow NY Inc / BlueCross BlueShield of Western New York*, Eric Michellod, *Groupe Mutuel Assurance* & Pablo Riboldi, *LDS Church*

PANEL: Data Governance in the Financial Sector
Moderator: Michael Atkin, *EDM Council*

Panelists: Salema Rice, *Ally Financial Inc.*, David Kowalski, *Bank of America* & Natalie Sendele, *Artisan Partners*

DATA STEWARDSHIP TRACK

The Data Stewardship Track provides the how-tos for developing a successful data stewardship program and the opportunity to hear the real life experiences of data stewards and governance practitioners.

▶ **Data Stewardship Tutorial**
How to Effectively Operationalize Data Stewards and Your Governance Program
Robert S. Seiner, *KIK Consulting / TDAN.com*

Attendees of this tutorial will learn:

- How to Define the Role of a Data Steward
- How to Identify or Recognize People as Data Stewards
- How to Train and Equip Data Stewards with Relevant Governance Knowledge
- How to Get Stewards to Apply the Knowledge in Day-to-Day and Project-Type Activities
- How to Effectively Communicate with the Data Stewards

▶ **Data Stewardship Conference Sessions**
A Day in the Life of a Chief Data Steward
Barbara Deemer, *Sallie Mae*
Winner of the First Stewie (Data Stewardship) Award

This session will provide practical advice and lessons learned from a successful Chief Data Steward.

Topics include facilitating the DG Council and maintaining business participation, perpetual training and mentoring of data stewards, promoting the DG strategic, corporate vision through project level involvement, data issue reconciliation, data standardization, assisting business areas in documenting business value and how to engage the business in root cause analysis and error remediation.

The Journey Towards Governance and Data Stewardship Maturity at HealthNow
George Yuhasz, *HealthNow NY Inc / BlueCross BlueShield of Western New York*

HealthNow initiated a Data Governance program in 2012 aimed at rationalizing the complex and siloed current-day processes with a lean and agile approach to governance and stewardship. This session will focus on the progress made including engaging and empowering the Data Stewards with greater oversight and accountabilities to enforce policies of appropriate data use.

Data Stewardship in Action: Notes From the Field
Analise Polsky, *SAS*

This session will explore the role of data stewards and examine the types of data quality measures that give data stewards the information and tools essential to supporting the framework, strategies, and policies set forth by the Data Governance Team. This presentation will feature best practices from award winning data stewardship companies and demonstrations of several key data stewardship tasks.

It's Time. The Data Stewardship Career Path
Tina McCoppin, *Ajilitee*

This session makes the argument that it is time to recognize the "Data Steward Career" – and work to institutionalize it within organizations and companies. Human Resources and senior management should have the role clearly articulated in the organization's list of jobs, as well as a designated pay scale and career path. This session will discuss career Levels (Data Steward, Master Data Steward, Chief Data Officer), roles and responsibilities and demonstration of skills and traits needed for these roles.

CONFERENCE TUTORIALS

The tutorial program offers in-depth education for all levels of experience, from novices who are starting a data governance program to senior team members.

Data Governance 101: Organization, Roles, Policies, and Processes

David Loshin, *Knowledge Integrity, Inc*

In this introductory tutorial we provide an overview of the policies, practices, and roles associated with initiating and sustaining a Data Governance program. Attendees will learn about the drivers for Data Governance, organizational operating model for Data Governance, roles and responsibilities, collecting data requirements, processes for defining and approving data policies, oversight of common reference data concepts and operational data stewardship.

Extending Project-focused Data Governance to the Enterprise

Kelle O'Neal, *First San Francisco Partners*

Did you start your Data Governance Program to support a specific department, project or regulatory requirement? Are you struggling to extend it to the enterprise? This session will provide tips and techniques for extending a project-oriented governance program to an enterprise initiative.

We will review best practices, as well as examples and case studies to illustrate the concepts. Attendees in this session will leave with a process and a roadmap to improve the effectiveness of governance by leveraging economies of scale and enterprise assets.

Data Governance for Big Data and Unstructured Data

Malcolm Chisholm, *AskGet Inc.*

The Data Governance challenges for Big Data and unstructured data are different to those for structured data in relational environments. These include dealing with sources, ensuring modeling of environments

is done well, tracking what happens to data as it flows through environments, compensating for inadequacies in tools, semantic modeling for understanding of data, semantic modeling for distilling results of data processing, and integration with regular structured environments. General issues with lack of metadata for Big Data and unstructured data and the Data Governance response are described. Also discussed are approaches to getting the business to understand the urgent need for Data Governance in these areas, which are often seen as overwhelmingly the province of technology alone.

Key Ingredients and Human Dynamics on How to be Successful in Data Governance

Len Silverston, *Universal Data Models, LLC*

Len Silverston had the opportunity to help his client recognize such significant return on investment from their Data Governance program that they won the 2012 Data Governance Best Practice Award. A key to the success of this effort was understanding the personal, cultural, and political environment and consciously employing proven principles to enable success. The most successful Data Governance efforts usually share one thing in common: they developed and implemented effective strategies that provided fertile cultural and political ground for success.

This seminar will discuss the key ingredients of Data Governance programs and cover principles, tools, and techniques to empower participants in moving toward effective Data Governance. The instructor will share various insights, showing pitfalls of where Data Governance efforts can and have gone off course as well as sharing keys to successful Data Governance efforts.

How to Develop ROI and Value of Investment Metrics — Demonstrating and Communicating Success

Pat Branum, *Capital One Financial*
Eileen Koski, *North Shore Long Island Jewish Health & Hospital System*

The initial justifications for implementing Data Governance programs are often based on known data issues that have caused business problems for an organization. A program that successfully solves real business problems by identifying and addressing data issues, may still struggle in the long run if they cannot effectively demonstrate and communicate their accomplishments within their organization. The key to demonstrating success—and in particular to maintaining enthusiasm over time—is to derive, document and appropriately communicate persuasive metrics on Return On Investment (ROI) or Value Of Investment (VOI).

Through examples and in-class exercises, this session will teach participants how to translate success into persuasive metrics, as well as discussing strategies for effective communication.

> **One of the best conferences I've attended. Very well-organized, great topics and speakers.**
>
> **Piyush Jain**
> *Progressive Insurance*

> **Tons of tips, examples, suggestions to help our DG initiative!**
>
> **James Kurpick**
> *Novo Nordisk Inc.*

Effective Data Governance for Master Data Management

Malcolm Chisholm, *AskGet Inc*

This tutorial focuses on the essential areas of Data Governance that must be established for MDM and how to overcome the challenges of operationalization. The complex and multi-disciplinary nature of MDM is addressed in terms of governance. Attention is also paid to qualitative differences in governance needed for different MDM entities such as customer, product, account, financial instrument, and reference data. Additionally, the different roles involved in Data Governance are outlined. This is particularly important for MDM as there are widely disparate views on what a Data Steward, an SME, a Data Manager are, and lack of role clarity is known to be a significant obstacle for MDM implementations.

How to Sustain Data Governance

John Ladley, *IMCue Solutions*

Now you have Data Governance up and running. Now what?

This session will cover the major roadblocks to keeping Data Governance programs running after they have been implemented. Topics include addressing resistance, metrics and measuring effectiveness, organization structures, aligning to the business and attracting business partners.

FULL AGENDA
available at
www.dg-conference.com

VENUE & EVENT REGISTRATION INFO

ATTENDEE REGISTRATION OPTIONS	Fee if Paid by October 18	Fee if Paid After October 18
Entire Event Tutorials, Conference Sessions Monday – Wednesday, November 18-20, 2013	$1595	$1695
Any Single Day	$745	$795
Request an Exhibit Floor Pass	$25	
Non-Attendee Conference Proceedings Only Option Includes conference tutorials and conference sessions. Sales tax will be added to California Orders.	$495	

*Registrations received after November 15th will incur an additional $100 on-site registration fee.

TO REGISTER GO TO: WWW.DG-CONFERENCE.COM
OR CALL (310) 337-2616

HOTEL INFORMATION

THE CONFERENCE WILL BE HELD AT:

W Fort Lauderdale
401 N. Fort Lauderdale Beach Boulevard
Fort Lauderdale, FL, 33304
(866) 837-4203

Arrangements have been made for discounted room rates of $189 (single/double) per night for conference attendees. These rates are available until **October 14, 2013** or until the room block sells out, whichever comes first.

To reserve by phone please call **(866) 837-4203** and mention the Data Governance Conference to obtain the group discount.

GROUP DISCOUNTS

REGISTER 2 AND YOUR 3RD TEAM MEMBER ATTENDS FREE!!

For every two people from your organization that pay and register for the entire event by **October 18, 2013** you will receive a free registration for a team member! You must register the entire team together to take advantage of this offer.

Please call **(310) 337-2616** or send an email to **dataversity@conferenceregistration.com** if you need assistance.

ADDITIONAL DISCOUNT FOR:

Members of DAMA, The Data Governance Professionals Organization (DGPO), EDM Council and IDMA.
For details contact:
dataversity@conferenceregistration.com

ICCP Approved

This program has been approved by the Institute for Certification of Computing Professionals (ICCP) for awarding contact hours to be credited to Recertification records of Certified Computing Professional (CCP), Associate Computing Professional (ACP), Certified Business Intelligence Professional (CBIP), Certified Data Management Professional (CDMP) and Certified Insurance Data Manager (CIDM).