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Welcome to DAMA Indiana News!

Welcome to the summer edition of the DAMA Indiana newsletter. We are looking forward to the warmer weather! In this issue, Sue tries to find balance and guest author Tom Littlejohn shares his experience at EDW 2014.

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 the last page.

We would love to hear from you!

From the President's Pen...

By Sue Peoni



Happy summer, everyone! It's hot, humid, and rainy - those sub-zero temperatures seem like a lifetime ago.

Is it my imagination, or is everything moving at warp speed these days? It could be my age, but I look around in the IT world and I think I see most people feeling the same way - even those decades younger. What was the phrase? "My kingdom for a horse?" Now it feels like "My kingdom for five minutes to stop and think!!" Incredible data movement, response times we used to dream of, complex analyses of massive amounts of data completed in the blink of an eye - it is now what our customers *expect*.

I get it, but that doesn't mean I always like it. When those expectations are paired with reduced resources, we all feel the pinch. There are very few days that I don't hear "I'd love to do-it-right/plan-for-the-future/think, but I have to hit this date." What does that cost us in scrap & rework or technical debt? We don't have time to think about that either!

Please see *President's Pen* on page 2

President's Pen from page 1

Do you think I'll go in to work tomorrow and someone will say "Hey, take your time, think about where we want this to be a few years down the road, write it up in a strategy, then we'll decide what we should do"? Unlikely, but I'll continue to argue for some balance, to at least have a plan that runs past the first phase implementation date. And occasionally someone will buy into the concept and we'll make progress! Ahh - life in data architecture! Would we have it any other way??

Enjoy your summer!

Sue

p.s. DAMA elections will be coming up this fall. Please contact anyone on the board if you are interested in being on the slate!



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 October 16th.

Look for details in the Q3 newsletter!

CDMP Testing

Please let us know if you are interested in taking CDMP tests. If there is enough interest, the chapter may host a testing session.

EDW 2014

By Tom Littlejohn



At the end of April, I made my first trip to the Enterprise Data World (EDW) conference. EDW had been intriguing me for some time; co-workers went in previous years, and I found the agendas always seemed to have diverse and interesting topics about data. Early in the year, my management chain approved me to go to Austin for EDW2014. Expectations for EDW will no doubt vary from person to person. My background is firmly rooted in the data profession, with stints across the DMBOK wheel - Data Architecture, Analysis and Design, Reference and Master Data Management, and Data Warehousing and Business Intelligence Management. What did I hope to get from EDW2014? I wanted exposure to a number of emerging concepts, trending things, and more mainstream things that I didn't have much practical experience in (data virtualization, data vault). Plus, I wanted to look for opposing views on things that I was perhaps a little too passionate about (dimensional modeling). I also wanted to rub shoulders with other data professionals, find out what I could learn from them, and make contacts for the future.

The EDW conference was well attended - approximately 800 people from all over the world; from Abu Dhabi to Zachman International. The conference is large enough to be significant, but small enough to let you make connections and strike up conversations with folks. That was quite satisfying. I made a few new contacts there, including meeting the IRS CIO, and meeting a data professional working for USAA in San Antonio who had a military service academy background like my own. We also met and hung out with another data professional at Purdue University, where my son attends and my daughter is planned to start in the fall. And we re-connected with other DAMA Indiana members.

Following are summaries of three of the sessions that I attended during the week.

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EDW 2014 cont.

“Living with Dimensional Models - the Aftermath” - David Blackfield, Allstate Insurance

The title attracted me because I really love the power of dimensional modeling, having attended Kimball dimensional training a few years ago, and actively using it to build data marts and Analysis Services tabular models at OneAmerica. But the presentation title hinted that Allstate might have a less-than-positive assessment of dimensional modeling. David is a Purdue University graduate who is a member of the Allstate Data Warehouse team. While pointing out some of the challenges and costs of dimensional models and data marts, Allstate has clearly seen significant business benefit from their efforts. End users are doing more ad hoc reporting, and the more they use the data mart, the more they want. They have found that dimensional solutions have turned regular users into power users, and promote creativity. David spoke to some of the costs of the approach, including the overhead, and the integration challenges. But Allstate's bottom line is - yes, dimensional modeling is worth it! There are potential “Eureka” moments for the business, and they can replace expensive vended solutions with better in-house reporting.

“Customer Profitability Analytics in the Era of Big Data: How to Capitalize on the Opportunities” - Jaime Fitzgerald and Konrad Kopczynski, Fitzgerald Analytics

This title caught my eye because it was not approached from the technology, but from the business need. And it sounded like a real use case for big data from a business perspective. This presentation did not disappoint. The speakers were the owner and another principal of a consulting firm in NYC. While not explicitly requiring Big Data tools, Customer Profitability Analytics are all about assigning a profit (or loss) value to each customer that a company has. This knowledge is valuable to a business, as it can better align the right resources to the appropriate customers; for high-profit customers, extra care can be placed on retention, while low (or negative) profit customers might be target to either move up or out. In the presentation, Mr. Fitzgerald noted that some elements of profitability have long been easy to track - just look at the amount of product sales to each customer. But apportioning costs to individual customers - costs to acquire the customer, costs of product sold, costs to service the customer, are rarely tracked to the individual customer level. They went into quite a bit of detail on profitability, and gave some current and relevant examples of companies who are applying this analysis to change their business. For example, Delta Airlines looked at customer profitability to adjust the way it rewards customers in its frequent flier program.

Continued on next page

EDW 2014 cont.

Early frequent flier programs rewarded customers for how many miles they flew on the airline. But profitability analyses found that Delta was not rewarding its most profitable customers; passengers were finding ways to game the system for their greatest advantage in the program. As Mr. Fitzgerald noted, a "surprising % of not profitable customers were earning elite status". Delta adjusted their program to tie rewards to *Revenue per Mile*, instead of solely on miles traveled.

Beyond customer profitability analytics, their presentation had several great graphics and diagrams, and introduced their Data to Dollars Value Chain™. Very good stuff to help communicate the business value of data. Their book "The Data to Dollars Value Chain" is scheduled to be published in November 2014. Since I enjoy the space between data and the business, I plan on buying this book. Highly recommended, especially if you want to influence business and IT on the business value of data.

"Reducing Client Incidents through Big Data Predictive Analytics" - Vijay Ranjan Mungara, Intel

Okay, this one caught my eye because of "Big Data" and "Predictive Analytics". And it did not disappoint. Mr. Mungara sports impressive credentials; contributor to 4 US patents, and the IT Big Data Architecture Lead for Intel. He described Intel's desire to more quickly detect and predict problems on their 95,000+ enterprise personal computers. For this project, Mr. Mungara's team used data technologies to integrate data from two sources: the first was the voice of the customer - trouble tickets logged by the customer to the help desk. The second was what Mr. Mungara called the "voice of the machine" - Intel captures in Hadoop the event logs for all 95,000 enterprise personal computers. There are approximately 2,000 log entries per day per machine, leading to 19 million events per day; all loaded to HDFS for analysis. They fell short of their goal of reducing all IT device incidents requiring their attention by 40 percent in 2013, they had a reduction of approximately 8 per cent. But I suspect the learning here is going to be an increased payoff to Intel in the future. Who knows what Intel is doing with Big Data and not talking about? Very interesting stuff.

Was EDW 2014 a life-changing experience? Probably not. Did it energize me, and open up new ideas and expand my view of the profession, and of opportunities? Absolutely. I recommend it, and I look forward to the opportunity to go again in the years to come.

Editor's Note: Thank you, Tom for sharing your experience! It sounds like a great learning opportunity!

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>

ENTERPRISE DATA WORLD Conference & Expo

Planning is in progress for EDW 2015. Look for a call for speakers during the summer of 2014.

**SAVE THE DATE FOR EDW2015
 IN WASHINGTON, D.C. ON MARCH 29 - APRIL 2, 2015!**



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)

July 30, 2014 - Oracle Training Day. More details are available at:

<http://www.eventbrite.com/o/indiana-oracle-users-group-431664648>

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

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Chittaranjan

VPPrograms@damaindiana.org



Found a great educational site? Share it with us!

E-mail newsletter@damaindiana.org

The following site was submitted by a member. It contains content from the Microsoft TechEd conference this year. Enjoy!

<http://northamerica.msteched.com/#fbid=onhkY2s3O-G>