



DAMA UK Newsletter Summer 2006

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Dear Members, Ladies and Gentlemen

It has certainly been a summer to remember with temperatures soaring into the eighties and more, we hope that you have survived and made the most of the season. In this issue you will find news on the Working Groups, input from ASG and Trillium Software as gold sponsors, news from the committee and some important dates for your diaries.

One of the most important dates to remember is 31 October, when the Annual General Meeting takes place as part of the European Conference. This is your opportunity to shape the future of DAMA UK - there is no charge to attend the AGM and for the second time, IRM UK are offering free entry to one of three presentations. Keep your eyes open for more information.

Trillium Software Data Quality Survey Results



Trillium Software has revealed the results of their Data Quality survey that was conducted during 2005 and early 2006 at data management industry events around the world, including DAMA. 216 information professionals, in the United Kingdom, United States and Australia/Asia-Pacific were surveyed.

Key Findings

14.5% of organisations tackle data quality at a strategic, enterprise-wide level.

51% of companies manage data quality through tactical projects, without any total enterprise-level strategy.

75% have future plans to adopt strategic enterprise-level data quality practices as 'best practice'

The findings suggest that while few organisations currently have an enterprise strategy in place to manage the quality of their data assets; change is forecast within two years as senior executives expand their involvement. While the majority of organisations are engaged in data quality initiatives, these activities to date are mostly ad hoc, disparate CRM, supply chain, employee information and compliance projects. According to the survey, information management professionals are asserting that best practice demands that a much more strategic approach is taken to data quality. The survey also revealed uncertainty amongst information professionals as to who actually owns responsibility for ensuring data is of good quality; a finding which suggests that in some firms, no one person or department may be held accountable for it at all. This could taint the accuracy and credibility of information used in key business processes among them corporate governance, prompting greater executive-level attention.

Read the Trillium Software 2005/6 Data Quality Survey

The full survey report can be downloaded from <http://www.trilliumsoftware.com/survey>

DAMA UK Chairman Dave Evans keeping busy!

DAMA UK's Chairman, Dave Evans will be speaking at two events this side of Christmas. The first is a Marcus Evans event - Business Intelligence Strategy 2006 the key topics are bulleted below

- Evaluate the importance of data quality
- Identify how to apply BI effectively
- Explore how to organize BI across your organization
- Realize the benefits of BI investments Drive greater return from your BI program

Dave will also be talking about DAMA in the UK, what we do and how this chapter has developed in the last 3 years.

To find out more please click [here](#). The event takes place in Amsterdam on 14 and 15 September.

Dave is also be at the Customer Data Management In Retail Financial Services event in London on 6 and 7 November - click [here](#) for more information but the main topics covered will be

- Underline the importance of data quality with DAMA
- Appraise the issues and pitfalls when building a marketing view of your company data; The Cheshire Building Society perspective
- Learn about practical techniques for accurate benchmarking and performance measurement of your customer data management with Karstadtquelle Bank
- Ensure compliance and data quality through data audit; Dexia Bank
- Maximize your customer satisfaction with Nationwide experience

Structuring the Unstructured

Lynne Stitle, Solutions Marketing Manager, ASG

In June 2006, DAMA-UK and the BCS jointly conducted a one-day seminar on the topic of Unstructured Data. Several speakers addressed the subject at length, one of whom included a case study on metadata management for unstructured data in the media industry. ASG, a Gold Sponsor of DAMA-UK, reflects.

Today, less than 20% of corporate data is formally structured. In less than four years, according to a leading market analyst, that percentage may shrink to less than 5%. Successfully managing this low amount of structured data may be common for some corporations, but the struggle lies in managing the increasing amount of unstructured data. It is critical to determine the importance of the unstructured data and address the costs of not capturing it.

Each organization and each industry approaches these issues differently. Traditionally, corporate IT focuses on managing structured data. While this remains critical to transactional activities, many other activities, such as customer relationship management, R&D, and marketing, happen within an organization and are dependent on unstructured information. This increasing trend of relying on unstructured data is concerning and must be strategically addressed.

While it may be easy to distinguish unstructured data from data that is formally structured, there are many grey areas that need to be considered. This semi-structured spectrum of data exists between the two extremes. Instead of managing the increasing amount of unstructured data, perhaps the better battle is to attempt to successfully manage the entire spectrum of the information portfolio.

Structured	Semi-Structured	Unstructured Data
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Term	Definition	Examples
Structured Data	Unambiguous and explicitly represented; data that is usually highly structured	Data in databases, applications, models
Semi-Structured Data	Data that is thought out and structured in some type of a repeatable manner	csv files: Microsoft Excel or Word with some type of template structure
Unstructured Data	Loosely implied; only applicable to the data creator; interpretation is necessary to make it relevant	Audio, still images, video, IM, e-mails, design diagrams, blueprints

An organization must identify the most critical data on its spectrum and address it accordingly. Organizations may have differing priorities on the starting point of their data capture. Structured data is typically managed by repositories, while unstructured data is handled by enterprise content management systems (ECM).

There will be diminishing returns for an organization as it moves along its spectrum towards unstructured data. As data is captured and properly managed, costs and benefits must be considered and the most appropriate stopping point must be determined.

influential trends, such as an increased focus on corporate governance, pressure to be more agile, and the emergence of new technical disciplines may determine how organizations choose to manage their overall data concerns. These driving forces, along with a greater need for collaboration, means data must be available immediately and concurrently to many different geographic locations. It has also become vital to capture and keep intellectual assets within a company, especially when personnel leave or retire.

An organization must build a unified vision to address its information portfolio requirements for their immediate and long-term future. There are many solutions and tools available to help manage these issues. Look for those solutions and tools that can help enterprise-wide and grow with an organization's data needs.

About ASG

Founded in 1986, ASG is a privately held company that provides a full range of enterprise software solutions in the areas of Metadata Management, Applications Management, Operations Management, Information and Data Management, Performance Management, and Infrastructure Management. ASG, headquartered in Naples, Florida, USA, has more than 60 offices serving the Americas, Europe, Middle East, Africa, and Asia/Pacific. For more information, please visit ASG at www.asg.com.

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Breaking News - Discussions are taking place with Gartner for DAMA UK to be a media partner for the Business Intelligence Summit 2007. This will be held in London at the end of January. Further information will be announced as soon as it is available.

Zachman - 3 October 2006

There are still a few places available for this short evening meeting followed by a drinks reception where likeminded guests and delegates can take advantage of this ideal opportunity to network.

DAMA UK are once again honoured to have John Zachman speaking on his Framework for Enterprise Architecture. This time John elaborates on Management issues and how these can be addressed by his Architecture Framework.

One not to be missed - to register please email sue.russell@damauk.org or click [here](#) to access a registration flyer.

Data Modelling Day

20 March 2007

There have been a lot of requests for a data modelling day, so we are having one on March the 20th, at the Touchbase Centre in Swindon.

But to make it a good one, we need two things, at this stage - one is ideas for data modelling topics that people would like to hear about, and the other is volunteers to talk about it. So, if you want to know about something, please suggest it (and if you know someone we could approach to talk about it, that would be a great help), and if there is something that you explain to people a lot, then please consider coming along and telling us all about it. You don't have to fill a whole hour or 45 minutes - the aim of this day is to inform people as much as possible, so short talks (about 15 or 20 minutes including questions) will be very welcome. Contact Dagna Gaythorpe (dama@seshat.co.uk) with ideas, suggestions and offers.

Thank you - Dagna Gaythorpe

CBT Working Group - Mission Statement

"To explore and develop strategies and best practice to support effective communication between business process and technical support staff within organisations with the emphasis on promoting the understanding of issues that affect data quality and its impact on mission critical information."

The group met for the first time on 20th July and formulated a route map towards our mission. The approach will be iterative with regular feedback to and request for input from the DAMA Membership.

The vision is that output will include hints and tips on best practice, how tools can help (or hinder), plus requests for specialist speakers in the field.

If you would like more information, or to join this group, please contact Sue.Russell@damauk.org.

New Members

A warm welcome is extended to all the new DAMA UK members that have joined since the last issue of the newsletter.

CORPORATE LEVEL

Fidelity Investments
Information Quality Solutions
Lloyds TSB plc
Ministry of Defence - DASA
AMT-Sybex (upgrade)

INDIVIDUAL LEVEL

S Dogbatse
Cornwell Management Consultants plc

We hope to meet you at future events and encourage you to take full advantage of your membership benefits. Please note that all DAMA UK events are FREE to DAMA UK Members!

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DAMA Writer's Yahoo Group

- start writing!

Do you "know" data? Do you have good ideas? Do you wish people would listen to you more?

If you answered "yes" to any of these questions, you are qualified to write for DAMA. DAMA International has worked to secure space on a number of data-related publications, including DM Review and DM Direct On-line, Real World Decision Support, and TDAN.com, and others avenues are coming. We are looking for aspiring or accomplished writers to contribute articles for publishing in these journals. Previously, this task has been shared by DAMA board members only, but we want to open this up to the full membership.

You can get involved by joining the DAMA Writer's Yahoo Group - click here for a direct [link](#) and checking out the database there that lists upcoming deadlines. Visit the Links section to review content guidelines for each publication. Then grab an open spot on the schedule and start writing!

Need an idea for what to write about? It really isn't that difficult. Take a presentation and use it as an outline. Use a recent experience to describe a case study and lessons learned. Share your vision of what fabulous data management looks like.

Contributing articles helps DAMA fulfill its vision of "inspiring data excellence" and showcases the talent in the DAMA membership. This will help grow DAMA and make our chapters stronger. On a personal level, publishing gives visibility to the great work you are doing (both to the data community and to your management!).

This is opportunity knocking. Please sign up on the Yahoo site or let a DAMA board member know what questions you have. We're looking forward to your contributions!

John Schley
President, DAMA International
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515.508.3133

Data Management - e-Business

6 December 2006

Andy Voysey, DAMA UK Committee (e-Business), and Microsoft have also been working hard to get the December 2006 event under way.

Microsoft are playing host, kindly offering DAMA UK the use of their superb facilities in Reading. The event will draw people from all walks of industry and places will be taken in a short space of time. See below for the content and current details of speakers.

'e-Business covers a multitude of activities in the commercial interaction of Companies with each other, customers and suppliers using the internet or private networks as the communications bearer. The e-Business day will present in 2 sections: in the first a view from the aerospace sector on how they undertake commercial on-line activities in the 21st Century and in particular how they manage their supply chains and in the second from Microsoft on its e-Business capabilities and one further presentation yet to be confirmed.'

Exostar – Joel Williams

Microsoft – Christine Craven plus one other (TBC)

Lockheed Martin – Andy Tamlyn (TBC)

Rolls-Royce – Marc Ottmueller

The usual delegates rates will apply, DAMA Members and Microsoft delegates free of charge, BCS DMSG members and OUG, £10 - all others £20. To register please email sue.russell@damauk.org as soon as possible giving all of your contact details.

E-Business is **your** business; combined with good Data Management practices, many companies, corporations and organisations are able to maximise profits and enrich business relationships. This event, therefore, will appeal to Data Management Specialists in all business and industry fields. This really is one conference not to be missed - please be quick to register your place! More details will be available soon on the website - www.damauk.org.

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Why run The Obis Omni Forum?

- Due to growing demand from our Advisory Board, members and contacts to develop a fresh style of event that was delegate-driven i.e. they determined the format, content and interaction
- Four surveys were conducted highlighting the need for a dramatic change in how members wish to gain the relevant information before, during and after an event

USPs:

- The format allows delegates to attend case study sessions, workshops and live product demonstrations. In addition to have consultations with our Advisory Board, suppliers and other delegates, partake in round-table discussions, networking lunch groups, and pose questions to our Analyst Panel
- The programme on Day One differs significantly from Day Two (High-level Strategy of People, Processes, Information & Technology to Key Elements of Datawarehousing, SOA, BPM, Customer Insights, Business Analytics, MDM, Data Quality, KPIs & ROI) and has leading presenters at the fore-front of today's BI projects in the UK
- Considerable ongoing promotional activities for our media partners throughout the campaign (May 2006 ongoing) to our members and an additional 50,000+ prospective customers through our partnerships
- Regular dedicated eNewsletter throughout the campaign to update this micro-community

What are the benefits for you?

- Your company logo and hyperlink on the Forum website in our designated media partner area
- A company description on the Forum website within our media partner area
- Company details within the Forum brochure
- Distribution of marketing material available at the Forum for the delegates
- Discount offer to your members
- Regular promotional activities for our media partners throughout the campaign

Target Audience:

- 50:50 Business and IT senior-level professionals across all vertical markets
- 200 registrants with 150 people attending over the two days
- Circa 100 companies with live projects
- 93% of our survey respondents have reserved a first-refusal place at this event and all have a live or planned project

Interested Parties currently been screened:

- Companies include: 118 118 • ACE INA • AIB Capital Markets • AMEC plc • Bank of Scotland • Beachcroft Wansboroughs • Birkbeck, University of London • Citigroup • Department of Work and Pension • InBev • Ipsen Ltd • John Wiley & Sons Ltd • Legal and General • Legal Risk • London South Bank University • Newham Council • NTL • RAC • The Steel Construction Institute • T-Mobile • Turner & Townsend • UN • Waitrose • Yakult NL • BT • Unilever • Schroders
- Job titles include: BI Systems Manager • CEO • Data & Development Director • Director • Director Middle East Marketing Division • Global Head of BI • Global Head of Internal Technology • Head of Business Intelligence • Head of IT Architecture and Research • Managing Director • Partner • Professor of Strategic Management • Senior Information Services Officer • Head of Client Analytics • Senior Project Manager • Head of Data Infrastructure, Distribution and Data Systems • Global Data Warehousing IT Team Leader

Confirmed speakers include:

- Steve Whittle, Business Information Controller for Operations, Rolls-Royce
- Tony Jaskeran, Head of Business Intelligence, Allied Bakeries
- Graham Flower, Head of Customer Management, HSBC
- Chris Brooker, Director of Knowledge, Analysis and Intelligence Information Centre, HM Customs & Revenue
- Prof. Merlin Stone, Author
- Philip Howard, Director of Research, Bloor Research
- Mike Fishwick, Head of Customer Information, Yell

**QUICK GUIDE
EVENTS
CALENDAR**

**3 October 2006
John Zachman
Jury's Clifton Ford Hotel
London**

**30 October - 2 November
DAMA UK AGM**

**as part of the European
Conference 2006
London**

**6 December 2006
Data Management &
e-Business
Microsoft, Reading**

**20 March 2007
Data Modelling
Touchbase Centre
Swindon**

DAMA UK Website

The DAMA UK web site is currently being updated and revamped to give it a totally new look. Our aim is to have a user friendly and interactive site, packed with information on events and the latest DM news, along with a secure members area that will contain event presentation material etc.