

August 15th & 16th 2011
San Francisco, CA

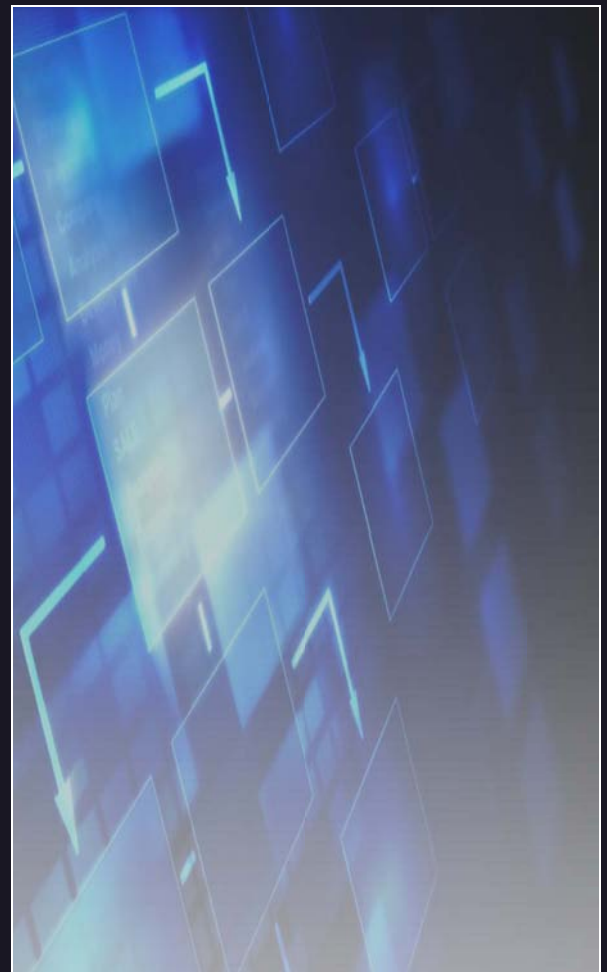
 Gateway Management, Inc.

Data Management

planning & analysis 2011

Master Data Management
Data Preparation for Analytics
Data Governance Planning and Analysis
Enterprise Information Integration
Data Quality Analysis
Lean Data Management

510-768-7920 ♦ www.gmi-solutions.com





Program Agenda

Monday, August 15th - Day One

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Leverage Master Data Management
Opportunities and risks through adopting Master Data Management

9:45 am Keynote:
Competitive Advantage through Data Management
Harness data assets to promote better strategic planning and drive execution

11:00 am **Enterprise Information Integration**
Data integration to support business decision making

Noon Lunch & Networking Break

1:00 pm **Data Consolidation and Aggregation**
Reduce time and improve accuracy of data collection

2:15 pm **Data Preparation for Analytics**
Process plan to transition raw data to actionable results

3:30 pm **Data Process Improvement**
Standardize data entry tools and data usage processes

4:30 pm **Adjourn**

Tuesday, August 16th - Day Two

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Data Governance Planning and Analysis
Ensure consistent and proper data handling across the organization

9:45 am **Baseline Data Assessment**
Create an evidence-based foundation for data governance

11:00 am **Defining Data Ownership**
Establish roles and responsibilities for data owners and end users

Noon Lunch & Networking Break

1:00 pm **Data Risk and Vulnerability Assessment**
Protect data assets through effective threat identification

2:15 pm **Data Quality Analysis**
Testing methods for optimal data quality

4:30 pm **Adjourn**

Data Management Planning & Analysis 2011

Data Management Planning & Analysis 2011 is a comprehensive training and networking opportunity that is uniquely designed for business professionals working to support decision making through good data analysis. Presentations and case studies are delivered by expert industry practitioners, educators and methodologists to provide new insight and build upon existing skills. This format allows attendees to assess best practices from leading organizations and learn how to apply the challenging approaches through hands on learning.

Data Management Planning & Analysis 2011 is designed to give you effective tools for testing quality, aggregating, consolidating, integrating and assessing organizational data. This forum provides best practices, case studies, hands on learning approaches and interactive dialogue sessions delivered by industry experts, practitioners and methodologists.

3 Attendee Group Rate

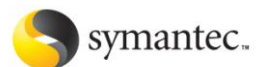
\$ 3,995.⁰⁰



Past Presenter Organizations Include



blue of california



Day One:

Keynote Case Studies & Best Practices



8:30 am

Keynote: Leverage Master Data Management

Opportunities and risks for adopting Master Data Management

- Resolve data fragmentation issues with a unified data approach
- Align data management strategy with business objectives
- Link all organizational data to a single access point
- Organizational data considerations for MDM evaluation
- Key concepts of MDM, case studies, theories and practices

9:30 am

Keynote: Competitive Advantage through Data Management

Harness data assets to promote better strategic planning and drive execution

- Optimize distinct business capabilities to gain competitive advantage
- Leverage data assets for top line and bottom line growth
- Establish advanced analytical capabilities through data management
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives

11:00 am

Enterprise Information Integration

Uniform Information Representation to support business decision making

- Cost and time saving integration processes
- Enhance search capabilities across multiple systems in one interface
- Pull together data from multiple data sources in an *ad hoc* fashion
- Identify how existing data can be used in other areas of the organization
- Assess different display methods for EII search representation



Day One:

Best Practices & Strategy Sessions

1:00 pm

Data Consolidation and Aggregation

Reduce time and improve accuracy of data collection

- Develop time efficient and cost effective data gathering strategies
- Consistently extract, analyze and collate data from a variety of sources
- Identify and evaluate process improvement methodologies for data collection
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution

2:15 pm

Data Preparation for Analytics

Process plan to transition raw data to actionable results prepare

- Create a unified system of data management to support business intelligence
- Identify the needs of data analysts and end users
- Align data structure to business needs and objectives
- Develop a scalable approach for large quantities of data preparation
- Synchronize business data for quick and easy reporting

3:30 pm

Data Process Improvement

Promote performance improvement through more effective processes

- Apply lean methodologies to data management
- Standardize data entry tools and data usage processes
- Ensure accurate information and reliable analysis
- Reduce waste, cut costs and eliminate opportunities for errors
- Emphasize repeatable processes for data management and analysis

Day Two:

Keynote Case Studies & Best Practices



8:30 am

Keynote: Data Governance Planning and Analysis

Ensure consistent and proper data handling across the organization

- Coordinating data governance plan with all organizational stakeholders
- Integrating business-led and IT-led governance activities
- Defining the mission and goals of data stewardship programs
- Importance and best practices in developing a data governance framework
- Understand key organization structures, roles and responsibilities of data governance

9:30 am

Baseline Data Assessment

Create an evidence-based foundation for data governance

- Develop and execute a baseline assessment to support the data governance program
- Codify data policies, rules and quality targets
- Develop key data governance success indicators
- Establish quality standards and metrics to support data quality
- Use data quality metrics for continuous monitoring

11:00 am

Defining Data Ownership

Establish roles and responsibilities for data owners and end users

- Identify major stakeholders, their needs and their capabilities
- **Understand each stakeholders' needs and assign roles accordingly**
- Develop a data ownership hierarchy and establish accountability
- Create collaboration between data owners
- Create systems to prohibit inside users from erroneous or malicious data access



Day Two:

Best Practices & Strategy Sessions

1:00 pm

Data Risk and Vulnerability Assessment

Protect data assets through effective threat identification

- Strategies to locate and classify sensitive data
- Identify vulnerabilities and data threats throughout the organization
- Balance data risks with business priorities and resource constraints
- Translate vulnerability assessment results to data security policies
- Data continuity planning fundamentals

2:15 pm

Data Quality Analysis

Testing methods for optimal data integrity

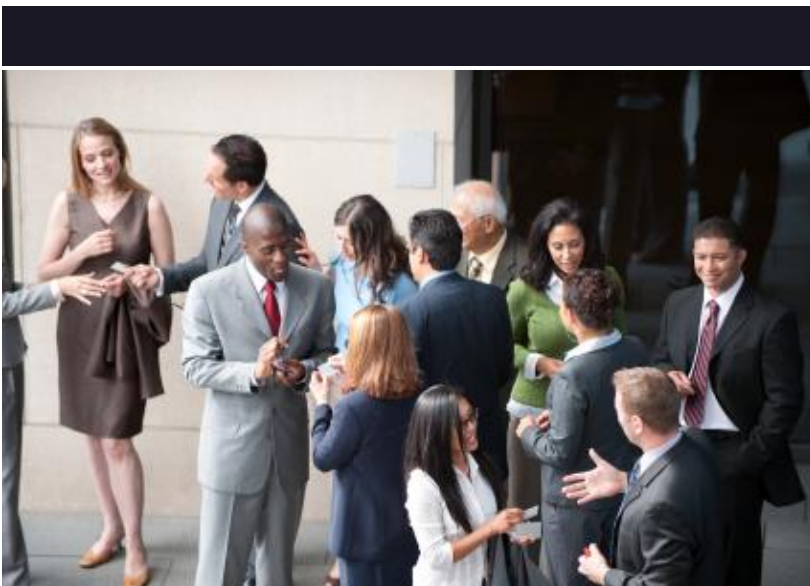
- Institutionalize testing methods into data delivery process
- Data proliferation, completeness, redundancy and obsolescence analysis
- Identify key data elements and metrics to **define "quality data"**
- Reduce Total Cost of Ownership with high quality data
- Create systems to promote data quality excellence

Networking Opportunities

Not only do attendees come to learn innovative skills and best practices in marketing planning, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

Network with colleagues and industry experts from different analytical functions

This unique networking opportunity enhances attendees experience both on site and through subsequent relationships built at the event.



Data Management Planning & Analysis

Gateway Management is a recognized leader in providing premier training events on strategic planning through analytical insight. 2010 attendee companies include:

Chipotle Mexican Grill	Metaswitch
Express Scripts	Direct Energy
Sara Lee	Crowe Paradis Services
facebook	Kobie
Hamilton Beach Brands, Inc.	Lonza
Salt River Project	Zodiac Pool Systems
Toyota	Beekley
Research in Motion	FL Smidth
Kaiser Permanente	Copa Airlines
Qualcomm	Access Pass & Design
Roche	AHIMA
Juniper	Ametek
Wells Fargo	BitTorrent Inc.
Maxwell Technologies	Bryant Rubber
Arup	Colorado Technical University
YSU	Cross Country Home Services
Abraxas Energy Consulting	F5
Bonneville Environmental	Genomic Health
Infinity Pharmaceuticals	GreenRoad Technologies
Medicis	Jacksonville Aviation Authority
Belo	Life Technologies Corporation
Tempur Pedic	Lyrus
eSource	Majestic Steel
Genentech	Maxygen, Inc.
Lithia	Milestone AV Technologies
Citrix	Redwood Trust
Palm	Transtector Systems, Inc.
Southwest Airlines	URS
PayPal	Wafergen Bio-Systems, Inc.
Ernst & Young	ZIN Technologies, Inc.
Symantec	Resource Planning Solutions
IAC	OnBase
Arrow Electronics	Security Benefit
Blue Shield of CA	Intcomex
Apple	Occam Networks
PG&E	Unified TelData Inc
Jones Hearing	JAKKS
UHC	Tibco
Rack Space	Radian
Cummins	3ds
Nike	Hardie's Fruit and Vegetable
NetApp	Merisant
Eon US	MRC
Cadence	Accuray Incorporated
Intuit	RDO Equipment Co.
Price Waterhouse Coopers	Bazaar Voice
Adobe Systems	Microsoft

San Francisco

Area, Venue & Travel Information



Room Rate
\$ 199.⁰⁰ / night

Reservations: **(415) 512-1111**

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

Online Reservations:

<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1105031693&key=9CA1B>

Area – San Francisco, Union Square

Located on San Francisco's historic Union Square, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. Gateway Management has on-the-ground knowledge of the area's best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

Our venue's prime location offers dozens of choices of accommodations from boutique to internationally recognized brands.

Travel

There are two convenient airports to serve attendees; San Francisco and Oakland International. Both have convenient public transportation by way of BART. Take BART from either airport toward Downtown San Francisco where you will exit at Powell Street Station. Use the accompanying map to walk or cab the 1 block to our venue

Venue – Palace Hotel San Francisco

Palace Hotel
2 New Montgomery Street
San Francisco, CA 94105



Earn CPEs

CPE Credits: 12

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.

Program Level:	Basic
Delivery Method:	Group-Live
Prerequisites:	None
Advanced Preparation:	None



Data Management Planning & Analysis 2011, SF

Registration & Contact Information

Registration Form

Name

Title

Organization

Street Address

City/State/Zip

Telephone

Fax

Email

Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

Cancellation/Rescheduling Policy

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

Fees ♦ Registration

<input type="checkbox"/>	Early Registration	\$ 1,599.00
<input type="checkbox"/>	Standard Registration	\$ 1,799.00
<input type="checkbox"/>	3 Attendee Group Rate	\$ 3,995.00
<input type="checkbox"/>	Additional Attendee	\$ 1,299.00

For "Early Registration", register by May 27, 2011

Call

510-768-7920

Fax

510-380-7377

Online

www.gmi-solutions.com

For group discounts, packages and local information please email Jeff Brown:

jbrown@gmi-solutions.com