



The Smart Governance Forum

Crowdsourcing the Data Governance Maturity Model

September 14-16, 2010

Hyatt Regency Tamaya
Santa Fe, NM

Conference Fee: \$599

Conference Topics

Organizational Structures
Policy
Stewardship
Value Creation
Compliance
Data Risk Management

[HTTP://WWW.INFOGOVCOMMUNITY.COM](http://www.infogovcommunity.com)

The Smart Governance Forum



Achieving a New Model

The Data Governance Maturity Model is four years old. How should the model be audited to review industry changes since its creation? Propose a plan for an efficient update.

Please provide your ideas on how the model should be audited. You can comment on what you think needs to be changed, what should be left alone, how it should be changed, and who should do it. All ideas will be open to comment and the crowd can decide which ideas can be submitted for a vote and when. The winning ideas will define the structure for future calls as the community works on updating the Maturity Model.

[make your submission](#)

ends in 9 days 11 participants 8 submissions 25 comments

Please join us for an international crowdsourcing experience!

In May 2006, the IBM Data Governance Council used poster board and sticky notes in an oak paneled room in the Chateau Frontenac in Quebec City to create the categories, elements, and levels in the first version of the Maturity Model. About 35 people participated in that process in Quebec, and perhaps another 50 more in subsequent meetings.

On September 14-16 2010, the Council will use social networking crowdsourcing technology to include a global community in a discussion about the Maturity Model - Live!

Brainstorming ideas in the room will be transcribed immediately into the topics on infogovcommunity.com. Suggestions and comments from practitioners all around the world will be relayed to the participants in the room.

Of course, this venue is awesome, and there is no substitute for live, face to face, communication. But if you can't travel to Tamaya, and spend three fabulous days with The Council in the Desert, you can still tune into the action by going to infogovcommunity.com.

In the room or in Rangoon, you can watch the ideas flow and chime in live or tune in later and add your views. Either way, what you contribute will impact the community and change the Maturity Model. Synchronous or Asynchronous, this meeting is the beginning of a global dialog on Data Governance Maturity.

What we do in the room will make a difference. And what you contribute from your own room will make a difference.

This is how we innovate!

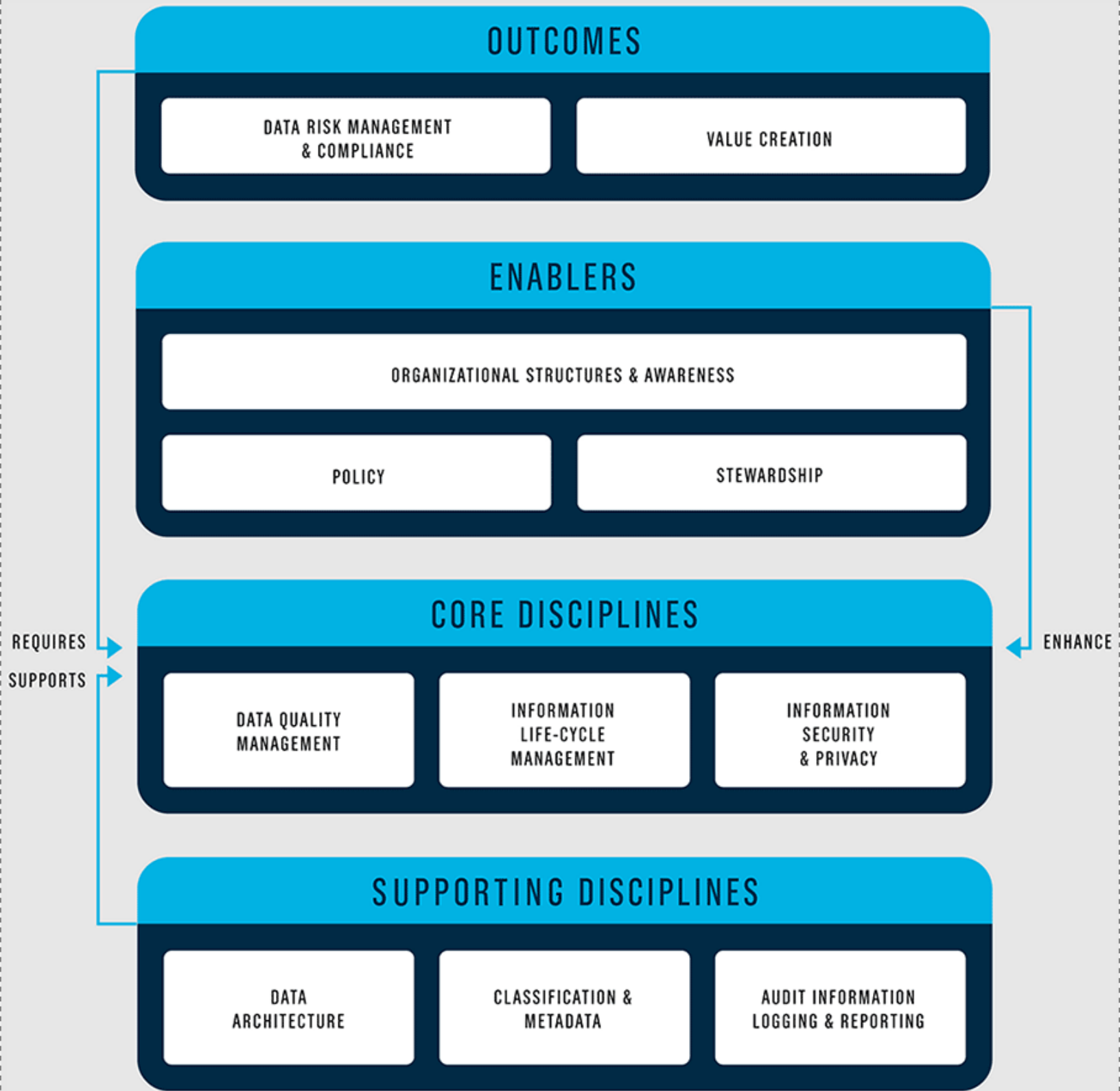
Steven B. Adler

Chairman

IBM Data Governance Council

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The Data Governance Maturity Model



In 2006, the Council created the Maturity Model as a peer-driven benchmarking tool of member observed behaviors and practices that constitute 11 disciplines of Data Governance with many sub-disciplines and 5 levels of maturity each. A massive collaboration and a burst of creative energy built the original Maturity Model, and many organizations have since benefited by comparing their organizational practices to this peer-driven standard.




The IBM Data Governance Council

Abbot	Fannie Mae	PFG	Axentis	Rightpoint
American Express	FSTC/BITS	Robert Frances Group	BrainPark	IT Market Strategy
Bank of Montreal	IBM CIO Office	Royal Bank of Canada	Business Reporting AG	Highbury SA
Bank of Tokyo/Mits	Imperial Bank ZA	Sanlam SA	Chaordix	NetApp
Citigroup	JPMC/WaMu	SACAA	CoreFiling	Nova Southeastern
Chevron	Kasikornbank	TIAA-CREF	Envizion	Bucerius Law School
Danske Bank	Key Bank	TelisSonera	Infovide-Matrix Poland	
Deutsche Bank	Lowes	Telkom SA	OpenPages	
Discover Financial	MasterCard	VP Securities Services	Micropole-Univers	
EDM Council	Merrill Lynch	Vision Services Plan	Perficient	
Equifax	Mizuho Securities	Washington Mutual	MATERNA Information	
Enmax	Nordea Bank	WellsWachovia	Sybase BI Practice	
	Northwestern Mutual	The World Bank	Varonis	




The IBM Data Governance Council was founded in 2004 as a practitioner forum to study and help define the then emerging discipline of Data Governance. A diverse group of people and organizations from North America, Europe, Africa, and Asia make up Council membership. By opening the Maturity Model to international review, the Council is providing a forum for Data Governance Community activism and participation.

submissions




Sort by **Highest Scoring** ▾

 **5** POINTS **A full audit and review**
 Brooke Campbell 2 weeks, 6 days ago  6 comments

The model should be compared to other models in the industry and we should do a gap analysis on what's missing. [more](#)

 **3** POINTS **Broadening the Scope of Descriptions**
 Eric Naiburg 2 weeks, 4 days ago  6 comments

I often see that the descriptions in the model are taken at face value and don't go as deep as they possibly could and would like to explore taking them deeper. For example, Quality isn't just about... [more](#)

 **2** POINTS **Get Real – Use real-life examples to improve understanding**
 Michael Morton 2 weeks, 1 day ago  2 comments

It continually keeps coming up that one major consideration to information governance success is: (1) the building of bridges of interpretation and understanding between Business and IT stakeholders... [more](#)

Conference Agenda at a Glance

09/14/10 IBM Smart Governance Forum			
01:00:00 PM	Welcome & Introduction to Conference		
01:30:00 PM	Keynote: Infogovcommunity.com – Steven Adler, IBM		
02:30:00 PM	Workshop: The History of Data Governance Moderator: Merv Adrian - Ed Keck, Key Bank - Cengiz Barlas, Discover Financial - Garry Katz, Citibank		
		Amy Pfaff, TIAA-CREF Francis Lambert, Electronic Records Christa Menke-Suedbeck, Deutsche Bank	Dave McComb, Semantic Arts Dan Ayala, Abbott Labs Sebastian Nordgren, Bank of Tokyo
04:30:00 PM	Workshop: The Maturity Model Overview Speaker: Amy Pfaff, TIAA-CREF - Categories - Levels - Assessment		
07:00:00 PM Dinner			
09/15/10 Maturity Model Assessments			
Breakfast in Pacifica Room			
	Outcomes	Enablers	Disciplines
09:00:00 AM	Data Risk Management Moderator: Marv Goldschmitt - Gordon Burnes, OpenPages - Christa Menke-Suedbeck, Deutsche Bank - Elize van der Linde, ABSA - Mark Simmonds, IBM	Policy Moderator: Merv Adrian - Francis Lambert, Electronic Records - John Falki, IBM - Cengiz Barlas, Discover Financial - Brian Abdoll, Sanlam	Metadata Moderator: Joe Bugajski, Burton Group - Garry Katz, Citigroup - Sebastian Nordgren, Bank of Tokyo - Ron Klein, Bank of Montreal - Ivan Milman, IBM
11:30:00 AM	- Rich Adler, DecisionPath	- Jan Henderyckx, Envizion	- John Turner, CoreFiling - Riaan Myburgh, SA Civil Aviation Authority
12:30:00 PM Lunch			
	Outcomes	Enablers	Disciplines
01:30:00 PM	Value Creation Moderator: Cal Braunstein, RFG - Amy Pfaff, TIAA-CREF - Art D'Silva, Royal Bank of Canada - Sandy Goldfarb, US Army ARDEC	Stewardship Moderator: Aaron Zomes, CDI Institute - Brett Gow, IBM - Patty Alnor, US Army ARDEC - Michael Curry, IBM	Security & Privacy Moderator: Scott Crawford, EMA - Ed Keck, Key Bank - Dan Ayala, Abbott Labs - Eric Naiburg, IBM
03:00:00 PM	- Shelley Kuipers, Chaordix - Peter van der Walt, Altron - David Bartholomew, SCE - Darren Sutcliffe, Standard Bank	- Mark Dowds, Brainpark - Joe Royer, PFG - Lisa Davis, Wachovia - Marcia Kaufman, Hurwitz Group	- Dave McComb, Semantic Arts
04:30:00 PM			
06:30:00 PM Dinner			
09/16/10 IBM Information Governance Launch			
08:00:00 AM Breakfast in Main Dining Room			
09:00:00 AM	Workshop Organizational Structures Moderator: Marcia Kaufman, Hurwitz Group - Christa Menke-Suedbeck, Deutsche Bank - Amy Pfaff, TIAA-CREF - Patty Alnor, US Army ARDEC		
11:00:00 AM	Discussion: What Have We Learned? Moderator: Steve Adler, IBM		
12:30:00 PM End of Event			

The 2010 Smart Governance Forum

September 14-16, 2010
Hyatt Regency Tamaya
1300 Tuyuna Trail
Santa Ana Pueblo, NM 87004

To register, complete this form and email it to irene@wmpplus.net

If you have any questions regarding registration, call 1-800-368-1157

Name

Title

Functional Area

Company

Address

City

State

Zip

Telephone

Mobile

Email

Fees

The Room Rate for this event is all inclusive food and beverage for the event.

Room rate for all participants: \$179/night
Conference Fee for all participants: \$599

Payment:

Payment must be made in US Dollars upon Registration:

Charge to my: American Express DiscoverCard MasterCard Visa

Name on Card: _____
Account #: _____ Exp. Date: _____ CC Code: _____
Signature: _____ Date: _____

Date you will arrive: _____ Date you will check out: _____

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