



DAMA UK Newsletter Winter 2006

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Dear Members, Ladies and Gentlemen

With the Annual General Meeting over for another year, DAMA UK continues to be financially stable and well organised with most of the themes, dates and venues for 2007 events already booked and confirmed. The events are based on feedback received from the membership because we want to ensure that DAMA UK members are getting the support and information they need and, of course, value for money. To continue to give this level of service we need members to tell us what they want and to continue to support events by attending themselves or sending representatives. For a small organisation, DAMA UK is extremely lucky to acquire the services of professionals, both from the UK and International, to present at meetings and to have the use of so many excellent host venues to accommodate the events. Without the generosity of host member companies and the speakers, the meetings would be much more expensive to organise and for members to attend. We thank all of the people, sponsors and organisations that have helped to make this all happen in 2006. The key to 'getting it right' is communication - if you wish us to cover a particular area of Data Management, then please let us know and we will do our best to accommodate your wishes. The meetings do not have to be big, we are open to suggestions, perhaps you would prefer smaller more intimate meetings to cover specific topics or hands-on workshops. Where would you like to see events held? Maybe London does not suit all - please let us know, we look forward to hearing from you.

Not such good news is that, regrettably, Jeremy Hall, our events chair has stood down from his committee role and resigned as director. Jeremy has worked extremely hard for DAMA UK and has been finding it increasingly difficult to juggle work and his DAMA UK role. We would like to thank Jeremy for his valued contribution to this organisation from the start and wish him well for the future.

On that note we would like to send Season's Greetings and a Happy New Year to all our readers - we look forward to meeting many more of you at 2007 events, please see below for more details.

20 March 2007

The Challenges for data modelling in the 21st Century

Touchbase Centre
Swindon, Wilts

How has data modelling changed since it began? And how will changes to the way databases store data affect the way they are modelled?

In the morning Harry Ellis, who, with Richard Barker, developed the data modelling notation used in Oracle's CASE tool and then taken up by SSADM and is still active in the field, will reflect on his 40+ years of data modelling, setting the different approaches in their historical context right up to the modelling of knowledge in the Semantic Web.

Matthew West will talk about the six principles of High Quality Data Models that he developed some years ago during his work at Shell and will also reflect on what has happened since.

Dagna Gaythorpe will discuss how Enterprise level models are different from project models and Keith Gordon will discuss the impact of the arrival of the object-relational database on data modelling. Ken Allen of Skellbase will close the day. More information to follow.

To register, please contact Sue Russell at sue.russell@damauk.org

14 June 2007

Where did it all go wrong?

Deloitte's in the Strand, London (TBC)

A joint BCS/DAMA UK Event

Company X has had a very bad time.

In fact, if it was a real company, it probably wouldn't be around to be talked about. But luckily, Company X is the name that we will be using for any organisations brave enough to share their mistakes and disasters with us at the June event - anonymity is not merely offered, but compulsory here!

If you have worked on any data management or development efforts which would serve as an awful warning and/or a lesson or illustration to other DAMA and BCS members, please come and talk about them on this day. The theme has shown to be of great interest already!

We are hoping the event will be at the Deloitte's in the Strand in London. We are not imposing any specific length on anyone - if you can cover something in 15 minutes, or an hour, or somewhere in between, and you are prepared to share your experiences, then please contact Sue Russell at sue.russell@damauk.org.

We will contact you to discuss your case study and how it could be included on the agenda. We look forward to hearing from you! If you would like to register early, please email Sue.

Data Management White Papers by Trillium Software for members of DAMA UK



Leading Data Management White Papers

- *Total Data Quality, A Business Solution for Today and Tomorrow* – Learn how to turn raw data into business-valued information, throughout your enterprise.
- *Improving Data Migration with Automated Data Profiling* – Learn how to streamline data migrations, improve the quality of data, and deliver your projects on time and on budget.
- *The ROI of Data Quality* – Provides bottom line arguments and real-world examples on how to deliver a tangible ROI on your data quality investments.
- *Data Quality Essentials: For Any Data-Intensive Project* – Describes the step-by-step process for implementing data quality as part of a project.

To download any or all of these white papers, simply visit the following web page:

www.trilliumsoftware.com/success/DAMAUK/DAMA_UK.asp

IRM UK Call for speakers

A quick reminder of the upcoming deadline with regard to putting forward submissions to speak at the following conference in 2007:

8th Annual Enterprise Architecture Conference Europe 2007, 11-13 June, London. Deadline for Submissions 8 December. Call for papers link click [here](#).

For details on previous years events visit <http://www.irmuk.co.uk/conference.htm> and view the past conferences section.

If you have an article or news that you would like other members to read, please email Sue Russell with details. Graphics are welcome and all submissions are subject to approval by the DAMA UK Committee. Thank you.

Deadline for next issue is 12 February 2007

DM Review

During October this year the DAMA UK committee received a mailing from Andres Perez, VP of Marketing, DAMA International.

In brief the email set the committee a task of finding out how many of our members would be interested in receiving a copy of DM Review for around \$149 per annum.

We did ask you by email and got very little response. The timescale to respond to DAMA Int was extremely short so we decided that this is an issue we needed to discuss further at the next face-to-face DAMA UK Committee Meeting on 5 December.

Do you think there is value in providing this service and would you be prepared to make the commitment to subscribe? In order for this system to work, we feel we would need to have a minimum of 100 orders and we would need to agree to one of the options below as the favoured method of delivery.

To quote Andres email.....

"If we chose to pursue this arrangement, we need to agree on a delivery method (direct mailing, or chapter mailing). The following are the options:

- o *Option 1: bundle the magazines for each country and have the destination country post office (a postal distribution center) mail them to each member. The member gets the magazine to their own address (home or work). DM Review thinks they can deliver the magazine at about \$75.00 USD per annum if they can get enough volume per country (they are not sure of the minimum, but they are thinking about 200 subscribers).*
- o *Option 2: bundle the magazines for each chapter and have the chapter deliver them to each member. The member gets the magazine at a chapter meeting (or any other means each chapter can devise). DM Review thinks they can deliver the magazine at about \$50.00 USD per annum if they can get enough volume per chapter (they are not sure of the minimum, but they are thinking about 100 subscribers).*

In both cases, the member must subscribe and pay to DM Review directly (the DAMA Chapter will validate the membership only).

If the model works, they are also interested in hiring country contributors to provide local content. The idea is to have a person, say in Bangalore, India, receive the US version of the paper magazine and in addition, receive an online (like "DM Direct" for India) with India content (3 to 4 articles). The content may be made available to all subscribers (considering that language may be an issue).

PLEASE: keep in mind that we are exploring other options to bring you content. One of them is with another media to deliver content using e-mail and the web (no paper)."

Your thoughts please to [Sue Russell](#)

HARTE HANKS Data Stewardship Forum

Harte Hanks (who own Trillium, one of our sponsors) are starting a Data Stewardship Forum. Kathy Hunter, who is the Harte Hanks contact for it, said they will not be using it to sell to members, but as a place where those with an interest in Data Stewardship can get in touch with other like-minded people. If you would like more information, please contact Kathy on 01344 325725, or email her at kathy_hunter@harte-hanks.com.

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Annual General Meeting 31 October 2006

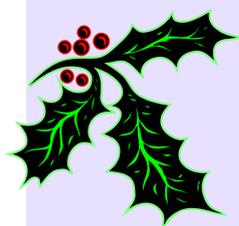
The Annual General Meeting took place on 31 October 2006 as part of the European Conference in London. Around 25 people attended, including the Committee, sponsor representatives and DAMA International guests. Andy Voysey started the meeting with the Review of the Year and Graham Jones continued with a look at the DAMA UK in 2007. The organisation continues to be financially secure and new PR relationships are being built to raise the profile of DAMA UK and encourage new members. Lee Edwards of the CBT Working Group gave a short presentation on the progress of the Group and both ASG and Trillium Software, gold sponsors, presented on the benefits and value they receive by working with the organisation. For a full report, (available soon) please email Sue and for a copy of the minutes, please click [here](#).

DM & e-Business - 6 December Microsoft, Reading

Over 50 delegates attended the e-Business event that took place on 6 December. A full report and synopsis will be available soon on the web site, but here we would like to thank Microsoft for accommodating this event in such excellent style, we were very well looked after!

We would also like to thank the presenters for giving up their valuable time to speak to the audience and, of course, to the delegates - we hope you found the day interesting and informative.

The presentations will be available on the website shortly, if you have any difficulty accessing the site or downloading the files, please contact Sue at sue.russell@damauk.org, alternatively if you have any questions or queries about the subject matter, please contact Andy Voysey at andy.voysey@ukceb.org.



Season's Greetings
to all our members and
readers - we wish you a
happy and prosperous New
Year

from the
DAMA UK Committee

Spring 2007 issue will
be with you around
March 2007



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

Henderson Global Investors Ltd
Emunio Consulting Ltd
Weir, Strachan & Henshaw

INDIVIDUAL LEVEL

SAS UK
Justhy Prasad

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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30 January – 1 February 2007 – Royal Lancaster Hotel, London

Business Intelligence is now broader than measuring and understanding the past performance of an isolated business activity; CIOs position BI as a strategic component of the overall infrastructure that enables every part of the organization to achieve better, faster and more reliable decision making.

To capture the latest developments as well as the fundamentals of BI, **the Gartner Business Intelligence Summit 2007**, now in its eighth year, presents numerous analyst presentations, case studies, panels, technology leaders and the collective experience of delegates from all over Europe.

The Summit focuses on the key Business Intelligence issues:

- The characteristics of high-performance organizations
- Key steps to making Business Intelligence strategic
- The evolving role of (Corporate) Performance Management
- The CFO's three key areas of finance system investments
- Role, structure and organization of the BI Competency Center
- The Data Warehouse in a time of data explosion
- Open Source BI and its relevance in the mainstream BI market
- The impact of SOA on BI
- Trends in Enterprise Information Management (EIM) and Master Data Management
- Difficult choices in the Data Quality tools market
- Portal strategies for BI integration
- How to make the most out of Business Activity Monitoring
- Return on Investment techniques for BI
- Performance management and compliance
- The increasing competition in the BI space between mega-vendors like Microsoft, Oracle and SAP and specialists such as Business Objects, Cognos and Hyperion

Three days featuring four tracks:

Track 1: Performance Management (Processes) The nuts and bolts of performance management and showcase examples of success.

Track 2: Organizing for BI (People) How to build an organization and implement processes that support BI and CPM.

Track 3: Technology, Infrastructure and Architecture (Systems) With people and processes in place, the technology makes it all a reality.

Track 4: The Future of BI (Vision) The questions of today shape the markets of the future: Where do the databases go? Will the mega-vendors take over the BI market? What about Open Source BI?

- 17 Gartner analysts giving 37 presentations
- 20 End-user case study speakers and panellists, including Electrolux, ING, Pearson, Telekom Austria, Syngenta, Litasco, Delhaize and Danisco
- 4 keynotes
- Over 30 solution providers exhibiting
- Networking with 650 of your peers

Who should attend?

Delegates may attend this event from large and medium-sized organizations. There is an even split between senior business and IT professionals whose brief is to grow the business and drive innovation. Those who will benefit from the Summit, include: Heads of Business Intelligence Competence Centers ▪ BI Managers ▪ Data Warehouse Managers ▪ Performance Management Directors ▪ Data Quality and Data Integration Managers ▪ Business Development Managers ▪ Application or Information Architects ▪ CIOs, COOs, IT Directors/Managers ▪ CFOs and Senior Finance Managers ▪ Project Managers and Technical Specialists ▪ Representatives from leading suppliers of BI solutions, products and services

Register Now!

Early Bird Offer: Register before 8 December and **save €300** plus receive fast track entry and priority One-on-One booking with the analyst of your choice - **Team Discount:** Register 3 people and get a 4th free - Register online at europe.gartner.com/bi or call +44 (0)1252 771060.

A New PR Service for DAMA UK

DAMA UK is pleased to announce the signing of a reciprocal agreement with Pattison Mitchell & Associates (PTML) for the provision of a number of PR services, in return for which PTML will be the official PR representative for DAMA UK.

The primary objective of the agreement is to make our target audience (potential new members and sponsors) more aware of DAMA UK, what it does, what benefits it offers, and why it would be worth joining or supporting. More members and sponsors will help DAMA UK to thrive, invest in more resources, and fund new and mutually beneficial initiatives. To achieve this, DAMA UK needs to be seen as highly authoritative, prestigious and effective - a prominent face and voice in the world of data resource management and the wider business community.

Formed in 1989, Pattison Mitchell & Associates focus on the application of IT within private and public sector business. They specialise in helping to promote software-oriented organisations including software developers, system integrators, infrastructure performance management vendors, management consultancies and industry institutions. Their experience covers a number of segments within the public and private sectors including financial services, human computer interaction, manufacturing and supply chain management, utility and emergency services, geographic information systems, project portfolio management, and security.

One of the immediate aims is to help make the press centre on DAMA UK's new web-site a benchmark of best practice. It will also be a place where members will be able to see what's new and what's going on in the organisation, both in the UK and further afield.

In short, Pattison Mitchell's appointment signifies another positive step forward and we look forward to the contribution a specialised PR resource can make to DAMA UK.

Media Partnerships

DAMA UK is also working on partnerships with leading conference and seminar organisers in order to bring details of additional events to the attention of our members and to increase awareness of DAMA UK to potential attendees.

An advertisement for the Gartner BI Summit at the end of January 2007 is included in this newsletter. Gartner and DAMA UK have signed a media partnership agreement for this event and this includes the DAMA UK logo being displayed on both the event brochure and the Gartner web-site, plus coverage in the Gartner Marketing booth at the event itself. The 2006 Summit attracted more than 650 attendees.

QUICK GUIDE EVENTS CALENDAR

20 March 2007
Data Modelling
Touchbase Centre
Swindon

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June 2007
'Where did it all go wrong?'
BCS/DAMA UK
London

* * * * *

Sept/Oct 2007
Specialist Speaker
London

* * * * *

December 2007
CDI/MDM
Location (TBC)

Negotiations are also being held with the ARK Group in relation to "Business Intelligence and Performance Management 2007" to be held in May 2007 at Whittlebury Hall, Northamptonshire. This is a follow-on to our successful involvement with "Business Intelligence 2006" and further details will be announced in a future newsletter.

MIS are also working with DAMA UK again in 2007 and are offering a 10% discount to DAMA UK members for the WebSec 2007 & Identity Management Summit, please see box above for event details.

These partnerships are seen as another way of attracting new members and sponsors and they also bring important events to the attention of our existing membership.

Graham Jones, Vendor Chair, DAMA UK



10th Annual
WebSec 2007
& Identity Management Summit



Shielding Information Assets – Anytime, Anywhere...
2nd Annual Identity Management Summit, 26th & 27th March 2007
10th Annual WebSec Conference, 28th – 30th March
Thistle March Arch, London

2nd Annual Identity Management Summit
Ensuring Privacy & the Protection of Data to Enhance Business Performance
26th & 27th March 2007, Thistle March Arch, London

DAMA UK Members are entitled to a 10% discount

Making the data warehouse work

At the recent DAMA International Conference Europe, Jonathan Brown from ASG presented a paper entitled 'Data Warehouse Architecture: Blueprint for Success'. Based on the paper, the following article highlights best practice and offers advice to DAMA UK members poised to invest in this important business asset. But as Jonathan Brown points out, aligning IT with business requirements has ramifications for another key issue, improved IT governance

According to Wikipedia 'a data warehouse is a computer system designed for archiving and analyzing an organisation's historical data, such as sales, salaries, or other information from day-to-day operations.' The benefit is that 'management can perform complex queries and analysis (such as data mining) on the information without slowing down the organisation's operational systems.'

The real benefit is that results may be used throughout a public or private sector organisation, strategically and operationally, to improve competitive edge, business performance, service to customers, or to support other key or routine functions, and crucially, achieve business goals. In other words, properly planned, implemented and maintained, a data warehouse represents a vital resource, not just 'nice to have', but in today's world, downright essential.

But there are issues . . .

However, many data warehouses don't work, despite having much money, time and effort lavished on them. So why don't they perform as expected? Market research company MetaGroup, now part of the Gartner empire, spelt out the problems some time ago and the issues are still valid. Inadequate planning came top of the list, followed by proliferation of data, demand from new user communities, the limitation (or inappropriate use) of technology, and limited functionality. We can infer that systems were not thought through regarding scope, development, and alignment to the needs of the business.

The research also said that to increase the rate of success better information and data was needed, plus support for change. If systems do not reflect what business users need, or information is not gained from the right sources, or is built upon poor quality data, small wonder they are not successful. Further, if adoption is not supported by top management the system may be poorly received further down the organisation.

A data warehouse is not a silver bullet, it will not address business intelligence issues unless it is well planned and executed. Rather than a project it should be regarded as a journey. Pursuing this analogy, to undertake a journey you need to know where you are and where you want to go. That means knowing what you have in the way of existing data, information sources, and technology. It also means knowing the resources you will need for the journey and crucially, what is the objective.

Maps and tools help

The journey analogy applies again in having the right map or means to reach the goal. Many methodologies and tools exist to expedite a journey. The key issue is to put planning and business requirements ahead of technology. IT often provides an enabling opportunity, but in this case fundamental planning takes precedence.

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Making the data warehouse work (continued from previous page)

Planning implies architecture. The latter may be applied throughout the process starting with defining performance and business requirements, service components, essential data and lastly, technology architecture. In relation to data architecture and DAMA UK's interests, one of my favourite methodologies is the Zachman framework, but it is important to find one appropriate to particular needs. Metadata also plays a crucial role, making it easier to see how all the data fits together and become manageable.

To finish off, a systematic approach to planning and architecture makes it easier to embrace another welcome important trend: that of better IT governance and compliance. Aligning a data warehouse with the key requirements of the business is in step with the adoption of the IT Infrastructure Library, or ITIL standards.

So the work you put into thoroughly planning a new data warehouse could have benefits in another, more strategic level of the business. In any case, senior management needs to support or sponsor the journey. They will only do so if there is a clear business benefit.

Jonathan Brown is a Senior Solutions Engineer with ASG, a Gold sponsor of DAMA UK. ASG is a privately held global enterprise software firm that provides a full range of software solutions in the Metadata Management, Applications Management, Operations Management, Content Management, Performance Management, Identity Management, and Enterprise Management.

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DAMA UK WEBSITE

DAMA UK is currently rebuilding its web site and will be hoping to launch sometime in the New Year. The site will be home to a Member's Area, where presentation material will be available to members only and those who have attended events. You will be able to read the latest news, book events and join DAMA UK on line. We also hope to make the site interactive, with discussion forums and polls, easier to navigate and user friendly. Keep you eyes peeled for news.....

If you have any suggestions or would like the site to have better facilities and features, please let us know - contact details below in the blue box at bottom of this page.

DAMA CBT Working Group

The CBT working group is developing two work streams.

The first is to canvass member opinion on the inhibitors encountered in our daily business and we would request your help by completing a short survey which will be sent out in the new year.

The second is an exploration of less conventional approaches to improving communication, for example various people communications techniques: non verbal communication, listening skills, handling conflict, NLP techniques, etc. Also new areas of technology, for example to support the concept of The Semantic Web, and how they can assist.

We're open to consider suggestions members would like to raise which they feel have something to offer to improve this area of our profession and we aim to run a seminar session in 2007 where the format will be more towards discussion and exploration of some of these areas.

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

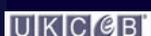
SIGs

Is there a subject you wish DAMA to initiate a SIG? With active involvement from the membership. DAMA are happy to undertake this task. Please email sue.russell@damauk.org with your Special Interest Group subject and we will do our best to facilitate.

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