

DQ


Data Quality 2012 Asia Pacific Congress

Enterprise Data Management
Linking DQ to Business Results
Change
Best Practice
Data Quality Frameworks
Master Data Management

The Data Evolution

27 - 29 March 2012 : Citigate Central Sydney, Australia

Hear from:

C. Lwanga Yonke 


Industry Analyst and Advisor

International Association for Information and Data Quality (IAIDQ)

David Plotkin 

Data Governance Manager

Bank of America

Alan Duncan 

Practice Leader Information and Data Management

SMS management and Technology

Malcolm Wanstall 

Independent Business Intelligence Analyst

Mandy Mackay 

Team Leader - Data Quality

Capital and Coast District Health Board New Zealand

Suzanne Acar 

Senior Enterprise Information Strategist and Lecturer

Graduate School USA

AND

ING DIRECT

DAVID JONES

DEAKIN UNIVERSITY

FIRE AND RESCUE NSW

AUSTRALIA POST

ACT HEALTH

TELSTRA

UNIVERSITY OF QUEENSLAND

Supported by



Featuring the 3rd Annual
Data Quality Asia Pacific Awards



Lead Corporate Partner



Congress Partners



Exhibitor



Data Quality 2012 Asia Pacific Congress

=====

Welcome

=====



This year, the Data Quality Asia Pacific Congress 2012 focuses on the new challenges of data quality. With the demands of evolving business needs, rapidly developing technology and ever-increasing data volume, data quality professionals must have the practical skills and know-how to effectively respond to these challenges.

At the Data Quality Asia Pacific Congress 2012, expert speakers in data quality from around the world will bring you up to date information on managing unstructured and complex data, master data management, effective data governance and communicating about data quality across your organisation.

=====

Data Quality Asia Pacific Award 2012

=====



The Data Quality Asia Pacific Award (DQ APAC Award) recognises outstanding achievement in the field of data quality, celebrates the principles that define the discipline and highlights emerging trends within the field. Candidates are judged for the award on the basis of project innovation and a set of data quality principles developed by the International Association for Information and Data Quality (IAIDQ).

The judging panel selects two finalists for the award based on the criteria, and both are invited to present their project in a case study format at the Data Quality Asia Pacific Congress 2012.

=====

IAIDQ General Meeting

=====



All are invited to attend this meeting to get the latest update on IAIDQ activities including the IQ certification (IQCP). You will also meet IAIDQ members, and network with others who share a keen interest in information quality. IAIDQ leaders will present a brief overview of 2012 goals and solicit your input and ideas for future plans. Add your voice to the conversation!

=====

DQ Trivia Hunt

=====



The DQ Trivia Hunt is back again. This popular part of the event, will have you asking questions and trading answers. Once you do, you have a chance to win some brilliant prizes.



Twitter: #data



Facebook: <http://tiny.cc/yjowA>



LinkedIn: <http://tinyurl.com/DQ1linkedin>

Day One: Tuesday, 27 March 2012

8.30 Registration and refreshments

9.00 Chairperson's opening remarks

9.15 The five most dangerous questions in information quality

As information quality matures, several controversial questions and topics still remain and often cause passionate debates inside organisations, at conferences, and in social networks. This session will tackle these issues openly, discuss the opposing perspectives, and offer best practices leaders can use to move their organisations forward.

- » The 5 most dangerous questions
- » Points and counterpoints
- » The way forward

C. Lwanga Yonke, Industry Analyst and Advisor,

 International Association for Information and Data Quality (IAIQQ)

10.00 Partner Presentation TBA

10:45 Morning refreshments and networking

11.15 Managing complex and diverse data sources

- » Ensuring the quality of complex and specialised data
- » Consolidating diverse data streams from multiple sources
- » Applying a quality standard across heterogeneous data

 Shaun Coppard, Commercial Database Manager, [Australia Post](#)

12.00 Developing an integrated metadata framework

- » Formally defining metadata
- » Developing an integrated metadata framework for knowledge workers and technical stakeholders
- » Facilitating information lineage and accountability in business intelligence environment

 Dr William Yeoh, Lecturer, [Deakin University](#)

12.45 Networking lunch

1.30 DQ Asia Pacific Award

Ark and IAIDQ are proud to present the Third Annual DQ Asia Pacific Award. This session will feature presentations by this year's finalists, selected by an expert panel of IAIDQ members.

- » Data Quality Asia Pacific Award 2012 Finalist #1
- » Data Quality Asia Pacific Award 2012 Finalist #2

2.30 Big Data, New Physics, and Geospatial Super-Food

Tristan Sternson, Managing Director, [InfoReady](#)

 Jeff Jonas, Chief Scientist, [IBM Entity Analytics Group](#)

3.00 Interactive panel discussion: Balancing the technical and business requirements of data quality

In this session, delegates will have the opportunity to hear from our panellists and engage in an interactive discussion about balancing the technical and business requirements of data quality.

- » Understanding the business needs of your organisation
- » Choosing tools for both technical functionality and business requirements
- » Managing the competing demands of technical and business processes

Panellists: David Plotkin, Data Governance Manager, [Bank of America](#),

 Suzanne Acar, Senior Enterprise Information Strategist and Lecturer,

 Graduate School USA, Gaurav Patni, Technology Integration Leader,

 David Jones

3.45 Afternoon refreshments and networking

4.15 Setting priorities in data quality projects

- » Results of a study conducted at DQ Asia Pacific Congress 2011
- » Reports on industry perceptions on most significant factors for data quality project success
- » Data quality factors based on a large analysis of data quality research and industry contributions from the last 20 years

 Shazia Sadiq, Associate Professor, [University of Queensland](#)

5.00 Chairperson's closing remarks and end of day one

5.15 IAIDQ General Meeting: Open to all

Day Two - Wednesday, 28 March 2012

8.30 Registration and refreshments

9.00 Chairperson's opening remarks

9.15 Capturing and assessing a new data stream

- » Building a data quality framework into the project requirements
- » Assessing the quality requirements of a new data stream
- » Applying existing data quality rules to newly captured data

 Mandy Mackay, Team Leader - Data Quality,

[Capital and Coast District Health Board New Zealand](#)

10.00 Partner Presentation TBA

10.45 Morning refreshments and networking

11.15 Taking responsibility for data quality through governance

- » Understanding the value of a formal data governance strategy
- » Assessing your organisation's data governance requirements
- » Creating a formal data governance framework
- » Decision-making and leadership in data governance
- » Data quality as the return on investment for data governance
- » The impact of data governance on data quality improvement efforts

 David Plotkin, Data Governance Manager, [Bank of America](#)

12.00 Master Data Management for omni-channel retailing

Consumer expectations are changing fast, rendering traditional retail data management frameworks out-dated. Demand for omni-channel shopping requires retailers to connect disparate pieces of customer and product information across order entry systems, product catalogues, CRM systems, supply chains and all the rest. Attend this session to learn:

- » Best practices for delivering MDM in an omni-channel retail environment
- » Framework for developing MDM project roadmap
- » Key activities and artefacts in MDM project lifecycle

 Gaurav Patni, Technology Integration Leader, [David Jones](#)

12.45 Networking lunch

1.45 Engaging your entire organisation with data quality

Promoting data quality communication and collaboration across IT, sales and marketing, human resources, procurement, finance and executive management.

- » Educating stakeholders in the importance of data quality
- » Deciding what you want your organisation to look like, culturally
- » Changing habits and attitudes to data quality
- » Ensuring awareness of standards throughout your organisation
- » Maintaining the quality of user contributed content and data
- » Responding to inaccurate data reporting

 Greg Nichelsen, Head of Business Intelligence, Customer Insight, [ING Direct](#)

2.30 DQ Asia Pacific Award Finalists 2011

The 2011 finalists for the Data Quality Asia Pacific Award will present an update about the progress they have made in the past year.

Louise Edmonds, Senior Manager, Data Governance & Standards, [ACT Health](#)

Nonna Miemeister, Group Manager, Enterprise Data Quality, [Telstra](#)

3.15 Afternoon refreshments and networking

3.45 Applying your data quality framework to social media sources

- » Understanding the importance of social media data for business intelligence
- » How social media data differs from traditional customer data
- » Integrating unstructured social media data into your data management system

 Applying your existing data quality framework to social media data

 Asaf Ahmad, Corporate Information Manager, [Fire and Rescue NSW](#)

4.30 A strategic look at data

- » Applying perspective by reviewing the past
- » Making a positive case for data quality
- » Understanding the current challenges in data
- » Embedding data quality activities in your organisation

 Suzanne Acar, Senior Enterprise Information Strategist and Lecturer,

[Graduate School USA](#)

5.15 Chairperson's closing remarks and end of the congress

Day Three: Thursday, 29 March 2012

For more information on our workshop facilitators please visit www.dqasiapacific.com

Workshop A: Defining a balanced scorecard for data governance



Registration: 8:30am
Workshop starts: 9:00am
Workshop ends: 12:15pm
Facilitated by: C. Lwanga Yonke, Industry Analyst and Advisor, *International Association for Information and Data Quality (IAIQ)*

A balanced scorecard provides data governance leaders a powerful method to achieve these goals and more. Participants in this workshop will learn how to define a scorecard that is rooted on vision and strategy and that balances four essential components of effective performance: financial, internal business processes, learning and growth, and customer focus. This highly interactive workshop will be beneficial to those seeking to enhance the value and effectiveness of their data governance function. Participants will leave equipped with a robust technique to develop or polish their data governance strategy and turn it into effective action.

Topics include:

- » Identifying the vital few metrics
- » Linking metrics to organisational goals and business strategy
- » Establishing the right accountabilities
- » Metrics as the foundation for improvement
- » Avoiding the most common measurement traps
- » A checklist for metrics quality

The Data Evolution

Workshop B: The changing faces of data governance: who's who in the data zoo?



Registration: 8:30am
Workshop starts: 9:00am
Workshop ends: 12:00pm
Facilitated by: Alan Duncan, Practice Leader Information and Data Management, *SMS Management and Technology*

Effective data governance is all about ensuring that your business is deriving maximum value from its information assets, while minimising risk to the organisation. This requires that your organisation successfully executes a number of key processes to support control, risk management, auditability and benchmarking for its data.

However, it also is necessary to ensure that the human factors at play in the organisation are successfully negotiated, and that all necessary participants are engaged to participate in the data governance process. This workshop will equip you with the understanding of key human factors associated with a successful organisational approach to data governance, and focuses on practical methods and processes of building an information community that collaborates effectively to achieve better business value. You will learn to answer questions such as:

- » What is data governance?
- » Who needs to be involved?
- » Should I centralize or federate data governance?
- » How do I get data governance on the business agenda?

Workshop C: Finding structure in a sea of randomness Techniques for automatic classification in unstructured data



Registration: 12:30pm
Workshop starts: 1:00pm
Workshop ends: 4:00pm
Facilitated by: Malcolm Wanstall, *Independent Business Intelligence Analyst*

We are living through an exciting time of exploding data - an ever-growing plethora of freely available and pertinent data is at our disposal to help with decision making via historical and predictive analysis in the form of social media. The major caveat being we have to find a way to provide structure to the unstructured, context to the non-contextual and we must do so on a very large scale. Methods of automatic classification and machine learning are helping cutting edge information organisations such as Google, eBay and Amazon leverage fully from this incredible resource. During this workshop:

- » Uncover and demonstrate the techniques, tools and processes used to leverage unstructured social data
- » Demonstrate how to establish and increase data quality in a low quality data environment
- » Establish methods of classifying every changing unclassified information to find hidden value and discreet classifications
- » Show where these methods can fit into your existing information or data warehouse processes
- » Describe methods of articulating and selling the benefits of these exercises to management

Workshop D: Building a data stewardship practice



Registration: 12:30pm
Workshop starts: 1:00pm
Workshop ends: 4:00pm
Facilitated by: David Plotkin, *Data Governance Manager, Bank of America*

More and more companies are coming to terms with the fact that they need to have a data stewardship function in order to be effective in collecting metadata (including definitions, derivations, and data quality rules), MDM, and data quality. A lot has been said and spoken about why stewardship is important, but HOW do you do it and be effective with limited resources (in the "real world")? This workshop details how to set up a data stewardship function, how to run it, the details of managing the stewardship committee, recruiting help from IT for technical stewards, what the duties of the data stewards are, and what decisions they have to make. In addition, it covers how to staff projects for stewardship and funnel the information from projects back into the overall stewardship process. You will learn:

- » The relationship between governance and stewardship
- » How to build a governance and stewardship organisation
- » How to recruit stewards
- » What the steward's responsibilities are
- » What the stewardship process looks like
- » How to break up responsibilities by functional area
- » Resources you can use to minimise endless meetings
- » What the decision process is
- » The use of stewards for projects
- » What and how to document decisions

