

TECHNOLOGY TRANSFER PRESENTS

# MIKE FERGUSON

**ENTERPRISE DATA GOVERNANCE  
& MASTER DATA MANAGEMENT**

ONLINE LIVE STREAMING

**MARCH 30-31, 2022**



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www.technologytransfer.it

## **ABOUT THIS SEMINAR**

Many businesses today are operating in a distributed computing environment with data and processes running across the Data Centre, multiple Clouds and the edge. In this environment, with so much going on, Master Data, the most widely used data in any business, is becoming harder to find, manage and keep synchronised. This two-day in-depth seminar looks at this problem and shows how to successfully implement Master Data Management to create a 360 degree view of customers, products, suppliers and other core entities.

The seminar takes a detailed look at the business problems caused by poorly managed Master Data including inconsistent identifiers, data names and policies, poor data quality, poor information protection, and piecemeal project oriented approaches to data integration. It also defines the requirements that need to be met for a company to confidently define, manage and share reference data, master data and transactional data across operational and analytic applications and processes both on-premise and in the Cloud.

Having understood the requirements, you will learn what should be in a Master Data Management strategy and what you need in terms of people, processes, methodologies, and technologies to bring your data under control. In addition we will look at how to manage, leverage, make use of a business glossary, data modelling, data relationship discovery, data profiling, data cleaning, data integration, to provision Master Data and Reference Data as a Service (DaaS). We also look at how Customer Master Data is being combined with Data Warehouses and Big Data to create new Customer Data Platforms (CDP).

During the seminar we take an in-depth look at the technologies needed in each of these areas as well as best practice methodologies and processes for Data Governance and Master Data Management.

### **WHO SHOULD ATTEND**

This seminar is intended for chief data officers, enterprise architects, data architects, master data management professionals, business professionals, database administrators, data integration developers, and compliance managers who are responsible for management of specific master data like customer data, product data and supplier data as well as the governance of enterprise data.

# OUTLINE

## 1. Why is Management of Core Data so important?

This session looks at the increasingly complex distributed data landscape, the problems it brings and why companies need to invest in provisioning trusted, commonly understood, high quality information data services across the enterprise to guarantee consistency. It also looks at why data integration and data management should now be a core competency for any organisation.

- The ever-increasing distributed data landscape
- The impact of unmanaged data on business profitability and ability to respond to competitive pressure
- Is your data out of control?
- Key requirements for Enterprise Data Governance (EDG)
- Reference Data vs. Master Data
- What is Master Data Management?
- Why is MDM needed? - benefits
- Establishing a strategy for governing your core data
- Getting the organisation and operating model right
- Key roles and responsibilities - data stewards and data owners
- Core processes needed to establish and govern commonly understood data
- Types of policies needed to govern data
  - Data Integrity rules
  - Data Validation rules
  - Data Cleansing rules
  - Data Integration rules
  - Data Provisioning rules
  - Data Privacy rules
  - Data Access security
  - Data lifecycle management

## 2. A Methodology & Technologies to get Data under control

Having understood why trusted data is so critical, this session looks at methodology for getting your core data under control. It also looks at the technologies needed to help apply it to your data to bring it under control. It also looks at how data fabric software provides the foundation in your enterprise architecture to

manage information across the enterprise

- A best practice step-by-step methodology for trusted data provisioning
  - Define, Identify, Assess, Integrate, Provision, Monitor, Protect and Secure
- Data Fabric – the new platform for discovering, profiling, mapping, cleaning, integrating and provisioning data
- The Data Fabric Marketplace
- The role of Data Fabric in your enterprise architecture
- Data Governance and Data Management implementation options
  - Centralised, distributed or federated
- The impact of self-service BI and self-service data integration – the need for Data Governance in our business units
- Data Management on-premise and on the Cloud

## 3. Data Standardisation & The Business Glossary

This session looks at the first step in getting under control – the need for data standardisation. The key to making this happen is to create common data names and definitions for your data to establish a common business vocabulary in the Business Glossary of a Data Catalog.

- Data standardisation using a common business vocabulary
- The role of a common vocabulary in Master Data Management, Reference Data Management, SOA, DW and Data Virtualisation
- Approaches to creating a common vocabulary
- Enterprise Data Models & the SBV
- Business Glossary products
  - Alation, ASG, Amazon Glue, Collibra, Global IDs, Informatica Axon & Enterprise Data Catalog, IBM I Watson Knowledge Catalog, SAS Business Data Network, Talend Business Glossary
- Planning for a Business Glossary
- Organising data definitions in a Business Glossary
- Glossary roles and responsibilities
- Glossary term ratings, approval and dispute resolution

tion processes

- Leveraging a common vocabulary in Data Modelling

#### **4. Auto Data Discovery, Data Quality Profiling, Cleansing & Integration**

Having defined your data, this session looks at the next steps in methodology, discovering where your data is and how to get it under control.

- Using a Data Lake to stage area for Data Cleansing and Integration
- Automated data relationship discovery a Data Catalog
- Automated data mapping
- Automated Data Quality profiling
- Approaches to integrating data
- Generating Data Cleansing and integration services using common metadata
- Data provisioning – provisioning consistent data services in a data marketplace for use in, MDM and other systems,
- Provisioning consistent data on-demand across Cloud and on-premise systems using Data Virtualisation
- Monitoring Data Quality and policies across a distributed data landscape

#### **5. Master Data Management Design & Implementation**

This session looks at the components of an Master Data Management (MDM) and RDM system and the styles of implementation.

- What does MDM 360 mean for master data entities, e.g. Customer 360, Supplier 360, Product 360 ...
- Components of an MDM solution
- MDM implementation styles and options
  - Real-time Master Data Synchronisation
  - Virtual MDM (Index / Registry)
  - Single Entity Hub vs. Enterprise MDM
- How does MDM fit into an SOA?
- Identifying candidate entities

- Understanding master data creation and maintenance
- Master data implementation
- Defining a common vocabulary for master data entities
- Master Data Hierarchy Management
- Master Data Modelling
- Master Data discovery – identifying where your disparate master data is located using a Data Catalog
- Mapping your disparate master data
- Profiling disparate master data to understand data quality
- Creating trusted master data entities using Data cleansing and data integration
- Implementing outbound master data synchronisation
- Identifying and re-designing master data business processes
- The MDM solution marketplace
  - Ataccama, IBM, Informatica, Magnitude, Microsoft, Oracle, Reltio, Riversand, SAP, SAS, Semarchy, Stibo, Talend, TIBCO and more
- Evaluating MDM products
- Integration of MDM solutions with data fabric platform forms
- Implementing MDM matching at scale, e.g. IBM MDM Big Match
- NoSQL Graph DBMSs and MDM
- MDM in the Cloud – what's the advantage?
- Sharing access to master data via master data services in a Service Oriented Architecture (SOA)
- Leveraging SOA for data synchronisation
- Integrating MDM with operational applications and process workflows
- Using master data to tag unstructured content

#### **6. Transitioning to Enterprise MDM – The Change Management Process**

This session looks at the most difficult job of all – the Change Management process needed to get to Enterprise Master Data Management. It looks at the difficulties involved, what really needs to happen and the process of making it happen.

- Starting an MDM Change Management program
- Changing data entry system data stores
- Changing application logic to use shared MDM services
- Changing user interfaces
- Leveraging portal technology for user interface redesign
- Leveraging a Service Oriented Architecture to access MDM shared services
- Changing ETL jobs to leverage Master Data
- Hierarchy Change Management in MDM and BI systems
- Transitioning from multiple data entry systems to one data entry system
- Transitioning change to existing business processes to take advantage of MDM
- Planning for incremental Change Management

## 7. From MDM to Customer Data Platforms

This last session looks at the emergence of Customer Data Platforms (CDP) that combine Customer MDM, Big Data and Data Warehouses to create a Customer Data Platform to support Marketing, Sales and Customer Service in the Digital Enterprise.

- What is a Customer Data Platform?
- Customer MDM Vs a CDP
- Components of a CDP
- The CDP Marketplace and what to look for
- Integrating CDPs with digital and traditional marketing, sales and service applications
- Creating a CDP in your enterprise

## SPEAKER

**Mike Ferguson** is Managing Director of Intelligent Business Strategies Limited. As an analyst and consultant he specialises in Business Intelligence and enterprise business integration. With over 35 years of IT experience, Mike has consulted for dozens of companies. He has spoken at events all over the world and written numerous articles. He is Chairman of Big Data LDN – the fastest growing Big Data conference in Europe, and chairman of the CDO Exchange. Formerly he was a principal and co-founder of Codd and Date Europe Limited – the inventors of the Relational Model, a Chief Architect at Teradata on the Teradata DBMS and European Managing Director of Database Associates. He teaches popular master classes in Analytics, Big Data, Data Governance & MDM, Data Warehouse Modernisation and Data Lake operations.

# INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1100</p> <p>The fee includes all seminar documentation</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: info@technologytransfer.it</p> <p>TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p><b>GENERAL CONDITIONS</b></p> <p><b>DISCOUNT</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p><b>CANCELLATION POLICY</b></p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Registration fee:  
€ 1100

If anyone registered is unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

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