

MgDelxis "Enterprise Information Management" Series present to you two engaging platforms:

"Enterprise Data Strategy" on 20 & 21 March 2018  
"Data Quality" on 22 & 23 March 2018



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# ENTERPRISE DATA STRATEGY

CONSTRUCTING A ROADMAP TO HARNESS  
DATA AS STRATEGIC ASSET, ACHIEVING  
BUSINESS VALUE AND BENEFITS

20 & 21 March 2018  
Hotel TBC, Singapore



## PLATFORM FACILITATOR

### Mr. Jon Evans

- Founder of Equillian (based in UK)
- Information Strategist with over 20 years of experience in data quality, data governance and business intelligence

Is your organisation experiencing the effects of poor Data Management?

- A lack of trust in the accuracy of data
- Users struggling to find the data they need
- Data silos that are difficult to integrate
- Increasing concerns about data security and compliance

Across all industries, organisations are waking up to the fact that data is becoming an increasingly important business asset. Making the most of this asset requires joined-up thinking underpinned by a strategic approach that will deliver sustainable benefits over the long term. Unfortunately, this presents a serious problem for many organisations that have previously relied on quick fixes and tactical workarounds.

Join us in this small class size platform whereby Mr. Evans will equip delegates with the key ingredients to develop a successful **Data Strategy which is both business-driven and actionable**. Based on 5 key steps, delegates will gain practical insights on:

- **Creating a vision** which describes the role of data as a true business asset
- **Assessing where you are now** in terms of existing Data Management capabilities
- **Taking an unified approach** to develop Data Governance maturity and other foundational capabilities
- **Creating a Data Management roadmap** that builds towards your business objectives
- **Delivering benefits** throughout the Data Management journey and achieving sustainable long term success

To reinforce the hands-on learning experience, **delegates will create a Data Strategy based on a real-life case study, bringing together all the concepts discussed during the platform.**

Organised by:



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