

April 18th & 19th, 2011 ♦ Chicago

Business
Planning & Analysis

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



510-984-3620 ♦ www.gmi-solutions.com



Earn 12 CPE Credits





Program Agenda

Monday, April 18th - Day One

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Integrated Business Planning
Improve organizational performance with cross functional enterprise planning

9:30 am Keynote:
Competitive Advantage Through Analytics
Harness analytics to promote better strategic planning and drive execution

11:00 am **Leverage Master Data Management**
Opportunities and risks through adopting Master Data Management

Noon Lunch & Networking Break

1:00 pm **Data Preparation for Analytics**
Process plan to transition raw data to actionable results

2:15 pm **Data Consolidation and Aggregation**
Reduce time and improve accuracy of data collection

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

4:30 pm **Adjourn**

Tuesday, April 19th - Day Two

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Advanced Analytics
Decision making based on facts, data and analytical insight

9:30 am Keynote:
Data Translation, Interpretation and Delivery
Deliver meaningful information to drive better business decisions

11:00 am **Data Governance Planning and Analysis**
Ensure consistent and proper data handling across the organization

Noon Lunch & Networking Break

1:00 pm **Baseline Data Assessment**
Create an evidence-based foundation for data governance

2:15 pm **Data Risk and Vulnerability Assessment**
Protect data assets through effective threat identification

3:30 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.

Attendees will learn:

- Integrated business planning
- Fundamentals of master data management
- Data stewardship and ownership

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: Integrated Business Planning

Improve organizational performance with cross functional enterprise planning

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Insure sales and operations plans are linked to strategic plan
- Evaluate plans and activities based on the true economic impact of each consideration
- Extend visibility to identify impacts of specific market events well into the future

9:30 am

Keynote: Competitive Advantage through Analytics

Harness analytics to promote better strategic planning and drive execution

- Optimize distinct business capabilities to gain competitive advantage
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Utilize analytics to better determine ROI
- Establish predictive capabilities through analytics for better forecasting

11:00 am

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



Day One:

Best Practices & Strategy Sessions

1:00 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

2:15 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

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: Advanced Analytics

Optimize performance through the implementation and integration of advanced analytics

- Use advanced statistical and econometric methodologies to make better predictions
- Total cost minimization and net revenue maximization methodologies
- Develop models for better scenario planning for predictive sales and risk management
- Multivariate testing and advanced regression modeling
- Synthesize integrated analytical insights into tactical planning

9:30 am

Keynote: Data Translation, Interpretation and Quality Analysis

Develop meaningful interpretations and recommendations to drive business decisions

- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution
- Identify and evaluate process improvement methodologies for data collection and delivery
- Consistently extract, analyze and collate data from a variety of sources

11:00 am

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



Day Two:

Best Practices & Strategy Sessions

1:00 pm

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

2:15 pm

Data Risk and Vulnerability Assessment

Protect data assets through effective threat identification

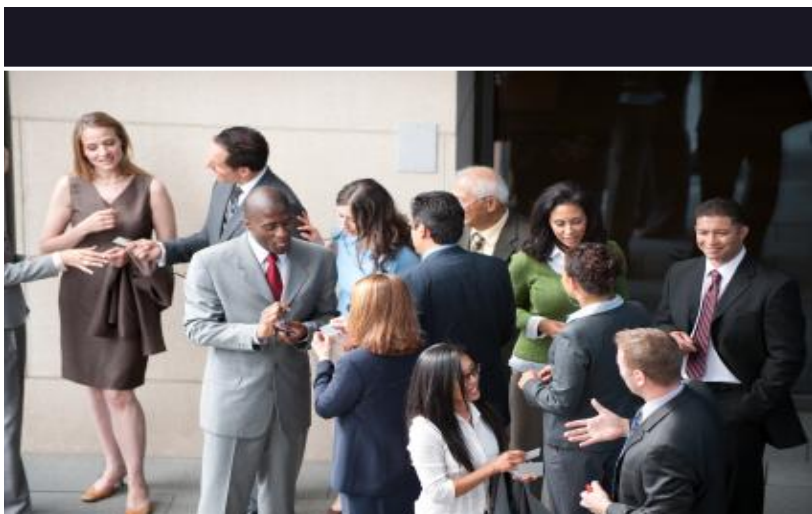
- Strategies to locate and classify sensitive data
- Identify vulnerabilities and data threats throughout the organization
- Balance data risks with business priorities and resource constraints
- Translate vulnerability assessment results to data security policies
- Data continuity planning fundamentals

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 across analytical functions.

Network with colleagues and industry experts from different analytical functions

Five business analytics tracks are being held simultaneously, focusing on S&OP, data management, marketing, financial and workforce planning and analysis. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance.



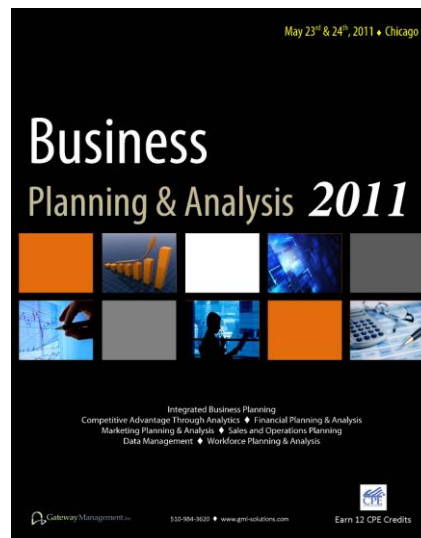
Data Management Planning & Analysis

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

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|-----------------------------|---------------------------------|
| 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 |

Data Management Planning & Analysis 2011

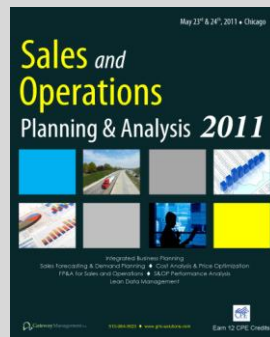
is one component of a functionally integrated, 5-track event



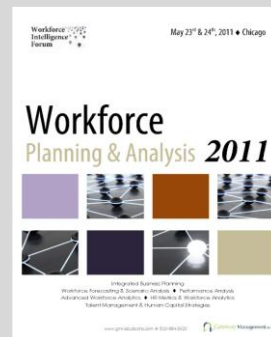
FP&A 2011



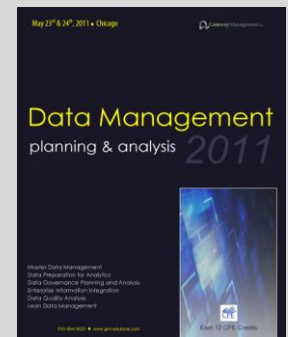
Marketing Planning & Analysis 2011



Sales and Operations Planning & Analysis 2011



Workforce Planning & Analysis 2011



Data Management Planning & Analysis 2011

(Click an image to access full brochure)

This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote addresses, attendees will break out into separate areas to learn from experts discussing topics

Chicago

Area, Venue & Travel Information



Room Rate

\$ 189.⁰⁰ / night

Reservations: (312) 332-1200

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

Online Reservations:

[Gateway Management, Inc.](#)

Area – Chicago

Located in Chicago's Downtown, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. Gateway Management can assist you with information regarding the area's best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

Gateway Management extensively reviews conference venues, choosing those that offer the best value to business travelers. We aggressively negotiate hotel rates at the venue location to offer maximum on-site convenience at the best price. Furthermore, our venue's prime location offers dozens of choices of off-site accommodations from boutique to internationally recognized brands.

Travel

Most guests will arrive via Chicago O'Hare International Airport or Chicago Midway International Airport. The venue is located approximately 20 minutes by car or shuttle. Once downtown, amenities are accessible via a short walk, taxi or public transportation.

Venue – "W" Chicago City Center

Venue Address:

"W" Chicago City Center
172 West Adams
Chicago, IL 60603



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, Chicago

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 January 28, 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