



Complimentary ½ day seminar: April 4th, 2008 - Yale Club of NYC - 8am to 1pm

## The New Age Of Data Management: A SOURCE OF COMPETITIVE ADVANTAGE

Managing data across the enterprise has long been considered a cost and necessary support function in the operations of a financial services firm. Today, cost reduction, risk assessment and operational agility are more important than ever and firms now consider data a core asset to be leveraged and part of the value chain.

**The New Age of Data Management** conference will enlighten and educate attendees on how recent SOA technologies combined with business-driven data management operating models can turn your data management into a source of competitive advantage. Speakers include industry-leading clients and influencers from the Data Management world:

- > *Merrill Lynch*
- > *Morgan Stanley*
- > *Fitch Ratings*
- > *Canada Pension Plan Investment Board (CPPIB)*
- > *EDM Council*
- > *ReferenceDataFactory*

Themes and trends to be covered include:

- > *The new model: An organizational model AND open technology. Why you need both to succeed.*
- > *Strategies for successful data distribution*
- > *Supporting the needs of a modern organization with a practical model to provide "Multiple Golden Copies". Your users need data in more than one way*
- > *Getting results & wins FAST: using Services Oriented Architecture and Technology for extremely rapid and flexible acquisition and normalization of reference and pricing data*
- > *New open and cost-effective data approaches to integrate ALL your data*
- > *Industry-leadership in best practices for the business case and benefits of an EDM program*
- > *Case studies illustrating how other financial institutions have rolled out new SOA data management solutions coupled with business-driven data organizations*

Attendees will:

- > *Network with peers over a complimentary continental breakfast and buffet lunch*
- > *Learn emerging EDM trends from key contributors in the industry*
- > *Listen to several educational case studies from top financial services firms in the industry*
- > *Interact with industry leading panel members (60 minute SOA panel session)*

Sign up **NOW** as this is a FREE event and seating is very limited.

Deadline to register is **March 7th, 2008**. Attendees will be accepted on a first-come, first-served basis.



To register, email your coordinates and the number of attendees to:

**events@lakefrontdata.com or call 416-364-8575**