



DAMA UK News November 2005



DAMA UK is a not-for-profit organisation based 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 and up and coming events please visit www.damauk.org.

Data Warehousing

7 December

Featuring vendor neutral
presentations from

Mark Pesticcio – Oracle User Group

Rob Squire – Oracle User Group

Alan Perkins - ASG

Cliff Longman – Kalido

at

Sunbury Court Conference Centre

Sunbury

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MEDIA PARTNERS DAMA UK AND OBIS OMNI

DAMA UK is pleased to announce a media partnership agreement with Obis Omni, an independent dedicated Business Intelligence community, where learning and networking tools (on and offline) are developed around individuals' ever-changing needs.

Under the terms of the agreement, both parties will include details of each other's events in their events lists and newsletters in order to provide wider coverage and, hopefully, achieve a larger audience.

Membership and the majority of services offered by Obis Omni are completely free. Further details of Obis Omni can be found on their website at www.obisomni.com.

Welcome to New Members – October to November 2005

Yell Ltd – British Airways – Dataflux – Dun & Bradstreet – O Oke –
S Bailey – T-Mobile UK – The Performance Consultancy Ltd.

Trillium Software Ltd – Survey Results

Trillium Software have now completed their survey and are collating and summarising the results. A preliminary report will be given by Ed Wrazen at the Data Warehousing event in December.

Data Modelling Made Simple/Steve Hoberman

For a practical guide for Business & Information Technology Professionals – look no further. This book provides the tools you need to read, create and validate models of your business and applications. ISBN, print.ed 0-9771400-0-8.

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

20 January 2006 for February 2006

21 April 2006 for May 2006

Although longer articles are very much appreciated, our preference would be for drafts of around 100-200 words.

Your Chapter Needs You

This year's AGM was held in London on 8 November and minutes of the meeting can be found on the website. The review of the year included the report that we have more than 20 corporate members and more than 60 individual members. However, these numbers only serve to highlight the low turn out for the AGM of 9 members and 4 non-members. 5 Committee Members attended the meeting.

We feel that we have made significant progress since the formation of the Chapter in November 2002 but we need input and participation from the membership to move us further forward. This includes suggestions of topics, venues and speakers for our regular meetings and ideas on other ways to give you, the members, the right sessions for you to get the most out of your membership. Articles for the newsletter are another way for people to contribute to the running of the Chapter.

The feedback from the AGM will lead to the setting up of some working groups and more will be revealed at the next meeting on 7 December. In the meantime, all other feedback should be given to Sue Russell or any of the committee members so that we can give you the benefits that you need to take back to your organisations.

Carphone Warehouse creates a single customer view with Trillium Software data quality solutions

Many organisations are grappling with the challenge of understanding their customers and creating a single-customer view. Moving from a product-centric sales and marketing model to a customer-centric model presents major challenges for organisations.

Learn how The Carphone Warehouse migrated some 11 million records from three Oracle source databases to create a single customer view, resulting in increased sales revenues and improved customer satisfaction.



Click [here](#) to download the Carphone Warehouse Case Study



Data Regulation and Legislation

22 March 2006

at

PricewaterhouseCoopers
Birmingham

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Data 'Unstructured'

15 June 2006

at

BCS Southampton Street Offices
London

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