



DAMA UK News February 2004

FOURTH EDITION

DAMA UK is a new and exciting organisation in the United Kingdom, supported by our membership and vendor sponsorship. Affiliated to the US based DAMA International our UK Chapter is growing rapidly, with a membership base that ranges across all types of industry. We have a minimum of 4 events per year and these are geared towards the interest and business needs of our members. For more information on DAMA UK please visit www.dama.org and click on the Union Jack. For information regarding membership and events, please call Sue Russell on 01179 796 976, fax 0870 240 2739 or email on sue.russell@damauk.org

Happy New Year to all our members



Simon Dunford
VICE CHAIRMAN



Dave Evans
DAMA UK CHAIRMAN

Simon Dunford – Dave Evans – changing roles!

DAMA UK Chairman Simon Dunford, from Rolls-Royce has ended his term of secondment to the UKCeB Task Force. His new role back in the folds of Rolls-Royce may not allow him to have as much time to devote to DAMA UK as the Chairman. On this basis he has stood down as Chairman and passed this responsibility onto Dave Evans of BT (pictured above), currently Vice Chair. Simon will continue as Vice Chair and play an active role the development and running of DAMA UK.

The committee held a meeting in January and made a decision to invoice for memberships annually. As from 1 April 2004, all annual memberships will be invoiced to 30 May 2005, pro rata rates applying to new members and existing members whose membership year conflicts with the new year dates. This method, we hope, will cut down on administration time and be easier to manage with the time constraints and budget for our support staff.

Deadline for papers for the European Conference

Please see below for the deadlines for papers for the European Conference taking place on the 1-3 November 2004 in London.

META DATA EUROPE 2004 CONFERENCE

1-3 November 2004, London, UK

Call for Presentations

Deadline for Submissions: 15 March 2004

DAMA INTERNATIONAL EUROPE CONFERENCE 2004

1-3 November, 2004, London, UK

Call for Presentations

Call for Presentations Submission Deadline 15 March 2004

INFORMATION QUALITY CONFERENCE 2004

Call for Presentations

Venue: London, England—1-3 November, 2004

Deadline for Submission: 15 March, 2004

Please contact Jeremy@irmuk.co.uk for more information

Your Newsletter

If you would like to submit an article of interest or news item please send in electronic format to sue.russell@damauk.org Publication and deadline dates are as follows:

23 April 2004 for May 2004

23 July 2004 for August 2004

25 October 2004 for November 2004

20 January 2005 for February 2005

Although longer articles are very much appreciated, our preference would be for drafts of around 200 words.

10:30 -11:00 Registration and coffee

11:00 -11:10 Simon Dunford – DAMA Vice Chair – Welcome and introduction

11:10 -11:30 BCS Data Management SIG Introduction - TBC

11:30 -12:30 Mike Ferguson of Intelligent Business Strategies Ltd - Integrating BI into the enterprise



This session discusses how to exploit business intelligence (BI) in mainstream operations by integrating BI into enterprise business processes to gain a competitive advantage and to improve the effectiveness in business operations. The session argues that there are multiple approaches to integrating BI that differ depending on the role of the user that needs to exploit it and takes an in-depth look at the technologies that support such integration including ERP, BI web services, BI portals, enterprise information integration. Several architectures for integrating business intelligence with enterprise operational applications and portals are discussed as well as their pros and cons. Vendor products examples that make it possible to integrate business intelligence into the enterprise are included. It looks at the impact of XML, BI web services, analytical workflow, embedded mining models for automatic analysis, business activity monitoring, on-demand personalised recommendations and actions via portal and enterprise integration technology to desktop and mobile workers.

12:30 -13:45 Lunch & Networking

13:45 -14:45 David Hebbes of SchlumbergerSema - Data - the cornerstone of intelligence-led operations'



Explanation of the topic and context - Description of the client organisation - The business drivers - The issues they faced - The role of operational business personnel in the project - The approach taken to resolve the issues - Tools and techniques - Ongoing data management and usage - How did it all work out? The Vehicle and Operator Services Agency (VOSA) (previously the Vehicle Inspectorate) is one of the Agencies responsible for the maintenance and improvement of Road Safety in the UK. VOSA runs the MoT scheme throughout the UK and also enforces roadworthiness of all vehicles through roadside encounters and targeted operations. VOSA had a large amount of data that required consolidation and improvement in a short timescale. Overlaid with this was the merger of the VI with the Traffic Area Network, an organisation responsible for road traffic matters regionally and the granting of operating licenses to Heavy Goods and Public Service operators. This presentation will take you through the challenges faced by the projects, the issues and resolutions to data management and data usage, the tools and techniques used and the importance of operational business involvement in delivering the capability for intelligence-led enforcement. David will be available for the duration of the meeting to answer any questions and discuss any points you wish to raise.

14:45 -15:15 Tea/Coffee & Networking

15:15 -16:15 Mike Jenkins of RAF- Data Warehouse – A Silver Bullet?



The Defence Logistics Organisation is struggling with many of the same issues as the commercial sector. However, successive reductions in budget and manpower, the increasing frequency of expeditionary operations and the changes in political direction have combined to produce a unique challenge. In the face of such challenges how do we continue to support the frontline? One of the significant levers of change involves improved information and knowledge systems to enable people to work faster and smarter. However, there are a number of hurdles to overcome: over 100 legacy systems, a number of disparate processes and a structure based around stove-piped functions such as Material Flow, Commercial and Human Resources. Data Warehousing has emerged as a key piece of the enabling framework that, for the first time, provides an integrated, coherent and holistic view of the business and its underlying data and information. It is the first step in pushing the responsibility for the collation and output of routine historical data to the user and employing the core of specialist report writing and modelling expertise in the more value-added activities such as predictive analysis, data mining and scenario analysis. It brings the 'single version of the truth' to all stakeholders and enables decision-making based on fact rather than intuition. However, on a note of caution, there is no panacea and the world is replete with evidence of failure in implementing IS. There are substantial challenges relating to data, information and knowledge, particularly in relation to strategy and people, those who place an undue reliance on technology and ignore the more difficult issues surrounding culture and process do so at their peril.

16:20 -16:50 Optional Attendance at an AVELLINO presentation

16:20 Drinks at the pub and networking!

IF YOU WOULD LIKE TO ATTEND THIS EVENT PLEASE CONTACT Sue Russell on 01179 796 976 or email on sue.russell@damauk.org