
DAMA DMBOK and Data Governance
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HELLO!! I am Peter Vennel

- Director – EDW and BI at LexisNexis Risk Solutions
- Certified Data Management Professional (CDMP)
- Certified Business Intelligence Professional (CBIP)
- Sun Certified Enterprise Architect (SCEA)
- Project Management Professional (PMP)
- Board Member TAG Data Governance Society.
- President and founder DAMA Georgia.
- Reviewer for DMBOK2 (will be released end of 2015)

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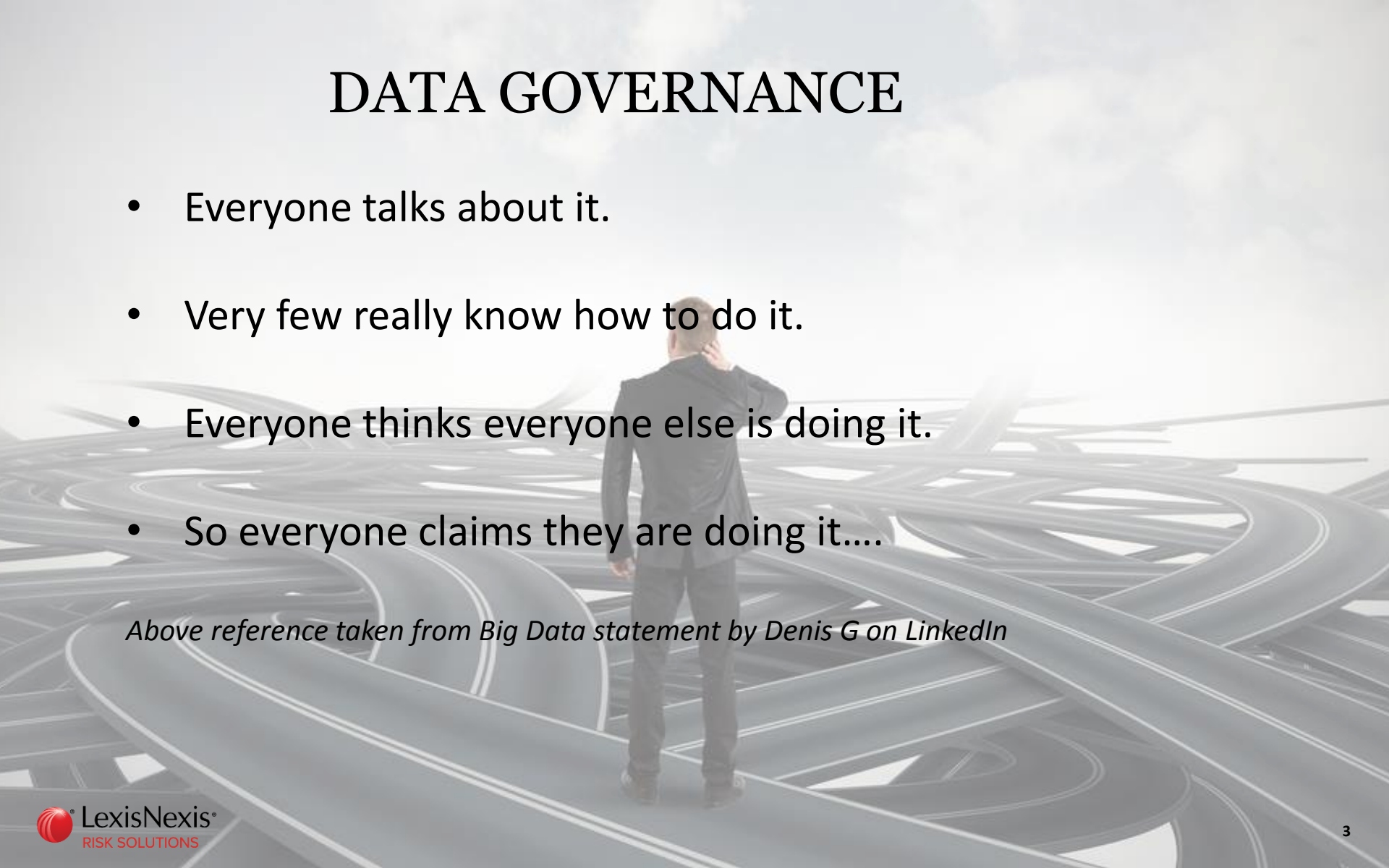
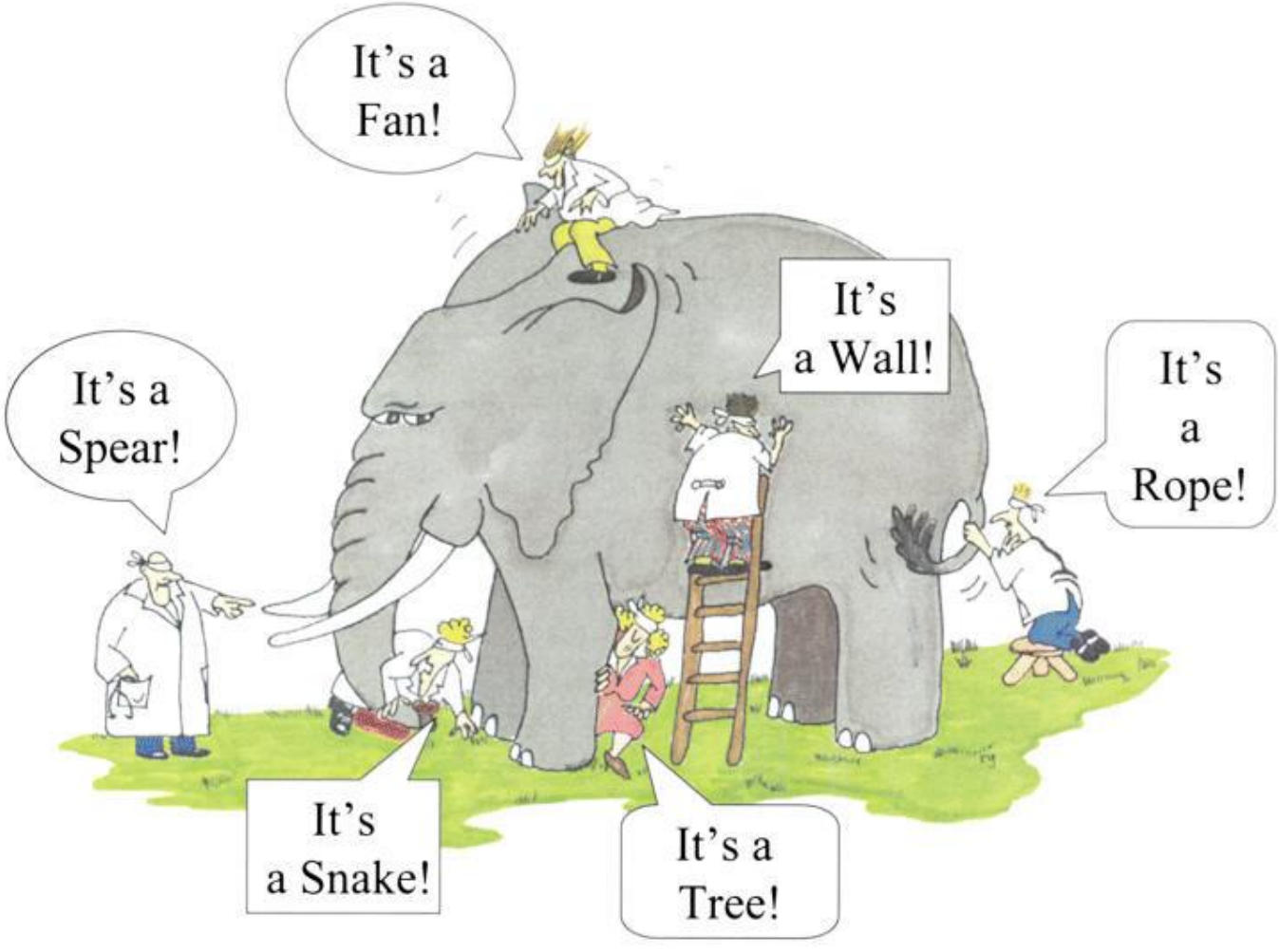
DATA GOVERNANCE

- Everyone talks about it.
- Very few really know how to do it.
- Everyone thinks everyone else is doing it.
- So everyone claims they are doing it….

Above reference taken from Big Data statement by Denis G on LinkedIn




It's a Fan!
It's a Spear!
It's a Wall!
It's a Rope!
It's a Snake!
It's a Tree!

What do you think is Data Governance?

Video#1 on Data Quality

https://www.youtube.com/watch?v=E0dIu4dCnJE

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How?

DMCOE

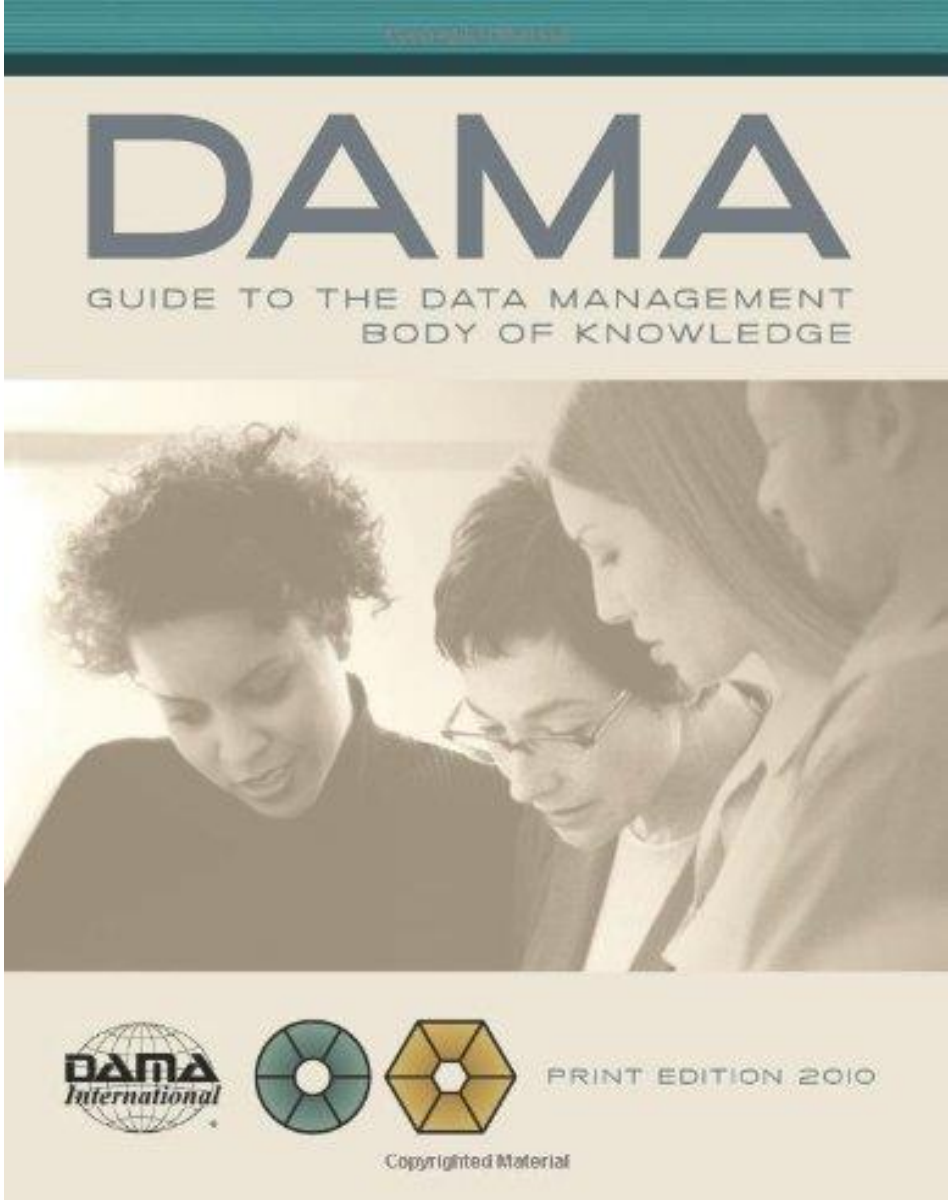
DATA MANAGEMENT CENTER OF EXCELLENCE

Data Management Center of Excellence

MISSION

To consistently deliver quality data quickly by effectively engaging BUSINESS, LEGAL and TECHNOLOGY.

The Data Governance Council will protect the data and facilitate the enforcement of regulatory, contractual and architectural compliance with the assistance from the various steering committee.


DAMA
GUIDE TO THE DATA MANAGEMENT BODY OF KNOWLEDGE
DAMA International
PRINT EDITION 2010
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The Premier Organization for
Data Professionals Worldwide

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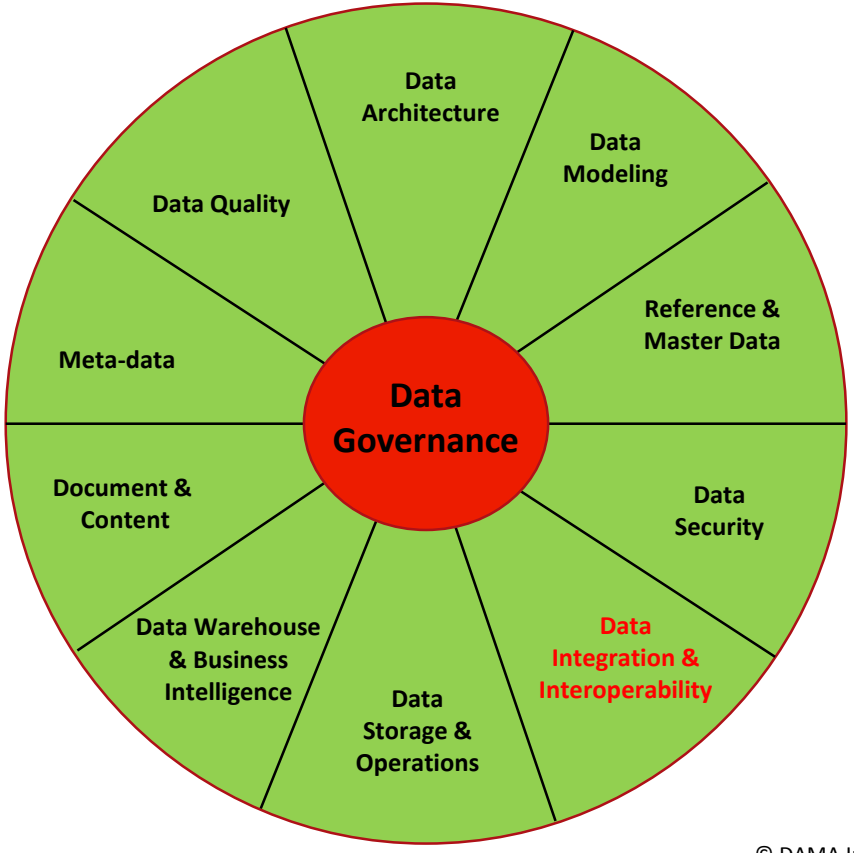
DAMA International

- Not–for Profit Organization.
- Vendor Independent.
- Technology Independent.
- Geared towards Data Management professionals.
- Started in the 1980's.
- 65 Chapters in 25 countries and still growing.
- Organizes key annual conferences around the globe.
- Issues Certified Data Management Professional (CDMP) certification.
- Oversees DMBOK.

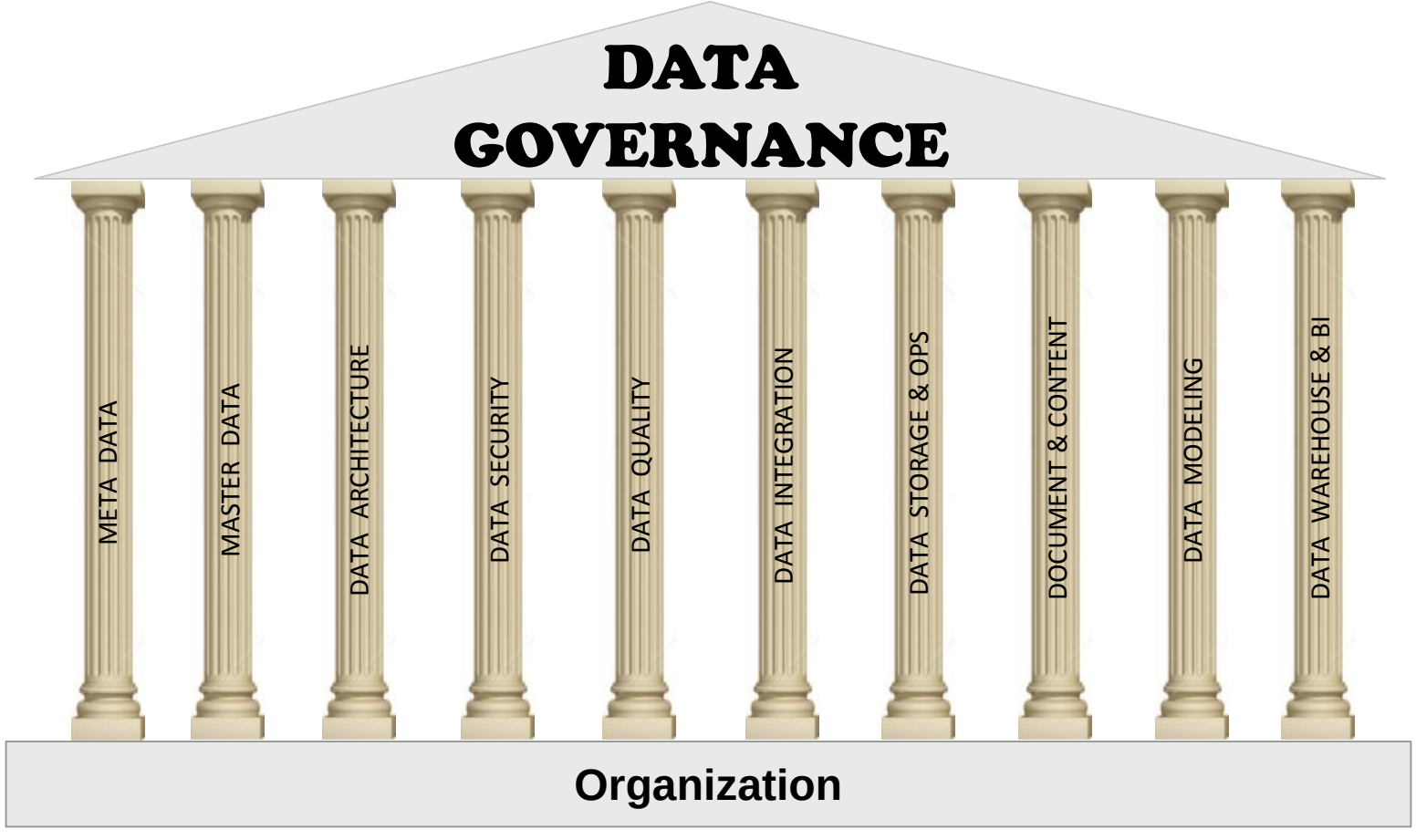
DAMA DMBOK Guide Goals

- To develop, build consensus and foster adoption for a generally accepted view of data management.
- To provide standard definitions for data management functions, roles, deliverables and other common terminology.
- To identify “guiding principles”.
- To introduce widely adopted practices, methods and techniques, without references to products and vendors.
- To identify common organizational and cultural issues.
- To guide readers to additional resources.
- A Reference Book

Data Management Knowledge Areas (DMBOK2 Wheel)



Data Management Knowledge Areas



Core Knowledge Area Chapters Key Points

- **Data Governance**
  - Data Governance and Stewardship
  - Business Cultural Development *
  - Data in the Cloud *
  - Data Handling Ethics *
- **Data Architecture**
  - Establish Enterprise Data Architecture
  - Design and Implement Data Architecture
    - Different architecture for different solution spaces *
- **Data Modeling & Design**
  - Build, review and manage data model
  - Overview of models for different formats – E/R, UML, fact-based, object-role, full communication oriented, data vault, anchor, nosql *.
- **Data Storage & Operations**
  - Database Support
  - Data Technology Management *
  - Types of databases and File systems (expanded) *
  - Configuration Management *
  - Virtualization (cloud) *
  - Manage availability of data throughout the data life cycle
  - Ensure the integrity and compliance of data assets
  - Manage performance of data transactions
  - Protect data assets and data integrity

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* New to DMBOK2

Core Knowledge Area Chapters Key Points (cont'd)

- **Data Security**
  - Define and Develop Appropriate Data Security Classifications.
  - Define and Develop Categories of Data Regulatory Requirements
  - Manage and Maintain Data Security
  - Manage Data Regulations
  - Assess Database Vulnerabilities*
    - Ethical hacking
  - Define Data Sensitivity in Meta-data *
- **Data Integration & Interoperability (DII) ***
  - Data Integration *
  - Operational Intelligence Support *
- **Documents & Content**
  - Develop Records and Content Management Strategies*
  - Understand Records and Content Requirements
  - Determine Information Architecture, Content and Semantic Models, Content Organization*
  - Develop E-Discovery *
  - Capture and Manage Records and Content
  - Capture, Manage, Retain, Publish and Deliver, Dispose and Archive Records and Content
  - Information Governance *

Core Knowledge Area Chapters Key Points (cont'd)

- **Reference & Master Data**
  - Identify Business Reference and Master Data Needs
  - Determine Data Requirements
  - Assemble and Reconcile Data Definitions
  - Identify and Analyze Data Sources
  - Establish Data Sharing/Integration Architecture *
  - Identify Trusted Reference and Master Data
  - Develop/Implement Data Sharing/Integration Services*
  - Use Reference and Master Data
- **Data Warehousing & Business Intelligence**
  - Understand Functional and Non-Functional Requirements
  - Define and Maintain the DW-BI Architecture
  - Conceptual Data Warehousing/ Big Data/ BI/ Integration Architecture*
  - Implement Data Warehouses and Data Marts
    - Real time and near real time*
  - Populate the Data Warehouse
  - Implement Business Intelligence Portfolio *
  - Maintain Data Products
  - Use Open Data*
  - Define DW/BI Production Support Processes

Core Knowledge Area Chapters Key Points (cont'd)

- **Meta-data**
  - Meta-data Strategy
  - Understand Meta-data Requirements
  - Define the Meta-data Architecture
  - Create Meta-Model *
  - Apply Meta-data Standards
  - Manage Meta-data Stores
  - Create and Maintain, Integrate, Distribute, Deliver Meta-data
  - Query, Report and Analyze Meta-data
- **Data Quality**
  - Data Importance Ranking*
  - Create a Data Quality Framework
  - Perform Preliminary Data Quality Assessment
  - Define Data Quality Requirements
  - Assess Data Quality
  - Develop and Deploy Data Quality Operations
  - Perform Measurement and Monitoring of Data Quality

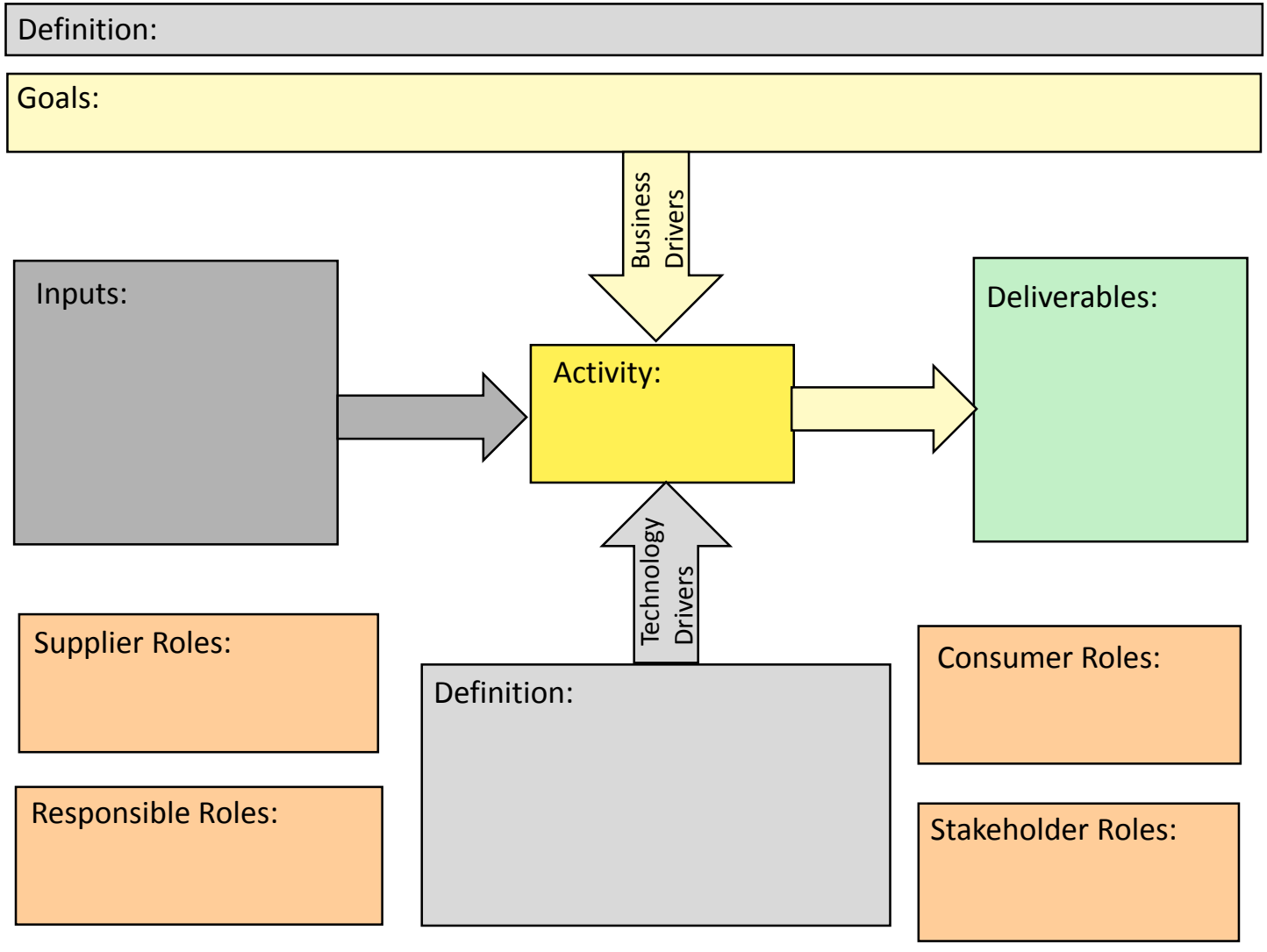
* New to DMBOK2

Core Knowledge Area Chapters Key Points (cont'd)

- **Big Data & Data Science ***
  - Big Data Modeling *
  - Architecture for Big Data Analytics *
  - Data Visualization *
- **Data Management Maturity Assessment ***
  - Scope the Data Management Maturity Assessment *
  - Perform Maturity Assessment *
  - Maturity Ranking –operational integration*
  - Assess Baseline versus Re-assessment *
- **Additional Data Management Topics**
  - Professional Development
  - Business Data Requirement Development *
  - Communicating Data Management Value to the Business *
  - Establishing Data Management Value: An Overview *
  - Data Management Organization and Role Expectations*
  - Facilitation *

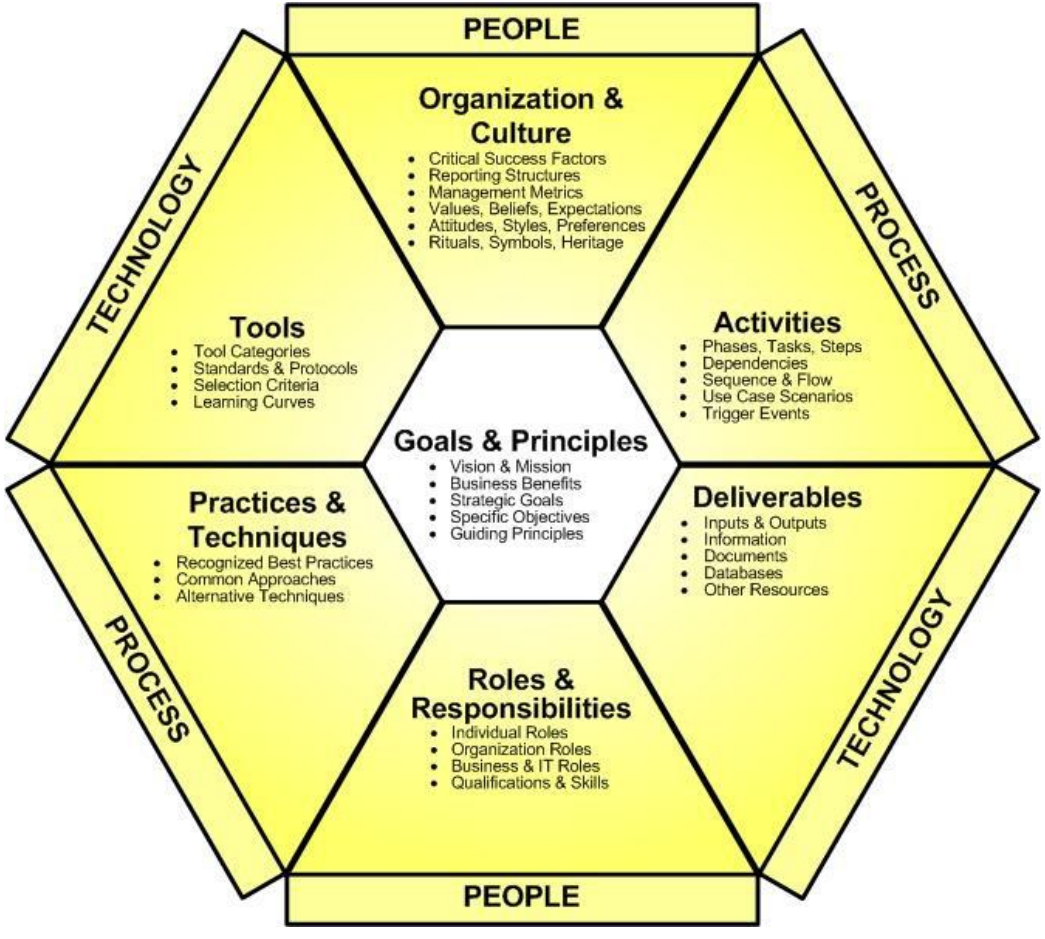
DMBOK2 Standard Chapter Format

- **Introduction / Knowledge Area Definition**
  - Context Diagram
  - Business Drivers *
  - Essential Concepts *
  - Common Vocabulary *
  - Goals and Principles
- **Activities**
  - For each activity 'story' include:
    - Inputs
    - Deliverables
    - All roles and responsibilities
  - Activity 1
  - Activity n….
- **Toolsets and Techniques**
  - Toolsets
  - Techniques
- **Implementation Guidelines**
  - Readiness Assessment / Risk Assessment *
  - Organization & Cultural Change
- **Knowledge Area Governance ***
  - Knowledge Area governance topics *
  - Knowledge Area Metrics *
- **Activity Summary**
  - Activities, Deliverables, Roles



DMBOK2 Knowledge Area Context diagram

DMBOK2 Environment Elements

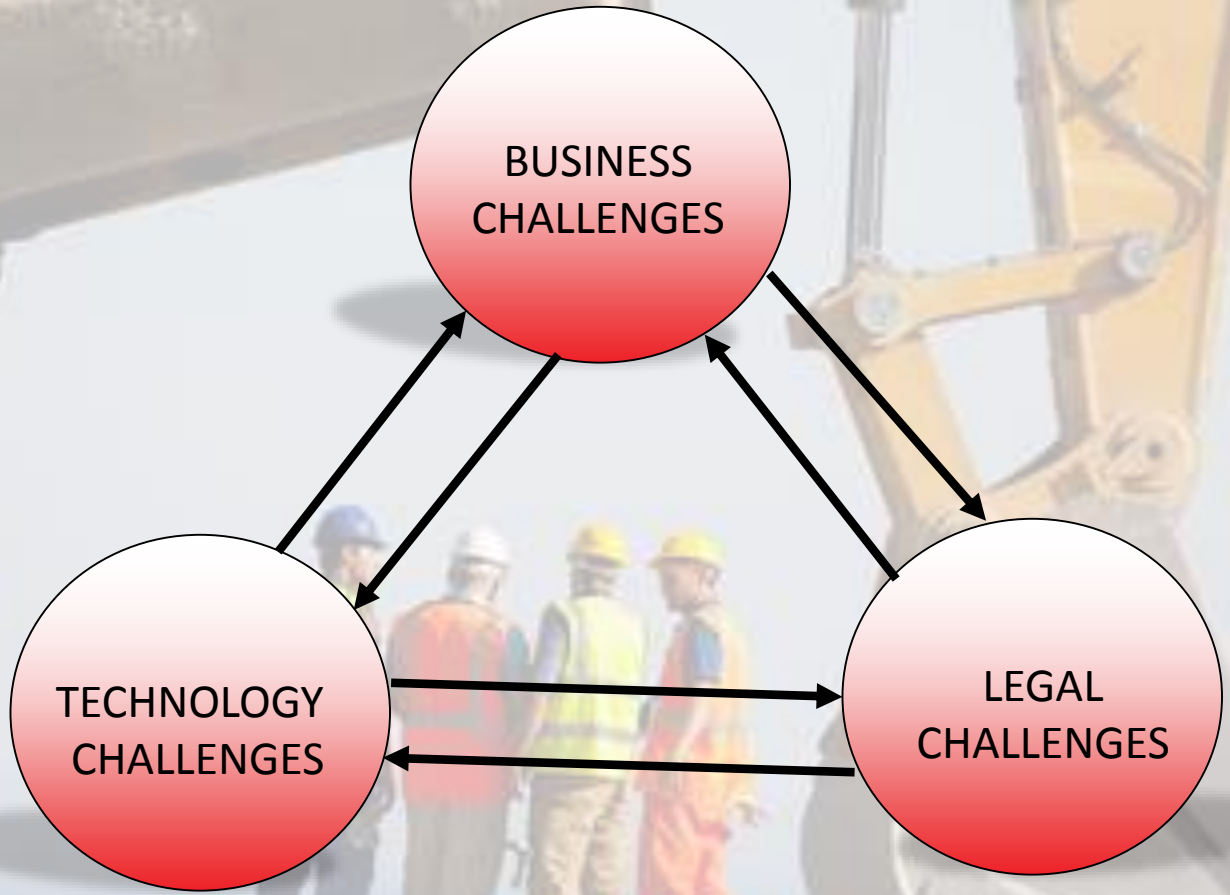


Video#2 Roles and Responsibility – Office Space

https://www.youtube.com/watch?v=nV7u1VBhWCE


Implementing Data Governance ….

Challenges …..



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Video#3 Ugly Baby (Seinfeld)

https://www.youtube.com/watch?v=rkadtxlCRU4

DMCoE Pyramid

Data Governance Team

Data Governance Council

10 Knowledge Area Steering Committees

Data Management Stakeholders

Steering Committee Participants

Each of the Steering Committees should have at least the following SMEs

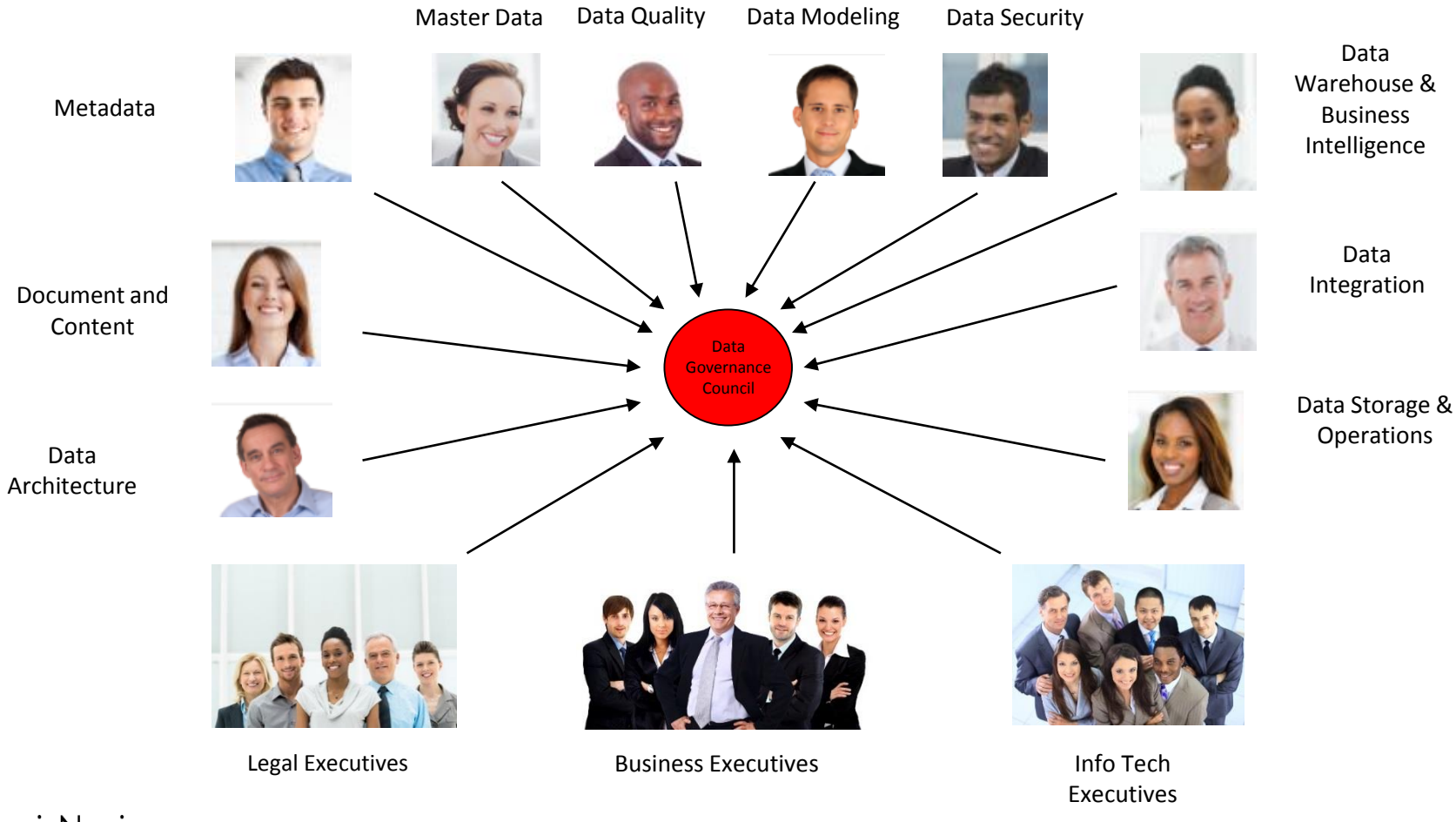
- Business SME
- Data SME
- System SME

The Chair and Vice Chair should be able to :

- To enforce DG within that specific committee.
- Re-Structure the Committee membership as needed.
- Represent the Steering Committee at DG Council

So it is important that the Chairperson and Vice Chairperson should be someone who has (or should be given) the authority.

Data Governance Council



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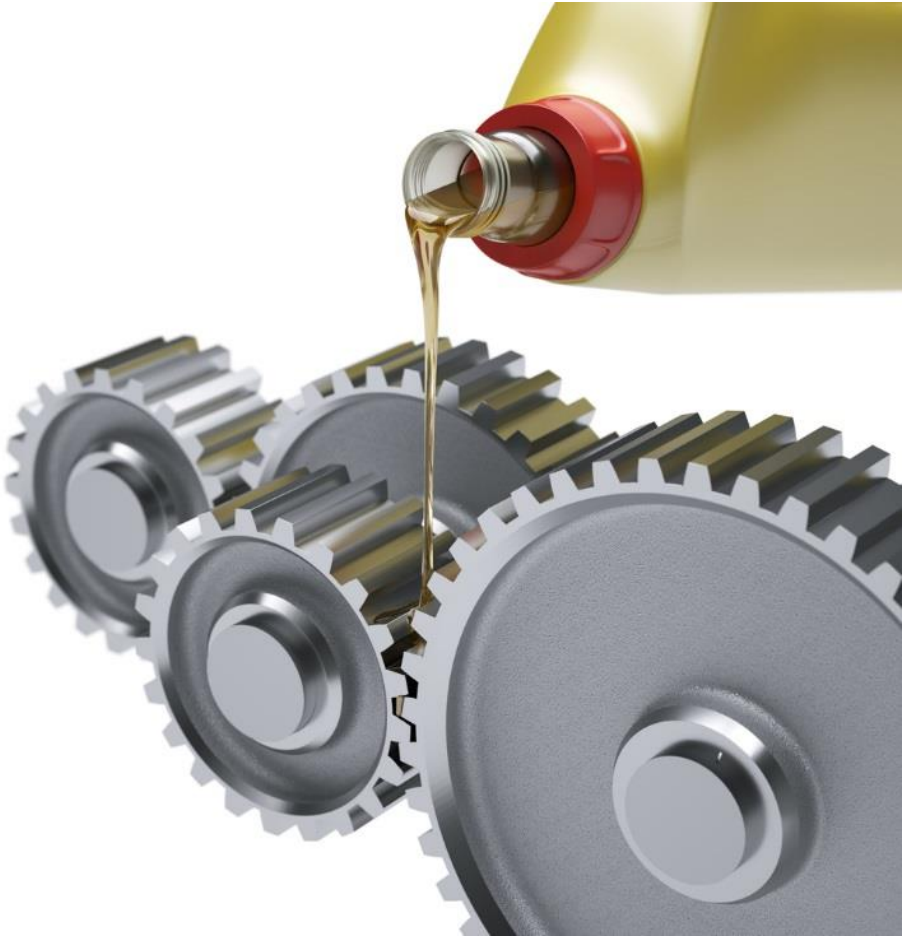
Role of Data Governance team

- 100% dedicated to DG
- Conduit between the 3 layers (Strategic, Tactical and Operational
- Functions similar to an Audit team
- Evangelize DG across the enterprise.



Logical steps to Data Governance SUCCESS …

Foundational Initiatives

1. Recognize the right employees for this job.
2. Form a Steering Committee for the 10 Knowledge Areas.
3. Define the Standards and Policies. (aka Data Playbook)
4. Socialize these Standards and Policies across the company.
5. Implement these Standards and Policies.
6. Build Data Governance portal.

Start with just a few of them

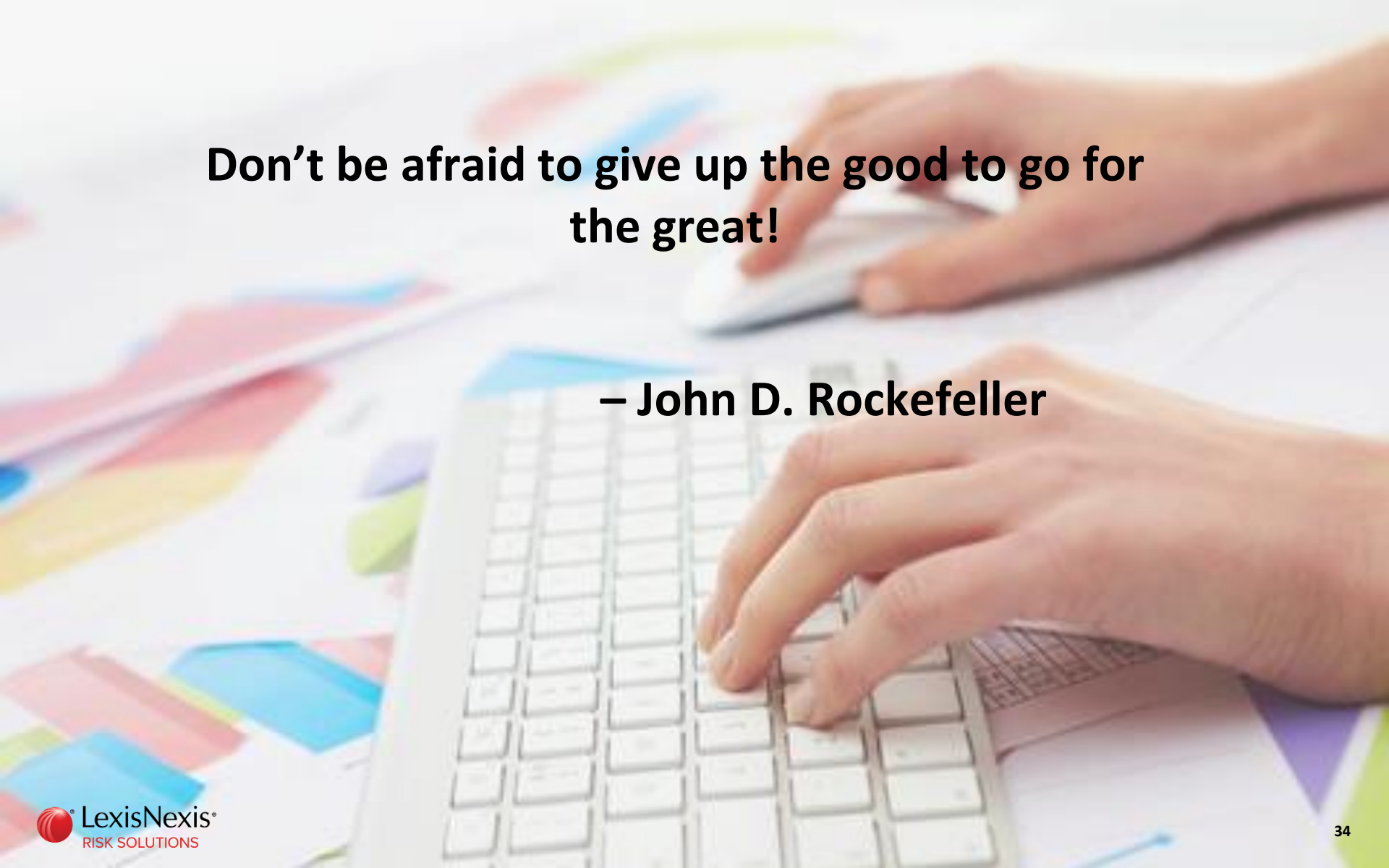
Consistency

Better Transparency

On-Going Initiatives

1. Regularly monitor that these Standards and Policies are followed.
2. Meet occasionally/Ad-hoc to update/introduce new standards/policies.
3. Discuss the impact of any new Standard/Policies on everything else.
4. Annual Data Summit

Evangelize Data Governance



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