

INVITATION TO THE **PRODUCT AND MATERIAL MASTER MANAGEMENT SYMPOSIUM**



Platon is inviting you to a **free one day Product and Material Master Symposium**. Held in the impressive campus of Microsoft UK in Reading, the symposium brings together **leading experts from the Product Information Management domain**: Microsoft, Stibo, Sparesfinder, Consequor and Platon.

Many organisations face a growing challenge when it comes to the management of Product and Material Master Data across applications and organisational units. Reduced time to market increasing demand for product information and an ever growing complexity of organisations are key challenges for today's Enterprises. Learn from real life examples how other organizations have managed their challenges related to data complexity, data storage, ownership and governance.

Please turn over to see agenda and registration info.

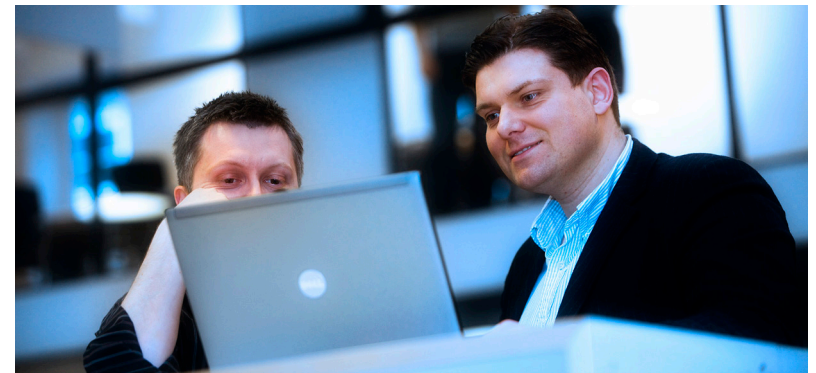
SPONSORS

The Microsoft logo in its signature black font.

The logo for sparesfinder, with "spares" in red and "finder" in black, accompanied by three green gear icons above the "r" in "finder". Below the name is the tagline "materials data, mastered." in a smaller black font.

The logo for STIBO SYSTEMS, featuring a stylized "S" icon to the left of the text "STIBO SYSTEMS" in bold blue letters. Below it is the tagline "MASTERING Data Management" in a smaller blue font.

The logo for Consequor CONSULTING, featuring a yellow swoosh graphic above the text "Consequor" in a serif font and "CONSULTING" in a smaller sans-serif font below it.



TIME & PLACE

17th November 2010 10.00 - 16.30

Everest Room at Microsoft Campus, Thames Valley Park, Reading. RG6 1WG

(a free return shuttle bus service is available from outside Reading Station to Thames Valley Park – alight at the second Microsoft stop.)

AGENDA

10.00 - 10.30 **Registration and coffee**
10.30 - 10.45 **Welcome and Introductions**

10.45 - 11.30 **Products are Materials // Paul Mayer, Principal Consultant, Platon UK**

Why do consultants differentiate between the two? Paul will discuss some of the challenges that arise in the hunt for the golden record and that illusive Master Data Nirvana, using some sticky examples to illustrate the difference and similarity between material and product data, asking the question "Does good product data improve material master data across the supply chain?".

11.30 - 11.45 **Networking Break**

11.45 - 12.15 **The do's and don'ts of Data cleansing // David Stroud, CEO, sparesFinder**

David will use the accumulated experience of working with numerous companies to clean their materials data, often in multiple regions and languages, to present a distilled set of guidelines that underpin successful data cleaning projects. He will draw from case studies covering a range of industries, referencing projects that have been delivered for companies including Nestle, GSK, Staples, Phillip Morris, Lafarge and Newmont Mining.

12.15 - 12.45 **MDM for the real world // Jess Meats, Partner Technology Advisor, Microsoft**

Description: An introduction to Microsoft's Master Data Services and the MDM capabilities of Microsoft® SQL Server® 2008 R2. We will then look at how these technologies have been applied in some real world situations.

12.45 - 13.15 **Q&A Session**
13.15 - 14.00 **Lunch**

14.00 - 14.30 **Product Data Management – A case study // Richard Branch, Business Development Director, Stibo Systems**

Richard will discuss the importance of product data as part of a multi-domain MDM solution together with presenting case studies where Stibo customers have put these principles into practice.

14.30 - 15.15 **The PLM Challenge - From System Replacement towards a complete PLM Programme // t.b.d, Consequor Consulting AG**

Having had in place a PLM system that has grown over years to the point of hardly being able to be upgraded we set out for replacing this system with a new one. It had to be SAP-based again but with newest release and technology. Trying to understand the task in full detail quickly revealed that we it was not a technical challenge only we were facing. The whole undertaking would only make sense if we were to change our whole product development process landscape, too. This session will detail the required solutions and the how-to of succeeding in introducing new material management, new change management, new integration with ERP and the effects of rolling out all those solution elements.

15.15 - 15.45 **Q&A Session & Summary note**
15.45 - 16.15 **Networking and Quiz**



REGISTRATION

www.platon.co.uk/event
– or on e-mail eho@platon.net

For more info please visit:
www.platon.co.uk

Participation is free and limited to special invitees only!