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Welcome to DAMA Indiana News!

Welcome to the spring issue of the DAMA Indiana newsletter (although, as I write this, it doesn't feel like spring - it's snowing!). We are looking forward to our upcoming chapter meeting in April! In this issue, Chapter President Gene Boomer advises on data virtualization.

Do you have a question for the board or fellow members? Are you wondering about future events? Have an idea for a newsletter article? The top of the newsletter contains the web site and social media contact information for the chapter. We would love to hear from you!

From the President's Pen...

By Gene Boomer



Hello Folks,

Hope all is well as we continue to move through this wacky winter...looking forward to spring which is just around the corner!

For those who attended the DAMA Indiana meeting in January, you got to see and hear some great sessions on topics from Data Virtualization to Big Data. There definitely is a lot of activity going on in the "data" space within many organizations...perhaps your organization has started down the path on some data-centric initiatives for 2017. As your organizations move forward on these initiatives, I'd like to suggest that you keep an eye on two critical factors (beyond the technology, which is a topic onto itself) to help assure success.

First critical factor is the identification of Use Cases that describe and promote value to the organization. These could be items like: Can we construct better marketing segmentation models to drive more leads? Can we define appropriate products to target within our market space? Can

Please see *President's Pen* on page 2

President's Pen cont.

we anticipate our customers' needs to drive more sales? Can we remove or refine process bottlenecks to increase speed of delivery? Can we better evaluate financial assets to increase value and/or reduce risk? These Use Cases should be driven by the Business folks, and since these are data-centric, they should include input from us Data Geeks.

Second critical factor is the establishment of Information Governance to assure proper use of corporate data assets. This Information Governance, at least in my mind (yeah, I know...that could be scary...☺), is the confluence of three primary functional areas that 1) Describe, 2) Secure, and 3) Constrain use of data assets. Describe is "what" the data asset is, Secure is "access" to the data asset, and Constrain is "why" the data asset is used.

The three corresponding functional areas involved would be: Data Governance (Describe), Information Security (Secure), and Corporate Compliance (Constrain). The collaboration among these three areas should ensure that a particular data asset is described within the proper context of the business, can be accessed securely, and used according to permission by role.

I believe that if these two critical factors are addressed then the likelihood of success for any data-centric initiative is greatly improved. Of course, this is easier said than done...

If you have any thoughts or comments on this topic please let me know at President@DAMAIndiana.org. If there is a topic of interest you would like to hear about, please let Christi know at VPCommunications@DAMAIndiana.org.

Thank you for supporting DAMA Indiana and look forward to seeing you at the April chapter meeting!

- Gene



Want to get a look at how the new DAMA DMBOK2 is being shaped? You can get a copy of the new DAMA DMBOK2 Functional Framework.

Check out the DAMA International site <http://dama.org/i4a/pages/index.cfm?pageid=3733> for details!

Save the Date!



The next DAMA Indiana meeting is scheduled for Thursday, October 19, 2017.

Look for an agenda and details in upcoming e-mail messages!

Save the Date – April Chapter Meeting

Join us on **Thursday, April 27th** for an informative day you won't want to miss! More information, including a final agenda, will be sent by e-mail.

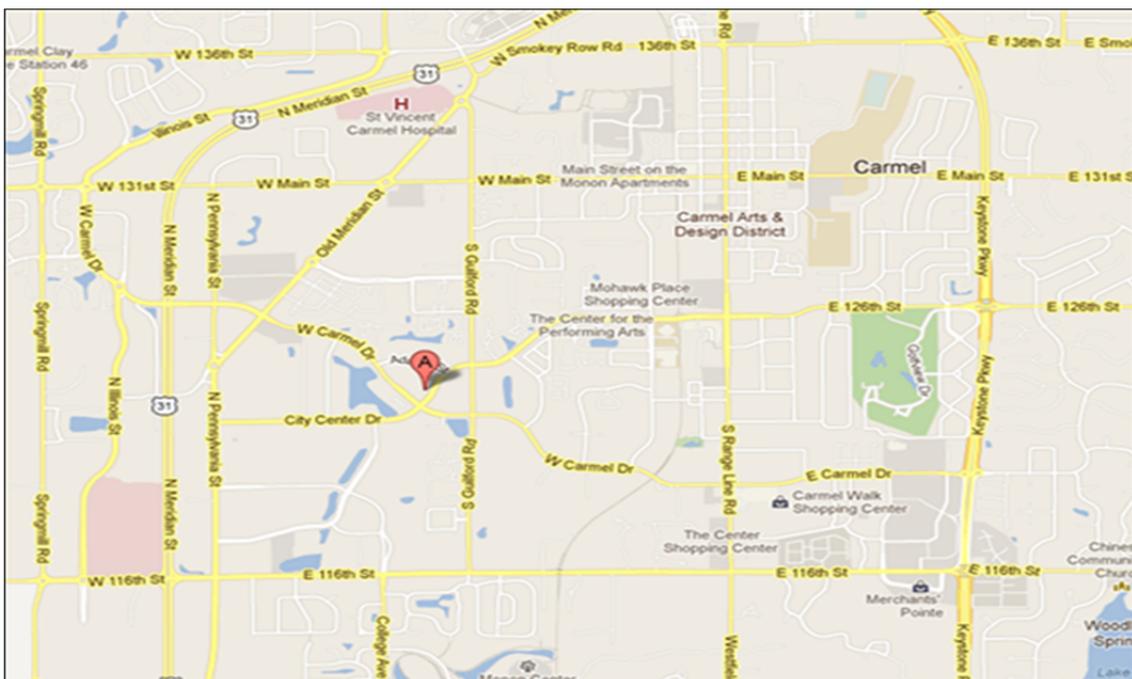
Our featured speaker will be **Dan Linstedt**. Dan is the creator of the Data Vault Model and Methodology and the Data Vault 2.0 Architecture. He is also the author of the Amazon #1 Best Sellers "Super Charge Your Data Warehouse" and "Building a Scalable Data Warehouse Using Data Vault 2.0". He is a serial entrepreneur with multiple successful startups in the technology automation and technology education space and has been a thought leader and influencer in the Business Intelligence segment for over 2 decades.

We will also be hearing from **Brendan Aldrich** (Chief Data Officer) and **Lige Hensley** (Chief Technology Officer) from Ivy Tech Community College. Ivy Tech built an innovative self-service analytics program that drove massive adoption by mainstream users in a way that ensured global consistency of data. The program empowered thousands of users to find analytic insights that led to substantial business benefits. Ivy Tech recently received the 2016 Gartner Award for Best Self-Service Analytics.

Oracle will be our sponsor for the event.

MISO Energy has graciously agreed to host this meeting. The address is **720 City Center Drive, Carmel, IN 46032**. There are entrances from either City Center Drive or Adams Street and ample parking is available. Please go to the main building entrance and let security know that you are there for the DAMA Indiana meeting. You will be directed downstairs to the conference facility. Below is a map to MISO Energy's location.

Please register by sending an e-mail to info@damaindiana.org. We hope to see you there!



Professional Development Opportunities

Check out the DAMA International Events calendar for monthly lists of opportunities.

<http://www.dama.org/i4a/calendar/?pageid=3320&showTitle=1>

Upcoming Data Conferences

ENTERPRISE DATA WORLD Conference & Expo

Early bird, DAMA, and group discounts available! (and yes, they can be combined)



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Check out <http://tdwi.org> for conferences.

DAMA Chicago

DAMA Chicago hosts six bi-monthly meetings and other events. Their web site is: <http://www.damachicago.org/>.

Southwest Ohio Chapter of DAMA

Check out their web page at:

<http://www.swoc-dama.memberlodge.org/>

Central Ohio DAMA

The central Ohio chapter :

<http://buckeyedama.org/>

Around Town

Here are other area events that may be of interest to data professionals:

IndyPASS (Professional Association for SqlServer)

Events are updated on their web site.

Their main web site: <http://indypass.org/>

INOUG (Indiana Oracle Users Group)

Check inoug.org for more information.

Reminder

Attending conferences and professional meetings counts toward CBIP and CDMP recertification credits. Visit the ICCP site today: <http://www.iccp.org/cgi-bin/pdfom.php>

Contacts

Have a question or need to contact a board member?
Below are the names and e-mail addresses of board members.

DAMA Indiana Board

President: Gene Boomer
President@damaindiana.org

VP Administration: Diane Michael
VPAdministration@damaindiana.org

VP Communications: Christi Denney
newsletter@damaindiana.org

VP Finance: Jeff Hubbard
VPFinance@damaindiana.org

VP Online Content: Margot Dahl
VPOnlineContent@damaindiana.org

VP Programs: Michael Irick and Ravi
Chittaranjan
VPPrograms@damaindiana.org



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E-mail newsletter@damaindiana.org