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Europe's Most Authoritative Data Management and Information Quality Conferences

29-31 October 2001 • Thistle Tower Hotel, London, UK

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Three Great Conferences in One!



META 2
DATA 0
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Conference 1



The Challenges Facing
Data Resource Management

Select from over 40 sessions & tutorials covering:

- Meta Data • Information Quality • XML • Enterprise Architecture • Zachman Framework • Data Modelling and Administration • Data Warehouse • Information Architecture • UML • Repositories • Enterprise Application Integration • Knowledge Management • Business Intelligence • Data Quality • Data Stewardship • Business Rules • Data Integration • Data Resource Quality • Web Enabled Data Management • E-Commerce • Legacy Systems • Rules Engine • Future Trends And More!

Case studies include:

- British Telecom • Prudential • One2One • Reuters Asia Pte Ltd • Motorola • European Court of Human Rights • Ministry of Defence • ITNET • Union Pacific Railway • Nekema.com • Step Change Training

Featured speakers include:



Larry P. English
President
Information Impact
International, Inc



Michael Brackett
President
DAMA International



Rosemary Rock-Evans
Consultant
RRE Associates



John A. Zachman
President
Zachman International



Ho-Chun Ho
Director of Technology
Nekema.com



Kathy Hunter
Manager, Information
Quality
One2One



Arvind Shah
Managing Principal
Performance
Development Corporation



David Hay
President
Essential Strategies

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Dear Colleague,

The success of last year's two co-located conferences, Meta Data Europe and DAMA International's first European conference, has encouraged us to grow both conferences and expand the event further by also co-locating them with our very popular Information Quality Conference. On 29-31 October, you will be able to choose from over 40 sessions and tutorials on the subjects of meta data, information quality and data resource management.

The conferences feature a selection of international speakers from all over the world with a proven reputation both for their ability to inform and educate, but also to entertain. We have carefully chosen our speakers so that they include both a mixture of end-user speakers, vendors and consultants.

Case studies will include: Prudential, Agilent Technologies, European Court of Human Rights, One2One, Motorola, British Telecommunications, Reuters, The Ministry of Defence, ITNet and Union Pacific Railway.

The Meta Data Management Conference will cover the practicalities of meta data management. It has been organised around the following key themes: Cost justifying meta data management/ROI/successfully implementing meta data management
Meta model standards – particularly XML and meta data repository standards
Integration – EAI, ETL, B2B communication, mergers and acquisitions, C2B and e-commerce as well as integration of tools and repositories.

The Information Quality Conference Europe 2001 is now in its 4th year. If you care about your customers who suffer from non-quality information and if you do not like to see people and money resources wasted on information scrap and re-work when they could do things that add value, do not miss THE Information Quality event of the year. Here is another opportunity for you to listen to the 'Father' of Information Quality Management. Larry P. English will be chairing the conference and will also be presenting a full day tutorial on the ABCs of Information Quality. He will also be presenting a keynote.

The theme of this year's DAMA International European Conference is 'The Challenges Facing Data Resource Management.' The data resource is the foundation for providing information to the business activities of public and private sector organisations. Proper management of that critical resource is mandatory for an organisation to be fully successful. Hence, the management of data is evolving from a concept of administering the data to a concept of managing a quality data resource that supports a rapidly changing, intelligent, learning organisation. It is evolving towards a recognised professional discipline that directly supports business activities.

The DAMA Conference has been expanded to two tracks to offer delegates a total of four conference tracks containing a wide variety of topics to choose from. This increased scope makes this Event Europe's premier conference for data management and information quality. The emphasis for all conferences is on lessons learned, success stories, and viable approaches to professional data resource management.

John Zachman, 'Father' of the Enterprise Architecture framework, will also be presenting a full day's tutorial on Enterprise Architecture.

Don't forget that this event provides you with the ideal forum to meet not just the speakers in your area of interest, but also other delegates with their own problems, experiences and solutions as well as solution providers.

Finally, a big thank you to our conference chairs, Larry P. English, Michael Brackett and Rosemary Rock-Evans, for working so hard to provide us with this, Europe's most authoritative and exciting event of the year. We look forward to welcoming you in London in October. Chairs' welcomes and introductory paragraphs can be found on the conference website.

Jeremy Hall
Managing Director
IRM UK Strategic IT Training Ltd

ps Select from over 40 sessions across ALL tutorials and conferences.

META 2
DATA 0
Europe 0
Conference 1

29 October 2001 Tutorial Day & Exhibits

META DATA TUTORIAL

09:00-17:30 FULL DAY
Meta Data Fundamentals
Peter Aiken
Institute for Data Research

10:30-11:00 Break and Exhibit
12:30-14:00 Lunch and Exhibit
15:30-16:00 Break and Exhibit
17:30-19:00 Cocktail Party & Exhibit
17:50-18:20 Perspective Session Track 1 MetaMatrix: The first

30 October 2001 Conference Day 1 & Exhibit

META DATA CONFERENCE

09:00-09:30 Joint Chair Introduction
09:30-10:30 KEYNOTE
10:30-11:00 Break & Exhibit
11:00-12:00 Meta Data Repository – How to Sell to Management and Deliver the Promise
Arvind Shah
Performance Development Corp
12:00-13:30 Lunch & Exhibit
12:50-13:20 Perspective Session Track 1 Computer Associates
13:30-14:30 Benefits and Problems of XML Related Standards
Pete Rivett
Adaptive Ltd
14:35-15:35 A Meta Data Driven Approach to Data Integration for E-Commerce
Gareth Bevan
Quillion Ltd
15:35-16:05 Break & Exhibit
16:05-17:05 Meta Data as an EAI Enabler
Rosemary Rock-Evans
RRE Associates
17:05-18:45 Cocktail Party & Exhibit
17:30-18:00 Perspective Session Track 1 Ascential Software
18:05-18:35 Perspective Session Track 1 Tools and techniques

31 October 2001 Conference Day 2

META DATA CONFERENCE

09:00-10:00 KEYNOTE
10:15-11:15 Success Story: Meta data use in the context of the European Court of Human Rights CMI (Court Management Information) system
John Hunter
European Court of Human Rights
11:20-12:20 Success Story: Making Meta Data a Top Corporate Priority
Patricia Graham
Prudential
13:20-14:20 KEYNOTE
14:25-15:25 Meta Data Strategies for the New Millennium Level
Derek Shaw
Computer Associates
15:40-16:40 A Success Story – Global Customer Data Architecture, Meta Data Definition and Implementation
Barbara Peterson
Agilent Technologies
16:40-17:10 Q & A SESSION PLUS CONFERENCE CHAIR WRAP UP

“ An excellent, well-conducted, intensive conference with some of the leading lights of the Meta Data Industry ”

IQ TUTORIALS

09:00-17:30 FULL DAY
ABCs of Information Quality
Larry P. English
INFORMATION IMPACT International

09:00-17:30 FULL DAY
Data Stewardship: A Framework for Achieving & Maintaining Data Integrity in the DW
Mark Johnson
InER-G Solutions Ltd

DAMA TUTORIALS

09:00-17:30 FULL DAY
Enterprise Architecture
John Zachman
Zachman International

09:00-12:30 HALF DAY
Value-Added Attribute Modelling
Graham Witt
Simsion Bowles & Associates

14:00-17:30 HALF DAY
Data Modelling Contentious Issues
Karen Lopez
Infoadvisors

09:00-12:30 HALF DAY
The Ten Best Ways to Achieve Data Resource Quality

Michael Brackett
DAMA International & Data Resource Design and Remodelling

14:00-17:30 HALF DAY
The Semantic Integration of Data from Multiple Sources into a Common Database
Michael Scofield
Experian

Java based MOF compliant MetaData Repository and Retrieval Engine, *David Penney, CTO, MetaMatrix Europe Track 2 Reuters*

IQ CONFERENCE

Storm on the Horizon for Meta Data Management • Ho-Chun Ho, *Nekema.com*

Using the EFQM Excellence Model to Improve Information Management Quality
Peter Molloy
ITNET

Track 2 Fact vs Fiction – a practical guide to delivering the promise of enterprise data quality, *Tom Scampion, Vice President – Europe, Trillium Software*
Key Customer Information & The Data Quality Dilemma
Trevor Richards
Interact Management Consultants
DATA: The Hidden Catalyst
Karen Clarke
PricewaterhouseCoopers

How to Choose and Use DQ Tools to Help your Business Win!
John Hodges
British Telecom

Track 2 Adaptive
for high quality data integration, *Tony Rodriguez, CEO, Avellino*

DAMA CONFERENCE TRACK 1

Data Architecture On A Shoestring
Becky Kirkpatrick
Union Pacific Railway

Cleaning up the Legacy Portfolio
Bjorn R. Solstad
Cap Gemini Ernst & Young
Practical International Data Management
Graham Rhind
GRC Database Information

Data Management in the Real World
Mark Thurlow
Army Data Services, Ministry of Defence

18:45-19:30 • DAMA UK Meeting

DAMA CONFERENCE TRACK 2

The Associative Model of Data
Simon Williams
Lazy Software

Modelling the Data Warehouse Using UML
Davor Gornik
Rational Software
Conceptual Modelling Of Web Applications
Prof Dr Oscar Pastor
Valencia University Of Technology

Data Modelling Techniques Panel
Davor Gornik, *Rational Software*
Graham Witt, *Simsion Bowles and Associates*
Dave Hay, *Essential Strategies*

IQ CONFERENCE

Data Quality is NOT the Goal – The Goal is Wisdom: Lessons (That Should Be) Learned From IT Failures • Larry P. English, *III*

A Practical Guide to Running an Information Quality Project
Kathy Hunter
One2One

Implementing Quality in the Call Centre. Which Standard is Right For You?
Peter Gosztonyi
Zanka Consulting

The Future Of Data Resource Management • Michael Brackett, *DAMA International*

Metrics, A Key Success Factor for IQ

Don Carlson
Motorola
Culture Change for Customer Relationship Management
Jane Hooper
StepChange Training

Q & A SESSION PLUS CONFERENCE CHAIR WRAP UP

DAMA CONFERENCE TRACK 1

Building a Rule Driven Application – Effective Orchestration of Rules Engine, Work Flows and Data Architecture
Ho-Chun Ho
Nekema.com
XML: Its Impact on Data Management, Administration and Architecture
Peter Aiken
Institute for Data Research

Advanced Data Modelling Patterns

Dave Hay
Essential Strategies
Online Multilingual Meta & Knowledge Management
Stephan Stadelmann
Reuters Asia Pte Ltd

Q & A SESSION PLUS CONFERENCE CHAIR WRAP UP

DAMA CONFERENCE TRACK 2

Changing the Culture of the IT/IS Function
Arvind Shah
Performance Development Corp

Underpinning Business Rules and the Data Model with a Concepts Catalog
Donald Chapin
Business Semantics Ltd

Managing Reference Data at the Enterprise

Malcolm Chisholm
Deloitte and Touche
Certifications and Designations for Data Management Professionals
Karen Lopez
Infoadvisors

“The whole conference has fired me up and given me the knowledge and tools with which to develop IQ.”

“Outstanding Conference. Topics well presented in a logical sequence. Thank goodness, at last, a well-planned conference.”

“A reassuring reinforcement of my current understanding plus plenty of new things to think about.”

META DATA

Full Day Tutorial 9:00-17:30

META DATA FUNDAMENTALS



Peter Aiken, Founding Director, Institute for Data Research

What is meta data? IT staff in most enterprises have a common problem. How can they convince managers to plan, budget, and apply resources for meta data management? What is meta data and why is it important? What technologies are involved? Internet and intranet technologies are part of the answer and will get the immediate attention of management. XML is the other technology. The current popularity of XML and e-business has served to rekindle interest in meta data management. Both require the reconciliation of business data and jargon in order to deliver the correct information to the desired knowledge workers so that they can speak the same language. This tutorial will discuss these and related meta data issues.

Metadata

- Definition
- Examples
- Motivation
- Business Case

Metadata Engineering

- Defined
- Importance of Modelling
- Recovery techniques
- Objects able to be recovered

Metadata Management/Toolkit

- Meta-Meta Model
- Office-Components

Metadata Recovery Examples

- ERP
- Reference Metadata

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details

INFORMATION QUALITY

Full Day Tutorial 9:00-17:30

THE ABCs OF INFORMATION QUALITY: A Primer for Information Quality Improvement



Larry P. English, President, INFORMATION IMPACT International, Inc.

While we have for some time recognised the requirement for quality of products and services to be competitive, organisations are just now becoming aware of the problems in information quality and how poor information quality is hurting both competitiveness and the bottom line. Information quality improvement is not an academic exercise – it is a required tool for business performance excellence in the Information Age.

In this tutorial Larry describes the fundamental principles of information quality. He describes how an organisation can improve the quality and value of its information resources. He describes metrics for measuring information quality and management principles for implementing an effective information quality environment. Larry describes how organisations have successfully implemented information quality processes to improve the effectiveness of their business and information system processes.

A. Assessment: Information Quality Inspection

- What is information quality and why it is essential to business survival
- Information customers and information producers
- The information supply chain
- Metrics for information quality
- Processes for assessing business information quality

B. Betterment: Information Quality Improvement

- Applying quality management principles to the information products
- Quick wins and systemic improvements for information quality improvement and business effectiveness
- Process for information quality improvement

C. Culture: Creating an Environment for Sustainable Information Quality

- Information quality maturity assessment
- How to start a information quality initiative
- Creating and sustaining change for business effectiveness through quality information

Full Day Tutorial 9:00-17:30

DATA STEWARDSHIP – A FRAMEWORK FOR ACHIEVING AND MAINTAINING DATA INTEGRITY IN THE DATA WAREHOUSE



Mark Johnson, President & CEO, InER-G Solutions, Ltd.

Data integrity can be defined as "The Accuracy, Timeliness, Consistency and Completeness of Data." Achieving and maintaining high integrity in the Data Warehouse is crucial to the overall value of the Data Warehouse itself.

Contrary to popular belief, the process of achieving a high level of data integrity is heavily dependent of the involvement of the business across multiple fronts. What is needed to achieve this objective is framework that optimises the collaboration between the business and I.T. to build a foundation for sustained and measurable data quality improvement. Defining and implementing this framework, "Data Stewardship", is the focus of this tutorial.

During this session we will develop a firm understanding of the base data quality issues that impact the integrity of data in the Data Warehouse. Next, we will develop an understanding of the Data Stewardship approach for defining and implementing a comprehensive data quality improvement program that will result in sustained improvements in data quality, not only in the Data Warehouse, but in the sources systems that feed it as well. This tutorial will conclude with a case study that will help participants tie the concepts together in order to accelerate application of the learned principles in their organisation. Topics addressed include:

- Data Warehouse Data Model
- Data Sourcing
- Data Quality Assessment
- Business Rules
- Remediation
- Data Stewardship Program Structure
- Roles & Responsibilities
- Implementation

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EXHIBITION HOURS: Monday 29 October: 10:30-11:00 • 12:30-14:00 • 15:30-16:00 • 17:30-19:00 Tuesday 30 October: 10:30-11:00 • 12:00-13:30 • 15:35-16:05 • 17:05-18:45

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PERSPECTIVE SESSIONS: Visit www.irmuk.co.uk/dm2001 for updated information on perspective titles, speakers and outlines

29 October 2001 17:50-18:20: Track 1 MetaMatrix: The first Java based MOF compliant MetaData Repository and Retrieval Engine, *David Penney, CTO, MetaMatrix Europe*
Track 2 Reuters

30 October 2001 12:50-13:20: Track 1 Computer Associates

Track 2 Fact vs Fiction – a practical guide to delivering the promise of enterprise data quality, *Tom Scampion, Vice President – Europe, Trillium Software*

17:30-18:00: Track 1 Ascential Software

Track 2 Adaptive

18:05-18:35: Track 1 Tools and techniques for high quality data integration, *Tony Rodriguez, CEO, Avellino*

For an up-to-date listing of conference sponsors and exhibitors, and perspective sessions, please visit www.irmuk.co.uk/dm2001

Full Day Tutorial 9:00-17:30

ENTERPRISE ARCHITECTURE

John Zachman, President, Zachman International



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. The objective of this seminar 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.

Introduction to Enterprise Architecture

- The Framework for Enterprise Architecture
- Basic enterprise physics
- Industrial Age Break-Down**
- Enterprise frustrations
- Architectural explanations
- Information Age Build-Up**
- The long term trade-off
- The short term trade-off
- Reducing Time-To-Market**
- Process evolution
- Mass customisation
- Implementation practicalities**
- Issues
- Enterprise engineering design objectives
- Conclusions**
- Cheaper and faster
- Framework resources

Half Day Tutorial 9:00-12:30

VALUE-ADDED ATTRIBUTE MODELLING

Graham Witt, Senior Consultant, Sinsion Bowles and Associates



Attributes are often the "poor relation" in the modelling process. A number of bad practices are to be found in many system acquisition projects (whether building or buying). These include confusing requirement and solution (failure to treat attributes differently at different levels of the Zachman framework), disintegrating complex attributes at too early a stage of analysis and leaving the definition of derived attributes and constraints on attributes to process modellers. The result is often a system that fails to meet business requirements. This tutorial provides some practical techniques for the thorough modelling of attributes that brings benefits to the whole system acquisition project, including process definition.

- Business data types
- Complex attributes
- Derived attributes
- Attributes of relationships
- Attributes at different levels of the Zachman framework
- Attribute implementation options (including XML)
- Constraints on attributes

Half Day Tutorial 9:00-12:30

THE TEN BEST WAYS TO ACHIEVE DATA RESOURCE QUALITY

Michael Brackett, President, DAMA International



Why is the data resource in public and private sector organisations failing to adequately support their information needs? What do organisations consistently do, or not do, to ruin one of their most critical resources? Why have organisations allowed this situation to happen and to continue for so long? What bad habits should be avoided and what good practices should be followed to ensure a high-quality data resource that supports business activities? People are asking these questions with increasing regularity. The underlying theme of most of these questions is what can organisations do to prevent any further data disparity. The answer begins by identifying the bad habits that organisations have and the impacts of those bad habits.

Next, the bad habits must be turned into good practices that directly benefit the organisation. The good practices that produce early benefits become the best practices for quick-starting an initiative to improve meta-data quality. This tutorial covers the bad habits that lead to a low-quality data resource, their impacts, and the good practices that result in a high quality data resource, their benefits, and the best practices for achieving early successes. Delegates will get an overview about:

- How to identify the bad habits
- To understand the impacts of the bad habits
- The architectural good practices to follow
- The cultural and management good practices to follow
- The benefits of the good practices
- The best practices to implement for early successes
- Evaluation criteria to determine the state of the data resource
- How to slow and stop the cycle of increasing data disparity

Half Day Tutorial 14:00-17:30

DATA MODELLING CONTENTIOUS ISSUES

Karen Lopez, Principal Consultant, InfoAdvisors, Inc.



A highly interactive session where attendees will evaluate the options and best practices of common and advance data modelling issues, such as:

- Party/party role
- Natural vs. surrogate keys
- Abstraction vs. specification
- Conceptual, logical, physical
- UML vs. ERD
- Privacy vs. fair use and data mining
- Derived/calculated data in logical models
- Logical & physical data model separation

Delegates in this session will be presented with an issue along with a range of responses or possible solutions. Attendees will vote on their preferred response, and then the group as a whole will discuss the results, along with the merits of each possible response. If the specific issue has been discussed in other presentations, a summary of the responses of the other groups will be presented.

Half Day Tutorial 14:00-17:30

THE SEMANTIC INTEGRATION OF DATA FROM MULTIPLE SOURCES INTO A COMMON DATABASE

Michael Scofield, Director of Data Quality, Experian



More and more, data stewards (DBAs, data architects, data warehouse designers, etc.) are being asked to integrate data from multiple, dissimilar sources into a common database. This can be because of companies merging or acquiring each other, or the effort to integrate customer data from various applications to support a more aggressive CRM. Or, it can be when a data warehouse seeks to integrate cause and effect data from disparate source applications. Successful mapping of source data to target field depends upon a comprehensive understanding of the business meaning and data architectures of each source, and the target. By semantic, we mean ensuring that each source data field has the comparable meaning, scope, and normal behaviour (not merely field-name and format) corresponding with its peer source field(s). Merging two sources is exciting enough. Merging three or more can be terrifying.

This tutorial will cover a wide range of techniques showing many practical examples of actual data. It is not enough to use documentation (file descriptions, etc.) of sources (which may be obsolete). One must look at the actual data, all of it.

We will discuss step-by-step techniques for uncovering data anomalies, data quality problems, and semantic discontinuities in how a field is used. We start by creating an inventory of the data, its architecture, and its behaviour at each source, from the high-level view down to the specific, detailed behaviour of each field and column, and inter-dependencies. Techniques in data profiling and domain studies will be shown in detail with examples of surprise findings. For example a field may be used in one way for one entity subtype, and in a different way for another subtype. Never underestimate the creativity of application owners to use a field for a purpose different than its original intent. Even the treatment of negative values (such as total invoice amount) may be different for different sources.

Then, the task of evaluating the commonality of any pair of source fields, and determining the appropriate target field in the target database is not for the naive. We will review some mistakes of wimp analysts who made unwarranted assumptions about source data, without even looking at the actual business data (gasp!). In contrast, we will review sound analytical techniques for getting the correct mapping and translation to the target database. Also, data quality issues such as validity, completeness, richness, and accuracy will be discussed.

Finally, we will survey techniques of establishing an on-going data surveillance program to ensure that later production-ized loads of data will not be caught by surprise when a source changes definitions or scope of the data it supplies.

9.00-9.30

Joint Chair Introduction: Michael Brackett, President, DAMA International ■ Larry P. English, President,

9.30-10.30 • META DATA KEYNOTE

STORM ON THE HORIZON FOR META DATA MANAGEMENT

This keynote will discuss several important trends of application development and their impact on data management. These trends include XML, business rules engineering, CRM, knowledge management and e-business. As these technology trends evolve, this presentation will argue that data professionals will have no choice but stepping out of their boundaries and embrace broader roles and responsibilities. Ho-Chun will also present a simplified approach of implementing data architectures and meta data management.

META DATA

11.00-12.00 • META DATA REPOSITORY – HOW TO SELL TO MANAGEMENT AND DELIVER THE PROMISE *Arvind Shah, Managing Principal, Performance Development Corporation*

Arvind's presentation will describe a business approach to meta data management, which treats the users of meta data as internal customers. Information architects, data analysts, database analysts, business analysts, systems analysts, end users and so on are the 'market' for the data. Each plays a different role, hence has a different need for the data. As such the selection and implementation of a meta data repository must involve requirements analysis, on which a business case can be built. In order to then deliver the value promised in the business case, the DA then follows a project plan which involves acquisition, design/customisation, deployment/implementation, training and 'production' – monitoring, and ongoing improvement of the services delivered. During his presentation, Arvind will also provide practical tips for successful deployment of a repository.

13.30-14.30 • BENEFITS AND PROBLEMS OF XML RELATED STANDARDS *Pete Rivett, CTO, Adaptive Ltd*

Although XML can provide flexibility, it can also bring problems. Tags lacking meta data, for example, automated XML message routing, and immature development tools can all create problems of their own. In his presentation, Pete will describe the problems of XML from a meta data viewpoint and specific approaches for addressing them through modelling, meta data management and architectures. He will also describe the role of standards such as XMI, CWM, ebXML, UML and EDOC.

Key topics include:

- Benefits and problems of XML
- Modelling the XML information
- Modelling the XML processing
- The role of standards
- Pragmatic approaches

14.35-15.35 • A META DATA DRIVEN APPROACH TO DATA INTEGRATION FOR E-COMMERCE *Gareth Bevan, R&D Director, Quillion Ltd*

One of the difficulties many companies face when implementing an Internet based application, is how to provide distributed data access within a meaningful context to various, perhaps unknown, users. In his presentation, Gareth will look at:

- The Internet information explosion
- The need for meta data driven distributed data access
- Using meta data to give meaningful context
- Exploiting XML developments
- Using UML for an enterprise object mode
- Winning information management strategies

INFORMATION QUALITY

11:00-12:00 • USING THE EFQM EXCELLENCE MODEL TO IMPROVE INFORMATION MANAGEMENT QUALITY *Peter Molloy, Service Improvement Manager, ITNET*

This presentation describes how the use of the European Foundation for Quality Management (EFQM) Excellence Model has improved ITNET's information management processes from a position of control to one of continuous improvement that has a direct effect on the bottom line with supporting examples. Peter describes hidden benefits and ITNET's future strategy.

- How we use the Excellence Model
- What we learned
- Our strengths
- What we needed to improve
- What we would do differently

13:30-14:30 • KEY CUSTOMER INFORMATION & THE DATA QUALITY DILEMMA *Trevor Richards, CEO, Interact Management Consultants*

This presentation covers the following topics:

- Data Quality – What is it and why is it so important?
- Key Customer Information
- The Importance of Data Quality to Business Development
- Key Organisational Constraints to improving and maintaining Data Quality
- Core Data Quality & Customer Information Philosophies
- Alternate Approaches to Improving Key Customer Information Quality
- Core Strategies for Improving Key Customer Information Quality
- The 5 Stream Approach
- The Cultural Change Continuum
- How to get started

14:35-15:35 • DATA: THE HIDDEN CATALYST *Karen Clark, Senior Manager, PricewaterhouseCoopers*

How can organisations manage their data effectively? Poor data quality, both in data management and in data content is costing businesses Ebillions every year, yet most organisations are not taking it seriously. For data and information to be managed effectively, it has to be supported by a board approved strategy, driven by the business requirements and owned by the business.

This presentation will share the findings of a recent PwC survey of 600 leading companies in the US, Australia and UK, on an issue which is key to remaining competitive in today's data and information rich and reliant marketplace. It will discuss the role of data management and information quality improvement within the organisation and the steps needed to develop an information quality culture. • Examples of the data and information quality problems faced by today's organisations • Key components of effective data & information management • Key components of information quality management • Tips and techniques for effective information quality improvement • Tips and techniques for aiding the change process

visit www.irmuk.co.uk/dm2001 for speaker biographical details

Ho-Chun Ho, Director of Technology, Nekema.com



Application Development Trends Beyond OO And Data Warehousing: CRM • E-Commerce And Internet • XML • Business Rules Engineering
• Knowledge Management

DA, DA and DA: Data Administrator • Data Analyst • Data Archaeologist • Data Architect • Roles and Responsibilities

A Simple View of Data Architecture: Customer, Product and Infrastructure • Models and Blueprints • Standards and Guidelines • Priority and Topology

To Be or Not to Be: expanding the scope of meta data management: Technical Expertise • Leadership • Willingness

Conclusions: Meta Data Focus: Gather-Store-Deliver • Federation of Active Engines • Meta Data Mapping and Exchange • Meta Levelling Modelling

DAMA TRACK ONE

11:00-12:00 • DATA ARCHITECTURE ON A SHOESTRING *Becky Kirkpatrick, Data Architect, Union Pacific Railway*

"Where is the data I need?" "Where did it come from?" "What does it mean?" "Who owns it?" These were the questions needing answers, but answers were not readily at hand. Users relied on tribal knowledge to find needed data. The solution, a "card catalogue" of Union Pacific Railroad's data. Commercial meta data repositories are neither affordable nor flexible enough to meet the need, so with three people and a few months Becky and her co-workers put together "LookUP", Union Pacific's web-enabled data resource directory.

- Hear how Union Pacific used Zachman's framework to organise information about the enterprise architecture.
- Get tips & techniques on how to do Data Management and Architecture on a shoestring budget.
- See an indispensable, web-enabled data resource directory, a "card catalogue" to data, hardware, and software

13:30-14:30 • CLEANING UP THE LEGACY PORTFOLIO *Bjorn R. Solstad, Senior Manager, Cap Gemini Ernst & Young*

This presentation will show, by the use of real project examples, how the upper levels of the Zachman framework have been used to clean up the data-and application mess of a legacy system's portfolio.

The starting point was the company's seven mega business processes. These were decomposed into approximately 180 sub-processes, their information needs identified, before it all was analysed in various CRUD-matrixes. The key topics that will be addressed are:

- The Project Drivers: A huge amount of overlapping applications and data linked together with an ever-increasing set of interfaces
- The Architectural Process itself: User participation, feed-back, do's and don'ts
- The Information Architecture: How the information entities of the company nicely grouped themselves into a set of logically databases and how this data and information resource will be shared by processes and applications
- The Application Architecture: Which applications the company need and how they integrate
- The Migration: The mapping of the current legacy system's portfolio to the architectures, prioritisation and implementation hints.

14:35-15:35 • PRACTICAL INTERNATIONAL DATA MANAGEMENT *Graham Rhind, Owner, GRC Database Information*

New data collection methods such as the Internet, the globalisation of economies and improving computer hardware and software are allowing companies to collect information about their customers and prospects in ever greater numbers and from increasingly further afield. Managing this data brings with it a whole raft of practical issues of which most companies are unaware and which, if ignored, are expensive and time-consuming to correct. This presentation aims to detail some of the problems that a company is likely to encounter and suggests, where available, solutions and ways of preventing the problems of global data management from arising. The problem is tackled from the point of view of the data and the reason for creating the database, rather than approaching it as a technical issue. Attendees will gain: • A background understanding of the issues involved in international data management: personal names, addresses, dates, and languages... • Some practical advice and resolutions can be offered • Examples and case studies, including Internet examples.

DAMA TRACK TWO

11:00-12:00 • THE ASSOCIATIVE MODEL OF DATA *Simon Williams, Chief Executive, Lazy Software Ltd.*

Today's standard database architecture, the Relational Model of data, is over thirty years old and suffers from some significant limitations. Object databases have failed to cross the chasm into mainstream use. The Associative Model of data is a viable and scalable alternative to both that overcomes two fundamental limitations of current programming practice: the need to write new programs for every new application, and the need to store identical types of information about each instance. It also offers a superior distributed data model, allowing one database to be readily distributed over many geographically dispersed servers. Moreover, associative databases may be readily tailored to serve different requirements simultaneously, and different databases may be instantly combined and correlated without extra programming. Delegates will learn: • Review of Data Models to date • The Failure of the Object Model • The Limitations of the Relational Model • An Explanation of the Associative Model • How the Associative Model overcomes the Limitations of the Relational Model.

13:30-14:30 • MODELLING THE DATA WAREHOUSE USING UML *Davor Gornik, Marketing Engineer, Rational Software*

UML data modelling profile gives database developers the opportunity to use object oriented design methods for the design of a data warehouse. Davor will explain the Unified Modelling Language in context of database modelling.

The session will introduce the design of a star schema and snowflake using object oriented design and UML. Different diagrams and the semantics of UML will be introduced using a design example for a data warehouse. Themes of the session include:

- Defining the scope using an object model
- Dimensions and facts
- Star schema and snowflake object model and implementation

14:35-15:35 • CONCEPTUAL MODELLING OF WEB APPLICATIONS *Professor, Dr. Oscar Pastor, Head of Information Systems Department, Valencia University Of Technology*

Nowadays it is beginning to be widely accepted that web sites are evolving from merely hypermedia information repositories to fully-functional, hypermedia distributed applications, the generally so-called web applications. The presentation will focus on the need for conceptual modelling for web applications, and the features required to provide a sound software production process. To face properly this problem two activities traditionally performed in isolation are integrated: those of modelling the operations and modelling the hypermedia. Within the introduced approach, the conceptual modelling step is seen as a unique generic phase. Key topics include:

- need of introducing conceptual modelling techniques for web application development
- specifying precise navigation features in conceptual modelling
- use of model-based code generation techniques

CONFERENCE DAY ONE • 30 October – continued

META DATA

16.05-17.05 • META DATA AS AN EAI ENABLER *Rosemary Rock-Evans, Consultant, RRE Associates*

Although the sharing of data has always been a goal, one of the realities of today's business is that data also has to be exchanged. Mergers and acquisitions, B2B communication, the use of packages, previous stove pipe application development all lead to islands of data which need to be kept in step. In this presentation, Rosemary looks at EAI and EAI technology, showing how Meta data plays a key role in an EAI architecture. Her presentation will include:

- A definition of EAI
- The need for EAI
- EAI components and the role of meta data
- The problems of EAI architectures
- Applying EAI solutions to Repository and CASE tool integration

INFORMATION QUALITY

16:05-17:05 • HOW TO CHOOSE AND USE DQ TOOLS TO HELP YOUR BUSINESS WIN! *John Hodges, DQ Tools and Methods Consultant, British Telecom*

Starting with no knowledge of information quality tools and their capabilities, what are the best ways for evaluating and exploiting tools? Here is BT's approach... demonstrating how a small team and minimal investment in truly understanding information quality tools have reaped huge rewards.

- Research into information quality tools' capabilities will find tools that work for you
- Set clear evaluation criteria matched to your information quality needs
- Think strategic, fund research centrally
- Deploy across the enterprise within a sound information quality process

CONFERENCE DAY TWO • 31 October

9:00-10:00 • INFORMATION QUALITY KEYNOTE

DATA QUALITY IS NOT THE GOAL – THE GOAL IS WISDOM: LESSONS (THAT SHOULD BE) LEARNED FROM IT FAILURES

- 50-75% of all CRM projects fail, according to CIO Magazine. Why?
- 92% of data warehouse projects fail when measured by an increase in data warehouse customers and an increase in new data added to the warehouse after three years. Why?
- Many Dot.com e-Commerce failures have been buried in business graveyards, creating stock-market havoc and driving many customers to abandon e-Commerce. Why?

10.15-11.15 • META DATA USE IN THE CONTEXT OF THE EUROPEAN COURT OF HUMAN RIGHTS CMI (COURT MANAGEMENT INFORMATION) SYSTEM *John Hunter, Registry of the European Court of Human Rights*

The European Court of Human Rights has a jurisdiction of 41 member states. Its CMI system manages the work processes of the court as well as providing analyses, triggers for action and knowledge management. Future plans include data mining of statistical data; web based access; and the use of digital signatures, agents and portals. The system is based on the HUDOC knowledge server and Powerdocs – a document management system. In his presentation, John will describe the system and show how meta data both plays a vital role within the system, as well as itself being managed and indexed using the knowledge server.

11.20-12.20 • SUCCESS STORY: MAKING META DATA A TOP CORPORATE PRIORITY *Patricia Graham, Systems Director Data Assets, Prudential*

Hundreds of companies have made investments in meta data repositories, yet it can be the first area to be cut when executives have to cut budgets. In this presentation, Patricia shows how the 3 Data Management staff of a major international insurance company was able to turn a rarely used repository that lacked core functionality, into a thriving meta data management practise. In the presentation Patricia will cover:

- Steps in implementing a successful meta data management programme
- How to establish meta data as an indispensable asset
- How to set priorities on a limited budget

10:15-11:15 • A PRACTICAL GUIDE TO RUNNING AN INFORMATION QUALITY PROJECT *Kathy Hunter, Manager, Information Quality, One2One*

This presentation tells the story of a large-scale information quality project that is well underway. Kathy Hunter chronicles the first steps undertaken and the painful, yet successful pilot projects, some of the key lessons learned, and where we are now.

Practical advice includes:

- Getting an Information Quality Project off the ground, including finding funding and pitfalls to avoid
- Keeping the momentum going once you've started
- Tools and Techniques we've used and what we've learned about them

11:20-12:20 • IMPLEMENTING QUALITY IN THE CALL CENTRE, WHICH STANDARD IS RIGHT FOR YOU? *Peter de Gosztonyi, Senior Consultant, Zanka Consulting*

Sustaining quality in the call centre environment is a formidable task, requiring a balance between technology, process, people and customers to produce an efficient, cost effective and customer-focused operation. An obvious solution is to implement a Standard such as ISO-9000; but how effective is applying a "generic" type quality approach in such a focused environment and are there better approaches? This presentation addresses these issues using practical examples and demonstrated benefits of implementing a call centre specific Quality Standard.

visit www.irmuk.co.uk/dm2001 for speaker biographical details

CONFERENCE DAY ONE • 30 October – continued

DAMA TRACK ONE

16:05-17:05 • DATA MANAGEMENT IN THE REAL WORLD *Mark Thurlow, Chief of Staff, Army Data Services, Ministry of Defence*

The British Army aims to achieve full interoperability between its information systems by 2010. This will require the ability to exchange information between systems as diverse as stores accounting and tactical battle-management.

Over the last seven years the British Army has collaborated with MoD, NATO and industry to overcome the problems of managing huge volumes of reference and dynamic data over fragile infrastructures in a hostile environment.

We are building a corporate data infrastructure, rather than mining existing data. This is based on a generic data structure interfaced with client applications through an API. Support is provided by a range of bespoke data management tools, techniques and a new information modelling language. As a result of this work we have developed a corporate approach to application development that enables interoperability. We call this "Quantum Data Management". Delegates will learn how we: • Designed a generic data structure that works • Created the necessary tools for application development • Gained industry support • Reconcile conflicting business information needs.

DAMA TRACK TWO

16:05-17:05 • PANEL DISCUSSION – DATA MODELLING TECHNIQUES ENTITY RELATIONSHIP MODELLING VERSUS UNIFIED MODELLING LANGUAGE *Graham Witt, Senior Consultant, Simsion Bowles and Associates; Davor Gornik, Marketing Engineer, Rational Software; Dave Hay, President, Essential Strategies*

Entity Relationship Modelling and Unified Modelling Language are two Techniques used by data analysts and developers for data and object modelling. Our panel of experts will begin by giving a brief overview of each technique and then discuss the benefits as well as the limitations of both techniques. A question and answer period will follow.

18:45-19:30 DAMA UK MEETING

A brief organisational meeting of the DAMA UK Chapter will be held Tuesday evening. Members of the DAMA UK Chapter, anyone interested in becoming a member of the DAMA UK chapter, or anyone interested in learning more about DAMA may attend the meeting. Representatives from the DAMA UK Chapter, DAMA International Board, and the DAMA International Advisory Board will be present to answer questions. You do not need to be registered for the Conference to attend the DAMA meeting, so please invite colleagues to attend.

CONFERENCE DAY TWO • 31 October

Larry P. English, President and Principal, Information Impact International, Inc.



Answering these questions is not an academic exercise – it is a mandate to avoid business failure. In this keynote, Mr. English explores the root causes of information initiative failures. He provides insights and tips for wise persons to help avoid failure in your initiatives.

"Develop @ the speed of Internet without attention to quality, and Fail @ the speed of Internet."

- Real goals of Information Quality Initiatives
- Root cause analysis-core competency for survival in the Information Age
- From Data Quality to Information Quality to Knowledge Management to Wisdom

10:15-11:15 BUILDING A RULE DRIVEN APPLICATION – EFFECTIVE ORCHESTRATION OF RULES ENGINE, WORK FLOWS AND DATA ARCHITECTURE *Ho-Chun Ho, Director of Technology, Nekema.com*

Based on real-life implementation experience of Nekema Personal Line, Ho-Chun will review the integral ingredients of a rules engine and the implementation strategy of a rule-driven application. The audience will learn:

- The significant differences between conventional data models and architectures and rule-driven data architectures
- The differences between parameter or data driven applications and rules-engine based applications
- The benefits and comparisons of building or buying a rules engine
- Criteria of using various approaches to build a solid e-commerce application
- Real-life implementation of a rule-driven application

11:20-12:20 XML: ITS IMPACT ON DATA MANAGEMENT, ADMINISTRATION AND ARCHITECTURE *Peter Aiken, Founding Director, Institute for Data Research*

As data administrators move to embrace XML, there are a number of lessons to be learned from early experiences with the technologies. These point to a series of strategic implications for data administrators/architects including: (1) An expanded definition of data management to include unstructured organisational data (2) Expanded data management roles in applications development using portal technologies (3) Preparation of organisational data (including data quality) for e-business. Combined these implications point to a more complex role for data managers. Understanding these strategic implications will better prepare organisations for the next decade. Attendees will learn: • The role that XML will play in future data management • The requirements and promise for management of unstructured data • The implications for organisational CASE tool usage • Lessons learned from early XML adopters

10:15-11:15 CHANGING THE CULTURE OF THE IT/IS FUNCTION *Arvind Shah, Managing Principal, Performance Development Corporation*

IT departments are facing a myriad of new challenges and opportunities. IT professionals need to view themselves, as business partners not just service providers. Today even internal customers demand better quality of products and service from IT groups. These goals may require the reengineering of the mission and goals and IT must change its mindset and thinking model in order to improve the behaviour of the employees and project teams. This session describes clear, pragmatic, and reasonable techniques to achieve these goals. This topic will cover the concepts of managing the change within the IT organisation and will illustrate how to lead the enterprise in a desired direction by proactively guiding changes in people, processes and technology. Attendees will learn:

- The shock waves shaking the IT/IS function
- Defining IT/IS market and customer segments
- Defining products and services to be offered
- Planning for customer relations management
- Developing and implementing metrics
- Problem solving through root cause analysis
- Creating a learning environment through shared learning.

11:20-12:20 UNDERPINNING BUSINESS RULES AND THE DATA MODEL WITH A CONCEPTS CATALOG *Donald Chapin, Consultant, Business Semantics Ltd*

The degree to which business staff share the same clear understanding of the concepts they work with, and use terminology consistently when referring to those concepts determines the quality of their thinking, decision-making, communication, collaboration and knowledge sharing. A Concepts Catalog documents shared concepts and terminology, and shows the concepts in their wider context as they are related to other concepts. It provides an integrated semantic view of the business as understood by the business staff. Using the Concepts Catalog to underpin Business Rule statements and Data Models roots both in the language of the business and bridges them to the perspective of systems designers without losing the business perspective. What an attendee will learn: • What a Business Concepts Catalog is and what it contains • How to create a Concepts Catalog • How to make Business Rules definitive using a Concepts Catalog • How to generate a Data Model from the Concepts Catalog • Lessons learned using a Concepts Catalog.

13:20 -14:20 • DAMA INTERNATIONAL KEYNOTE

THE FUTURE OF DATA RESOURCE MANAGEMENT

Most public and private sector organisations have been developing their data resource for many years. The data resource has become increasingly disparate and is failing to meet the ever-growing, ever-changing information needs of an organisation. Some organisations have completely phased out their data administration / data resource management functions because they have been perceived to be ineffective. Other organisations have initiated new data resource management / data resource quality functions because they perceive that data resource quality will be improved.

At the same time there are many new tools, applications, and standards emerging that claim to take control of the data resource, resolve existing data disparity, and produce a high-quality data resource. Will these approaches help improve data resource quality and resolve existing disparate data, or are

META DATA

14.25-15.25 • META DATA STRATEGIES FOR THE NEW MILLENNIUM *Derek Shaw, Technology Strategist, Computer Associates*

Derek's presentation will cover a strategic overview of enterprise meta data management strategies. Drawing from his own practical experience, he will cover both successful implementations and 'meta data disasters' by using case studies to show what has worked and why, as well as the most common reasons for meta data project failures. In addition, he will outline the strengths and weaknesses of the technologies which can be used to support the strategies:

- Centralised repositories and Distributed repositories
 - Directories
 - Reusable libraries of meta data 'aware' software components
 - Enterprise information portals with meta data channel support
- Standards such as XML and the Meta Data Coalition's OIM

15.40-16.40 • A SUCCESS STORY – GLOBAL CUSTOMER DATA ARCHITECTURE, META DATA DEFINITION AND IMPLEMENTATION *Barbara Peterson, Data Standard Manager, Agilent Technologies*

One of the challenges facing many Data Management staff is how to centrally develop customer data standards that support multi-geographic business needs. In her presentation, Barbara will describe her hands-on experience of defining and implementing the Global Data Model required for functions such as sales and marketing, technical support, e-commerce, CRM and ERP. Topics she will cover include:

- The special challenges of global data management
- How to get global sponsorship
- Steps required to define a global enterprise data architecture
- The role of the enterprise data standards council, the use of the web as a communication tool and the job description of a Data standard council member and Data standard program manager
- When to use industry standards and when to use internally defined standards

16.40-17.10 • Q & A SESSION PLUS CONFERENCE CHAIR WRAP UP

Exceeded my expectations – very worthwhile – very good speakers.

This is the best conference experience that I have had.

Great conference with excellent speakers.

Excellent speakers – great value for money.

A great way of networking with other people with similar issues and be able to learn at the same time.

Probably the best £1000 I have managed to convince my company to spend yet! Looking forward already to next year's conference.

INFORMATION QUALITY

14.25-15.25 • METRICS, A KEY SUCCESS FACTOR FOR IQ *Don Carlson, Data Infrastructure and Configuration Management Program Manager, Motorola*

When improving Information Quality, we need to climb many "data mountains"; that is, cleanup many data sets and implement processes to keep the data clean. Our ability to do this is enabled by creating and maintaining metrics to measure our progress during cleanup, data process capability, and most importantly on-going data quality. This presentation will describe metrics needed for information quality initiatives and show how we have created and deployed such metrics at Motorola.

Metrics are a key success factor towards a high IQ!

- Guidelines for establishing metrics for information quality
- Guidelines for measuring information quality
- Guidelines for using metrics for cleanup and process improvement to keep data clean

15.40-16.40 • Culture Change for Customer Relationship Management *Jane Hooper, Company Director, Step Change Training*

Implementing CRM and Information quality is not about implementing software. It is about implementing a cultural transformation in how the enterprise thinks and acts. Step Change Training have been involved from the start in developing and implementing the learning programme to support the launch of AIT's new CRM product, Portrait.

- The three stages in full circle CRM, 'engage', 'explore' and 'evolve'
- Quality of information allows you to know more about your customers, how does this impact on loyalty and sales?
- The learning and change needed by contact centres and their agents to make CRM really work - observations and lessons learnt

16.40-17.10 • Q & A SESSION PLUS CONFERENCE CHAIR WRAP UP

Excellent sessions, highly relevant to my business.

Very valuable opportunity to learn about others' experiences and solutions.

Good conference, exhibits were good and I found answers to my questions.

It was an eye opener that may change my life – I hope to use most of what I have heard.

Excellent speakers. Great value for money.

Very worthwhile – every session was useful.

Inspiring, enlightening and refreshing ideas – a very worthwhile experience.



Michael Brackett, President, DAMA International

they simply the current wave of silver bullets that are more hype than reality? If they are only silver bullets, what is needed to properly manage an organisations data and develop a high-quality data resource that truly meets the information needs of an Organisation?

This keynote presentation will cover where data administration has been and where data resource management should be headed to successfully support an organisation. Attendees will understand the need to managing data as a critical resource and earn the right for that resource to be considered an asset of the organisation. They will understand the critical need for data stewards that manage the data resource for the welfare of an organisation. They will understand the urgent need to manage all data within a single, complete, comprehensive, integrated common data architecture for the organisation.

DAMA TRACK ONE

14:25-15:25 • ADVANCED DATA MODELLING PATTERNS *Dave Hay, President, Essential Strategies*

The book *Data Model Patterns: Conventions of Thought* describes a set of standard data models that can be applied to standard business situations. These patterns, it turns out, occur on several levels. At the basic level are models of the things seen in business. The patterns in the book are a bit more abstract than conventionally seen, but they do describe things that are easily recognisable to anyone: people and organisations, products, contracts, and so forth. There is a more abstract level of modelling, however, which is necessary when the things being modelled don't fall into these tidy categories. This level is the subject of this presentation. The presentation will describe techniques for dealing with variable attribute entities, and show how the technique can be extended to describe the laboratory and clinical research. It will discuss the implications of this approach on mapping to legacy systems, and how it actually is a model of relational theory itself.

15:40-16:40 • ONLINE MULTILINGUAL META & KNOWLEDGE MANAGEMENT *Stephan Stadelmann, Strategy Manager, Reuters Asia Pte Ltd*

In a multi-lingual environment like Asia, where views and understanding are different from country to country, it is especially challenging to serve the requirements of our customers, with only a handful of Data Designers and Implementers. It is an absolute priority to integrate and relate design, metadata and database into one cohesive environment to overcome resource and time constraints.

The presentation will cover how data models, dictionaries, 3D mapping, Document, Knowledge and Change Management were interrelated and finally integrated into an interactive Knowledge Portal. What attendees will learn:

- Integration of Model, Metadata, Document, Knowledge and Change Management is possible
- How to manage design, documentation, implementation and maintenance effectively
- Practical considerations and compromises made

16.40-17.10 • Q & A SESSION PLUS CONFERENCE CHAIR WRAP UP

DAMA TRACK TWO

14:25-15:25 • MANAGING REFERENCE DATA AT THE ENTERPRISE LEVEL *Malcolm Chisholm, Manager, Deloitte & Touche*

Reference data is important because it is found in all databases. It is widely agreed it must be free from data quality defects, but it is rarely treated as a class of data in its own right. This presentation discusses the diverse nature of reference data, and what unites it. The need for management at the enterprise level is covered, with a series of practical steps on how to do this. Reference data is also the part of the corporate data resource that is most important in designing multilingual applications. A description of the steps required to implement multilingual reference data is given based on the presenter's own experiences at the United Nations. Attendees will learn:

- What reference data is and how to recognise it
- The basic requirements for managing reference data
- How to mitigate data quality problems arising from poorly managed reference data
- How to design and implement multilingual reference data

15:40-16:40 • CERTIFICATIONS AND DESIGNATIONS FOR DATA MANAGEMENT PROFESSIONALS *Karen Lopez, Principal Consultant, Infoadvisors*

An interactive overview of the role of professional and vendor certifications in the practice of data management. This presentation will cover foundations of professionalism, trends in the IT profession, as well as data management-related certifications, both vendor and vendor neutral offerings. Audience members will be invited to vote on and discuss several certification-related issues in the Information Technology industry.

visit www.irmuk.co.uk/dm2001 for speaker biographical details

DAMA International

DAMA International is a not-for-profit, vendor-independent association of technical and business professionals dedicated to advancing the concepts and practices for data resource management and enterprise information. The primary purpose of DAMA International is to promote the understanding, development, and practice of managing data and information to support business strategies.

DAMA International has chapters and members-at-large throughout the world. As a DAMA member you receive the benefits of your local chapter's activities. As a member-at-large you receive all the benefits of DAMA International's products and services. You can network with other professionals to share ideas, trends, problems, and solutions. You receive a discount at DAMA International conferences and seminars, and on associated vendors' products and services.

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