

(Subject line) Attention business leaders! FINALLY, the proof is in . . .

The Proof Is in: Leveraging Technologies to Meet the Needs of Business Leaders . . .

(AKA—How You Can Make Smarter Decisions, Increase Value, and Drive Profits)

In the past couple of years there has been much debate as to how much business value resides in proper data management and metadata projects. Obviously, the business community is shrewd enough to insist on obtaining *all* of the information before delegating significant resources to such technologies and initiatives. Understandably, they want proof that implementing these strategies is going to generate a large ROI for their organization. And they want proof that rejecting the value of these initiatives will leave them in an inferior position with regard to their competitors.

Well, the proof is in.

You already know how companies such as Intel, MFS Investment Management, and BMO Financial Group are using metadata strategies to realize millions of dollars worth of savings and achieve greater productivity. But as it turns out, that proof is just the tip of the, shall we say, metadata iceberg.

Finally, the industry's leading experts are coming together to deliver their findings on exactly HOW business leaders can benefit from the increased decision support, value, and savings that superior data management and metadata projects deliver.

Finally, as a business executive, you can get the information you need to create your enterprise data strategy, establish data services, implement a help desk for data, design data-driven information products for economic advantage, measure the risk and value of such products, and earn money from customer value metrics . . .

And, finally, you can get it all in one place.

At the upcoming DAMA International Symposium & Wilshire Meta-Data Conference, March 4-8 in Boston, the foremost business and metadata strategists, information integration experts, best-selling authors, industry columnists, and information technologists will unite to share their experiences, successes, and solutions . . . in other words, the proof you have been waiting for:

- **John Ladley of Navigant** outlines how to create a sustainable data strategy with an emphasis on business alignment and value, risk mitigation, and cost-effective deployment as well addresses structured and unstructured content and reviews case studies to provide insight.

- **John Schley of Nationwide Insurance** explores the topic of “Information Resource Management” (IRM) and its role in maximizing the value a corporation can realize from its data . . . and answers the pressing question “Is there really business value in it?”
- **Adir Even & G. Shankaranarayanan of Boston University School of Management** show how to maximize economic performance by improving the contribution of data resources and the systems that manage them and providing a framework to function as a design tool.
- **Nick Bonamassa of Info Architects** details real-life projects that prove the benefits of aligning business and IT and the value of metadata to the success of an Enterprise Data Warehouse.
- **Chito Jovellanos of Forward Look, Inc.** exposes the risks of losing millions from metadata non-management in the world of investment management.
- **Gwen Thomas of Data Governance Institute** describes the process of implementing a helpdesk for data and how this single point of contact can significantly boost corporate efficiency.
- **Keynote Jill Dyché of Baseline Consulting** highlights the five new trends in data management and specifies “What You Should Do Next.”

Please join these and many other respected innovators in Boston for two tracks specifically designed to meet the growing needs of the business community: *Data Strategy and Aligning Data Management with Business*. With 22 business-oriented sessions, this major industry event should not be missed by any organization looking to get the most value from its data.

Finally, the proof is in . . . in the presentations, that is!

We look forward to seeing you there.

Year after year the DAMA International Symposium & Wilshire Meta-data Conference is the largest, most authoritative vendor-neutral data management conference in the world. 1,000 data and business professionals will attend in Boston this year.

To hear more from these speakers and others, join us in Boston
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