

DQ Asia Pacific

From Geek to Chic



Nominations are open
see www.dqasiapacific.com
for more details!

International keynote speakers:



Paul Ormonde-James
Head of Global Intelligence, The World Bank



Guy Tozer
Director and CEO, Doriq Ltd

Workshop presenters:

Kaizen Institute

Robert Malcolm, Senior Associate

Analytics 8

Shravan Malkani, Principal Consultant

Hear practitioner case studies from:

Asia Pacific

- HSBC
- Hong Kong Computer Society
- Singapore Clinical Research Institute Pte Ltd

Australia

- National Australia Bank (NAB)
- Bupa Australia
- Defence Science and Technology Organisation (DSTO)
- Recordkeeping Innovation
- Frazer Walker
- BHPBilliton
- BusinessMinds Australia
- NSW Department of Housing
- Westpac

DQ Asia Pacific online

- Twitter:** @DQAsiaPacific
- Facebook:** <http://tinyurl.com/DQfacebook>
- LinkedIn:** <http://tinyurl.com/DQlinkedIN>
- Scribd:** <http://scribd/DQ Asia Pacific>

DQ Asia Pacific will provide opportunities to:

- Hear international and local practitioners discuss success stories and new schools of thought around issues of data quality, data warehousing, master data management and business intelligence
- Analyse the drivers and barriers to achieving data quality within specific business units
- Participate in highly interactive presentations designed to improve your knowledge and encourage networking opportunities
- See the latest trends and products from leading providers in the exhibition space

Diamond Sponsor:



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Ark Group is proud to bring you DQ Asia Pacific: From Geek to Chic. Ark Group has undertaken extensive research and collaborated with data management practitioners and industry professionals to ensure that the direction and content of each presentation will provide you with real value and useful information and strategies to implement within your organisation.

Our international keynote presenters and practitioner case studies will show how enterprises can use data to improve organisational efficiencies, drive competitive advantage, improve regulatory compliance and produce strong returns; while sponsor sessions will take a case study approach in illustrating functional methods that they've applied to specific client situations.

This year's event will also feature the DQ Trivia Hunt, an interactive exercise that will provide you with new knowledge, an enjoyable experience and the opportunity to win a multitude of prizes! For more details please visit: www.dqasiapacific.com



DAY ONE - Monday, 19 April 2010

8.15 Registration and refreshments

8.45 Chairperson's opening remarks

9.00 Global financial crisis: driving quality in the data to wisdom continuum

There is no doubt the global financial crisis (GFC) has driven organisations to review how they operate and has reinforced the need for accurate and timely information. The future will see companies competing on the width and depth of the data they capture and the way it is transformed through the value chain to wisdom. How are global companies assuring the information they have is accurate and up to date in an environment that is changing so quickly?

Paul Ormonde-James, Head of Global Intelligence, The World Bank



10.00 Diamond sponsor keynote

10.45 Exhibition break

11.15 Establishing a data management practice

- Gaining senior management support and buy-in to establish a data management practice
- Should the practice be centralised or decentralised?
- Developing a strategic delivery method and sourcing funding
- Measuring the success of the practice



Bala Rasaratnam, Practice Manager, Data Architecture and Management, National Australia Bank (NAB)

12.00 Gold sponsor session

12.40 Exhibition break

1.40 Data management concepts for multi-centre and complex clinical trials

- Understanding the critical role of effective data management in clinical trials
- Improving processes to save time and improve data validity
- Looking at the evolution of the tools used to improve the refinement of clinical data



Srinivas Hiriyanna, Manager, Clinical Data Management Research Operations, Singapore Clinical Research Institute Pte Ltd

2.25 Silver sponsor session

3.00 Exhibition break



DQ Asia Pacific Award

Ark and IAIDQ are proud to present the first ever DQ Asia Pacific awards. The following sessions will feature the finalists for this award as selected by an expert panel of IAIDQ members. Following the presentations, we invite you to cast your votes and decide the best data quality project of the past year.

3.30 DQ Asia Pacific Award: Finalist #1

4.10 DQ Asia Pacific Award: Finalist #2

4.50 Executive panel session: Obtaining buy-in from key decision makers

This session will feature panellists who have actively supported data quality initiatives within their organisations. Hear these experts cover important issues of buy-in including:

- What data and information managers need to do to attract attention for data projects
- Crafting a business case that meets business data requirements
- How to communicate ongoing business benefits through effective measurement

Panellists: Karen Halligan, Information Management Consultant, BHPBilliton; Principal Consultant, Frazer Walker;

Vladas Leonas, CIO, Department of Housing NSW

5.35 Chairperson's closing remarks and end of day one

5.50 Networking drinks

DAY TWO - Tuesday, 20 April 2010

8.15 Registration and refreshments

8.45 Chairperson's opening remarks

9.00 Looking after the business: integrating data governance with your enterprise architecture



Data quality efforts in large enterprises often fail to deliver on the expectations of the client business. As with any service provision, the key to avoiding such disappointment is to look at the problem through the eyes of the client from the beginning. This means adopting a strong focus on value, and only defining what we mean by quality in this context. This presentation will outline how this can be achieved by:

- Preventing confusing the idea of correct data with high quality data
- Coming to grips with client value, formally architecting data governance processes to strengthen the chances of long term success, underpinning performance metrics and client feedback mechanisms
- Building and acting upon a data quality architecture to design and sustain a DQ function which is formally, rigorously and permanently linked with the business direction

Guy Tozer, Director and CEO, Doriq Limited

10.00 Platinum sponsor keynote

10.45 Exhibition break

11.15 Benefits realisation of business intelligence

- Why do companies need business intelligence (BI) now?
- What are the current BI market trends in Asia Pacific and in particular in Greater China?
- What benefits can BI bring to an organisation?
- How can companies successfully realise the expected benefits of BI?
- Case studies and links to data quality



Toa Charm, Head of Change Delivery, Customer and Business Intelligence, HSBC; and Chairman, BI Special Interest Division, Hong Kong Computer Society

12.00 Gold sponsor session

12.40 Extended exhibition break

1.40 Interactive roundtable discussion: Identifying strategies and tools to improve DQ frameworks and governance

Network with other attendees and share your ideas, tips and tricks to create effective data governance and frameworks that can be used to drive improved data management across the organisation.

Facilitated by: Hanne Breddam, Director, BusinessMinds Australia; Richard Callaghan, Head of Technology, Westpac



2.25 Improving maintenance data quality within the Royal Australian Navy

- Using an asset maintenance planning system (AMPS) to schedule and record maintenance on vessels, and identifying issues with the quality of the data stored
- Producing a web enabled front end to AMPS for improved input and analysis
- Developing successful trials and improving acceptance of this tool into service as an add-on to AMPS
- Analysing the significant impacts on the data quality and maintenance management of the fleet of the new add-ins



Dr Stephen Kennett, Science Team Leader Data Quality, Defence Science and Technology Organisation (DSTO)

3.10 Exhibition break

- Announcement of the DQ Asia Pacific Award winner
- DQ Trivia Hunt prize draw



3.40 Bronze sponsor session

4.10 Client case study: Managing people and change processes associated with data quality

- Setting a context for success in data quality through business planning
- Ready, aim, fire: aligning people, process, technology and culture
- A change management model
- Improving awareness of how data quality can improve employee efficiency
- Overcoming barriers: breaking down a resistance to following data protocols
- Creating data stewards to help facilitate data communications
- Identifying and rewarding data champions



Brian Bailey, Business Development Manager, Recordkeeping Innovation

4.55 Recognising the value of data as a marketing and customer information tool

- Implementing progressive profiling to improve customer interaction
- Advancing DQ to improve CRM
- Using organisational data to identify trends and provide a platform for future campaigns



Portia Cerny, Customer Insights and Analytics Manager, Bupa Australia

5.35 Chairperson's closing remarks and end of conference

WORKSHOPS – Wednesday, 21 April 2010

Learn more about our workshop facilitators by visiting the workshop tour at:

www.dqasiapacific.com

WORKSHOP A

9.30 - 12.30

A closer look at the data to wisdom continuum: how the global financial crisis has driven new opportunities

Facilitated by: Paul Ormonde-James, Head of Global Intelligence, The World Bank

About the workshop: This session will use the recent experiences of The World Bank to show how data quality is becoming an increasingly important tool for analysis and competitive advantage in an increasingly global market.

At the end of this workshop you will understand:

- Why data quality is gaining new importance in the information delivery chain
- What companies, local and global, are doing to pursue competitive advantage using data quality as the foundation to all analytics work
- How to manage data quality across silos within and across organisations to achieve good enough accuracy
- The how to guide in implementing source to solutions business value
- Lessons learned from the financial crisis and how you can plan now for the economic revival globally
- Research completed globally on the differences between success and failure for the future

This workshop will also show how different companies are addressing the access to faster and more accurate information by taking some very simple steps that can drive real results.

WORKSHOP B

9.30 - 12.30

Kaizen for quality data and information

Facilitated by: Rob Malcolm, Senior Associate, Kaizen Institute

About the workshop: Kaizen principles and tools have been successfully applied in manufacturing for decades, but their usage in non-manufacturing areas such as the IT, sales, finance and the service industries is still in its first generation of application.

One of the business areas in which we have seen the greatest demand in recent times is the IT arena. Facing increasing demands from the business and under strong resource constraints, IT has had to certainly find a way to 'do more with less'. One of the most profound and most fundamental of the Kaizen tools is a concept known as 5S/workplace organisation. Kaizen Institute's chairman, Mr Masaaki Imai often quotes that 'Kaizen begins and ends with 5S' and Taiichi Ohno, one of the key architects of the Toyota production system, stated 'if you cannot do 5S (properly), forget the rest (of the Kaizen principles)'.

In this workshop you will learn how 5S coupled with data stewardship can improve data and information quality, save time and increase productivity and also start to build the discipline that is required to sustain your process improvements.

WORKSHOP C

1.30 - 4.30

From art to science: metadata-driven rigour in DQM

Facilitated by: Guy Tozer, Director and CEO, Doriq Ltd

About the workshop: Within a data governance function, several complex bodies of knowledge have to be brought together and managed cohesively. The tools, processes, frameworks and techniques must make common assumptions about this knowledge, which are reflected in their structure and use. Whilst mutually significant and complementary, the knowledge domains underpinning these components frequently conflict at a detailed level. This tends to cause unnecessary work, at best, and totally undermines data governance as a discipline, at worst.

Of course, this knowledge must also be managed in conjunction with other disciplines – e.g. business strategy, compliance and IT development - all of which have their own methods and implied structures.

This workshop explains how cohesive knowledge management can be achieved through a common metamodel backbone, and reviews the metadata structures for each domain in detail. Topics covered include:

- Overview of the major metamodel domains
- How to use the metamodel backbone to define and manage a data governance function
- Avoiding problems caused by lack of metadata awareness
- Managing, communicating and (sometimes) hiding the metamodel itself

WORKSHOP D

1.30 - 4.30

Using business intelligence for competitive strategy

Facilitated by: Shravan Malkani, Practice Lead, Analytics8

About the workshop: To outshine competitors and earn sustainable returns greater than industry average during good and bad times, firms need market-responsive competitive strategies. Aligning their customer, product, supply chain and financial functions with strategy to create value, gives firms a business advantage.

In this session, learn how your firm can use business intelligence to gain a competitive edge and how performance dashboards can be modelled to visualise key metrics that embody the organisation's goals and strategies.

AG-WEB

DQ Asia Pacific

Group discounts

Delegates 1-4: Standard, Early Bird or Membership Discount pricing

Delegates 5-10: 25% Discount off the Standard price

11th delegate or thereafter : 30% discount off the Standard price

Group discounts can not be used in conjunction with any other offer or discount.

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Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

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- Booking conditions
- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
 - Payment must be received in full prior to the course.
 - All speakers are correct at the time of printing, but are subject to variation without notice.
 - If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
 - All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
 - All cancellations must be received in writing.
 - Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
 - All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
 - Delegates are responsible for their own travel, accommodation and visa requirements.

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Event venue and accommodation details

Conference/Exhibition venue
 Crystal Palace, Luna Park
 1 Olympic Drive
 Milsons Point NSW 2061
 Ph: 02 9033 7540
 www.crystalpalacesydney.com

Workshop venue
 Vibe Hotel North Sydney
 88 Alfred Street
 Milsons Point NSW 2061
 Ph: 02 9955 1111
 www.vibehotels.com.au

Preferential accommodation rates are available at the Vibe Hotel. Please book directly with hotel quoting "Ark Group".

Sponsor and Exhibit at DQ Asia Pacific

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