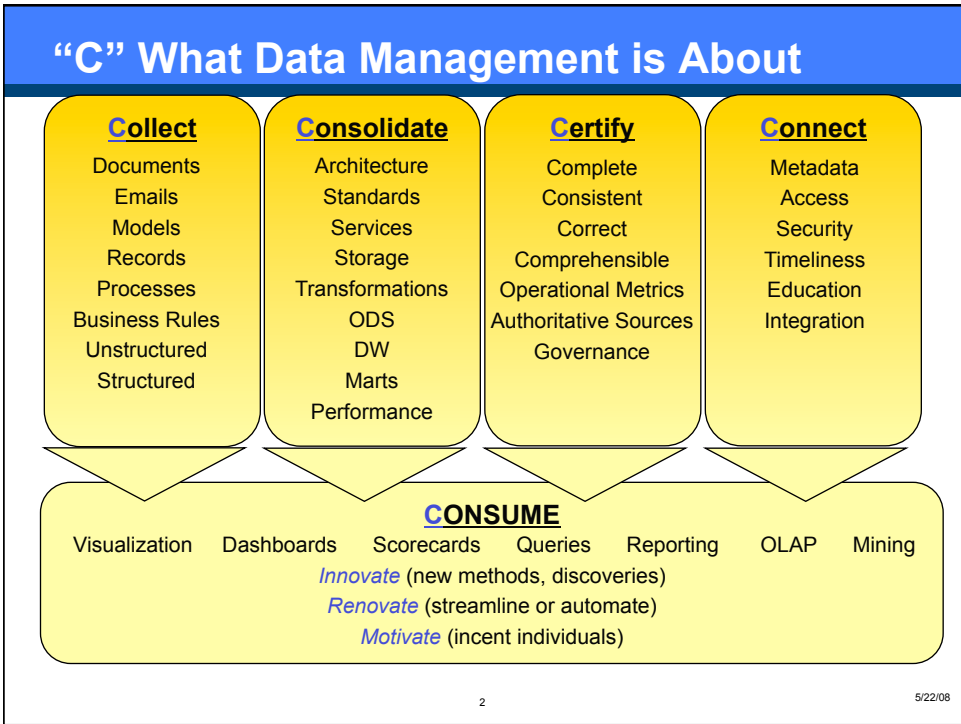
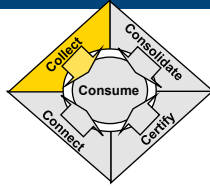


	<h1>Data Management Trends in Support of BI</h1> <h2>for TDWI DC Local Chapter</h2> <p>May 2008</p> <p>Dan Chaddock</p>
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Collect Trends



- **What is it?**

- Gathering data, that exist in databases (structured) and that exist outside databases (unstructured), from across the agency and external sources.

- **Where to Apply Focus?**

- Documents, Models, Records, Emails, Processes, Business Rules

- **What's Hot**

- XML

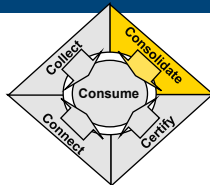
- **Why**

- Better to integrate unstructured and structured data
- All major RDBMS have growing XML dB support (XQuery, new treatment for CLOBs, Adobe Lifecycle integration)
- XML tags allow federation to better leverage existing assets (budget is tough so rather than rip and replace see what can be repurposed)

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Consolidate Trends



- **What is it?**

- Consolidate and condense disjointed data/projects into that which can be homogenized and that which can remain distinct. Must know when the consolidation can be helped by technology and when the process can be hindered by technology. As important as what to consolidate is what not to consolidate. Must present the most relevant data. The most relevant data should be most easily accessible, but the technology for consolidation must be applied in such a way as to assist with the accessibility of the supporting data.

- **Where to Apply Focus?**

- Architecture, Standards, Services, Storage, Transformations, Performance

- **What's Hot**

- Blurring of data warehouse and data mart

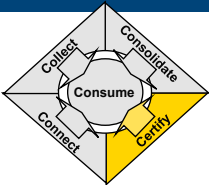
- **Why**

- Advances in technology support features of both without having to separate. (speed enhancers, column based architecture, appliances, etc.)
- No longer religious wars on modeling approach.
- Tool focus has shifted from data preparation to data analysis.
- Tight budgets makes "just in case" architecture more difficult to justify.

4

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Certify Trends



- **What is it?**
 - Certify the designated sources, processes and projects. Understand the data quality. Govern the data assets.
- **Where to Apply Focus?**
 - Complete, Consistent, Comprehensible, Correct, Operational Metrics, Authoritative Sources, Governance

- **What's NOT Hot**
 - Governance and Ownership in Data are the wrong topics
- **Why**
 - Better reactive tools lessen the value of data governance – why rely on the spoken word when all you need is the data?





5
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Data Governance & Ownership – More Questions than Answers

	Question	Industry Answer
✓	What are we trying to govern and what is our goal?	We govern Master Data so we maintain consistent high quality master data across all operational and analytical systems
✓	What is master data?	The key business entities or critical data elements like member, customer, product, employee, etc. that is used across multiple business units
?	Who should own the data?	The creator of the data or is it the consumer of the data or is it the many different people that modify it in between.
?	Ok, let's assume it isn't an individual owner but a group of individuals, after all, data is a corporate asset. Doesn't the group of individuals have conflicting priorities so how do you determine what deserves governance?	We collect metrics and the metrics dictate the tolerance.
✓	Who do you present the metrics to?	We have classic three tier governance structure with an executive steering committee, a data council and then functional groups, the metrics first get evaluated at the functional group.
✓	So then what do the other groups do?	Validate the decision

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Data Governance & Ownership – More Questions than Answers (continued)

Question	Industry Answer
 <p>So the objective is to be as inclusive as possible so you can understand all the assets which means you need to create an environment where people are encouraged to share. Don't all these levels and constraints make sharing difficult?</p>	<p>It helps ensure a checks and balance system plus without these levels then no one has skin in the game. However, we are viewed as the police cops.</p>
 <p>Haven't you created an environment where everyone has the ability to say "no" and no one has the ability to say "yes"?</p>	<p>That is why we leverage existing decision gates or milestones reviews at the project governance board to enforce.</p>
 <p>What happens if the project can't afford the changes you mandate?</p>	<p>We give them a waiver.</p>
 <p>So how many waivers do you average?</p>	<p>Not sure of an exact number but we give a lot of waivers.</p>

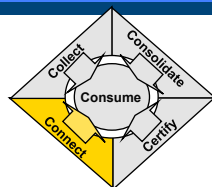
So exactly what did you achieve again?



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Connect Trends



• What is it?

- Connect the data to each other as well as users to the data. What good is it to have collected, consolidated and certified the data to only have it locked up in a computer system? Or worse, it takes an army of dedicated programs to produce information? Must educate (both to the business so they avoid redundant requests and to the technology teams so they know how to integrate) on the available data.

• Where to Apply Focus?

- Metadata, Access, Security, Timeliness

▪ What's Hot

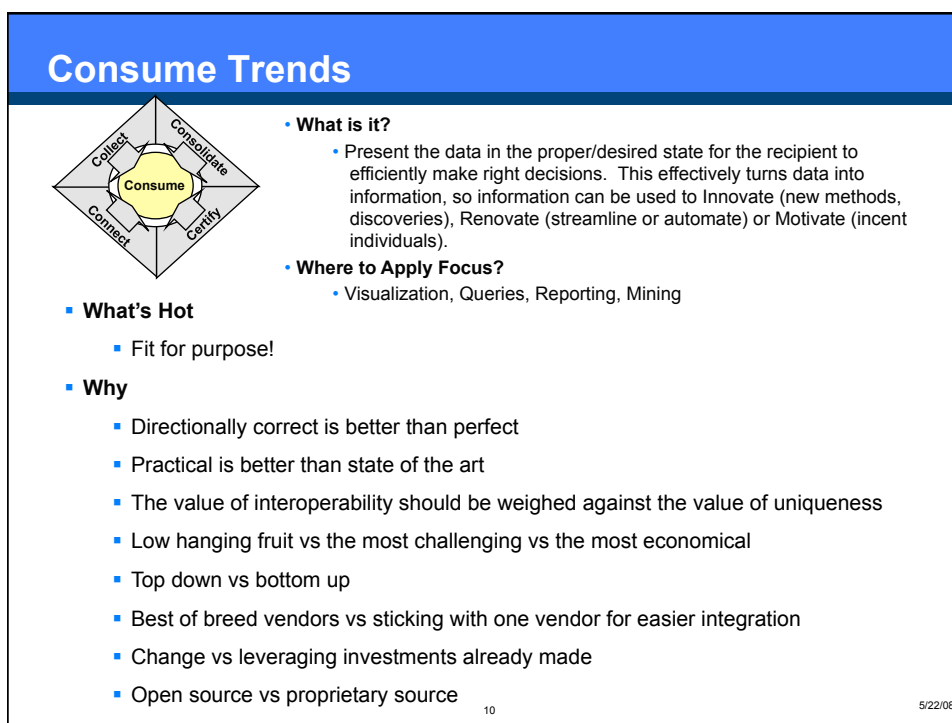
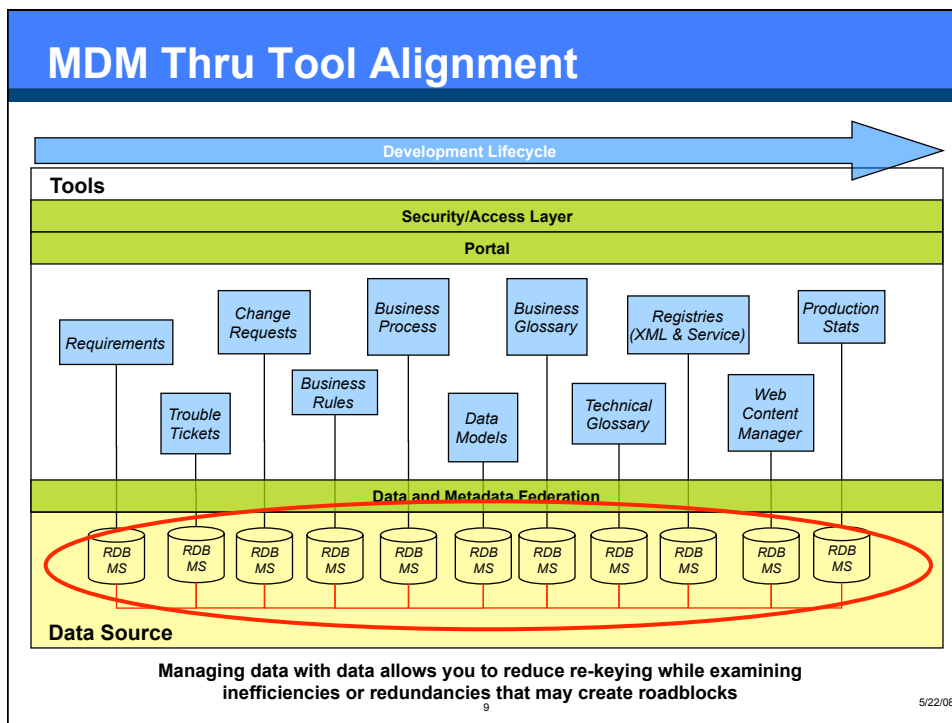
- Old is new again: Metadata is Master Data Management
- BI as SOA
- BI turns focus internal

▪ Why

- Market consolidation of big vendors now offer end to end solutions.
- Integration is much easier on the back-end because nearly everything writes to non propriety dB.

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Questions

