



DAMA UK Newsletter May 2006

M
A
N
S T A N D A R D S
G A E V
E T M N A
M A R C H I T E C T U R E
E D N D S E
N I A U H
T R C O
S A U K
T S
D A M A Q U A L I T Y I
D O N
M O D E L L I N G G

2006/7 - a new year begins

We extend a warm welcome to all new members and a special thank you to all those familiar faces who have rejoined again this year. We thank you for your new and continued support and can promise you an exciting year ahead. Not only have we had the usual number of high quality events taking place but we are also progressing with the Working Groups and hope to announce the dates of the first meetings shortly.

We are fortunate again this year to have ASG and Trillium Software on board as Gold Sponsors - thank you for your continuing sponsorship, without which it would be considerably more difficult to hold events throughout the year. And finally a thank you to our event hosts, this year PricewaterhouseCoopers, BCS and Microsoft and last but not least, for their continued and much valued support services IRM UK and UKCeB. We hope you enjoy your quarterly newsletter and always appreciate feedback and your contributions - please feel free to send your ideas to sue.russell@damauk.org. This edition is longer than usual as Dagna has been busy in Denver and kindly reported back to UK members from both the International Conference and the Presidents Council Meeting.



DAMA International Conference, Denver - a report by Dagna Gaythorpe

The conference and tutorials run from Sunday afternoon through to

Thursday afternoon. I took Sunday afternoon and Monday off, and went to the conference itself (Tuesday, Wednesday, and Thursday morning), and then met up with friends on Thursday afternoon. So I was at about half the whole event - and it was well worth while going. (I have been to the whole thing in previous years, but none of the Monday sessions appealed that much this time - and being independent (i.e. I pay for myself...) I decided that a little cultural exploration was in order. (I went shopping - cookery books make a great souvenir!)

On Sunday evening I met up with a large group (that kept absorbing people as we recognised them), and we went to the hotel's restaurant for dinner. That was the first time I encountered Bison on a plate - delicious! On Monday, there was the DAMA General Meeting (including birthday cake, to celebrate the 20th anniversary of the founding of the original organisation), and drinks and canapés (and various 'Colorado activities, including a snowboard simulator) presented by Dataflux. Then we went to the Jam session (if you are ever coming to one of these conferences, and you play an instrument, bring it along - we had four assorted mandolins, two fiddles, a bhodran, two or three electric guitars, electric bass, and keyboards, and various vocalists, this year.)

Denver is a mile above sea level, and the most noticeable impact of that on the lowlanders (almost everyone there except the locals) was that we were all very tired all the time. That and the Jam Session on Monday night explain why I didn't make it to either of the 7:30 am sessions on Tuesday morning, nor to the opening keynote speech. I started the conference at a very entertaining and informative talk given by Peter Aiken and Luke Anderson, based on the lessons learned from an arbitration case they were both involved in last year. It included dire warnings about reading contracts before you sign them, and watching out for caps on damages and the effects that having an arbitration clause can have on a vendor's behaviour - arbitration can be done in private (at least, in America), and the results can therefore be secret, so there is no risk of bad publicity.

Bob Stanley followed that, talking about "How to run an ERP project". This included such things as "only go for a time and materials approach if the consultants are augmenting the team and you are managing the project" (I have seen a lot of quotes that are based on T&M rather than deliverables - and been tempted to replace 'quotation' with 'licence to print money!') It's nice to have someone agree with me. He mentioned an approach that Gartner described, called 'The Wedge and the Magnet' - the wedge is the thing that is forcing change to happen, and the magnet is the new setup (and its advantages) that you are moving towards.

Tuesday lunch was the 'International session' - where Andres Perez was gathering the thoughts of the international chapters. (As mentioned in the Presidents' Council report.)

After lunch, I went to hear Corine Janssonius, from Shell Canada, talking about how they developed Enterprise Data Models during, and based on, their JD Edwards implementation. It was a very impressive piece of work, and it seems that Shell Canada have got the business wanting their Enterprise Architecture - having struggled to sell the idea in a number of places, I appreciate what a great job they have done.

I finished Tuesday with a presentation on the Semantic Web. While the subject is fascinating, I found the delivery way too dry for me, so I left early (and I had a Membership Database meeting to go to afterwards). I didn't get to see much of the exhibition on Tuesday (the meeting went on too long, and I was too tired to pay attention to much beyond the free drinks and food).

I failed to make it to the 7:30 sessions on Wednesday morning, as well. (Not really a morning person...) And then I was talking to some people most of the morning (there were always little groups of people with their heads together at the tables in the coffee area - I had a lot of useful conversations there, although (as usual at these conferences) there was never enough time for it all.)

Continued on next page

DAMA I conference Cont.

I did make it to Kevin Light's talk on reorganising data warehouses, and found a lot to take back to the warehouse project I am on now (ways to avoid digging holes for the project to fall into in a few years). A useful statistic when choosing an ETL approach – about 50% use ETL tools, the rest use COBOL, Java, PL/SQL, and so on. (I remember hearing about 'the death of COBOL' when I was at college back in the early '80s – it seems to be taking its time!)

Wednesday lunchtime was a DAMA Academic session (we all sat together, and talked about what is taught and how and so on...)

Wednesday afternoon, I had another meeting, then went to a keynote presentation on 'Everything is Miscellaneous – the social significance of metadata'. That was very entertaining – the speaker made the point that the world is not made of information, and neither are our experiences. They are all made of things we can touch. (Quantum and other physicists, please don't argue at this point... See me in a bar some time instead.) After that, there were some vendor presentations going on, and I got to have a good look round the exhibition. One of the exhibitors was giving away canvas bags – this was a very good thing, as I came away with a huge load of loot. (I was taking presents back for the rest of my team. And some for me – I kept the USB 4-socket extension that plugs into my laptop, and the photo holders (little clips on wires), and one of the screwdrivers... Not that I would dream of suggesting that the exhibition should be regarded as anything other than a source of useful information, of course.) I have used one of the trial cds since I got back, and it is a good way of seeing what the various tools can actually do, and finding out what is out there.

I had to pack and check out on Thursday, so missed the first (8:30) session. But I did get to Graeme Simson's talk about the results of his Ph.D. research (similar

to the talk he gave us last September, but with more detail), and then to Marcie Barkin Goodwin's closing keynote. Marcie used to be an actress, before she got involved with Data Management, and she illustrated her talk with some clips from advertisements and TV shows that she was in. Another interesting and entertaining keynote; one of the points that she made is that you can never tell which apparently excellent opportunity will turn out to be a complete waste of time, and which spontaneous decision will end up running for years.

Then it was time to say goodbye to people (I have made some very good friends at these conferences), and wait for my friends who drove up from Nevada to meet me. That was a great afternoon – and nothing to do with data, so the trip report ends here...

Next year, the conference is in Boston from March 4th to 8th.

CDI-MDM London Summit 13-14 July 2006

IRM UK and the CDI Institute are pleased to announce the First Annual CDI-MDM London Summit. The Summit is Europe's first conference dedicated to Customer Data Integration, Master Data Management and Data Governance.

The event will focus on

- Justification strategies for CDI and MDM projects.
- How to improve your success upon your first CDI or MDM project
- Best practices for technical evaluations of vendor solutions and tools
- ROI of custom built vs. Off the shelf CDI-MDM solutions
- Milestones on the CDI-MDM Road Map for 2006-2007.

Register by 9 June and save up to £200. DAMA UK Members are entitled to a discount of 10% - for more details please visit www.irmuk.co.uk/cdimdm or call +44 (0) 208866 8366

Top Data Management White Papers

<http://www.trilliumsoftware.com>



**TRILLIUM
SOFTWARE**

According to Gartner's *MarketScope Update: Data Quality Technology, 2005*, reduced productivity, failed IT initiatives, inability to comply with government regulations and the desire for successful enterprise information management are forcing organisations to improve their data quality.

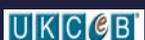
Trillium Software invites DAMA UK members to download four top data management white papers to learn more about analysing and improving the quality of their organisational data.

[Click here to download these white papers:](#)

- Total Data Quality, A Business Solution for Today and Tomorrow
 - Improving Data Migration with Automated Data Profiling
 - The ROI of Data Quality
- How Data Profiling and Analysis Saves Companies £millions

DAMA UK, 1 Gipsy Patch Lane, Filton, Bristol, BS34 8LR
T - 01179 796 976, F - 08702 402 739, M - 07974 236 505
E - sue.russell@damauk.org, W - www.damauk.org

Supported by



www.rochade.com

Gold
Sponsors
2006/7



**TRILLIUM
SOFTWARE**

DAMA International Presidents' Council Report - Dagna Gaythorpe

While in Denver for the Wilshire/DAMA conference and since I was the only committee member going, I volunteered to go to the 'Presidents' Council' on the Sunday morning. This is where the chapters get to raise their concerns, ask questions, make suggestions, and have their say about anything to do with DAMA. I took Monday off, and went to the conference itself (Tuesday, Wednesday, and Thursday morning), and then met up with friends on Thursday afternoon. So I was at about half the whole event - and it was well worth while going.

PRESIDENTS' COUNCIL REPORT

The Presidents' Council started at 7:30 on Sunday morning (they didn't tell me that when I volunteered...) with breakfast, and got underway at about 8. I had a list of questions, about what we get out of DAMA, what does our chapter liaison do for us, concerns about the Data Protection implications of sending them our membership list (we don't at the moment, because of these concerns), and we wondered if they can give us any administrative help, and how, exactly, do we pay our affiliation fees when we can't write dollar cheques.

Membership Database:

- DAMA-I needs our membership list to send out things like information about the conference.
- The UK can't send it to them because of the way they say they want to use it (to be able to use it as they see fit – that clause is being changed!), and because it would be held outside the UK. If the situation changes so that the committee are happier about it, then individual members will be contacted for the relevant permissions (the usual stuff – can we give them your details, do you mind that it will be held outside the UK, what uses can they put it to, for postal, email, and whatever else is relevant). Meanwhile, the International (as in outside the US) chapters are bending the ears of the DAMA-I committee about international Data Protection and Privacy legislation.
- DAMA-I are going to check with all the chapters about their Data Protection needs and limitations.
- Someone suggested that we should all have membership cards. If you think this is a good (or bad) idea, please drop me a line at dama@seshat.co.uk, and I will pass any comments on.

There was a separate International Working Group who met to discuss the membership database and data protection, on the Tuesday afternoon after the conference. The meeting lasted about two hours, and we talked about data protection, and about address formats. (I have no idea how long I have spent in meetings over the years, talking about address layouts. I think if we added up all the time we have all spent, it would be a significant chunk of time – although I do sometimes get away with announcing that 'addresses will, of course, be held in PAF format', which just leaves international addresses to be dealt with – and they can mostly be fitted in.)

Academic:

We were given a presentation about the DAMA-I syllabus for Data Management in university degrees. So far, this is basically American. It has been adopted by: MIT; Purdue; the University

of Washington State; Edmond College, Washington; and Daniels College, Denver.

There has been a proposal (I failed to note who made it, but it was a sensible source, as I recall, with an overall interest in the Capability Maturity Model) than row 2 of the CMMI, which is to do with Information Engineering, should be 'owned' by DAMA.

There is a Data Management Body of Knowledge being developed. (Referred to as DMBOK). It was announced at the conference, and is available via the DAMA web site – there is a page with an outline, and it is available to DAMA members for \$50 (\$100 to non-members).

I announced that we are developing a presentation that can be given to interested universities and colleges (who are always on the lookout for free guest lecturers), and that it will be available to other DAMA chapters once it is ready. (This is taking a while, as my 'day job' is rather demanding at the moment.)

Ethics:

There is a new DAMA Code of Ethics. It is optional (but recommended) for all board members to sign it, compulsory for all DAMA-I board members, and if anyone else wants to take a look and see if they want to sign it, it is available at http://dama.internet4associations.com/files/public/DAMAI_Code_of_Ethics_v2.doc

DAMA-I has appointed Ann Marie Smith as its Ethics Officer, and all chapters have been asked to appoint one.

There is a committee being formed to work on ethics and by-laws. I volunteered for it (but haven't heard anything more yet).

Affiliation Fee:

This will, in future, be invoiced every year during the first quarter. It will be a flat fee of \$100 per chapter, and the 2005 fee (which is in the process of being collected) has been waived. Those chapters that don't have dollar bank accounts, so can't just write a cheque, can pay by electronic transfer.

Speaker Tours:

These involve someone addressing 2 chapters within 2 days. One chapter is designated as the 'co-ordinating' chapter, and DAMA-I will pay 30% of the costs.

DAMA-I as an international organisation:

I made the point that DAMA-I doesn't feel like an international organisation. A lot of the people round the table agreed. There is going to be an international chapter committee to drive 'inclusion and participation' – Andres Perez (who is the Vice President of Marketing in DAMA-I) is going to head it up. He started by getting as many international people together as he could on Tuesday lunchtime, and picking our brains about what we wanted, liked and disliked.

Continued on next page



The premier Data organisation for professionals in the UK



One of the things that was mentioned a lot is that most of the membership benefits are only available in America. Especially the free subscription to DM Review – this is a sore point with many people (although I believe that this is because DM Review can't send free copies outside America, rather than because DAMA haven't arranged it properly).

DAMA-I hold the global trademark.

Professional Groups:

There are 14 of these (details on the DAMA web site). Some are going well, but many are in a state of limbo. They need consolidating.

Survey:

We held a brainstorming session to come up with questions for the membership survey. A working party was formed to take this forward (I didn't volunteer for this one.)

Chapter Liaisons:

No-one is quite sure what these do, and in most cases they don't get involved with the chapters they are assigned to – they are being phased out.

Information:

The chapters rarely know what the DAMA-I board is doing or talking about, and feel that they have little or no control over the direction that the organisation is going. We asked them to keep chapter presidents informed, and the board are going to include chapter presidents in board meetings via teleconference.

Overall Impressions:

There is a lot going on, and a lot of people putting in a lot of effort. If we want to steer the way DAMA goes, then we need to get involved – there are ethics, international and survey groups being formed, and all the membership database/data protection stuff. It was a very interesting 8 hours (although tiring, and I didn't envy the people like Peter Aiken who headed off to give three-hour tutorials straight after it.) It was worth going to it, and I will volunteer again next year if no-one else is going to be at the conference (March 4-8 in Boston – start softening up your manager now!)

DAMA in Europe

DAMA grows from strength to strength in Europe with yet another chapter recently opening in The Netherlands. Only 16 weeks after the Launch at the IT Management Seminar in December 2005, the chapter already has 80 named members. (50 as individuals, the remainder via Corporate memberships).

DAMA Netherlands also has a website www.damanederland.nl to communicate - it is mainly in Dutch but also has English translation pages. DAMA UK would like to thank Alan Snow for his hard work and commitment to not one but two European Chapters. Well done Alan!

If you have an article or information that you think would be of interest to DAMA UK members, please send to sue.russell@damauk.org.

Visuals and graphics are welcome and all submissions are subject to editing.

Deadline for next edition | August 2006.

Calling Data Modellers based in York and London



Educationally critical aspects of learning to draw Entity-Relationship diagrams

Researchers:

Dr. Chris Cope

Ms. Lorraine Staehr

HREC NO: AI03/03

We have identified the drawing of Entity-Relationship (ER) diagrams as one of the skills which IT and computing students find most difficult to learn. Yet this skill is vital to the design of effective information systems. As part of our research to improve the way we teach about ER diagrams we wish to investigate how practitioners draw ER diagrams. We can then compare the skills of practitioners, academics and students to identify the difficulties students have. We can then design learning tasks which are more likely to help develop the skills needed to draw ER diagrams.

To investigate how practitioners draw ER diagrams we are seeking volunteers who would be willing to participate in a 30 minute interview. An interview can be arranged at a time to suit you. During the interview we will ask you some questions about ER diagrams and get you to draw an ER diagram for a written example. The questions we will ask do not have right or wrong answers but your answers will help us improve our teaching about ER diagrams.

We will need to audio tape the interviews for later transcription and analysis. However your name will not appear on the tape or the transcript. For analysis we will combine the statements made at all interviews. We will not be concerned during analysis with who made a particular statement. When we have completed our analysis we will be writing up the results of our research for possible publication in conference proceedings, scientific journals or book chapters. We may use statements from the interviews to illustrate points we are trying to make but your name cannot be associated with any statements.

The interviews will take place during August 2006. If you are interested in participating please contact

Dr. Chris Cope
Senior Lecturer

Department of Computer Science and Computer Engineering La Trobe University, Bendigo PO Box 199, Bendigo 3552, Australia
ph +61 03 54447340 fax +61 03 54447998

e-mail c.cope@latrobe.edu.au

Or [click here to access the url](#)

EVENTS CALENDAR

**15 June 2006 - BCS DMSG/DAMA UK
'Unstructured Data'
BCS, London**

*** * * * ***

**3 October 2006 - 18:00-19:30
Jury's Hotel
London
John Zachman presents**

**ENTERPRISE MANAGEMENT ISSUES
ADDRESSED
BY THE ZACHMAN FRAMEWORK**

followed by a drinks reception

*** * * * ***

**31 October 2006
DAMA UK Annual General Meeting
as part of the.....
DAMA European Conference 2006
30 October - 2 November
London**

*** * * * ***

**6 December 2006
DM & E-Business
Microsoft, Reading**

*** * * * ***

**To register for any of the above events
or for more details, please**

Email sue.russell@damauk.org

Web www.damauk.org

Tel 07974 236 505