



# DAMA UK Newsletter Spring 2007

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Dear Members, Ladies and Gentlemen

It is hard to believe that 2007 is well and truly underway and with the Data Modelling Seminar already past, we look forward to another 4 exciting Data Management events over the next membership year. In this issue we will be informing you of the coming election process and how your voice can be heard. The CBT Working Group is making good progress and is now involved in the September event, please read on to find out how.

We also have a report from Boston, the DAMA International Conference and a welcome to the latest DAMA UK members. Just a quick reminder to all Members, corporate and individual. Yes, it is that time of year again and we will shortly be sending out membership invoices for the year 1 April 2007 to 31 March 2008. The fees remain unchanged at £165 for corporate membership and £25 for individual membership. All members are able to attend DAMA UK events free of charge and discounts are available for some external events. Please check when booking events to make sure you get the available discounts.

We are currently trying to rebuild the DAMA UK website, within which will be a secure Member's Area. This area will contain presentations from previous events and information for members only. We aim to make the site modern, user friendly and informative but with work restraints this task is painstakingly slow. We aim to get this project completed by the summer and hope you will be pleased with our efforts.

We hope you enjoy this issue and look forward to meeting some of you at the joint DAMA UK/BCS DMSG June 'Where did it all go wrong?' Conference. We have some interesting speakers lined up and can guarantee this will be an eye-opening event. Don't miss it!

PS If you have an article or information (including graphics) that you would like to share with other Data Managers and specialists, please send it to Sue, email address is detailed below. All articles and submissions are subject to approval and editing by the committee.

## The DAMA UK Committee

20 March 2007

### The Challenges for data modelling in the 21st Century

Touchbase Centre  
Swindon, Wilts

It was good to see so many delegates at the Data Modelling Seminar. The feedback received was positive with many people asking for more events on Data Modelling to include debates, panel sessions, practical application and advice on relationship between modelling and the business.

The presentations are now available to download from the DAMA UK website - please click [here](#) to access. A full seminar report summarising the day is also available on this page. If you have any questions on this event, please contact Sue at [sue.russell@damauk.org](mailto:sue.russell@damauk.org) or telephone Sue on 07974 236 505.

Friday - 15 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](mailto: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

## Using Data Quality Dashboards for Promoting Data Governance

by Trillium Software for members of  
**DAMA UK**



### Using Data Quality Dashboards for Promoting Data Governance

As an information professional, you understand the importance of data quality to the effectiveness of your enterprise applications, but are your business users convinced? Are you challenged with championing the cause of data quality within your company to improve ROI and efficiency? Listen to this webcast on demand to discover some methods and tools to enable you to communicate the issue of data quality.

In this web seminar, you will learn methods for:

- Gaining a better understanding of how data quality is impacting your organisation
- Making data quality metrics visible to all without compromising corporate governance rules
- Tracking data conformance over time to understand the impact on report accuracy and decision making

With data monitoring technology you will be able to:

- Communicate data quality issues with clear and concise charts and graphs
- Create trending charts to show the status of data quality over time
- Share a visual representation of data quality metrics between IT and business
- Create scorecards and alarms for data that is out of compliance

As you become more proactive in your data quality initiative, use data quality dashboards to view the status of data quality in a graphical format at any time and from any level of the organisation.

[Click here to register for this free webinar on demand](#)

**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 15 June 2007**

## CALL FOR PARTICIPATION INTEGRATING STANDARDS IN PRACTICE:

10th Open Forum on Metadata Registries

New York City, NY USA

9 - 11 July 2007

This Open Forum is the tenth annual forum in a series of international conferences about topics related to metadata, registries, interoperability, and semantics. It will focus on a series of core standards as well as on the selection, integration and use of multiple standards in actual systems. The central goal of the Open Forum is to share and advance knowledge and experience about standards, the technologies that build upon them, and implementation experiences.

The following standards will be discussed:

|                   |  |
|-------------------|--|
| Data Semantics:   | ISO/IEC 11179 (Metadata Registries)                      |
| Terminology:      | ISO 704 (Principles of Terminology)                      |
|                   | ISO 1087-1 (Vocabulary for terminology work)             |
|                   | ISO/TC 37/SC 4 (Language Resources Management)           |
| Interoperability: | ISO/IEC 19763 (Framework for Metamodel Interoperability) |
|                   | ISO/IEC 20944 (Interoperability and bindings)            |

We will also discuss other standards from ISO such as Data Categories (12620), Geographic Metadata (19115), and Topic Maps (13250), and standards from other standards development organizations such as RDF, OWL, and SKOS from W3C; CWM, SBVR, and ODM from OMG; and ebXML from OASIS.

### Who Should Attend

The conference will gather together standards developers, software developers, academics, and practitioners from the public and private sectors to demonstrate accomplishments and to discuss current and future efforts. Attendees will have interests in metadata management and the use of international standards relating to data and terminology, with some having specialties in areas such as data search/retrieval, web search, and corporate data management.

Information about the Open Forum, directions, information about the venue, and the program will be available on the conference web site: <http://metadataopenforum.org>. Registration will be opening soon, so please consult the web site periodically for registration options and pricing.

Contact

Conference Chair:

Daniel Gillman [Gillman.Daniel@bls.gov](mailto:Gillman.Daniel@bls.gov)

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## DAMA UK Elections 2007 Call for nominations

### Elections to the Committee – Call for nominations

The DAMA UK Committee currently consists of seven volunteers who fulfil various functions to ensure that the UK has a successful DAMA Chapter. Committee members are elected to fulfil two year appointments with the last elections being held in autumn 2005. Of the seven committee posts, one is for secretarial support provided by Sue Russell and this is not subject to the election process.

In the summer of this year we will hold an election to vote in a Committee to see us through to late 2009. We are therefore asking all DAMA UK members if they wish to volunteer to be a committee member. As DAMA UK is a registered company, the Committee are all Directors of the company and therefore have the associated responsibilities. Committee members will also require the support of their employer as no remuneration is made. Commitment is generally in the region of one or two hours a month, primarily consisting of a monthly teleconference. Further commitment is dependent upon individual committee roles. Please contact any of the current Committee members for more information on what we do.

DAMA International bylaws state that the Chapter President must have served as a committee member first. Therefore one of the current committee members must be elected to be Chapter President (so at least one committee member must stand for re-election). The remaining five positions are open to both current committee members and new volunteers.

We do not intend to ask for nominations for individual committee roles. The members will elect a President and a committee of five individuals with roles being assigned post-election.

The DAMA UK Committee should, if possible, be representative of industry in general. Therefore nominations from corporate members (and any associated companies) are restricted to no more than two individuals. For example, there are a number of MoD organisations that are members but we will only accept two nominations from across the MoD.

At this stage of the election process we require self-nomination from interested individuals. Any member interested in standing at the election should make themselves known to Sue Russell by **29<sup>th</sup> June 2007**.

## CDI/MDM - old wine in a new bottle? 6 December Hosted by Alliance & Leicester plc in Leicester

We are very pleased to announce the December event is being hosted by corporate members, Alliance & Leicester on Thursday, the 6<sup>th</sup>.

Many thanks to Alliance & Leicester for offering DAMA UK and our members this opportunity. As you can see from the title of this article - what is your opinion of CDI/MDM? If you think it is 'old wine in a new bottle' then feel free to voice your opinion by presenting at this conference.

Please send your ideas with a presentation title and outline to Sue at [sue.russell@damauk.org](mailto:sue.russell@damauk.org) and we will shortlist candidates. We will also need some information about you - full name, job title, photo and biography.

## New Members

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

### CORPORATE LEVEL

**AMT Sybex (upgrade)**  
**Network Rail**  
**IPL Information Processing Ltd**

### INDIVIDUAL LEVEL

**Bath University (I)**  
**British Airways (back on board)**  
**Oxford Database Design**  
**Experian**  
**Schlumberger Information Solutions**  
**Steria Ltd**  
**Ford**

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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## Call for 2007 EII Award Nominations

DAMA members

The IIC, a DAMA partner, has issued their call for nominations for their annual Information Integrity Award. They issue the award to any organization anywhere in the world. Last year, the awards ceremony took place in Chicago in September. Cathy Nolan, Kathy Sevier and I represented DAMA at the last ceremony (a very well organized "classy" event).

If you know of any organization that you feel deserves the recognition, please file the nomination in the name of DAMA and let Mark Drogos (at [vp\\_marketing@dama.org](mailto:vp_marketing@dama.org)) and David Drafner ([vp\\_industry\\_services@dama.org](mailto:vp_industry_services@dama.org)) know. They are our contacts with this organization (it is an alliance managed by Industry Services and based in Chicago, where Mark is located).

If you have any questions, please let me know by emailing Sue at [sue.russell@damauk.org](mailto:sue.russell@damauk.org). Your enquiries will be passed on to me.

Best regards,

Andres Perez

VP of Operations

DAMA International

## DAMA CBT Working Group

The group is meeting monthly and we are making steady progress along the two work streams of a questionnaire and working group sessions.

We now have outline plans for the working group session which is proposed for September and aim to present ideas under the headings of Organisation, People and Technology that may help to improve communication between business and IT.

The questionnaire is being drafted and we will be asking for input during the summer.

If you would like more information please contact [Sue.Russell@damauk.org](mailto:Sue.Russell@damauk.org).

## QUICK GUIDE EVENTS CALENDAR

**15 June 2007**

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

\* \* \* \* \*

**September**  
**Specialist Speaker/AGM/**  
**CBT Workshop**  
**London (TBC)**

\* \* \* \* \*

**6 December 2007**  
**CDI/MDM - old wine in a**  
**new bottle?**  
**Alliance & Leicester plc**  
**Leicester**

\* \* \* \* \*

**March 2007**  
**Data Quality**  
**Venue TBC**

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## DAMA INTERNATIONAL EUROPE CONFERENCE 2007

[www.irmuk.co.uk/dm2007](http://www.irmuk.co.uk/dm2007)

29 October – 1 November, 2007, London, UK



IRM UK have **extended the deadline for submissions** for our Annual Data Management and Information Quality Conferences to **26 April**. The event takes place in London from 29 October - 1 November 2007, incorporating the following three major conferences:

**DAMA International** Conference Europe 2007, chaired by John Schley, DAMA International

**Information Quality** Conference Europe 2007, chaired by Larry English, Information Impact International

**Meta Data Conference** Europe 2007, chaired by Rick van der Lans, R20 Consultancy

This year we are including an extra track concentrating on **Data Warehousing/Business Intelligence** and a call for papers has also been issued for this.

**To download the call for papers please visit** <http://www.irmuk.co.uk/dm2007/>

This is the 9th Annual event. In 2006 we attracted just under 300 attendees and this year we aim to break the 300 barrier. Making a submission is relatively easy - at this stage the main information that we would need is a suggested title of the presentation and 100 words including 3-5 bullet points summarising the proposed presentation. Please note that you are more than welcome to make more than one submission and you can make these across the various conferences. If you would like to make a submission/s please forward the details requested on the appropriate call for papers electronically to me by **26 April 2007** at the latest. **We are particularly interested in receiving submissions from user organisations. All selected speakers will be allowed to attend three days of the event free of charge.** Please note we are also looking for Keynote and Tutorial submissions.

I would also appreciate it if you could forward the attached call for papers to any colleague that you feel would be interested in submitting a paper. To give you an idea of the event structure you can view the 2006 programme at <http://www.irmuk.co.uk/dm2006>.

### The DAMA International Symposium & Wilshire Meta-data Conference 2007 - Martin Richley. Ministry of Defence

**This years DAMA International Symposium was held in Boston Massachusetts, during one of the coldest spells that the city has had with a record low of 5° Fahrenheit (-17° C). The temperature inside the conference centre however was welcoming, which made listening to and participating in the various sessions a very pleasant experience.**

The symposium followed the traditional formula of workshops, tutorials, conference sessions, tutorials interspersed with special interest groups and an extensive exhibition. For those of you who have attended the European DAMA Conference, you will be familiar with the number of threads running through out the conference, the International Symposium just has more of them, in total 7 per day, with 3 keynote speakers from famous speakers, namely Jill Dyche, *Baseline Consulting*, discussing **New Trends in Data Management**; Michael Hawley, founder *Friendly Planet* on **Bits & Pieces: Life-Altering Encounters with Technology** and finally but by no means least Dan Tapscott, *New Paradigm Constitution*, **Master Data Management Knowing and Computing with the Truth**.

The great difficulty with attending any DAMA conference is deciding what to attend.

For those into Enterprise Architecture, there was a set of sessions covering the Zachman Framework and its application, ably led by John Zachman and Stan Lock, for others one could choose between sessions on Aligning Data Management with Business, Business Intelligence & Data Warehousing, Data Integration, Data Quality, Data Strategy, Governance, Management and Communication Skills, Master Data, Metadata Management, Modelling, New Trends and Technologies, Repositories, Semantics and Ontologies, Service Oriented Architecture and Unstructured Data Management. To put it simply there was something for everyone!

As always with the social and networking aspects of the Symposium should not be forgotten with an Irish evening, the traditional Jam Session, a dessert reception for those with a sweet tooth and a hospitality session sponsored by EMC<sup>2</sup>.

If you have never been to an DAMA International Symposium then consider attending next year. It is excellent value for money and some sun and warmth in March 2008 will be worth looking forward to during a cold wet UK winter. The 20<sup>th</sup> Annual DAMA International Symposium is to be held in San Diego, California from 16 – 20 March 2008. More details can be found at [www.wilshireconferences.com](http://www.wilshireconferences.com)

### Metadata management solution from ASG / Sypherlink partnership helps streamline financial services companies

ASG, a worldwide enterprise software and professional services provider, and Sypherlink, the leading provider of automated data mapping software, have announced that their market-leading metadata management solution, ASG-Rochade Relationship Harvester™, has been selected and is being implemented by several leading financial services organisations. The solution gives these organisations increased business agility, compliance capability, and competitive edge. More information from [http://www.asg.com/newsroom/pr\\_details.asp?id=195](http://www.asg.com/newsroom/pr_details.asp?id=195)