



# DAMA UK Newsletter December 2007

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## DAMA Europe Conference Trip Report Dagna Gaythorpe - DAMA UK Committee Member

Autumn – Hallowe'en, dark evenings, Christmas decorations *already* going up – and the DAMA European conference. The big problem with the conference is the lack of a time machine (or cloning booth among the exhibits), so I know I missed some excellent presentations. But I got to go to some, as well; in fact, there was only one I regretted going to. Not bad in four days. These were the (official) highlights...

On Monday morning, I went to hear Graham Witt on "Effective Database Delivery from Requirements to Data Modelling and Beyond". I wasn't intending to go to that one, as it sounded like it covered ground I already knew, but Graham has a tendency to come up with things I haven't thought of, so I went. This was a good decision – I will start recording requirements against the areas of the model that fill them (and the areas of the model against the requirements) now, rather than working it out on the fly when someone asks me (so there will be yet another section or document floating around the Statement of Requirements). And I will be getting his slides out again next time I need to explain Domains to someone. (One of the measures of a conference is how many of the presentations have something in that you go back to, to show people later. This conference was extremely good by that measure).

Monday afternoon was another half-day tutorial, this time with Daniel Moody. He was presenting the scientific, empirically tested, ways of improving the way models are laid out and presented, so as to improve their readability and comprehension. I strongly recommend this one to anyone who has the chance to see it, and a lot of the things he said are now finding their way into the data modelling standards at my current client. (If I get the chance, I would like to see him for a full day.)

Tuesday high (and low) points: I went to hear David Plotkin on "What banks need to know – using Metadata from Basel II compliance". This was another great session – I believe it was the best I have seen so far on Basel II, as it was a practical guide to what needs to be done, rather than a description of the requirements. After lunch, there was the Meta Data Keynote, given by Aaron Zornes on "Milestones on the MDM Roadmap for 2008-9". This is the one I regretted going to – it seemed to be pitched at people who were experts in the field, the slides were black text on a shaded grey background (so not that easy to read), and I just didn't find him an engaging speaker. I did find out that MDM is basically an update of the CRUD concept (surely a huge simplification? Or is it – there is a DAMA UK day in December where people may have more to say about that). He also told us that we are currently in the third generation of MDM, which involves Data Hubs, and that the fourth generation will be Process Hubs. And that since SAP and Oracle have both adopted an MDM-based architecture, it will affect us all. But after that, I gave up and departed quietly (I was right at the back) and chatted to a few people in the exhibition until it was time for the next talk. Which was Graham Witt again, on "What makes a good data model? Data model quality criteria". This wasn't so much about quality as a checklist of the things that need to be checked before you hand the model over for review. It will be very useful for handing to junior modellers for them to apply to their models.

Having developed a jaundiced view of keynotes, I didn't bother with the one on Wednesday morning. From what I heard about it, that was a mistake – I was told that it was interesting and worth going to. I did go to hear Alec Sharp on "5 techniques for getting traction with data modelling"; he is another speaker who is always worth hearing, and this was well up to his usual high standard. I made a note that "there are parallels between being a user and starting counselling – reassurance is needed that it won't hurt, it won't last forever, and they won't get laughed at." The last session of the morning was one of the toughest choices – I really wanted to hear Peter Aiken an "Corporate Data Mashups", but Graham Witt's "Structured Business Vocabularies" was directly relevant to the work I am doing at the moment. (As you have probably realised by now, Mr Witt is one of my personal favourite speakers – I have never heard him speak without learning something new and/or having an existing idea challenged). I was speaking on Wednesday afternoon, so spent the session after lunch going through Corporate Data Models with someone who wanted to know but couldn't get to my presentation, then went and picked the brains of one of the guys on the Informatica stand (and found out some things I need to know), saw a demo of ER/Studio. Then I sat quietly in the lobby and thought about what I wanted to say. Including the bit that I decided (at about 6 am) to add if I had time (which, as it turned out, I did).

I have already mentioned Alec Sharp. On Thursday, he was doing an Advanced Data Modelling tutorial. I suspect (based on looking at the lists of contents) that all basic data modelling courses are pretty similar. They have to be, since they have to get through a lot of the same stuff. Advanced Data Modelling courses are very different, though – they reflect the concerns and expertise of the teacher. So even if you have done one, it is worth going to another; Alec's area of concern is engaging the business people and explaining things to them (which includes not using the terms 'meta data' or 'data model'), and it was a very informative day, and well worth going to. I will be following up on his recommendation to investigate the work of Richard Snodgrass of the University of Arizona, on Temporal Databases. I would like to do Alec's full course some time. And not just because I would like a trip to Canada!

The unofficial highlights (that is, the bits where no-one was taking notes) were things like: meeting up with people I only see at this conference (or the US one); getting to know some new people; going out for dinner with people from various other DAMA chapters (although I got some actions from that one – one of the perils of DAMA conferences); and having a cool hotel room (the rooms at the Park Plaza are notoriously oven-like, but with the air conditioning turned off and the window open, I was fine).

I had a great time at the conference, but I did notice that none of the speakers I saw were European. (Daniel Moody may be based in The Netherlands, but he is Australian). One of the good things about this conference is the access to speakers from all over the world, but the organisers do want more European speakers – they don't want it to be simply a subset of the US conference. So if you have something to say, for an hour or half a day (or even a full day), then please consider submitting next year. (And if you want to practice on a local audience first, then we are always on the lookout for speakers for the DAMA UK days.)



## OMG – Developing a Data Modelling Notation for the UML

The OMG are updating the Common Warehouse Metamodel (CWM), and renaming it as the Information Management Metamodel (IMM). Part of the new metamodel will be a data modelling notation, and so DAMA-I are getting involved, because if this happens, then with the strength of force pushing behind UML, it will become the de facto notation. So we want to try to make it a good one. (And save people from the frustrations of trying to use class diagram notation for data models.) So far, we are in contact with Harsh Sharma (the co-chair of the group), and there is a wiki at <http://www.omgwiki.org/imm/doku.php> which gives some information. There isn't much to report yet – further updates in future newsletters, if anything happens! (What a cliffhanger of an ending!)



### New Members

**DAMA UK extend a warm welcome to new members**

**Corporate**  
Ministry of Defence  
Ford Credit Europe(upgrade)

**Individual**  
West Sussex County Council

### Committee News

**DAMA UK** are pleased to inform members and readers that we now have two new committee members.

Lee Edwards from Ford Credit Europe and Chris Maynard of Information Transformation.

We would like to thank both for joining the committee; we value any help we can get and would like to reiterate that all help, no matter how small is welcomed.

### DAMA UK Events

**6 December 2007**  
**MDM - Is this old wine in a new bottle?**  
Hosted by  
**Alliance & Leicester**  
**Leicester**

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**8 April 2008**  
**Education & Training**  
Hosted by Cardiff  
**University Cardiff School**  
**of Computer Science**

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**12 June 2008**  
**Joint BCS/DAMA UK Event**  
**BCS Southampton Street**  
**London**

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**Specialist Speaker, AGM & CBT Workshop**  
**Date and Venue TBC**

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**October/November 2008**  
**DAMA UK host the**  
**European 3 in 1**  
**Conference**  
**At the**  
**Victoria Park Plaza**  
**London**

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**December 2008**  
**Date, Venue & Topic TBC**



### Complimentary

### Master Data Management Readiness Kit

Master data management is an initiative which encompasses a mixture of technologies and products, participation from all aspects of a business and process evaluation. To help you to anticipate the challenges - and find appropriate resources when launching critical, enterprise-wide data initiatives, Trillium Software is offering DAMA UK members a complimentary Master Data Management Readiness Kit that includes:

- The exclusive *Gartner Magic Quadrant for Data Quality Tools Report 2007*
- Data quality in an MDM ecosystem
- Guide for data-intensive projects
- How data profiling saves companies millions
- Data quality connector for SAP
- Data quality connector for Oracle
- Your MDM planning checklist

While the materials may be read in any order we recommend saving the planning checklist for last. After you've read the report, white papers and data sheets, the planning checklist can help you apply what you've learned about MDM in general to the specific needs of your organisation.

Click here to download your complimentary copy. <http://mdm.trilliumsoftware.com>

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# Upcoming Conferences and Events 2008

## Upcoming conferences:

There have been quite a few conferences announced recently. These are extracts from the Call for Papers and announcements.

### Call for Papers

#### Enterprise Architecture Conference, taking place in London from 9-11 June 2008



From Jeremy Hall ([Jeremy@irmuk.co.uk](mailto:Jeremy@irmuk.co.uk))

This is the 9th Annual event. In 2007 we attracted over 250 attendees and we are aiming to beat this in 2008. Making a submission is relatively easy - at this stage the main information that we would need is a suggested title of the presentation and 120 word description including 3-5 bullet points summarising the proposed presentation. Please note that you are more than welcome to make more than one submission - we are also looking for keynote and pre-conference tutorial submissions.

If you would like to make a submission/s please forward the details requested on the appropriate call for papers electronically to Jeremy Hall by **7 December 2007** at the latest. **Please note this deadline will not be extended.** 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. We would require the final presentation roughly 5 weeks before the event.

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### Early Announcement

#### Canadian DAMA-I conference

Wilshire Conferences and DAMA International are coming to Canada

We are proud to announce a Regional Data Management Conference to be held in Toronto, Canada June 18-20, 2008 at the Hilton Toronto.

Jointly sponsored by Wilshire Conferences and DAMA International, the conference will feature three days of workshops, speakers, and vendor presentations with the latest data management techniques, tools, and processes. Plan now to join us for an informative 3 days in an exciting, vibrant city.

More information and call for presentations will be published soon.

Dama website: <http://www.dama.org/public/pages/index.cfm?pageid=1>

Wilshire conferences website: <http://www.wilshireconferences.com/>



#### DAMA International Symposium and Wilshire Metadata Conference

Advance notice of the programme is at:

[PRELIMINARY PROGRAM - 2008 DAMA + Wilshire Conference](#)

Please be aware there will be changes to this agenda. There may also be some sessions which have incomplete descriptions and session titles (yes, we know that from a data quality perspective it's imperfect!). Future changes will involve the addition of MORE sessions, rather than changes to the sessions already listed. Some speakers are still confirming their schedules and we will add them to the agenda when they do so. We expect the program to be fully confirmed within the next 7-10 days

**REGISTRATION IS NOW OPEN** For those who wish to register immediately, you may do so now. Special "Extra Earlybird" pricing is available for paid registrations made prior to December 21, 2007. DAMA UK members are entitled to a 10% discount.

The conference will be held at the Sheraton San Diego Hotel and Marina in San Diego, California. Hotel and travel details are also provided on the conference web site.

All other questions regarding the conference may be directed to Wilshire Conferences at (310) 477-4475 x103 or at [info@wilshireconferences.com](mailto:info@wilshireconferences.com).

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# Upcoming Conferences and Events 2008

## [Data Governance Conference Europe 2008](#)

4-6 February 2008, London

Early Bird Booking Discount Offer Ends 30 November

Data Governance has emerged as a new discipline in response to both regulatory requirements as well as business necessity. IRM UK, in association with Wilshire Conferences and DebTech International are pleased to announce the [First Annual Data Governance Conference](#)

The emphasis of the conference will be on practical approaches and success stories. Highlights of the conference include:

- 5 pre-conference tutorials and 3 conference tracks
- Opportunity to learn from the success and failures from other organisations
- Case studies include:
  - World Bank
  - Barclays Bank
  - BT
  - Nestlé
  - Pfizer
  - Reuters
  - Transport for London
  - Bank of Montreal
  - JohnsonDiversey
  - Wells Fargo Bank
  - Grundfos
  - DSB
- Topics include:
  - Data Governance basics
  - How to get started in Data Governance
  - Real life success stories
  - Data Stewardship
  - MDM and Governance
  - Privacy
  - Data Protection
  - Best practices in Data Governance
  - Tips on improving communications in Data Governance
  - Business Intelligence and Data Governance
  - Data Governance frameworks, maturity models and methodologies
  - How to deal with change, cultural and political issues
  - Data Governance roles and responsibilities
  - Pitfalls to avoid in Data Governance initiatives



Please note that DAMA UK members are entitled to a 10% discount - on registering, please make it known that you are a member.

Register with IRM UK only.

**Group Discounts available for 2+ registrations**

**Register by 30 November and save up to £150**

For registration information including group booking discounts, discounted hotel information, or to see a full conference programme please visit the [conference website](#), or the [www.irmuk.co.uk](http://www.irmuk.co.uk) or call +44 (0) 20 8866 8366 or email [customerservice@irmuk.co.uk](mailto:customerservice@irmuk.co.uk)

**Vendor opportunities are available.**

If you have a article or information that may be of interest to DAMA UK members and readers, please send it, with graphics to [sue.russell@damauk.org](mailto:sue.russell@damauk.org), for approval by the DAMA UK committee. Deadline for the next issue is 31 January 2008. We look forward to hearing from you.

## CBT Working Group

October 2007

The afternoon at the September event was run by the working group looking at ways to improve Communication between Business and IT. Three sessions were presented under the headings of Organisation, People and Technology.

The Organisation session by Nigel Turner from BT detailed how corporate structures may successfully be used to bring proper focus and resource to understanding and correcting data issues where a business case is justified.

Paul Mead facilitated a workshop to demonstrate and try out a technique to assist with managing challenging relationships for the People session. This was different from the norm in that everyone participated in an exercise.

Technology was covered by Keith Hawker with a very interesting introduction to the possibilities opened up via the Semantic Web and how this may change the landscape for Data Management professionals.

The sessions were well received and our thanks are offered to all three speakers for sharing their expertise.

The survey is now ready and your input is requested. Please copy and paste the link below to your browser and complete the survey. Thank you in anticipation.

[http://www.surveymonkey.com/s.aspx?sm=RHMw\\_2fRTytw\\_2fV81uVWgAvDw\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=RHMw_2fRTytw_2fV81uVWgAvDw_3d_3d)



## Real-World Decision Support

Have you ever thought of writing for an online publication? Have you written for *Real World Decision Support* in the past and would like to contribute again?

I am the new editor-in-chief of *RealWorld Decision Support*, and would like to invite you to contribute an article for the next issue.

*Real-World Decision Support*

is an electronic newsletter dedicated to providing informative, vendor-neutral, real-world solutions to the challenges of implementing decision support / data warehousing systems, meta data management, information management and governance initiatives. The journal is released quarterly: Jan 1, Apr 1, Jul 1, Sept 1. Articles must be received by the 15th of the month preceding publication.

Articles addressing concepts and organizational issues as well as technical and implementation solutions are acceptable.

So, if you are interested in writing and in receiving more exposure for your experiences and new ideas, please send an email message to me, Anne Marie Smith, at [editor@realworlddecisionsupport.com](mailto:editor@realworlddecisionsupport.com) Articles for the January 1 issue are due to me no later than December 15.

Please visit [http://www.ewsolutions.com/resource-center/rwds\\_folder](http://www.ewsolutions.com/resource-center/rwds_folder) for a copy of the Writers' Guidelines from the *Real World Decision Support* website. We can't guarantee we'll publish every submission, but we promise to consider every contribution.

Please feel free to send this invitation to colleagues who may be interested in writing for *Real World Decision Support* as well. Thanks!

Finally, please visit [http://www.ewsolutions.com/resource-center/rwds\\_folder](http://www.ewsolutions.com/resource-center/rwds_folder) to review past issues of RWDS, to register to receive future issues, and to explore the white papers and other materials that may be of interest.

Sincerely

Anne Marie Smith, Ph.D.

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