



The premier organisation for data professionals in the UK

DAMA UK Newsletter

Summer 2010

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DAMA UK Events www.damauk.org

**Limited Spaces
please book early**

**6 October
2010**

DAMA UK Communications between Business and IT Team session on 'How do we Deal with Conflicts that Arise from Independent Development?'

This session will be in an interactive workshop and discussion format and will explore various scenarios where conflict can arise with specialist input on tools and techniques to assist with their favourable resolution.

This is our annual visit to a special interest venue, in this case the National Space Centre, and entry to the fascinating museum is included in the day.

The day will also allow time for the AGM.

The National Space Centre Leicester

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March 2011

Data In The Cloud Silwood Technology Ascot

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June 2011

Joint BCS DMSG/DAMA UK event
Data Governance

DAMA UK - New Website - www.damauk.org

You are probably aware that the new DAMA UK website is live. Many members have paid their membership fees but have yet to register to access the Member's Area. We extend a warm welcome to new members and look forward to meeting you future events.

To access the Member's Area you will need to register using the link on the left hand menu. Simply follow the on screen instructions and we will verify that you are a paid up member of DAMA UK and activate your account. An automated email containing your log in details will be sent to you within 24 hours (normally much quicker though)!

To join, simply go to Join DAMA and download an application form. The site will shortly have an on line registrations system for events and to join and pay on line. This will reduce the level of administration in both these areas.

And finally, a polite reminder for those members who have yet to pay their 2010-2011 membership fees. We are a small organisation who rely on prompt payment of fees to manage the cash flow. Can we ask you to dig out that invoice and make a payment, by cheque, BACS or PayPal. Thank you

Cloud Computing

Cloud Computing is Internet-based computing, whereby shared resources, software, and information are provided to computers and other devices on demand ...

Do you know your stuff on cloud computing? Are you a provider or end user? Then we need you...

We are looking for speakers for the March 2011 event - contact Sue if you can help.

07974 236 505

Are you interested in an EXCLUSIVE DAMA CHAPTERS MEMBERSHIP BENEFIT FREE BETA CDMP EXAM!

We still need people to take the new Data Operations (DBA) exam. The free beta period for this exam has been extended until September 30, 2010. This new data exam is aligned with the DAMA-DMBOK.

If you like your score, you can convert this exam towards the CDMP at a cost of \$195 USD. If you already have a CDMP, you can use this exam for conversion (\$195 USD) to recertification / professional development credits. For example, if you score 70% or higher on a beta exam, you can convert it to 60 recertification / professional development credits. A score of 60 – 69% earns 30 recertification credits; a score of 50 – 59% earns 20 credits and less than 50% earns no credit.

There are new exam requirements in 2010: IS Core (mandatory), Data Management Core (mandatory) and one data exam of your choice, e.g. Data Development, Data Operations (DBA), Data and Information Quality, Data Warehousing, Business Intelligence and Analytics, or Zachman Enterprise Architecture Framework². All exams (other than the Data Operations exam) are currently available at a cost of \$285 USD per exam.

Chapter guidelines for sponsoring the beta exams:

1. One designated individual must be the volunteer exam coordinator and proctor for the beta exams at the DAMA Chapter meeting. Proctors must be qualified and acceptable to the ICCP and sign a proctor confidentiality agreement.
2. Determine when and where to hold the exam session. Some chapters will host exams as part of the chapter's meeting. Others hold sessions at night or on Saturdays.
3. A classroom arrangement (tables and chairs) is best with sufficient electrical outlets as the participants will be using their laptops to run the exams.
4. The exam coordinator must contact the ICCP office ahead of the exam session to order a number of beta exams to be given. ICCP contact information: office@iccp.org, 1-800-843-8227, or 847-299-4227.
5. Let the ICCP office know if other CDMP exams will be given at the exam session. Cost is \$285 USD per exam. Payment information must be collected by the exam coordinator / proctor.
6. Note: there is no profit-sharing arrangement for beta exams or payment for proctoring. The profit-sharing arrangement between DAMA Chapters and ICCP applies to paid exams only.

Exam taker Information regarding the new beta exam:

7. Each exam taker must bring a laptop as an exam runs off a USB drive.
8. Each exam contains 100 multiple choice questions plus 10 extra beta questions to be completed in 90 minutes.
9. If you pass the exam and want to apply it towards the Certified Data Management Professional (CDMP) designation, there will be a conversion charge of \$195 USD (the regular exam price is \$285 USD) payable to the ICCP.
10. The beta test is FREE. You will have to fill out an application, but no payment is expected unless you are taking other exams, applying this exam towards the CDMP, or applying this exam towards recertification credit.

Some technical requirements:

11. The exam software runs on all Windows platforms. It is best to use a Windows laptop rather than another laptop platform, e.g. Apple Mac.
12. The new version of the Exam Mechanic Presenter software requires .NET 3.5. If you get a message stating that your laptop does not run this version, then the proctor must bring up the older Exam Mechanic software that is on the USB in a separate folder.
13. If the laptop is a corporate laptop, the proctor needs to ask if it encrypts when saving files. If it does, then the exam taker needs to obtain another laptop to use or let the ICCP office know the known). Otherwise, the ICCP office will not be able to read encrypted files.
14. Remote internet proctoring requires a webcam, headset with microphone and identification to show.

If there is no DAMA Chapter near you, remote proctoring is available through the ICCP office (office@iccp.org). Since the beta exams are free exams, you must start your exam between 9:00 am – 2:30 pm Central Time (US). The ICCP office requires two weeks notice for remote proctoring appointments. If you are taking a regular (non beta) exam at \$285 each, you have more flexibility in scheduling.

Keep in mind that these exams are beta exams. The scores have to be reviewed and adjusted by the DAMA / ICCP team after all the results have been received. Scores may be adjusted upwards, but will NOT be adjusted downwards on review of the performance of questions.

Unadjusted scores are immediately available after the exam has been completed. Official scores will be available after the DAMA / ICCP team meets again – which is sometime after the beta exam period ends on September 30, 2010.

Further information can be obtained from the DAMA website (www.dama.org), the ICCP website (www.iccp.org), or by contacting the DAMA ICCP Directors at ICCP_Liaison@DAMA.org. Additional exam outlines are available at <http://www.iccp.org/iccpnew/outlines.html#21>. The DAMA-DMBOK can be ordered through www.amazon.com.

Monday, 25 October to Thursday, 28 October

Principles of Data Management (ISEB Certificate in Data Management Essentials)

This course prepares candidates to sit the ISEB examination for the Certificate in Data Management Essentials which is taken at the end of the course. The course is taught by Keith Gordon who is a member of the committee of the UK Chapter of DAMA UK.

Organisations increasingly view data as a valuable corporate asset and it's effective management can be vital to your organisation's success. This course covers all the key areas including database development, data quality and corporate data modelling. It is business focused, providing the knowledge and techniques required for you to successfully implement the data management function.

This course is aimed at all staff who wish to gain the ISEB Certificate in Data Management Essentials, including Data Management practitioners, IT/IS managers and business managers.

After the course you will be able to:

- act as a member of a Data Management team within an organisation
- implement an industry standard 'best practice' approach to their Data Management work
- understand the roles and skills required in database administration, data administration and repository administration
- contribute to Technology Direction Evaluation
- aid in the construction of a Data Charter
- practise basic data administration, database administration and repository administration skills
- develop procedures for managing an organisation's corporate data resource

This course is taught by Keith Gordon. All attendees will receive a copy of Keith's book "Principles of Data Management: Facilitating Information Sharing", published by the British computer Society.

See www.stehle.co.uk/sched.htm for further details. This course is endorsed by DAMA UK and DAMA UK members are entitled to a 10% discount.

Thursday, 30 September and Wednesday, 8 December **Data Management in Plain English**

Every organisation needs to understand and manage its information and data as a valuable corporate asset. Every organisation has three key resources - people, assets and information. Yet all too often the management of data and information is the Cinderella of the organisation and scant attention is paid to this key area. Where projects are allowed to develop databases without reference to common and consistent data standards, information provision becomes increasingly difficult and applications continue to generate data problems for the future, with today's applications become tomorrow's legacy systems! A well considered data management function provides the underpinning to application development and information provision. Applications can use data with confidence; users obtain the information they want in the knowledge that it is based on correct underlying data; and confidence grows. The aims, objectives and techniques of data management are often misunderstood. This seminar is designed to unravel some of the mystery surrounding data management.

This seminar is intended for Business Managers, IT Managers and Project Managers.

During this seminar you will cover:

- The importance of data to the enterprise.
- How system databases are developed.
- What happens without data management.
- What data management is.
- Data administration techniques and skills
- Database administration techniques and skills.
- Who should own data management.
- Industry trends and their effect on data management.

See www.stehle.co.uk/sched.htm for further details. This course is endorsed by DAMA UK and DAMA UK members are entitled to a 10% discount.

Invitation to participate in the AIM Global Reference Data Survey 2010

Are you interested in participating in the 7th AIM Global Reference Data Survey which annually assesses the global trends and developments in the reference data industry. Can you support our research efforts this year by taking part in our study 2010.

Please take 5 minutes to complete the short online survey by following this link:
<http://www.aimssoftware.com/topics/survey2010/page?LinkID=528955> (please pick your language)

All provided information is kept confidential and will only be published as aggregate results.

The survey's findings will be provided to the participating companies, so you will benefit from:

- receiving the survey's results (published in December 2010)
- being able to compare your company to the competition
- getting access to the results of the last years

Many thanks in advance for your participation.

If you have any questions, please contact:

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AIM Software
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survey@dmstudy.info

DAMA UK has groups set up in Twitter and Facebook, please click on logos on the front page of this newsletter to go directly to the group pages. You do not have to be a member of DAMA UK to join these groups, so please feel free to visit and meet likeminded individuals, post comments etc. Please remember that the DAMA UK Linked In group is for members only, don't forget to log in to find out the latest topics under discussion.

Thursday, 23 September to Friday, 24 September Trillium Software User Conference , Radisson Blu Portman, London



The Joint BCS DMSG/DAMA UK event held on 10 June at the BCS offices in London was a great success with over 60 delegates attending.

First up was Jon Asprey, Director, Strategic Consulting - EMEA at Harte Hanks Trillium Software, with "Ensuring 'fit for purpose' master data through business engagement". This presentation explored how the process of business engagement can be facilitated, with suggestions on roles, approaches and communication styles that drive business participation and the required "buy-in".

The second presentation was from Dinyar Cooper, an Enterprise Data Architect and Senior Consultant for Glue Reply with "Current State Analysis - The springboard to effective DQM". Dinyar talked through the process of Current State Analysis and the ensuing steps; Impact Assessment, Root Cause Analysis and Remedial Action Planning, touching on some of the 'spin off' benefits and the implications for ownership and stewardship.

The afternoon session kicked off with "The power of DQ monitoring in action" from Paul Jones, a data management and business transformation consultant with Detica. Paul stepped in at the last minute to replace a speaker who had to pull out. Paul's presentation looked at the whys and hows of data quality measurement and monitoring, then showed how it can be used as a tool to drive real, tangible business improvements.

The afternoon continued with Julian Schwarzenbach, a member of the DMSG committee and a director of Data and Process Advantage, with "Lion taming and cheese tasting – how user behaviours impact data quality". Julian looked at the role of data in business decision making, comparing the differing approaches in acceptable behaviour towards data compared with physical activities and then used the concept of the Data Zoo to explore some generic user behaviours towards data.

The last presentation was from Simon Daniels, another speaker who stepped in at the last minute. Simon Daniels is a specialist in marketing data strategy and operations. His title was "Does Data Quality matter? View from the business", and he brought to life the importance of data quality at the commercial end of the business. The presentations are on the DAMA UK website in the Member's Area.



DAMA UK are working with The Information Difference over the coming months. Their business is undertaking web based surveys on various areas of Data Management. If you participate in the survey you will receive a summary of the findings.

In some cases The Information Difference write articles about the survey results, and on occasion have follow-up webinars or presentations about the survey.

Look out for their next survey due out around September 2010.



Data Management, Information Quality and Data Warehouse & Business Intelligence Conferences 3-5 November 2010, London

This is Europe's most authoritative and independent conference on Data Management, Information Quality and Data Warehouse & Business Intelligence. Now in its 12th year, these three co-located conferences offer unrivalled opportunity to learn from the industry's leading figures and network with and learn from your peers.

- 3 co-located conferences on **Data Management, Information Quality & DW/BI**
- Choose from **5 conference tracks** and **13 pre-conference tutorials**
- **Featured speakers** include Larry English, Aaron Zornes, Rick van der Lans, Colin White, Peter Aiken, Lori Silverman, Steve Hoberman, Malcolm Chisholm, Mike Ferguson and many more...
- **Case studies** include Prudential, BP, Virgin Money, Waitrose, Nestlé, Shell, Aston Martin Lagonda, NATO HQ, Co-operative Financial Services, AI Telekom, Maybank, Vancouver Coastal Health Authority, Flemish Public Administration, The British Army, Compassion International and Experian.
Topics include Information Quality, Business Intelligence, Data Warehouse, Dimensional Modelling, Data Governance, Metadata, Master Data Management, Data Integration, Data Architecture, Definitions Management, Data Modelling, Analytics, Corporate Data Strategy, Data Warehouse Technologies, Cloud Computing, Open Source Business Intelligence, Data Migration, Data Model Scorecard, Business Semantics, Operational BI, Unstructured Data, XML, Mashups, Agile, EIM, Corporate Data Management, Latest Challenges, Trends and Technologies and many more...
- **Group Booking Discounts** available for 2+ delegates
- **DAMA UK members are entitled to a 10% discount**

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Data Management & Information Quality
Conference Europe 2010

- 3-5 November 2010, London
- 3 co-located conferences on Data Management, Information Quality and DW/BI
- 5 conference tracks and 13 pre-conference tutorials



Leveraging information to accelerate organisational agility, increase operational efficiency and build a platform for growth

The **exclusive, invitation-only, EIM Exchange** will be bringing together the world's leading minds in **data and information management**. For two days CIOs and Vice Presidents responsible for investing in **IM applications** will be meeting with leading technology and service providers to learn how to:



- Optimise data for better planning, reporting and analysis
- Leverage business-driven enterprise solutions and drive business transformation
- Drive operational business intelligence with BI analytics and make the right decisions – at the right time
- Harness BI to increasing per-customer profitability, reducing operating costs and improving regulatory compliance
- Transform the “data supply chain” and achieve true efficiency in data integration
- Establish a company-wide culture of data ownership to minimise business interruption and improve business confidence
- Develop a holistic data governance framework to reduce risk, sustaining growth and improve business agility and forecasting
- Build a solid growth platform with MDM: Enabling ‘act on fact’ decision making

The executives attending this year's EIM Exchange know that governing, protecting, maintaining and leveraging information, and using it to drive effective actions, is key to accelerating organisational agility, increasing operational efficiency and securing future growth and success.

To [gain advanced access to this high-level meeting](#) you must **act today** as space is limited and places are offered on a first come first served basis. Reserve your place by Tel.: **+44(0)20 7368 9484** or email: exchangeteam@iqpc.com. You can also [request an invitation online](#).



Leveraging information to accelerate organisational agility, increase operational efficiency and build a platform for growth

Pressures for timely, easily accessible, reference and market data has led many financial institutions to invest in improving their data quality. But **what are your data management strategy options?** Where can you **join follow financial senior executives to discuss the alternatives?** How can you **avoid attention from FSA?**

FIMA 2010 is focused on reference data and market data for financial data management senior executives. This year's **FIMA 2010** will comprise of keynote addresses, industry-led panel debates and peer-to-peer roundtable discussions, focusing on the assessing the changing data needs of financial Institutions. **DAMA UK member, receive an EXCLUSIVE DISCOUNT** – read on to find out more.

REQUEST YOUR COPY OF THE CONFERENCE BROCHURE Subject Line: Please send me a conference brochure__DAMAUK_22.07.10).

"FIMA has become the only place for senior financial data professionals to meet and exchange new ideas and strategies." **John Bottega**, Chief Data Officer, **Federal Reserve Bank of NY**



| FIMA 2010 - For The Industry, By The Industry | Benefit From Experience And Expertise Of The Senior Data Managers Speakers including: |
|---|--|
| <p>The FIMA 2010 Advisory Board includes key players within strategic data management including senior representatives from: EDM Council, UBS AG, BNY Mellon, European Central Bank, HSBC, BNP Paribas, AIB, Invesco Perpetual, Northern Trust and UBS Asset Management.</p> <p>This year's event will explore the following key topics:</p> <ul style="list-style-type: none"> • Best practise to provide the right users with the right data and on time • How to eliminate silos and integrate data • Industry update on data use, management regulation and financial data regulation • SLA's and how they can boost the effectiveness standardisation of data across the industry • Growing role of data management in systemic and operational risk management • Enterprise wide data management strategies • Data quality: sourcing, validating and enhancing data • Semantic coding for data standardisation • Bad data – what is the cost? • Providing data to support OTC trading • Pricing data management and challenges • Data governance and golden copy strategies Data security, IT infrastructure and solutions for effective technology implementation | <ul style="list-style-type: none"> • Keynote Speaker - Richard Lacaille, Chief Investment Officer, State Street Global Advisors to hear his view on the role and future importance of strategic data management in a financial institution. • Lorraine Waters, Global Head of Reference Data Management, RBS GBM is preparing to give you her views on the role of data management in a financial institution. • Dominic Earnest, Head of Operational Risk, Ignia Asset Management will share his experience and strategies of managing operational risk – number one priorities for most financial institution • Ward Willemsen, Head of Operations, ING Investment Management, Ian Shrubsole, Head of Data Management, Invesco Perpetual & Lorraine Waters, Global Head of Reference Data Management, Royal Bank of Scotland are joining the conference with a panel discussion on the tackling the challenge of providing quality timely data to enable effective decisions by different parts of their businesses. • Philip Rozental, Head of Asset Servicing, SGSS is bringing you his ideas of how you should change your strategy to deal with the changing data needs of the organisation and the best strategies for providing the right users with the right data and on time. • Julian Dorado, Head of Data Management, M&G Investments will be showing how he gets rid of silos and integrates data into all parts of his business flow. |

As an additional benefit, DAMA members receive an exclusive discount of 15% off the CURRENT price which allows you to save up to £400 for all conference places confirmed before Friday, July 30th. To find out how this conference will benefit you, receive the conference brochure or make a general enquiry please contact us in the following three ways:

Visit www.fima-europe.com - Call +44 (0) 207 368 9465 - E-mail us at fima@wbr.co.uk

Master Data Management

Creating MDM as an enterprise asset and adding value to core business operations through the optimal level of methodologies, data governance and data quality

Berlin, Germany

23rd & 24th September 2010

How you
manage master data
will stake out the
future of your business



Attending this Premier **marcusevans** Conference Will Enable you to:

- **Inject** master data management into the business operations to increase organisational capabilities and improve performance
- **Design** master data management business drivers, roadmaps, complexities and strategic plans
- **Achieve** the real value of data through an effective data quality approach
- **Apply** the right functional IT tools to drive master data management forward
- **Gain** a 360 degrees view of business operations to work towards cost reduction and increased business revenue
- **Learn** data synchronisation and harmonisation strategies to manage information flow from different business lines
- **Discuss** the latest market trends and overview: Where we are and where we will go
- **Differentiate** warehouse platforms and analyse your master data management capabilities

Learn from Key Practical Case Studies:

- **TetraPak** setting up key standards and business approaches to successfully implement master data management
- **Firmenich** developing and optimising the master data management function within the business operations
- **Alcatel-Lucent** establishing a governance strategy and applying a functional IT tool
- **Adidas** creating business platform through the development of data governance map
- **Ashland** rolling out a data synchronisation strategy following a merger
- **Electrolux** applying data as part of the business decision making process to accelerate organisational growth
- **ABB** providing a coherent set of master data to cover multiple subject areas
- **Celanese** implementing master data management in a global level with focus on data quality

Early Bird Special Offer:

Book by 16/07/2010 and Save 10 %

To Book Online Go to:

www.marcusevanscz.com

In the Chair:

Dr. Jean-Marie Fiechter
Head Business Intelligence Governance
Swisscom

marcusevans Expert Speaker Panel:

Guy Jaspers
Global Head of Master Data Management
DHL

Alberto Villari
Data Quality Manager
Bulgari S.p.A.

Jesper Persson
Global Process Officer, Programme Manager
TetraPak

Nico de Kievit
Head of Master Data Management, EMEA
Ashland

Thierry Delez
Director, Master Data Management
Firmenich

Albert Moser
Senior Master Data Governance Manager
Adidas

Dr. Jean-Marie Fiechter
Head Business Intelligence Governance
Swisscom

Jan-Olav Boeriis
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Laurence Orazi
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Bernhard Gessler
Master Data Management IT Project Manager
Alcatel-Lucent

Gino Vertriest
Business Process Owner
Volvo International

Martin Hilpert
Data Architect and Business Intelligence Manager
Electrolux

Kirsten L Jensen
Master Data Governance Manager
NovoNordisk

Marco van Horck
TeamLead Competence IT Applications
Philips