



The premier organisation for data professionals in the UK

DAMA UK Newsletter

Spring 2010

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DAMA UK Events

14 April 2010

Data Strategy for Compliance

BAWA Centre, Bristol

Book now to guarantee your place

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Joint BCS DMSG/DAMA UK

10 June 2010

Data Quality

BCS HQ, London

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6 October 2010

CBT Workshop and AGM

The National Space Centre
Leicester

To register to attend 14 April event or register your interest for June or October, please email [Sue](mailto:sue.russell@damauk.org).



IRM UK Call for Papers for the [Data Management, Information Quality and DW&BI Conferences Europe 2010](#)

[Presentation proposals](#) are now being accepted for the **following 3 co-located conferences** taking place in London, UK, 3 - 5 November.

[DAMA International Conference Europe 2010](#)

[Information Quality Conference Europe 2010](#)

[Data Warehouse & Business Intelligence Conference Europe 2010](#)

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 unparalleled opportunities for networking and discussion of the latest issues. Confirmed speakers include: Colin White, Peter Aiken, Rick van der Lans and Larry English. **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 conferences. At this stage we would only require a brief outline of your suggested presentation. Making a submission is relatively easy - the main information that we would need are your contact details, a suggested title of the presentation, 100 words including 3-5 bullet points summarising your proposed presentation and a brief biography. **Please note that the deadline for submissions is 9 April at the latest.** IRM are particularly interested in receiving submissions from user organisations - <http://www.irmuk.co.uk/dm2010/callforspeakers.cfm>

DAMA UK - New Website - www.damauk.org

By the time many of you read this newsletter the new DAMA UK website will be launched. It should be live and kicking very, very soon.

The site now features a members area which contains information and copy presentations from past events.

Our aim in rebuilding the site was to create a user friendly, professional and modern looking avenue for communicating with our membership. We hope that the website will be your first port of call in the future.

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.

If you have not already done so, please book your place at the next DAMA UK event on 14 April in Bristol. The venue is just a short taxi ride away from Bristol Parkway and there is plenty of on site parking at the venue. A map with directions and joining instructions will be sent to those who register. The schedule is set out below, please note registration is at 9.30am to give you plenty of time for travel. There are a number of local hotels a stone's throw away too. Please contact me for details.

9:30 Registration

10:15 Stephanie Murdoch – Managing Director, Alliance Consultancy and Training Solutions (ACT'S)

11:00 Break and networking

11:30 **Data Strategy for Compliance** - active workshop part one ([see below](#))

12:30 Lunch

1:30 Data Strategy for Compliance - active workshop part two

2:30 Break and networking

3:00 "What do you mean 'good data management practice'? I am a risk analyst, don't you know I need all the raw data."
Jasper Brown, VP Consulting, Platon UK

3:45 Wrap up the day

4:00 Close

[Interactive Data Strategy/Logical Model Workshop](#)

We will take a real world compliance challenge and work on this together to produce a logical data model and a viable data strategy to meet it.

The session will be facilitated by DAMA Committee members however the ambition is for all delegates to participate and learn from each other, all contributions are welcome and different techniques will be examined and accommodated where practical.

Our speakers ...

[Stephanie Murdoch – Managing Director, Alliance Consultancy and Training Solutions \(ACT'S\)](#) – more information to follow

And

[Jasper Brown, VP Consulting, Platon UK](#)

Insurance and credit risk analytics is an essential and core competency for retail financial services organisations. Decision scientists occupy ivory towers and wield 'deity like' influence over how business strategies are executed and how data is managed. This presentation uncovers some of the challenges faced when implementing risk analytic solutions and associated data management practices. It identifies practical strategies and tactics for addressing these challenges and poses answers to questions like:

- How does risk analytics differ from other domains of business intelligence?
- What is the nature of a risk analytic environment?
- Personal data warehouses – benefit or hazard?
- Do risk analytic technologies support good data management practice?
- How has SOX, Basel II and Solvency II changed the situation?
- What is the best operating model for managing analytic environments?
- What other tactics, solutions and strategies will help find the right balance between data compliance and data value?

To register, please contact [Sue](#) for a registration form, DAMA UK Members are free of charge, all others £35.

DAMA UK now 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, the current discussion is entitled Identifying SME's as defined by the FSA submitted by Lee Edwards from Ford Credit and a DAMA UK Committee Member.

Data Management Courses

All of these courses are endorsed by DAMA UK and DAMA UK members are entitled to a 10% discount



Data Management in Plain English

Tuesday, 11 May

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.

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

Monday, 19 July to Thursday, 22 July

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.

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

Data Modelling

Tuesday, 6 July to Wednesday, 7 July

Data modelling is normally assumed to be a technique employed in the initial stages of database design. Properly employed, data modelling will lead to the design of databases that hold the data required by the business to carry out its tasks in such a way that the business is presented with consistent, up-to-date and accurate information, whilst allowing for future changes in business practices. But data modelling techniques can also be used to help to understand and document the information requirements of a business, irrespective of whether that is to lead to the development of a database or not. Data modelling is a powerful business analysis tool in its own right.

This course teaches the key techniques of data modelling and data analysis that allow analysts to document information needs and system developers to satisfy the business information needs.

Business Analysis Essentials

Tuesday, 20 April to Thursday, 22 April

Tuesday, 27 July to Thursday, 29 July

This course prepares candidates to sit the ISEB examination for the Certificate in Business Analysis Essentials which is taken at the end of the course. This certificate is concerned with some of the fundamental aspects of business analysis. Its focus is on using an holistic approach to the investigation and improvement of business situations with a view to developing effective, feasible business solutions.

This course is aimed at Business Analysts who wish to gain the ISEB Certificate in Business Analysis Essentials. Systems analysts and business users will also benefit from attending the course.

www.stehle.co.uk/sched.htm

Data Management Courses

All of these courses are endorsed by DAMA UK and DAMA UK members are entitled to a 10% discount



Requirements Engineering

Monday, 22 June to Wednesday 24 June

This course prepares candidates to sit the ISEB examination for the Certificate in Requirements Engineering which is taken at the end of the course. This certificate is concerned with the Requirements Engineering approach to requirements definition. Its focus is on using a systematic approach to eliciting, analysing, validating, documenting and managing requirements.

This course is aimed at Business Analysts who wish to gain the ISEB Certificate in Requirements Engineering. Systems analysts and business users will also benefit from attending the course.

Organisational Context

Tuesday, 13 April to Wednesday, 14 April

Tuesday, 14 July to Wednesday, 15 July

This course prepares candidates to sit the ISEB examination for the Certificate in The Organisational Context which is taken at the end of the course. This certificate is concerned with the business environment within which organisations have to operate.

This course is aimed at Business Analysts who wish to gain the ISEB Certificate in The Organisational Context. Systems analysts and business users will also benefit from attending the course.

Modelling Business Processes

Tuesday, 15 June to Wednesday, 16 June

This course prepares candidates to sit the ISEB examination for the Certificate in Modelling Business Processes which is taken at the end of the course. This certificate focuses on the investigation, modelling and improvement of business processes. The course covers range of modelling and analysis techniques which should be used within a framework for business process improvement.

This course is aimed at Business Analysts who wish to gain the ISEB Certificate in Modelling Business Processes. Systems analysts and business users will also benefit from attending the course.

See www.stehle.co.uk/sched.htm for further details of all these courses.

IRM UK's 11th Annual Enterprise Architecture Conference is Europe's leading independent and well-established conference on Enterprise Architecture. It brings together the EA community's foremost leading-edge thinkers and experienced practitioners from around the world. This is Europe's leading Enterprise Architecture Conference that is not analyst or vendor led.



Keynote Speakers:
John Zachman
Don Tapscott
Mike Rosen

- Keynote Speakers include **John Zachman, Don Tapscott** and **Mike Rosen**
- **Case studies and contributors** include ABN Amro, BNP Paribas, DHL, Shell International, Norwegian Tax Administration, BT Global Services, Department for Work and Pensions, Ministry of Justice, Cutter, The Open Group, Detica, Capgemini Consulting, The Carphone Warehouse, Office for National Statistics, Microsoft, National Policing Improvement Agency, Sogeti Nederland, Aljazeera Network, Sabre Airline Solutions, NASA and many more....
- There will be presentations on **TOGAF™ 9, Zachman Framework and ArchiMate**
- Delegates can choose from **4 conference tracks and 8 pre-conference tutorials**
- The event is **structured to accommodate delegates at all levels**, whether you are just getting started in architecture, re-appraising your approach, or working to fine tune your performance
- **Group Booking Discounts available** 2-3 delegates 10%, 4-5 delegates 20% , 6+ delegates 25%
- **DAMA UK members are entitled to a 10 per cent discount.** Simply quote DAMA UK when registering.

This year, the **main themes** are:

- Enterprise Architecture as a strategic tool
- Leading-edge enterprise modelling techniques
- How to apply the results of Enterprise Architecture to improve project success
- Re-thinking what is required of Enterprise Architecture teams to cope with fundamental structural changes and new delivery models for business and IT

DAMA UK Membership year has come to an end and we would like to politely remind you that it is time to renew your subscription for 2010-2011.

If your contact details have changed in the last year, could you please let us know so that invoices do not go astray. You can pay your subscriptions by using PayPal, BACS or cheque or by Standing Order. Please go to Join DAMA on the left hand menu download both an application form and Standing Order Mandate.

If you have any queries, please do not hesitate to contact us by [email](mailto:customerservice@irmuk.co.uk) or call 07974 236 505.

Visit the [conference website](http://conference.stehle.co.uk) for full conference programme or e-mail customerservice@irmuk.co.uk or call IRM UK on +44 (0)20 8866

AttainingEdge will be holding 2-day and 4-day professional workshops on ...

- Business Analysis
- Business Rules & Decisioning
- Business Process Management

April 6-9, 2010 - Toronto, ON

May 4-7, 2010 - San Jose, CA

Don't miss these world-class seminars!

Take a Sneak Preview via my recent webinar

[What You Need to Know about Decisioning with Business Rules for 2010 and Beyond](#)

Available as a **free** OnDemand webinar.

All New: Special 1-day session on Decisioning and Decision Tables
Wednesday, April 7 or Wednesday, May 5

My colleagues **Gladys S.W. Lam, Roger Burlton, Kathy Long** and I will be the instructors. These are intensive, interactive workshops covering the very latest in best practices and hands-on techniques. Past attendees have been from a wide variety of industry sectors, including Aetna, Aflac, AIM Trimark Investments, All Children's Hospital, Allstate, American Century Investments, American Express, American Family, Army & Air Force Exchange Services, AT&T, AutoTrader.com, and many more. (That's just some of the A's!)

Experience makes the difference. Our attendees routinely tell us that they can immediately apply what they've learned to their own organizations and be successful.

We all know cost is a factor these days. If you attend 2 two-day seminars the same week, AttainingEdge will give you \$435 off.

Here's briefly what these workshops are about:

[Business Rules and Decision Analysis: Hands-On Workshop \(2 Days\)](#)

Presented by: Gladys S.W. Lam and myself

"The skills and techniques every analyst needs to know to develop business rules and business vocabularies effectively, taught by the foremost world authorities in the field."

[Business Analysis with Business Rules: Workshop on Business Requirements & Modeling](#)

Presented by: Gladys S.W. Lam and myself

"The most innovative and practical approach for success; proven by hundreds of companies worldwide."

[Enterprise-Wide Business Process Management \(BPM\): Managing Your Processes As Assets \(2-Day Seminar\)](#)

Presented by: Roger T. Burlton

"Learn the latest techniques from the most experienced and highly-rated seminar leader in the BPM field."

[Business Process Improvement Projects: Business Process Modeling, Analysis & Innovation \(2-Day Seminar\)](#)

Presented by: Roger T. Burlton

"Taught by the world leader in applied techniques, this review of BPM best practices is a 'must' for everyone interested in business processes and their improvement."

[Business Process Modeling, Analysis and Design: Practitioners Workshop \(4-Day Seminar\)](#)

Presented by: Kathy A. Long

"A 'must' for business and IT analysts, managers and consultants involved in supporting transitions resulting from mergers or acquisitions, organizations involved in process-based change, or automation of process solutions."

[Click here for more information and complete seminar descriptions.](#)

I hope to see you at these AttainingEdge seminars!

Ron Ross

TDWI World Conference

May 9-14

Chicago, IL

****Special 10% off offer for DAMA Members****

Join TDWI in Chicago, May 9-14, and learn practical business intelligence and data warehousing knowledge that you can apply immediately. The TDWI World Conference brings together leading industry visionaries to deliver a unique program of cutting-edge education, best practices, one-on-one consulting, and more. At the conference you will interact with experienced instructors, network with hundreds of peers, and get product information with a minimum of hype and hassle. Learn more about the TDWI World Conference in Chicago and sign up for courses today: <http://tdwi.org/ch2010>.

** Use priority code CHDAMA to receive 10% off the current registration price.