

Raising the Profile of Data Management

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My CV

... Soldier from 1960 to 1998

... IT/IS since 1987

... Data Management since 1992

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**... Associate Lecturer
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Outline

What is Data Management?

Why is Data Management important?

Why is Data Management difficult?

**Who needs to know about
Data Management?**

**How do we spread the
Data Management message?**

What is Data Management?

Data Management ... a corporate service which helps with the provision of Information Services by controlling and/or co-ordinating the definitions and usage of reliable and relevant data



Data Administration ... is concerned with mechanisms for the definition, quality control and accessibility of an organisation's data



Database Administration ... is concerned with the management and control of the software used to access physical data

Repository Administration ... 'Database Administration to support Data Administrators'

Data Administration Roles

Data Definition

Corporate Data Modelling

Data Distribution

Data Replication

Data Security

Data Integrity

Why is DM important?

It facilitates information sharing

- *Improved customer service*
- *Enables competitive advantage*

It can reduce IT/IS costs

- *Productivity in systems development*
- *Maintenance savings*

Reasons for sharing information

When central reference data is used by independent operational units.

When public domain data types are used and exchanged.

When operational results need to be collated across several profit centres.

Where the output from one system forms the input to another.

Where application systems performing a similar function for distinct autonomous units are required to harmonise their data to permit close collaboration.

Without effective Data Management

Application systems do not interface

Data is not shared

Communication breaks down and information gets lost

Data is unnecessarily transcribed and re-keyed

The wheel keeps getting re-invented

The competitive edge of the organisation is impacted

Frustration sets in

Why is DM difficult?

Data

... technically feasible

... may need some lateral thinking

Management

... this is the difficult bit

... needs education

Who needs to know about DM?

Senior business managers

... to champion the cause

Senior IT/IS managers

... to espouse the benefits

Project managers

... to recognise DM as a service and not a constraint

... to ensure compliance

Application developers

... to incorporate the standards

... to understand that DM can help him/her

How to spread the DM message?

Do not sell ... educate!

... using:

Conferences

Courses ... with qualifications?

Seminars

Leaflets

Articles

Membership of professional bodies

*Adjusted to the
target audience*

Data Management?

“There is nothing more difficult to take in hand, more perilous to conduct or more uncertain in its success than to take the lead in the introduction of a new order of things”

Niccolo Machiavelli, The Prince