

(Subject line) What the business community must know to succeed in 2007 . . .

International Business and Strategy Guru Don Tapscott Untangles Your Corporate Master Data . . .

AND Rescues Your Stranded Islands of Information

Corporations are facing enormous transformative pressure. Success now demands a new level of information sharing. Markets demand that companies collaborate beyond the walls of the enterprise, but inconsistent data impedes communication, decision-making, and the basic operations of networked business models.

To compete, companies must bridge information islands. What was once everyone's problem and no one's responsibility needs someone to accept the accountability and oversee master data governance initiatives.

To survive and thrive, companies need a single version of the truth. This can be achieved through enterprise architectures and a new generation of master data management capabilities.

Allow Don Tapscott, renowned strategist and author of 10 widely-read books on information technology in business and society, to explain how accurate master data can lift the veil of uncertainty, aid reporting/compliance, reduce costs, increase sales, simplify processes, improve loyalty, and optimize other IT investments.

At the upcoming DAMA International Symposium & Wilshire Meta-Data Conference, March 4-8 in Boston, Keynote speaker Don Tapscott and other renowned industry experts, will detail and demonstrate:

- How CEOs, CIOs, and other management executives can cohesively collaborate with data professionals for informed decision-making and strategic planning.
- Why the new master data management tools are not as intimidating as the old ones and why enterprise architectures are the wave of the future.
- How "passing the buck" on data governance regulations can spell disaster for business leaders.
- How the business community can achieve more advanced decision support.

This is just one of the 130 value-centered sessions that will be presented at this year's conference. To learn more, [CLICK HERE](#).

Hear why data and business leaders alike are flocking to Don's sessions:

"Extremely interesting discussion on the changing state of the business landscape."

"A revelation of a presentation!"

"Interesting and informative. X2."

“WOW! Can’t wait to read the book!”
“Slick, funny, and professional!”
“Animated and motivated presenter – I remember lots of take away points.”
“Very good speaker – humorous but knowledgeable!”

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. In addition to Don Tapscott, some of the outstanding experts you’ll hear from include:

- **Keynote* **Jill Dyché** – Internationally recognized author, consultant, and data management pioneer
- **Keynote* **Michael Hawley** – Technology explorer, innovator, and visionary
- **Gwen Thomas** – Data governance authority, business leader, author, and publisher of www.SOX-online.com, the web’s largest source of vendor-neutral Sarbanes-Oxley news and information
- **Len Silverston** – Award-winning information integration expert, best-selling author, and industry columnist
- **John Ladley** – Respected information management practitioner, columnist, and speaker
- **Grame Simsion** – Acclaimed data modeling author and consulting skills expert
- **John Zachman** – Father of the Zachman Framework and enterprise architecture thinking

PLUS over 120 practical presentations drawn from across the spectrum of data management issues, challenges, and opportunities