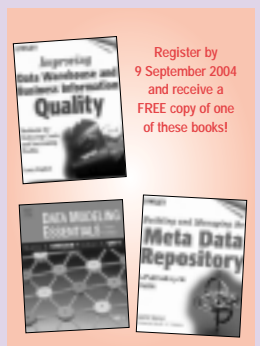


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**META DATA Europe Conference** 2004



## 1 November 2004 Tutorial & Exhibit

	META DATA TUTORIALS	IQ TUTORIALS
	09:00 - 17:30 Full Day	09:00 - 17:30 Full Day
	<b>Enterprise Metadata: Discovering the Secrets of Creating Lasting Value</b> <b>R Todd Stephens, BellSouth</b>	<b>Information Quality Principles and Processes: Foundation for IQ Management</b> <b>Larry P English, INFORMATION IMPACT Intl</b>
	09:00 - 12:30 Half Day	09:00 - 12:30 Half Day
	<b>XML For Data Managers - An Introduction</b> <b>Peter Aiken, VCU/Data Blueprint</b>	<b>Drive Business Benefit Growth? Improve ROI? Focus on IQ Improvement!</b> <b>Dave Evans &amp; Dave Mills, BT Exact</b>
	14:00 - 17:30 Half Day	14:00 - 17:30 Half Day
	<b>Advanced XML-Based Data Management</b> <b>Peter Aiken, VCU/Data Blueprint</b>	<b>Ensuring Global Address Quality</b> <b>Graham Rhind, GRC Database Information</b>
10:30-11:00 Break & Exhibit, 12:30-14:00 Lunch & Exhibit, 15:30-16:00 Break & Exhibit, 17:30-19:00 Drinks Reception & Exhibit		
13:20-13:50	PERSPECTIVE SESSION Track 1 The Data Quality Timebomb - What You Need to Know About Your Data, Ed Wrazen, VP Operations, EMEA, Trillium Software	
17:50-18:20	PERSPECTIVE SESSION Track 1 Ab Initio, Track 2 TBC, for details visit <a href="http://www.irmuk.co.uk/dm2004">www.irmuk.co.uk/dm2004</a>	

## 2 November 2004 Conference Day 1 & Exhibit

	META DATA CONF	IQ CONF
08:00-08:45	International Association for Information and Data Quality (IAIDQ) Meeting	
09:00-09:30	Joint Chair Introduction: Larry English, Rosemary Rock-Evans and Larry Dziedzic	
09:30-10:30	<b>DAMA KEYNOTE: SECRETS OF THE AGILE ORGANIZATION</b> Tom Demarco, Atlantic Systems Guild	
10:30-11:00	Break & Exhibit	
11:00-12:00	<b>Data Integration within the Media Industry</b> <b>Arthur Haynes and Kirit Solanki, BBC Technology Ltd</b>	<b>IQ Metrics and Program Strategies and Techniques</b> <b>Phil Cole and Jane Young, Reuters</b>
12:00-13:30	Lunch & Exhibit	
12:50-13:20	PERSPECTIVE SESSION Track 1 Data Quality Beyond the Name and Address: Ensuring Product, Inventory and Supply Chain Information Meets High Standards, Garry Moroney, CEO, Similarity Systems, Perspective Session	
13:30-14:30	<b>Metadata You Didn't Know You Had, And Some New Uses For It</b> <b>Benjamin Kahn, Aon Ltd</b>	<b>Managing Addresses and Customers</b> <b>Iain Patterson, British Gas</b>
14:35-15:35	<b>Benefits Driven Meta Data Implementations in Practise</b> <b>Christine Craven, Abbey</b>	<b>Information Quality in the Public Sector: Too Little Too Late?</b> <b>Ian Sinclair, Ministry of Defence</b>
15:35-16:05	Break & Exhibit	
16:05-17:05	<b>How We Learned NOT to Manage Meta Data</b> <b>Dan Paolini, The State of New Jersey</b>	<b>Overcoming the Challenges of Global Data</b> <b>Kathy Hunter, Harte-Hanks Europe</b>
17:05-18:45	Drinks Reception & Exhibit	
17:30-18:00	PERSPECTIVE SESSION Track 1 PowerDesigner®: Enterprise-Wide Modelling, Justin List, Systems Consultant, Sybase®	
18:05-18:35	PERSPECTIVE SESSION Track 1 & Track 2 TBC for details visit <a href="http://www.irmuk.co.uk/dm2004">www.irmuk.co.uk/dm2004</a>	

## 3 November 2004 Conference Day 2

	META DATA CONF	IQ CONF
08:00-08:45	<b>DAMA International Professional Groups Meeting</b>	
09:00-10:00	<b>INFORMATION QUALITY KEYNOTE: MATURING YOUR IQ MANAGEMENT FUNCTION: KEYS TO SUSTAINABLE VALUE</b>	
10:00-10:15	Break	
10:15-11:15	<b>Metadata Integration: The Route to Shared Business Vocabulary and Trusted Metrics</b> <b>Mike Ferguson, Intelligent Business Strategies</b>	<b>Data Profiling Tools for Investigating the Quality of Data</b> <b>Rick van der Lans, R20/ Consultancy BV</b>
11:20-12:20	<b>Business Process Re-engineering, Data Management and Data Modelling</b> <b>Graeme Simson, University of Melbourne</b>	<b>Data Certification: Experiences With New Data Management &amp; Quality Methods</b> <b>Andres Perez, Senior Information Management Consultant, IRM Consulting</b>
12:20-13:20	Lunch	
13:20-14:20	<b>META DATA KEYNOTE: METADATA - THE BIG PICTURE</b> Graham Witt, Independent Consultant	
14:25-15:25	<b>Meta-Data Vendor Solutions - Latest Product Trends &amp; Comparison Research</b> <b>Stu Carty, Gavilan Research Associates</b>	<b>Developing and Implementing a Strategic Plan for Improving the Quality of Fisheries Commercial Catch Data</b> <b>Kim Duckworth, New Zealand Ministry of Fisheries</b>
15:25-15:40	Break	
15:40-16:40	<b>The Return of Enterprise Reuse</b> <b>R Todd Stephens, BellSouth</b>	<b>Data Quality, Meta Data and Business Rules: Partnered in the Pursuit of Information Quality</b> <b>Shelley Brunette and Diana Joseph, Old Mutual</b>
16:40-17:10	Q & A SESSION PLUS CONFERENCE CHAIR WRAP UP	

# Agenda



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MORNING DAMA TUTORIALS	MORNING/AFTERNOON DAMA TUTORIALS	AFTERNOON DAMA TUTORIALS
09:00 - 12:30 Half Day Web Services from Soap to BPEL <b>Rick van der Lans</b> , R20/ Consultancy	09:00 - 12:30 Half Day Data Warehouse - Architecture, Design and Sustaining – <b>John Ladley</b> , KI Solutions	14:00 - 17:30 Half Day Being Right Isn't Enough: A Crash Course in Consulting Skills <b>Graeme Simsion</b> , University of Melbourne
09:00 - 12:30 Half Day Achieving Data Excellence <b>Larry Dziedzic &amp; Maggie O'Hara</b> DAMA International & East Carolina University	14:00 - 17:30 Half Day Integrating Business Intelligence into the Enterprise <b>Mike Ferguson</b> , Intelligent Business Strategies	14:00 - 17:30 Half Day Data Modelling for Business Rules <b>Graham Witt</b> , Independent Consultant
09:00 - 12:30 Half Day Data Modelling Essentials - Revisited <b>Graeme Simsion &amp; Graham Witt</b> University of Melbourne & Independent Consultant	14:00 - 17:30 Half Day A Requirements Analysis Workshop <b>David Hay</b> , Essential Strategies	
Track 2 Analyze, Improve, Control - Turning Data into a Competitive Advantage, Michael McQuaid, Manager, Solutions Engineering, DataFlux Corporation		
DAMA CONF TRACK 1	DAMA CONF TRACK 2	DAMA CONF TRACK 3
How to Implement a Data Warehouse on a Budget <b>Gerry Ray</b> , Associated Wholesale Grocers	Writing Good Use Cases <b>Terry Quatrani</b> , IBM	Unstructured Data Management at the European Court of Human Rights <b>John Hunter</b> , European Court of Human Rights
Track 2 QAS		
Creating a Co-operative Single View of Customer at Co-operative Financial Services <b>Brid Seery</b> , Co-operative Financial Services	Data Management issues During and After a Major SAP implementation <b>Anthony Harris</b> , Air Products	EAI Versus ETL-The What, Why, When and Where <b>Dan Paolini</b> , The State of New Jersey
Customer Intelligence - Crucial for Effective Data Management Campaigns at Lloyds TSB <b>Duncan Painter</b> ClarityBlue & Lloyds TSB Representative	Enterprise Information Architecture in Uncertain Times - React and Adapt <b>Don Soulsby</b> , Computer Associates	Data Model Quality – What is it? <b>David Hay</b> , Essential Strategies
Data Management and Multi-Jurisdictional Regulations <b>Simon Dunford and William Roebuck</b> , Rolls Royce and ERA	The Critical Role of Data Architecture and Administration in Implementing Application Packages <b>April Reeve</b> , Metro Solutions	Foundation for Data Resource Quality <b>Michael Brackett</b> , Data Resource Design & Remodeling
Track 2 Practical Steps to Improving Information Quality, Steve Tuck, Managing Consultant, Tranato		18:45 - 19:45 DAMA UK MEETING
DAMA CONF TRACK 1	DAMA CONF TRACK 2	DAMA CONF TRACK 3
DELIVERY Larry P English Information Impact Intl		
PANEL: Future of Data Modelling <b>Graham Witt, Terry Quatrani, David Hay, Graeme Simsion</b>	Global Data Management on a Shoestring <b>Chris Maynard</b> , JohnsonDiversey	Information Asset Valuation and Business Cases <b>John Ladley</b> , KI Solutions
Inovative Approach to Information Modelling <b>Martin Richley</b> , Ministry of Defence	Using Entity Life Cycles To Get The Users To Develop The Logical Model <b>Dagna Gaythorpe</b> , Consultant Information Architect	Data Management in the Media Industry <b>Carol Owens</b> , BBC Technology
Data Management Practice Maturity Survey - Do You Know Where Your Meta Data Is? <b>Peter Aiken</b> , VCU/Data Blueprint	How Do IT and Business Work Together To Make Mobistar's Data Warehouse a Success? <b>Michael Peeters</b> , Mobistar	It's All About Semantics <b>Keith Gordon</b> , Gordon Blain Associates Limited
15:40 - 17:10: DAMA PANEL DISCUSSION: Closing Panel: Shed The Hype – What Really Works <b>Larry Dziedzic, David Evans, Peter Aiken, Graeme Simsion &amp; John Ladley</b>		

Select from over 50 sessions

## META DATA

### XML IN DATA MANAGEMENT

Most organizations have not yet been able to harness the power of XML to save their organizations money, increase its technological effectiveness, or otherwise use it to leverage most technology investments. The more an organization invests in XML the faster payoff and more direct are the organizational benefits. Whether you are responsible for application development; data management; administration or architecture; system integration/implementation/maintenance; or another form of technology investment – all will benefit in profound ways. These two tutorials are designed to address this need.

### Half Day Tutorial 09:00-12:30

#### XML FOR DATA MANAGERS - AN INTRODUCTION



**Peter Aiken, Founding Director, VCU/Data Blueprint**

XML has evolved from an interesting to a necessary capability. Focusing on practical/easily implemented capabilities, this long running seminar teaches solution designers/technology managers how best to implement XML – strategically – while complementing/assisting ongoing data management (DM) activities. Delegates learn how to design XML-based solutions that leverage synergies with "best" DM practices. Delegates will:

- Understand the basic theories and guidance to use when incorporating XML into DM solutions – understanding the practical and effective
- Appreciate the many ways that the XML component architecture can be used to leverage DM solution efforts
- Learn from several examples of XML-based solutions

### Half Day Tutorial 14:00-17:30

#### ADVANCED XML-BASED DATA MANAGEMENT



**Peter Aiken, Founding Director, VCU/Data Blueprint**

Building on the morning session, afternoon brings an examination of how XML framework technologies can play a role in solution design. The class next examines XML-based design pattern solutions focusing on XML & data engineering/DM technologies enterprise application integration (EAI), and XML-based portal capabilities. The session wraps up with a look at XML & the future of DM as we learn to embrace XML to a greater degree. Upon completion, delegates will:

- Comprehend the many complimentary characteristics between XML and best DM practices
- Grasp the general utilities to be gained from various XML frameworks and technologies
- Fathom the strengths/weakness of new XML-based DM techniques

### Full Day Tutorial 09:00-17:30

#### ENTERPRISE METADATA: DISCOVERING THE SECRETS OF CREATING LASTING VALUE



**R. Todd Stephens, Technical Director of the Metadata Services Group, BellSouth**

This tutorial focuses on the formulation and implementation of an enterprise metadata strategy. The Metadata Services Group within BellSouth has spent the last 5 years developing an enterprise metadata solution based on a solid product line and a customer service focus. This tutorial will develop the attendees understanding of how to develop a successful enterprise metadata implementation. We will examine the principles of marketing, selling strategies, service offerings, product design, architecture, team construction and overall strategy of delivery for an enterprise metadata solution in both the structured and un-structured world.

Come see why BellSouth, won the Outstanding Enterprise Meta Data Implementation last year at the 2003 DAMA Symposium and Wilshire Conference. Develop an understanding why other attendees are making comments like:

*"After seeing the Enterprise Repository presentation, I can say that BellSouth has the best collection of repositories I have ever seen."*

*"Phenomenal, simply phenomenal"*

*"Amazing and inspiring"*

*"I have never seen anyone do so much with Metadata"*

*"This is the best Metadata presentation I have ever seen"*

Attendees will learn the following:

- Increase your understanding of which strategy options make the most sense and which do not
- Identify and compare your organizations metadata strategy with ours
- Recognize which products, architecture and services can create a competitive advantage
- Enhance your ability to market and sell enterprise metadata
- Learn how to put a metadata business case together

Visit [www.irmuk.co.uk/dm2004](http://www.irmuk.co.uk/dm2004) for speaker biographies and full tutorial outlines

## INFORMATION QUALITY

### Full Day Tutorial 09:00-17:30

#### INFORMATION QUALITY PRINCIPLES AND PROCESSES: FOUNDATION FOR IQ MANAGEMENT



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

While organizations have for some time recognized 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 management is not an academic exercise—it is a required tool for business performance excellence in the Information Age.

World-class companies apply the same quality principles, such as Deming's Fourteen Points, Kaizen and Quality Function Deployment (QFD) to information as a product of business process. This presentation addresses how these principles and techniques apply directly to information as a product and knowledge workers as information customers.

In this tutorial Mr English describes the fundamental principles of information quality. He describes how an organization 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. Mr English describes how organizations have successfully implemented information quality processes to improve the effectiveness of their business and information system processes.

#### A. Principles and Processes of IQ Assessment: Information Quality Appraisal:

- Defining information quality: what IQ is and is not
- Information customers and information producers
- The information supply chain
- Metrics for information quality
- Assessing information quality
- Measuring the costs of poor quality information

#### B. Principles and Processes of IQ Improvement:

- Plan-Do-Check-Act (PDCA) and IQ process improvement
- Quick wins and systemic improvements for information quality improvement and business effectiveness
- Principles for designing information quality

#### C. Principles and Processes of Culture Transformation: Creating an Environment for Sustainable Quality Information:

- The 14 Points of Information Quality
- How to start an information quality initiative
- Creating and sustaining change for business effectiveness through IQ management

### Half Day Tutorial 09:00-12:30

#### DRIVE BUSINESS BENEFIT GROWTH? IMPROVE ROI? FOCUS ON IQ IMPROVEMENT!



**Dave Evans & Dave Mills, Senior Data Management Consultant & Senior Information Solutions Delivery Manager, BT Exact**

BT has achieved increasing ROI over the last three years by driving real business benefit through improving information quality in key business areas. It has developed a world leading information management capability for internal and external clients. But how did BT estimate how much poor information quality was costing it or would cost it if no action was taken? How did it subsequently measure how much money was saved, so proving the ROI? How did it determine the areas in which to invest? What risks did it take? How did it organize itself to deliver? The session will consider three main areas, Inventory management, ADSL Provisioning and Revenue Assurance. The session offers practical advice to IQ practitioners by focusing on:

- Measuring the cost of poor IQ in an enterprise business
- Where ROI has been achieved and the key measures used to justify it (capital avoidance, cost of failure)
- Homing in on the IQ hotspots that will generate the most ROI. The consultancy lead delivery approach
- Automating the analysis and the solutions—get it clean, keep it clean, do it cheap
- What went wrong and what we learned along the way

### Half Day Tutorial 14:00-17:30

#### ENSURING GLOBAL ADDRESS QUALITY



**Graham Rhind, Proprietor, GRC Database Information**

An in-depth tutorial looking at managing international address data, including the problems involved in managing addresses and how they can be tackled.

- Ideal database structures for international data
- Processing issues: postal validation, standardization, casing, address language, punctuation etc.
- Improved data collection techniques for improved quality
- Postal code issues

*"As usual these tutorials give unrivalled access to experts in their field, & I have gone away with brain in overdrive, thinking of all the things I want to do when I get back to the office. I look forward to coming again next year"*  
Kate Streatfield, Project Manager, GNER

*"The tutorial alone was worth the visit"*  
Peter Pike, Senior Consultant, SMS Management & Technology

*"Very good value for money. The tutorials are a good idea. I found them very useful."*  
Shakeel Cockar, Information Architect, Government Communications Bureau

## DAMA

### Half Day Tutorial 09:00-12:30

#### WEB SERVICES: FROM SOAP TO BPEL

*Rick van der Lans*  
Managing Director,  
R20/Consultancy



Many organizations are trying to integrate independent IT systems. On PowerPoint level integration looks easy, in real life it is hard. Web services have been introduced to ease the integration of systems by offering international standards. This tutorial presents a high-level overview of where we stand today with respect to web services. The standards and their interrelationships are discussed, plus the status of the market is explained. Which vendor is doing what? Are web services being used in real life, or is it still a dream?

Topics covered include:

- An overview of the complete web services standards stack, from SOAP to BPEL?
- What is the relationship between web services and business processes?
- With the BPEL standard business processes will be more explicit and therefore easier to change
- How well do the tools support web services today?
- What will integration do with security and how do web services help solve the problem?
- Auditing, logging and billing of web services with tools for web services management
- What are the differences between a service oriented architecture (SOA) and an application oriented architecture (AOA)

### Half Day Tutorial 14:00-17:30

#### BEING RIGHT ISN'T ENOUGH: A CRASH COURSE IN CONSULTING SKILLS

*Graeme Simson, Senior Fellow,*  
*University of Melbourne*



It's not the technical problems that beat us. It's the soft stuff: getting into the client's head, selling our solutions, getting stakeholders to play ball, writing reports, giving presentations... In the broadest sense, these are consulting skills, and most of us don't spend enough time on them.

In this session, Graeme Simson, best known for his keynotes and workshops on data modeling and data management, will draw on another aspect of his experience: 20 years building and managing a successful consultancy. In addition to his own consulting work, Graeme managed some 70 professional staff, and delivered industry courses on consulting skills. In this session, he will cover some of the most important techniques for getting your ideas implemented, and your value recognised.

### Half Day Tutorial 09:00-12:30

#### DATA MODELLING ESSENTIALS - REVISITED

*Graeme Simson, Senior Fellow, University of Melbourne and Graham Witt, Independent Consultant*



Graeme and Graham are the authors of Data Modeling Essentials – first published 10 years ago. They have spent much of the last year on a substantial revision of the book for its third edition. Always outspoken on data modeling topics, Graeme and Graham will look at some of the most important issues in data modeling, from a practitioner perspective – and offer their forthright, controversial, but always stimulating views. For example:

- How do we justify data modeling in today's IS environment?
- How do we respond to the UML push?
- How do we engage the business – and get informed input?
- Conceptual, logical and physical – what's the difference and why?
- How do we resolve difference amongst modelers – and models?
- How do we exploit the features of SQL99 DBMSs?
- Is enterprise-wide data modeling worth the effort?
- What skills will data modelers need in the (near) future?

There will be ample opportunity for questions and discussion.

### Half Day Tutorial 14:00-17:30

#### INTEGRATING BUSINESS INTELLIGENCE INTO THE ENTERPRISE

*Mike Ferguson, Managing Director,*  
*Intelligent Business Strategies*



This session looks at how to integrate business intelligence into the core operational business processes to facilitate on-demand intelligent business. It presents a methodology for doing this and in addition looks at the options available and the pros and cons of each.

- What is intelligent business?
- Why do it? What are the business benefits?
- Approaches to integrating BI into the enterprise?
- Understanding business roles
- Integrating Business intelligence into enterprise portals
- Embedding business intelligence in operational applications
- BI in the database – what are the database vendors doing?
- BI web services – dynamic binding for intelligence on-demand
- Real-time processing – event driven data integration, automatic analysis and action taking?
- Business Activity Monitoring
- When to use what where

### Half Day Tutorial 09:00-12:30

#### ACHIEVING DATA EXCELLENCE

*Larry Dziedzic, President, DAMA International*  
*Maggie O'Hara, Assistant Professor of MIS East Carolina University*



One of the challenges facing information management professionals today is how to effectively sell their ideas to top management.

This tutorial will explain how a focus on data standards, data stewardship, governance and key performance indicators (KPIs) can lead to superior data (i.e. data excellence) at all levels of the organization and at all data life-cycle stages. Starting with an explanation of what data excellence is, the speakers identify why many previous initiatives have failed to achieve their desired objectives and why data management professionals may be focusing in the wrong place.

Continuing, they explain their holistic, life-cycle approach to data excellence, and demonstrate the appropriateness of data excellence initiatives at each life-cycle stage. Then, practical steps that can be taken to achieve an organization-wide focus on data stewardship and governance are presented. Finally, the presenters offer guidelines for how data excellence programs can be developed, and how they can be managed effectively by using the appropriate KPIs.

- Understand data excellence and its importance
- Identify areas within the organization that are most in need of a data excellence focus
- Communicate the importance of data excellence more successfully with both the business side and IT
- Organize and run a data excellence project
- Developing data standards in the right places at the right time
- Assigning stewardship to the right people
- Selecting the right KPIs

### Half Day Tutorial 14:00-17:30

#### DATA MODELLING FOR BUSINESS RULES

*Graham Witt, Independent Consultant*



This workshop takes participants through a proven practical approach to modelling data for business rules. While some theory is covered, the workshop focuses on ensuring that the rules required by the business are documented and effectively implemented (and rules they don't really need are set aside). We will cover the following topics:

- Types of Business Rules
- Discovery and verification of Business Rules
- Representation and documentation of Business Rules
- Business Rules in the data model
- Business rule implementation:
- Data structures and properties
- Declared constraints
- Data content
- Rules engines
- Warnings vs prohibition
- Data-driven rule management
- Interesting rules:
- Temporal rules
- Rules constraining recursive relationships

### Half Day Tutorial 09:00-12:30

#### DATA WAREHOUSE - ARCHITECTURE, DESIGN AND SUSTAINING

*John Ladley, President, KI Solutions*



As data warehouse nestles into the information architecture tool kit, many companies and organizations are still grappling with fundamental development challenges and growth issues. In a focused and pragmatic style (and occasionally entertaining) this tutorial cuts through vendor fog and guru religious wars. Without any preaching, attendees will review the influencing trends and learn practical techniques to SUSTAIN their data warehouse.

#### Trends – Defining Data Warehouse in the 21st Century:

- What is the value proposition?
- Is there a difference from historical definitions?
- Alignment definition and relevance
- What is the current state of DW and BI technology?

#### Re-initiating a Data Warehouse Project:

- Creating a manageable project plan
- Understanding the effect of knowledge cultures on DW
- Assessing the readiness of an organization to use/sustain the DW

#### Defining the Data Warehouse Requirements:

- Avoiding dumb things that don't work, no matter what it says in the book
- Techniques for alignment
- Linking the DW to business processes
- Considering Data Quality
- Engaging the business user to sustain buy in

#### How to define the technology requirements

- Change Management and other Sustaining stuff
- How to make sure that the DW environment is efficient and cost effective

### Half Day Tutorial 14:00-17:30

#### A REQUIREMENTS ANALYSIS WORKSHOP

*David 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 workshop presents requirements analysis as the translation of a set of business owners' views into an architecture and it will describe all the various techniques that can contribute to this. More importantly, the presentation will show how the techniques are related to each other.

This presentation is based on David Hay's book, Requirements Analysis: From Business Views to Architecture.

**08:00 - 08:45**

## International Association for Information and Data Quality (IAIDQ) Meeting

*Larry English*

This is the premier European meeting for the IAIDQ and persons interested in Information Quality/Data Quality. The IAIDQ is the official DAMA Professional Group for Information Quality/Data Quality. This meeting will describe the vision and services provided by IAIDQ and will solicit your questions, input and feedback of this premier organization.

**09:00-09:30**

## Joint Chair Introduction:

**Larry Dzedzic, DAMA Intl**

**Larry P English, INFORMATION IMPACT International**

**Rosemary Rock-Evans, RRE Assoc**

**09:30-10:30**

## DAMA KEYNOTE

### SECRETS OF THE AGILE ORGANIZATION

*Tom DeMarco, Principal, Atlantic Systems Guild*



We live in an age of acceleration. Whatever the formula was for business success a few years ago, it won't work today. Today there needs to be more and more work crammed into less and less time. There are fewer people doing more and doing it faster in less space with less support and with tighter tolerances and higher quality requirements than ever before. So we have spent the last decade becoming ever more efficient. Now enter the need for change. In the super-accelerated corporation, meaningful change of direction is almost impossible. The very improvements that we made to go faster and cheaper have undermined our capacity to make any other kind of change. An organization that can accelerate but not change direction is like a car that can speed up but not steer. In the short run it makes lots of progress in whatever direction it happened to be going. In the long run it's just another road wreck.

**11:00-12:00**

## CONCURRENT SESSIONS

### Data Integration within the Media Industry

*Arthur Haynes and Kirit Solanki, Principal Data Architect and Senior Data Architect, BBC Technology Ltd*

The BBC, along with other media industries, is having to deal with the extraordinary impact of digital rather than tape-based production and broadcast technology. Within the BBC, BBC Technology is developing and operating a metadata strategy that both fits in with ambitions for a completely digital environment, as well as enabling the implementation of a range of projects and systems in a manner that will exploit the huge benefits that new digital media technologies can provide. This presentation will:

- Describe the industry background and the ramifications of digital production technologies
- Explain the approach developed and used over the last 5 years
- Consider the consistency of the approach to an "internal semantic web"
- Explain the move towards future enterprise architecture plans

## IQ Metrics and Program Strategies and Techniques

*Phil Cole and Jane Young, Global Head of Quality and Senior Quality Specialist, Reuters*

This presentation shares the experiences of Reuters in managing and deploying a suite of data quality techniques over more than 10 years. The presentation discusses deploying data quality techniques - metrics programmes, audits, process reviews, measurements, acquisitions, mergers - in a global, multinational context.

- What techniques have been deployed, and how
- Success and experiences of these techniques, how we've made them work
- Lessons learnt

## How to Implement a Data Warehouse on a Budget

*Gerry Ray, Data Architect, Associated Wholesale Grocers*

This presentation will address how the data team at Associated Wholesale Grocers sold the idea of "data" to upper management with virtually no initial investment. Topics covered include:

- Training issues we faced with our existing staff: What was useful, what was not
- Identifying what areas are the biggest bang-for-the-buck in your organization
- Select the most basic part of your business to start - You'll be surprised how it can be used
- Leveraging your own IT knowledge base: They often know more about the business than they get credit for
- Techniques we used that were key to our success
- What paths to avoid
- Mistakes we made and how we dealt with them

## Writing Good Use Cases

*Terry Quatrani, UML Evangelist, IBM*

A use case is a sequence of related transactions performed by an actor and the system in a dialogue. There are wide variations of opinion, depending on which book you read or who you talk to, as to what constitutes a good use case. This presentation gives a practical look at the key areas of use case style and writing techniques. It will highlight the style defined in the Rational Unified Process (RUP), including a discussion of the content and structure of the flow of events. In addition it will concentrate on some key areas were people usually have problems such as: how to specify user choices; showing iteration; using "if statements"; and how to show when the sequence of events is optional.

## Unstructured Data Management at the European Court of Human Rights

*John Hunter, Head of IT Division, European Court of Human Rights*

This session explains how the Court has structured its unstructured data with the use of Databases streamlining the business processes linked to Document and knowledge management systems and how they have adapted this technology to provide portal access to information about the Court (last year they had 35.5 million hits) to the Court's web site. Learn how they have started a Record's management module and introduction of bar code technology to further enhance the management of files, applications and documents sent to the Court.

**13:30-14:30**

## CONCURRENT SESSIONS

### Metadata You Didn't Know You Had, And Some New Uses For It

*Benjamin Kahn, Principal Architect, Aon Ltd*

Some types of meta data are considered as an "official" corporate asset and maintained with a metadata tool, but other types of meta data may exist unrecognised within operational systems or processes. Daily use makes the data accurate and an up-to-date reflection of real life, but concerns around location, ownership, data quality or "officialness" obstruct their reuse. In this presentation Benjamin will examine the meta data you didn't know you had and:

- How these layers are often stored or are simply converted to XML
- How simple technologies can simplify their extraction, translation and combination
- How this data significantly improves the effectiveness of fuzzy processes by providing context

The presentation will also look at 3 uses of such "found" metadata:

- Contextual search across structured/unstructured content
- Generating interest maps from site usage
- Self-generating communities and virtual libraries

## Managing Addresses and Customers

*Iain Patterson, IS Head of Marketing & Commercial, British Gas*

In this presentation Iain describes an approach used to improve both customer matching and the management of addresses in one of the largest data warehouses in Europe. The presentation then outlines how this approach delivered significant benefit to the marketing organisation's bottom line through better scoring of customer value, more accurate segmentation and widening the marketing pool through reduction in customer marketing suppressions.

- Common issues and establishing the critical success factors for success
- How Customer's are identification and keyed - Households (based on sub premise), Household Groups (Family Units) and Individuals
- How the business case was built and how benefits were measured

## Creating a Co-operative Single View of Customer at Co-operative Financial Services

*Brid Seery, Project Leader, Co-operative Financial Services*

In summer 2002, Co-operative Bank and the Co-operative Insurance Society (CIS) merged to form Co-operative Financial Services (CFS). A project to create an Operational Single View of Customer across CFS began in 2003. It was delivered in phases. This included the merger of over seven million customer records onto one CFS Central Party Database and a provision of a single view to the Siebel platform. This presentation will describe how the vision of the single customer view was realized using existing technology from within both organizations, during a time of difficult business transition. Delegates will gain an understanding of an architecture to create a single view with minimum disruption to multiple existing CRM systems (Siebel and bespoke) and the practical problems encountered within an organization also trying to create a single CFS culture from two very different organizations.

## Data Management Issues During and After a Major SAP Implementation

*Anthony Harris, Enterprise Data Architect, Air Products*

This presentation will address data management and data modeling challenges at Air Products during and after implementing SAP. There is a common fallacy that because this is 'a package implementation' and because there is a desire to use SAP 'out of the box' and minimize customization, that there is no need for any traditional 'data modeling' activity, and that data architects and data analysts are not required. Nothing could be further from the truth. SAP is highly configurable and deciding on how to configure SAP is very complex and needs many skill sets. One skill set in particular is traditional data modeling. Ironically the data modeling requirements can pose more challenges with a package such as SAP than with an in-house developed system, because you need to know what effect the various configuration options will have. Data management after SAP implementation: if SAP is being used to handle a significant portion of the business (in Air Products' case about 70%) then that makes a big difference to various data management issues, e.g.

Challenges addressed include:

- Do we still require Operational Data Stores?
- Do we use SAP to hold data that is not immediately required by SAP, so that SAP acts as an ODS?
- To what extent should you/can you implement SAP data standards in non SAP systems?
- What is the strategy for meta-data, given that a large proportion of technical meta-data is now held in the SAP data dictionary?
- What is the data sourcing strategy, e.g. if you need to share master data between SAP and a non SAP system?
- What is the strategy for reporting on data that is partly in SAP Business Warehouse and partly outside?

## EAI Versus ETL-The What, Why, When and Where

*Dan Paolini, Director of Data Management Services, The State of New Jersey*

EAI and ETL have traditionally served different needs. EAI: Real time individual transactions (OLTP)  
ETL: Batch integration in volume (OLAP)  
Real time OLAP integration requirements lead to a re-examination of these roles

Topics covered include

- Is there a natural intersection between these technologies?
- If there is, where is it? And how do we take advantage of it?
- What are the accepted definitions and roles of EAI and ETL?
- What are the strengths and weaknesses of these technologies?
- Are ETL and EAI competing or complementary technologies?
- Does the need for real-time analysis eliminate the traditional role of ETL in Data Warehousing
- Does the ability of ETL platforms to provide right-time integration enhance the traditional role of ETL in Data Warehousing

## 14.35-15.35 CONCURRENT SESSIONS

### Benefits Driven Meta Data Implementations in Practise

*Christine Craven, Customer Insight Development Programme Manager, Abbey*

For the last few years Abbey has been explicitly developing its Information Infrastructure to more effectively manage a proliferation of data sources (acquisitions, strategic partners etc), to improve end to

end process management and significantly decrease development lifecycles. This presentation will cover how Abbey has developed/exploited its Meta Data and Information Management Control Frameworks to deliver real value to the bottom line. Examples of recent and planned initiatives will be provided including:-

- Meta data developments for name and address capture and management to help move toward the corporate aim of 'tell us only once', concurrently with a £12 million per annum benefits case (details of the financial calculations will be provided).
- Meta data for analytical developments to deliver key performance indicators for assessment of the effectiveness of strategy execution.
- Exploitation of regulatory requirements to deliver elements of information strategy that are hard to justify financially.
- Information integration and MI process developments, including benefit cases (estimate vs realised)

## Information Quality in the Public Sector: Too Little Too Late

*Ian Sinclair, Senior Consultant, Ministry of Defence*

There is raft of Information Management initiatives currently being driven throughout UK Government. Yet there is still little recognition of the importance of information/data quality within the Public Sector. This presentation will discuss three of the key areas:

- Smarter Defence – The danger of sharing real time information during warfighting and how to minimize the effect of poor data on decision making
- The Freedom of Information Act – The impact of misinformation to individuals and business, and how to avoid the risk of litigation
- E-Business – How to ensure that data enables collaborative working between UK Government departments and industry

The presentation aims to raise awareness of the IO issues involved with these initiatives and demonstrate why action needs to be taken now if they are to be successful. This presentation is not only relevant to those who work within the Public Sector, but anyone in industry who works with the UK Government.

## Customer Intelligence - Crucial for Effective Data Management Campaigns at Lloyds TSB

*Duncan Painter, ClarityBlue & Lloyds TSB Representative*

Since Lloyds Bank and TSB merged in 1995, Lloyds TSB has focused on marketing its credit cards as a way of increasing customer numbers. After evaluating its DM process, Lloyds TSB decided to implement a Customer Intelligence infrastructure to speed up the campaign planning process, improve targeting, make the data selection process quicker, cheaper and easier, as well as improve data quality and record campaign history. Now, Lloyds TSB has a DM process in place, which is not only faster and more cost effective, but also provides better quality and more detailed information about the Bank's customers and prospects. All of these factors have contributed to the overall success of Lloyds TSB's credit card DM campaigns and helped the Bank improve its competitive advantage by being able to respond more quickly to market demand and increase brand awareness, as well as improve customer service considerably.

## Enterprise Information Architecture in Uncertain Times – React and Adapt

*Don Soulsby, Computer Associates*

Today's business and IT environments have become increasingly complex due to ever increasing rates of change and the complexity of regulatory compliance. It is difficult to design an effective enterprise information architectures (EIA) that supports the business objectives while enabling IT to develop and deliver quality applications.

Many enterprise information architecture initiatives have suffered the same fate as corporate reengineering projects. While providing significant insight into the operations of the business, they did not provide specific guidance as to which development projects were required. Compounding the problem is that EIA provided a forward engineering view for the business while IT is coping with a significant maintenance effort for the legacy applications.

For enterprise information architecture to be successful in today's business environment the architecture needs to be adaptable for new applications development as well as the re-purposing of the current portfolio of applications.

## Data Model Quality – What is it?

*David Hay, President, Essential Strategies*

There are many different approaches and many different attitudes toward data modeling and object modeling. It is becoming clear, however, that some modelling techniques produce better data models than others. The first premise of this presentation is that the quality of a data model is directly proportional to its ability to communicate an analyst's understanding of the nature of an enterprise to the people who run that enterprise. If it cannot do that, it is not worth the effort.

The presentation will start by presenting six principles of data model quality developed by the Shell Oil Company, and elaborate on these to describe issues of graphics and the way models are presented, including issues of the notation to use, care in creating models, and how they should be organized.

## 16:05-17:05 CONCURRENT SESSIONS

### How We Learned NOT to Manage Meta Data

*Dan Paolini, Director of Data Management Services, State of New Jersey*

One significant problem in many organisations is not that meta data is not recognised, but that it is mismanaged. In this presentation, Dan will look at how you sell a meta data strategy when executives assume it is an area with nothing in common with their business. He will also look at how knowledge and content management can be connected with traditional meta data management efforts. The topics covered will include:

- What the role of meta data in a data architecture is
- What a reasonable scope for a meta data initiative is
- Where you begin
- How you overcome resistance and obtain sponsorship
- What you should NOT do

## Overcoming the Challenges of Global Data

*Kathy Hunter, Information Quality Principal, Harte-Hanks Europe*

Global information quality is a growing problem for multi-national companies and, indeed, all companies who have customers or suppliers overseas. When you realise that addresses have 130 different presentation formats, you begin to realise that it's not just language barriers (over 5,000 of them!) that have to be overcome. Information quality on a local level isn't easy - global data quality is a wholly different order of magnitude.

In order to meet the challenges of global data, this session will:

- Provide an overview of global data and its inherent quality issues
- Share the results of a recent global data quality survey of international companies
- Offer practical solutions, via case studies, to help companies succeed in an increasingly global world

## Data Management and Multi-Jurisdictional Regulations

*Simon Dunford and William Roebuck, Rolls Royce and ERA*

From having little or no concern for legal and regulatory controls, organisations have seen a plethora of new rules during the last ten years that impose even more restrictions and with heavier penalties for those which fail to comply. Indeed, the ease in which organisations can share data has also given rise to new concerns about corporate liability that could result in criminal sanctions against senior managers. Whilst organisations may complain that certain national regulations are ambiguous and can even result in high profile 'errors', as outlined by the Huntley Case and the data protection regime, the situation has become ever more complicated as organisations need to share their data with overseas divisions or strategic partners which are working in different regulatory environments.

To assist international organisations understand their responsibilities on global data sharing, two approaches have been developed.

- Firstly, to ensure a strong relationship exists between data management experts and legal associations that can help influence and develop future EU data related regulations from a user perspective.
- Secondly, to promote Transatlantic initiatives to help develop tools acceptable to US and EU regulators that ensure full data segregation compliance, even in multi-jurisdictional environments.

## The Buy Solution Secret: The Critical Role of Data Architecture and Administration in Implementing Application Packages

*April Reeve, Consultant, Metro Solutions LLC*

Most software vendors, business managers, and many corporate technology managers, would have you think that the implementation of purchased application packages requires little or no involvement from the corporate in-house "data people" other than operationally running some jobs to build database tables, when actually quite the opposite is usually the case. Packaged software implementation poses unique challenges as well as many common to any implementation project. Implementing a purchased package effectively is not just getting the software to run as an independent island, but integrated with the rest of your environment on multiple levels including data management, security management, and technology management. What makes a packaged implementation more difficult than in-house development for the data organizations is the lack of time to understand how the package works and how that can be implemented and integrated into your environment. No one: not the vendor, not the users, and not technology management is interested in the fact that the implementation may be delayed because critical data issues have not been answered. This presentation will discuss some of the key data issues that must be resolved on a packaged software implementation project and the role of the data organization including:

- Security implementation and integration
- Reference data integration
- Transaction data integration
- Software change control
- Performance management

## Foundation for Data Resource Quality

*Michael Brackett, Consulting Data Architect, Data Resource Design & Remodeling*

Data resource quality is becoming increasingly important for every public and private sector organization, particularly as organizations are being held accountable for the quality of their data. However, there are many different perspectives of data resource quality ranging from data values and developing databases to integrating disparate data and preparing business information. There are also many perceptions about data resource quality, such as the quality of data values, the quality of managing the data resource, the quality of integrating data, the quality of data about the data resource, and the cost of data quality. This presentation steps back and takes a look at the basic foundation for overall data resource quality.

## DAMA UK MEETING 2 November 18:45 – 19:45

A 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, and anyone interested in learning more about DAMA may attend the meeting. David Evans, Chair of DAMA UK, DAMA UK Board members, 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.

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"Good diversity of topics - good quality of speakers - experts in the field. Information was at the right level - at a level that was useful! Great wide spectrum of speakers - very knowledgeable on their subject area"

*Patricia Graham, Systems Director, Prudential Financial*

"A packed 3 days, full of learning both from the experiences of others, & from questions posed in the sessions"

*Vicky Poulson, Data Architect, Barclays Bank*

"Conference was very informative. It was the first time I have attended but I can assure you it will not be the last. The standard of speakers was extremely high & the debates between speakers was innovative. The venue was excellent."

*S McCahy, MOD*

"The great strength of this conference is the number & variety of presentations/speakers. The big weakness of this conference is that I can't get to all the presentations I want to!"

*Martin Willcox, Snr Architect, Co-op Group*

"A unique opportunity to find out what is happening in the world of Data Management, Quality & Meta"

*Tom Foy, Data Consultant Modelling - Royal Bank of Scotland*

"I will certainly recommend this conference to colleagues in future years"

*Yvonne McKague, Technology Consultant - National Australia Group*

"Excellent. Says the things we all think but don't say"

*Ian Barfoot, Data Architect - Westpac*

"I was very impressed with the quality of the presentations & subject matter. Not one presentation that I attended was I tempted to leave early"

*Carol Knight, Principal Consultant - Knight Consulting Ltd.*

"During the presentation Graham & Graeme said most people found a conference to be 'value for money' if they were able to take back one workable idea. I have taken back two ideas to improve my working process & an increased enthusiasm to get things right"

*Christopher Paisley, Technical Specialist - Royal Bank of Scotland*

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08:00 - 08:45

## DAMA Professional Groups Meeting

**Michael Brackett & Larry Dziedzic**

DAMA International has established Professional Groups for data architecture, data modeling, data quality, data repositories, data stewardship, and data lexicon. These Professional Groups are working toward defining the best practices for a formal data and information management discipline. The Professional Groups collectively form a Professional Group Council that coordinates and integrates the activities of the individual Professional Groups. During this session the Professional Groups will briefly explain their objectives, progress, and plans. If you belong to a Professional Group, or are interested in joining a Professional Group, be sure to attend this meeting.

09:00 - 10:00

## INFORMATION QUALITY KEYNOTE



### MATURING YOUR IQ MANAGEMENT FUNCTION: KEYS TO SUSTAINABLE VALUE DELIVERY

**Larry P. English, President and Principal, INFORMATION IMPACT International, Inc.**

Information Quality Management is NOT a project, NOR a program, NOR a functional unit. It is a journey of growth and maturation. When that IQ journey is taken, it leads to escalating reduction of the costs of process failure and its resulting information scrap and rework; increases in customer satisfaction and knowledge worker satisfaction; and increases in profit or surplus that can be used to add new value.

Maturity models have become a new fad. Someone counted over 120 different maturity models for quality management, software quality management, information quality and information management. Unfortunately, many of these do not contain the real ingredients of a quality maturity model as defined by Philip Crosby, in his seminal model, The Quality Management Maturity Grid, described in his book Quality Is Free. Some, tragically, are merely taxonomies of software tools!!!

In this presentation, Mr. English describes the journey of maturing the Organization's IQ environment. While every organization will have its unique pilgrimage with its unique twists and turns, there are critical success factors each must accomplish to sustain the journey.

Mr. English describes:

- The Stages of IQ Management Maturity
- Taking Inventory: Where are you?
- Establishing a Vision: "Begin with the End in Mind"
- Planning your next Steps: "Put First Things First"
- Assuring continual growth and improvement: "Hold the Gain"
- Moving to Certainty: Counting the value you deliver

10:15 - 11:15 CONCURRENT SESSIONS

## Metadata Integration: The Route to Shared Business Vocabulary and Trusted Metrics

**Mike Ferguson, Managing Director, Intelligent Business Strategies**

By integrating metadata that describes disparate data, data inconsistencies can be identified and a shared business vocabulary can be created by mapping these disparate definitions to common ones. In Mike's presentation he will show how a shared business vocabulary for business intelligence and user access to common definitions of business metrics, can lead to real trust in the information used for decision making. Topics covered are:

- Metadata integration - why do it?

- Approaches to metadata integration
- Using data integration technologies to integrate metadata
- Mapping disparate definitions to a shared business vocabulary
- Standards and technologies - what's happening in the marketplace
- Putting a shared business vocabulary to work - including trusted metrics, EII on-demand data integration, business process management and enterprise portals
- Implications - how a shared business vocabulary simplifies rules and rule-driven closed loop systems
- Leap-frogging to near real-time data integration, automatic analysis and business automation
- The Intelligent Enterprise - all made possible by common business metadata

## Data Profiling Tools for Investigating the Quality of Data

**Rick van der Lans, Industry Analyst, R20/ Consultancy**

In this presentation, Rick describes data profiling and data profiling products as tools to investigate information quality.

- How do data profiling tools investigate the quality of data?
- What do they discover? - key anomalies, hidden functional dependencies, incorrect patterns,
- Overview of market, including: Ascential ProfileStage, Avellino Discovery, Evoke Axio, FirstLogic IQ Insight, and Mosaic Imperative Profiler
- Demo with data profiling tools
- Differences between data profiling and cleaning tools
- Application areas of data profiling tools
- Limitations of data profiling tools

## PANEL: Future of Data Modeling

**Graham Witt, Terry Quatrani, David Hay, Graeme Simson**

We live in a world of ERP, packages, short-term solutions, and outsourcing. Some organizations have replaced corporate data architecture areas with project teams that include database administrators but may not include data modelers. Others only develop physical models and skip development of the logical model. Is this the best way to proceed? Where does UML fit into this type of environment? What happens with project models when a centralized data management area no longer exists? Are short-term project models integrated or simply discarded after a project is implemented? Is there no longer business value in business modeling? This panel will not focus on tools, or what modeling notation or methodology is better than another. But whether data modeling as we know it today is a thing of the past.

## Global Data Management on a Shoestring

**Chris Maynard, Global Data Architect, JohnsonDiversey**

How can I add any value to my business with only two people in a multi-billion dollar corporation with operations in more than 50 countries? After 8 years as Corporate Data Architect in the same organization, and having survived two global mergers, Chris Maynard has refined some key questions and makes a stab at some answers.

- Why is everything about data so difficult?
- Making data easy to share
- Essential Skills
- Getting your hands dirty and gaining respect
- Why more software is not the answer

## Information Asset Valuation and Business Cases

**John Ladley, President, KI Solutions**

An organization's information portfolio contains great potential value. Many information management departments want to demonstrate this potential value of information and knowledge to upper management. There are multiple reasons for this:

- Proactive justification for enterprise information management (i.e. their own jobs)
- Reactive risk management to reduce corporate exposure to information related risk

However, intrinsic value, or potential value, has no meaning to beleaguered CEOs. Fortunately for the information or knowledge manager, there is some work being done on valuing information and knowledge, and developing metrics to demonstrate and assess the value of information assets, i.e. hard financial measurement.

This brief presentation will review the reasoning and means for assessing the information assets of a company or organization. Rather than present specific (and often proprietary) measurement techniques, this session will recommend how shops can develop their own metrics that fit their own situations. Specific topics will be:

- Definition of Information Valuation
- Techniques to incorporate business objectives into Information Valuation
- Techniques to identify the value of information portfolios

11:20 - 12:20 CONCURRENT SESSIONS

## Business Process Re-engineering, Data Management and Data Modelling

**Graeme Simson, Senior Fellow, University of Melbourne**

"Ultimately the critical factor was winning management support":

"We had to overcome a perception that we were technologists":

"Getting managers to think about the organisation as a whole rather than just their own silos was a key challenge":

Familiar statements about data management? Yes, but equally they are statements about business process re-engineering, a discipline that has faced many of the same challenges. What can we learn from our counterparts in that field? In this presentation, Graeme will draw on his and others' experience with business process improvement and re-design to identify lessons of relevance to data managers - and some for data modelers. For those who have found that the biggest challenges in data management are organisational and political rather than technical, this presentation should provide some new ideas and a chance to reflect on their own approaches. The presentation will include practical advice on:

- Getting management and other influential players engaged
- Choosing the right projects and directions
- Implementing sustained change to business processes
- Getting credit for success

## Data Certification: Experiences With New Data Management & Quality Methods

**Andres Perez, Senior Information Management Consultant, IRM Consulting**

Data Certification is a technique for assuring information quality. In this presentation, Mr. Perez describes what Data Certification is and how it helps you increase information quality. You learn how to implement effective information policies, standards and guidelines. Having implemented a successful Data Certification program as the Information Resource Management leader, Mr. Perez shares lessons learned to help you understand how you can implement Data Certification for information quality.

- What are the components of Data Certification
- The role of Information Stewardship in Data Certification
- How to implement Data Certification
- Pitfalls and how to avoid them

## An Innovative Approach to Information Modelling

**Martin Richley, Head of Army's Information Coherence Group, Ministry of Defence**

To exploit information it is first necessary to know what information is required and how different users wish to view/use that information. The Corporate Business Modelling Language CBML® gives an information analyst, for the first time, an innovative tool that will allow him/her to express the information needs, independently of implementation, to meet the differing view of the information required by the business user in a robust and precise manner. The presentation will:

- Highlight the current issues
- Propose a way forward of expressing information requirements
- Describe in outline CBML® and its supporting methods
- Describe the key technical innovations of CBML®
- Outline where the British Army is currently using it

## "So, Tell Me About Your Data" - Using Entity Life Cycles To Get The Users To Develop The Logical Model

**Dagna Gaythorpe, Consultant Information Architect**

Faced with a group of users, a blank whiteboard, and the need to produce a model - where do you start? The approach described here involves starting with the question "What happens to <insert name here> from the time we first encounter one?", recording the life cycle, and then asking what data is needed, created, updated and so on at each stage. This gives the users a familiar framework, and helps to minimize the risk of missing some small but significant attribute. The eventual list of things can then be used to develop a truly business-focused data model.

- Developing the Entity Life Cycle flow chart
- Getting to the list of attributes (some entities may be mentioned at this stage)
- Normalizing the model

## Data Management in the Media Industry

**Carol Owens, Head of Media Data Group, BBC Technology**

In November 2000 the data management specialists in the BBC's Media Data Group were stunned to receive the Royal Television Society's Technical Innovation Award for their Standard Media Exchange Framework - SMEF - Data Model. Since work began in late 1997, the

group has grown to a seven figure turn-over business unit in the BBC Technology Consulting Practice. It provides an enterprise data management service to the BBC, promoting applications integration using the latest technologies. The need for the service has been explained to the creative and business communities as a solution to real operational problems, and in terms that they can relate to.

This case study will offer an insight into the arguments for setting up a data management service in a broadcasting, engineering focused, "data virgin" public service site, and will show examples of the marketing messages and channels used including a BBC video.

Attendees will learn:

- The importance of understanding a company's culture
- The need to balance strategic architecture with solving practical problems
- How to translate IS industry practices into broadcasting "speak" (as an example of a scarcely-tapped market)

## 13:20 - 14:20 META DATA KEYNOTE

### METADATA - THE BIG PICTURE

**Graham Witt, Independent Consultant**



We often think that meta data is only found in tools or in a formal medium, but metadata is pervasive - it is to be found not only in models, but in references to model artefacts in specifications, in legends on screens and reports, and in references to data items in help screens. In Graham's keynote presentation, he will look at some key questions for all of us:

- Where is the metadata?
- How well are all these forms of metadata integrated?
- Which is the source of truth?
- How are changes propagated?
- Do tools help or hinder?
- What is the role of metadata in information quality?

## 14:25 - 15:25 CONCURRENT SESSIONS

### Meta-Data Vendor Solutions - Latest Product Trends & Comparison Research

**Stu Carty, President, Gavilan Research Associates**

In this presentation, Stu will draw from research data that has been collected from web-based user surveys and metadata vendor RFIs to look at metadata usage trends and vendor product solutions. The topics covered will include:

- The latest metadata usage trends and issues from Global 5000 companies
- The latest metadata vendor solutions - products, capabilities, comparisons, best-fit, features, strengths, and weaknesses
- Best practices and approaches in evaluating metadata management solutions, and in implementing metadata products

## Developing and Implementing a Strategic Plan for Improving the Quality of Fisheries Commercial Catch Data: Avoiding the Silver Bullet, Acquiring a Silver Machine Gun

**Kim Duckworth, Research Data Manager, New Zealand Ministry of Fisheries**

Catch data is used by the NZ Government to administer a billion dollar fisheries resource. An analysis suggested that 1.6 million probable errors entered the dataset each year. A strategic plan to improve the quality of the catch data was developed and 20 quality improvement projects implemented. Lessons learnt include the importance of:

- Implementing a program of quality improvement (as opposed to "silver bullet" projects)
- Establishing real data needs (so that limited resources can be best used)
- "Selling" improvements (so that gains can be maintained)

## Data Management Practice Maturity Survey - Do You Know Where Your Meta Data Is?

**Peter Aiken, Founding Director, VCU/Data Blueprint**

How well does your organization manage its one resource that it cannot use up, and is designed to be reusable? Chances are - not as well as it could. Over the past two years, the Institute for Data Research has surveyed more than 40 organizations of differing sizes - from both government and industry. The results of this survey are permitting the development of a model that can help organizations assess their organizational data management practices. Good data management practices can help organizations save the 20 - 40 % of their technology budget that is spent on non-programmatic data integration and manipulation (Zachman). This talk describes the Data Management Practice Maturity Survey and presents the results to date. Participants will be equipped to generally assess the state of their own organizational data management practices. Architecting classes of problem

"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

"On the whole it was 3 days well spent. Very well organised"  
Claire Parry, Information Manager, Chelmsford Borough Council

"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, Electrabell

"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

engineering-based solutions instead of more expensive, point-to-point solutions! Many applications that have been seen as very complex can now be successfully implemented.

## How do IT and Business Work Together To Make Mobistar's Data Warehouse a Success?

**Michael Peeters, Head of Management Reporting and Data Management, Mobistar**

Mobistar was founded in 1995 as a joint venture between France Telecom Mobile International and Telfin together with some other Belgian partners. In December 2000 Mobistar became part of the worldwide Orange Group, one of the biggest mobile operators in Europe. This presentation explains how Mobistar's infocentre moved to a Datawarehouse, explaining the important role of the Data Management Forum. This forum is the glue between business and IT within Mobistar. Michael will explain how he worked closely with Mobistar's CFO to make the DW a success. The second part of the presentation shows how Mobistar moved from an operational data warehouse to a more strategic approach. It also explains that this step can't be taken without clear data quality actions. To conclude Michael will share some lessons learned in building up Mobistar's data warehouse.

## It's All About Semantics

**Keith Gordon, Gordon Blain Associates**

Most data management initiatives have concentrated on the format and schematic structure of data. The author's experience over the last decade has convinced him that the most important activity within any data management initiative must be the development of agreed semantic data definitions. This presentation will review this experience and attempt to explain why the author is convinced of the importance of semantic definitions.

- The concepts of schematic correctness, syntactic correctness and semantic correctness
- A review of the experience
- How schematic and syntactic differences can be overcome
- The importance of semantic definitions

## 15:40 – 16:40 CONCURRENT SESSIONS

### The Return of Enterprise Reuse

**R. Todd Stephens, Technical Director of the Metadata Services Group, BellSouth**

Reuse continues to be an important topic in most IT organisations. In a recent article in InfoWorld, the top obstacles to enterprise reuse were identified as: lack of awareness of software available for reuse, the level of effort required to design software for reuse and that the programmer was not inclined to actually reuse other organisational assets. All this has an impact on meta data, as meta data can be used to improve reusability. In this session, Todd will review the fundamental basics of reuse within a large corporate environment and provide metric measurements for Bell South's reuse program. The intent of the session is to inform the participants of the fundamentals of reuse as well as describe a major corporate implementation. Topics to be covered include:

- Basic Definition of Reuse
- Types of Reuse
- Roles within a Reuse Environment
- Benefits of Reuse and Economic Models

### Data Quality, Meta Data and Business Rules: Partnered in the Pursuit of Information Quality

**Shelley Brunette and Diana Joseph, Manager Information Quality & Architect Information Quality, Old Mutual**

Back to the Future? Imagine that amazing place where we will be in 2006, how we have survived and are at last achieving the benefits of quality information. This presentation describes our journey, the pain, challenges and the achievements as we transform from reacting to data quality problems to preventing them. The presentation brings together Data Quality, Meta Data, and Business Rules to provide you with a view of our approach to achieving quality information.

- Data Quality architecture
- Business Rules architecture
- The partnership – an integrated Information Management Architecture
- Implementing the partnership - processes and techniques
- Enabling Technologies – business rules repository integrated with data quality measurement, data correction and supporting meta-data
- Real live solutions – reaping the benefits

## DAMA PANEL DISCUSSION 15:40 – 17:10

### Closing Panel: Shed The Hype – What Really Works

**Peter Aiken, Graeme Simson, David Evans, John Ladley, Larry Dziedzic**

The data management discipline today is characterized by continuous, relentless hype about what needs to be done, the tools that need to be purchased, the techniques that should be implemented, and so on. Managers and practitioners alike are deluged with an unending string of perspectives, such as architectures, stewardship, modeling, business orientation, quality, process orientation, strategies, and so on, that are the only way to manage a data resource. It is getting increasingly difficult to determine the basic concepts, principles, and techniques that need to be implemented for an organization to have successfully managed their data resource.

Each expert on the panel will present a snapshot of what they believe really works when all the current hype is removed. What are the basic principles that produce real results? What practices produce long term, lasting results? What techniques transcend the constantly changing hype? What basic principles provide a strong data resource that meets business needs? An interactive discussion between the experts and the attendees will follow the snapshot presentations.

## 16:40 – 17:10 CONFERENCE Q&A SESSION AND CHAIR WRAP UPS: META DATA AND INFORMATION QUALITY

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- 4-5 delegates 15% discount**
- 6-9 delegates 20% discount**
- 10 plus delegates 25%**

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[www.irmuk.co.uk/dm2004](http://www.irmuk.co.uk/dm2004)

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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