

Presented by Ark Group Australia and The International Association for Information and Data Quality (IAIDO)

DQ Data Quality 2014 Asia Pacific Congress

25 - 27 March 2014 : Rydges Swanston, Melbourne, Australia

THE Data Quality Story

A Current Account of Excellence and Data Quality
\$995 plus gst to attend both days

The Fourth Annual DQ Awards has GROWN



Applications are NOW open
DQ Enterprise Wide Award – applications closing 24 Feb 2014
DQ Team Project Award – applications closing 24 Feb 2014

A long long time ago, in a land of hope and promise, the impact of data quality within the organisation became apparent, not only technically and financially, but also culturally.

The valiant practitioners of data quality recognised that improving the quality of organisational data would be a major area of expenditure. The challenge for these brave practitioners is to ensure that the end results justify the costs and methodology involved.

The point of capture, establishing sound technical platforms and creating a culture of data integrity at all levels of the organisation are paramount to achieving this. But how would these stewards of data make sure the balance between these key areas are brought to justice?

We are fortunate to have some of the top heroes and heroines who have graciously agreed to bring their stories to the only forum dedicated and

developed to bring together and recognise this region's data quality experts, while also providing practical best practice case study presentations from other lands far far away.


They share & teach you through innovative real life stories on:


- Data Governance
- High quality data
- Data Quality in Big Data
- Data Quality firewall
- MDM
- Data Quality evolution
- Metadata management
- Data accuracy and precision
- DQ framework



Get the real stories from:

- Australian Bureau of Statistics
- Telstra
- Melbourne Water
- Australian and New Zealand Intensive Care Society (ANZICS)
- Australia Post
- Accenture
- Experience Matters
- National Australia Bank
- University of New South Wales
- Insurance Australia Group

 Mark van Rijmenam of BigData-startups.com
Walmart Makes Big Data Part of its DNA



 John Owens of John Owens International Consulting
A world leading expert on Business System Modelling



 Data Quality Asia Pacific Champion 2014

Grant Robinson, Executive Officer, IAIDO and formerly Information Quality Coordination Manager, NSW Office of Water

Event Partners



Partner



Endorsed by:



Media Partner:






2014

THE Data Quality Story

DAY ONE – Tuesday, 25 March 2014


8:30 Registration and refreshments

9:00 Chairperson's opening remarks
 Alan Duncan, Director of Data Governance, University of New South Wales

9:15 How to ensure your IM project fails
How do you manage the change associated with your IM project when:

- You have no budget for change or you've outsourced it?
- You are stuck with proscriptive processes?

This session explores some of the solutions and obstacles common in IM projects.

 Althea Belford, Business Intelligence Program Manager, Melbourne Water


10:00 Cross Channel Customer Interaction - Building the Foundation

- Is 360 degree customer view real?
- What is cross channel customer integration and integration?
- What are the foundations required to achieve 360 degree view and cross channel integration?
- The role of Information/Data Quality and Governance

 Ram Kumar, CIO ASIA, Insurance Australia Group

10:45 Morning refreshments and networking

11:15 Why should I care? Making data quality relevant to the business
See how the technical rules built to assess data quality and populate metrics can be rolled up to a Data Quality Policy level and enhanced with business measures such as risk, cost and value. This presentation will look at examples of data quality problems and how they are addressed through policy and Scorecarding.

 Vincent McBurney, Solutions Director for Information Management, Certus Solutions

11:45 Journey to Trusted Data: Telstra case study presentation
Telstra's journey to implement a 'data quality firewall' to improve the way the information factory delivers data that is available when required, complete, and error-free. The data quality firewall provides 24x7 automated monitoring of data in Telstra's Enterprise Data Warehouse and alerts when data quality issues are detected.

- The drivers to implement a data quality monitoring capability
- An overview of the major components of the data quality firewall
- Major outcomes so far

 Rick Andrews, Senior Information Quality Analyst, Telstra

12:30 Networking lunch
(Let us know if you have any special dietary requirements 2 weeks prior to the forum)

1:30 DQ APAC Champion
 Grant Robinson, Executive Officer, IAIDQ and formerly Information Quality Coordination Manager, NSW Office of Water

- Developing a culture of Information Quality
- Information Quality beyond ISO9001
- Building quality into Australia's national water database

Data Quality APAC Award 2014



1.50 Data Quality Asia Pacific Team Project Award: Mater Health Services (Australia)
Shane Downey, Data Services Manager

2.15 Data Quality Asia Pacific Team Project Award: Telstra (Australia)
Rick Andrews, Senior Information Quality Analyst,

2.40 Data Quality Asia Pacific Enterprise Wide Award: Telstra (Australia)
tba

3.05 Data Quality Asia Pacific Enterprise Wide Award: SBI General Insurance Co Ltd(India)
tba

3.30 Afternoon refreshments and networking

4.00 Data Quality in Big Data Environments
The use of Big Data environments continues to grow, yet the quality of the underlying system data has not improved over time. Are we now getting bad data faster and with higher velocity? Should Big Data solutions include data quality components?

- Data quality for structured data
- Is data quality and data life cycle management in Big Data solutions even necessary?
- Possible approaches to implement quality

 Sofia Chancey, Managing Director, Technology, Accenture; Dr. Thomas Buehlmann, Senior Manager, Digital, Data and Analytics, Accenture

5.00 Closing session by chair and end of Day 1



IAIDQ Asia Pacific General Meeting

8:30 Registration and refreshments

9:00 Chairperson's opening remarks
 Alan Duncan, Director of Data Governance,
 University of New South Wales

9:15 International key note presentation: **"Data Has No Intrinsic Value"**
"The realisation that data has no intrinsic value is the bedrock on which all successful Data Quality is built in an enterprise." - John Owens

- Data exists to support the execution of the Business Functions of an enterprise.
- Data Quality starts with the Business Function Model.
- Processes do not create data, Business Functions do.
- Identifying Business Functions and extracting data elements needed


 John Owens, International Modelling Expert,
 Integrated Modelling Method

10:00 Morning refreshments and networking


10:30 Data Governance within unstructured elements of Big Data

The biggest issue that many data practitioners are finding when managing data quality in the Big Data world is that the new regime is increasingly bringing structured, unstructured and semi-structured content together.


- Successful implementation of data stewardship
- Identifying the different groups of data stewards and their data needs
- Encouraging data stewards to be custodians of the data they produce and use

 Paul Ormonde-James, Head of Data, Insights Services Capability,
 Australia Post


11:15 Local best practice case study presentation: **DQ APAC Award Winner 2013**

 Beyond Information Management - The Information Risk Perspective

- Leveraging APRA regulatory guidelines on data risk
- Embedding information management into all aspects of your business
- Managing information risk and change initiatives
- Leveraging enterprise frameworks

 Alan Doyle, Delivery Manager, Risk & Data Quality Assurance, **NAB**

12:00 Open interactive panel discussion

 *In this session participants will have the chance to interact and discuss their views with DQ practitioners and expert..*

- What has changed in the last three years with the advancement of technology and digital area?

Panel Members:

Sandra Barns, Head of Risk, Enterprise Information & Data Services,
National Australia Bank

Sofia Chancey, Managing Director, Technology,
Accenture

Rick Andrews, Senior Information Quality Analyst,
Telstra

David Dufty, Senior Researcher, **Australian Bureau of**

Statistics

Facilitated by: Alan Duncan, Director of Data Governance, **University of New South Wales**

12:45 Keeping data up-to-date and managing metadata content

- Timely data, validation and processing
- Dealing with inconsistencies between source systems
- Defining processes for managing metadata
- Synching data with other data sets



Shaila Chavan, Senior Project Officer – Data Quality and Education, **ANZICS**

1:30 **Networking Break**

1:45 **Open Gala Lunch Served**

2.00 Chairperson's remarks and announcement of DQ2014 Awards



AIIDQ announcement of Data Quality Asia Pacific Team **Project Award winner**

AIIDQ announcement of Data Quality Asia Pacific **Enterprise Wide Award winner**



2.45 **Networking Break**

3.00 Master Data Management Customer Use cases from Local and Global companies

TIBCO Software

3.30 International Case Study Presentation: **Walmart Makes Big Data Part of its DNA**

As the largest retailer in the world, Walmart started using big data even before the term big data became known in the industry. Walmart serves customers more than 200 million times per week at more than 10,900 retail shops in 27 countries. It is a massive company that generates vast amounts of data and they use that data to optimise their supply-chain, deliver personalised offers to customers and improve their service. During his presentation, BigData-Startups founder Mark van Rijmenam, will explain how Walmart has made Big Data part of its company DNA.



Mark van Rijmenam, Founder, **BigData-startups.com**

4.15 Data Quality and Statistical Risk Management in the Australian Bureau of Statistics

- The ABS Data Quality Framework was developed to ensure high quality data outputs
- Quality Gates: a statistical risk management tool
- New challenges in the quality space



Dr David Dufty, Senior Researcher,
Australian Bureau of Statistics

5.00 Interactive conclusive discussion and closing speech by Chair

5.30 End of DQ APAC Congress



A Data has no intrinsic value. Data Quality starts here

Registration: 8.30 am
Workshop time: 9.00 am - 12.00pm

Facilitator: John Owens, [John Owens International Consulting](#)

About the workshop:

The realisation that data has no intrinsic value is the bedrock on which all successful Data Quality is built in an enterprise. This workshop will explain why the only value that data has in any enterprise is to support the execution of Business Functions of that enterprise. It will demonstrate how to identify and model Business Functions and show how to extract from these the format and structure of all of the data required to support their execution. It will explain why all data in an enterprise is created, used and transformed by Business Functions and not by Processes.

- Identify the 'what' and the 'ought' of the enterprise.
- Build the Business Function Model.
- Extract the data elements, their format and structure.
- Build the Enterprise Logical Data Model (LDM)
- Understand the role of business unique identifiers (UIDs) in data quality.
- Examine the role of QUACKs (Quick Unique Alternative Codes and Keys) and how they differ from UIDs

About your workshop leader:



John Owens is an international thought leader, coach, mentor, consultant and writer in the areas of business strategic direction, process performance, data quality, master data management and enterprise architecture.

He is the creator of IMM, the widely used and academically endorsed, Integrated Modeling Method.

John has a gift for identifying the underlying simplicity in any enterprise and bringing it to the surface - even when it is buried in complexity - and has developed a complete set of techniques that enable all analysts and modelers to be able to do so.

He has worked in and led multi-million dollar projects in a wide range of industries throughout the UK, Ireland, Europe, Australia and New Zealand.



C Managing for Effective Data Governance

Registration: 12.30 am
Workshop time: 1.00 pm - 4.00pm

Facilitator: Alan Duncan, Director of Data Governance, [University of New South Wales](#)

About the workshop:

This is the Information Age. The world is undergoing a period of unprecedented change and the ability to gather, organise, store and interrogate data is the cornerstone of our advancement. The buzzwords of "Big Data", "Analytics" and "Master Data Management" are so ubiquitous in current industry discussions that they are already almost cliché.

But how do you ensure that your investments in technology will deliver real value? What influence can the Data Governance core team have in affecting real and lasting change? And how do you stay sane while doing so?

This session will reflect on the human aspects of Data Governance and examine what it takes to be successful in implementing effective information-enabled business transformation:

- Do we need to rethink our Data Governance strategies?
- Is enterprise-wide Data Management & Governance really achievable?
- What techniques and capabilities do we need to focus on?
- What skills and personal attributes does a Data Governance Manager need?

About your workshop leader:



Alan D. Duncan is Director of Data Governance at University of New South Wales, Australia and an evangelist for information and analytics as enablers of better business outcomes.

An executive-level leader in the field of Information and Data Management Strategy, Governance and Business Analytics, he has over 20 years of international business experience, working with blue-chip companies in a range of industry sectors. Alan was named by Information-Management.com in their 2012 list of "Top 12 Data Governance gurus you should be following on Twitter".



B Developing a successful big data strategy for your organisation

Registration: 8.30 am
Workshop time: 9.00 am - 12.00pm

Facilitator: Mark van Rijmenam, Founder, [BigData-startups.com](#)

About the workshop:

Big Data is here to stay and will drastically change the way we manage and operate organizations. The benefits of big data are tremendous, but the methods and concepts are sometimes tricky to understand. This workshop will give you a clear overview of what big data is and, more importantly, what it means for your organisation and how you can implement a winning big data strategy.

In this workshop, Mark van Rijmenam explains and shows the many different trends, aspects and variables that affect a big data strategy. Learn how your organisation can start with a big data strategy using an understandable and easy-to-implement big data roadmap, which will give you the handles to develop your own big data strategy and to discover the extensive possibilities and benefits of big data.

This workshop will help you understand:

- Big data and its most important big data trends - how do they affect your organisation
- Big data within your organisation - how to develop a big data strategy and a roadmap for an information-centric organisation
- Big data and its effects on different industries - hear about organisations that have successfully implemented a big data strategy, including examples from the government, educational and financial industries.

About your workshop leader:



Mark van Rijmenam is an entrepreneur with a drive for innovative concepts that make a difference and inspire others. He has a strong background in online & mobile marketing, strategy, social media and big data. He is a strategist who advises organisations on how to develop their big data strategies. His book "Think Bigger" will be published early next year.

He is the founder of the online big data knowledge platform BigData-Startups.com. The objective of the platform is to help organizations develop a big data strategy and to find the right big data technology company for that strategy. The platform attracts an important niche of consumers, job-seekers, organizations and governments interested in big data.



D Business considerations of obtaining Data Quality

Registration: 12.30 am
Workshop time: 1.00 pm - 4.00pm

Facilitators: James Price, Managing Director, [Experience Matters](#)
Dr Nina Evans, Associate Head of School, [University of South Australia](#)

About the workshop:

This workshop will draw on the findings of a research project that Experience Matters, in conjunction with the University of South Australia, is conducting into the 'Barriers to and Benefits of Effective Information Management' of which Data Quality is a substantial consideration and component. The project is being run in Australia, South Africa and the United States.

Gartner has described Experience Matters' work as "tremendous" and the project and its findings as "ground-breaking". Mike Orzen, winner of the Shingo Prize, which is described by Business Week as the "Nobel Prize for Operational Excellence," has declared that it is "truly great work."

James will work with attendees to assist them to address the Barriers that have been identified by C-Level Executives from organisations that include National Australia Bank, Sanlam and the City of Cape Town and Boeing, Multnomah County Health and Wells Fargo. Some Barriers include:

- Increasing executive awareness of the importance of data quality to the organisation and sponsorship of initiatives;
- Enforcing business governance of information assets including data, addressing responsibility, accountability and performance measurement;
- Justifying investments in data quality incorporating business process and performance improvement as well as cost reduction, risk management and compliance;
- Implementing business rather than IT driven initiatives for data quality improvement.

About your workshop leaders:



James Price is the founder and Managing Director of Experience Matters, a firm providing business advice in the management of data, documents, content and knowledge. James is currently leading a global project with the University of Lethbridge in Canada and the University of South Australia researching the issues surrounding the governance of Intellectual Assets.



Associate Professor Nina Evans is the Associate Head:Teaching and Learning in the School of IT and Mathematical Science (ITMS) at the University of South Australia in Adelaide. She holds tertiary qualifications in Chemical Engineering, Education and Computer Science, a Masters in Information Technology, an MBA and a PhD. She teaches Knowledge Management and ICT Leadership on Masters' and Doctorate level and undergraduate courses in Business Information Systems, IS Professional Practice and IT Stakeholder Engagement..

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662
+61 (02) 8913 4000

FAX: +61 1300 550 663
+61 (02) 8913 4099

EMAIL: aga@arkgroupasia.com
WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

Data Quality Asia Pacific 2014

SO-web

25-27 March 2014, Rydges Swanston

PUT YOUR DETAILS HERE (PLEASE PRINT):

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

FAX

PHONE

	Congress + <input type="checkbox"/> A <input type="checkbox"/> B 2 Workshops <input type="checkbox"/> C <input type="checkbox"/> D	Congress + <input type="checkbox"/> A <input type="checkbox"/> B 1 Workshop <input type="checkbox"/> C <input type="checkbox"/> D	Congress only	Workshops <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D
Standard pricing	<input type="checkbox"/> Save \$200 \$2185 + GST = \$2403.50	<input type="checkbox"/> Save \$100 \$1590 + GST = \$1749	<input type="checkbox"/> \$995 + GST = \$1094.50	<input type="checkbox"/> \$695 + GST = \$764.50
Early bird (exp: 11/02/2014) Not valid with any other offer	<input type="checkbox"/> Save \$400 \$1985 + GST = \$2183.50	<input type="checkbox"/> Save \$250 \$1440 + GST = \$1584	<input type="checkbox"/> Save \$50 \$945 + GST = \$1039.50	<input type="checkbox"/> Save \$60 \$635 + GST = \$698.50
Member discount (exp: 11/02/2014) <small>I am a member of a DQ APAC Congress partner organisation</small>	<input type="checkbox"/> Save \$500 \$1885 + GST = \$2073.50	<input type="checkbox"/> Save \$350 \$1340 + GST = \$1474	<input type="checkbox"/> Save \$100 \$895 + GST = \$984.50	<input type="checkbox"/> Save \$100 \$595 + GST = \$654.50

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th FREE			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

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

Please invoice me

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.



Preferential rates are available at Rydges Swanston. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.
Rydges Swanston
701 Swanston Street
Carlton, Victoria 3000
Phone: 03 9347 7775
www.rydges.com/swanston

Sponsorship or Exhibition Opportunities
If you are interested in sponsoring or exhibiting at this event please :
Phone: 1300 550 662
Email: aga@arkgroupasia.com

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

G056