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Larry P. English
INFORMATION IMPACT
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DAMA International &
Data Resource Design
& Remodeling



Rosemary Rock-Evans
RRE Associates



John A. Zachman
Zachman International



David Marco
Enterprise Warehousing
Solutions Inc



Graeme Simson
University of Melbourne



Larissa Moss
Method Focus

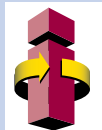


Peter Aiken
Institute For Data
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- Full Tutorial and Conference Session Outlines
- Speaker Biographies
- Exhibit Information
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META DATA Europe 2002 Conference



21 October 2002 Tutorial Day & Exhibits

META DATA TUTORIALS

09:00 - 17:30 FULL DAY

Building and Managing the Meta Data Repository

David Marco

Enterprise Warehousing Solutions, Inc.

09:00 - 12:30 HALF DAY

XML For Data Managers - An Introduction

Peter Aiken

Institute for Data Research

14:00 - 17:30 HALF DAY

Advanced XML-based Data Management

Peter Aiken

Institute for Data Research

10:30-11:00

Break & Exhibit

12:30-14:00

Lunch & Exhibit

13:20-13:50

Perspective Session Track 1: Automating Data Quality Analysis - Now You Can Integrate, Migrate and Manage

15:30-16:00

Break & Exhibit

17:30-19:00

Cocktail Party & Exhibit

17:50-18:20

Perspective Session Track 1: System Architect - Aligning Business and I.T. Alan Burnett, Senior Consultant,

IQ TUTORIALS

09:00 - 17:30 FULL DAY

ABCs of Information Quality

Larry P. English

INFORMATION IMPACT International

09:00 - 17:30 FULL DAY

Roadmap For Building Quality BI Applications

Larissa Moss

Method Focus

22 October 2002 Conference Day 1 & Exhibits

META DATA CONFERENCE

09:00-09:30

Joint Chair Introduction • Michael Brackett, DAMA International, Larry P. English, INFORMATION IMPACT

09:30-10:30

META DATA KEYNOTE: REINVENTING DATA MANAGEMENT • Graeme Simson, University of Melbourne

10:30-11:00

Break & Exhibit

11:00-12:00

OASIS Standards Process

Patrick Gannon

OASIS

12:00-13:30

Lunch & Exhibit

12:50-13:20

Perspective Session Track 1: Spend more time using your data - less preparing it, Steve Mutch, DW Team

13:30-14:30

The Repository In Practise

Representative of

Merrill Lynch

14:35-15:35

Using META DATA for Web Portals, and EIPs

Joe Danielewicz

Motorola

15:35-16:05

Break & Exhibit

16:05-17:05

A Schema For a META DATA Repository

David C. Hay

Essential Strategies, Inc

17:05-18:45

Cocktail Party & Exhibit

17:30-18:00

Perspective Session Track 1: Supporting a Changing CRM Process Using Data Quality Management Software,

IQ CONFERENCE

Abbey National - Information Quality Principles in Practice

Jean Knight

Abbey National

Data Quality at the Ministry of Defence: Leading by Example

Ray de Winter, *Cornwell Management Consultants*

Lt. Col. Noddy Stafford, *Ministry of Defence*

Managing Information Quality in Knowledge-Intensive Processes

Dr. Martin Eppler

University of St. Gallen

Methods for Assessing the Validity and Reliability of Abstracted Medical Records

James Forsythe

West Virginia Medical Institute

23 October 2002 Conference Day 2

META DATA CONFERENCE

08:15-08:45

Perspective Session Track 1: Birmingham Midshires Case Study - Jane Beddows, Customer Information Manager,

9:00-10:00

INFORMATION QUALITY KEYNOTE: THOSE WHO MISS THE INFORMATION QUALITY REVOLUTION WILL

10:00-10:15

Break

10:15-11:15

Data Management - Some Hard Learned Lessons

Rosemary Rock-Evans

RRE Associates

11:20-12:20

UPS METADATA Repository Implementation: A Success Story!

Patti Munier

United Parcel Service

12:20-13:20

Lunch

13:20-14:20

DAMA KEYNOTE: FRAMEWORKS AND ARCHITECTURES: THE ULTIMATE STABILITY • Michael Brackett,

14:25-15:25

Developing An Enterprise Object Class Hierarchy

Graham Witt

Tier Technologies Australia

15:25-15:40

Break

15:40-16:40

META DATA as an Agent of Change

Donald Soulsby

Computer Associates

16:40-17:10

Q & A SESSION & CONFERENCE CHAIR WRAP UP

IQ CONFERENCE

Measuring the Value of Information: An Asset Valuation Approach

Daniel Moody

Norwegian University of Science & Technology

Employing Quality Principles with Global Customer Information

Graham Rhind

GRC Database Information

Data Quality: Mining for Efficient Data Quality Management

Udo Grimmer

DaimlerChrysler AG

Selling your Information Quality Programme to Senior Management

Kathy Hunter

InfoAdvantage Ltd.

Q & A SESSION & CONF CHAIR WRAP UP

PLATINUM

GOLD

Agenda



Group
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DAMA TUTORIALS

09:00 - 17:30 FULL DAY

Data Modelling – Essentials and Beyond

Graeme Simson

University of Melbourne

Graham Witt

Tier Technologies Australia

09:00 - 12:30 HALF DAY

Developing Useful Use Cases

Alec Sharp

Clariteq Systems Consulting Ltd

09:00 - 12:30 HALF DAY

Everything You Need to Know About Web Services

Rick van der Lans

R20/Consultancy

09:00 - 12:30 HALF DAY

Common Data Architecture – Sharing a High-Quality Data Resource

Michael Brackett

Data Resource Design & Remodeling

14:00 - 17:30 HALF DAY

Designing the Perfect Tool

Karen Lopez

InfoAdvisors Inc

14:00 - 17:30 HALF DAY

A Structured Method for Data Warehouse and Data Mart Design

Daniel Moody

Norwegian University of Science & Technology

14:00 - 17:30 HALF DAY

Enterprise Architecture: Value Proposition

John Zachman

Zachman International

Your Data Accurately, **Tony Rodriguez**, CEO, Avellino

Popkin Software **Track 2:** Achieving and Maintaining a Single View of Risk Across a Large Bank, **Adrian McKeon**, MD, Infoshare

DAMA CONFERENCE TRACK 1

International, Rosemary Rock-Evans, RRE Associates

The Seven Deadly Sins of Process Modelling

Alec Sharp

Clariteq Systems Consulting Ltd.

Leader, Shell UK Exploration & Production on behalf of Kalido

Lessons Learned from the Pepsi Bottling Enterprise Data Warehouse

Tom Haughey

Pepsi Bottling Group

Lessons Learned in Implementing Data Management

Carol Knight

Knight Consulting

Can CBML really displace ER as the most popular language for modelling information needs?

Harry Ellis

The British Army

Gary Moroney, CEO, Similarity Systems

DAMA CONFERENCE TRACK 2

Implementing the Zachman Framework

Neal Fishman

Equifax

Track 2: Return on Investment – Some Trillium Customer Success Stories, **Tom Scampion**, VP Europe, Trillium

Requirements Analysis: From Business Views to Architecture

David C. Hay

Essential Strategies

“THE DRIPPING TAP” Challenges of Rolling out an Enterprise Model

Ian Barfoot

Westpac Banking Corporation

How Have Shell and other Large Companies Approached Enterprise Information Integration?

Cliff Longman

Kalido

18:45-19:30

DAMA UK Meeting

DAMA CONFERENCE TRACK 3

XML-based EAI for Data Managers

Peter Aiken

Institute for Data Research

The Key to Understanding Data and Sharing It Globally

Donald Chapin

Business Semantics Ltd

Software Engineering and Data Management

Karen Lopez

InfoAdvisors Inc

The Seven Habits of Highly Effective Data Managers

Daniel Moody

Norwegian University of Science and Technology

DAMA CONFERENCE TRACK 1

Birmingham Midshires & **Mike Healy**, Chief Marketing Officer – Innovative Systems, Incorporated

LOSE – WHAT TO DO TO WIN • **Larry P English**, *INFORMATION IMPACT International*

Business Rules, Business Plans and Workflow

John Hall

Model Systems

Data Analysis Patterns

Janet Siebert

Metro Information Systems

Roadmap to Federated Data Architecture

Ho-Chun Ho

HoTech Corp

Barclays Data Architecture

John Oxtan

Barclays Bank

Data Strategy: Global Design for Local Content

Stephan Stadelmann

FINSTRAT ASIA

Best Practices in Enterprise Data Warehouse Deployment

Stephen Brobst

Teradata, a division of NCR

DAMA International & Data Resource Design & Remodeling • **John Zachman**, *Zachman International*

How to Build an Architecture Portal using standards and XML

Pete Rivett

Adaptive

Data – Enterprise Infrastructure or Project Cost?

Anthony E. Treadwell

Role of Data in Web Services

Christopher Simons

Aonix (Select) Europe Ltd

15:40-17:10 **DAMA PANEL DISCUSSION: Opportunities for Data Resource Management**

John Zachman, Michael Brackett, Peter Aiken, Daniel Moody and Graeme Simson

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from
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sessions

META DATA

Full Day Tutorial 9:00-17:30

Building and Managing the Meta Data Repository



David Marco, President, Enterprise Warehousing Solutions, Inc.

Building a meta data repository is an absolute requirement for corporations. Companies have realised that without meta data their IT departments cannot manage their systems and their systems are not providing true value to the business end user.

This practical tutorial leverages the lessons learned from companies that have successfully deployed meta data repositories. The case studies demonstrate the importance of having a methodology for defining meta data requirements, capturing and integrating meta data, how to calculate ROI, form a team, and develop a project plan, advanced meta data architectures, pulse-of-the-market analysis of meta data integration tool vendors, methodology for defining an attainable project scope, and a detailed walkthrough of a detailed meta data model.

- Meta Data Fundamentals
- Technical and Business Meta Data
- How to Build a Successful Meta Data Repository
- Analyse the Current State of the Meta Data Industry
- Cutting through the meta data market hype
- Defining meta data
- Challenges of Implementing a Meta Data Repository
- Selling the Concept of Building a Meta Data Repository to Management Return on Investment (ROI)
- Identifying & Integrating Sources of Meta Data
- Creating the Meta Data Project Plan
- Constructing the Meta Data Scope Document
- Real-world analysis of meta data tool vendors
- Future Direction of Meta Data
- How to Define Measurable and Attainable Meta Data ROI
- Keys to Sound Meta Data Architecture
- Defining Meta Data Requirements
- Accessing the Meta Data Repository
- Meta Data Above and Beyond Data Warehousing
- Learn a Full Life-Cycle Methodology for Implementing a Meta Data Repository

Half Day Tutorial 09:00-12:30

XML for Data Managers – An Introduction



Peter Aiken, Founding Director, Institute for Data Research

XML represents a critical future direction for the management of metadata, data, business rules and will play an increasingly important role in business and systems engineering. This seminar shows you how to quickly and easily start incorporating XML capabilities into your data management programs.

XML Basics

What XML is? What XML is not? How does it work as a meta-language?

XML Usage

What business problems can XML solve? How it is being used by organisations to solve them and save money: implementing e-business and B2B initiatives; evolving legacy applications; building XML-base application delivery

XML Architecture

How does XML work from an architectural perspective? Overview of XML Architectural Components including: XML Elements; Attributes; Entities; DTDs, DOM, XSL, RDF, XLinks, XPointers

Half Day Tutorial 14:00-17:30

Advanced XML-based Data Management: Engineering, Quality, EAI, Portals, and Metadata Recovery/Management



Peter Aiken, Founding Director, Institute for Data Research

XML-based technologies permit new and more extensive integration possibilities and can be implemented with little or no change to the existing applications or data – the non-intrusive approach championed by industry expert, Rosemary H. Rock-Evans. Those of us concerned with data challenges (such as delivery, integration, quality, interchange, etc.) are gaining access to advanced technologies allowing us to address these challenges in a programmatic manner using structured techniques. The tutorial presents an overview of these possibilities including:

- How XML-based metadata engineering is required as we reconsider our approaches to data quality engineering and enterprise integration?
- Standardised delivery of organisational data via an XML-based portal provides a central point of integration.
- How the data group can develop and deliver complete information delivery solutions to organisational clients – solving forever the “what have you done for me lately” problem.

INFORMATION QUALITY

Full Day Tutorial 9:00-17:30

ABCs of Information Quality



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

While organisations have for some time recognised the requirement for quality of products and services to be competitive, most are only now becoming aware of the problems in information quality and how poor information quality hurts both competitiveness and profits. 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 covers the fundamental principles of information quality. He describes how an organisation can improve the quality and value of its information resources. He explains metrics for measuring information quality and management principles for implementing an effective information quality environment. Larry demonstrates how organisations have successfully implemented information quality processes to improve the effectiveness of their business and information system processes.

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
- Measuring the costs of poor information quality

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

Culture: Creating an Environment for Sustainable Information Quality

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

Full Day Tutorial 9:00-17:30

Roadmap For Building Quality BI Applications



Larissa Moss, President, Method Focus

As companies are moving at Internet speed into the information age, they face an ever-growing risk for making wrong strategic business decisions because of inaccessible and poor-quality information. In an attempt to quickly extract the business intelligence hidden in their vast amounts of operational data, companies are putting their faith into “silver bullet” technology solutions only to find themselves with the same problems on a new platform.

This tutorial will explain why “silver bullet” technology solutions, such as Enterprise Resource Planning (ERP), Data Warehousing (DW), Analytic Customer Relationship Management (CRM), and Enterprise Application Integration (EAI), have not worked for most companies. It will provide a set of critical success factors and suggest organisational changes, which are required to create an effective BI environment with clean, consistent, and integrated data across the entire organisation.

- Why IT has not been able to eliminate IQ problems
 - Root causes for current IT impairments
 - Why technology “fixes” do not work
- Critical success factors for BI applications
 - Executive sponsorship
 - Source data analysis
 - Enterprise data architecture
 - Meta data (business & technical)
 - ETL staging and reconciliation
- A roadmap for changing IT’s development approach
 - Application release approach
 - Different incentive structure
 - Changes to application development charge-back
- Organisational changes
 - Shifted roles and responsibilities
 - New chief officer position
 - BI program management
- 12 steps to implementing organisational changes

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for speaker biographical details and full tutorial outlines

Full Day Tutorial 9:00-17:30**Data Modelling – Essentials and Beyond**

Graeme Simsion, Senior Fellow, University of Melbourne and Graham Witt, Senior Consultant, Tier Technologies

This is a joint tutorial by two of the most popular presenters at recent US DAMA conferences.

Graeme will take a fresh look at some of the fundamental issues in data modelling, in the light of today's information systems practices and challenges. Graham will focus on lessons of experience from the field, and a range of practical solutions to key issues. As always, Graeme and Graham will be relevant, forthright – and challenging.

The Essentials

Graeme's article "Data Modelling – Testing the Foundations" in Database Programming and Design five years ago drew record correspondence. Always controversial, his views on the nature of data modelling, the role of the data modeller, and the data modelling process will prompt you to re-examine your own assumptions.

Questions Graeme will address include

- Is data modelling analysis or design?
- Is creativity appropriate in data modelling?
- What should the data modelling process deliver?
- Do we need different models for different stages of the process?
- What are the respective responsibilities of data modeller and database designer?
- Why do enterprise data modelling initiatives so often fail?
- Is there a role for the specialist data modeller?

And Beyond – Lessons from Practice

This session will take a hard look at data modelling in practice: what works, what doesn't? Graham has spent the last 15 years as a data modelling and data management specialist, across a wide variety of business and government applications, and an equally wide variety of approaches. Delegates who have attended his previous sessions will know that he pulls no punches in evaluating techniques and tools. Expect a vigorous and stimulating discussion. Graham will look at:

- What can we do to improve the quality of information models?
- How can we improve business buy-in?
- Is the data modeller an endangered species?
- What makes a good data modeller?
- The meaning and role of Information and Data Architectures
- Object Class Hierarchies
- The role of Metaclass models
- Business information models vs database designs
- How is UML shaping up in practice?
- Modelling the Data Warehouse
- XML: hype and reality

Graham will also discuss a rigorous approach to validating models that he has used with success in recent assignments.

Half Day Tutorial 9:00-12:30**Developing Useful Use Cases – How to Avoid the "Useless" Case Phenomenon**

Alec Sharp, Clariteq Systems Consulting Ltd

The "use case" concept is appealingly simple – a "use case" describes a specific case in which an actor (generally, a "user") will use a system to receive value – and has generated enormous interest as a technique for discovering and documenting requirements. In practice, though, the results are mixed – some organisations have great success, while others decide that "useless cases" is a better term. One source of difficulty is that much of the available material on use cases:

- Is either theoretical or suitable only for small applications
- Concentrates on internal technical details
- Treats use cases as a "whole new thing" that sets aside techniques the business analyst already knows and uses.

This workshop will take a different and more pragmatic approach – it covers proven techniques for developing use cases, focuses on discovering and verifying the user's requirements, and puts use cases into context with other popular techniques like data or workflow modelling.

- Requirements definition – goals, issues, and how use cases help
- Use cases – essential elements, evolution, context, and fit with data modelling
- Techniques for discovering an application's use cases
- How to describe (document) use cases at "scope", "concept", and "detail" levels
- Improving use cases with use case scenarios
- Where to now? Interesting uses of use cases, and other techniques to explore
- Wrap up, pitfalls and how to avoid them, and key guidelines for success
- Why use cases don't imply an O-O approach
- The difference between use cases and use case scenarios, and how to develop and document each
- How use cases synergize with data modelling, workflow modeling, and other techniques

Half Day Tutorial 14:00-17:30**If I Were King of the World: Designing the Perfect Tool**

Karen Lopez, ISP, Principal Consultant, InfoAdvisors Inc

An interactive session for designing the "perfect" modelling tool set. Participants will work in groups via a structured requirements process to define and refine the features of an ideal toolset that would best support modelling in the real world. Topics to be addressed may include:

- Usability
- Meta Data Quality
- Support of Standards (techniques, DBMSs, XML, etc.)
- Diagramming, Printing, Publishing
- Vendor Support
- Multiple User Views of Meta data

Half Day Tutorial 9:00-12:30**Everything You Need to Know About Web Services**

Rick van der Lans, Managing Director, R20/Consultancy

The magic word in the IT industry is "web service". Everyone is talking about the SOAP, UDDI and WSDL. But can we already develop real-life systems with the technology? This tutorial gives a complete and realistic overview of the status of all the standards plus, more importantly, how well the products support those standards? Are we already able to develop mission-critical applications with them? Should we adopt the technology now, or should we wait?

Firstly, all the relevant standards are discussed. That means, we don't stop after SOAP, UDDI and WSDL. WSIL, BTP, BPML and WSFL, the JAX Pack, ebXML, XLANG are discussed. The second part focuses on the tools. There are tools the create and call web services, tools to wrap legacy code, tools to implement web services registries, we even have tools to wrap stored procedures as web services. But how good are those products? The third part deals with design rules. What are the lessons we have learned so far with developing web service-based systems? For example, should we design according to an outside-in or inside-out approach? What do the terms cohesion and coupling mean? Subjects covered will include: Standards, Web Service Transactions, Discovering Web Services, Middleware Vendor Overview, Platforms, Rules for Design and the Future

Half Day Tutorial 14:00-17:30**From Enterprise Data Models to Dimensional Models: A Structured Method for Data Warehouse and Data Mart Design**

Daniel Moody, Assoc. Professor, Norwegian University of Science & Technology

This tutorial presents a method for designing data warehouses and data marts based on a common enterprise data model. It defines a step-by-step approach for developing an enterprise data model from production sources using a "lowest common denominator" approach.

This is then used to design the central data warehouse ("wholesale" distribution point) and data marts ("retail" stores). Compared to conventional design methods, this provides a more structured approach and allows data warehouses and data marts to be developed in an architected manner. This session explodes the popular "myth" that traditional Entity Relationship modelling and dimensional modelling are fundamentally different and somehow incompatible. It shows that ER models provide the basis for developing dimensional models and there is quite a straightforward mapping between the two. A major objective of this session is to provide a "bridge" between traditional ER modelling and dimensional modelling, to make it easier for people trained in traditional database design techniques to learn data warehouse design. This is a "hands on" session in which participants will apply the method to a number of real life examples, taken from retailing, banking, health and law enforcement.

Half Day Tutorial 9:00-12:30**Common Data Architecture – Sharing a High-Quality Data Resource**

Michael Brackett, Consulting Data Architect, Data Resource Design & Remodeling, President, DAMA International

The data resource in most public and private sector organisations has been developed over a period of many years through a variety of different concepts and techniques. The disparity is continuing to increase and the quality is continuing to decrease. The result is a data resource that is failing to meet the ever-growing and ever-changing information needs of the organisation. If this trend continues an organisation will fail to be fully successful due to information deprivation.

There are many techniques, tools, and standards that claim to take control of the data resource, resolve existing data disparity, and improve data resource quality. Many of these approaches are simply the current wave of silver bullets that will not substantially resolve data disparity or improve data resource quality. The only real solution is to implement an enterprise-wide common data architecture within which all data can be thoroughly understood, formally managed, and fully utilised. This tutorial will cover the concepts, principles, and techniques of a common data architecture, how a common data architecture can be developed, how data are understood within that architecture, how further data disparity is prevented, how data can be integrated, how existing data disparity is resolved, how a high-quality data resource developed, and how data can be readily shared to support an organisations business information demand.

Half Day Tutorial 14:00-17:30**Enterprise Architecture: Value Proposition**

John Zachman, President, Zachman International

Most people still think that the way to acquire funding for new systems is "cost-justification." I would suggest that this is a vestige of the past ... the Industrial Age. The game has changed!! We are now clearly well into the Information Age and the value proposition for systems has radically changed. Now Architecture ... Enterprise Architecture ... plays a central role in providing value to the Enterprise. There are four reasons why you "do" Architecture including alignment, integration, change management and reduced time to market. Without Architecture, there is NO WAY you can do any of these things. This presentation begins with a brief tutorial on the Framework for Enterprise Architecture to define what Enterprise Architecture is, and then develops the logic as to its value to the Information Age Enterprise.

09:00-09:30

Joint Chair Introduction:

Michael Brackett, DAMA International

Larry P English, INFORMATION IMPACT International Inc

Rosemary Rock-Evans, RRE Associates

09:30-10:30

META DATA KEYNOTE

Reinventing Data Management

Graeme Simsion, Senior Fellow, University of Melbourne



Data management has been around in theory and in practice for more than 25 years and making it work has never been easy. Changes to business and information technology practices have made the challenge even greater. In this keynote session, Graeme will explain how a new "tactical" approach to data management can be used, with an emphasis on achieving measurable business impact in key areas. He will also compare the results of those organisations that have adopted this approach with those using more traditional approaches. Topics include:

- The track record of traditional data management
- Why data management is so difficult and why it has become more so
- The elements of a new approach
- Experiences with a new approach
- The future of data management

11:00-12:00

CONCURRENT SESSIONS

OASIS Standards Process

Patrick Gannon, President and CEO, OASIS

OASIS is a member consortium dedicated to building systems interoperability specifications. It focuses on industry applications of structured information standards, such as XML, SGML, & CGM. Members of OASIS are providers, users and specialists of standards-based technologies & include over 200 organisations, 250 individuals & a number of industry groups. In his presentation Patrick will describe:

- What relevance the standards OASIS promotes are to Data management
- How the standards making process works
- How to get involved
- What OASIS offers to its members

Abbey National—Information Quality Principles in Practice

Jean Knight, Head of Information Quality, Abbey National plc

The presentation objective is to share the progress Abbey National has made to implement the following information quality principles.

- Information Quality Team - the importance and role of a dedicated Information Quality team within the business.
- Framework of Ownership - the implementation of an ownership structure covering both data and processes.

- Quality Measurements - the key measurements needed and how to link these to business benefit.

Other successes will be covered detailing business benefits.

The Seven Deadly Sins of Process Modelling

Alec Sharp, Consultant, Clariteq Systems Consulting Ltd.

In some form or other, process modelling has been around since the dawn of computing - flowcharts, data flow diagrams, functional decompositions, event-response chains, swimlane diagrams, and so on. Historically, data management professionals could look at process modelling from a distance - we focused on data, and someone else worried about process. Now, even though we're no longer bombarded with messages about "Business Process Reengineering," organisations are more focused than ever on improving their business processes. Recent drivers like ERP implementation and "e-whatever" are essentially about using new technologies to enable business processes. This has raised demand for professionals with process skills, which is the good news. The bad news is that we discover that process modelling isn't so simple after all. There are more sensitivities, more dimensions to the problem, more conflicting approaches, and (wouldn't you know it!) fewer rules to guide us. Luckily, it doesn't have to be that way. This presenter has observed that there are some common errors - the "seven deadly sins" - that both new and experienced process modellers fall victim to. The presentation will examine each of these, with an eye to helping analysts deliver useful process models while staying out of trouble.

Implementing the Zachman Framework

Neal Fishman, Enterprise Architect, Equifax

By design, the Zachman Framework for Enterprise Architecture is independent of any specific methodology or technology. This presentation illustrates a technique for directly incorporating a system development lifecycle (SDLC) into the Framework. This includes methodology, processes, and technology. The net effect is that the Framework can be implemented and every cell can be understood in the context of an SDLC.

- Chaos, Fractals and the Framework
- Perspectives, Aspects, and Science
- Science Explained
- First Order Descriptive Representations
- Second Order Descriptive Representations

XML-based EAI for Data Managers

Peter Aiken, Founding Director, Institute for Data Research

It has been estimated that organisations spend 20-40% of their technology budgets on integration tasks. Attempts to address integration challenges existent in modern environments have been labelled Enterprise

Application Integration (EAI) In the past, EAI, has focused on middleware-based solutions aimed at connecting disparate applications together. Now businesses are realising that technical solutions alone cannot help us to tame the legacy environment in a cost effective manner. XML-based EAI technologies permits implementation with minimal or no change to the existing applications or data - a non-intrusive approach. This talk highlights aspects of XML-based, EAI technologies that can deliver tangible integration, rapidly when implemented by data management. Faced with limited resources, you are interested in rapidly planning for what must be done in order to have your EAI initiatives succeed. Delegates will understand:

- Why EAI is needed, what drove the need for EAI technology and the benefits of EAI
- What the importance of XML is in relation to an EAI architecture
- How to deliver cost effective solutions with acknowledged contributions accruing to use of formal data management techniques.
- How (with marginal effort) EAI projects can be implemented literally as by-products of a variety of XML-based initiatives.
- How to develop a "low tech" XML repository required for implementing an incremental approach to EAI.

13:30-14:30

CONCURRENT SESSIONS

The Repository In Practise

Representative of Merrill Lynch, Enterprise Data Standards Initiative (EDSI) Group

Merrill Lynch have established a global metadata repository covering a wide variety of data sources, including XML. The metadata repository covers definitions for all metadata about party, product and organisation (i.e. trade books) and the standard definitions for data transfers between departments. Metadata information is available to Merrill Lynch staff using browser based technology. Phase I established the repository. Phase II federates 75 core reference data sources to provide access (over time) to some 2000 applications consuming core reference data across Merrill Lynch. In this presentation the speaker will describe how the repository was set up, the standards used and the tools used to support the project.

Data Quality at the Ministry of Defence: Leading by Example

Ray de Winter, Cornwell Management Consultants

Lt. Col. Noddy Stafford, Ministry of Defence

This is a case study of a complex cleaning up exercise of basic inventory item and supplier data. The most pressing need for the project to go ahead was to enable critical new systems to operate effectively. However, the visible progress and spin-off benefits of the project caused a sea change in attitude to data quality. Success was due to:

- Designing cleansing processes that were progressive, credible and measurable
- Convincing the data owners of the need to act
- Arresting the decline in quality through process improvement

Lessons Learned from the Pepsi Bottling Enterprise Data Warehouse

Tom Haughey, CTO, Pepsi Bottling Group

The Pepsi Bottling Group Data Warehouse is a centralised data warehouse with dependent and independent data marts. The warehouse was built using 15 development principles, which guided its evolution and future. The warehouse is populated daily with over a million transactions. Currently, 6000 queries are supported each day, with the number growing to 12,000 by mid-2002. A reporting system was developed to give financial and selling users a standardised and assisted ad hoc capability. PBG business management believes in standardised reporting, guided navigation and prescribed *ad hoc*.

The Replatform Project was preceded by a four month DW Strategy project. This project examined reporting/analysis requirements of PBG from four perspectives: business process, information, application and technology. Across these, a current assessment, a future vision and a migration plan was developed. The Replatform Project has not been without colourful events. This presentation will review these learnings. Among the most interesting of the learnings involved: the real capabilities of the hardware and software platforms; governance; vendor relations; and the role of aggregation in the data warehouse.

Requirements Analysis: From Business Views to Architecture

David C. Hay, President, Essential Strategies

Object models, state/transition diagrams, use cases, entity/relationship diagrams, data flow diagrams? And so forth? There are too many different techniques out there! How am I to sort them all out? How do I know when to use which one? John Zachman's Architecture Framework provides the answer to this. Its thirty-six cells provide a home for every one of the system-development techniques that has been created over the last thirty years.

This presentation describes requirements analysis as the translation of a set of business owners' views into an architecture. Moreover, it will describe all the various techniques can be part of this translation. In addition, the presentation will show how the techniques are related to each other.

- Requirements Analysis and the Architecture Framework
- Column One: Data
- Column Two: Activities
- Column Four: People and Organisations
- Column Three: Locations
- Column Five: Timing
- Column Six: Motivation

The Language of Your Business: The Key to Understanding Data and Sharing It Globally

Donald Chapin, Knowledge Management Consultant, Business Semantics Ltd

There is a hidden asset in the business that offers a breakthrough in Data Management.

Two business trends are forcing this asset to be revealed in dramatic new ways. The massive explosion of text documents is forcing the business to identify its vocabulary, structure it into Taxonomies (hierarchies of general to specific terms), and define its synonyms, acronyms and abbreviations in Thesauri in order to find the it documents needs. The internet, which makes information available globally, is forcing 'Definition of Terms' to appear everywhere: on eBusiness sites, in legal contracts, and in internal Business Glossaries developed by business staff to communicate across wide communities. Learn the benefits of leveraging this emerging business asset for data architecture, data modelling, data integration, accessing unstructured data, business intelligence, and business rules.

14:35-15:35 CONCURRENT SESSIONS

Using Meta Data For Web Portals, And EIPs

Joe Danielewicz, Manager of Data Administration Motorola, SPS

In this presentation, Joe will compare Web Portals with Enterprise Information Portals (EIP). He will then explain how to use XML & middleware to synchronise the EIP with operational systems, and how to manage your meta data in order to bring meaning to your EIP. The topics covered will include:

- Portal Concepts – EIPs, Portal Organisation and portal 'personalisation'
- Meta Data and how it brings meaning to data
- The Technologies which help Portal development (XML & Middleware)
- How Meta Data Management is key to both XML and Middleware
- XML enabled Meta Data Repositories
- How to develop a 'Virtual' Meta Data Repository

Managing Information Quality in Knowledge-Intensive Processes

Dr. Martin Eppler, Vice Director, University of St. Gallen

The presentation outlines how to improve information quality for knowledge-intensive processes, e.g., consulting, market research or online communication. It suggests a framework and four principles to put it into practice. Various techniques and implementation insights will be discussed, such as:

- Which information quality problems cause the greatest costs in knowledge-intensive companies?
- How to use information quality tools for non-routine content management processes.
- How to measure the quality of 'knowledge products' (e.g., at Gartner, Giga, GfK)

Lessons Learned in Implementing Data Management - If I Only Knew Then – What I Know Now

Carol Knight, Principal Consultant, Knight Consulting

Throughout my career, I've been plagued with a naïve, idealistic, assumptive approach to

implementing programs that will enhance our ability to manage data effectively. After all, who wouldn't want to support this lofty goal? Each effort rewards me with valuable lessons learned. My recent attempt to define and implement data management and a distributed data stewardship program within a large organisation reinforced prior lessons learned, provided some unexpected "gotcha's", and established in my mind some specific prerequisites before I would embark on this endeavour again. This presentation is intended to save other zealous data management practitioners from experiencing my pain and perhaps offer an opportunity to achieve more gain.

- What are we trying to accomplish?
- Who are the key players and what are their perspectives on the issues?
- How can we make this a WIN – WIN – WIN – WIN (for all involved) ?
- What do you absolutely have to have a commitment to, or already have in place to allow (not ensure) success?
- What will automatically ensure failure?
- Why do we keep trying?

"THE DRIPPING TAP" Challenges of Rolling out an Enterprise Model

Ian Barfoot, Data Architect – Information Management, Westpac Banking Corporation

There has been a lot of hype about developing architectural frameworks and populating them with detailed models, but what then? Since its inception in 1991, many organisations have acquired IBM's Information Framework (IFW) detailed content models for Data, Function and Workflow. This paper covers various approaches that have been used in rolling out these models. It concentrates on what was (is being) done in the area of data architecture, in what is required to support an Enterprise model generally, and vendor supplied generic models specifically. It outlines the factors seen as critical to the success of the rollout and how these factors are being tackled. It concludes with an appraisal of the relative success of the approaches in terms of what was achieved.

- A brief overview of the Information FrameWork (Data, Function, and Workflow)
- Approaches adopted in different organisations
- What has been achieved using the different approaches
- An assessment of the value of the various implementations
- Lessons learned to-date and the way forward

Software Engineering and Data Management

Karen Lopez, ISP, Principal Consultant, InfoAdvisors Inc

This presentation covers how Data Modelling is addressed in the Software Engineering Body of Knowledge (SWEBOK), an IEEE standard, soon to be an ISO standard. It also addresses the current status of software engineering conflicts between the professional engineering bodies and the computer science bodies, including career implications for IT professionals. Karen also reports the status of software engineering accreditation and certification around the world.

16:05-17:05

CONCURRENT SESSIONS

A Schema For A Meta Data Repository

David C. Hay, President, Essential Strategies

In this presentation, David will describe the schema he uses to set up a metadata repository. It consists of a data model describing the underlying structure of:

- Analysis models – entity/relationship diagrams, function models, business rules, etc.
- Design models – tables and columns, programme modules, interactive design, object-oriented design.
- Retrieval models – "views" of the data, etc.
- Data maintenance – mappings & transformations

The presentation will also include a data model describing the nature of object-oriented design. The aim of the presentation is to provide data administrators with a practical meta model they can use to set up their repository.

Methods for Assessing the Validity and Reliability of Abstracted Medical Records

James Forsythe, Director of Research & Evaluation, West Virginia Medical Inst.

In support of the Veterans Health Administration's External Peer Review Program, West Virginia Medical Institute performed over 350,000 medical record reviews in 140 hospitals during FY 2001. To assure the quality of the record abstractions (conducted by over 100 abstractors), West Virginia Medical Institute has developed computer-aided screening techniques to assess the validity and reliability of the data. These methods enhance the value of third party record review for scientific assessments of clinical performance.

- Medical data quality assessment
- Computerised data screening
- Performance anomaly detection

Can CBML really displace ER as the most popular language for modelling information needs?

Harry Ellis, Senior Consultant, The British Army

Aided by comments from Graham Witt and other DAMA speakers, Harry will present a candid assessment of the British Army's new language CBML that was introduced at the DAMA International Symposium that was held in San Antonio last May. A carefully chosen case study will be used to draw out the main ways in which it differs from ER in its Barker/Oracle form, UML and ORM.

Particular attention will be paid to the way each of these languages handle requirements for inheritance, constraints, plurality, verbalization and change"

How Have Shell and other Large Companies Approached Enterprise Information Integration?

Cliff Longman, CTO, Kalido

In 1995 The Oil Products division of the Royal Dutch Shell group took a daring step to implement coordinated management of common data at a global level. To date nearly 70 local data management hubs have been implemented covering the operations of nearly 90 countries, which, for the first time, provide a consolidated view of trade at an enterprise level. This was achieved despite major business upheavals including mergers, product and organisational restructuring, and massive re-organisation of the supply chain. In the lifetime of the project to date more than 40 changes have been made to the business model.

In this presentation, Cliff re-traces the steps of this and other projects over the past 7 years highlighting the difficulties faced, problems experienced, and the solution adopted. He provides insight into the difficulties large companies face attempting to manage their data, and some practical solutions that have worked to overcome them.

- Enterprise data management
- Federated data architecture
- Practical project experiences
- The importance of managing through change

The Seven Habits of Highly Effective Data Managers

Daniel Moody, Associate Professor, Norwegian University of Science & Technology

Enterprise-wide data management is hard, and few organisations have been successful in implementing the concept. This presentation defines a set of "habits" for achieving success in data management, as well as defining what "success" really means. These are based on observations and experiences of successful and unsuccessful data management efforts over the past decade. Rather than a new technique or a "quick fix", the seven habits defines a mode of operating that provides the platform for sustainable success. More importantly, it focuses on success through a paradigm of cooperation with others for mutual benefit rather than success at all costs (ultimately counter-productive) or success on your own (difficult if not impossible).

22 OCTOBER: 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 • 23 October

09:00-10:00

INFORMATION QUALITY KEYNOTE

Those Who Miss The Information Quality Revolution Will Lose— What To Do To Win



Larry P. English, President - INFORMATION IMPACT International

Larry is not prone to making predictions, BUT...there is enough solid evidence for him to say that the Information Quality Revolution is Real. He describes how:

1. Leading edge organisations are already reaping huge benefits
2. The IQ Revolution will affect every enterprise:
 - Some positively, because they participate and gain the benefits of the "realised" Information Age

- Most negatively, because they are at an economic disadvantage because they missed or ignored it
- Some companies will barely make it because they do not fully understand the real quality principles that underlay IQ, and will sub-optimize, missing the most significant benefits

Larry describes the emerging state of the High IQ organisation and the benefits they are achieving today. He describes the characteristics of "real" information quality management that the organisation must implement to achieve the "quantum leap" in benefits. Mr. English then describes the steps to start—or to continue—your organisation's journey to a High IQ.

- Where IQ is today: the good, the bad and the ugly
- The realised benefits of today's high IQ organisations
- The principles of "real IQ" management
- Next steps to get you there

10:15-11:15 CONCURRENT SESSIONS

Data Management – Some Hard Learned Lessons

Rosemary Rock-Evans, Consultant, RRE Associates

Rosemary has been involved in data and database administration and consultancy since 1975. She has taught and written about data modelling, data administration and repositories and frameworks. She has also performed numerous assignments modelling and setting up data administration departments. She has as a consequence made possibly every mistake it is possible to make in this area!

In this presentation she describes what doesn't work and why and what does work and why – from lessons learned by hard won experience.

Measuring the Value of Information: An Asset Valuation Approach

Daniel Moody, Associate Professor, Norwegian University of Science & Technology

Information is increasingly being recognised as one of the firm's most valuable assets. However so far it has resisted quantitative measurement. While it consumes vast and ever increasing quantities of organisational resources in its capture, storage and processing, it typically receives no financial recognition on the balance sheet. This presentation describes an approach to valuing information which is both practical to apply and consistent with accepted accounting principles. It begins by examining the nature of information as an asset, and defines a number of "laws" that govern its behaviour as an economic good. It then looks at alternative asset valuation models from accounting theory and how they may be applied to measure the value of information. Finally, an approach is proposed which adapts existing asset valuation methods to reflect the unique characteristics of information as an asset. Measures of the value of information may be used to measure IT effectiveness, increase organisational awareness of the value of information, guide IT strategic planning and cost-justify DSS/EIS developments.

Business Rules, Business Plans and Workflow

John Hall, Principal, Model Systems

In this session, an approach based on two kinds of generic model is presented. First, the Business Rules Motivation Model, taken from "Organising Business Plans – the Standard Model for Business Rules Motivation", from The Business Rules Group is used to create a catalogue or database of elements that make up a business plan:

- Ends - the states an enterprise wants to be in
- Means - the courses of action it has decided to adopt to reach its ends
- Guidance - the business policies and rules that govern the courses of action
- Influences - the factors taken into account in defining the guidance

Second, the primary task model, developed by Brian Wilson at Lancaster University Business School as part of the Soft Systems Methodology provides a process for maintaining the business plan over time, in response to changes in the influences. With the addition of actors and scheduling, the same two models can be used at finer levels of granularity to specify the execution of the business plan - down to the workflows for individual business events.

The presentation includes examples of application of the same two generic models in three business contexts - finance, transportation and manufacturing - by large European organisations.

Roadmap to Federated Data Architecture

Ho-Chun Ho, Consultant, HoTech Corp

The goal of architectural planning is to enable organisations to optimise revenue and increase shareholder value by establishing the supporting strategy, standard process, culture, technology and best practices. Over the years organisations

have been building silo systems and isolated data islands, oftentimes forced by realistic reasons. It is largely overlooked that inadequate design of the organisation of data architecture contributes to this disparity. This presentation will discuss typical models of data architecture organisations in the U.S., the pros and cons of each type of organisation, the concept of federation governance and local autonomy, and the roadmap to establish data architecture in a federated manner based on real-life experience.

Data Strategy: Global Design for Local Content

Stephan Stadelmann, Partner, FINSTRAT ASIA

To manage, consolidate and cross reference data content from different data suppliers and sources in different languages and at the same time manage knowledge, quality and processes has become the key to survival for anyone in the data management industry.

Data Framework considering both business and operational needs are part of a data strategy that has to pack local needs into global views... and yet maintain cost effective and competitive data operations. But there is more to it, which software and technology cannot solve. Based on a case study the presentation will cover:

- Why a global data strategy for local needs
- Why a data asset inventory and data management due diligence
- What to consider in a global design for local views
- How to integrate design, metadata and manage change effectively

11:20 – 12:20

CONCURRENT SESSIONS

UPS METADATA Repository Implementation: A Success Story!

Patti Munier, Senior Data Analyst and Manager, United Parcel Service

United Parcel Service moved in 1997 from a dictionary tool that no longer met its needs, to a Repository. The UPS Corporate Metadata Repository provides Technical and End Users with Web access to metadata in over 250 database applications on multiple DBMSs, 17,000+ fully defined and rationalised elements, a complete business glossary, COBOL programs, and copybooks for global impact analysis and reporting. UPS also uses XML nametags to existing elements using the standard business name. In this presentation, Patti will describe:

- Key Repository design decisions and benefits
- Data element standardisation and rationalisation processes
- Time and resources
- Proven benefits
- Future goals

Employing Quality Principles with Global Customer Information

Graham Rhind, Owner, GRC Database Information

Using many real world examples, this presentation provides a practical framework for applying quality principles to global customer information & with international data within national databases. The problems associated with international data management and quality will

be outlined, and, where possible, tips for resolving problems or preventing their arising will be covered.

- Specific quality issues with global customer data
- A framework for understanding the issues involved
- Tips for approaching and resolving the issues involved.

Data Analysis Patterns

Janet Siebert, Senior Data Architect, Metro Information Systems

Data warehousing, data conversions, data quality efforts, and multi-source data reconciliation all require significant data analysis initiatives. Too often, data analysis processes are ad hoc, designed and re-invented from project to project, task to task. This presentation discusses a number of data analysis patterns that can be applied systematically in many situations. The speaker will highlight automation techniques that can accelerate the analysis process.

Attendees will learn:

- Specific analysis patterns, including:
 - Descriptive statistics,
 - The synthetic join,
 - The reconciliation join, and
 - Myth management;
- Analysis automation techniques; and
- Ways to improve the performance of analysis processes on large and rapidly growing data sets.

Barclays Data Architecture

John Oxton, Chief Data Architect – Barclays Group, Barclays Bank

This presentation will describe the implementation of a Data Architecture across the Barclays Group. Barclays is a large complex organisation that consists of several separate business units. The units address different parts of the group business and are geographically disparate. Some also have their own IT departments, and working practices and methods vary from one department to another.

Barclays have attempted to build a Data Architecture that can demonstrate business benefit and savings. The intention was always to build an architecture that was seen as relevant and part of the design process. It was considered vital not to be perceived as an administrative overhead, or as a change inhibitor.

Problems have been encountered and resolved along the way, and these pitfalls and solutions will be described during the presentation.

The presentation will cover the following topics:

- Gaining funding and management buy in to build a data architecture
- Building a 'layered' data architecture
- Mapping the architecture to the real world
- Integrating the architecture with the development lifecycle
- Driving out reusability and demonstrating savings
- Implementing a shared model across a disparate business
- Integrating operational information with an enterprise model
- Using XML to leverage the investment in the data architecture models

Best Practices in Enterprise Data Warehouse Deployment

Stephen Brobst, CTO, Teradata, a division of NCR

Proper architecture of a data warehouse has a significant impact on the return on investment obtained from its deployment. This presentation provides a taxonomy of data warehouse topologies and discussion of best practices for enterprise data warehouse deployment. Implementation techniques using integrated, federated, and data mart architectures are discussed along with rules of thumb for when and how to implement these structures as required by analytic applications. A framework for understanding cost and value implications of the various approaches will be described.

13:20 – 14:20 DAMA INTERNATIONAL KEYNOTE

Frameworks and Architectures: The Ultimate Stability

John Zachman, President, Zachman International & Michael Brackett, President, DAMA International & Data Resource Design & Remodeling



Most public and private sector organisations are facing two realms of change – changes in the business and changes in information technology. The changes are increasing in frequency and magnitude to the point that the only thing constant today is constant change. These two realms of change are difficult enough to manage for most organisations. What makes the problem almost insurmountable is the disparate base upon which the changes must be made. Most organisations have disparate data, applications, processing environment, and business activities. The only way out of this morass of disparity and constant change is to develop a formal framework of formal architectures, understand the disparity within that context, and set about resolving the disparity to support the business. The resulting framework of architectures provides the ultimate stability across changing business and technology.

14:25 – 15:25 CONCURRENT SESSIONS

Developing An Enterprise Object Class Hierarchy

Graham Witt, Senior Consultant, Tier Technologies

In this presentation, Graham will argue that an Enterprise Object Class Hierarchy can provide a powerful foundation for an Enterprise's Information and Data Architectures. This presentation describes a successful recently completed project to develop an Enterprise Information Architecture using an Object Class Hierarchy. Topics will include:

- Class discovery
- Reviewing the hierarchy
- Managing the evolving hierarchy
- Modelling: classification schemes, association classes, aggregate components
- Using the hierarchy
- Tools

Data Quality: Mining for Efficient Data Quality Management

Udo Grimmer, Research Associate, DaimlerChrysler AG

One or two examples from the car manufacturing domain will be picked up to illustrate how data quality problems are addressed in practice today. A methodological, process-oriented approach to data quality management will be sketched. Data mining methods that are typically applied to find interesting and previously unknown patterns in large amounts of data are being used to support several phases of this process model. The main idea behind the application of data mining methods is to deem data anomalies deviations from a 'normal' quality state. The primary advantage of this approach is an increased degree of automation and enhanced thoroughness and flexibility of data quality management.

How To Build an Architecture Portal using Standards and XML

Peter Rivett, CTO, Adaptive Ltd

The potential of Enterprise Architecture can only be realised when the information is accessible to different people across an organisation with the

breadth, detail and visualisation (ideally graphical) suited to their role at the time. Portals provide generic technology for accessibility and personalisation. However problems remain of integrating information from the different technical tools used to source it; and of visualising it without being restricted to the specific diagrams drawn for the original narrow purpose. This presentation will cover:

- Objectives and scope of an Architecture Portal
- Tool-independent Architecture standards and XML
- How to realise consolidated views and navigations
- Use of XML Stylesheets and Scalable Vector Graphics (SVG) for visualisation
- Practical experience

Data – Enterprise Infrastructure or Project Cost

Anthony E. Treadwell, Data Manager

The proposition is that the Enterprise Data Resource is both shareable and shared. Following this proposition it is prudent to manage this resource with a discipline similar to that applied to other shared resources. The discipline, simplified, establishes the role of application systems as exploiters, rather than definers, of this shared resource. It demands a fundamental re-think of the 'rules of engagement' surrounding the shared data resource. It demands a value and therefore value added process rather than a cost or expense process. If, as a global community, we truly believe that data are shared then we must move to remove the disproportionate influence individual applications exert on the definition of data.

- Data Management is a soup to nuts discipline
- Data as a shared resource must be managed accordingly
- Fundamental re-think of 'rules of engagement' between shared data and applications
- Shifting much of the data development costs from individual projects to infrastructure will provide a more balanced 'return on investment' profile for applications
- Shift of emphasis from data as a project cost to a shared infrastructure component, the development and maintenance of which is recovered by usage.

"This is pure quality time with the cream of the crop, timeless information of immense value."
Becky Kirkpatrick, Data Architect, Anheuser Busch

"Very impressive! A motivating Conference!" Annick Andies, IQ Manager, Belgacom

"An extremely informative and interesting two days"
Fiona Wallace, Barclays Bank

"Excellent, well worth the time and money." Ian Sinclair, Ministry of Defence

"A very valuable conference. The opportunity to network with other IRM Professionals is always great use of my time." Nigel Turner, Head of Information Strategy & Knowledge Management, BT

"Encouraging to see others trying to make the changes. Now the challenge is to put the ideas and experiences to use." Sharon Jones, Business Analyst, Post Office

"Brilliant Conference, good to know that you are not alone!" Flemming Madsen, Senior Consultant, Scandinavian Airlines Data Denmark

"A reassuring reinforcement of my current understanding plus plenty of new things to think about." Joanne Churcher, Systems Architect, IMS Health

"This conference provided me with a wealth of DM ideas, exactly as I hoped it would." Marc Lycops, Applications Architect, Electrabel

"The speakers all knew their stuff." Philip St John-Cullen, Data Analyst, Royal Bank of Scotland

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." Kevin Smith, Business Systems Manager, PHH Europe

Role of Data in Web Services

Christopher Simons, Senior Consultant, Aonix (Select) Europe Ltd

The emergence of Web Services has caused a re-evaluation of the role of data in service-based architectures. Web service technology demands that the use of the service be separated from its implementation. Rather than viewing data as "self-contained" entity models, it is more useful to view web service data both from the viewpoint of the client, consuming the services, and from the viewpoint of the provider of the service. In web services, it is meaningless to model data in isolation from the service.

This presentation explores the impact of web services on data modelling. In particular the impact of consumer and supplier viewpoints on data modelling are examined using the Supply, Manage, Consume paradigm as a vehicle. The presentation also outlines the use of XML schema as a mechanism to web service data, and lastly investigates how the possibilities of stateful services within a process-bound context also influence web service data modelling.

- Why traditional entity modelling of data is inappropriate for web services data modelling;
- How the Supplier and Consumer viewpoints influence appropriate data design of Web Services;
- The use of XML schema as a mechanism to model Web Service data;
- The impact of stateful process-bound contexts of Web Service Data Modelling

15:40 – 16:40

CONCURRENT SESSIONS

META DATA As An Agent Of Change

Donald J. Soulsby, Director, Architecture Strategies, Computer Associates

This session will explore how the effective use of metadata can help enterprises deal with change. Donald will look at both planned and unanticipated change, as well as change internal or external to an enterprise. He will also look at how the impact of a change can be traced using meta data for both business and technical

domains, for example, a new business merger strategy, or the integration of new technology. Donald will include within his session case studies which show how meta data was used. Topics covered include:

- Change Management Scoping.
- Data rationalisation
- System Development Re-engineering
- The Virtual Enterprise (Operational Data Store)

Selling your Information Quality Programme to Senior Management

Kathy Hunter, Information Management Consultant, InfoAdvantage Ltd.

Speaking from experience, Ms. Hunter will show you how to get the attention of senior management and will provide practical advice on getting an IQ programme started. At the end of the day, it's all about costs.

- Finding business sponsors to help you get your ideas before senior management
- Unearthing the hidden costs of 'scrap and re-work', quantifying these and their effect on the bottom line
- Devising that crucial cost/benefit analysis to make your case

Opportunities for Data Resource Management: DAMA Panel Discussion • 15:40 – 17:10

Moderator: Graeme Simson, Senior Fellow, University of Melbourne

Peter Aiken, Founding Director, Institute for Data Research

Michael Brackett, President, DAMA International

Daniel Moody, Associate Professor, Norwegian University of Science & Technology

John Zachman, President, Zachman International

Data must be managed as a critical resource of an organisation, equivalent to the management of finances, real property, and the human

resource. Most organisations have not managed their data as a critical resource and the result has been rapidly increasing quantities of low-quality disparate data that do not support an organisation's constantly changing demand for information. With the current slump in the economy many of the people that are being laid off are involved in data management in one form or another, making a bad situation even worse.

What can be done to make organisations see the benefit of formally managing data as a critical resource? What can data resource managers do different than they have done in the past? What are the opportunities for data resource management in a soft economy? What can be done to create an integrated high-quality data resource that supports business information needs? This panel of experts will cover these and other important questions relating to data resource management.

16:40-17:10

CONFERENCE Q&A SESSION AND CHAIR WRAP UPS: META DATA AND INFORMATION QUALITY

visit

www.irmuk.co.uk/dm2002

for speaker biographical details

and full session outlines

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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registration information



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IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of IRM UK, to change the content, timings, speakers, date and venue of the conference.

CANCELLATION POLICY: Cancellations must be received in writing at least two weeks before the commencement of the conference and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the conference date will be liable for the full conference fee. Substitutions can be made at any time.

VENUE DETAILS: Victoria Park Plaza Hotel, 239 Vauxhall Bridge Road, London SW1V 1EQ • Tel +44 (0)20 7769 9999 • Fax +44 (0)20 7769 9998 • www.vpp-sw1.com

HOTEL ACCOMMODATION DETAILS

IRM UK in association with JP Events has arranged special discounted hotel rates at the above mentioned venue and at other hotels nearby.

Email: Enquiries@jpeventsltd.com

Tel: +44 (0)20 7428 9911 **Fax:** +44 (0)20 74289966 www.jpeventsltd.com

MAILING INFORMATION: As we are using multiple mailing lists, there is the possibility that you may receive more than one brochure. If this is the case or if there is an error in your address details, please forward the incorrect mailing labels to us so we can update our database immediately.

21-23 October 2002
Victoria Park Plaza Hotel, London, UK

REGISTRATION FEES: Full payment or a purchase order is due prior to the conference. Payment may be made in Sterling (£) or Euros. If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (17.5%) to their total conference fees. VAT may be reclaimed by delegates from the tax authorities after the event.

REGISTRATION:

Entire Event 21-23 October 2002 £1295 + VAT (£226.63) = £1521.63

Conferences Only 22-23 October 2002 £995 + VAT (£174.13) = £1169.13

Tutorial Only 21 October 2002 £545 + VAT (£95.38) = £640.38

Event proceedings will be provided on CD Rom. If you would also like a printed version of the documentation the extra cost will be £75.

DISCOUNTS There are discounts available for group bookings. Please contact IRM UK for further details.

The registration fee includes the conference lectures, documentation on CD Rom, refreshment breaks and lunch on each day of the conference. The cost of hotel accommodation is not included in the conference fee.

booking form

Organisation
Address
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Booking made by
Approving Manager Position

Delegate details

1. Surname.....Mr/Ms/Mrs/Dr
First name:.....
Job title:.....
Direct email:..... Direct tel:.....
2. Surname.....Mr/Ms/Mrs/Dr
First name:.....
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Direct email:..... Direct tel:.....

Please tick here if this completed form confirms your telephone registration.

Please quote this booking code when registering: **IRM**

PLEASE REGISTER ME FOR:

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Conferences Only • 22-23 October 2002

Tutorials Only • 21 October 2002

Free Exhibit Floor Pass

Apart from the CD Rom of the proceedings I would also like to receive a printed version of the documentation for £75.

I will be unable to attend but would like to purchase the conference proceedings on CD Rom for £300.

PAYMENT DETAILS: (Please note that full payment or a purchase order is due prior to commencement of the conference)

Please tick appropriate method of payment:

Cheque, drawn on a UK bank, enclosed for £.....
made payable to IRM UK Strategic IT Training Ltd

Purchase Order Number

Bank Transfer (Please attach a copy of your bank transfer order to this booking.)

Bank Address: HSBC, 2 Craven Road, Paddington, London W2 3PY, UK

Sterling Account Number: 01467816 **Sort Code:** 40 05 19

Account Name: IRM UK Strategic IT Training Ltd

Euro Account Number: 39327354 **Sort Code:** 40 05 19

Account Name: IRM UK Strategic IT Training Ltd

Billing address if different from above:.....
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When paying by bank transfer, please ensure that the order includes the following details: the Conference Title, the Delegate Name and your Company Name. Please ensure the full amount is paid, including VAT.

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American Express Visa Mastercard

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Please charge _____ to my account:

Account Number _____ Expiry Date _____

Name on credit card (please print).....

Cardholder's Signature.....Date

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Please send information about sponsoring and/or exhibiting at the conference

I am unable to attend this event, but please add my name to your mailing list

HOW TO REGISTER



E-MAIL: customerservice@irmuk.co.uk
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FAX: +44 (0)20 8866 7966



POST: IRM UK Strategic IT Training Ltd, Bishops Walk House
19-23 High Street, Pinner, Middlesex HA5 5PJ, UK



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