The Dama Dictionary Of Data Management 2nd Edition Over 2 000 Terms Defined For It And Business Professionals

Data governance is broken. It’s time we fix it. Why is data governance so ineffective? The truth is data governance programs aren’t designed for the way we run our data teams, they aren’t even designed for a modern organization at all. They were designed when reports still came through inter-office mail. The flow of data into, within, and out of today’s organizations is a tsunami breaking through rigid data governance methods. Yet our programs still rely on that command and control approach. Have you ever tried to control a tsunami? Every organization that uses data knows that they need a data governance program. Data literacy efforts and legislation like GDPR have become the bellwethers for our governance functions. But we still sit in data governance meetings without enough people and too many questions to move things forward. There’s no agility to the program because we imply a degree of frailty to the data that doesn’t exist. We continue to insist on archaic methods that bring no value to our organizations. Achieving deep insights from data can’t happen without good governance practices. All indicators point to the need to create a resilient and responsive data governance function. Where we go from here, and how we achieve success in data governance requires a radically different way. The hard truth: it’s time to challenge everything we know about data governance. Laura Madsen shows you how to redefine governance for the modern age. With a casual, witty style Madsen taps on her decades of experience, shares interviews with other best-in-field experts and grounds her perspective in research. Witness where it all fell apart, challenge long-held beliefs, and commit to a fundamental shift—that governance is not about stopping or preventing usage but about supporting the usage of data. Be able to bring back trust and value to our data governance functions, and learn the: · People-driven approach to governance · Processes that support the tsunami of data · Cutting edge technology that’s enabling data governance

Master the most agile and resilient design for building analytics applications: the Unified Star Schema (USS) approach. The USS has many benefits over traditional dimensional modeling. Witness the power of the USS as a single star schema that serves as a foundation for all present and future business requirements of your organization. Data warehouse legend Bill Inmon and business intelligence innovator, Francesco Puppini, explain step-by-step why the Unified Star Schema is the recommended approach for business intelligence designs today, and show through many examples how to build and use this new solution. This book contains two parts. Part I, Architecture, explains the benefits of data marts and data warehouses, covering how organizations progressed to their current state of analytics, and to the challenges that result from current business intelligence architectures. Chapter 1 covers the drivers behind and the characteristics of the data warehouse and data mart. Chapter 2 introduces dimensional modeling concepts, including fact tables, dimensions, star joins, and snowflakes. Chapter 3 recalls the evolution of the data mart. Chapter 4 explains Extract, Transform, and Load (ETL), and the value ETL brings to reporting. Chapter 5 explores the Integrated Data Mart Approach, and Chapter 6 explains how to monitor this environment. Chapter 7 describes the different types of metadata within the data warehouse environment. Chapter 8 progresses through the evolution to our current modern data warehouse environment. Part II, the Unified Star Schema, covers the Unified Star Schema (USS) approach and how it solves the challenges introduced in Part I. There are eight chapters within Part II: · Chapter 9, Introduction to the Unified Star Schema: Learn about its architecture and use cases, as well as how the USS approach differs from the traditional approach. · Chapter 10, Loss of Data: Learn about the loss of data and the USS Bridge. Understand that the USS approach does not create any join, and for this reason, it has no loss of data. · Chapter

11, The Fan Trap: Get introduced to the Oriented Data Model convention, and learn the dangers of a fan trap through an example. Differentiate join and association, and realize that an “in-memory association” is the preferred solution to the fan trap. · Chapter 12, The Chasm Trap: Become familiar with the Cartesian product, and then follow along with an example based on LinkedIn, which illustrates that a chasm trap produces unwanted duplicates. See that the USS Bridge is based on a union, which does not create any duplicates. · Chapter 13, Multi-Fact Queries: Distinguish between multiple facts “with direct connection” versus multiple facts “with no direct connection”. Explore how BI tools are capable of building aggregated virtual rows. · Chapter 14, Loops: Learn more about loops and five traditional techniques to solve them. Follow along with an implementation, which will illustrate the solution based on the USS approach. · Chapter 15, Non-Conformed Granularities: Learn about non-conformed granularities, and learn that the Unified Star Schema introduces a solution called “re-normalization”. · Chapter 16, Northwind Case Study. Witness how easy it is to detect the pitfalls of Northwind using the ODM convention. Follow along with an implementation of the USS approach on the Northwind database with various BI tools.

Medical acronyms and abbreviations offer convenience, but those countless shortcuts can often be confusing. Now a part of the popular Dorland’s suite of products, this reference features thousands of terms from across various medical specialties. Its alphabetical arrangement makes for quick reference, and expanded coverage of symbols ensures they are easier to find. Effective communication plays an important role in all medical settings, so turn to this trusted volume for nearly any medical abbreviation you might encounter. Symbols section makes it easier to locate unusual or seldom-used symbols. Convenient alphabetical format allows you to find the entry you need more intuitively. More than 90,000 entries and definitions. Many new and updated entries including terminology in expanding specialties, such as Nursing; Physical, Occupational, and Speech Therapies; Transcription and Coding; Computer and Technical Fields. New section on abbreviations to avoid, including Joint Commission abbreviations that are not to be used. Incorporates updates suggested by the Institute for Safe Medication Practices (ISMP).

Business Metadata: Capturing Enterprise Knowledge is the first book that helps businesses capture corporate (human) knowledge and unstructured data, and offer solutions for codifying it for use in IT and management. Written by Bill Inmon, one of the fathers of the data warehouse and well-known author, the book is filled with war stories, examples, and cases from current projects. It includes a complete metadata acquisition methodology and project plan to guide readers every step of the way, and sample unstructured metadata for use in self-testing and developing skills. This book is recommended for IT professionals, including those in consulting, working on systems that will deliver better knowledge management capability. This includes people in these positions: data architects, data analysts, SOA architects, metadata analysts, repository (metadata data warehouse) managers as well as vendors that have a metadata component as part of their systems or tools. First book that helps businesses capture corporate (human) knowledge and unstructured data, and offer solutions for codifying it for use in IT and management Written by Bill Inmon, one of the fathers of the data warehouse and well-known author, and filled with war stories, examples, and cases from current projects Very practical, includes a complete metadata acquisition methodology and project plan to guide readers every step of the way Includes sample unstructured metadata for use in self-testing and developing skills

The DAMA Dictionary of Data ManagementTechnics Publications Llc

This is the definitive introduction to the field of data management. Use this guide to build consensus, introduce standard definitions, and identify guiding principles for data management gement functions, roles, and deliverables. DAMA-DMBOK references the DAMA Dictionary of Data Management. Under the umbrella and support of the non-profit association DAMA International, the DAMA International Foundation is a

501 c (6) not-for-profit entity, whose mission is to foster the advancement of the data management profession and community through education and research. By purchasing this indispensable piece of knowledge you will continue to support the data management community.
Data-governance programs focus on authority and accountability for the management of data as a valued organizational asset. Data Governance should not be about command-and-control, yet at times could become invasive or threatening to the work, people and culture of an organization. Non-Invasive Data Governance™ focuses on formalizing existing accountability for the management of data and improving formal communications, protection, and quality efforts through effective stewarding of data resources. Non-Invasive Data Governance will provide you with a complete set of tools to help you deliver a successful data governance program. Learn how: • Steward responsibilities can be identified and recognized, formalized, and engaged according to their existing responsibility rather than being assigned or handed to people as more work. • Governance of information can be applied to existing policies, standard operating procedures, practices, and methodologies, rather than being introduced or emphasized as new processes or methods. • Governance of information can support all data integration, risk management, business intelligence and master data management activities rather than imposing inconsistent rigor to these initiatives. • A practical and non-threatening approach can be applied to governing information and promoting stewardship of data as a cross-organization asset. • Best practices and key concepts of this non-threatening approach can be communicated effectively to leverage strengths and address opportunities to improve.
Data Modeling Made Simple will provide the business or IT professional with a practical working knowledge of data modeling concepts and best practices. This book is written in a conversational style that encourages you to read it from start to finish and master these ten objectives: Know when a data model is needed and which type of data model is most effective for each situation Read a data model of any size and complexity with the same confidence as reading a book Build a fully normalized relational data model, as well as an easily navigatable dimensional model Apply techniques to turn a logical data model into an efficient physical design Leverage several templates to make requirements gathering more efficient and accurate Explain all ten categories of the Data Model Scorecard Learn strategies to improve your working relationships with others Appreciate the impact unstructured data has, and will have, on our data modeling deliverables Learn basic UML concepts Put data modeling in context with XML, metadata, and agile development Book Review by Johnny Gay In this book review, I address each section in the book and provide what I found most valuable as a data modeler. I compare, as I go, how the book's structure eases the new data modeler into the subject much like an instructor might ease a beginning swimmer into the pool. This book begins like a Dan Brown novel. It even starts out with the protagonist, our favorite data modeler, lost on a dark road somewhere in France. In this case, what saves him isn't a cipher, but of all things, something that's very much like a data model in the form of a map! The author deems they are both way-finding tools. The chapters in the book are divided into 5 sections. The chapters in each section end with an exercise and a list of the key points covered to reinforce what you've learned. I find myself comparing the teaching structure of the book to the way most of us learn to swim.
Dr. Chisholm's book is an important work and should be required reading for all senior executives, regulators, and market authorities. What we need before we can develop systems, is a set of clear cut definitions of each data element. This is an excellent book on definitions for data modelers and data managers. Data modeling is the art of defining data elements and is all about definitions. Establishing a common understanding of financial instruments, including the nuances of their underlying contractual structure, is the very foundation of systemic oversight, business process automation, and analytical modeling.

Have you already taken a CDMP (Certified Data Management Professional) Data Management Fundamentals course from a Registered Training Provider?Or Have you self-studied using the DAMA DMBOK 2?Are you still not quite confident that you are ready to take the certification exam? If so, you've come to the right place!290 Questions covering all the chapters of DMBOK2 as well as 2 x 100 question practice exams.

Learn everything you need to become a successful data architect on the Salesforce platform Key Features Adopt best practices relating to data governance and learn how to implement them Learn how to work with data in Salesforce while maintaining scalability and security of an instance Gain insights into managing large data volumes in Salesforce Book Description As Salesforce orgs mature over time, data management and integrations are becoming more challenging than ever. Salesforce Data Architecture and Management follows a hands-on approach to managing data and tracking the performance of your Salesforce org. You'll start by understanding the role and skills required to become a successful data architect. The book focuses on data modeling concepts, how to apply them in Salesforce, and how they relate to objects and fields in Salesforce. You'll learn the intricacies of managing data in Salesforce, starting from understanding why Salesforce has chosen to optimize for read rather than write operations. After developing a solid foundation, you'll explore examples and best practices for managing your data. You'll understand how to manage your master data and discover what the Golden Record is and why it is important for organizations. Next, you'll learn how to align your MDM and CRM strategy with a discussion on Salesforce's Customer 360 and its key components. You'll also cover data governance, its multiple facets, and how GDPR compliance can be achieved with Salesforce. Finally, you'll discover Large Data Volumes (LDVs) and best practices for migrating data using APIs. By the end of this book, you'll be well-versed with data management, data backup, storage, and archiving in Salesforce. What you will learn Understand the Salesforce data architecture Explore various data backup and archival strategies Understand how the Salesforce platform is designed and how it is different from other relational databases Uncover tools that can help in data management that minimize data trust issues in your Salesforce org Focus on the Salesforce Customer 360 platform, its key components, and how it can help organizations in connecting with customers Discover how Salesforce can be used for GDPR compliance Measure and monitor the performance of your Salesforce org Who this book is for This book is for aspiring architects, Salesforce admins, and developers. You will also find the book useful if you're preparing for the Salesforce Data Architecture and Management exam. A basic understanding of Salesforce is assumed.

Database Management Systems provides comprehensive and up-to-date coverage of the fundamentals of database systems. Coherent explanations and practical examples have made this one of the leading texts in the field. The third edition continues in this tradition, enhancing it with more practical material. The new edition has been reorganized to allow more flexibility in the way the course is taught. Now, instructors can easily choose whether they would like to teach a course which emphasizes database application development or a course that emphasizes database systems issues. New overview chapters at the beginning of parts make it possible to skip other chapters in the part if you don't want the detail. More applications and examples have been added throughout the book, including SQL and Oracle examples. The applied flavor is further enhanced by the two new database applications chapters.

Build a working knowledge of data modeling concepts and best practices, along with how to apply these principles with ER/Studio. This second edition includes numerous updates and new sections including an overview of ER/Studio’s support for agile development, as well as a description of some of ER/Studio’s newer features for NoSQL, such as MongoDB’s containment structure.

As data management and integration continue to evolve rapidly, storing all your data in one place, such as a data warehouse, is no longer

scalable. In the very near future, data will need to be distributed and available for several technological solutions. With this practical book, you'll learnhow to migrate your enterprise from a complex and tightly coupled data landscape to a more flexible architecture ready for the modern world of data consumption. Executives, data architects, analytics teams, and compliance and governance staff will learn how to build a modern scalable data landscape using the Scaled Architecture, which you can introduce incrementally without a large upfront investment. Author Piethein Strengholt provides blueprints, principles, observations, best practices, and patterns to get you up to speed. Examine data management trends, including technological developments, regulatory requirements, and privacy concerns Go deep into the Scaled Architecture and learn how the pieces fit together Explore data governance and data security, master data management, self-service data marketplaces, and the importance of metadata

An Executive Guide to Data Management

Defining a set of guiding principles for data management and describing how these principles can be applied within data management functional areas; Providing a functional framework for the implementation of enterprise data management practices; including widely adopted practices, methods and techniques, functions, roles, deliverables and metrics; Establishing a common vocabulary for data management concepts and serving as the basis for best practices for data management professionals. DAMA-DMBOK2 provides data management and IT professionals, executives, knowledge workers, educators, and researchers with a framework to manage their data and mature their information infrastructure, based on these principles: Data is an asset with unique properties; The value of data can be and should be expressed in economic terms; Managing data means managing the quality of data; It takes metadata to manage data; It takes planning to manage data; Data management is cross-functional and requires a range of skills and expertise; Data management requires an enterprise perspective; Data management must account for a range of perspectives; Data management is data lifecycle management; Different types of data have different lifecycle requirements; Managing data includes managing risks associated with data; Data management requirements must drive information technology decisions; Effective data management requires leadership commitment.

Data stewards in business and IT are the backbone of a successful data governance implementation because they do the work to make a company's data trusted, dependable, and high quality. Data Stewardship explains everything you need to know to successfully implement the stewardship portion of data governance, including how to organize, train, and work with data stewards, get high-quality business definitions and other metadata, and perform the day-to-day tasks using a minimum of the steward's time and effort. David Plotkin has loaded this book with practical advice on stewardship so you can get right to work, have early successes, and measure and communicate those successes, gaining more support for this critical effort. Provides clear and concise practical advice on implementing and running data stewardship, including guidelines on how to organize based on company structure, business functions, and data ownership Shows how to gain support for your stewardship effort, maintain that support over the long-term, and measure the success of the data stewardship effort and report back to management Includes detailed lists of responsibilities for each type of data steward and strategies to help the Data Governance Program Office work effectively with the data stewards

This is the single best book ever written on data quality. Clear, concise, and actionable. We all want to leverage our data resources to drive growth, but we too often ignore the fundamentals of data quality, which almost always inhibits our success. Tom lays out a clear path for each organization to holistically improve not only its data quality, but more importantly the performance of its business as a whole. —Jeffrey G. McMillan, Chief Analytics and Data Officer, Morgan Stanley This book lays out the roles everyone, up and down the organization chart, can

and must play to ensure that data is up to the demands of its use, in day-in, day-out work, decision-making, planning, and analytics. By now, everyone knows that bad data extorts an enormous toll, adding huge (though often hidden) costs, and making it more difficult to make good decisions and leverage advanced analyses. While the problems are pervasive and insidious, they are also solvable! As Tom Redman, “the Data Doc,” explains in Getting in Front on Data, the secret lies in getting the right people in the right roles to “get in front” of the management and social issues that lead to bad data in the first place. Everyone should see himself or herself in this book. We are all both data customers and data creators—after all, we use data created by others and create data used by others. And all of us must step up to these roles. As data customers, we must clarify our most important needs and communicate them to data creators. As data creators, we must strive to meet those needs by finding and eliminating the root causes of error. Getting in Front on Data proposes new roles for data professionals as: embedded data managers, in helping data customers and creators complete their work, DQ team leads, in connecting customers and creators, pulling the entire program together, and training people on their new roles, data maestros, in providing deep expertise on the really tough problems, chief data architects, in establishing common data definitions, and technologists, in increasing scale and decreasing unit cost. Getting in Front on Data introduces a new role, the data provocateur, the motive force in attacking data quality properly! This book urges everyone to unleash their inner provocateur. Finally, it crystallizes what senior leaders must do if their entire organizations are to enjoy the benefits of high-quality data! Data quality has always been important. But now, in the growing digital economy where business transactions and customer experiences are automated and tailored, data quality is critical. This book comes just in time. —Maria C. Villar, Global Vice President, SAP America, Inc. Winning, and more importantly thriving, in the digital age requires more than stating “Data is a strategic corporate asset.” Leaders and organizations need a plan of action to make the new vision a reality. Tom's latest book is a how-to for those seeking that reality. —Bob Palermo, Vice President, Performance Excellence, Shell Unconventionals Many, if not most, companies still struggle with their data. With his latest offering, Tom Redman sets out a path they can follow to Get in Front on Data. Based on his decades of experience working with many companies and individuals, this is the most practical guide around. A must read for data professionals, and especially data “provocateurs”. —Ken Self, President IAIDQ This book offers a unique perspective on how to think about data and address Data Quality – offering practical guidance and useful instruction from the perspective of each stakeholder. The process – and processes – to go from business need to having the right quality data to address that need is no small task. —John Nicodemo, Global Leader, Data Quality, Dun & Bradstreet Getting in Front on Data is a clearly written survival handbook for the new data-driven economy. It is a “must read” for the employees of any organization expecting to remain relevant and competitive. The “Data Doc” has an extraordinary talent for explaining key concepts with simple examples and understandable analogies making it accessible to everyone in their organization regardless of their role. —John R. Talburt, Director of the Information Quality Graduate Program University of Arkansas at Little Rock

"This is a great book! I have to admit I wasn't enthusiastic about the idea of a book with such a narrow topic initially, but, frankly, it's the first professional book I've read page to page in one sitting in a long time. It should be of interest to DBAs, data architects and modelers, programmers who have to write database programs, and yes, even managers. This book is a winner." - Karen Watterson, Editor SQL Server Professional "Malcolm Chisholm has produced a very readable book. It is well-written and with excellent examples. It will, I am sure, become the Reference Book on Reference Data." - Clive Finkelstein, "Father" of Information Engineering, Managing Director, Information Engineering Services Pty Ltd Reference data plays a key role in your business databases and must be free from defects of any kind. So why is it so hard to find information on this critical topic? Recognizing the dangers of taking reference data for granted, Managing Reference Data in Enterprise

Databases gives you precisely what you've been seeking: A complete guide to the implementation and management of reference data of all kinds. This book begins with a thorough definition of reference data, then proceeds with a detailed examination of all reference data issues, fully describing uses, common difficulties, and practical solutions. Whether you're a database manager, architect, administrator, programmer, or analyst, be sure to keep this easy-to-use reference close at hand. Features Solves special challenges associated with maintaining reference data. Addresses a wide range of reference data issues, including acronyms, redundancy, mapping, life cycles, multiple languages, and querying. Describes how reference data interacts with other system components, what problems can arise, and how to mitigate these problems. Offers examples of standard reference data types and matrices for evaluating management methods. Provides a number of standard reference data tables and more specialized material to help you deal with reference data, via a companion Web site
*This book is a brief overview of the model and has only 24 pages.*Almost every data management professional, at some point in their career, has come across the following crucial questions:1. Which industry reference model should I use for the implementation of data managementfunctions?2. What are the key data management capabilities that are feasible and applicable to my company?3. How do I measure the maturity of the data management functions and compare that withthose of my peers in the industry4. What are the critical, logical steps in the implementation of data management?The "Orange" (meta)model of data management provides a collection of techniques and templates for the practical set up of data management through the design and implementation of the data and information value chain, enabled by a set of data management capabilities.This book is a toolkit for advanced data management professionals and consultants thatare involved in the data management function implementation.This book works together with the earlier published "The Data Management Toolkit". The "Orange" model assists in specifying the feasible scope of data management capabilities, that fits company's business goals and resources. "The Data Management Toolkit" is a practical implementation guide of the chosen data management capabilities.
Managing data continues to grow as a necessity for modern organizations. There are seemingly infinite opportunities for organic growth, reduction of costs, and creation of new products and services. It has become apparent that none of these opportunities can happen smoothly without data governance. The cost of exponential data growth and privacy / security concerns are becoming burdensome. Organizations will encounter unexpected consequences in new sources of risk. The solution to these challenges is also data governance; ensuring balance between risk and opportunity. Data Governance, Second Edition, is for any executive, manager or data professional who needs to understand or implement a data governance program. It is required to ensure consistent, accurate and reliable data across their organization. This book offers an overview of why data governance is needed, how to design, initiate, and execute a program and how to keep the program sustainable. This valuable resource provides comprehensive guidance to beginning professionals, managers or analysts looking to improve their processes, and advanced students in Data Management and related courses. With the provided framework and case studies all professionals in the data governance field will gain key insights into launching successful and money-saving data governance program. Incorporates industry changes, lessons learned and new approaches Explores various ways in which data analysts and managers can ensure consistent, accurate and reliable data across their organizations Includes new case studies which detail real-world situations Explores all of the capabilities an organization must adopt to become data driven Provides guidance on various approaches to data governance, to determine whether an organization should be low profile, central controlled, agile, or traditional Provides guidance on using technology and separating vendor hype from sincere delivery of necessary capabilities Offers readers insights into how their organizations can improve the value of their data, through data quality, data strategy and data literacy Provides up to 75% brand-new content compared to the first edition

What's the Return on Investment (ROI) on data management? Sound like an impossible question to answer? Not if you read this book and learn the value-added approach to managing enterprise resources and assets. This book defines the five interrelated best practices that comprise data management, and shows you how by example to successfully communicate data management ROI to senior management. The 17 cases we share will help you to identify opportunities to introduce data management into the strategic conversations that occur in the C-suite. You will gain a new perspective regarding the stewardship of your data assets and insulate your operations from the chaos, losses and risks that result from traditional approaches to technological projects. And you will learn how to protect yourself from legal challenges resulting from outsourced information technology projects gone badly due to incorrect project sequencing and focus. With the emerging acceptance and adoption of revised performance standards, your organization will be better prepared to face the coming big data deluge! The book contains four chapters: • Chapter 1 gives a somewhat unique perspective to the practice of leveraging data. We describe the motivations and delineate the specific challenges preventing most organizations from making substantial progress in this area. • Chapter 2 presents 11 cases where leveraging data has produced positive financial results that can be presented in language of immediate interest to C-level executives. To the degree possible, we have quantified the effect that data management has had in terms that will be meaningful to them also. • Chapter 3 describes five instances taken from the authors' experiences with various governmental defense departments. The lessons in this section however can be equally applied to many non-profit and non-defense governmental organizations. • Chapter 4 speaks specifically to the interaction of data management practices, in terms of both information technology projects and legal responsibilities. Reading it can help your organization avoid a number of perils, stay out of court and better vet contractors, experts and other helpers who play a role in organization information technology development. From John Bottega Foreword: Data is the new currency. Yes, an expression that is being used quite a bit of late, but it is very relevant in discussing the importance of data and the methodologies by which we manage it. And like any currency, how we manage it determines its true value. Like any currency, it can be managed wisely, or it can be managed foolishly. It can be put to good use, or it can be squandered away. The question is – what factors determine the path that we take? How do we properly manage this asset and realize its full value and potential? In Monetizing Data Management, Peter and Juanita explore the question of how to understand and place tangible value on data and data management. They explore this question through a series of examples and real-world use cases to exemplify how the true value of data can be realized. They show how bringing together business and technology, and applying a data-centric forensic approach can turn massive amounts of data into the tools needed to improve business processes, reduce costs, and better serve the customer. Data monetization is not about turning data into money. Instead, it's about taking information and turning it into opportunity. It's about the need to understand the real meaning of data in order to extract value from it. And it's about achieving this objective through a partnership with business and technology. In Monetizing Data Management, the authors demonstrate how true value can be realized from our data through improved data centric approaches.

Written by over 120 data management practitioners, this is the most impressive compilation of data management principals and best practices, ever assembled. It provides data management and IT professionals, executives, knowledge workers, educators, and researchers with a framework to manage their data and mature their information infrastructure. The equivalent of the PMBOK or the BABOK, the DAMA-DMBOK provides information on: Data Governance; Data Architecture Management; Data Development; Database Operations Management; Data Security Management; Reference & Master Data Management; Data Warehousing & Business Intelligence Management; Document & Content Management; Meta Data Management; Data Quality Management; Professional Development. As an authoritative introduction to

data management, the goals of the DAMA-DMBOK Guide are: To build consensus for a generally applicable view of data management functions; To provide standard definitions for commonly used data management functions, deliverables, roles, and other terminology; To document guiding principles for data management; To present a vendor-neutral overview to commonly accepted good practices, widely adopted methods and techniques, and significant alternative approaches; To clarify the scope and boundaries of data management; To act as a reference which guides readers to additional resources for further understanding.

Adopting the latest technological and data related innovations has caused many organisations to realise they don't have a firm grasp on their basic operational data. This is a problem that Logical Data Models are uniquely qualified to help them solve. The realisation of the need to define a Logical Data Model may be driven by any number of reasons including; trying to link Big Data Analytics to operational data, plunging into Digital Marketing, choosing the best SaaS solution, carrying out a core Data Migration, developing a Data Warehouse, enhancing Data Governance processes, or even just trying to get everyone to agree on their Product specifications! This book will provide you with the skills required to start to answer these and many similar types of questions. It is not written with a focus on IT development, so you don't need a technical background to get the most from it. But for any professional working in an organisation's data landscape, this book will provide the skills they need to define high quality and beneficial data models quickly and easily. It does this using a wealth of practical examples, tips and techniques, as well as providing checklists and templates. It is structured into three parts: The Foundations: What are the solid foundations necessary for building effective data models? The Tools: What Tools are required to enable you to specify clear, precise and accurate data model definitions? The Deliverables: What processes will you need to successfully define the models, what will they deliver, and how can we make them beneficial to the organisation? "In this data-rich era, it is even more critical for organisations to answer the question of what their data means and the value it can bring. Those who can, will gain a competitive advantage through their use of data to streamline their operations and energise their strategies. Core to revealing this meaning, is the data model that is now, more than ever, the lynchpin of success. The Data Model Toolkit provides the essential knowledge and skills that will ensure this success." – Reem Zahran, Global IT Platform Director, TNS "We work with many enterprise customers to help them transform their technology and it always starts with data. The key is a clear definition of their data quality, completeness and governance. This book shows you step by step how to define and use Data Models as powerful tools to define an organisation's data and maximise its business benefit." – John Casserly, CEO, Xceed Group

A Dell Technologies perspective on today's data landscape and the key ingredients for planning a modern, distributed data pipeline for your multicloud data-driven enterprise

The "father of data warehousing" incorporates the latesttechnologies into his blueprint for integrated decision supportsystems Today's corporate IT and data warehouse managers are required tomake a small army of technologies work together to ensure fast andaccurate information for business managers. Bill Inmon created theCorporate Information Factory to solve the needs ofthese managers. Since the First Edition, the design of the factoryhas grown and changed dramatically. This Second Edition, revisedand expanded by 40% with five new chapters, incorporates thesechanges. This step-by-step guide will enable readers to connecttheir legacy systems with the data warehouse and deal with a hostof new and changing technologies, including Web access mechanisms,e-commerce systems, ERP (Enterprise Resource Planning) systems. Thebook also looks closely at exploration and data mining servers foranalyzing customer behavior and departmental data marts forfinance, sales, and

marketing.

Managing Data in Motion describes techniques that have been developed for significantly reducing the complexity of managing system interfaces and enabling scalable architectures. Author April Reeve brings over two decades of experience to present a vendor-neutral approach to moving data between computing environments and systems. Readers will learn the techniques, technologies, and best practices for managing the passage of data between computer systems and integrating disparate data together in an enterprise environment. The average enterprise's computing environment is comprised of hundreds to thousands computer systems that have been built, purchased, and acquired over time. The data from these various systems needs to be integrated for reporting and analysis, shared for business transaction processing, and converted from one format to another when old systems are replaced and new systems are acquired. The management of the "data in motion" in organizations is rapidly becoming one of the biggest concerns for business and IT management. Data warehousing and conversion, real-time data integration, and cloud and "big data" applications are just a few of the challenges facing organizations and businesses today. Managing Data in Motion tackles these and other topics in a style easily understood by business and IT managers as well as programmers and architects. Presents a vendor-neutral overview of the different technologies and techniques for moving data between computer systems including the emerging solutions for unstructured as well as structured data types Explains, in non-technical terms, the architecture and components required to perform data integration Describes how to reduce the complexity of managing system interfaces and enable a scalable data architecture that can handle the dimensions of "Big Data"

This book contains practical steps business users can take to implement data management in a number of ways, including data governance, data architecture, master data management, business intelligence, and others. It defines data strategy, and covers chapters that illustrate how to align a data strategy with the business strategy, a discussion on valuing data as an asset, the evolution of data management, and who should oversee a data strategy. This provides the user with a good understanding of what a data strategy is and its limits. Critical to a data strategy is the incorporation of one or more data management domains. Chapters on key data management domains—data governance, data architecture, master data management and analytics, offer the user a practical approach to data management execution within a data strategy. The intent is to enable the user to identify how execution on one or more data management domains can help solve business issues. This book is intended for business users who work with data, who need to manage one or more aspects of the organization’s data, and who want to foster an integrated approach for how enterprise data is managed. This book is also an excellent reference for students studying computer science and business management or simply for someone who has been tasked with starting or improving existing data management.

Executing Data Quality Projects, Second Edition presents a structured yet flexible approach for creating, improving, sustaining and managing the quality of data and information within any organization. Studies show that data quality problems are costing businesses billions of dollars each year, with poor data linked to waste and inefficiency, damaged credibility among customers and suppliers, and an organizational inability to make sound decisions. Help is here! This book describes a proven Ten Step approach

that combines a conceptual framework for understanding information quality with techniques, tools, and instructions for practically putting the approach to work – with the end result of high-quality trusted data and information, so critical to today's data-dependent organizations. The Ten Steps approach applies to all types of data and all types of organizations – for-profit in any industry, non-profit, government, education, healthcare, science, research, and medicine. This book includes numerous templates, detailed examples, and practical advice for executing every step. At the same time, readers are advised on how to select relevant steps and apply them in different ways to best address the many situations they will face. The layout allows for quick reference with an easy-to-use format highlighting key concepts and definitions, important checkpoints, communication activities, best practices, and warnings. The experience of actual clients and users of the Ten Steps provide real examples of outputs for the steps plus highlighted, sidebar case studies called Ten Steps in Action. This book uses projects as the vehicle for data quality work and the word broadly to include: 1) focused data quality improvement projects, such as improving data used in supply chain management, 2) data quality activities in other projects such as building new applications and migrating data from legacy systems, integrating data because of mergers and acquisitions, or untangling data due to organizational breakups, and 3) ad hoc use of data quality steps, techniques, or activities in the course of daily work. The Ten Steps approach can also be used to enrich an organization's standard SDLC (whether sequential or Agile) and it complements general improvement methodologies such as six sigma or lean. No two data quality projects are the same but the flexible nature of the Ten Steps means the methodology can be applied to all. The new Second Edition highlights topics such as artificial intelligence and machine learning, Internet of Things, security and privacy, analytics, legal and regulatory requirements, data science, big data, data lakes, and cloud computing, among others, to show their dependence on data and information and why data quality is more relevant and critical now than ever before. Includes concrete instructions, numerous templates, and practical advice for executing every step of The Ten Steps approach Contains real examples from around the world, gleaned from the author's consulting practice and from those who implemented based on her training courses and the earlier edition of the book Allows for quick reference with an easy-to-use format highlighting key concepts and definitions, important checkpoints, communication activities, and best practices A companion Web site includes links to numerous data quality resources, including many of the templates featured in the text, quick summaries of key ideas from the Ten Steps methodology, and other tools and information that are available online

Multi-Domain Master Data Management delivers practical guidance and specific instruction to help guide planners and practitioners through the challenges of a multi-domain master data management (MDM) implementation. Authors Mark Allen and Dalton Cervo bring their expertise to you in the only reference you need to help your organization take master data management to the next level by incorporating it across multiple domains. Written in a business friendly style with sufficient program planning guidance, this book covers a comprehensive set of topics and advanced strategies centered on the key MDM disciplines of Data Governance, Data Stewardship, Data Quality Management, Metadata Management, and Data Integration. Provides a logical order toward planning, implementation, and ongoing management of multi-domain MDM from a program manager and data steward

perspective. Provides detailed guidance, examples and illustrations for MDM practitioners to apply these insights to their strategies, plans, and processes. Covers advanced MDM strategy and instruction aimed at improving data quality management, lowering data maintenance costs, and reducing corporate risks by applying consistent enterprise-wide practices for the management and control of master data.

A lot of companies realize that data is an invaluable asset and has to be managed accordingly. They would also like to get value from data. Everyone wants to be 'data-driven' these days. What lies beneath this idea, is the wish to make the decision-making process easier and more effective. It means delivering the required data of acceptable quality to the relevant decision makers when and where they need it. In short: a lot of companies have the necessity to manage their data properly. The main question is: how do you put this in practice? Knowing the potential of your data, and managing it correctly is the key to an effective and successful business. As a result of well-implemented data management, you will be able to reduce risks and costs, increase efficiency, ensure business continuity and successful growth. In this book, we invite you for a five-course dinner. During each course we will explain the steps of our 5-step programme which guarantees successful implementation of data management.

"It's our thesis that privacy will be an integral part of the next wave in the technology revolution and that innovators who are emphasizing privacy as an integral part of the product life cycle are on the right track." --The authors of The Privacy Engineer's Manifesto The Privacy Engineer's Manifesto: Getting from Policy to Code to QA to Value is the first book of its kind, offering industry-proven solutions that go beyond mere theory and adding lucid perspectives on the challenges and opportunities raised with the emerging "personal" information economy. The authors, a uniquely skilled team of longtime industry experts, detail how you can build privacy into products, processes, applications, and systems. The book offers insight on translating the guiding light of OECD Privacy Guidelines, the Fair Information Practice Principles (FIPPs), Generally Accepted Privacy Principles (GAPP) and Privacy by Design (PbD) into concrete concepts that organizations, software/hardware engineers, and system administrators/owners can understand and apply throughout the product or process life cycle—regardless of development methodology—from inception to retirement, including data deletion and destruction. In addition to providing practical methods to applying privacy engineering methodologies, the authors detail how to prepare and organize an enterprise or organization to support and manage products, process, systems, and applications that require personal information. The authors also address how to think about and assign value to the personal information assets being protected. Finally, the team of experts offers thoughts about the information revolution that has only just begun, and how we can live in a world of sensors and trillions of data points without losing our ethics or value(s)...and even have a little fun. The Privacy Engineer's Manifesto is designed to serve multiple stakeholders: Anyone who is involved in designing, developing, deploying and reviewing products, processes, applications, and systems that process personal information, including software/hardware engineers, technical program and product managers, support and sales engineers, system integrators, IT professionals, lawyers, and information privacy and security professionals. This book is a must-read for all practitioners in the personal information economy. Privacy will be an

integral part of the next wave in the technology revolution; innovators who emphasize privacy as an integral part of the product life cycle are on the right track. Foreword by Dr. Eric Bonabeau, PhD, Chairman, Icosystem, Inc. & Dean of Computational Sciences, Minerva Schools at KGI.

Create a competitive advantage with data quality Data is rapidly becoming the powerhouse of industry, butlow-quality data can actually put a company at a disadvantage. Tobe used effectively, data must accurately reflect the real-worldscenario it represents, and it must be in a form that is usable andaccessible. Quality data involves asking the right questions,targeting the correct parameters, and having an effective internalmanagement, organization, and access system. It must be relevant,complete, and correct, while falling in line with pervasiveregulatory oversight programs. Competing with High Quality Data: Concepts, Tools andTechniques for Building a Successful Approach to Data Qualitytakes a holistic approach to improving data quality, fromcollection to usage. Author Rajesh Jugulum is globally-recognizedas a major voice in the data quality arena, with high-levelbackgrounds in international corporate finance. In the book,Jugulum provides a roadmap to data quality innovation,covering topics such as: The four-phase approach to data quality control Methodology that produces data sets for different aspects of abusiness Streamlined data quality assessment and issue resolution A structured, systematic, disciplined approach to effectivedata gathering The book also contains real-world case studies to illustrate howcompanies across a broad range of sectors have employed dataquality systems, whether or not they succeeded, and what lessonswere learned. High-quality data increases value throughout theinformation supply chain, and the benefits extend to the client,employee, and shareholder. Competing with High Quality Data:Concepts, Tools and Techniques for Building a Successful Approachto Data Quality provides the information and guidance necessaryto formulate and activate an effective data quality plan today.

A glossary of over 2,000 terms which provides a common data management vocabulary for IT and Business professionals, and is a companion to the DAMA Data Management Body of Knowledge (DAMA-DMBOK). This glossary is a physical book – it also comes in electronic format as a CD-ROM (see ISBN 9781935504115). Topics include: • Analytics & Data Mining • Architecture • Artificial Intelligence • Business Analysis • DAMA & Professional Development • Databases & Database Design • Database Administration • Data Governance & Stewardship • Data Management • Data Modeling • Data Movement & Integration • Data Quality Management • Data Security Management • Data Warehousing & Business Intelligence • Document, Record & Content Management • Finance & Accounting • Geospatial Data • Knowledge Management • Marketing & Customer Relationship Management • Meta Data Management • Multi-dimensional & OLAP • Normalization • Object-Orientation • Parallel Database Processing • Planning • Process Management • Project Management • Reference & Master Data Management • Semantic Modeling • Software

Development • Standards Organizations • Structured Query Language (SQL) • XML Development

Did you ever try getting Businesspeople and IT to agree on the project scope for a new application? Or try getting Marketing and Sales to agree on the target audience? Or try bringing new team members up to speed on the hundreds of tables in your data warehouse — without them dozing off? Whether you are a businessperson or an IT professional, you can be the hero in each of these and hundreds of other scenarios by building a High-Level Data Model. The High-Level Data Model is a simplified view of our complex environment. It can be a powerful communication tool of the key concepts within our application development projects, business intelligence and master data management programs, and all enterprise and industry initiatives. Learn about the High-Level Data Model and master the techniques for building one, including a comprehensive ten-step approach and hands-on exercises to help you practice topics on your own. In this book, we review data modeling basics and explain why the core concepts stored in a high-level data model can have significant business impact on an organization. We explain the technical notation used for a data model and walk through some simple examples of building a high-level data model. We also describe how data models relate to other key initiatives you may have heard of or may be implementing in your organization. This book contains best practices for implementing a high-level data model, along with some easy-to-use templates and guidelines for a step-by-step approach. Each step will be illustrated using many examples based on actual projects we have worked on. Names have been changed to protect the innocent, but the pain points and lessons have been preserved. One example spans an entire chapter and will allow you to practice building a high-level data model from beginning to end, and then compare your results to ours. Building a high-level data model following the ten step approach you'll read about is a great way to ensure you will retain the new skills you learn in this book. As is the case in many disciplines, using the right tool for the right job is critical to the overall success of your high-level data model implementation. To help you in your tool selection process, there are several chapters dedicated to discussing what to look for in a high-level data modeling tool and a framework for choosing a data modeling tool, in general. This book concludes with a real-world case study that shows how an international energy company successfully used a high-level data model to streamline their information management practices and increase communication throughout the organization—between both businesspeople and IT.

Data modeling is one of the under-exploited, and potentially very valuable, business capabilities that are often hidden away in an organization's Information Technology department. Data Modeling for the Business highlights both the resulting damage to business value, and the opportunities to make things better. As an easy-to follow and comprehensive guide on the 'why' and 'how' of data modeling, it also reminds us that a successful strategy for exploiting IT depends at least as much on the information as the technology. Chris Potts, Corporate IT Strategist and

Author of fruITion: Creating the Ultimate Corporate Strategy for Information Technology One of the most critical systems issues is aligning business with IT and fulfilling business needs using data models. The authors of Data Modeling for the Business do a masterful job at simply and clearly describing the art of using data models to communicate with business representatives and meet business needs. The book provides many valuable tools, analogies, and step-by-step methods for effective data modeling and is an important contribution in bridging the much needed connection between data modeling and realizing business requirements. Len Silverston, author of The Data Model Resource Book series Containing entries for more than 45,000 English, Scottish, Welsh, Irish, Cornish, and immigrant surnames, The Oxford Dictionary of Family Names in Britain and Ireland is the ultimate reference work on family names of the UK. The Dictionary includes every surname that currently has more than 100 bearers. Each entry contains lists of variant spellings of the name, an explanation of its origins (including the etymology), lists of early bearers showing evidence for formation and continuity from the date of formation down to the 19th century, geographical distribution, and, where relevant, genealogical and bibliographical notes, making this a fully comprehensive work on family names. This authoritative guide also includes an introductory essay explaining the historical background, formation, and typology of surnames and a guide to surnames research and family history research. Additional material also includes a list of published and unpublished lists of surnames from the Middle Ages to the present day.