

Duration 8:30 – 15:00 Venue: Oslo, Aarhus, Copenhagen

Objective: The objective is to show how Enterprise and Application Master Data quality can be increased and how application master and transactional data management processes can be improved. The morning sessions will include discussion and sharing of ideas and experience between all delegates.

The afternoon sessions will focus on tools from Winshuttle that can be used to improve and automate the processes discussed during the morning.

A Lunch will be offered by Adsotech to delegates participating in the morning or afternoon session or both sessions. The seminar is free of charge.

Agenda morning 8.30 - 12.00

Light breakfast

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

- 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

MDM versus ADM

- Gartner definitions

- MDM-ADM practical examples of similarities and differences

- Customer cases

ADM /MDM Technology Solutions

- Overview of Tools to cover ADM /MDM

- Customer cases

ADM Adoption in the Enterprise

- ADM Stages and Maturity

- Key ADM activities and users

- **Lunch** -

Agenda afternoon 13.00 - 15.00

Presentation of Winshuttle technology

Product demonstrations - Winshuttle

Customer cases

Winshuttle product implementation

Winshuttle and Adsotech presentation

Registration: www.adsotech.com/events Seminar is free of charge