DAMA United Kingdom®

The premier organisation for data professionals in the UK

DAMA UK Newsletter

Spring 2011

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DAMA UK 2011 Events - www.damauk.org

On 21 June we are holding the annual joint event with BCS DMSG at the BCS HQ in London, this year's topic is Data Governance. Registration will be through the BCS website and more information will be available soon.

In October the Communications Working Group will be holding another interactive workshop and we are hoping to organise a couple of webinars for topics that do not require a full day. If you have any suggestions, please contact Sue with your ideas.

DM Qualifications

Stop Press from the AGM: As part of the DAMA UK event on Cloud Computing at Silwood Park last week we held our annual general meeting. This resulted in requests from the members for additional services. The Committee are therefore setting to work to develop these. They include offering the opportunity for members to post points of view and papers on the DAMA UK website so knowledge can be exchanged and enhanced, webinars on hot topics in addition to our regular events and significantly members are looking for a roadmap to recognised professional qualifications. DAMA UK do endeavour to make our members aware of training courses that are being offered for example the CDMP training, we will also make members aware of the ISEB courses on offer. However beyond this we intend to explore how we might establish the roadmap to professional recognition.

This will require collaboration with a number of other bodies and we will be looking for people to get involved with this task. Please use the Linkedin Group to post your thoughts on how we might take this forward.

Can you help a colleague? Or do you need help?

At a recent committee meeting we were discussing how we can improve the service we offer our members and the concept of mentoring was thrown into the pot.

This is a simple idea, where someone with experience in the data management field agrees to act as a mentor to someone who is just starting out. We see our role as putting together mentors and mentees and they then agree on what is required. The help provided could be just a reassuring telephone call every month or so or could be a chat in a coffee shop or pub. Of course, if the mentees want more and the mentors feel able to provide that level of support then that will also be fine. If you feel that you can act as a mentor or would like to receive some help please contact sue.russell@damauk.org.

Some members of the committee have offered to be the first mentors.

Book Discounts for DAMA UK Members

The code for the Steve Hoberman discount for the UK chapter is **DM11UK.** The book is Data Modelling Made Simple, and DAMA UK members get 25% off the cover price. Postage is $10, but if you are attending the EDW you can order the book online and collect it from Steve Hoberman there, and save the postage!!!

Membership Fees

Yes, its that time of year again and at the last Face to Face Committee meeting in December it was agreed that the fees will increase to £36 for individuals and £240 for corporate members, the membership year running from 1 April to 31 March. Costs for venues and catering at events have risen in the last couple of years and in the current climate if was felt a small rise was necessary.

This year you can renew by going to the website and choosing Memberships on the left hand menu, please select which type of membership your require and follow the on screen instructions. Alternatively, you can pay by BACS, cheque or Paypal if you prefer to receive an invoice.

Once your payment has gone through please remember to register for Member's Area access, to do this click on register on the left hand menu and follow the on screen instructions. You will receive log in details by automated email.

New Working Group Starting – "Approaches to Data Management" - Chris Maynard

Some strong voices in our field imply there is only one way to do data management. But they don't all advocate the same "one way", and experience suggests that there are many valid approaches an enterprise can take.

At our recent DAMA UK Meeting, I proposed a new working group to map the variety of approaches that exist. Rather than championing one approach, the working group's aim is to identify and characterise the different approaches that already exist.

If all goes well, we may be able to develop guidance to help someone be aware of the different approaches, where to get more information about each, and how to begin evaluating what might work in their own enterprise. This might help the newcomer to our profession to understand the landscape, and it might help the seasoned professional to better engage with senior leaders about the direction of the enterprise.

Thanks to the four people who volunteered on the day of the meeting, there is enough support to get started. But there is room for more. If you would like to join in please contact me at Chris.Maynard@transforminginformation.com. If you join now, you have a chance to influence the direction, style and methods of the group.

Data Quality and MDM – The Missing Link? Survey 2011

This survey investigates the relationships between master data management (MDM) and data quality (DQ). Many authors are highlighting in the media the crucial importance of data quality initiatives to ensuring the success of MDM implementations. There is, however, scant information on the approach being adopted by organizations that have implemented or plan to implement MDM. In this Information Difference survey we aim to explore the linkage between master data and data quality, and to discover how organizations are tackling this area in practice. We also wish to understand the scale, scope and success rates of master data programs.

All information provided will be used in aggregate form only and will be kept strictly confidential. The survey has about 25 questions on the topic and should not take more than 10-15 minutes to complete. In return for a fully completed survey you will receive a free summary of the analysis of the survey results. Additionally your name will be entered in a prize draw and the first five winners will receive a free vendor profile (worth $495) of their choice.

The survey is sponsored by Informatica and Talend, with Information Management, TechTarget, Data Quailty Pro, DAMA and IT Director as media sponsors.

Please click on the link to take the survey and thank you in advance for your help. (Andy Hayler, CEO)

The Information Difference

Call for Speakers

Presentation proposals are now being accepted for the following 3 co-located conferences taking place at the Radisson Blu Portman, London, UK.

IRM UK
Strategic IT Training Ltd

* DAMA International Conference Europe 2011
* Information Quality Conference 2011
* European Data Warehouse & Business Intelligence Conference 2011

This is an independent event, offering its audience a diverse range of experienced speakers who will provide a broad, practical perspective on Data Management, Information Quality and Data Warehousing & Business Intelligence. It will offer unparalled opportunities for networking and discussion of the latest issues. Do you or any of your team have a formal presentation to contribute to this event? All selected speakers will be entitled to attend the event free of charge. You are more than welcome to submit a number of proposals and these can be submitted across the three conferences. We are looking for proposals for keynotes, conference sessions and full-day and half-day tutorials. **The deadline for submissions is 15 April 2011.**

An Invitation from the BCS Data Management Specialist Group - "Cloud computing perspectives"

You are invited to the next meeting of the BCS Data Management Specialist Group on the afternoon of Tuesday 22nd March 2011 at the BCS Meeting Rooms, The Davidson Building, 5 Southampton Street, London, WC2E 7HA. here will be four presentations and a panel discussion.

Situation normal, everything must change - *Simon Wardley (Leading Edge Forum - In today's computing world, it can often feel like we are drowning in wave after wave of new trends. This sea of concepts are simply the evolution of our industry from a product to a service based economy. This talk will examine the evolution of technology and why cloud is happening now. We will then examine the risks & benefits of cloud, the management challenges this brings, the common misconceptions and provide some predictions for the future.*

Backup Made Easy, taking advantage of online recovery services - *Steve Evans (OnDemand Recovery) - As The Enterprise Strategy Group found in their survey of Backup & Recovery, across organisations of all sizes traditional backup solutions are being streched beyond their capabilities to deliver adequate data protection. IT Managers are being asked to backup and recover increasing data volumes with stagnant or shrinking budgets and either hybrid or public cloud backup offers a viable alternative. This presentation will explain how the data growth and IT recovery challenges facing organisations today can be successfully addressed through optimised and automated secure cloud recovery services.*

Legal considerations of cloud computing - *Sam Jardine (Eversheds) - This session will focus on legal and commercial issues in contracting with cloud suppliers (legal and commercial), legal issues related to cloud services (predominantly data protection & confidentiality, but also touching on e-disclosure, TUPE) and Eversheds' experiences of negotiations of cloud contracts (where do the parties come out).*

Cloud Computing Case Studies - L*uke Mulekezi (Pengower) - Luke will present two case studies which will focus on how developing in the cloud enabled:-*
1. A midsized rapidly growing company expand into 12 countries in 18 months
2. 14 local authorities to design, build and launch a system for managing the placement of children in care across the midlands

Programme: 1.30pm-5.30pm (followed by networking and glass of wine). The event is free for both BCS members and non-members. If you or your colleagues wish to attend please book in for the event using the BCS Online Booking System at www.bcs.org/events/registration.

Events

Enterprise Data World delivers world-class education on every major topic in information management today, including MDM, integration, BI, cloud, metadata, modeling, EIM, architecture, governance, quality and Big Data. The agenda features case studies from Yahoo!, eBay, Harvard Pilgrim, Blue Cross Blue Shield, Sallie Mae, TD Ameritrade, Eli Lilly, McDonald's and many more. Join us in Chicago this April for 200 hours of in-depth tutorials, workshops, and best practices to leverage information to its full potential. Visit http://edw2011.wilshireconferences.com for more details. Register using the coupon code EDW11A1 and save up to $100! [OR, for Chapter newsletters] Register using the coupon code EDW11DAMA and save up to $250!

MDM
Master Data Management Summit Europe 2011
21-23 March 2011
London

IRM UK
Strategic IT Training Ltd

2 Co-located Conferences
Master Data Management Summit Europe 2011
Data Governance Conference Europe 2011
21-23 March 2011, London

DG
Data Governance Conference Europe 2011
21-23 March 2011
London

Europe's only co-located conferences on MDM and Data Governance are not to be missed. These two co-located conferences are Europe's leading *independent* conferences on MDM and Data Governance and are neither analyst led nor vendor led.

- Choose from nearly **40 conference sessions and 7 pre-conference tutorials** from leading independent speakers and major users of MDM and Data Governance
- Examine the successes and challenges behind real-world MDM and Data Governance implementations. **Case studies and other contributors include** Barclays Bank, Nokia, Visa Europe, Siemens, National Australia Group, DONG Energy, TNT Express, Deutsche Bank, British American Tobacco, Forrester, Storebrand ASA, Novo Nordisk, Malta Information Technology Agency, Umicore, Element Six, Capgemini, Weselyan Assurance Society, Premier Farnell
- Discuss your MDM and Data Governance challenges with the **world's leading solution providers**
- **Keynotes** include Aaron Zornes, *The MDM Institute,* Robert Seiner, *KIK Consulting,* Rob Karel, *Forrester Research* and Gwen Thomas, *The Data Governance Institute.* Our keynotes will help you focus on the vision and inspiration needed to differentiate and drive your MDM and Data Governance initiatives.
- **Topics include** "Quick Start" MDM, Global Master Data, Enterprise MDM and Data Governance, MDM of Product Master Data, MDM Architectures, MDM Governance & Risk, MDM Success without a Master Data Repository , MDM System Integrators, Evaluation of the top MDM Solutions, The Future of MDM, Multi-Entity MDM, Creating the Business Case for MDM, Master Your Data and Improve ROI, 'Non-invasive' Data Governance, Defining and Executing an Information Strategy, Data Stewardship, Selling and getting buy in for Data Governance, Introducing Data Governance, Global Data Governance, Affordable Data Governance, Using MDM and Data Governance to Comply With Financial Regulations, Business Intelligence & Data Quality, Data Management & Cloud Computing, Applying Information Quality Techniques to Data Protection, Data Governance - Resolving the Business and IT Gap, An Integrated Data Governance Programme, Moving from Governance to Management
- **Group Booking Discount –** 2-3 delegates - 10% 4-5 delegates- 20% 6+ delegates - 25%
- **DAMA UK members are entitled to a 10 per cent discount**

"It was good to hear a few key themes coming out from many of the speakers. These re-inforced that I am focussing on the correct areas within my organisation and offered insight and experience into approaches I should follow." Rhona MacLennan, Chief Data and Services Architect, Scottish Widows

"It was a very good opportunity to get/share information about the topics MDM, CDI and Data Governance. It was worthwhile attending the conference!" Roland Christen, Application Architect, Credit Suisse

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