

DQ Asia Pacific 2008

Register for this important 2 day conference prior to 28 March for only \$1,255.50 ex gst

29 April - 1 May 2008
Crystal Palace, Luna Park
Sydney, Australia

Aligning strategy and technology for improved data quality
Including four post-conference interactive masterclasses

Keynote speakers:

Dr. Thomas C. Redman Ph. D. "The Data Doc"
President, Navesink Consulting Group, and Co-Founder, IAIDQ



C. Lwanga Yonke
Information Quality Expert and IAIDQ Advisor



Practitioner case studies from:

National Australia Bank
MBF Australia Limited
Data Warehousing Institute
PricewaterhouseCoopers Australia
University of Melbourne
Telstra
AAS (Australian Administrative Services)
Veda Advantage
Department of Water and Energy (NSW)
International Association for Information and Data Quality (IAIDQ)
Roberts Weaver Group
Queensland University of Technology (QUT)
BDO Kendalls
Shell Australia
Mars Australia
Applied Insight
Experience Matters
Alex Kemeny



Chairperson:

Suzette Bailey, Sensory 7

Streamchairs

Day 1 - Geoffrey Vitlin, Doll Martin Associates
Day 2 - Robert Arnold, Doll Martin Associates

DQ Asia Pacific will provide opportunities to:

- Hear from keynote speakers on the latest advances in the data quality space
- Choose between our technical and strategy streams to receive the information you want to take away from the event
- Hear international and local practitioners discuss improved methodologies in the capture, monitoring and use of data
- See the latest trends and products from leading providers in our exhibition space

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Visit

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DAY ONE – Tuesday, 29 April 2008

8.15 **Registration and refreshments**

8.45 **Chairperson's opening remarks**

9.00 **International keynote address**
Achieving IQ maturity: lessons learnt and best practices

As the information quality discipline slowly matures through a turbulent adolescence, many organisations find themselves unable to successfully tackle the high costs of low data quality. However, a small but growing number of companies seem to have gotten it right and are enjoying sustained superior information quality results. What are they doing and how are they doing it? This presentation describes lessons learned and best practices developed in organisations that have achieved IQ maturity and success.

C. Lwanga Yonke, *Information Quality Expert and IAIDQ Advisor*



10.00 **Delivering business benefits through effective information capture and management**

- Developing a map of the functions of a business and its critical business activities
- Identifying the organisation's intellectual assets and showing how they are deployed to undertake those business activities
- Aligning the business information strategy to best manage intellectual assets
- Implications of data integrity and quality for risk management, performance management and business intelligence

James Price, *Director, Experience Matters*

12.00 **IBM Data Quality Program: A commonsense approach to data quality management**

- How should an organisation get started with a data quality program?
- What role does data quality have in significant data integration projects like MDM, CDI or PIM?
- What data quality technology options do organisations have - ie categories of data quality tools that exist (data profiling, data cleansing etc.)?
- Who within an organisation should really be driving data quality programs?

Speaker: *Patrick Connolly, Strategy and Product Marketing Manager, Data Quality for Information Integration Solutions, IBM*

12.35 **Extended exhibition lunch**

1.35 **Improving master data management and data quality**
Paul Ormonde-James, Head of Group Intelligence, MBF Australia Limited, and Australasian President, Data Warehousing Institute

2.20 **The three "Rs" of data quality: reliability, resilience and recoverability**

- Applying availability standards to data centre facilities design (Uptime Institute and TIA942 standards)
- In-house or outsource: the business case for data centre hosting
- Designing resilient infrastructures to support data quality
- Architecting critical data systems for recoverability and testability in the event of data centre failure

David McEwen, Director: Consulting, Roberts Weaver Group

3.05 **Extended exhibition break and wine tasting by Pepper Tree Wines**



After the break, the conference will break into two streams, one addressing technology, and the other, strategy. We invite you to attend the sessions that appeal most to your interest, and encourage you to move from one room to another to really gain the knowledge and information that applies to your individual situation.

Technology Stream

3.35 **Gold sponsor**

4.10 **Promoting storage capabilities through data warehousing**

- A melting pot of organisational data: realising the value of warehouses in centralising data
- Tracking changes and identifying trends within data warehouses
- Adopting appropriate technologies to manage warehouse data
- Using warehouse data to support and influence crucial business decisions

Bala Rasaratnam, Data Analysis Competency Lead, National Australia Bank



Strategy Stream

Chairperson: *Geoffrey Vitlin, Director, Doll Martin Associates*

3.35 **Driving data quality as part of an ERP implementation: lessons learnt**

- The importance of people and process
- Dealing with the "nuts and bolts" of data conversion
- Aligning the functional needs of different departments
- Delivering local solutions in a global organisation

Joseph Fotia, Process Leader-Data, Mars Australia

4.10 **Advancing the status of data quality within the organisation**

- Viewing data as an asset rather than a commodity
- Moving from a reactive approach to a cultural strategy
- Creating a data culture to integrate data quality
- Programmes and services to optimise impact and efficiency

Ken Self, MRD Strategy Manager, Shell Australia



4.55 **Streams re-converge for wrap-up discussion**

5.15 **Chairperson's closing remarks and end of day one**

DAY TWO – Wednesday, 30 April 2008

8.15 **Registration and refreshments**

8.45 **Chairperson's opening remarks**

9.00 **International keynote address: The past, present, and future of data quality**

The last ten years have proven exciting for data quality practitioners, as more and more organisations have come to understand the critical importance of high-quality data. Many have made vast improvements, serving as role models for others. The next ten years promise to be even more exciting. Leading organisations are coming to realise that data, just like capital and people, are assets that must be professionally managed and leveraged in the marketplace. One implication is that more data will be exposed to more customers in higher-stakes situations. In this presentation, the Data Doc looks both backwards and forwards. He:

- Summarises progress to date
- Discusses what "manage data assets" really means
- Describes some of the more important implications, and
- Speculates on the future, ten years hence

Dr. Thomas Redman Ph.D., President, Navesink Consulting Group; Co-Founder, IAIDQ

10.00 **Panel Discussion: Maintaining data integrity and accuracy**

This is your chance to gain an insight into the views of our data quality experts and how they deal with data integrity and accuracy in their workplace.

Hear the thoughts and suggestions of experienced data practitioners on this crucial subject and then have the opportunity to pose your questions and gain a better understanding of the topic.



Craig Wright, Information Systems Manager, BDO Kendalls; Paul Ormonde-James, Head of Group Intelligence, MBF Australia Limited; and Australasian President, Data Warehousing Institute; Ken Self, MRD Strategy Manager, Shell Australia

10.45 **Extended exhibition break**

11.15 **Aligning technical and strategic objectives**

- Examining the objectives of both sides of the data divide
- Prioritising key outcomes and establishing a united front to improve accuracy and frameworks
- Creating a centre of excellence that integrates technology and cultural perspectives
- Situating data quality in a business unit that allows better facilitation between IT and business

Phil Considine, Data Management Consultant, PricewaterhouseCoopers Australia

12.00 **Auditing Data to maintain integrity and derive business benefits**

- Ensuring availability of toolsets
- Identifying poor quality data and examining its cause
- Generating applicable results
- Applying audited data to organisational processes and projects

Alex Kemeny, Independent contractor currently consulting to Allianz

12.35 **Extended exhibition lunch**

1.35 **Cleansing data to remove anomalous information and improve consistency**

- Recognising the need for testing of both clean and corrupt data
- Making the case for automated data cleansing
- Utilising algorithms to closely analyse and cleanse data
- Determining 'fit for use' data

Matthew Allison, Data Quality Manager, Veda Advantage

2.20 **Customer data quality and CRM systems benefits**

- The value of customer information as a data resource
- Understanding customer data quality
- Assessing customer data quality
- A framework for understanding CRM systems benefits

Professor Graeme Shanks, School of Business Systems, University of Melbourne

3.05 **Extended exhibition break and wine tasting by Pepper Tree Wines**



After the break, the conference will break into two streams, one addressing technology, and the other, strategy. We invite you to attend the sessions that appeal most to your interest, and encourage you to move from one room to another to really gain the knowledge and information that applies to your individual situation.

Technology Stream

3.35 **The Application of the audit framework for the purpose of reconciling a Data Warehouse with its source systems**

- Opportunities and challenges for reconciling data between source systems and a data warehouse
- The requirements and logical design of the audit framework and the reconciliation process
- Physical implementation of an audit framework using SQL Server 2005 BI suite

Milos Zikic, Senior BI Developer, Australian Administration Services (AAS)

4.10 **Utilising data quality metrics to improve water quality**

- Working with changing legislation
- Developing a national water information database for use by the Bureau of Meteorology
- Using data quality metrics to monitor and improve information gathering and management
- Setting metrics and monitored Key Performance Indicators (KPIs) to manage data quality at the point of data capture

Grant Robinson, Information Auditor, Department of Water and Energy (NSW) and; Vice President Web Services, IAIDQ

Strategy Stream

Chairperson: **Robert Arnold, Director, Doll Martin Associates**

3.35 **How to achieve better data quality through metadata and business rules**

Graham Witt, Aijillon Consultants

4.10 **Advancing data governance to create improved data quality frameworks**

- Ensuring sustained ownership of data quality to cultivate cohesive ideas and processes
- Negotiating policies and legislation that affect data use and dissemination
- Adopting governance groups to draw out business benefits from data
- Creating and documenting data quality processes to create accountability and clarity

Micheal Axelsen, Director, Applied Insight

Wine tasting by Pepper Tree Wines - www.peppertreewines.com.au

4.55 **Streams re-converge for wrap-up discussion**

5.15 **Chairperson's closing remarks and end of conference**

DAY THREE – Thursday, 1 May 2008 – Vibe Hotel North Sydney

Masterclass A

9.30 - 12.30 **Building and growing a successful IQ function**

Facilitator: C. Lwanga Yonke, Information Quality Expert and IAIDQ Advisor



About the masterclass: Successfully tackling the tough challenges caused by poor data quality often seems like an overwhelming and thankless task. Moreover, as awareness about the importance of information quality grows, information quality (IQ) practitioners are increasingly called to tackle a myriad of complex IQ problems.

To be successful in the short and long terms, the IQ practitioner must be equipped with a robust foundation deeply rooted in proven best practices and applicable to various IQ efforts including CDI, MDM, compliance, governance, data integration, business intelligence, etc.

Drawing from lessons learnt at the frontline, this workshop describes the fundamental components of successful IQ functions and provides practical guidelines on getting started and remaining successful. It will be beneficial to those implementing new information quality programs and to those seeking to re-energise or re-focus existing ones. Participants will leave with tangible solutions to many of their toughest IQ implementation challenges.

About your masterclass leader: C. Lwanga Yonke is a seasoned information quality and information management expert and leader. He has successfully designed and implemented projects in multiple areas, including information quality, data governance, business intelligence, data warehousing and data architecture. His initial experience is in petroleum engineering and operations.

An ASQ Certified Quality Engineer, Lwanga holds an MBA from California State University and a BS degree in petroleum engineering from the University of California at Berkeley. Lwanga is a founding member of the International Association for Information and Data Quality (IAIDQ) and currently serves as an Advisor to the IAIDQ Board. He is also a senior member of the American Society for Quality (ASQ), a member of the Society of Petroleum Engineers (SPE), and serves on the Boards of several non-profit organisations.

Masterclass B

9.30 - 12.30 **Data quality: what senior leaders need to know**

Facilitator: Dr. Thomas Redman Ph.D., President, Navesink Consulting Group



About the masterclass: This session looks at data quality from the perspective of senior leadership. It begins with a discussion of the connections between data quality and business performance, with an eye toward helping the senior leader assign data quality a proper priority. It then summarises candidate approaches for improving data quality: finding and fixing errors that have already been made and preventing new ones at their sources.

The emphasis is on elucidating the factors that senior leaders should consider as they work out how to bring the best of both approaches to bear inside their organisations. Finally, the workshop explores the ten habits of those with the best data, with special emphasis on the roles of senior leadership.

About your masterclass leader: Thomas C. Redman, “the Data Doc,” is President of Navesink Consulting Group, which he founded in 1996. Dr. Redman was the first to extend quality principles to data and information and he is the leading inventor of practical techniques that help organisations improve. Prior to founding Navesink, Dr. Redman established the AT&T Bell Laboratories Data Quality Lab in 1987 and led it until 1995. Dr. Redman has written dozens of papers and three books. *Data Quality: The Field Guide*, is generally recognised as the leader. His fourth book, tentatively titled *Turning Data to Profit* is to be published by Harvard Business School Press in 2008.

Published works:



Data Quality: The Field Guide

Dr. Thomas C. Redman, Ph. D
Boston, MA: Butterworth-Heinemann, 2001
Available for purchase at: <http://tinyurl.com/28fecw>

Data Quality for the Information Age

Dr. Thomas C. Redman, Ph. D
Norwood, MA: Artech House, 1996
Available for purchase at: <http://tinyurl.com/2atmaa>

Data Quality: Management and Technology

Dr. Thomas C. Redman, Ph. D
New York: Bantam Doubleday Dell, 1992
Available for purchase at: <http://tinyurl.com/ypqtdl>

Why is this event so relevant to you?

The impact of data quality within the organisation is becoming increasingly apparent, not only technically and financially, but also culturally.

Improving the quality of organisational data is quickly becoming a major area of expenditure and the challenge for practitioners is ensuring that the end results justify the costs and methodology involved.

Ensuring quality from the point of capture, establishing sound technical platforms and creating a culture of data integrity at all levels of the organisation are paramount to achieve this, and maintaining the balance between these key areas is the main challenge facing data stewards.

Afternoon Masterclasses

DAY THREE – Thursday, 1 May 2008 – Vibe Hotel North Sydney

Masterclass C

1.30 - 4.30 **Maintaining the currency and accuracy of content**



Facilitator: *Keith De La Rue, Knowledge Manager, Telstra*

About the masterclass: An interactive workshop, looking at maintaining content by using an integrated management program, based on the Telstra “KnowHow” model.

- A Knowledge Management toolkit approach to maintaining content
- Developing and applying a currency management strategy
- Setting up processes to identify when information is out of date
- Inviting user engagement to assist with improving content
- Getting it right the first time: preventing incorrect information from getting online
- Building content management into standard business processes
- The benefits and risks of an open policy

About your masterclass leader: Keith De La Rue has worked in Knowledge Management at Telstra for the last seven years. He leads a team engaged in the transfer of product and solution knowledge to Telstra’s enterprise and business sales force. Keith is a committee member of the Melbourne Knowledge Management Leadership Forum, and is a regular speaker at conferences in Australia and overseas on a range of topics. He is also an experienced blogger, currently blogging at delarue.net.

Masterclass D

1.30 - 4.30 **Breaking the Limits of Data Quality**



Facilitators: *Dr. Shazia Sadiq, Dr. Ke Deng, Prof. Xiaofang Zhou; Data and Knowledge Engineering Research Group, The University of Queensland*

About the masterclass: A fundamental issue in corporate data management initiatives is the measurement and subsequent attainment of data quality. Inherent in this issue is the definition of quality metrics, in other words, when is data “good enough?” It has become increasingly evident in the recent past due to the scale and diversity of data users that defining any absolute quality of data is futile. Data quality must be defined as a function of data usage.

This session will present state of the art in data quality research, highlighting key innovations brought forth by the database research community as well as from industry vendors from last several years. An analysis of the proposed techniques, tools and technologies will be presented in the light of data usage, thus providing a clear understanding of limitations and applicability.

About your masterclass leaders: The session will be presented by a team of researchers from the University of Queensland. The team is part of the Data and Knowledge Engineering research group within the School of Information Technology and Electrical Engineering. Members of the team are leading various projects of data quality research both within the business as well as scientific domain, and are also managing the nation-wide Australian Research Council Network on Enterprise Information Infrastructure.



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Author: Vanessa Osbourne

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Designed specifically to help you identify the right systems for your organisation, see how best to store and retrieve your information, maintain the integrity of the data that is so vital to your business and ensure the solution is embraced by the end users.

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 www.crystalpalacesydney.com

Masterclass venue
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