**Web site address**  www.DAMAIndiana.org      **Facebook**     DAMA Indiana
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# Welcome to DAMA Indiana News!

Welcome to the second edition of the DAMA Indiana newsletter. In this issue, we focus on personal and professional development. Whether you are just beginning your career or have an established career, there are many options available for expanding your knowledge. The DAMA Indiana chapter will be offering **CDMP exams on June 24th from Noon-4:00pm**. Please send a message to info@damaindiana.org if you are interested.

One way to learn from peers and experts is to attend a professional conference. In this issue, representatives from OneAmerica share their experiences at their first Enterprise Data World conference.

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. In addition, the contact information for the Board is on page 4. We would love to hear from you!

# From the President's Pen...

*By Sue Peoni*

**MDM – Decisions, Decisions!** Facing a new role in a company with little "master data management" in place, I've been giving a lot of thought to the subject, and doing some research to get myself "current".  Unfortunately, I'm finding more questions than answers:

- Is MDM a solution or a discipline?
- Are tools a pre-requisite or nice-to-have?  And are the expensive tools worth the investment?
- Which works best – the big-bang approach or slow-but-steady implementation?
- Must you have business sponsorship on the front end?
- Is there such a thing as "single source of truth"?
- What role does the data warehouse play in all of this?
- How quickly must MDM pay for itself?  And will anyone ever give it credit for savings?

*President's Pen* from page 1

The more white papers I read, and the more vendors I talk to, I find I keep coming back to a nagging voice that tells me that MDM is truly "situational" and the answer to all of these questions is "it depends".  No one questions that master data needs to be managed, but the hows definitely vary.  Everyone would like the fix in place by Friday, but I know I will develop a better solution if I take time to understand the culture of the organization and the business pain attributable to master data chaos.  Are they used to operating with defined processes or is there more of a "cowboy" mentality?  What tools are already here but not used for MDM?  Are they so frustrated with their MDM problems that they will tolerate a big program to fix them?  Or do we need to sneak in some improvement on the backs of other projects?  Where are the business people who are truly passionate about data quality and how can I get them to play a leadership role in all of this?  And last but not least, where is the money?????  In our current economy, it is very hard to sell a project because it is "the right thing to do" – can I find enough near-term savings to pay for the initial development or will my selling skills be sorely tested?

Ahhh, if only the answers were obvious!  No such luck.  Instead, I'm finding the people who "get it", both in the business and in IT, and I'm enlisting their help.  I'm talking to vendors and I'm keeping an open mind, even though some of the price tags scare me to death.  I'm pulling concepts from various white papers that I think might work here and I'm tempering those with my own experiences.  And soon I'll get my MDM approach from my head to PowerPoint slides and from there to a project proposal.  Somewhere along the way I might even put an hour on the agenda of a DAMA-Indiana meeting to see what you think – all ideas are welcome!!

> *I keep coming back to a nagging voice that tells me that MDM is truly "situational" and the answer to all of these questions is "it depends."*

## New Professional Resource

Wilshire Conferences' Tony Shaw recently unveiled a new educational resource called "Dataversity" ([www.dataversity.net](www.dataversity.net)). The focus of Dataversity is professional development, including training, articles, presentations, and blogs.* Annual memberships are available to have full access to content on the site.

* Disclosure: Christi Denney is a contributor to Dataversity

## Board Elections

Elections are just around the corner! We will be voting for the slate of officers during the October meeting. If you are interested in a board position, please contact Dan Heffern at VPAdministration@damaindiana.org

# Enterprise Data World 2011 – From the Newbie's Perspective

By Margot Dahl, Marcie Rimmele, Wendy Medley-Davis and Brian Griffith

**EDW 2011 conference in Chicago:** The Sheraton is right on the Chicago River which heads out to Navy Pier and Lake Michigan. It's a beautiful day and the tall buildings are shimmering in the sunlight. We check-in to the hotel and conference and then familiarize ourselves with our rooms before heading down to meet up for our first workshop. There are 5 from our company attending the conference and it is rather nice to be attending with coworkers. Four of us (the newbies) are primarily interested in data modeling topics while the fifth is focused on enterprise and governance related topics.

The course offerings ranged widely with over 120 sessions varying in topic, type and length. Workshops, Tutorials, and Seminars were chosen in advance by the attendee and made up approximately two full days of the conference. The remaining sessions Tuesday, Wednesday and Thursday were hour long sessions with breaks for networking and food/beverage. Vendors kindly sponsored our meals and coffee breaks.

Our conference started on Sunday afternoon with workshops of various topics ranging from Gordon Everest's "Rethinking How We Do Data Modeling" which encouraged us to use object role model (ORM) diagramming methodology because it is a semantically richer way to approach conceptual modeling, is more well-received by the business, and avoids many of the modeling pitfalls resulting from thinking in terms of tables to Todd Sicard's "Tracking the Enterprise Data Landscape" which was an interesting session depicting his approach to tracking his data stores at an enterprise level.

On Monday, we attended day long tutorials. One of the tutorials attended was David Marco's "Managed Meta Data Environment: Full Life-Cycle Roadmap". A fabulous and engaging speaker, Mr. Marco lived up to his reputation. Some of the topics may not be able to be immediately applied but we walked away energized and convinced of its importance. The workshop taught the basic concepts and equipped the students with a roadmap for future Meta Data endeavors.

Another tutorial attended by some of the newbies was Len Silverston's "The Most Universal Data Model Patterns". Given the relevance of the subject and Mr. Silverston's entertaining delivery, this session was a favorite amongst some of our group. The session not only taught us some universal data modeling patterns to put into our collection, but the class also participated in some role playing in which the various patterns were discussed from different professional role points of view.

The opening keynote "Avoid Process Data Headaches: Align Data Management and Business Process Initiative" was presented by Rob Karel of Forrester Research. He strongly pushed Process Data Management strategies where the business and IT are aligned to solve the most essential enterprise goals. He said it can take many dollars to recognize data management is an enabler of business but in and of itself does not reduce cost or deliver revenue. As mentioned repeatedly at the conference we need to make sure the work we are doing is furthering a critical business goal.

Some other noteworthy sessions attended during the week were:

Len Silverston's "How to Govern with Real

Power:  Developing Win-Win Relationships in Data Governance".  With a very simple demonstration Mr. Silverston taught us the basics of creating winning relationships in politically charged situations.  He was a favorite speaker.  Students were able to learn a lot about themselves and about creating strong relationships at this session.  This material will definitely be used.  "Why does Data Management have to keep justifying itself" by John Biderman was another session attended.  This session brought to light some of the misunderstandings and misadventures in Data Management.  "Data Management is like the Extended Warranty.  You won't really know its value until you need it".

All four of us attended Steve Hoberman's "Dimensional Modeling Basics in under an Hour".  A fast paced introduction to dimensional modeling.  Some of us wished it had been a two hour class due to the amount of material provided and its bearing on upcoming projects.  Interestingly, Mr. Hoberman's young daughter was in attendance and has been schooled on the material.  She knew the definition of 'cardinality' at the age of 6!!  At 9 (or so) she is now drawing dimensional models that her father can discuss during his class.  How wonderful is that?  We left with a warm feeling that the future of Dimensional Modeling is in good hands.

*"We left with a warm feeling that the future of Dimensional Modeling is in good hands."*

Another session we all attended (though we really did spend a lot of time separated at different sessions with the hopes of bringing some information back and educating each other) was Karen Lopez's "Ten Physical Data Modeling Blunders and How to Avoid Them".  This was an excellent presentation and the material was certainly applicable to our everyday situation.  Ms. Lopez is an excellent and entertaining speaker and it was nice to hear from her perspective as an experienced data modeler.  We also had the opportunity to commiserate with data modelers from other companies and discuss some of our own data modeling blunders.

As you might imagine, there were a number of newer technologies and topics being discussed at the conference…like NoSQL (meaning "not only SQL"), Linked-Data, Big-Data, Data Virtualization, Unstructured Data, Cloud Computing, and Semantics.  A lot of these topics, we won't be utilizing in our current work environment any time in the near future.  But it was certainly good to be exposed to these technologies.  Even basic education on them is helpful since the future may get here sooner than we think.  One of these sessions, M.David Allen's "Linked Data and Semantics: When to Apply, When to Avoid" was a session that seemed like the perfect session to attend.  We were excited by the energy in the room and were sure we found a really great course since many other speakers were there to hear Mr. Allen speak.  He delivered some extremely complicated material in an effortless manner.  He was well-spoken, thoughtful, humorous, and obviously one of the brightest guys at the conference.  Unfortunately, linked data isn't exactly what we thought it was.  Doh!  At least we have a definition of Linked Data and Semantics and a whole new appreciation for it and its place in the data world.  We would recommend Mr. Allen's presentations to anyone interested in

Linked Data or Semantics. A few notable remarks from Mr. Allen: "The context is the 'secret sauce'." "Data integration is not a problem to be solved; it is a situation to be managed."

At one of the lunches, one of us newbies was fortunate to be seated next to "John"…John Zachman that is…of the Zachman Framework. We had a brief but enjoyable talk and he recommended Bob Schmidt's "Practical Approach to the Valuation of Data Asset and Data Management". What luck to have an industry leader recommending sessions to you!

Two keynotes made a big splash "The making of LIFE: Camera! Action! Data!" which contained slides of wonderful footage of the making of LIFE and "Long Fuse, BIG BANG: Achieving Long-Term Success through Daily Victories" where Eric Haseltine quizzed the audience and showed us how little we understand what drives our actions and our business and how to change our mindset to achieve more success in less time. Some quotes from his session: "Look at your greatest fear and see the opportunity in it." "The best way to predict the future is to invent it."

> *"The best way to predict the future is to invent it."*
> *- Eric Haseltine*

The conference was tagged for tweets as #EDW11. "Data Chick" tweeted about the conference all week. John Ladley kept people laughing in his talks about the excitement surrounding vendor tchotchke.

Special Interest Groups were designed for vendors to meet with their client-base. We discussed ERStudio tips, tricks, and design enhancements with Jason Tiret of Embarcadero.

Of course, no conference is complete without lots of prizes, vendor gifts, and opportunities for meeting the most knowledgeable and interesting people in the industry. We won books at the conference and had books autographed.

We came home with more t-shirts, pens, doo-dads and gadgets than we could count. We definitely did well in the tchotchke department! Some attendees won iPods and even one lady won free attendance to next year's conference. We wish that would have been one of us! We are all certainly interested in going again.

At the end of the week and after all the sessions had been finished, we were mentally exhausted but definitely a whole lot more educated in the world of data management. It was definitely time and money well spent. We were ready to head back to the office and start applying some of this excellent education immediately.

We additionally want to thank OneAmerica and our Enterprise Data Architect (Gene Boomer) for this fabulous opportunity and the foresight in sending its data development team to the conference. We are truly fortunate to attend the conference. We also want to thank our coworkers for a very special week of education, team building, and good humor. Thanks so much.

> A HUGE thank you to our friends at OneAmerica for sharing their conference experiences!

## Around Town

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

__IndyPASS (Professional Association for SqlServer)__
June 21, 2011 The Benefits of SQL Azure
July 19, 2011 Partitioning Doesn't Have To Cause A Splitting Headache
http://indiana.sqlpass.org/

June 25, 2011 SQL Saturday
http://www.sqlsaturday.com/82/register.aspx

__INOUG (Indiana Oracle Users Group)__
July 28th INOUG Training Day
October 27th Regular Meeting
www.inoug.org

## Reminder

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

## Conference Central

The Data Warehousing Institute (TDW)
Chicago – June 6-10   http://tdwi.org/

Data Governance and Information Quality Conference
San Diego – June 27-30
http://www.debtechint.com/dgiqconference2011/

MDM and Data Governance Summit
Toronto – June 15-16
San Francisco – June 29-30
New York – September 11-13
http://www.information-management.com/conferences/mdmsplash/

## In the Neighborhood

Announcement from John "Pete" Petry, VP Administration for the SW Ohio chapter:

We are excited to announce our next event on Thursday, June 9 from 8:00 to noon at the Miami University Voices of America campus.  The event is free for Paid members, but EVERYONE must REGISTER at www.swocdama.org so we can plan accordingly.  Panera breakfast will be provided!

Jim Gallo, Partner Channels Manager, Information Control Corporation will present "Tools and Techniques for Accurately Estimating BI/DW Projects"

Thank you & we look forward to seeing you June 9th.  Also, if you haven't already, please join our group on LinkedIn (SW Ohio Chapter: Data Management Association)

### CDMP Testing

The DAMA Indiana chapter will be offering CDMP testing on Friday, June 24th
Noon-4:00pm at the Eli Lilly Corporate Headquarters.

## Save the Date!

The next DAMA Indiana meeting date is:

__Friday__, October 14th

Note: We are switching from Thursday to Friday for the next meeting.

# Social Networking Spotlight: LinkedIn

Are you "in"? With today's job market, it is more important than ever to have a great network. LinkedIn is sort of like the professional's version of Facebook. (Officially, it is "the world's largest professional network".) Personally, I think it's a great way to stay in touch with past coworkers, schoolmates, and people I have met at conferences and classes. After you log in and set up a profile, you can connect with people, find experts in certain subject areas, or look for job opportunities. Access LinkedIn via the website - www.linkedin.com - or look for Smartphone apps.

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**DAMA Indiana Board**

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Terms to Know:
Connections – your list of contacts
Contacts – people in your network; colleagues, classmates, friends, etc.
Groups – theme-focused groups of people; e.g. DAMA, alumni groups, or topic-based interest groups
Inbox – the place to receive messages and invitations
Invitation – a request to connect
Update – A brief statement or link that is shared with your connections

Find Contacts:
Start by searching for past and present coworkers or classmates. Once you are connected to someone, you may be able to see that person's connections. (Allowing others to see your connections is configurable in the Profile settings.)  Suggestions for connections may also appear on your main page.

Join Groups:
Even if you don't have a many contacts initially, you can find valuable information and meet others with your similar interests. Groups can be set up as invitation only, private, or open groups. A lock icon indicates that membership in the group must be approved by a representative of the group. (our DAMA Indiana group is set up this way)

Post Updates:
If you want to share your thoughts or links to interesting items, you can post them for your connections to see.

Send Messages:
If the person's profile has been set up to allow it, you can send messages to others within LinkedIn even if you don't know that person's e-mail address. This is a great way to stay in touch as e-mail providers change.

Hope to see you on LinkedIn!