

# Big Picture: Enterprise Data Management

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## COURSE INTRODUCTION



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# In This Course



## Definition of “enterprise”

- Entirety of an organization's technical infrastructure

## 50,000 foot view

**Roles**

**Disciplines**

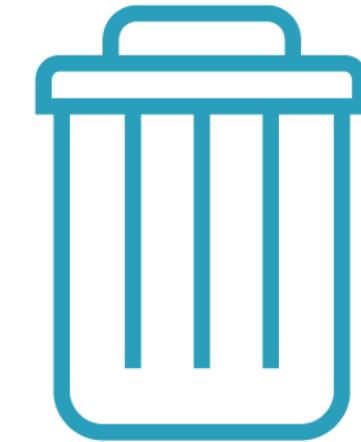
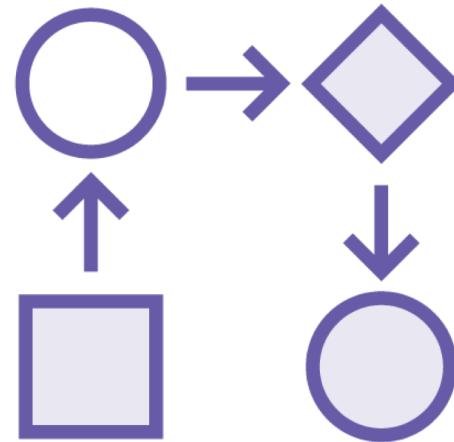
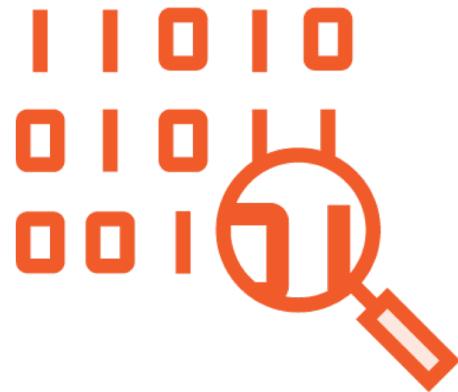
**Methodologies**

**Technologies**

**The data lifecycle**



# Data Isn't Always Linear

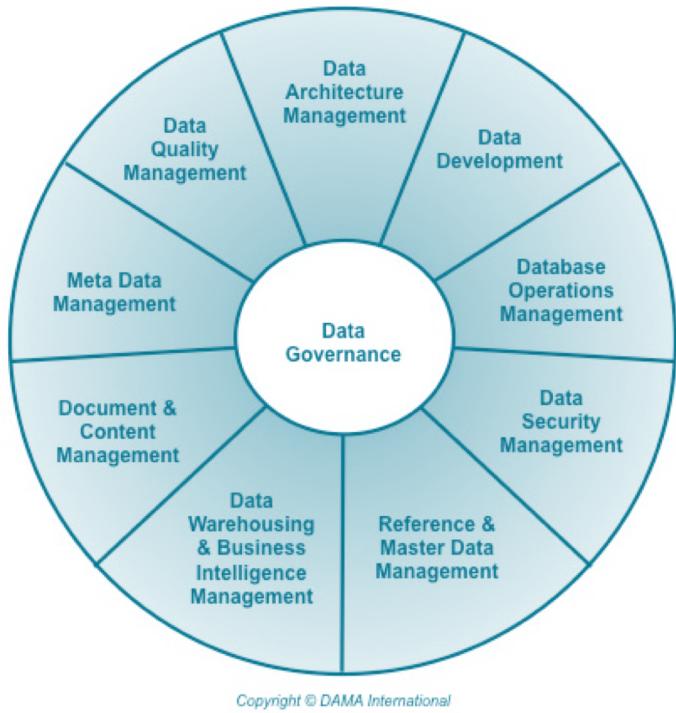


Good data doesn't die,  
it just fades away...

...or transforms into other  
data



# The DAMA Data Lifecycle Wheel



## DAMA International (DAMAI)

- The Data Management Association International

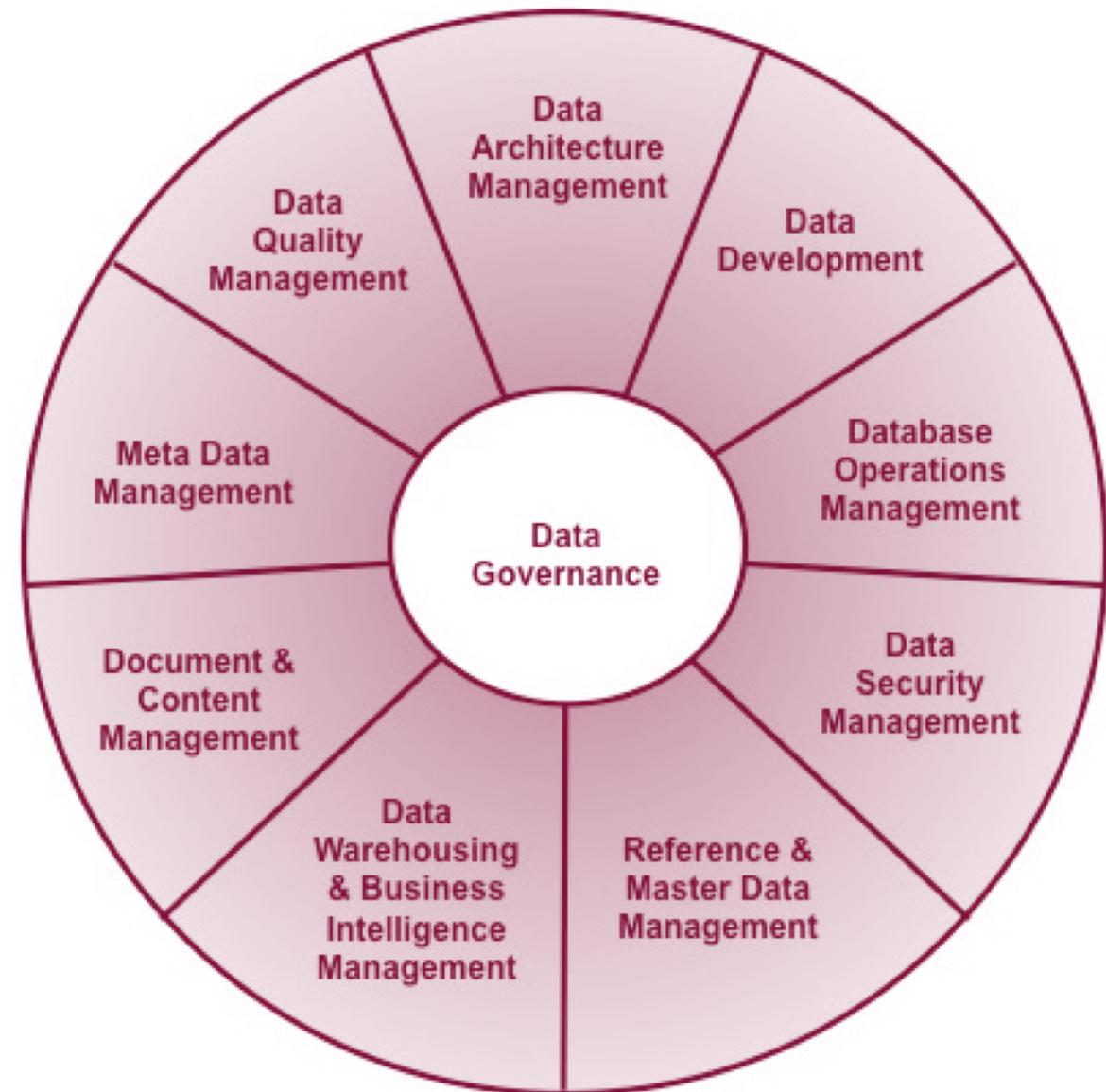
## DMBOK

- Data Management Body of Knowledge

## DM Dictionary



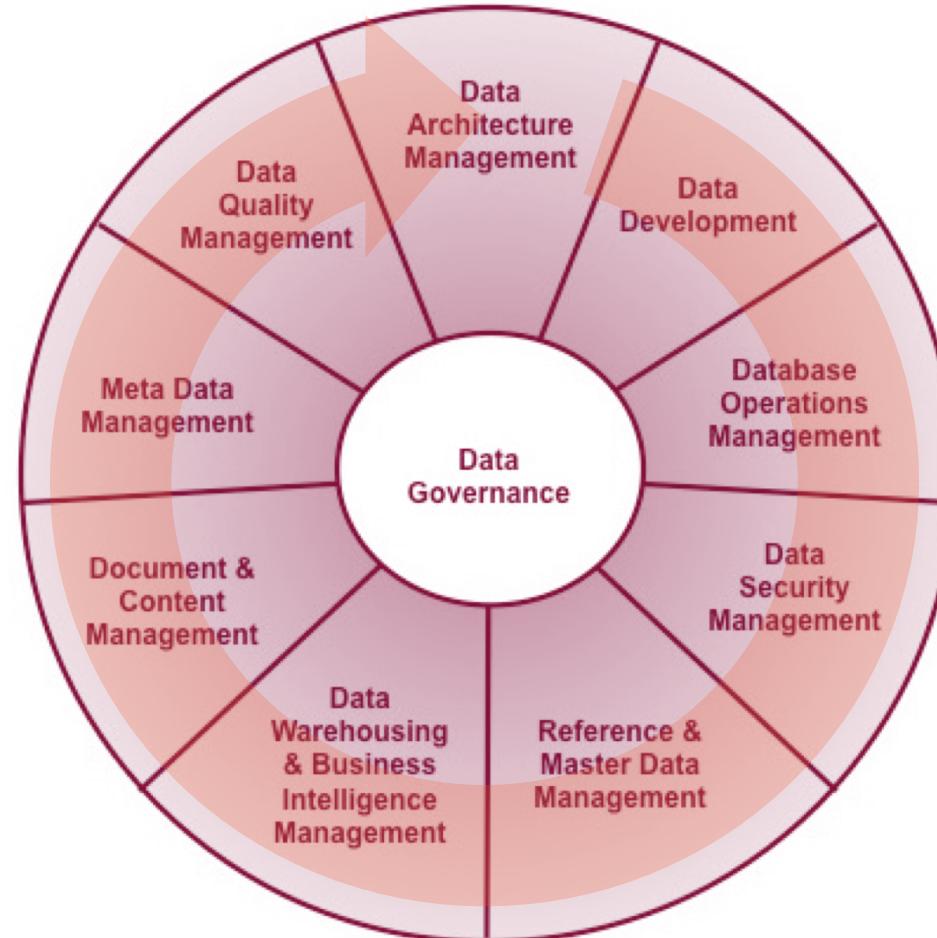
# The DAMA Data Lifecycle Wheel



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# It's Cyclical



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# The Three Parts of EDM

## Preparing an Enterprise Data Strategy



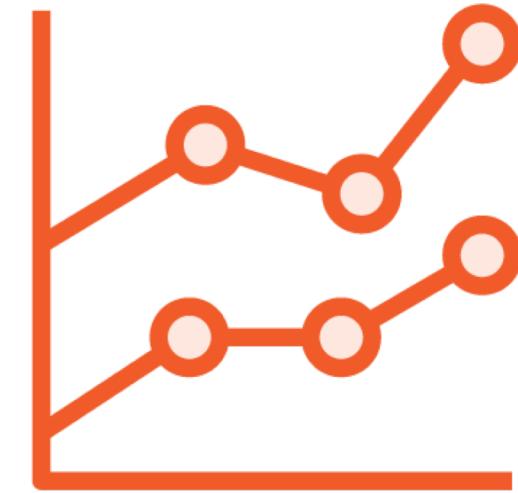
**Governance,  
Architecture &  
Modeling**

## Managing & Working with Data



**Engineering &  
Administration**

## Getting Value from Data



**Business Intelligence,  
Analytics & Predictive  
Modeling**





# Preparing an Enterprise Data Strategy

**Data governance**

**Master data management (MDM)**

**Data architecture**

**Enterprise data model**

**Roles for each discipline**





# Preparing an Enterprise Data Strategy

**The chief data officer (CDO)**

**Data governance director**

**Data stewards**

**Subject matter experts (SME)**

**Enterprise data/information architects**

**Data modelers**





# Managing and Working with Data

**Organize**

**Persist**

**Secure**

**Profile**

**Transform**

**Analyze**

**Relational Database Management Systems**

**Structured Query Language**

- SQL (S-Q-L or "sequel" /'si:kwəl/ )





# Managing and Working with Data

**Database administrators (DBA)**  
**Data developers**  
**Data integration/ETL developers**  
**Data profile and quality analyst**



# Getting Value from Data



**Business intelligence (BI)**

**Data analytics**

**Predictive modeling**

- Foretell outcomes based on existing data patterns





# Getting Value from Data

**(Big) Data engineers**

**Business intelligence developers**

**Data/statistical/predictive analyst**

**Data visualization developers**



By the End of  
This Course



## Enterprise data management

- Data governance
- Data modeling
- Data architecture
  - Example: MDM
  - Blockchain in the enterprise

## Roles and their titles

## Role's responsibilities

## How it all fits

## Develop a data strategy of your own



# Next up: Preparing an Enterprise Data Strategy

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