

**Date and time:** 2017-08-30, 8:30 – 12:30, Copenhagen Island Hotel

**Objective:** The seminar will be presented by Adsotech and Winshuttle. The objective is to show how application master data quality can be increased and how application master and transactional data management processes can be improved. Sessions will include discussion and sharing of ideas and experience between all delegates. The content is not product related except that there is one session where practical examples will be demonstrated using Winshuttle products.

## Agenda

Short introduction of participants

Trends impacting business today

- Digital transformation

- Big Data

- Real time Analytics

- Data as a Strategic Asset

- Importance of ERP and good data quality

- Data errors occur in Master data and transaction data

- How can we reduce the errors and improve data quality

Data Governance and Data Stewardship

- Definition of Data Governance and Stewardship

- The role of the Data Steward

- The role of the CDO

MDM versus ADM

- Gartner definitions

- MDM-ADM /Trains and busses

- Customer cases

ADM Technology Capabilities

- Enterprise Information Management Tools

- ETL (Enterprise transfer and load

- DQ (Data Quality Tools)

- Business Process Management Tools (workflows)

- Low code development platforms (Excel based tools)

- Analytics and Dashboards

- Security and Governance

- Customer cases

Product demonstrations Winshuttle

ADM Adoption in the Enterprise

- ADM Stages and Maturity

- Key ADM activities and users

Winshuttle and Adsotech presentation

Summary and conclusions

Lunch and networking

**Registration:** [www.adsotech.com/events](http://www.adsotech.com/events) Seminar is free of charge