

CDQ Academy: Strategy and Controlling (Module 1)

10th of October, 2017 - Hotel Blauer Reiter, Karlsruhe (Germany)



Time	Topic	Speaker
09.00 – 09.45	Welcome and introduction <ul style="list-style-type: none">• Overview and agenda• Goals	Dr. Peter Mayer (CDQ)
09.45 – 10.45	The Future of Corporate Data Quality Management <ul style="list-style-type: none">• Digitization as a driver for corporate data quality management• CDQ Trend Study	Prof. Dr. Christine Legner (University of Lausanne)
10.45 – 11.15	<i>Coffee Break and Networking</i>	
11.15 – 12.15	Framework for master data management <ul style="list-style-type: none">• Transfer of Business Engineering on master data management• Business drivers and design areas	Dr. Peter Mayer (CDQ)
12.15 – 13.15	<i>Lunch Break</i>	
13.15 – 14.30	Strategies for master data management <ul style="list-style-type: none">• Components and design options• Reference model to develop a master data management strategy	Oliver Reh (CDQ)
14.30 – 16.00	<i>Group work:</i> Development of a master data strategy	All
16.00 – 16.30	<i>Coffee Break and Networking</i>	
16.30 – 17.45	Master data management strategy at Emmi <ul style="list-style-type: none">• Approach• Key success factors	Jürg Hofer (Emmi)
From 18.45	<i>Dinner</i>	

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Time	Topic	Speaker
08.30 – 08.45	Introduction Day 2	Dr. Peter Mayer (CDQ)
08.45 – 10.00	Approaches for the measurement of master data quality <ul style="list-style-type: none">• Introduction: Methodology for the specification of data quality metrics• Examples: Application of the methodology in practice	Dr. Zbigniew Korendo (CDQ)
10.00 – 10.30	<i>Coffee Break and Networking</i>	
10.30– 11.45	Measuring Master Data Quality at Beiersdorf <ul style="list-style-type: none">• Motivation for measuring data quality• Approach for continuous improvement	Dr. Jens-Uwe Wüstling (Beiersdorf)
11.45 – 12.45	<i>Lunch Break</i>	
12.45 – 14.15	<i>Group work: Measuring master data quality</i>	All
14.15 – 14.45	<i>Coffee Break and Networking</i>	
14.45 – 16.00	Measuring Master Data Quality at Linde <ul style="list-style-type: none">• Motivation for measuring data quality• Approach for continuous improvement	Erwin Braumandl (Linde)
16.00 – 16.30	<i>Final Reflection and Feedback</i>	All