



The *Master Data Management Track* at **COLLABORATE 11**

This year, the **COLLABORATE 11 — OAUG Forum** includes a strong program for Master Data Management (MDM), with **28 sessions** being delivered by Oracle executives, MDM experts and end users. Here are the details on what's happening in the *MDM Track* at **COLLABORATE11**.

Keynotes		
Monday, April 11, 5:00 pm – 6:00 pm	Oracle Keynote: Oracle's Cloud Computing Strategy Steve Miranda, Senior VP, Application Development Oracle Corporation	
Tuesday, April 12, 2:00 pm – 3:00 pm	IBM Keynote: Core information Governance Disciplines Sunil Soares, Director of Information Governance IBM Software Group	

MDM Track Sessions – Sunday, April 10		
10:00 am – 11:00 am	Session 7741: Master Data Management (MDM) for a Roadmap with Service Oriented Architecture (SOA) Kanchan Manoharan, Inatech InfoSolutions Private Ltd	Room W304H
11:15 am – 12:15 pm	Session 8651: Product Lifecycle Management Use Case for Pharmaceutical Industry Anthony Bartolomeo, PLDevelopments David Bartlett, CPG Solutions Inc.	Room W304H
1:30 pm – 2:30 pm	Session 7736: What's in Store: An Oracle Site Hub Use Case for the Retail Industry Anupama Wankhade, Infosys Technologies Limited Deepak Wankhade, Infosys Technologies Limited	Room W304H
2:45pm – 3:45pm	Session 7919: Managing Global Customer Data Using Oracle Data Quality Management and Party Merge – One Year Later Mike Foxcroft, Ritchie Bros Auctioneers Nick Soh, Ritchie Bros Auctioneers	Room W304H
4:00 pm – 5:00 pm	Session 8285: Managing Customer Data Through Authoritative Data Sources Andre Araujo, Caliber Services Robin Walker, Caliber Services	Room W304H



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MDM Track Sessions – Monday, April 11		
9:15 am – 10:15 am	<p>Session 4967: MDM Case Study: Making Information Management the Foundation of the Future</p> <p>William McKnight, McKnight Consulting Group</p>	Room W304H
10:30am – 11:30am	<p>Session 7974: Data Relationship Management – It's Not Just for Hierarchies Anymore</p> <p>Todd Rebner, AdvancedEPM Consulting, Inc.</p>	Room W304H
10:30am – 11:30am	<p>IOUG Session 800: The Strategic Nature of Master Data Management (MDM)</p> <p>David Butler, Oracle</p>	TBD
11:45am – 12:15pm	<p>IOUG Session 801: Data Governance – A Key Component of Enterprise Data Management</p> <p>Brett Larrabee, Jawahar Malladi and Prasad Adapa, Booz Allen Hamilton</p>	TBD
1:15pm – 2:15pm	<p>Session 8048: Centralize Customer Management with Credit Management, Customer Data Hub & Business Intelligence</p> <p>Glynn Malagarie and James Jackson, Hitachi Consulting</p>	Room W304H
1:15pm – 2:15pm	<p>Session 8783: CS – Business Flow Overview and Master Data Management in Quote To Cash Process</p> <p>Robin Walker, Caliber Services</p>	Room W315B
1:15pm – 2:15pm	<p>IOUG Session 802: Synchronizing Master Data Across Applications a Challenge: NOT ANY MORE!</p> <p>Tarun Dhawan, Oracle</p>	TBD
2:30pm – 3:30pm	<p>Session 8103: Critical Success Factors for an MDM Initiative</p> <p>Mahender Bist, Rapidflow Apps Inc. Robert Kilby, Cypress Semiconductor</p>	Room W304H
3:45pm – 4:45pm	<p>Session 8037: Oracle Master Data Management (MDM) Q&A Panel</p> <p>Panelists: Dan Power, Hub Solution Designs; Mani Kumar Manda, Rhapsody Technologies, special guests</p>	Room W304H



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MDM Track Sessions – Tuesday, April 12		
8:00 am – 9:00 am	Session 7695: MDM and Data Governance – Tips, Tricks & Traps Ravikanth Prabhu, Broadridge Financial Solutions	Room W304H
9:15 am – 10:15 am	Session 8014: Supporting Oracle Product Hub – Master Data Management Edgar Arroyo, Sangeetha Mani and James Phipps, Oracle Corp	Room W304H
10:30 am – 11:30 am	Session 8751: Master Data Management (MDM) Best Practices and Implementation Approaches Mani Kumar Manda, Rhapsody Technologies	Room W304H
3:15 pm – 4:15 pm	Session 8120: Using Oracle Data Relationship Manager to Drive Organizational Consistency and Control Mike Cochran, Rolta TUSC	Room W304H
3:15 pm – 4:15 pm	Session 8761: Business Flow Overview and Master Data Management Mohan Dutt, VeriSign Inc.	Room W315B

MDM Track Sessions – Wednesday, April 13		
8:00 am – 9:00 am	Session 7771: Practical Business Examples of Validation / Data Integrity for UDA Groups in the Oracle PIM Data Hub Bob Barnett, McKinley-Alexandra LLC	Room W304H
9:15 am – 10:15 am	Session 8242: CRM Imagine To Reality – Business Perspective Todd Dearborn, Broadridge Financial Solutions	Room W304H
10:30 am – 11:30 am	Session 7870: Best Practices and Advanced Topics in Master Data Management and Data Governance Dan Power, Hub Solution Designs, Inc.	Room W304H
1:00 pm – 2:00 pm	Session 7760: Oracle MDM Strategy and Roadmap Manoj Tahiliani, Oracle	Room W304H
4:00 pm – 5:00 pm	Session 8828: Customer Data Management SIG Meeting (Coordinator: Mani Kumar Manda, Rhapsody Technologies)	Room W304H



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MDM Track Sessions – Thursday, April 14		
8:30 am – 9:30 am	Session 7765: Complete Product Master Data Management Solution by integrating Oracle PIM and Hyperion DRM Saumitra Chattopadhyay, Deloitte Consulting	Room W304H
9:45 am – 10:45 am	Session 8553: Deploying ... and Leveraging Master Data Management (MDM) In A Healthcare Provider Environment Peter Perera and Wendy Perera, The Perera Group	Room W304H
11:00 am – 12:00 pm	Session 7852: Extensible Attributes – Trading Community Architecture (TCA) & Case Mgmt – Benefits & Limitations Randy Wypiszynski, NaviSite, Inc.	Room W304H
12:15 pm – 1:15 pm	Session 8076: On The Road to Master Data Management: Standardization and Harmonization Martin Ullman and Raymond Ray, Chain-Sys Corporation	Room W304H

This guide to the *MDM Track* at **COLLABORATE11** was brought to you by the **Hub Designs Blog**.

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