



The premier organisation for  
data professionals in the UK

# DAMA UK Newsletter

## Summer 2009

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### DAMA UK ELECTIONS call for nominations

The DAMA UK Committee currently consists of eight 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 2007. Of the eight committee posts, one is for secretarial support provided by Sue Russell and this is not subject to the election process.

We are now holding elections to vote in a Committee to see us through to late 2011. 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 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. 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 15 September 2009.**

### DAMA UK Seminar - 1 October 2009 So how do we remain relevant?

What can data management professionals do to ensure their practices remain relevant in the current challenging business environment? Focussing in particular on raising the profile of data management and the benefits it brings to the business community. Cliff Longman from Adaptable Data is keynote speaker and will present in the morning session, the afternoon will be interactive with discussion, debate and group sessions.

There are only 40 places available so, if you have not already done so, please register as soon as you can. Registration begins at 9.30 and the day will close at 3.30, lunch and refreshments are included. Delegate fees are free for DAMA UK Members, £20 for BCS members and £40 all others

More information will follow in due course and joining instructions will be sent to those who register. Please contact [Sue](#) to register.



DAMA UK are pleased to announce Glue Ltd as Gold Sponsors for the 2009-2010 covering the next four DAMA UK events.

We would like to thank Glue for their support and commitment and look forward to working with them in the future.

### New Members

We are pleased to welcome new members

**Prashant Bhapkar**

And individual members from the following organisations

**Platon UK Ltd**

**Atos Origin**

**Directorate National Policing Improvement**

**Aston Martin Lagonda Ltd**

**Sevorg Computer Services Ltd**

**Ford Credit Europe**

# DAMA International News - Dagna Gaythorpe

## **DAMA DMBOK**

The DAMA Guide to the Data Management Body of Knowledge was launched at the conference in Tampa in April. It is available from Amazon UK (<http://www.amazon.co.uk>), along with the DAMA Dictionary of Data Management, or from the publisher (<http://www.technicspub.com>). Both are published on CD only, and Enterprise licences are available from the publisher. We are trying to arrange for the DMBOK to be available to DAMA UK members through a members-only area on our web site; we will let you know when we have any news about that.

## **DAMA INTERNATIONAL NEWS**

### **New chapter forming in Malta**

There will soon (we hope) be a DAMA chapter in Malta. Elizabeth Olivieri is leading the effort, which is at the 'planning an exploratory meeting' stage, so if you know any data managers in Malta who would like to get involved (and aren't already), please ask them to contact Dagna Gaythorpe ([dgaythorpe@seshat.com](mailto:dgaythorpe@seshat.com)), who will forward their details to Elizabeth.

### **New chapters in America**

DAMA International recently held a "DAMA Connections" event in Indianapolis, which has led to the formation of a new chapter there. The next connections event will be in Dallas, and there is interest from Miami. So far, none are planned outside the US.

### **New "Information Management Metamodel" presented to the OMG**

In June a team of experts presented to the Architecture Board of the Object Management Group (OMG) a specification for an "Information Management Metamodel" standard. Designed to be the successor to the OMG's "Common Warehouse Metamodel," this submission is organized in terms of the "Data" column of *The Zachman Framework*™. The "architect's view" contains a metamodel of entity/relationship modeling, and the "designer's view" contains metamodels of relational database design, XML Schema, and the Lightweight Directory Access Protocol.

All of these are linked to a "Core model" which can then be used to convert a model in one form to a model in a different form.

DAMA's representative to this project has been David Hay, Manager of Information Strategy and Architecture with Capgemini Financial Services USA.

In addition to guiding the overall structure of the IMM document, his contributions for DAMA included:

- An introduction to metadata and to the submission document.
- An architect's view metamodel of entity/relationship modeling.
- An architect's view metamodel of relational design.

The architect's view presentations of these models are what the OMG's "Model-Driven Architecture" calls "technology independent." They are designed to be read and understood by professionals. This is by virtue of both the way each overall model is broken up and the textual descriptions that accompany them.

These models are derived from portions of Mr. Hay's book *Data Model Patterns: A Metadata Map*. [Morgan Kaufmann, 2006]

The submission document also includes normative, technology-specific models that are derived from Mr. Hay's models but that can directly be used by software developers. It also includes platform specific models of XML Schema and the Lightweight Directory Access Protocol.

Mr. Hay also wrote:

- A section on how to use a conceptual entity/relationship model as the basis for designing a relational database, and
- An appendix that describes the transformation from the structured English statements produced in response to the OMG specification, the "Semantics of Business Vocabulary and Business Rules" to a conceptual entity/relationship model. The latter includes constraints on role names developed by Harry Ellis and Richard Barker. These produce assertions in the entity/relationship model that map nicely to the assertions of SBVR.

His most original contribution to the effort, however, was his recognition of specific things that could be done to constrain UML so that it can be used as a conceptual entity/relationship-modeling notation. This has been written up in the Data Administration Newsletter ([www.TDAN.com/view-special-features/8457](http://www.TDAN.com/view-special-features/8457), [www.TDAN.com/view-articles/8589](http://www.TDAN.com/view-articles/8589), [www.TDAN.com/view-articles/8914](http://www.TDAN.com/view-articles/8914), [www.TDAN.com/view-articles/9219](http://www.TDAN.com/view-articles/9219)).

## **TRANSLATION OF THE ENGLISH NAMES INTO OMG ACRONYMS**

Object Management Group	OMG
Information Management Metadata	IMM
Common Warehouse Metamodel	CWM
Semantics of Business Vocabulary and (Business) Rules	SBVR
Lightweight Directory Access Protocol	LDAP
Technology Independent Model	TIM
Technology Specific Model	TSM

# News

## Zachman Certification

The much awaited [Zachman Certification](#) is now available in the UK, through [IRM UK](#).  
For the first time in the UK, you can now become Zachman Certified™ - Level I.

Practical in its design, the [Zachman Certified™ courses](#) gives today's Enterprise Architects the opportunity to strengthen their skills as well as broaden their understanding of industry trends and the use of *The Zachman Framework™*. Certification requires taking the necessary *Zachman* courses:

[Zachman Enterprise Architecture MasterClass™ Part 1: Framework Fundamentals](#),  
[Zachman Enterprise Architecture MasterClass™ Part 2: Implementation Strategy Examples](#)  
[Zachman Enterprise Modelling Workshop](#).

Upon completion of all three courses, delegates are then required to take the *Zachman Enterprise Architecture Examination*, which then leads to *Zachman Certification*. Delegates who have attended both **Zachman Enterprise Architecture Masterclass™ Part 1: Framework Fundamentals** and **Zachman Enterprise Architecture Masterclass™ Part 2: Implementation Strategies**, since January 2000, are only required to take the **Enterprise Modelling Workshop** and passing the examination in order to be **Zachman Certified™**.

[Zachman Enterprise Architecture MasterClass™ Part 1: Framework Fundamentals](#)  
**6-7 October 2009, London**

Taught by John A. Zachman, the objective of this two-day course is to build an understanding of the concepts of Enterprise Architecture and develop a sense of urgency for implementing those concepts in a modern enterprise. Enterprise Architecture is fundamental for enabling an enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the information age environment. It not only constitutes a baseline for managing change, but also provides the mechanism by which the reality of the enterprise and its systems can be aligned with management intentions.

[Zachman Enterprise Architecture MasterClass™ Part 2: Enterprise Implementation Strategy Examples](#)  
**8-9 October 2009, London**

Taught by Stan Locke, this course explores how to strategically implement Enterprise Architecture. It will look at how to bring together two apparently opposing conditions – the short term need to deliver a solution on time and within budget, and the long term adaptability requirements of the enterprise. The course examines the underlying constructs of *The Zachman Framework™* and the implications of "Thinking *Zachman*" to give a more balanced view of the entire enterprise. Given that "architecting" an Enterprise is fundamental to the ongoing success of an organization, this course has attempted to bring real world examples of what to do and not to do. The blending of consulting situations with the theory of the *Zachman* approach yields a most interesting set of practical guideposts to those working on engineering the enterprise.

[Zachman Enterprise Modelling Workshop and Certification](#)  
**5-7 October 2009, London**

This workshop, taught by Stan Locke, is designed to bridge the gap between the conceptual and the practical. The concepts presented in the MasterClass provide the bedrock for understanding Enterprise Architecture and *The Zachman Framework™*, however the catalyst for bringing these concepts together is application, project and solution. The modelling workshop is designed for just that - applied knowledge. For instance, it's great to know that a Primitive model of the Enterprise exists, but what does one look like and how do you build one? How do you use a Primitive Model, derive Composite models and then ultimately manage your Enterprise with them? These are the issues that have plagued management for years, and these are the issues we will address in this workshop.

For more detailed information on becoming a Level I Zachman Certified™ - Enterprise Architect, please [click here](#)  
**DAMA UK members are entitled to a 10 per cent discount.**

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**Debtors - we are still waiting for overdue membership fees to be paid. We would be very grateful if the guilty parties could clear their accounts asap!**



3 co-located conferences on Data Management, Information Quality and Data Warehouse & Business Intelligence

Choose from 6 conference tracks and 12 pre-conference tutorials Topics include:

- Information Quality
- Data Integration
- Data Modelling
- DW 2.0
- Data Quality
- Cloud Computing
- Master Data Management
- IT Project Management
- Data Warehousing Lifecycle Management (DWLM)
- Open Source
- Data Classifications
- Business Intelligence
- Structured Assurance Case Model
- Metadata
- Data Delivery Platform
- End User Computing
- Information Stewardship
- Data Governance
- Enterprise Architecture
- Data Management Service
- Information Strategy
- Unstructured Data
- Data Mining
- Crowdsourcing
- Data Vault Modelling
- Metrics for DM
- SOA
- Social Networking
- ERP
- Mashups and Portals
- Business Processes
- Data Search
- Future Trends

**2-4 November 2009**  
**London, UK**  
[Park Plaza Victoria](#)



Group Booking Discounts are Available. Delegates have the option of attending 1, 2 or 3 days of the event All delegates will receive a CD Rom containing all tutorial and conference presentations from the entire event Learn from leading practitioners, gain fresh insight and inspiration and network with your peers During the two conference days there will be an exhibition featuring the foremost vendors in Data Management, Information Quality and DW/BI.

Look out for discounts for DAMA UK members and join us at the drinks reception on 3 November (TBC)

# Discounted Data Management, Data Modelling and Business Analysis Training

Stehle Associates has a "Principles of Data Management" course in London on 21-24 September that is currently undersubscribed and to avoid cancelling it they are prepared to offer a special 15% discount to DAMA UK members who wish to join the course. On the last afternoon delegates can take the Data Management Essentials Examination of the Information Systems Examination Board (ISEB) of the British Computer Society (BCS). Details of the course are at [http://www.stehle.co.uk/Course\\_descs\\_2009/pdmiseb.htm](http://www.stehle.co.uk/Course_descs_2009/pdmiseb.htm).

Stehle Associates has also recently added "Data Modelling" courses to its public course schedule, which also includes a full range of Business Analysis courses. Details are at <http://www.stehle.co.uk/sched.htm>. Stehle Associates offer a standard 10% discount on all their public Data Management, Data Modelling and Business Analysis courses to DAMA UK members.



**Enterprise Data World**  
SAN FRANCISCO, CALIFORNIA  
March 14-18, 2010

EXPLORE LEARN GROW

## The Enterprise Data Conference wants you! Submit your Case Study by September 11th

A critical component of the [Enterprise Data World](#) is the learning that occurs when peers collaborate over shared problems. This is only possible because each year, DM practitioners from a wide array of organizations step up and share their stories, best practices, and lessons learned. The Call for Presentations for the 2010 Conference is open through September 11th.

The Conference takes place March 14-18, 2009 in San Francisco. We hope that you will take this opportunity to share your knowledge and experience with your peers. If selected, you get free registration at the conference and a snazzy "speaker" ribbon for your badge.

More detailed information about the CFP can be found [here](#). Questions? Give us a call or send us an email, we're happy to help.

We're especially interested in presentations:

- \* That focus on the practical, nuts-and-bolts of starting an implementing your project
- \* With both the business and technical perspective included (maybe even co-presented)
- \* About measuring ROI and securing management support
- \* Dealing with regulatory, compliance and policy requirements in major industries
- \* "How we overcame challenge X"

Thanks and we look forward to hearing from you!

Tony Shaw + Maya Stoskopf  
Wilshire Conferences, Inc.  
&  
Cathy Nolan  
DAMA International



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**SPONSORSHIP AND EXHIBIT** opportunities are also available. Please contact Cristina Lim at 310-337-2616 x103 or [cristina@wilshireconferences.com](mailto:cristina@wilshireconferences.com).

### ADD YOURSELF TO OUR MAILING LIST:

If you are not interested in submitting a paper now, but would like to receive information about future data management educational events please [CLICK HERE](#) or visit <http://www.wilshireconferences.com/inquiry.htm>.

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