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Welcome to DAMA Indiana News!

Welcome to the spring issue of the DAMA Indiana newsletter. In this issue, Chapter President Gene Boomer discusses “quick wins” and guest author Deron Hook reflects on a recent conference experience. Although it’s only June, we are looking ahead to our next chapter meeting! The next meeting will be **Thursday, November 1, 2018**. Be sure to save the date!

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,

I hope everyone is enjoying the early summer. As they say in Indiana, “If you don’t like the weather, just wait a few minutes and it will change.”

And speaking of change, the “data” world continues to change and evolve in many ways. Whether it is new techniques, new technology, or new buzz words (e.g. AI, machine learning, blockchain, dark data, etc.) or the multitude of consultants, research firms, and tech vendors out there just ready and willing to promote the newest fad, to promise to make “our” data work together, to gather “insights” that did not previously exist, and so on...all with the elusive goals of generating revenue, increasing customer retention, reducing risk, or improving operational efficiency for our organizations. This is all well and good but what is the saying oft repeated? “The devil is in the details.”

I had the opportunity to attend a conference earlier this year in Chicago with a number of data leaders from various organizations within the Insurance industry. There were many C-level folks of various types in attendance (Chief Data Officers, Chief Analytics Officers, Chief Actuaries, Chief Architects, and Chief Data Scientists) and a few common messages emerged from the discussions. One message was to be wary of the ‘-ly’ words (e.g. completely, fully, seamlessly, quickly, easily) as they can cause one to over-promise and under-deliver.

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President's Pen, cont.

Another message often repeated (and this was my personal favorite) was that there is no such thing as a "quick win". A "quick win" is generally thought of as a short-cut within an overall data project to get results (any results) "easily" and "quickly" achieved to show progress. A "quick win" usually generates technical debt that has to be addressed at a later time (think of the "quick wins" you've seen in your own organizations). After hearing all these comments and stories, the last keynote speaker of the event (umm, that would have been me...☺) made the comment that "if we are trying to get from point A to point B, I have yet to have anybody explain to me how a short-cut works in that scenario." In fact, the elusive chase of "quick wins" is what has left many Big Data initiatives failing or floundering.

With data efforts, the idea is to avoid the "quick win" syndrome and focus on "iterative success." Make progress by pieces and build upon them. This can be helped by having a good understanding of use cases, how those use cases can affect business outcomes, and how those business outcomes can be measured over time. For us data geeks, following a data-centric approach allows our data projects to be a bit fluid and able to move as the business moves. This also helps avoid the technical debt issue that generally arises with the "quick win" approach. It is just like the old adage that "Rome was not built in a day."

Until next time, take care!

- Gene



Save the Date!

Our next DAMA meeting will be
Thursday, November 1, 2018 at
CNO Financial in Carmel, Indiana.

Look for an agenda and location
details in the September newsletter.



Becoming Data Leaders at EDW 2018

By Deron Hook

As a first time attendee to a data management conference, let alone what is widely considered the greatest gathering of data management leaders internationally, I came into the conference with pretty high expectations. Thankfully, I can honestly say that Enterprise Data World 2018 in San Diego, California exceeded those expectations in many ways!

My main objective in going was to learn data governance best practices, learn industry standards, and ensure that I was aligning my vision with these in building out the data governance department at Protective Insurance. I was first pleasantly surprised to see how many other conference participants were not only in the data governance field, but were also in various stages of their company's data governance maturity. This led to many insightful informal conversations and networking opportunities as I learned from their experiences, brainstormed solutions together for common challenges, and, surprisingly, became a mentor through sharing a few experiences of my own in what I thought had been a relatively short time in the field. If nothing else, finding out that we are not the only company that struggles with seemingly basic exercises, such as defining a standardized product hierarchy or compiling a master list of our customers, is both reassuring and encouraging as we collaborated on customized pathways to success.

But of course, that was only the beginning, as over 1,000 attendees (the largest participation to date) had access to the knowledge presented by the

pioneers, experts, and practitioners of the entire spectrum of data-related topics. This included engaging breakout sessions from our own Bill Stallings on Data Mapping Versus Data Modeling (slides can be found from our January 2018 chapter meeting) and our President Gene Boomer on the Anatomy of a Data Request. Having taken most of the sessions from the data governance track, I was able to form a framework of and begin to apply the many disciplines within data governance to the operations of my team including data quality, data stewardship, master data management, metadata management, data security, and data governance strategies and tools.

A central focus that I took from the conference in general came from a session in which Data Quality experts Danette McGilvray and John Ladley continued to lead the charge known as "The Leader's Data Manifesto" presented in last year's EDW 2017 in Atlanta. This is not only a MUST READ for all data management professionals, but I highly encourage YOU to do your part in signing, internalizing, discussing, promoting, posting online and in the office, and supporting the manifesto in any way (e.g., there is a need for translating to more languages). This is not only empowering every level employee into a data leader within their own organization, but is affecting change in the world to improve the management of data for everything from your children's school grades to presidential elections. In short, it seeks to improve the human condition. Please go to www.dataleaders.org to get started!

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EDW 2018, cont.

Some other highlights and takeaways from the sessions I attended include:

My personal favorite breakout session by Brent Preator, JLL on “The Imperative of Identifying Critical Data Elements” was a very practical application of conference themes of creating data quality metrics. Starting small, with a focus on CDEs as only about 15% of an organization’s data, is truly business critical while about 33% is considered ROT data (redundant, obsolete, and trivial), and the remaining 52% is considered dark data (unidentified value).

The “Rule of 10”: It is generally 10 times more expensive to fix data errors than to prevent them in the first place.

If you think your company is unscathed from the General Data Protection Regulation (GDPR) because you do not do business overseas, think again. It only takes having one employee or business contact from Europe. Even then, 23 NYCRR 500 and the domino effects of these regulations are coming sooner rather than later.

Data stewardship is the responsibility of everyone in the organization and has to be embedded into the culture for real change to take place.

We all are more naturally creative than we think, so eliminate false constraints, study the history of a problem to find new ideas for solving it, and be bold in trying new things (even if it looks weird at first) because all masterpieces were once experiments.

Lastly, I benefited unexpectedly from being able to take the practitioner CDMP exams free of charge and benchmark the areas I can focus my study on for when it really counts. This was as depressing as when getting 0% of the metadata questions right and as encouraging when getting 100% of the data quality questions right. Overall, I am just a few questions away from passing all 3 exams, with minimal study (which I’ll take).

I hope that this review has been helpful, especially to those who were considering or might not have considered going to next year’s EDW conference! Please contact me to let me know of any further questions you might have. Again, I highly recommend making plans now (Call for Presentations opens June 27, 2018) for EDW 2019 as it is earlier in the year next year (March 17-22, 2019) in Boston, Massachusetts.

Thank you all and take care!

Editor’s Note: Thank you, Deron, for sharing your experience with us! It sounds like it was a great learning opportunity!

Professional Development Opportunities

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

ENTERPRISE DATA WORLD



The next conference will be:

March 17-22, 2019

<http://www.dataversity.net/enterprise-data-world-2019-boston-ma/>

<http://dama.org>



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

DAMA Chicago

DAMA Chicago holds 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:
<https://swoc-dama.wildapricot.org/>

Central Ohio DAMA

The central Ohio chapter page:
<https://buckeyedama.org/>

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 meeting counts towards CBIP and CDMP recertification credits. Be sure to record these in your log!

Contacts

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

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