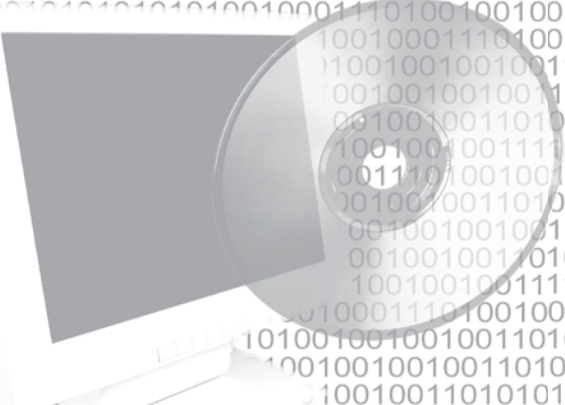


**Two-day conference and workshops:
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Improving Data Quality for Enhanced Business Performance

IDENTIFYING DATA QUALITY ISSUES TO EFFECTIVELY MANAGE
DATA PROCESSES AND IMPROVE BUSINESS OUTCOMES

Learn from the experience of others and leave this event with an understanding of how to:

- Realise the importance of data processes and impacts
- Improve the quality of your data through developing a data management framework
- Gain complete knowledge of the data systems and functions within your organisation
- Control data gaps and address data consistency through implementing the appropriate tools
- Implement appropriate data security and data maintenance practices to guarantee long-term business performance

Who should attend?

CIOs, IT Directors, Information/Data Managers, Information/Data Architects, Data Officers, Data Entry Staff, Meta-data Managers, Enterprise Architects, ERPs, CRMs, BIOS, Cataloguers, Records Managers, Business System Managers, System Developers, Project Managers, GMs, and Senior Managers.

Hear from
our expert panel of speakers:

National Australia Bank
Vodafone
QAS an Experian Company
United Credit Union
Westpac Banking Corporation
Department of Environment and Conservation
University of South Australia
Department Health and Community Services
Department of Land Information (WA)
Australian Customs Service
Geoscience Australia
Metcash Trading Ltd
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Improving Data Quality for Enhanced Business Performance

IDENTIFYING DATA QUALITY ISSUES TO EFFECTIVELY MANAGE DATA PROCESSES AND IMPROVE BUSINESS OUTCOMES

The importance of data quality is increasingly being recognised as a critical issue within organisations today. Through re-assessing the quality of data, and addressing areas such as data maintenance, analysis and employee training, organisations will readily see improvements in various business processes. However, many organisations struggle with identifying the aspects of data quality that need attention, and therefore fail in taking the appropriate steps towards correcting the fundamental problems.

Without the implementation of a complete data management framework that outlines strategies for meta-data, data definitions, data tools, security, and governance, organisations will continue to face difficulties in sustaining an acceptable standard of data quality. However, if organisations competently address the integral data quality issues as part of the comprehensive framework, they will be rewarded through accurate reporting practices, improved business operations and enhanced organisational success.

This conference will allow you to hear practical case studies and enable you

to understand how others have addressed data quality within their organisations. You will learn how to identify the key data quality issues through critical analysis of the following key areas:

- Developing business intelligence through use of policies, frameworks, standards and guidelines
- Understanding the complete data process, from data entry to business outcomes
- Developing a complete data management framework that reflects the business' purpose and goals
- Implementing the appropriate tools and security practices to maintain the quality and validity of your data
- Implementing the correct maintenance practices to ensure long-term success

Post-conference workshops: Friday, 20 October 2006

Workshop A: Registration: 9.00am
Workshop starts: 9.30am. Workshop ends: 12.30pm

Data Quality: Identifying Issues and Finding Solutions

Facilitator: **Karen Halligan, Manager Data Quality, IAG Insurance**

About your workshop leader: Karen has been working in the data quality arena since August 2004. Karen holds a Masters degree in Information Technology Management from the UTS, and is ITIL certified in IT Service Management. Karen has a technology background and has held roles such as: Manager Data Quality, Project Manager, ECommerce B2E Senior Manager, IT Consultant and Customer Relationship Manager.

About the workshop: Organisations often struggle with finding the correct means to balance the multitude of factors involved in data quality management within their organisation. With terabytes of data, billions of records, a limited budget and resources, a starting point can often appear vague and confusing. Then, once they have profiled their data and have discovered where their data problems lie, they're often unaware of what step to take next. This workshop will cover the following topics:

- * Evaluating and prioritising existing and future data quality issues
- * Responding, implementing, considering and planning
- * Outlining the evaluation model
- * Using prevention activities opposed to fix activities
- * Stemming the source of pollution in your core systems
- * 'Cleaning the swamp': cleaning up your system's data
- * Deciding between automated and manual data fixes

Workshop B: Registration: 1.00pm
Workshop starts: 1.30pm. Workshop ends: 4.30pm

Integrated Data Quality: Understanding Data Quality in Data Integration

Facilitator: **Russell Best, Chief Data Architect, MIP**

About your workshop leader: Russell Best is the co-founder and Chief Data Architect of Management Information Principles (MIP). With over twenty years of experience in IT, Russell has worked with all aspects of data management, including data quality, metadata, data integration and data warehousing. Russell has developed and guided MIP's methodologies that have since been used extensively in projects throughout Australia, Europe, and US.

About the workshop: Data integration processes are perhaps the most blamed component in business information delivery. However, data integration processes are also where much of the data quality management is expected to take place. This workshop will explore the relationship between data, data quality expectations and integration processing. You will learn where the expectations are placed (and misplaced!), and how integration processes can be designed to support and monitor data quality, points of failure, and detection and impact. In addition, the appropriate data tools and techniques that can be implemented will be identified and analysed. Several scenarios will be outlined in order to practically illustrate the above concepts, and discussions will be kept practical through inviting workshop delegates to share their real-life situations and past experiences in regards to data quality.

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Day One – Wednesday, 18 October 2006

8.30 **Registration and refreshments**

9.00 **Chairperson's opening remarks**
Helen Duke, Director, Data Management, Centrelink

Strategies for improving the quality of your data

- 9.15 **Data: the lifeblood of a healthy organisation**
- Understanding the relationship between poor data and sales opportunities
 - Removing barriers to align your systems around your customers
 - Recognising how data compliance issues can impact on your organisation
 - Implementing an effective data strategy and making it work
Glenn Parker, Managing Director, QAS an Experian Company
- 10.00 **Developing a comprehensive data quality management framework**
- Using organisational and customer drivers as development tools
 - Outlining the essential elements of the framework
 - Deciding which fundamental controls to incorporate
 - Justifying the costs of implementation
 - Addressing the implementation issues: people, processes and change
Maureen Robinson, Manager, Information Policy and Planning, Department of Land Information (WA)
- 10.45 **Morning refreshments and networking**
- 11.15 **Establishing a detailed governance model that reflects the organisation's processes**
- Defining the role of governance in relation to data quality
 - Integrating governance with the reality of the business world
 - Remaining connected with the organisation's operational perspective
 - Outlining the various governance models for data quality
 - Enabling data quality governance to function in key operational processes
Graham Darby, Data Quality Manager, Vodafone
- 12.00 **Identifying and complying with data standards**
- Deciding between Australian and international standards
 - Ensuring that data sets and products are fit for their intended purpose
 - Aligning standards specifically with the needs of the organisation
David Hunt, Director Data Management, Australian Customs Service

12.45 **Networking lunch**

- 1.45 **Improving business outcomes by using strategy to build governance**
- Understanding how governance is relevant within the organisation
 - Outlining the importance of governance in strategy implementation
 - Recognising the need to document processes
 - Governance in action
Gerard Vance, BI Administrator, United Credit Union

Exploring the relationships between people and data quality

- 2.30 **Understanding the data systems and functions specific to each organisational division**
- Ensuring engagement between the people who write policies and the people who implement them
 - Clearly defining the data quality responsibilities of each specific job role
 - Negotiating the abilities and processes that need to be undertaken
 - Enabling a union between front and back end employees
Thi Nguyen, Enterprise Information Architect, Lion Nathan
- 3.15 **Afternoon refreshments and networking**
- 3.45 **Gaining management buy-in: a financial services perspective**
- Illustrating the relationship between data quality and business strategy
 - Outlining the financial service drivers for improved data quality
 - Formulating methods to get senior executives on board
 - Driving improvements at lower levels of management: connecting information providers with consumers
 - Identifying the three big sticks for change: compliance, KPIs, and governance
 - Creating an effective data quality ownership process
Glenn Mead, Solutions Architect, IT Strategy, Architecture and Security, Suncorp
- 4.30 **Addressing how the activities of external parties can affect the quality of your data**
- Identifying each external party and their specific role in relation to the organisation's data
 - Analysing the accuracy and relevancy of the data provided by external parties
 - Educating external parties about the value of consistent data
 - Providing suppliers with correct data and the means to integrate it into existing and emerging systems
John Beattie, Manager, Information Systems and Programs Section, Department of Environment and Conservation
- 5.15 **Chairperson's closing remarks and end of day one**

Day Two – Thursday, 19 October 2006

8.30 **Registration and refreshments**

9.15 **Chairperson's opening remarks**
Helen Duke, Director, Data Management, Centrelink

Managing the quality, consistency and usability of your data

- 9.30 **Dealing with obstacles in data analysis**
- Managing 'like' data
 - Managing unclear domain values
 - Strategically migrating data to ensure relationships are maintained
 - Dealing with the challenges of data migration
 - Simplifying analysis through consulting data dictionaries
Madani Basha, Enterprise Data Architect, Metcash Trading Ltd
- 10.15 **Maintaining the quality of data within the global data warehouse**
- Controlling the quality of vast volumes of data
 - Identifying the necessary data quality management components
 - Addressing the data quality framework
 - Implementing profiling and reporting processes
 - Incorporating data quality management within the 'business as usual environment'
Bala Rasaratnam, Data Analysis Competency Lead, National Australia Bank
- 11.00 **Morning refreshments and networking**
- 11.30 **Enhancing organisational maturity in information quality management (IQM)**
- Realising the importance of information quality in making data-related decisions
 - Assessing your IQM capabilities
 - Erasing the myth that enhancing the quality of information is a daunting and difficult task
 - Developing a total data quality management (TDQM) based maturity model
 - Addressing the essential IQM process areas, and organising them into staged levels
Professor Andy Koronios, Head School of Computer and Information Science, University of South Australia

Tools and systems to facilitate data processes

- 12.15 **Evaluating the impact and effect of analytics on your data quality**
- Transforming data into business knowledge
 - Deciding which tools are most relevant and acceptable to the organisation's needs and processes
 - Recognising the extent of capabilities in analysis and retrieval and identifying any limitations
 - Justifying the financial cost of purchasing tools
Anastasia Govan, Manager Planning and Development, Department Health and Community Services
- 1.00 **Networking lunch**
- 2.00 **Data quality funding: an architectural perspective**
- Using business/architectural drivers to tap into the yearly project funding cycle
 - Scoping out the fundable components of a data quality enabling architecture
 - Focusing on data integration vs. data quality: "putting out the fire, not the smoke"
 - Setting realistic goals by concentrating on architectural and master data management maturity capabilities
 - Closing off the architectural and business ownership loop
Ralph Mackey, Solutions and Enterprise Information Architect, Corporate and Client Systems, ING Australia
- 2.45 **Linking information management (IM) principles to data quality practice**
- Outlining relevant examples of IM principles
 - Understanding the relationship between data quality and management principles
 - Analysing methods of engaging management principles
 - Outlining the process involved in linking principles to practice
Ian Barfoot, Senior Architect, Architecture Practice, Westpac Banking Corporation
- 3.30 **Afternoon refreshments and networking**
- 4.00 **Controlling a database and harvesting metadata: the case for implementation of cell attribution**
- Identifying common and persistent problems faced by data managers in regards to data control
 - How cell attribution techniques can be used to address data management problems
 - Developing, implementing, and using the data management system
 - Comparing the Geoscience Australia system with other implementation options
David Rowland, Project Manager, Petroleum Data and Information Management, Geoscience Australia
- 4.45 **Chairperson's closing remarks and end of conference**

