Effective Business Data Management

Achieving Excellence through Data Use

This course is intended for those who are concerned with data management and want a cohesive, strategic and enterprise wide use of data by their 0rganization. This includes a number of key tasks such as, aligning data strategy with the direction of the business, understanding the role of all types of data in the business today and implementing a reliable methodology for developing the data management plan.

This course also covers the related topics such as metadata management that are needed to properly organize and access the various forms of data. The goal is to develop the correct data management direction for the business.

This course is for data analysts, data management specialists, data base managers, business analysts, executives, data base administrators, data architects and auditors that are doing data management auditing.

The business view of data is differs from the IT view of data. IT focuses on the technology used to manage various forms of data such as databases, documents, signals, content and so on. The business view of data management takes into account the meaningful use of all types of data. Business data management includes how you effectively use the data, information, content and knowledge scattered throughout the organization. So, data management today encompasses a larger scope than managing a data base with numbers or some application data files. Further, old data methods and thinking like old technology inhibit successful enterprise excellence.

Business data management is squeezed between two strong forces of change. The IT function and related data management are subject to pressure from new technologies as well as business volatility. These pressures demand better data and information management and planning. Changing technology such as cloud computing and increased uses of information and related delivery systems means alignment and direction becomes more critical to success of the business.

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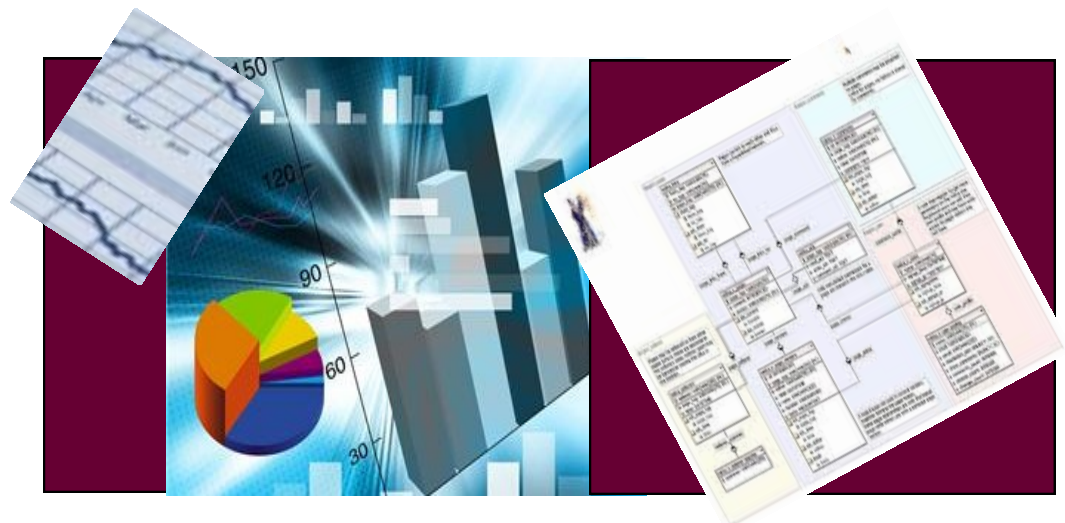
Direction and Life Cycle

Data Management Today

- Course Objectives and Structure
- What do we mean by 'data management'?
- The expanding definition of data management
- Different types of data today
- The components of data management
- A data management methodology

Exercise – Paper Review - IT as a Commodity

Data Management Strategy – Comprehensive view

- DM strategy development
- Including all types of data
- Aligning DM and business strategy
- Master data management
- Data maintenance
- Data archiving

Exercise – DM Strategic Assessment

The Data Life Cycle

- The data management assessment
- Strategic data management
- Tactical data management
- Operational data management
- The data value chain

Exercise – Aligning data management and the business

"Course was well organized and topics well covered and integrated in a smooth way." ....Telecommunications Software Analyst

Data Organization and Flow

The Data Management Process

The 'ideal' DM process

- Steps of the process
- Process artifacts
- Measuring performance of the DM process
- DM process management and governance

Exercise – Identifying the data management process

Data flows in the enterprise

- Data acquisition and capture
- Data repository types
- Integrating data
- The ETL idea
- Business and data architectures

Exercise – The one page data architecture

Data Organization and Integrity

- Different organizations for different types of data
- Defining a structure for a type of data
- Different types of data different integrity issues
- Types of integrity *Referential, entity, domain*
- Data quality assessment
- Integrity checks and constraints

Exercise – Organizing data

Databases, Security and Dissemination

Data Dissemination

- Dissemination policy
- Methods of dissemination
- Dissemination and applications
- Using the internet for dissemination

Exercise – Defining a dissemination approach

Data Security

- Data security strategy
- Backup and recovery
- Information security
- Data encryption
- Data erasure

Interactive Exercise – What degree of encryption do you need?

Data bases and data repositories

- Data repositories
- Data bases
- Data warehouses
- Operational Data stores
- Analytic or atomic data stores

Exercise – The operational data store

Data Management and Metadata

Data Base and Repository Management
- Data base administration
- Data administration
- The data base life cycle
- Data Management and Data Base Management
- Data migration

Exercise – A data base management strategy

DM and Document Management Systems
- Documents and data
- Documents and content
- Documents as data
- XML and documents
- Document management

Demonstration – A Document Management System

Meta data
- The importance of metadata
- Identifying metadata
- Business metadata
- Technical metadata
- Reconciling Metadata views
- Meta data management

Exercise – Identifying sources of metadata

Expected Learning Outcomes

- Explain the various types of data that an organization has to manage
- Define the life cycle for the different types of data within the organization
- Assess the data management strategy and show where there are impacts and opportunities
- Describe the options in organizing the various types of data in an organization
- Prepare a meta data management plan and suggest the appropriate tools for managing the metadata
- Describe and define the document management needs of the organization
- Explain the knowledge management process and the types of knowledge that are significant to the business
- Prepare a structure that represents the organization of various types of content.
- Propose a project that would identify the types of data that are meaningful to the business.

Content, Knowledge and Tools

Content Management
- The pervasive use of content to-day
- Content administration
- The content life cycle
- Organizing content for navigation
- The content management system

Exercise – A data base management strategy

Knowledge Management Systems
- Defining knowledge today
- Knowledge items
- Knowledge processes
- The knowledge warehouse
- The knowledge proposition
- Setting a knowledge strategy

Demonstration – Linking Knowledge to Processes

Tools for Data Management
- Some data management environments (IBM, Oracle, MS etc.)
- Content management tools
- Knowledge management tools
- Meta data software (Tagging documents, managing descriptions etc.)
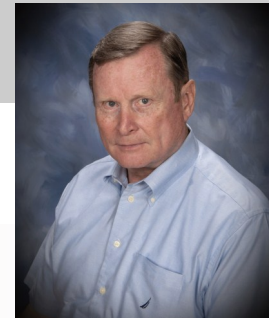- Semantic analytic software

Wrap – Final Questions and Answers

Knowledge Consultants, Inc. is a professional services firm founded in 1984. KCI provides consulting and professional education services. With over 30 courses taught worldwide, KCI provides the opportunity to develop core strengths in the following certification areas:

- Process Management
- IT Management
- Business Performance Management
- Business Analysis
- Analytical Techniques for Business
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KCI has expanded its training and consulting efforts internationally into Europe, Southeast Asia and the Middle East. KCI has an outstanding list of current and past client including many of the Fortune's 100 companies.

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Meet the Expert - Frank Kowalkowski

Frank Kowalkowski is President and CEO of Knowledge Consultants Inc., a professional services firm founded in 1984 with practice areas in knowledge management, business intelligence, and performance, business and system architectures, application design and development and supply chain Management.

With more than three decades of management consulting and industry experience under his belt, Frank's spectrum of expertise mainly lies in manufacturing, distribution, insurance, financial services and the public sector.

He has also played key roles in a wide range of projects, including e-Commerce, Application Integration, ERP and Supply Chain Management Knowledge Management, Artificial Intelligence, Benchmarking, Business

Performance Measurement, Business and Competitive Intelligence, Data Warehousing, Technology Deployment, and Process Improvement.

Prior to his presidential post at Knowledge Consultants, Inc., Frank was the Director of Consulting for the Spectrum Group, responsible for reengineering consulting, process improvement and operational systems consulting. His engagements also included senior management presentations, audits, assessments, organizational studies, methodology development and implementation.

In addition to being a keynote speaker at international conferences as well as a conference chair, he has written numerous

papers and spoken at conferences on a variety of subjects such as technology forecasting, process analytics and management, business analysis, management disciplines, and enterprise performance management.

Frank is also the author of a 1996 book on Enterprise Analysis and over 70 papers. He is currently working on a BPM book for managers and a new edition of the enterprise analysis book.

Frank focuses on training and consulting efforts internationally in regions such as North America, Europe, Southeast Asia and the Middle East. He has an outstanding list of current and past clients including many of the Fortune's 100 companies**.**