

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Reference Data and Product Data Governance

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Product catalogues, customer codes, units of measure and other reference data are used by every system in an organisation. When they are inconsistent, reports disagree, orders fail and automation breaks. This course shows how to govern reference and product data through ownership, standards, workflows and quality controls that keep shared data accurate across ERP, e-commerce and analytics platforms.

Poor shared data silently drains productivity and undermines digital projects. You will learn a practical governance model that business and IT teams can actually run.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Data profiling exercises, case studies from retail and manufacturing, governance design workshops and review of data quality dashboards.

Course objectives

By the end of this course, participants will be able to:
• Distinguish reference, master and transactional data
• Define data ownership, stewardship and standards
• Design workflows for creating and changing product data
• Measure and improve data quality
• Synchronise shared data across systems
• Build a sustainable data governance operating model

Target audience

This course is suitable for:
• Data governance and data management professionals
• ERP and e-commerce managers
• Product information and catalogue managers
• Supply chain and procurement analysts
• IT and business analysts



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Target competencies

Participants will develop competencies in:

- Data stewardship
- Data quality management
- Process design
- Cross-functional coordination
- Governance design

Course outline

Day 1: Why Shared Data Matters

09:00–10:08	Types of data and their uses
10:08–11:00	Cost of poor data quality
11:00–11:30	**Coffee break**
11:30–11:45	Cost of poor data quality (continued)
11:45–12:53	Common failure points
12:53–14:00	Exercise: data issue inventory

Day 2: Ownership and Standards

09:00–10:08	Data owners and stewards
10:08–11:00	Naming conventions and attribute standards
11:00–11:30	**Coffee break**
11:30–11:45	Naming conventions and attribute standards (continued)
11:45–12:53	Classification and hierarchies
12:53–14:00	Workshop: product data standard

Day 3: Data Lifecycle Workflows

09:00–10:08	Create, change and retire processes
10:08–11:00	Approval and validation rules
11:00–11:30	**Coffee break**



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11:30–11:45	Approval and validation rules (continued)
11:45–12:53	Supplier and partner data onboarding
12:53–14:00	Exercise: designing a change workflow

Day 4: Data Quality

09:00–10:08	Quality dimensions and rules
10:08–11:00	Profiling and cleansing
11:00–11:30	**Coffee break**
11:30–11:45	Profiling and cleansing (continued)
11:45–12:53	Dashboards and scorecards
12:53–14:00	Case study: catalogue clean-up

Day 5: Sustaining Governance

09:00–10:08	Operating model and councils
10:08–11:00	Tools and platforms
11:00–11:30	**Coffee break**
11:30–11:45	Tools and platforms (continued)
11:45–12:53	Change management
12:53–14:00	Governance roadmap

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,890.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Cape Town Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,890.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
London Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Paris Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,860.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Barcelona Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,840.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Rome Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,840.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Rome Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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