

CDQ Academy: Data Excellence for Business Value (Module 1)

09th of October, 2018 – Hotel INNSIDE Frankfurt Ostend (Germany)



Time	Topic	Speaker
09.00 – 09.45	Course Opening <ul style="list-style-type: none">• Welcome note, introductions round• Course highlights and agenda overview	Zib Korendo (CDQ AG)
09.45 – 11.15	Data Management – Enabling the Digital and Data-Driven Enterprise <ul style="list-style-type: none">• Trends for data excellence in digital and data-driven business models and decision-making• Understanding value contribution of data management to the business	Prof. Christine Legner (University of Lausanne)
11.15 – 11.45	<i>Coffee Break and Networking</i>	
11.45 – 13.00	Outcome Based Data Management - Capabilities, Responsibilities, and Drivers to Achieving Results	Tina Rosario (SAP)
13.00 – 13.45	<i>Lunch Break</i>	
13.45 – 14.45	Strategies for Data Management <ul style="list-style-type: none">• Practices for setting the scope and targets of data management• Reference model for developing data management strategy	Tobias Pentek (CDQ AG)
14.45 – 15.15	<i>Coffee Break and Networking</i>	
15.15 – 16.15	Group work: Development of a Data Strategy	All
16.15 – 17.00	Feedback on Group Work and Discussion	All
From 18.00	<i>Dinner and Networking</i>	

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Time	Topic	Speaker
08.30 – 08.45	Opening Day 2 <ul style="list-style-type: none">Recapitulation and group reflections on Data Excellence Model and Data Strategy (Day 1)Agenda and Highlights - day 2	Zib Korendo (CDQ AG)
08.45 – 10.00	Tangible Value of Data	Anwar Mirza (TNT)
10.00 – 10.30	<i>Coffee Break and Networking</i>	
10.30 – 11.30	Data Excellence for Business Value <ul style="list-style-type: none">Reference model for data management capabilities to answer business-critical data needsData excellence - data quality and beyondBusiness value through data management	Tobias Pentek (CDQ AG)
11.30 – 12.30	Enabling Continuous Improvement <ul style="list-style-type: none">Reference model for maturity assessment of data management excellenceDefining and prioritizing improvement measures	Zib Korendo (CDQ AG)
12.30 – 13.15	<i>Lunch Break</i>	
13.15 – 14.15	Group Work: Challenges and Mitigation Strategies for Sustainable Data Management	All
14.15 – 15.00	Feedback on Group Work and Discussion	
15.00 – 15:15	<i>Coffee Break and Networking (optionally integrated with the feedback session)</i>	All
15.15 – 16:30	Data to Value – Care, Connect and Use	Alfredo Pimienta (BASF)
16.30 – 16.45	Module 1: Wrap-up and Participants' Feedback	All